

## Communications Strategy August 2018

### Purpose

To update and agree the communications strategy for providing information to the public regarding the ongoing plans and development of the Paddock Wood Community Centre project.

### Need for update

The previous Communications Plan was adopted in September 2016, at the outset of the project. In the interim period Paddock Wood Town Council have agreed on the site of Memorial Field as the favoured option.

In recent months the project has attracted more attention and the Working Party have been attending community events to engage with the community and encourage discussion surrounding the plans to date. To further community engagement and involvement in the project is critical to reach support and ensure the building serves its' purpose as providing community space for all ages in the present and in the future as the town population is expected to grow.

Paddock Wood Town Council recognise the need to ensure clear communication across the community, to inform of progress and listen to comment. Information has been displayed across Town Council notice boards and in local written publications, but online information has been limited. Social media can be used to direct users towards the Town Council website for regular updates and notice of events and meetings.

Media	How often?	Content
PWTC Newsletter	Quarterly	Written report
Town Crier/Contact		Written article and photographs
Local Press - Courier, Kent Messenger	Quarterly press release	Written article and photography option
PWTC Website	Monthly	written updates, photography, online questionnaire, FAQs
Social Media (Facebook, Twitter - linked)	Fortnightly	Direct links to TC website, photos, events and meetings

## **Project Governance**

**Paddock Wood Town Council** – elected members who will make the final decisions, based on recommendations from the project board.

**Project Board** – Consists of Chairman and Vice Chairman of Paddock Wood Town Council and the chairman of the Estates Committee. Two non-voting members from Tunbridge Wells Borough Council are also appointed. The Board will make recommendations to Town Council.

**Working Group** – Responsible for supporting the day-to-day delivery of the project and making recommendations to the Board. Consists of Town Councillors (2), Tunbridge Wells Borough Council Project Manager, Architect and volunteers representing community groups.

## **Key Project Roles and Responsibilities**

**Project Client** – Paddock Wood Town Council

**Project Management** – Jonathan White, TWBC/KCC

**Architect** – David Morriss, Frankham Consultancy Group

**Project Support** – Nichola Reay, Claire Stewart, PWTC

**Media and Press Liaison** – Nichola Reay, PWTC