

**26/27/077      To consider implementing a communication and engagement strategy using Breakthrough Communications Council Hive Council Communications & Community Engagement Health Check and support**



Sturminster Newton Town Council

Report Subject: Communications and Community Engagement

Report Author: Kate Squire, Town Clerk

Report Date: 25 June 2026

### **Introduction**

The Council identified increasing community engagement as a priority and also agreed to work on a communications strategy.

Office staff have taken steps to communicate more proactively through the Council's Facebook page and the *What's Happening in Stur* publication. However, more work is needed, and Council members and staff will benefit from support to achieve this in a successful and efficient manner.

I have already subscribed, within my delegated authority, to Council Hive to access one-to-one support and training for office staff on communications and new GDPR legislation. The subscription includes an annual Communications and Community Engagement Health Check, which can be utilised at no extra charge, along with resources, training and support for implementing any recommendations.

### **Recommendation**

If communications and community engagement remain a priority for Council, I recommend that the Council takes advantage of the annual health check service. I further recommend that the Community Engagement Working Group liaises with Breakthrough Communications and office staff to develop a communications strategy and an implementable community engagement plan, using the expertise and guidance of professionals with experience in the sector.

As a reminder, the working group members are Cllrs Jackson, Lacey and Trim.