

Communications Strategy – 13 September 2021

At July's meeting it was stated that a Communications Strategy should be considered.

To date, only one company has been found, Breakthrough Communications, that fully operates in the arena of council communications at a level that we can afford. Most companies see Parish Councils as not a profitable revenue stream.

Breakthrough Communications work with town and parish councils on the use of social media and overall strategies.

Breakthrough Communications work with a number of different parish councils, so it might be useful to move forwards using this experience and also consider potential 'off the shelf' approaches and solutions.

Having had an initial call with them to make sure that what we need is part of their core activities, the next step is to set up an initial consultation meeting to outline the PC's current situation need in detail with a view of obtaining a proposal.