

Deal Town Council Communication Strategy

“Seeking ways to engage better and make people feel they are listened to”

Deal Town Council aims to be open and transparent in everything it does. The Town Council will take every opportunity to communicate with our community and beyond, to raise awareness of the Town Council's work, events and activities.

Our communication strategy aims are:

- to be the voice for the people of Deal and lobby for change
- to promote inclusion, understanding and tolerance
- to promote the work of Deal Town Council

Communication is a two-way process and effective communications enable public bodies, organisations, residents and visitors to understand and appreciate what Deal Town Council does to make Deal “a thriving town in which to live work and visit”.

Deal Town Council will aim to:

- Inform residents, businesses, stakeholders and visitors to the town about the work of the council, the services it provides and how they can get involved in shaping decisions
- Maintain a strong and recognisable council identity
- Avoid misunderstandings about the council's responsibilities and services so that people can consistently be involved in our vision and plans for the future
- Improve and maintain Deal Town Council's reputation
- Ensure that our members and our workforce are involved and engaged in the work of the council through good internal communications so that they can represent and champion the council in the community.

Councillors have a role in effective communication and will:

- communicate with courtesy and tolerance
- represent views of their ward and town electors
- be willing to explain the council's decisions and views
- be clear with their audience whether a councillor is speaking from a personal, councillor or council point of view.

Deal Town Council's communications, in print, online or in person will meet our values of openness and honesty, trust and respect and be relevant, clear and accessible for all.