



Welshampton and Lyneal Parish Council

Communications Strategy 2025 – 2027

The Objective

The overarching goal of this communication strategy over the next two years is to:

Improve community engagement:

Develop more interactive, accessible, and inclusive communication channels to ensure the community feels connected to the Parish Council.

Enable an involved, empowered and active citizenship.

Engage with residents and encourage their participation in decision making, securing better services, being engaged with the local democratic process and creating a more active and informed community.

Increase transparency.

Ensure residents are well-informed about the Parish Council's actions, decisions, and its responsibilities, helping to manage expectations and reduce confusion.

Raise awareness about available services.

Help residents better understand the services provided by third parties including Shropshire Council and the Parish Council, and how they can access them.

Address specific local issues.

Communicate solutions or updates on issues such as e.g. road repairs and planning matters, ensuring that residents are kept up to date on the matters that most concern them.

This strategy aims to establish clear, consistent, and open communication channels, creating a sense of transparency, accountability, and involvement in and with the community.

Target Audiences

The strategy's communication efforts and responsibilities will focus on the following groups:

Residents

The primary audience, ensuring residents stay informed and feel involved in local matters, particularly as it relates to Shropshire Council and the Parish Council decisions and services.

Community Groups

Engaging with active community organisations, encouraging participation in council-led initiatives (for example the Climate, Sustainability and Biodiversity Working Group) and supporting local volunteer efforts.

Local Businesses

Ensuring local businesses stay informed and feel involved in local matters, particularly as it relates to Shropshire Council and the Parish Council decisions.

Clerk: Carole Warner,
Orchard Cottage,
Rowe Lane,
Welshampton,
Ellesmere, SY12 0QB
Tel. 01948 710672
email: clerk@welshamptonandlyneal-pc.gov.uk
www.welshamptonandlyneal-pc.gov.uk



Schools

Encouraging communication on initiatives that could benefit pupils such as community projects, environmental awareness campaigns, and local events.

Neighbouring Councils

Ensuring cross-council communication to collaborate on area issues, share resources, or organise joint events.

Local Press

Providing information of local interest and events.

By tailoring messages to these groups, the strategy maps the way each audience receives relevant, actionable information.

Current Communication Channels, Constraints & Challenges

Current Communication Channels

- **Newsletters**
Quarterly updates distributed through printed copies to residents.
- **Noticeboards**
Physical boards in community areas to share announcements.
- **Website**
A central hub for information, including meeting minutes, event details, and Parish Council updates.

Challenges and Constraints

- **Low Engagement**
The current communication methods such as
 - AGM
 - Councillor Surgeries
 - Public participation session at monthly meetings, seem not to fully engage the community. There is limited interaction beyond newsletters and noticeboards.
- **Lack of Awareness**
Many residents do not fully understand the Parish Council's role or what issues are under its jurisdiction. For example, many may confuse local responsibilities with those of Shropshire Council.
- **Limited Method**
With no presence on social media, the Parish Council is missing opportunities to interact with digitally engaged residents.
- **Lack of Employed Staff**
The Parish Council has one employed part time Clerk and Councillors are volunteers, some with full time employment and/or commitments. Therefore, this results in personnel and time constraints.

Proposed Communication Channels

To address the challenges outlined above, the strategy aims to introduce and/or amend a variety of communication channels and tools:

Social Media

Launch Facebook as the primary social media platform. It's an accessible, widely used platform for local community engagement. Facebook will allow the Parish Council to create a digital presence, share updates quickly and engage with residents.

Newsletters

Aim to increase the number of published newsletters per year; focus on enhancing content to include updates about council decisions, upcoming events, and responses to ongoing community concerns. Aim to produce single topic newsletters. The newsletters should also encourage feedback and participation in council initiatives.

Website

The website should be monitored to include:

- Clear, accessible content on the Parish Council's role and its responsibilities.
- Up-to-date information on meetings, local issues, and decision-making.
- Frequently Asked Questions (FAQs) section to address common queries about local issues (e.g., road repairs, planning applications, etc.).

Open Access Meetings

Continue offering residents the chance to attend the open-access portion of council meetings, promoting transparency and giving them the opportunity to voice concerns.

Councillor Surgeries

Continue offering residents the opportunity to attend surgeries promoting transparency and giving them the opportunity to voice concerns.

The Strategy's Key Messages

The Parish Council's communication should consistently emphasise the following messages.

Transparency

Use clear language and simple formats to communicate what the Parish Council can and cannot do. Provide specific examples of responsibilities that lie with the Parish versus Shropshire Council, such as planning approvals, local environmental concerns, and road maintenance.

Community Involvement

Actively encourage community participation in meetings, events, and sub-groups. Residents should be aware of how they can influence decision-making and contribute to the local area's development.

Education and Awareness

Improve understanding of the council's role and local governance. Regularly communicate where residents can turn to for different types of issues (e.g., planning, local infrastructure and power outages).

Content Strategy

The strategy aims to ensure that content across all channels should be.

Informative and Engaging

Providing useful, accurate, and up-to-date information while encouraging interaction and feedback.

Inclusive

Content should be accessible to all members of the community, with clear, non-technical language that everyone can understand.

Proactive

Anticipate community questions or concerns and address them in advance to prevent confusion or frustration.

Corporate Design

Be clear through the adherence of a corporate design/logo of the sender /originator of the communication.

Content Ideas

Newsletters

- Council news, upcoming events, and decisions.
- A section / single topic on key local issues, including ongoing works (e.g. road repairs).
- Community spotlights, such as volunteer work or local businesses.
- An ongoing "Did You Know?" section to educate residents about local governance, highlighting different responsibilities each time.
- Use of QR codes to facilitate and encourage feedback.

Facebook

- Quick updates on ongoing projects, meetings, or events.
- Information on community polls and surveys to gather feedback.
- Live updates or reminders about important meetings or events.
- Engaging visuals, such as infographics or photos from local events.

Website

- Clear descriptions of the Parish Council's responsibilities, such as handling small-scale infrastructure projects, organising community events, and liaising with County councils.
- A regularly updated calendar of meetings and events.

Engagement Tactics

The Parish Council plan to increase engagement and foster dialogue in the following ways:

Social Media

Utilise Facebook for regular posts, comments, and event creation. Encourage to share posts or invite their neighbours to follow the page.

Community Surveys/Feedback

Use surveys to gauge resident interest, satisfaction, and feedback. This will help refine future communication efforts and ensure the community feels heard.

Open Access Meetings

Continue to promote the open-access portion of meetings together with surgeries through the website, social media, and newsletters. Remind residents of the opportunity to engage directly with council members.

Budget Considerations

Given the limited budget, the Parish Council can focus on cost-effective tools and platforms.

Social Media

Set up a Facebook account with no initial cost.

Website

Use free or low-cost platforms for content management.

Newsletter

Continue and increase producing newsletters in-house.

Measuring Success

Success will be monitored through

Engagement Metrics

Monitoring Facebook likes, comments, shares, and attendance at events or meetings.

Resident Feedback

Collecting feedback through surveys or informal channels to assess if the community feels more informed and involved.

Meeting Attendance

Tracking participation in open-access meetings and council events.

Website Analytics

Using website tracking tools to measure page visits, time spent on information, and most viewed pages (e.g., FAQs, local issues).

Budget Implications

Theme	2026/27		2027/28		2028/2029	
	CAPITAL	REVENUE	CAPITAL	REVENUE	CAPITAL	REVENUE
Theme 1						
Communications and Content Strategy						
Newsletter		Within Cmmnn-ctn budget of £6,000		Within Cmmnn-ctn budget of £4,000		Within Cmmnn-ctn budget of £4,500
Website	Within Cmmnn-ctn budget of £6,000					
Logo	Within Cmmnn-ctn					

Theme	2026/27		2027/28		2028/2029	
	CAPITAL	REVENUE	CAPITAL	REVENUE	CAPITAL	REVENUE
	budget of £6,000					
Theme Total	£6,000		£4,000		£4,500	
Theme 2 Engagement						
Councillor Surgeries		Within Meeting Room Hire budget of £300		Within Meeting Room Hire budget of £400		Within Meeting Room Hire budget of £500
Theme Total	£300		£400		£500	
Total	£6,300		£4,400		£5,000	