

Neighbourhood Plan Promotional Campaign Proposal

Produced for Faversham Town Council

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BREAKTHROUGH
COMMUNICATIONS

SPECIALISTS IN CONNECTING TOWN & PARISH
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 what we can do for your council

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

Our experienced team have decades of combined professional experience in the world of communications and engagement - *and many of us have also served as councillors and clerks too!*

That means we really understand the importance of good communication, we know how to build engagement effectively - AND we understand the unique world of parish and town councils, too.

We use our wide range of skills to help supercharge your council's communications, whatever your needs and requirements.

We're also proud to partner with NALC's and the Local Government Association to support local councils to communicate with their communities.

We help councils connect with their communities by doing three things:

- We provide workshops and training courses for Clerks, Officers and Councillors, in technical and soft skill subjects that are relevant to their respective roles.
- We also provide tools and toolkits for councils, giving Clerks and officers access to resources to make their lives that little bit easier.
- We also work directly with councils across the country to improve their internal and external communications within their communities.

Whether it's Communications Strategies, social media development, Neighbourhood Plan consultations, Council Annual Reports and Surveys, to a range of other done-for-you services, we've got your council covered.

**We're proud to partner with
NALC and the LGA to support
local councils across the country**

| nalc

OUR PROPOSAL FOR FAVERSHAM TOWN COUNCIL



Proposal Specification and Requirements

The Council has asked us to provide a quote for the development, delivery and management of a communications plan for Faversham's Neighbourhood Plan, ahead of the plan progressing to referendum.

This proposal we have set out is designed to be a model package of services relating to a Neighbourhood Plan promotional campaign. We have broken down our quotation, with each service individually costed where appropriate.

The proposal includes:

- An initial workshop and follow-up consultations with officers and relevant members to finesse the detail of our plans, and agree the messaging framework for the campaign;
- An outline communications plan that, subject to this proposal being agreed, would be developed into a full communications grid, managed and delivered by us in consultation with the council;
- Two door-dropped unaddressed mailshots to the community;
- An organic and paid-for, geo-targeted social media campaign;
- Other communications opportunities;
- Management for two virtual engagement events and collateral support for in-person events that would be then managed by the council

Neighbourhood Plan promotion and engagement campaign ahead of planned referendum

Campaign objectives

Support Faversham Town Council to promote its Neighbourhood Plan (NP) proposals to the community ahead of the planned referendum. We will positively communicate the NP in order to win the referendum. We will communicate what the plan delivers vs the alternative.

We will engage people in what the NP is, why it matters and why they should vote for it, why it's the right plan to support the council and community's vision for the future of Faversham and how it is very different from the Local Plan.

Indicative timeframe for the campaign

Subject to change and alteration depending on when the NP goes to referendum (and also being mindful of the moratorium on any campaigning in the regulated period ahead of the referendum itself), we understand this campaign would likely run from **January through to May 2022**, assuming the referendum were to take place at some stage in **June 2022**.

Stage 1 - setup, preparation and development of communications grid development and messaging workshop (*this stage also includes our overall management and support fee*)

This essential stage is core to everything we subsequently do throughout the campaign, and allows us to get everything set up properly from day one, including relevant visuals and templates and frameworks, agree campaign messages and to ensure we're prepared to deliver all the constituent parts of the campaign.

We would also hold a workshop to agree the messaging framework for the campaign, which would consider the positive messages the council is seeking to convey regarding the NP, as well as distilling and summarising the proposed policy themes of the NP using inclusive, accessible and positive language. Finally for this stage of the work, we will work with officers and relevant members to agree a detailed, measurable and fully costed communications grid and plan of work, covering all agreed outputs over the agreed period for the campaign, based on the proposed deliverables as set out overleaf on Page 5 and Page 6 of this proposal.

Costs: £2,850+VAT (*inclusive of campaign management fee*)

PROPOSED SUMMARY OF CAMPAIGN DELIVERABLES

Two mailshot deliveries to households across Faversham

We will design, produce and work with officers to support the logistics for delivery of two unaddressed mailshots to households across Faversham, either using Royal Mail Door To Door service or through a local distribution company (depending on which choice the council makes in this regard).

The first mailshot will be large in format, probably A3 folded to A4 or similar, full colour, with clear positive messaging, supported by appropriate visuals, to promote the NP. The second mailing will be a different format and will likely vary in tone also, as it will be delivered nearer to the time of the referendum itself and therefore focus more on process matters.

Costs: £350+VAT excluding print and delivery costs

Facilitate three live virtual engagement events

We will hold three separate consultation events using the popular Zoom® platform, one of which will be live-streamed to YouTube, whilst the other two events will be live-streamed to Facebook.

These events will be heavily promoted and designed to build awareness of what the NP is, why it matters and why it's important to take part in the referendum. These events will be unique opportunities for Faversham TC councillors and other stakeholders in the NP process to engage with the public, and to afford the public an opportunity to ask questions and to find out more.

We will facilitate and fully manage and support these events taking place, enabling Officers and Members to present to those watching live or watching the recordings afterwards. We will also enable residents who do not have access to the Internet, to use their telephone to dial into the Zoom® meetings, and we will enable them to actively participate and express views, ensuring wide .

Costs: £350+VAT

Collateral support for in-person engagement events

We will work with officers and relevant members to design, produce and arrange for delivery of a number of pieces of campaign collateral to support a number of in-person events at the Town Hall and elsewhere.

These will include:

- A large (1m high by 3m wide) PVC outdoor banner, to be displayed on railings, promoting the NP with a call to action to find out more;
- Two or three roll-up banners for use indoors;
- 1000 A4 folded to A5 leaflets
- We will provide eye-catching A3 posters for venues and in notice boards
- We will provide foamex/exhibition boards as required

Costs: £495+VAT *including print and delivery of collateral*

Social media campaign (organic and paid-for)

We will setup, fully manage and support a comprehensive social media promotional campaign across Facebook, Instagram and Twitter. This will include the creation of eye-catching and engagement content designed for all three platforms, scheduled to run over the course of the campaign, with the intention of building momentum and positive engagement over time as we head towards the referendum.

This will also include the provision of paid-for adverts on both Facebook and Instagram platforms, geo-targeting people who live within designated postcode areas. A key benefit to carrying out paid-for social media, alongside organic content, is to reach people who have no history of engaging with the council on social media, and to significantly extend the council's digital reach.

Costs: £650+VAT *including cost of paid-for social adverts on both Instagram and Facebook, geo-targeted to Faversham postcode areas*

Other communications opportunities

We will work with officers to explore other communications channels and opportunities, including but not limited to local radio and local print/newspaper. These will need to be explored and costed and built into the communications plan.

Costs: to be determined