



Gargrave Parish Council
Communication Plan
Adopted 2 June 2025
Date of Review TBA

KEY



Already being done



To be put into practice

This is a working plan and will be reviewed annually to identify any amendments which may need making.

1. Objectives:

- * Increase community engagement and awareness
- * Improve transparency in council decisions
- * Attract volunteers and councillors
- * Inform residents about events, services and projects.

2. Target Audience:

- * Village residents everyone from birth to 99+ (1700+ residents in 833 properties)
- * Local businesses see attachment 2.
- * Community groups and organisations Gargrave Primary School, toddler group (St. Andrews), gymnastics, bowling - indoor and outdoor, cricket, football -adult & junior, badminton, tennis, pilates, tai chi, library, pantomime, table tennis, bell ringing, St. Andrew's Church
- * Non-residents who may have an interest in parish matters such as nearby residents and visitors. People from outside the village who use village facilities.

3. Key Messages:

- * What the Parish Council does and how it benefits the community
- * Updates on key projects, initiatives and decisions
- * Opportunities for public participation (e.g. meetings and consultations)

4. Communication Channels:

Digital Presence -

- * Website - this is already an active portal, however it is not very user friendly and contains lots of unnecessary information on the home page. Tabs could be added to the home page such as 'Home', 'Meet the Team' with a photo and short bio about each parish councillor including their name, how long they've lived in the village and why they wanted to be on the Parish Council, 'Projects' (stepping stones, river Aire, Speeding, TGR etc) 'Meetings' (Dates and times for the year), 'Minutes & Accounts', 'Events' (Public meetings, Annual Meeting, coffee mornings etc) 'Vacancies' 'Contact Us'
- * Social media - Facebook - post links to meeting agendas and minutes
Instagram - link with the FB profile
- * Email newsletters using a subscription service to send monthly/quarterly updates -
- * School Newsletter - a monthly piece similar to the parish mag piece

- * QR code to be added to all communications which links directly to the PC website. Give it a go on your smart phone.



Traditional Media -

- * Noticeboard - continue using the village notice boards
- * Leaflets/flyers - to hand out at community events or deliver to residents by hand - see attached draft leaflet
- * Local press - This is already done by Lesley from the Craven Herald and Chair of the Parish Council in the parish magazine.

In-Person -

- * Events & Meetings - use parish council meetings, coffee mornings and other events to engage directly - village hall events/ duck race/
- * Parish Council Meetings - share ALL documents with councillors and members of the public during the meeting using a projector and laptop - this will allow everybody at the meeting to view all documents without having to print out the documents required multiple times costing the PC in paper, ink, staples and electricity

- * Outreach to local schools & Churches - partner with these institutions to share council information, visit school and address the year six students, attend an assembly, perhaps give out certificates or white ribbons
- * Open office hours for appointments or drop-ins - TBA when the new clerk/RFO is appointed
- * Twice yearly spring & autumn coffee mornings at Neville Crescent Community room/ or in the match room during an event at the village hall.
- * The Annual Parish Meeting.
- * The Annual Parish Meeting is not a Parish Council meeting. The Local Government Act states that every parish must hold Parish Meeting a year. This meeting must be held between 1st March and 1st June and proceedings must not begin before 6pm. If there is a Parish Council the Chairman of the Parish Council (or vice-chair if the Chairman is unable to attend) must preside. If there is not a Parish Council then a Chairman is elected by the meeting itself. The Agenda is a standard agenda, to give reports on the business of the last 12 months. The Parish Council reports to its electorate on its activities over the last year and there are usually reports from County and District Councillors and perhaps from any voluntary or local community group. It is also an opportunity for parishioners to question people and organisations on any issues relating to the village. As the Annual Parish Meeting is not a parish council meeting it is not conducted in the same way or governed by the same rules as a parish council meeting. Members of the public are permitted to make statements on relevant matters during the meeting. Any resolutions passed do not bind the Parish Council.

5. Frequency & Content Schedule

Develop a schedule for regular content:

- * Monthly newsletters - parish magazine which is shared on to the FB community page.
- * Frequent social media posts to update the parish about updates on projects

Plan the type of content:

- * Council meetings & decisions
- * Upcoming events

- * Community announcements (e.g. public consultations, councillor vacancies and staff vacancies).

6. Tone & Style

- * Ensure the communication style is clear and concise, avoiding jargon and making the content accessible.
- * Be friendly and engaging using a tone which is welcoming and inclusive.

7. Measuring Success

- * Set key performance indicators to evaluate the plan's effectiveness measuring:

Website traffic - the amount of people who click on the website can be viewed and logged.

Social media followers/engagement - this is simply done on each post as it shows how many people have been reached.

Attendance at meetings and events - simply done by logging how many members of the public attend each meeting. This can also be minuted to keep a record.

Feedback from the community through surveys completed at events and on social media

8. Adjustments & Feedback

- * Regularly review the plan and adjust it according to feedback from councillors and residents

Attachment 1.

Gargrave Local Business

GARGRAVE PARISH COUNCIL

Your Village, Your Voice!

Roman Site - Kirk Sink

Leeds & Liverpool Canal

Railway Station

Village Centre - Toilets

Pennine Way

we look after your playground, greens & street lights

Meeting on the 1st Wednesday of each month, 7.15pm Village Hall Annex

Contact us:

email:
gargravepc@yahoo.com

telephone: 01756 668209
by post:
Clerk to the Council
Gargrave Village Hall
West Street Gargrave
BD23 3RD

The Parish Council:

Gives views, on behalf of the community, on planning applications and other proposals that affect the parish.

Alerts relevant authorities inc. Highways, Police & NYC, to problems that arise or work that needs to be undertaken.

Helps the other tiers of local government keep in touch with their local communities.

Caption

Asquith Business Park
Angela & Gillians Hairdresser
Allison Wiffen Ceramics
Anchor Logs
Aurelius Cycles
Bee Faulkner - Pilates
Bramble & Fleur
Chris Neve - Fresh Fish
Canalside FitnessCate Davies Pilates
Craven Cats Lodge
Craven Farm Butchers
Craven Farm Shops
Crossgates Health, Hair & Beauty
Dickinsons of Gargrave
Eddie Ralph Signs
Producers - Get on the Map!
Gargrave Auto Services
Gargrave Dental Practice
Hunters Procter & CoM Tootill Financial Planning
JD Tandems
Mortgages with Emma
Perfect Pooches
PoppyFields Florist
Plumbing & Heating
Queen Of Fashion
RD Electrical & Maintenance
RN Myers Antiques
Tarn & Moon
The Brew Barge
Twinlocks Garden Centre
Wood-Fired Pizza

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