



**Newquay**Council

**Corporate**Service

<b>Name of Policy:</b>	<b>Draft Community Engagement and Communications Strategy 2020</b>
<b>Date of Inception:</b>	<b>February 2021</b>

This is a Policy or Procedure document of Newquay Town Council and as such must be fully adhered to by both councillors and employees.



**Policy/Procedure File Status**

<b>Version</b>	2.2	<b>Approving Body</b>	Full Council
<b>Date</b>	03/02/2021	<b>Date of Approval</b>	03/02/2021
<b>Responsible Officer</b>	Communications Officer	<b>Minute Reference</b>	
<b>Oversight Committee</b>	Community and Tourism	<b>Review Date</b>	Jan 2022

**Version History**

<b>Date</b>	<b>Version</b>	<b>Author/Editor</b>	<b>Comments</b>
25.11.2020	1.0 First Draft	Cllr Dixon	Amalgamation of community engagement and comms policy to best reflect new corporate plan
11.12.2020	2.0 Second Draft	Comms Officer	Second draft following initial Working Party review
06.01.2021	2.1 Amended Draft	Town Clerk	Format changes
03.02.2021	2.2	Town Clerk	Update of committee following adoption

**Review Record**

<b>Date</b>	<b>Type of Review Conducted</b>	<b>Stage Completed</b>	<b>Summary of Actions Taken or Decisions Made</b>	<b>Completed By</b>

## Contents

1.	Strategy Background & Purpose .....	4
2.	Community Engagement .....	5
3.	Communication .....	6
3.1	Press Releases & Publications .....	6
3.1.1	Press Releases .....	6
3.1.2	Publications .....	6
3.1.3	Emergency Responses .....	7
3.2	Digital Media .....	8
3.2.1	Social media .....	8
3.2.2	Newsletter .....	8
3.2.3	Website .....	9
3.3	Internal Communications .....	10
4	Events Support .....	10
5	Who Communicates? .....	11
6	Language Styles .....	12
7	Passwords and Security .....	13
8	Dealing with Trolling, Swearing and Abusive Behaviour on Social Media ..	14
9	Resources & Equipment .....	15
10	Working with Partners .....	15
11	Summary .....	16
	Appendix 1 –Press Release Layout .....	17
	Appendix 2 – Example Reactive Press Releases/Emergencies .....	26

# 1.Strategy Background & Purpose

- 1.1 In November 2020 Newquay Town Council adopted a new Corporate Plan that set out its mission, aims and objectives. The mission of the Town Council identifies 3 key elements that the Town Council will focus on delivering - Good Governance, Effective Asset Management and Proactive Community Engagement.
- 1.2 This strategy has been developed to assist in achieving the third element of the Town Council's mission – Proactive Community Engagement.
- 1.3 One of the aims of the Council is: *"To encourage and promote economic, commercial, volunteer, resident, and tourist involvement in the town through proactive community engagement, event management and delivery of library and information services to meet the needs of a diverse community from the cradle to grave. In developing community engagement, the Council will improve two-way information, seek opinion, inform decision making and celebrate Newquay's efforts and successes."*
- 1.4 This strategy has been developed to assist in achieving that aim.
- 1.5 Furthermore, one of the objectives of the Community Engagement Committee is: *"To manage and seek to continuously improve community information and engagement through a wide range of media (written, verbal and digital) and the implementation of an effective Communication Strategy."*
- 1.6 This strategy looks at how to improve the way in which the Council engages, consults and communicates with its residents and partners on important issues to ensure views are listened to and used to develop, enhance and improve services, the environment and the quality of life for residents.
- 1.7 Proactive, effective, and responsive community engagement and communications will ensure that all staff, residents, our partners local businesses and other stakeholders and everyone else who deals with the Council will have a clear understanding and a positive perception of our vision for the town, our mission aims & objectives, services and achievements, leading to higher levels of satisfaction and engagement.
- 1.8 By maintaining a strong and recognisable Council brand and identity, we will raise the profile of the Town Council and build trust between the Town Council and our residents.
- 1.9 This strategy will be a 'living' document and will be updated to reflect changing priorities or requirements.

## **2.Community Engagement**

2.1 The Council will improve its community engagement in the following ways:

- 2.1.1 Encourage public participation at Town Council meetings and committees.
- 2.1.2 Set up focus groups, forums and working parties to deal with specific issues and include interested members of the public as well as Councillors within the membership of these groups
- 2.1.3 Seek out opportunities to consult on a variety of relevant issues and consider the plethora of methods available including digital polls and surveys using social media, local press, parish wide notice boards etc.
- 2.1.4 Identify minority/hard to reach groups – and once identified establish the most effective methods of engaging with them
- 2.1.5 Establish need, priorities and importance of consultation to ensure we consult over the right issues - too much consultation on minor issues can lead to fatigue and overuse of surveys for matters that do not warrant it, where as too little consultation on matters that impact people's lifestyle, finances can be seen as undemocratic.
- 2.1.6 Liaise closely with external partners, local community groups, residents' associations to share ideas and work collaboratively to achieve common goals.
- 2.1.7 Publish positive results that have been achieved from working relationships between the Council and other groups to encourage new partnerships to be formed
- 2.1.8 Ensure that appropriate evaluation of consultation is carried out to ensure lessons are learned and assessment of how effective and useful each consultation process is undertaken.

## **3.Communication**

The Town Council's reputation is based on perceptions – how people see us. Managing our reputation means first of all understanding what those perceptions are, deciding how we want to be seen, and planning how to get there. We will tackle this by focusing internal capacity on the Town Council's key messages and ensuring that the most appropriate level of resource is available for our key priorities and activities. Our communications platforms can be broken down into three:

### **3.1 Press Releases and Publications**

#### **3.2 Digital Media**

#### **3.3 Internal Communications**

### **3.1 Press Releases & Publications**

We will seek to maintain and further improve positive media coverage and develop our media relations service to promote and defend the council, recognising the proven link between the public's sense of feeling informed and feeling satisfied.

#### **3.1.1 Press Releases**

Our target is to issue two positive press releases every week of the year, alongside engaging photography.

Press releases are always sent to the Newquay Voice and to Radio Newquay. These may go further afield to Cornwall Live, Pirate FM etc. where needed. Press releases should be presented in an official press release template, which can be found in the Communications folder.

There will be a number of planned press releases available to send out throughout the year, these will include: Events (Newquay Sessions, Summer Finale, Christmas, Fireworks), Mayor Making, the Annual Town Meeting. Please refer to Appendix 1 to view these planned press releases.

#### **3.1.2 Publications**

We will continue to edit, design and organise publication of the Annual Report in March, comprising of key information about the Town Council and what it has been working on over the year. Similarly, we will edit, design and organise publication of other printed media such as:

- Events posters
- Banners
- Other leaflets and fact

We will maintain and develop our programme of media and integrated campaigns that underpin the district council's values and priorities.

We will use the Newquay Town Council notice boards, the TIC and the Library to promote our services and events.

We will continue to evaluate and cost the potential of paid-for media (including local commercial radio stations and newspapers/magazines) to further promote our campaigns.

### **3.1.3 Emergency Responses**

It will also be the responsibility of the Communications Officer, in consultation with the head of corporate services, to handle a communications problem or bundle of problems by identifying:

- the nature of the problem or challenge
- the key considerations in addressing it
- the key drivers of those decisions (crucially, insight into audiences)
- the resources required
- the stages to go through

We will issue reactive statements to the media and on social media (Facebook and Twitter) on request, after gaining advice and approval first from the head of service (corporate management team member) and/or council leaders. Please refer to Appendix 2 to view our emergency response template press releases and social media posts.

## **3.2 Digital Media**

Traditional media can no longer reach people quite like digital media. The group of potential customers that are found online is a much larger group of people than you are likely to be able to attract locally. Using digital media, you can reach an enormous audience in a way that is both cost-effective and measurable.

### **3.2.1 Social media**

Social media platforms have become an integral part of our communications strategy. We recognise the opportunities that social media can deliver in terms of reputation enhancement, engaging with the public using their medium of choice, greater two-way dialogue and the insights that social media can provide, and as an opportunity to reduce cost versus other communications channels.

We will exploit the penetration of social media in dealing with crisis communications, providing regular news updates on our digital channels to create a channel shift away from phone calls during busy periods. While operating and monitoring established Facebook, Twitter, and Instagram, we will examine the potential of other social media platforms.

Our social media targets for each of our pages are:

- to post on Facebook and Twitter 5-7 times per week
- to post on Instagram 3 times per week
- to increase page likes and followers by posting regular and engaging content
- to post watermarked events photos taken by the Communications Officer
- We are not a business so we do not need to increase sales, our social media will be used to increase our presence and engagement with the public
- We will continue to use social media management tools such as 'Hootsuite' and 'Creator Studio' to monitor our own social media activity.

### **3.2.2 Newsletter**

We will seek to build our e-newsletter (MailChimp) database, enabling us to target key messages on a regular basis to engaged people in our communities. We recognise the huge potential of e-newsletters as an effective communications channel.

We will design 4 newsletters per year: Newquay Town Council, Visit Newquay, Visit Newquay Members, Newquay Town Council Internal Staff & Councillors.

The Newquay Town Council, Visit Newquay, Newquay Town Council Staff and Councillor e-newsletters will be sent out 4 times per year. We aim to increase our public databases by posting regular social media updates on how to sign up. The Visit Newquay Members newsletter will be sent out twice a year.

Each newsletter will focus on:

- **Newquay Town Council** – Getting to know the Town Council and how it works, our services, the difference between Newquay and Cornwall Council, our news, how to contact us, promote our events
- **Newquay Town Council Staff and Councillors** – our news, workspace tips, HR advice/info, our events, any key info that all staff/members need to be made aware of
- **Visit Newquay** – events, things to do in Newquay, places to stay, places to eat, “top 5’s”, images of Newquay
- **Visit Newquay Members** – website and social media statistics, what the TIC have been working on over the past 6 months, any news or updates

### 3.2.3 Website

We recognise the value of our website [www.newquaycouncil.uk](http://www.newquaycouncil.uk) as a source of information, as a point for customer transactions and as a low-cost alternative to face-to-face and telephone contact. We also have the Newquay Neighbourhood Plan website, which is frequently accessed by developers and the public [www.newquayplan.org](http://www.newquayplan.org).

Our communications going forward will focus on:

- Adding press releases to the website to keep the public up to date with Town Council news
- An events page to showcase branded events photos taken by the Communications Officer
- Further development of the website to make it even easier to find the information you need, to make it look more visually pleasing and to add any extra information required
- We will aim to further increase use of the website, which currently attracts more than 4000 visits every month (source: Google Analytics, October 2019)
- The NNP website is a lot quieter since the referendum has passed, however the website will be useful if and when the NNP is revised in the future.

### 3.3 Internal Communications

Internal communications play a key role in ensuring staff and Councillors keep in touch with the Town Council's plans and priorities, and the challenges ahead. Employees need to understand how their actions contribute to the overall achievement of priorities and how their behaviour affects the way the organisation is perceived internally and externally.

Our internal communications targets will include:

- Publication of the internal newsletter, published 4 times a year
- Weekly office meetings
- Corporate Service Internal Memo – an update from the weekly meeting to understand what each member of staff is working on that week
- Continued use of Facebook Workplace - an online forum where staff can advertise activities and events and suggest good ideas
- Regular all-staff/Councillor emails
- In-house posters of staff and members
- To report the main themes that come out of each Committee meeting back to all staff and council members, and social media/to the press
- The Communications Officer will attend managers meetings to keep up to dates with anything that needs to be publicised, and so that the managers can give an update on any reactive works they have/will be completing

## 4 Events Support

4.1 The Communications Officer is to work in collaboration with the Events Co Ordinator to promote Town Council events. This will focus on:

- 4.1.1 Creating posters, leaflets and banners
- 4.1.2 Advertising on social media
- 4.1.3 Issuing press releases before and after
- 4.1.4 Being available to take photos and regularly update social media during the event
- 4.1.5 Uploading events photos to social media and the website

## 5 Who Communicates?

- 5.1 Effective communication is the responsibility of every officer and member of the Council.
- 5.2 Formal media responses must come from the Communications Officer. However, the message must be signed off by those responsible for the news/project/service. This could be a delegated member, Committee Chair, Town clerk or Manager. In the Communications Officer's absence, a formal response should come from the Corporate Service Office Manager.
- 5.3 For press release comments, this would normally be commented on by members and not officers. However, statements of fact or during extraordinary circumstances it may be appropriate for the Town Clerk, a Manager or the Communications Officer to put forward the Council or Committee's position.
- 5.4 Members may issue their own statements about issues arising in the Council and Committee meetings, however there must be a clear distinction between when they comment for themselves and when they represent the Council. For example, when a press release goes out via the Communications Officer and includes an authorised Councillor quote, that member is representing the Council. However, when issuing their own statements, they are representing themselves.
- 5.5 The Communications Officer is responsible for developing and delivering the associated plans that underpin this strategy. They manage the Town Council's communications function and provide procedures, guidance and advice, to ensure that information is exchanged in an accurate, effective and consistent way. This includes for ongoing and daily activities, longer-term projects of all sizes, marketing, promotion and emergency crisis communications.
- 5.6 As well as proactive communication and managing media relations, the Communications Officer also advises on and deals with reactive enquiries from journalists on behalf of the Council.
- 5.7 Journalists can expect us to:
  - foster a cooperative, courteous and mutually beneficial relationship
  - regard them as partners in providing people with timely, accurate information
  - make every effort to assist them with their requests and enquiries
  - Councillor's or staff leading on a project may engage with the press directly
- 5.8 The Council expects to be reported fairly and accurately and given a reasonable opportunity to reply to media enquiries.

## 6 Language Styles

6.1 In the event that the Communications Officer is unable to communicate vital information, the following language styles should be applied to keep page styles and information consistent:

### 6.1.1 Newquay Town Council

- Usually informs people what the Town Council have been working on
- Committee Meeting dates
- Can be used to provide updates on all Town Council services
- End posts with: #NTC #Newquay #Cornwall newquaycouncil.uk

### 6.1.2 Environment Service

- Usually informs people what the Environment Team have been working on
- Can also share environmental topics/tips
- End posts with: #GOTEAM #NTC #Newquay #Cornwall  
[newquaycouncil.uk/corporate-services/report-it/](http://newquaycouncil.uk/corporate-services/report-it/)

### 6.1.3 Visit Newquay

- Posts can be informal, friendly, fun
- Share photos and videos
- Blogs
- Promote members
- Any relevant tourist information
- End posts with #visitnqy #Newquay #Cornwall visitnewquay.org

### 6.1.4 Newquay Town Council Events

- Posts can be informal, friendly, fun
- Share photos and videos from our events
- Lead up to events – post our watermarked photos with captions to promote the event
- Updates from entertainers/bands
- Any relevant info regarding events
- End posts with #NTCevents #NTC #Newquay #Cornwall

### 6.1.5 Newquay Library and Information Service

- Posts should be light-hearted, positive and fun
- Share services, events, displays
- End posts with #NqyLibrary #Newquay #Cornwall

### 6.1.6 Concrete Waves

- Try and use 'skater' language to appeal to that audience
- Share photos and videos of people skating at the park

- Share any relevant info regarding the park
- Tag Mavericks Skatepark and other relevant pages i.e. TR7 Skate
- End post with #ConcreteWaves #Newquay #Cornwall

#### 6.1.7 Newquay Neighbourhood Plan (NNP)

- This is managed by the Town Clerk and Cllr Kenny as chair of the NNP Working Party and Steering Group.
- A quieter account since the referendum has passed, however this page could be useful if and when the NNP is revised in the future.

6.2 The use of emojis and informal language is appropriate for all of the accounts to make the Town Council appear approachable, open, easy to talk to and relatable. Keeping a similar style to each of the pages helps to maintain a strong and recognisable brand and identity for each individual page.

6.3 Other than authorised quotes for press releases, all Town Council posts should represent the Council and not be used by individual Councillors or members of staff.

## 7 Passwords and Security

7.1 All social media passwords are written in a word document and stored safely and securely in a password protected folder. This is accessible by the Town Clerk and Chief Executive, Deputy Town Clerk, PA to the Town Clerk, IT Services Manager and the Communications Officer. Anyone who wishes to have access to the passwords or accounts must seek permission from the above persons.

## 8 Dealing with Trolling, Swearing and Abusive Behaviour on Social Media

- 8.1 The stereotype of a troll is a person taking pleasure in sending malicious abuse online from their computer/laptop/device.
- 8.2 Trolls know that when public figures engage with abusive trolls to defend their reputation or their values, this inadvertently spreads and legitimates the trolls' message and tricks social media algorithms into pushing it into a broader array of users' timelines. This helps trolls to spread their message to far more people than they could alone.
- 8.3 Trolls want you to engage with their content to raise visibility of their propaganda. To reduce this, our strategy for members, staff, and those dealing with trolls on behalf of the Council is:
  1. Do not respond to any negative comments/messages. The Council may respond as long as it is factual. Otherwise refer the person to contact the Council via telephone/email to raise an issue.
  2. When a troll targets members/staff/a Council page for abuse, block them immediately.
  3. Do not post saying that you are being targeted; this will simply invite further abuse and sympathy, all of which raises troll content up in prominence.
  4. Get space from social media if the trolling has affected you.
  5. If you feel a message you have received is defamatory or might contain criminal content, e.g. incitement of violence or harassment, then record it. The best way to do this is to take a screenshot. Make sure to capture the time, date, and sender.
  6. Report the person - posts can be reported to the social media company directly.
  7. If the content is potentially criminal, then keep a record and seek advice on whether and how to report it to the police or to discuss it with a defamation lawyer.
  8. Finally, you are not on your own. There are organisations with experience and expertise in online hate, social media tactics and trolling who are there to help. This is a useful contact to use: [info@counterhate.co.uk](mailto:info@counterhate.co.uk).
  9. The Council welcomes feedback from residents on our digital sites, however our Social Media rules state: "Trolling, Swearing & inappropriate posts (including false news/info on polls to generate votes) will be removed & users banned from the page." If individual Councillors/member of staff are mentioned by name in a negative light on Town Council social media posts, these comments will further be removed, and users banned.

## 9 Resources & Equipment

9.1 A number of different equipment and resources will be needed for communication, for day-to-day use but especially if we are to communicate live at events. These might include:

- Internet connection – Wi-Fi/4G
- Computer/laptop
- Mobile Phone suitable for social media
- DSLR Camera
- Tripod
- Passwords and Log Ins
- Graphics Designer
- Photoshop
- Mailchimp
- Hootsuite
- Radios

## 10 Working with Partners

10.1 Our partners may include event organisers, charities, groups, organisations, contractors or other Councils.

10.2 As resources reduce, the most cost effective and best way to reach audiences is by partners working together consistently around key goals to convey public messages.

10.3 Partners have 'a foot in both camps' so to speak – they can be seen as 'internal' as they share our objectives to a certain degree and work to deliver them with us; however they also have strong, separate identities, goals and allegiances as part of their own organisations that may not align directly with our own. They therefore require very careful and specific relationship management.

10.4 Newquay Town Council will never discuss any commercially sensitive or protected data with partners unless they are entitled to it. For example, staff details or pay should never be shared. However, tender information could be shared if the partner is also paying/contracting.

10.5 Sharing sensitive information with partners would always need clarification from a Manager, Town Clerk or Committee Chair.

## **11 Summary**

- 11.1 This strategy provides an overview of how we as an organisation communicate and engage with our community. It recognises that in a fast-changing world these activities will continue to evolve and sets out the steps we will take to adapt and improve – in ways which benefit Newquay Town Council and those we communicate, consult and engage with.

## Appendix 1 –Press Release Layout



### OFFICIAL PRESS RELEASE

**For immediate release**

This appendix includes planned press releases available to send out throughout the year, these include: Newquay Sessions, Summer Finale, Christmas, Fireworks, Mayor Making, the Annual Town Meeting, and the Community Awards.

--- Start ---

### **Newquay Town Council presents opening weekend of Newquay Sessions**

The opening weekend of Newquay Town Council's Newquay Sessions is due to take place on \*insert date\*.

Newquay Town Council are proud to host a weekend jam packed with live music in the bandstand. The Newquay Sessions Launch is the first of many musical weekends at the Killacourt this summer, with musicians from across Cornwall and beyond coming to entertain the people of Newquay. Best of all, all of this is completely FREE!

The fantastic line-up for the opening weekend includes \*insert acts\*. A bar will also be available to purchase refreshments.

\*Insert comment from T&L Chair/Vice/Mayor/Deputy Mayor\*

In the coming weeks, Newquay Town Council will be announcing more exciting acts due to perform at the Newquay Sessions music events this summer. Keep an eye on their Facebook page to find out the amazing line ups every weekend at the Killacourt bandstand: [www.facebook.com/NQYEvents](http://www.facebook.com/NQYEvents)

Newquay Town Council are committed to providing incredible events that will bring a buzz and sense of atmosphere to Newquay's Town Centre. Its aim is to increase footfall to the town and its local businesses, whilst also providing entertainment for residents and visitors.

--- Ends ---



**Notes to Editors:****To contact the Newquay Town Council:****Communications Officer**

Stef Slack

Tel: 07483034311 Email: [media@newquay.town](mailto:media@newquay.town)

Newquay Town Council, Municipal Offices, Marcus Hill, Newquay TR7 1AF

**Town Clerk and Responsible Financial Officer**

Andrew Curtis

Tel: 01637 878388 Email: [andy@newquay.town](mailto:andy@newquay.town)

Newquay Town Council, Municipal Offices, Marcus Hill, Newquay TR7 1AF

--- Start ---

### **Newquay Town Council presents its Summer Finale event**

Newquay Town Council will hold its Summer Finale event on \*insert date\* to see out the summer of \*insert year\*. It will take place at the Killacourt from 10am – 4pm and is set to be bigger and better than ever before.

The Summer Finale is an annual 'family fun day' that takes place at the Killacourt in Newquay. It is Newquay Town Council's biggest event of the summer, and it is completely free – full of fun activities and entertainment for all the family to enjoy. Activities will include live music, face painting, children's rides, circus skills workshops, a silent disco, ventriloquist, magic show and displays from Screech Owl Sanctuary and Blue Reef Aquarium (edit as see fit).

\*Insert comment from T&L Chair/Vice/Mayor/Deputy Mayor\*

Newquay Town Council are committed to providing incredible events that will bring a buzz and sense of atmosphere to Newquay's Town Centre. It hopes there will be something for everyone, from the young to the young at heart. So, come down to the Killacourt on \*insert date\* to help celebrate the end of the season.

For more information on the Summer Finale and future Town Council events, please follow the Newquay Town Council Events page on Facebook: [www.facebook.com/NQYEvents](http://www.facebook.com/NQYEvents)

--- Ends ---

### **Notes to Editors:**

#### **To contact the Newquay Town Council:**

##### **Communications Officer**

Stef Slack

Tel: 07483034311 Email: [media@newquay.town](mailto:media@newquay.town)

Newquay Town Council, Municipal Offices, Marcus Hill, Newquay TR7 1AF

##### **Town Clerk and Responsible Financial Officer**

Andrew Curtis

Tel: 01637 878388 Email: [andy@newquay.town](mailto:andy@newquay.town)

Newquay Town Council, Municipal Offices, Marcus Hill, Newquay TR7 1AF

--- Start ---

## **Newquay Town Council's Community Awards**

The Newquay Town Council Community Awards Scheme will be open to individuals or community groups and its purpose is to recognise those unsung heroes living, working or studying in Newquay, who have made an exceptional difference by helping to put the spirit into the community and improving the quality of life for others. The Mayor will present the award(s), if any, on the occasion of the Annual Town Meeting which is held on **\*insert date and time\***.

### **List of Awards**

- **Outstanding Individual Citizen Award**
- **Outstanding Group Award**
- **Outstanding Young Person Award**
- **Mayor's Award**

### **Criteria for Awards**

The awards are for those who make an outstanding contribution to the community. They recognise an individual or community and voluntary groups who have made a positive difference to the local community; or to people who make an extra effort to bring the community together; or those who go out of their way to help others or a charity in their own time. In the case of the Young Person Award the upper age limit is 18 years of age.

Nominations can be submitted for a wide range of endeavours including:

- Community Involvement - such as delivering an innovation or idea that makes a profound impact in aid of the community.
- Providing extraordinary service to the Community - Going the extra mile.
- Selfless actions that affect/involve others to improve the quality of life.
- An outstanding achievement – for example, an act of bravery.
- Gained exceptional recognition for Newquay at Regional/National level.
- Outstanding achievement in their field - such as sports or culture.
- Significantly improving the environment of the town.

### **Who Can Nominate?**

With the exception of the Mayor's Award, which will be nominated by the Mayor, anyone can nominate an individual or group.

### **Who Can Be Nominated?**

Nominations can be made by downloading the online form which can be available at the bottom of this page or by completing a hard copy which will be available from the Visit Newquay Tourist Information Centre or Library/Information Service. Only fully completed forms will be accepted.

### **Nomination Process**

Nominations can be made between **insert dates**. Once the closing date has passed, entries will be checked by the Town Clerk to ensure criteria are met.

### **Voting**

The public will then have the opportunity to vote on the nominated candidates. Voting can be done through this page on the Town Council website or by completing a hard copy form available from the Visit Newquay Tourist Information Centre and Library/Information Service. Voting will be open **\*insert dates\***.

All nominees will be invited to the Award Ceremony which will take place on **\*insert date\***. Should no nominations be received for a category then no award will be made. In this instance the Council reserves the right not to make an award.

--- Ends ---

### **Notes to Editors:**

#### **To contact the Newquay Town Council:**

##### **Communications Officer**

Stef Slack

Tel: 07483034311 Email: [media@newquay.town](mailto:media@newquay.town)

Newquay Town Council, Municipal Offices, Marcus Hill, Newquay TR7 1AF

##### **Town Clerk and Responsible Financial Officer**

Andrew Curtis

Tel: 01637 878388 Email: [andy@newquay.town](mailto:andy@newquay.town)

Newquay Town Council, Municipal Offices, Marcus Hill, Newquay TR7 1AF

--- Start ---

### **Invite to Newquay Town Council's Annual Parish Meeting**

Residents of Newquay are invited to Newquay Town Council's Annual Parish Meeting, which will take place \*insert date and time\* at St Michael's Church.

Every year between the 1<sup>st</sup> March and the 1<sup>st</sup> June Newquay Town Council is required by law to hold an Annual Parish Meeting.

This is a fantastic opportunity for Newquay Town Council to explain to the public what it has been working on over the past year and allows Newquay residents to ask questions and express their views on matters they consider of importance.

Please note that the Annual Parish Meeting is not an ordinary meeting of Newquay Town Council. Anyone can attend and questions put forward can be about anything in the Parish. They do not have to relate to Newquay Town Council and its services.

The Mayor and Councillors will be present but not in their official capacity. The Mayor will chair the meeting (or Deputy-Major in his absence). Answers are voted upon; however, they are not legally binding to the council. The Council can consider the matter at its next ordinary meeting.

Newquay Town Council looks forward to seeing members of the public at the Annual Parish Meeting and working together towards a better Newquay.

--- Ends ---

### **Notes to Editors:**

#### **To contact the Newquay Town Council:**

##### **Communications Officer**

Stef Slack

Tel: 07483034311 Email: [media@newquay.town](mailto:media@newquay.town)

Newquay Town Council, Municipal Offices, Marcus Hill, Newquay TR7 1AF

##### **Town Clerk and Responsible Financial Officer**

Andrew Curtis

Tel: 01637 878388 Email: [andy@newquay.town](mailto:andy@newquay.town)

Newquay Town Council, Municipal Offices, Marcus Hill, Newquay TR7 1AF

--- Start ---

### **Invite to Newquay Town Council's Mayor Making Ceremony**

Newquay Town Council will be hosting its annual Mayor Making Ceremony at the Atlantic Hotel on \*insert date and time\*.

The ceremony will see the inauguration of Councillor \*insert name\* as our Town Mayor and Councillor \*insert name\* as our Deputy Mayor.

\*insert comment from the Mayor\*

The Mayor Making Ceremony is completely open to the public and Newquay Town Council would like to invite you to join them in witnessing this special event of the year.

--- Ends ---

### **Notes to Editors:**

#### **To contact the Newquay Town Council:**

##### **Communications Officer**

Stef Slack

Tel: 07483034311 Email: [media@newquay.town](mailto:media@newquay.town)

Newquay Town Council, Municipal Offices, Marcus Hill, Newquay TR7 1AF

##### **Town Clerk and Responsible Financial Officer**

Andrew Curtis

Tel: 01637 878388 Email: [andy@newquay.town](mailto:andy@newquay.town)

Newquay Town Council, Municipal Offices, Marcus Hill, Newquay TR7 1AF

--- Start ---

## **Newquay Town Council presents Newquay at Christmas**

The dates have officially been set by Newquay Town Council for the Christmas weekend in Newquay.

It has been confirmed that the Christmas market will be a 3-day event, taking place on Friday 29<sup>th</sup> November, Saturday 30<sup>th</sup> November and Sunday 1<sup>st</sup> December.

This year it is going to be bigger and better than ever before, with the market taking place over 3 days rather than just 1 day in previous years. Alongside the market there will also be the Christmas Lights Switch On, Lantern Parade, Fireworks, and Live Music evening to look forward to. The big man himself will also be making an appearance in his grotto with his elves! It's going to be a full weekend of Christmas festivities in Newquay, so make sure you don't miss these dates from your diary.

In addition, there will also be Late Night Shopping in selected shops Friday and Saturday night, and free parking from 4pm Friday - 9am Sunday in Cornwall Council Car Parks.

\*Insert comment from T&L Committee Chair/Other relevant Cllr\*

Make sure to follow the Newquay Christmas Market page on Facebook and the Newquay Town Council Facebook pages to keep up to date with all the latest news and information on the event.

--- Ends ---

### **Notes to Editors:**

#### **To contact the Newquay Town Council:**

##### **Communications Officer**

Stef Slack

Tel: 07483034311 Email: [media@newquay.town](mailto:media@newquay.town)

Newquay Town Council, Municipal Offices, Marcus Hill, Newquay TR7 1AF

##### **Town Clerk and Responsible Financial Officer**

Andrew Curtis

Tel: 01637 878388 Email: [andy@newquay.town](mailto:andy@newquay.town)

Newquay Town Council, Municipal Offices, Marcus Hill, Newquay TR7 1AF

--- Start ---

### **Newquay Town Council Presents Fireworks Over Newquay Bay**

Newquay Town Council is delighted to announce that there will be a free firework display on Tuesday 5th November at 7pm \*change if applicable\*, as part of our enduring commitment to the residents and visitors of Newquay.

Spectators are advised to make their way to their favourite vantage point in Newquay with a view of the Harbour, to see the sky light up over the bay.

--- Ends ---

#### **Notes to Editors:**

#### **To contact the Newquay Town Council:**

##### **Communications Officer**

Stef Slack

Tel: 07483034311 Email: [media@newquay.town](mailto:media@newquay.town)

Newquay Town Council, Municipal Offices, Marcus Hill, Newquay TR7 1AF

##### **Town Clerk and Responsible Financial Officer**

Andrew Curtis

Tel: 01637 878388 Email: [andy@newquay.town](mailto:andy@newquay.town)

Newquay Town Council, Municipal Offices, Marcus Hill, Newquay TR7 1AF

## Appendix 2 – Example Reactive Press Releases/Emergencies



### OFFICIAL PRESS RELEASE

**For immediate release**

We will issue reactive statements to the media and on social media on request, after gaining advice and approval first from the head of service (corporate management team member) and/or council leaders. Please see below our emergency response template press releases and social media posts.

--- Start ---

### **Boardmasters Festival Cancelled**

Please be aware that due to severe weather warnings (delete where applicable) Boardmasters Festival has been cancelled.

Newquay Town Council advises those who do not have accommodation booked, not to travel down to Newquay as there is no further accommodation available. Those who were due to camp in the Boardmasters fields will no longer be able to do so due to severe weather.

Boardmasters will be in contact re. refunds in due course, so please keep an eye on your emails or keep in contact with 3<sup>rd</sup> party sellers.

For those who have booked accommodation, Newquay is still very much open for business. Just because Boardmasters is cancelled, it doesn't mean Newquay is cancelled! There is still lots to see and do, please see the [visitnewquay.org](http://visitnewquay.org) website for some ideas and inspiration.

--- Ends ---



--- Start ---

### **Flooding, Fires and/or other Emergencies**

Newquay Town Council have been informed that there are \*insert emergency\* in \*insert area\*. Emergency services (fire brigade, police, south west water etc.) are attending to the scene.

The Town Council advises people to be cautious and to stay away from this area until advised otherwise.

We will keep you updated once we receive more information.

--- Ends ---

### **Notes to Editors:**

#### **To contact the Newquay Town Council:**

##### **Communications Officer**

Stef Slack

Tel: 07483034311 Email: [media@newquay.town](mailto:media@newquay.town)

Newquay Town Council, Municipal Offices, Marcus Hill, Newquay TR7 1AF

##### **Town Clerk and Responsible Financial Officer**

Andrew Curtis

Tel: 01637 878388 Email: [andy@newquay.town](mailto:andy@newquay.town)

Newquay Town Council, Municipal Offices, Marcus Hill, Newquay TR7 1AF