



Ramsgate Town Council – Communication Plan (Draft) 2026–2027

Purpose of the Plan

This Communication Plan provides a short, practical framework for why, who, what, how, and when Ramsgate Town Council communicates with its residents, businesses, partners and stakeholders.

It sits underneath the full Communication Strategy and supports the Council's Aims and Action Plan.

It will be reviewed annually.

Communication Objectives (SMART)

Objective 1 – Increase Awareness of Council Role

Increase resident understanding of what the Town Council does (and does not do), its responsibilities, services and costs by 30% by March 2026, measured through the annual residents' communications survey.

Objective 2 – Improve Direct Engagement

Increase participation in Council-led engagement activities by 20% by December 2026, including consultations, events, workshops, and online polls.

Objective 3 – Grow Digital Reach

Increase e-newsletter subscriptions by 25% and social media engagement by 20% by March 2026, measured through subscriber numbers and analytics.

Objective 4 – Strengthen In-Person Communication

Introduce a minimum of one "Council in the Community" engagement activity per ward per quarter, beginning Q1 2026, and report attendance.

Objective 5 – Improve Feedback Loop

Ensure that 100% of consultations and major projects publish "We Asked / You Said / We Did" summaries within four weeks of closing.

Ownership and Governance

The Town Clerk will have full oversight of the plan. Full Council will give strategic guidance on direction and the Marketing and Communications Officer will undertake the day-to-day delivery of content.

Content will be drafted by the Marketing and Communications Officer and signed off by the Town Clerk. Dependant on the content it may be required for Full Council to sign off on press releases, i.e. significant council spend or decision.

In the event of an emergency, the Council will follow the Crisis Communication Plan and use relevant spokespeople, i.e. Town Clerk or Chair of Council.

Audiences

Primary Audiences

- Residents (all wards; diverse needs).
- Businesses.
- Community and voluntary groups.
- Schools and young people.
- Visitors to Ramsgate.

Secondary Audiences

- Thanet District Council and Kent County Council.
- Central Government / MPs.
- Media (local, regional).
- Partner organisations.

Audience Segments

- **Digital** (social media / website).
- **Face-to-Face** (events, hubs, posters).
- **On-the-Go** (quick updates, video).
- **Hard-to-Reach** (non-digital, accessibility needs, language barriers).

Key Messages (core year-round messages)

The Council will communicate consistently:

What the Council Does

- Our responsibilities, statutory powers, and limits.
- What services we provide.
- What we are *not* responsible for (e.g., district/county functions).

How Public Money Is Spent

- Costs of services.
- Budget and precept.
- Value for money.

Our Purpose and Vision

- Wellbeing, sustainability, environment, democracy.
- Projects, plans, and priorities.

Engagement

- We want your ideas and views.
- How residents can participate or attend meetings.
- How to submit suggestions or complaints.

Support Available

- For businesses, community groups, vulnerable residents.
- Signposting services.

Events and Activities

- Council-run events.
- Community events we support.

Communication Channels and Methods

Digital

- Website (main information hub).
- Social media (Facebook, Instagram, X, LinkedIn, YouTube).
- Livestreamed meetings.
- E-newsletters (Council; Visit Ramsgate).
- Online surveys, polls, and consultations.
- Future: radio opportunities.

Printed and Traditional

- CommunityAd Magazine.
- Posters and flyers in noticeboards.
- Local newspapers.
- Ward-level printed updates (as needed for non-digital audiences).

Face-to-Face

- Quarterly ward pop-ups (“Council in the Community”).
- Councillor surgeries.
- Attendance at community events.
- Presentations to schools, youth groups, community centres.

Partnership Channels

- Schools, businesses, hubs, libraries.
- Community groups.
- Local radio (if introduced).
- Thanet District Council and Kent County Council joint messaging.

Annual Communication Cycle (When We Communicate)

Quarterly Communications Themes

<u>Quarter</u>	<u>Theme</u>	<u>Focus</u>
Q1 (Apr–Jun)	Transparency and Finance	Precept explanation, Annual Report, strategic priorities.
Q2 (Jul–Sep)	Community Engagement	Summer events, volunteer opportunities, consultations.
Q3 (Oct–Dec)	Town Centre and Business	High street support, winter readiness.
Q4 (Jan–Mar)	Wellbeing and Planning	Health signposting, early-year project updates.

Regular Communications

<u>Frequency</u>	<u>Activity</u>
Weekly	Social media updates, service updates, “What’s happening in Ramsgate”.
Monthly	Top-performing posts round-up; meeting summaries.
Bi-monthly	Newsletter; CommunityAd Magazine content.
Quarterly	Ward-level pop-ups and engagement report.
Annually	Residents’ communications survey; review of plan and strategy.

Monitoring Impact (Metrics)

Core Metrics

- Website visits and top pages.
- Social media impressions, reach, engagement, sentiment.
- Newsletter opens, clicks, subscriber growth.
- Attendance at meetings, surgeries, pop-ups.
- Consultation participation rates.
- Hard-to-reach demographics engaged.
- Media mentions and accuracy.

Annual Residents Survey

Will assess:

- Awareness of Council role.
- Understanding of services.
- Preferred communication channels.
- Perceived visibility of the Council.
- Satisfaction with Council communications.

Dashboards and Reporting

- Monthly analytics dashboard.
- Quarterly review with Communications Lead.
- Annual report to Full Council.

Risks and Mitigation

<u>Risk</u>	<u>Mitigation</u>
Confusion between Thanet District Council / Kent County Council / Ramsgate Town Council responsibilities	Create consistent “Who does what?” messaging.
Misinformation / rumours	Rapid myth-busting posts; clear, proactive messaging.
Digital exclusion	Maintain print/distributed channels; in-person engagement.
Staff capacity	Prioritisation grid; scheduled content; shared workload.
Tone inconsistency	Style guide and template library.

Review Cycle

- Annual formal review every April.
- Mid-year, light review by Marketing and Communications Officer.
- Learning built in from consultation reviews and crisis debriefs.