



Broadstone Town Council Communication Strategy

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Strategy - introduction and background

Local Context

Broadstone demographics we are dealing with;

- A high proportion of families and older residents
- An active local high street and small businesses
- Strong community groups and events culture

This means communication must be:

- Community-focused
- Highly local
- Accessible to both digital and non-digital residents

Strategic Objectives for Broadstone Communications

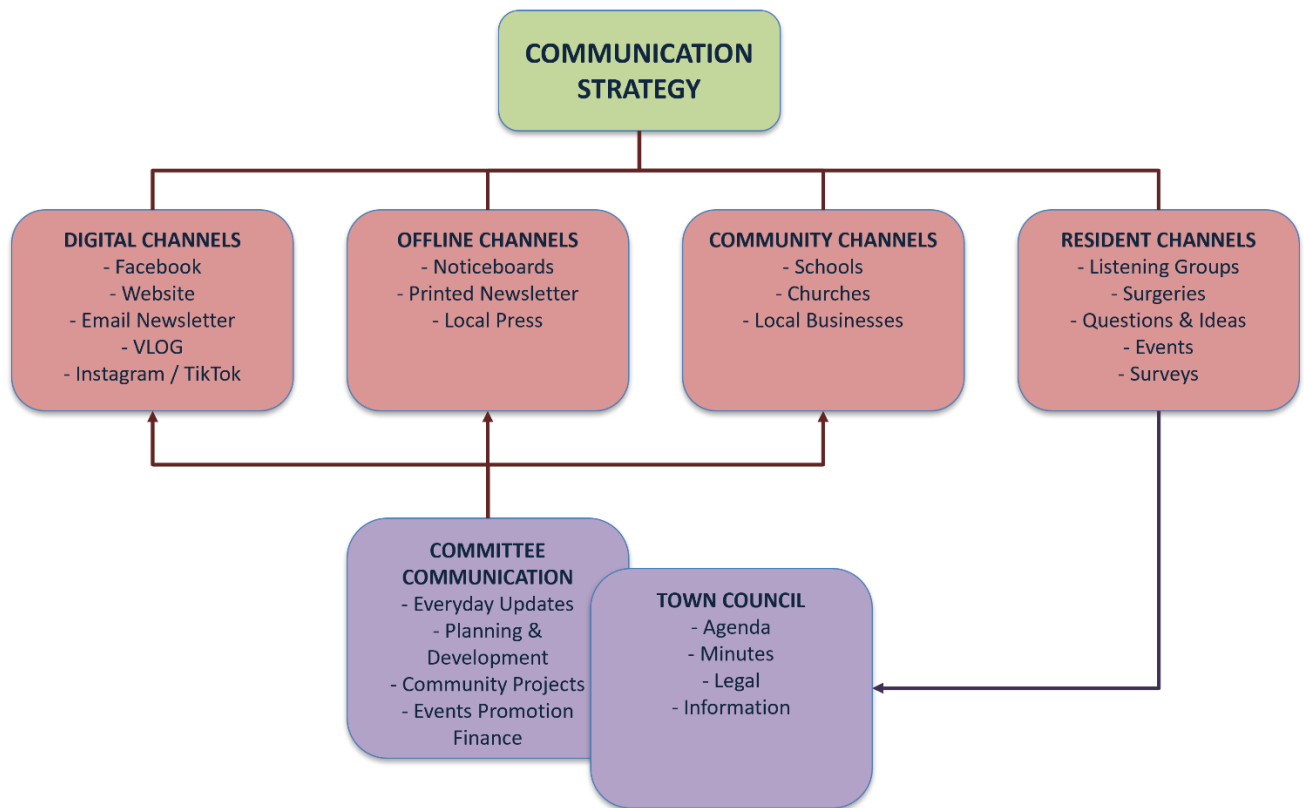
- Strengthen community identity and pride
- Improve awareness of local decisions and services
- Increase participation in consultations and events
- Ensure residents understand the role of:
 - Broadstone Town Council
 - BCP Council (for larger services)
- Provide reliable updates on local developments (e.g. planning, roads, green spaces)
- Be the source of One Truth

Audience Focus in Broadstone

- Families, (schools, parks, activities)
- Older residents (prefer offline + clear info, greenspaces)
- Local businesses (Broadstone Broadway area)
- Community organisations & volunteers

Communication Channels

There will be 4 main communication channels, Digital, Offline. Community and Resident. Central to all communication will be the Committee and Town Council



Digital Channels

Facebook

- Most used by Broadstone residents
- Use for:
 - Daily updates
 - Roadworks & disruptions
 - Events
 - Community highlights

Broadstone Town Council Website

- Central “source of truth”
- Must be:
 - Easy to navigate
 - Mobile-friendly
 - Regularly updated
- Blogs
- Information
- News

Email Newsletter (Monthly)

- “Broadstone Update”
- Focus on:
 - Key decisions
 - Upcoming events
 - Local issues

Video

- Vlogs “good morning Broadstone”

Others

- Instagram
- TikTok

Offline Channels

Noticeboards (CRITICAL in Broadstone due to Elderly)

Locations:

- Broadstone Broadway
- Community centre
- Library

Printed Newsletter (Quarterly)

(Especially important for older residents)

- Delivered to all households

Local Press

- e.g. local Dorset publications
- Use for major announcements and events

Community-Based Channels

- Schools (letters / newsletters)
- Add to existing publications

Churches & community groups

- St Johns
- Methodist

Local businesses

- Business Community

- Shops (Posters)

Resident Engagement Channels

- Listening Groups
- Surgeries
- Postal Questions/ideas
- Facebook Questions/Ideas
- Events – Fun Day, Broadstone Pop up

Information Source

Communication by Town Council Committees

Everyday Communication

- 1-2 Facebook posts per week
- Monthly newsletter
 - Website updates after every council meeting

Planning & Development

- Clear, simple explanations:
 - What is being proposed
 - Impact on residents

Roadworks & Disruptions

- Post early and repeatedly
- Include:
 - Dates
 - Exact locations
 - Alternative routes

Community Events

- Promote via:
 - Social media
 - Posters on Broadway
 - Schools
- Build identity:
 - “Broadstone community” feel

Town Council

- Agenda
- Minutes
- Legl information
- Truth statements

General Posting Style

Tone of Voice (Broadstone Style)

- Friendly and neighbourly
- Practical and informative
- Proud of local identity
- Avoid overly formal council language

Example tone:

- “Here’s what’s happening in Broadstone this week...”
- “We’d like your views on...”

Improving Engagement (Very Important Locally)

What works well in Broadstone:

- Photos of local places and events
- Celebrating community groups
- Highlighting local success stories

Actions:

- Run polls on Facebook
- Encourage comments and feedback
- Share resident contributions (with permission)
- Letter of the month

Accessibility (Local Needs)

- Maintain strong offline communication
- Use plain English
- Provide:
 - Large print on request
- Ensure digital content is simple and clear

Roles & Responsibilities

- Town Clerk / Communications Lead
 - Oversees all messaging
- Councillors/Committees
 - Share updates
 - Attend community events

Measuring Success

- Facebook engagement (likes, shares, comments)
- Newsletter subscriptions
- Event attendance
- Consultation responses
- Resident feedback

Key Recommendations (Summary)

- Do **not rely only on digital** (Broadstone has many offline users)
- Focus heavily on **hyper-local, practical information**
- Communicate clearly about **who does what (Town Council vs BCP)**
- Build a strong **community identity through storytelling**