



FRAMLINGHAM TOWN COUNCIL
EXTERNAL COMMUNICATION STRATEGY

Our Aim:

- Our aim is to improve the way we communicate with all of our stakeholders in the town to deliver timely, informative, engaging and transparent communications, to increase participation and obtain feedback to input into our decision making processes in order to deliver an effective and efficient service to Framlingham.

To deliver our aim we will:

- Ensure that all communications and engagement are aligned and support(s) our Action Plan and business processes.
- Increase the opportunities for residents, businesses and other stakeholders to participate and influence decision making by building on existing communication methods for improved two-way communications.
- Appreciate that a better informed community is key to addressing the concerns, difficulties and challenges encountered by our expanding town.
- Investigate the use of social media to enable the instant participation of the community in projecting a positive image of the town and the work of the Town Council.
- Strengthen and expand communication for better outcomes for the community.
- Develop methods to increase the number of residents who attend and/or participate in projects, events and Town Council meetings.
- Ensure accessibility and equality for all so no section of the community is forgotten or excluded when communicating.
- Conduct regular surveys to identify shifting trends and adjust our focus accordingly.
- Carry out regular analysis to check that our business processes deliver the strategic objectives. This should be an ongoing process.