

Cuckfield Parish Council Communications and Engagement Strategy

Proposal created on 12 November 2022 by

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BREAKTHROUGH
COMMUNICATIONS
SPECIALISTS IN CONNECTING COUNCILS WITH THEIR COMMUNITIES

Hi there, it's great to meet you!

We're Breakthrough Communications



We're passionate about connecting councils with their communities

Who we are and how we support local councils

We're Breakthrough Communications, a specialist communications company that helps local councils communicate and engage with their communities.

Our team have decades of combined professional experience in the world of communications and engagement - *and many of us have been councillors and clerks too.*

That means we really understand the importance of effective communication and engagement - as well as having unique insight into the world of parish and town councils. In short, our mission is to help supercharge your council's communications and engagement.

We're also proud to be a NALC national partner for council communications and compliance advice, services and support.

Our work supporting local councils includes:

- Workshops and training courses in a range of technical and soft skill subjects covering all aspects of communications, community engagement and compliance.
- Tools and toolkits for local councils, providing on-demand access to a range of professional advice, support, guidance and resources that adds value to their work.
- We work directly with councils to enhance their community engagement work, and support them on specific projects.
- Together with our legal and professional partners, we provide local councils with GDPR and FOI training, advice, support and done-with-you services.

We're proud to be NALC's national partner for local council communications and compliance



What parish and town councils have to say about Breakthrough Communications

We have helped parish and town councils right across the country to communicate more effectively with their communities. Here is what just a few councils and other stakeholder organisations have said about our work in training or supporting them...



"Breakthrough's understanding of local government has been instrumental in bringing councillors and officers together in a constructive and supportive way."

*Molly Cheek, Media & Communications Officer,
Portishead Town Council*



"It's been invaluable to have communications support from an organisation that knows and understands the sector so well."

*Delia Shephard, Clerk,
Bletchley & Fenny Stratford Town Council*



"The work Breakthrough Communications did creating a Communications Strategy provided a good understanding and delivery against the brief with informative ideas on how we could move forward. I would work with them again and I recommend to others for similar projects."

*Terry Philpott, Clerk,
Ware Town Council*



"Up to date review of council communications in a Covid and post-covid world, full of practical ideas to improve existing channels and develop new ones within a clearly defined strategic plan. Challenging but achievable."

*Paulette Barton, Clerk,
Etchingham Parish Council*



"The team from Breakthrough Communications have been fantastic at supporting our Parish Council to develop a Communications Strategy. We are really pleased with what we have been able to create. Thank you."

*Daisy Finniear, Communications Officer,
Banwell Parish Council*



"I've worked with Breakthrough. They really 'get' local councils."

*Jackie Weaver
Chief Executive, Cheshire Association of Local Councils*

Creating a Communications Strategy for Cuckfield Parish Council

Phase 1 - Communications Audit and Survey

Breakthrough Communications will work with the the council to analyse its public-facing communications channels, including assessing to what extent its existing communications supports the council to achieve its current aims and objectives and how this relates to each key service or area of focus for the council.

We will do this by working through and assessing each existing communication channel, analysing key metrics where available and virtually interviewing relevant officers. We will also carry out an anonymous communications survey of both officers and members, seeking views and input on various aspects of the council's communications.

Phase 2 - Communications & Engagement Strategy Development

Breakthrough Communications will hold a virtual (or optionally in-person) workshop with Officers and relevant Members to develop the council's communications objectives and priorities, and how these link to the council's services. We will consider how the council can better engage with the community as a whole as well as with more targeted or segmented groups, and how this relates to desired communication and engagement outcomes for the council.

We will take the outcomes of the workshop and develop a forward-looking and overarching communications and engagement strategy for the council, which will include honing and developing key communications messages for each core service area. This will include the formulation of a top-level plan of work and action plan, which can then be used to better understand the council's key communications aims, objectives and outcomes.

Phase 3 - Report Back and Recommendations / Action Plan

We will produce a report for the council, setting out our views and providing a set of recommendations as part of the strategy. We will also hold up a follow-up virtual de-brief meeting with Officers and relevant Members to support implementation of the strategy.

**Investment required for the delivery of this service: £2,495+VAT.
This fee is discounted by 25% to £1,871+VAT if the council subscribes
(or decides to subscribe) to our Council Hive service.**