

1. Aim

The aim of the strategy is to improve communication between the Town Council and Warminster populace in order to increase awareness of local issues and council involvement, encourage public participation and receive feedback.

2. Methods of Communication

2.1 The following tools of publicity/announcement/provision of awareness are available for use by the Town Council:

- Use of the Town Council noticeboards situated inside and outside Warminster Civic Centre.
- Town Council website which is updated at least once a week.
- Use of Facebook, Instagram and Twitter.
- Quarterly newsletter *engage* inserted in *Warminster Way* and *The Villager* with a combined distribution of 7,700. An additional 2,300 copies available from the Civic Centre, Warminster Library and the Community Hub.
- Advertising in periodicals for one-off events.
- Regular advert in the *Warminster Journal* outlining activities of the Council.
- Press releases to a wide range of local organisations, newspapers and radio stations.
- Email to targeted stakeholder groups (e.g. schools, clubs, businesses)

2.2 Agendas and minutes for all committees meetings are sent to the following organisations:

- *Warminster Journal*
- *Wiltshire Times*
- Warminster Community Radio

2.3 The Council's Annual Report is available from the Civic Centre, Warminster Library, Community Hub or can be downloaded from the Council's website www.warminster-tc.gov.uk.

2.4 All documents available under the Freedom of information Act can be accessed through personal attendance at the Civic Centre or from the Council's website, www.warminster-tc.gov.uk.

2.5 Members of the public and press are invited to attend all committee meetings and the public may participate in the relevant session.

2.6 The methods listed above can be employed on a regular basis or selected according to the issues that emerge and for which publicity is deemed beneficial.

3. Reception of Feedback

- 3.1 Feedback from the public is always welcome and can be accepted via methods listed below.
- Website feedback proforma
 - Email
 - Personal visit to the Town Council offices
 - Telephone
 - Letter
 - Verbal feedback through Councillors
- 3.2 Comments from residents' groups or associations are encouraged on any particular issues.
- 3.3 The contact details of all Councillors are available from the Civic Centre, *engage* or Warminster Town Council's website.

4. Handling of Feedback

- 4.1 The staff at the Civic Centre will keep a record of all feedback received, by any method, and file it in a manner which allows for ease of review.
- 4.2 The Clerk will assess all feedback and either take issues to the relevant committees for further investigation or action, or deal with them direct.

5. Reviewing and Assessing Effectiveness of the Strategy

- 5.1 This strategy will be reviewed and updated annually in May; its effectiveness will be assessed by Councillors and Council staff and amendments/improvements will be recommended if opportunities are identified.
- 5.2 From time to time this communication strategy can itself be subject to public feedback review, in order that public opinion on its effectiveness and how it may be improved can be sought.