

COMMUNICATIONS AND CONVERSATIONS DELIVERY PLAN – V07

Excellent communication is about...

- *Empowering our communities by equipping them with tools, knowledge and information to improve their everyday lives*
- *Hearing people and giving them a voice so they continue to feel a deep connection with the town they call home*

This delivery plan sets out in detail how we will deliver excellence.

THEME 1: PROMOTING WHAT IS IMPORTANT TO OUR TOWN AND COMMUNITY THROUGH A SHARED AND COORDINATED PROGRAMME OF ACTIVITY

COMMITMENT: Develop communications plans for the commitments and activities in the Council Plan delivery plan, taking through our ‘champion, core and classic’ approach so we highlight our achievements and let residents, businesses and the community know what we are doing.	Actions	Delivery date
1. Identify Delivery Plan activities against our ‘champion, core and classic’ model	Create a map of the Delivery Plan and communications activities.	End of September 2023
2. Further develop annual communications planner to assist resourcing and focus of activity – this is to identify our ‘champion, core and classic’ projects	Build on the current tracker to map the council’s communications activities.	First draft mid-October 2023 and then ongoing
3. Develop separate communication plans for each champion area	Working closely with ADs and SDLs, develop ‘champion’ communication plans, linking to the project plans for these areas.	Ongoing
4. Develop and agree a core narrative for the council, integrating it across our core messages	Create a set of short, medium and long narratives for the council that can be used for multiple activities.	End of October 2023

THEME 2: RECOGNISING THE DIFFERENT WAYS PEOPLE FROM OUR DIVERSE COMMUNITY CHOOSE TO HEAR FROM US AND COMMUNICATE WITH US, TARGETING THEIR NEEDS AND PREFERENCES

COMMITMENT: Identify ways to have new and deeper conversations with our community, particularly our emerging communities and those who are underrepresented	Actions	Delivery date
1. Undertake research into Watford's community profile (Census, MOSAIC and staff expertise) and how different parts of the community prefer to receive information	Develop a profile and plan, including the feedback, expertise and insights of ADs, SDLs and frontline staff, for addressing the needs of different parts of the Watford community and embed across the organisation.	End of February 2024
2. Create links to community groups and advocates who can support messaging and understanding of emerging communities	Link to the council's Communications and Participation Strategy and new approach to community networks.	Ongoing
3. Build on our connections with young people in the town to target our communications in a way that is interesting and engaging for them	Research which channels are effective when engaging young people (under-18s and 18–30-year-olds). Undertake research with young people in the town.	End of March 2024 End of May 2024
4. Support the consultation process for the Community Engagement and Participation Strategy and its subsequent rollout	Develop a communications and engagement plan to maximise reach, encourage conversations and help build positive partnerships.	July – September 2023 for consultation Ongoing
5. Working closely with ADs and SDLs, maintain the consultations forward plan, helping to ensure awareness of cultural events and faith festivals is at the forefront of planning	Work with the Strategic Initiatives Officer and Community Commissioning Lead to embed a process to keep the forward plan up to date and give it visibility across the organisation.	Process in place by end of November 2023

COMMITMENT: Identify ways to have new and deeper conversations with our community, particularly our emerging communities and those who are underrepresented	Actions	Delivery date
6. Align our communications with the Equality, Diversity and Inclusion Strategy to ensure: <ul style="list-style-type: none"> i. the language we use is inclusive and accessible ii. we are both representing and reflecting our community 	Review and update our in-house style guide and promote to all staff.	End of September 2023

THEME 3: AMPLIFYING OUR VOICE TO HIGHLIGHT OUR ACHIEVEMENTS AND SUCCESSES BOTH WITHIN WATFORD AND BEYOND

COMMITMENT: Explore opportunities to tell Watford's story	Actions	Delivery date
1. Lead on the rollout of Watford's place brand and narrative, ensuring it becomes embedded across the town	Champion the place brand and narrative to key partners and model how it should be used. Identify opportunities to celebrate and promote the place brand narrative, including through relevant events, media and awards opportunities.	Ongoing
2. Amplify Watford's place brand and narrative through the council's communications and conversations	Identify opportunities for the council's communications to include the place brand and narrative and ensure the key narrative is amplified in council communications where appropriate and relevant.	Support launch in September 2023 Ongoing
3. Review the council's branding and associated templates	Undertake a review of the council's brand in terms of how it is applied to our templates and online / printed materials.	Proposal end of December 2023

COMMITMENT: Explore opportunities to tell Watford's story	Actions	Delivery date
<p>4. Identify areas where Watford has achieved / excelled to share beyond the town through local government networks, LinkedIn and, potentially, for award recognition</p>	<p>Identify and recommend what opportunities are available to promote our work, including the annual LGC and MJ awards.</p> <p>Support the Chief Executive and colleagues with opportunities to present what we do to our local, regional and national networks, including through local government media.</p> <p>Share more of our work and successes through our LinkedIn account, highlighting how we are addressing our priorities and shining a spotlight on our achievements, including developing our voice for these posts.</p> <p>Refresh our trade media lists and identify key media targets.</p>	<p>First draft end of September 2023 and then ongoing</p> <p>Ongoing</p> <p>October 2023</p> <p>August 2023</p>
<p>5. Engage with our partners, businesses and community where we can mutually support and add value to each other's communications and messaging</p>	<p>Continue to engage in key partnerships (e.g. Community Safety, Cost of Living Forum) to provide communications advice and support, working with others to craft and disseminate.</p> <p>Link to county, regional and national communications where appropriate and broadcast through our channels where appropriate.</p>	<p>Ongoing</p>
<p>6. Continue to build positive relationships with local and regional media outlets to promote the town and the work of the council, and support transparency</p>	<p>Set up regular meetings with local outlets.</p> <p>Identify feature opportunities to push to local and regional contacts.</p>	<p>End of July 2023 and then ongoing</p>

COMMITMENT: Explore opportunities to tell Watford's story	Actions	Delivery date
7. Evaluate activity to measure effectiveness and success	Further develop the service's KPIs and other measures for reporting to CMB and the Elected Mayor as PH and to inform future activity to reach our target audience and deliver the best return on investment.	Review of measures end of November 2023

THEME 4: BUILDING RESILIENCE SO WE CAN PIVOT EFFECTIVELY TO RESPOND TO NEW OPPORTUNITIES

COMMITMENT: Explore new ways of delivering effective and successful communications	Actions	Delivery date
1. Understand the benefits of 'behavioural change' to communications and conversations so that it can support our ambitions and successful delivery	Develop a council understanding of behaviour change, which areas it might support and key activities that might help achieve changes needed.	First draft end of March 2024 and then ongoing
2. Ensure that up to date policies are in place for key areas of communications (such as social media)	Review communications policies and update / refresh if needed.	End of December 2023
3. Identify key industry events to attend in order to keep abreast of trends and developments and build peer relationships to foster continuous learning.	Compile programme of events.	End of August 2023
4. Explore if we can engage influencers to amplify our messaging	Explore potential influencers and make connections.	End of January 2024