

Dewsbury Town Board – Communications Strategy Proposed Structure

1. **Background/Context**
 - What is the board?
 - Why has it been formed?
 - What is the purpose?
2. **Research**
 - Is there any research that be drawn upon to inform the communications approach?
3. **Stakeholders**
 - Identify list of internal and external stakeholders.
4. **Branding and Terminology**
 - There is work to be done around the branding for the board – members should discuss commissioning new branding work.
5. **Objectives**
 - Identify a number of service objectives that can be achieved through the communications strategy. No more than five clear and measurable objectives is preferable. For example:
 - **Increased awareness and understanding:** To increase awareness of the remit of the board and understanding of what that means for Dewsbury.
 - **Stakeholder Engagement:** To increase quality and frequency of engagement stakeholders.
 - **Projects:** To support targeted projects with tailored communications to inform stakeholders of specific projects. Projects should have communications plans that are inline with this overall strategy.
6. **Strategy**
 - This is the section to consider key messages, **channels**, branding, tailoring etc.
 - There should be key messages that run through all communications activity. Three or four key messages is preferable, for example the board could use something like the following:
 - **Dewsbury's businesses and residents are at the heart of our plans**
 - The main thread running through communications activity could be a clear affirmation around the board's purpose and intentions.
 - If people can see and understand that these intentions are sincere, the board will better connect with people.
 - **We have a clear vision for Dewsbury**
 - The board needs to assure people that it is not just another well-intentioned but fundamentally ineffectual body.
 - People like to see action – being open about plans will contribute to confidence in the board.
 - Aligning some of the board's key messages with Kirklees Council will show joined-up working.
 - **Dewsbury is a vibrant and welcoming place to live, work and visit for all**

- Links to the wider works being done across Kirklees – not just Dewsbury will further show joined up working and consideration of the wider context of Dewsbury as a part of Kirklees.
- Focus on how plans will make our town centres more inclusive – family friendly, dementia friendly, accessible. Linking with Kirklees Council’s town centre plans.
- Highlight cultural offering and heritage.

7. Implementation Plan

- To ensure that the strategy is more than just a top line document, an implementation plan with timescales, detail, key metrics, responsibility and progress is recommended.

8. Evaluation

- Measuring the impact of communications on resident behaviour/sentiment is problematic, however it is also important to establish some performance information as good practice.
- It is beneficial to have measurable objectives and obtain baseline figures before starting new communications activity.
- As an example, highways use the following evaluation measures:

Objective	Measure
Increased Awareness and Understanding: To increase awareness of the remit of the board and understanding of what that means for Dewsbury.	Number of retweets, likes and comments on Social Networking sites*. Amount and nature of media coverage*. Number of visits to relevant web pages*.
Stakeholder Engagement: To increase quality and frequency of engagement with internal and external stakeholders.	Stakeholder contact as per identified list to be consistent. Incoming questions/comments from stakeholders.
Projects: To support targeted projects with tailored communications to inform stakeholders of specific projects.	Communications materials and channels all utilised and deployed as per any project communications plans.

Where there is * - baseline figures to be obtained.