

Sherborne Town Council
Forward Plan 2019/20 – 2023/24

Appendix A

Communicating Sherborne

No	Title	Description	Priority	Update / Completed
1	Employ a Media Professional	To consider the employment of a part time media profession to be instrumental in communicating with residents, businesses, groups and organisations and to raise the profile of STC's work programme, services and projects while also raising the profile of the Town of Sherborne.	1	
2	Social Media Policy	To develop policies that clarify appropriate use of all forms of social media by Councillors and Officers.	2	
3	Use of Social Media	To significantly develop the STC website to improve communications to a wider audience and to utilise the various social media avenues that are available.	2	
4	Community Engagement	To investigate mechanisms for engaging with the community to seek residents' views, for example : <ul style="list-style-type: none"> • Adapt the Annual Parish Meeting so residents want to attend • Consult on the Forward Plan before formal adoptions • Hold Budget Consultation event annually • Introduce Portfolio Holders monthly updates • Community Newsletter • Councillor Surgeries • New Residents Welcome Pack 	2	
5	Town Council Signage	Audit STC signage and identify shortfalls and consider new livery across the complete property, service and vehicle portfolio as and when opportunity is available.	2	
6	Local Council Award Scheme	To consider obtaining the LCA scheme of Foundation, Quality and Quality Gold to demonstrate the professionalism and performance levels of STC.	3	