

1. Aim

The aim of the strategy is to improve communication between the Town Council and the Warminster populace 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 council's Facebook and Instagram accounts
- Press releases to a wide range of local organisations, newspapers, and radio stations
- Regular adverts in the *Warminster Journal* outlining activities of the Council
- Town Council website which is updated at least once a week
- Advertising in periodicals and magazines
- Emails via MailChimp to people who sign up to be kept informed by the council
- Encouraging others to share our media/social media by building positive relations with them e.g. schools including events in their newsletter, sharing of social media posts
- Emails to targeted stakeholder groups (e.g., schools, clubs, businesses)
- Use of the Town Council noticeboards situated inside and outside Warminster Civic Centre.

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

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

And any others as appropriate

2.3 The council's Annual Report is available from the Civic Centre and Warminster Library, 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.
- 2.7 Consultations will be conducted at a level appropriate to the importance of the issue and feedback on the results of the consultation will be given in a similar way.

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 The contact details of all councillors are available from the Civic Centre, or Warminster Town Council's website.

4. Handling of Feedback

- 4.1 The relevant staff 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

The effectiveness of the council's strategy will be assessed by councillors and Clerk and the Communications Officer and amendments/improvements will be recommended if opportunities are identified.