

# COMMUNICATIONS STRATEGY

Radyr and Morganstown Community Council supports the following principles, as its long-term objectives.

- A Prosperous Community.
- A Resilient Community.
- A Healthier Community.
- A More Equal Community.
- A Cohesive Community.
- A Community of Vibrant Culture & Thriving Welsh Language.
- A Globally Responsive Community.
- A Competent Council.

To achieve these, communication with residents is vital.

Good communication is the responsibility of everyone in the Council. We have a duty to be open and honest in our communications and consultations and should be clear, concise and trusted.

## **Aims:**

The overarching aim and objective of this strategy is to raise awareness, understanding and interest of the community council's work and the benefits it brings to Radyr and Morganstown. To keep residents, partner organisations and businesses well-informed and consulted. To bring about a more proactive approach to listening to the views of the community and using this to make sure that the work of the community council meets the needs of local people.

In doing so, the community council will seek to:

- Ensure mechanisms are in place for communicating with local people, listening effectively to their views and reporting on how their views have been taken into account.
- Reach out to include the participation of seldom heard, seldom involved individuals and groups
- Improve the effectiveness of communication with partners and stakeholders • Develop a clear identity for the community council
- Focus the community council's external communication tools.

## **Principles:**

The community council should:

- Be open and honest about the aims of community engagement activity and what it hopes to achieve. The community council should not deliberately raise community expectations that have little or no chance of success and, therefore, should only implement specific community

engagement and consultation processes when there is a real opportunity for people to influence and change community council decision-making.

- Ensure that all written communication is easy to read and understand – recognising that the use of complex or overly-formal language, acronyms and jargon can act as a barrier to understanding to many people.
- Share best practice with other local organisations and be honest and robust enough to also share details of lessons learned when community engagement activities do not deliver the expected outcome.

### **Methods**

The Council will use whatever methods are appropriate for communication including its website, social media, or any other method available. These are changing frequently as improvements in IT and AI lead to new systems being developed.

David Silver

Chair of Publicity Committee

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