

The purpose of this document is to outline the Communications Strategy for the Daventry Town Council (DTC). It covers Internal and External Communications and sets aims and objectives for community engagement.

Community Engagement is an important component and this statement sets out how Daventry Town Council will ensure the community is kept informed about and can contribute to the activities and decision making of the council to the benefit of the Town. We want to make sure that our communications are two-way, telling people about ourselves and listening to the community and what service improvements it would like.

We believe our community is everyone living and/or working within the boundaries of our Town. It is critical to the future of the Town and people who live here that we develop a vibrant and engaged community that understands the value a parish council can offer and uses the Council to help develop the Town for the benefit of its residents and businesses.

Aims and objectives for community engagement

Daventry Town Council aims to improve the quality of life for the community of Daventry. To achieve this we will

- Engage in open dialogue with the community to understand their needs and explain how we will address those needs, using the limited resources available to the Town Council
- Strive to ensure that the council is fully representative of its community
- Publish details so that members of the community know that they can contact Councillors
- Ensure that members of the community know what the council is doing on their behalf
- Encourage members of the community to influence decisions of the Town Council in a democratic manner
- When appropriate, pass on the wishes of the community to other authorities and agencies.

We want a community that is proud of its Town Council and actively works to foster pride through involvement in Town development.

Methods of Communications

There are many ways in which the Town Council provides information about its work to the following bodies:

- The Electorate
- Media Authorities and Public Agencies
- Utilities
- Local Business
- DTC Service Users

Provision of information to the Community

- Website: www.daventrytowncouncil.gov.uk this contains news about the Town Council and other matters of interest to the community, including contact details for the council and individual members, minutes and agendas for all Council and committee meetings and details of forthcoming events.
- Press releases

- Newsletter: Publication of news about the Town Council including contact details and other matters of interest to the Community.
- Facebook: Daventry Town Council uses Facebook to publish Town Council and community events, notice of meetings with links to relevant websites.
- Twitter: @daventry_TC, is used to publish up-to-date information on local issues and events.
- Annual Parish Meeting.
- Annual Town Report
- Consultation, via the newsletter, website, press and personal member liaison with the community.
- Instagram: @daventrytowncouncil is used to update and promote DTC using photos.

Methods and opportunities for engagement with the community

Daventry Town Council is keen for residents to air their views and opinions on local matters and to contribute to the development of the Town for everyone's benefit. The Council has tried to ensure there are multiple opportunities for people to engage with it, in addition to the methods used to provide council information to residents. These include

- A dedicated open forum on the agenda of every Council and committee meeting which enables residents to comment and ask questions.
- An Annual Town Meeting held, as required by statute, open to all residents to comment and ask questions of the Town Council, Unitary Councillors and local Police representatives.
- Representation by Councillors on local organisations.
- The opportunity for organisations working for the benefit of the community to apply for financial support through grants from the Town Council.

Daventry Town Council Communication Protocol

Daventry Town Council has agreed working protocols to support and govern how Officers and Members communicate both internally and externally, attached as Appendix 1 to this policy.

Website

The website should be seen as a genuine resource of information and will include minutes of meetings, results of consultation and will raise awareness of issues in Daventry. Another ambition for the website is for it to become a broader portal for Daventry and it could contain tourist information, a list of events in Daventry, and a wider signposting service.

The aim of DTC is to update at least once per week relevant items on the website in order to create a dynamic and informative website.

Newsletter

The newsletter aims to encourage a Daventry Town Council identity. Its purpose is to encourage wider participation in matters relating to the Town and encourage community participation.