**WARCOP PARISH COUNCIL COMMUNICATION POLICY AND STRATEGY**

**Policy**

It is Warcop Parish Councils policy to communicate regularly and consistently with residents of the Parish in a spirit of transparency, openness and inclusivity.

**Introduction**

This strategy will guide the Parish Council’s communications activity. It is based on the principle that communication is two-way and should enable the Parish Council to inform residents of the Parish about what we do and to actively listen to what residents tell us about the service improvements they would like.

**Aim**

To develop and maintain effective communications with the residents of Warcop Parish.

**Objectives**

* To effectively inform residents of the aims, objectives, and activity of the Parish Council
* To enable the residents to be involved with the Parish Council
* To use a variety of communication methods to ensure that the way we communicate keeps everyone included
* To build trust by being open and transparent

**Methods**

The Parish Council will aim to use a variety of methods based on what reaches people most effectively and has most credibility. This includes:

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| --- | --- |
| Parish Councillors contact details | Published on the Parish Council website |
| Parish Council website | [www.warcop-pc.org.uk/](http://www.warcop-pc.org.uk/) |
| Parish notice boards | Located in Warcop (by bus shelter); in Sandford and at Bleatarn |
| Parish Council meetings | All meetings open to the public, dates available on the website and Warcop notice board |
| Parish Council agendas and minutes | Available to all on the website and agendas are posted on the Warcop notice board |
| e-mail | Parish Council Clerk  [heidi.strong45@gmail.com](file:///C:\Users\ap1\Documents\Parish%20Council\Procedures\Policies\heidi.strong45@gmail.com) |
| Social Media (to be used as appropriate) | Warcop Facebook page ‘Mailchimp’ email newsletter Whatsapp groups (e.g. Sandford link) |

**Principles**

 Warcop Parish Council’s communications will be:

* Lawful
* Cost-effective
* Objective
* Even-handed
* Appropriate
* Have regard to equality and diversity

**What we Communicate**

Website:

* Contact information for the Parish Clerk and Parish Councillors
* Parish Council documents
* Meeting times and dates
* Local events
* Newly enacted Parish Council decisions (via minutes of meetings)
* Local transport information (bus services)
* Warcop Ranges firing times and access days.
* Legally required notifications
* Local church services

Where an outside body asks to use our communications channels to distribute their own information or advertise an event to residents, this will need prior approval by the Parish Council. Outside bodies include user groups, local groups, other councils, or businesses. Any outside information should adhere to standards on clarity, usefulness and legality and should not disparage the Parish Council. The Parish Council website shall be used purely for Parish information and may not be used for commercial advertising purposes.

**Who Communicates?**

The Clerk will be the main contact for the Parish Council and will forward information through to full council for any action/agreement.

Councillors, when communicating with members of the public and other local groups should uphold the Code of Conduct/Communications Principles and communicate in a clear, informative manner. They should help in so far as possible (*within pc powers*) to resolve an issue or forward them on to the appropriate authority.

***Approved for use by Warcop Parish Council at the ordinary Meeting on 12/09/2024***