



# Leckhampton with Warden Hill Parish Council

## ANNUAL PARISH MEETING

23<sup>rd</sup> April 2025

### Communications Report

At the beginning of the year, the Parish Council approved a revised [Communications Policy](#) re-defining its approach to communications and how it aims to achieve this in a professional, accurate, consistent, lawful and efficient manner. The start of the year also saw a revamp of the Parish Council's website, making it easier for visitors to navigate the varied information and resources accessible through this communication channel.

We regularly post items of interest and important notifications on our [Facebook](#) page, which currently has **477** followers. Our posts also cover educational content (e.g., sustainability issues) and event information, and our page is used as a channel for encouraging visits to our website and increasing the audience for our monthly e-Newsletter.

The most significant communications event this year took place in August, when we re-launched the production of our [e-Newsletter](#) on a monthly basis, with the aim of providing subscribers with regular updates on Parish Council activities, key developments and information and events relevant to our community. At re-launch, the e-Newsletter was sent to our existing **365** subscribers to the service - to date, our audience has grown to over **440**, demonstrating a heightened interest in local governance and community matters and success in improving community engagement and awareness.

Each edition of the e-Newsletter has covered a variety of important topics including: -

- **Parish Council activities and achievements** - highlighting the efforts and successes of the parish council in improving community life
- **Public notices** - regularly informing subscribers about upcoming road works and road closures, our public meetings, community café dates and Police Pop-In events throughout the parish

- **Environmental matters** – in line with our Biodiversity Policy, informing and raising awareness on sustainability issues initiatives and local environment issues, particularly flooding
- **Major developments and construction projects** - providing regular updates on housing developments within the parish and surrounding areas, e.g., Miller Homes development at Greenway Chase and key construction projects such as the A417 Missing Link
- **Parish Councillor recruitment** – to encourage community involvement and ensure the Parish Council operates effectively with engaged representatives. This has seen a positive response, with more community members expressing an interest in joining the parish council

One of the most significant achievements since the newsletters relaunch has been the increase in subscriptions. The publication of a QR code on all Parish Council notice boards and via our Facebook page has proven to be an effective tool in attracting more subscribers. In addition, word of mouth spread by our Parish Councillors and residents who are already subscribed and find the monthly information useful, informative, and relevant has assisted in the growth of our subscriber base.

To build on its success, the Parish Council will continue to enhance the e-Newsletter by:

- Considering the introduction of subscriber feedback sections to ensure it remains relevant, engaging and delivers what the audience want
- Building on the use of social media and other digital platforms to further boost subscriptions

Moving forward, the Parish Council remains committed to maintaining and improving the e-Newsletters and using its website and social media channels to further strengthen community connections.

**Kim Riley**

**Assistant Clerk to the Parish Council**