



## Communication Strategy

Issue 1.1 - JAN 2022

### Version Control:

19th Jan 2022: KW Added 6. YouTube to Channels:

### Objective:

Share NDP Information at the right level, at the right time, via the right channels to ensure the community is properly informed and engaged. We should share the same information on all channels with volume, tailored to suit the specific channel.

### Messaging:

Key Messaging should relate to all or some key areas.

- **it's Your Community:** Help us shape it - all welcome to steering committee meetings.
- **Our Journey:** Describe our journey. Refer back to March 2018 FERIA Report, show public involvement and how we got here.
- **Success Stories:** Site Allocations + Parish Policies and the Plan
- **Working Constraints:** From EHDC and SDNP + Housing Quotas, Environmental Reports etc. List all key documents that have shaped the NDP.
- **Community Engagement:** Feedback and attend monthly Steering Group Meetings
- **NDP Current Situation:** Provide Update, Next Steps, Public Events
- **Next Steps:** Outline what we are doing in the next month, quarter

### Channels:

#### 1. **NDP Website -**

- Needs updating to reflect current activity as this is the first point of contact for our community.
- The website's key role is to record historical activity / events that demonstrate public consultation and direction of travel.

#### 2. **Social Media - Facebook -**

Liphook Community Board has 8k users and is best place to share **Monthly Updates** including invites to NDP Steering Committees.

#### 3. **Liphook Community Magazine - Quarterly Publication.**

Magazine articles from the NDP Steering Group.

- Spring 2021
- Autumn 2019
- Summer 2019
- Winter 2018
- Autumn 2018
- Summer 2018
- Winter 2017
- Autumn 2017



4. **Press - Herald** - Jeanette has contacts we should use.
5. **Liphook Talkback** - [www.liphook.uk/page=magazine](http://www.liphook.uk/page=magazine)
6. **YouTube** - Create a LBNDP Channel with short educational and update videos:
  - What is a NDP
  - What we are doing
  - Site Allocation Updates

### **Monitoring Feedback**

We need to monitor and respond to Parish feedback and questions via email in a professional and timely manner.

1. **NDP FAQs on the Website:** Where possible, always add FAQ's to prevent repeat questions. For repeat questions, offer a FAQ reference to previous Q&As as the most effective use of time.
2. **FoA:** There have been Freedom of Information (Fol) requests. These are managed by the Council.
3. **Public / Commercial Questions:** Email via Admin email address - allocated to the subject lead who is the most appropriate person from the team to provide a response.

### **Lead Communicator Role:**

A single person should be responsible to deliver this Communications Strategy fully supported by the whole team.

end