



Welshampton and Lyneal Parish Council

Communications Strategy 2025 – 2027

Action Plan: 10 December 2025 to 31 March 2026

The Objective

The overarching goal of this Communication Strategy between 2025 - 2027 is to:

- **Improve community engagement:**
- **Enable an involved, empowered and active citizenship.**
- **Increase transparency.**
- **Raise awareness about available services.**
- **Address specific local issues.**

A Strategic Plan for 2025-2029 and a Communication Strategy between 2025 – 2027 were adopted in December 2025. The Council monitors progress of the Strategic Plan and Communication Strategy through the annual Strategic Action Plan and Communications Action Plan. They are 'live' documents which the Parish Council updates on a regular basis, enabling the Council to track and monitor progress against the objective and timescale. The Action Plans are publicly available, so residents can also monitor progress.

To ensure the Action Plans truly represent the Parish's best interests, the Parish Council will invite the local community to participate in their development.

This Action Plan will continue to be the main way of telling you what we are doing to meet the needs of the community. It is a two-way conversation. Please tell us what you think about it. We welcome your comments. If you require any further information that would help you understand what we are trying to achieve, please let us know. We can also provide additional information on the issues raised in the Plan.

**Welshampton and Lyneal Parish Council
Communications Strategy Action Plan 10 December 2025 to 31 March 2026**

Monitoring Report date: 31 March 2026

Action		Timescale	Budget	Update (if appropriate)	Completed
Communications and Content Strategy					
Facebook	Launch	Summer 2026	Nil	Discussion at Parish Council Meetings	
	Council activities and events	Summer 2026	Nil		
	Signpost other relevant information	Autumn 2026	Nil		
Newsletter	Produce more frequent but smaller editions	Autumn 2026	Yes	Discussion at Parish Council Meetings	
	Occasional single topic editions. For example: for local farmers, school, Colemere (Ranger: TG Group), Biodiversity Group	Autumn 2026	Yes		
Website	Review layout and format	Spring 2026	Yes	Agreed and in progress	
	Review content. For example: up to date information on meetings / events, FAQ's, Parish Council / Shropshire Council responsibilities	Spring 2026	Yes	In progress	
Press	Review relationship	Summer 2026	Nil		
Documentation format	Review font, layout and colours. For example: modernise, improve clarity, usability for all ages of readers:	Summer 2026	Nil	In progress	

Action		Timescale	Budget	Update (if appropriate)	Completed
Communications	Attractive, simple and easy to read	Summer 2026	Nil	In progress	
Logo	Design new logo	Summer 2026	Yes	In progress	
Engagement					
Council meetings	Promote open access	On-going	Nil	Constant	
Councillor Surgeries	Promote	On-going	Yes		
Community feedback	Facebook (Quantitative data only)	On-going	Nil		
	Sign post to website	On-going	Nil		
	QR codes	On-going	Nil		
	Questionnaires	On-going	Nil		
Measuring Success					
Facebook	Measure engagement metrics (Shares / likes etc)	On-going	Nil		
Website	Measure engagement metrics	On-going	Nil		
Newsletter	Measure engagement metrics	On-going	Nil		
Set up easy format review document	To cover: attendance at PC meetings and reason for attendance, questionnaire returns, resident feedback, formal and informal	On-going	Nil		