

To be approved by Full Council - DRAFT

BRAMSHOTT & LIPHOOK PARISH COUNCIL (the Parish Council) - Terms of Reference for the Bramshott and Liphook Parish Council COMMUNICATIONS STRATEGY Working Party

Working Party Aim

To review, overhaul and make recommendations for change and improvement to Bramshott and Liphook Parish Council public and brand image; communications channels; web page design and content; roles and responsibilities; support and training requirements; and measurable communications effectiveness.

Scope to include all BLPC communications with public and stakeholders including LMC and NDP

Terms of Reference

- To review current BLPC and parish communications – news/press releases; website; Facebook page; presence and use of other local social and print media including, but not exclusively: Liphook Talkback; Nextdoor; Liphook Herald Newspaper; Liphook Community Board; Liphook Community Magazine; Bramshott Bugle; other community pages and groups as identified during the desk research.
- To perform desk research of “what good looks like” by reviewing neighbouring town and parish websites and website designers who target LGA
- To develop a Functional Specification that delivers more effective BLPC communications
- To scope a Requirements Specification for services, technology and procedures to deliver the communications required to engage, inform, involve, and interact with BLPC stakeholders - parishioners; community groups; charities; businesses; 3rd party agencies; other LGAs
- To identify 3rd party service providers and obtain costs to assist BLPC achieve the agreed objectives
- To establish appropriate and measurable communications metrics

At least 1 member of the Executive team, with knowledge of and/or expertise in marketing communications and Digital Channels, to be a member of the working party and a representative for LMC and NDP.

DRAFT 9th August 2021 v0.2