



Rushcliffe
Borough Council

RUSHCLIFFE BOROUGH COUNCIL Communications and Engagement Action Plan 2025 - 2028



RUSHCLIFFE - GREAT PLACE • GREAT LIFESTYLE • GREAT SPORT

External Communications Action Plan 2025 - 2028

Theme	Informing	Involving stakeholders	Discussing and devolving	Discussing and devolving	Listening, responding and consulting	Listening, responding and consulting
What are we going to do?	1. Create short instructional videos and guides for key council services such as recycling, benefits, council tax and environmental priorities.	2. Continue social media 'advocacy' featuring front line colleagues and their roles in our communities – waste, customer services, revenues and benefits and internal teams.	3. Increase promotion of residents email subscription topics and continue to publicise Rushcliffe Gardener updates digitally.	4. Develop further social media campaigns, including how key council decisions such as council tax, budget setting and major projects are finalised.	5. Continually review the Performance and Reputation team's capacity to address increasing accessibility and website demands in line with AI and digital stands of ICT Strategy 2025-2028.	6. Continue annual Local Government Association advised 'who reads what' survey to further inform content of communications to different stakeholders.
Why?	To increase residents understanding of the Council's services, how to use them more effectively and aid their learning of why they are delivered in line with our policies and strategies.	To ensure residents can relate to those who operate our services and gain insight into how they deliver value for money services.	Residents can access ever increasing digital updates direct to their inbox, educating an influencing further engagement with Council services including those accessing garden waste service.	Drive engagement with residents on digital channels that are increasingly being utilised so they can relate to our services and democratic processes.	To audit and identify where the team's skills could be strengthened. Increase learning and development of the team's wider communication attributes in line with industry and ICT trends as AI and digital skills evolve.	To ensure communication updates to different stakeholders are fit for purpose and providing timely updates to inform and engage these audiences.
How will we know when we have achieved it?	Evaluation of the campaign with social media reach statistics.	Evaluation through social media reach statistics and the debate and subsequent common queries it creates.	Volume of increase in subscribers on the channel to the new topics and Gardener updates.	Volume of engagement over each year of the strategy with at least three trial updates during the first year of the strategy.	Volume of training and projects undertaken and subsequent audit of new or shared skills acquired that have led to new communications themes or content being created.	Survey completion and subsequent report of results from stakeholders.
When?	Review content for forthcoming 12 months, 2026 and 2027 and ongoing.	Review December 2025, 2026 and 2027 and ongoing.	Bi-monthly.	Ongoing.	Ongoing with review in December 2025, 2026 and 2027.	Annually.

External Communications Action Plan 2025 - 2028

Theme	Informing	Informing	Discussing and devolving	Listening, responding and consulting	Involve stakeholders	Discussing and devolving
What are we going to do?	7. Further develop annual communications planner to assist resourcing and focus of activity.	8. Include behavioural change campaigns in line with Simpler Recycling and other environmental campaigns.	9. Continue to promote the RBC website to stakeholders, highlighting the council's priorities prominently and Customer Service functions.	10. Continue to report via the Executive on Freeport and EMCCA updates to aid engagement and place shaping. Assess alongside corporate and communications priorities.	11. In line with ICT Strategy 2025-2028, assess, review and analyse where AI can assist reaching more audiences with updates on Council services.	12. Complete an annual audit of existing social media channels effectiveness and review a matrix of creating accounts on new channels as they emerge and evolve.
Why?	Week to week and month to month communications activities can be assessed to identify and prioritise updates so content can be ever more timely and informative.	In line with the Council's environment strategic priority, inform and communicate any service delivery changes to waste services.	Ensure residents and stakeholders can access the Council's contemporary and accessible website as a source for all key information on Council news, updates and services.	Residents need to have an overview of key external partnerships and projects. It is also important for an understanding of the cohesion between the two sets of priorities.	To identify where AI can help reach more stakeholders with Council news and updates.	To ensure the Council is reaching ever greater audiences and demographics.
How will we know when we have achieved it?	Week in week out reference to the planner in line with weekly team meetings.	Continual evaluation of communication updates across the correct channels to maximise reaching residents on updates.	Analysing website data via Google Analytics.	Evaluation and monitoring of volume of key updates on Freeport and EMCCA and references between the priorities.	Continued engagement with AI related actions from ICT Strategy 2025-2028.	Annual review in 2025, 2026 and 2027.
When?	Ongoing.	Ongoing in line with key project milestones.	Ongoing promotion three times a year for the life of the strategy.	Ongoing and review December 2025, 2026 and 2027.	Ongoing.	Annually.

Internal Communications Action Plan 2025 - 2028

Theme	Listening, responding and consulting	Informing	Informing	Involving stakeholders	Informing	Informing
What are we going to do?	1. Build on 2024 staff survey key findings to further guide content in internal updates.	2. Further identify opportunities for effective video content to influence and inform staff of each other's roles and play a role in recruitment in selected posts.	3. Continue to identify ways of engaging staff and councillors with news and updates.	4. Balancing corporate messages with interactive updates that are relatable to staff and councillors in line with the Council's priorities and key strategies.	5. Review the Council's internal screensaver channels to relay relevant messages and use engaging digital content.	6. Review internal posters at sites to further influence staff on key messages.
Why?	Staff can see how their views in the survey equate into actions on approaches to themes and projects around the organisation and a 'you said we did' analysis.	So staff can relate to and find out more on each other's roles, contributing to the organisation's understanding and connections across its teams.	Ensure these stakeholders are engaging with Council external news effectively and ever more aware of how residents are digesting and reacting to updates.	So staff can understand and connect with priorities and strategies in a way they understand with their day to day work at the Council.	To inform and educate internal stakeholders on key messages in a prominent way at Council sites or their devices.	Ensure sites are prominent and regularly and timely updated to accompany digital communications on key internal events and updates.
How will we know when we have achieved it?	Ongoing timely features in updates referencing the internal survey and how key findings are being implemented.	Volume of internal update features for each year of the strategy.	Assessment of weekly and other updates to ensure links and content to the updates are relevant and engaging with the correct tone and style.	Volume of updates for each year of the strategy.	Regular checks in line with communications planner outlined above with diarised updates.	Checks in line with communications planner outlined above with diarised updates.
When?	Regular checks with 2024 findings.	Ongoing.	Ongoing and review December 2025, 2026 and 2027.	Ongoing.	Six-monthly review of content.	Ongoing throughout the life of the strategy.

Internal Communications Action Plan 2025 - 2028

Theme	Discussing and devolving	Listening, responding and consulting	Listening, responding and consulting	Working and collaborating	Informing	Working and collaborating
What are we going to do?	7. Assess video usage in staff and councillor newsletters and include a round-up of compliments every quarter reflecting and recognising achievement and effort.	8. Further animation in newsletter updates for staff, councillors and town and parish updates to freshen accompanying static content.	9. Introduce annual staff newsletter poll via updates and email to gauge how content can continue to engage and influence.	10. Work with the Employee Liaison Group and Workplace Health Champions on identifying staff to drive internal campaigns and goals.	11. Produce and evaluate content that focuses and engages on themes from the Council's Smarter Ways of Working and Flexi Time policies for staff.	12. Continue reference to corporate values in line with HR updates in induction process.
Why?	To aid teams connection with the organisation and relate to when their work is being acknowledged. A follow-up opportunity to remind staff their work continues to be valued.	Make content ever more engaging so stakeholders can relate to topics and updates in a less formal way.	To assist teams being engaged on different topics through a channel that takes seconds rather than minutes to respond to, aiding response and insight.	For staff to have ever greater roles and influence on ways to improve their time at work and identify wider wellbeing opportunities to benefit each other.	So staff can continue to relate to the policy and how its flexible themes can aid the balance of working across Council sites and other locations.	Annual staff newsletter poll via updates and email to gauge how content can continue to engage and influence
How will we know when we have achieved it?	Quarterly updates in line with communications planner.	Regular checks in line with communications planner.	Diarised polls agreed with Head of Service and in line with communications planner.	Volume of individuals identified to take projects forward.	A minimum of five internal updates during each year of the strategy.	Six monthly reviews with the HR team.
When?	Ongoing throughout the life of the strategy.	Ongoing in line with seasonal and specific campaigns.	Annually.	Ongoing.	Ongoing.	Ongoing and review December 2025, 2026 and 2027.

Engagement Action Plan 2025 - 2028

Theme	Listening, responding and consulting	Involving and reaching	Involving and reaching	Listening, responding and consulting	Involving and reaching	Working and collaborating
What are we going to do?	1. Ensure residents and stakeholders are engaged and consulted over possible Local Government Reorganisation	2. Further signpost opportunities with Nottinghamshire County Council's District Youth Forum	3. Strengthen links and publicise services and updates further to hard to reach and larger ethnic minority community groups, Your CVS and Town and Parish Councils	4. Increase ways stakeholders can feedback on particular frontline services such as Streetwise, parks and recycling	5. Explore incentive projects for younger people to subscribe, like, follow and engage further with Council social media and/or other channels	6. Further use free newspaper and other print outlets with verified distribution to further reach non-digitally engaged stakeholders
Why?	So all are kept fully up to date with how this may affect Council services, why any changes are being proposed and the chance to have their say.	So younger generations of stakeholders can engage and understand more on council services and the political process.	To make new and strengthen existing ties with these networks to aim to reach those not already engaged through current channels.	So more specific data and views can be captured to shape services.	To increase the volume of younger audiences engaging with Council services.	To ensure the Borough's demographics who do not engage digitally receive news and updates on Council services
How will we know when we have achieved it?	Updating all channels with key messages at the appropriate times and key milestones, responding and listening to feedback on the updates.	Signposting to the forum on social media and other channels at least once a month.	Ensure all weekly external newsletters are received by the groups and encouraged to share with their networks. Increased sharing of each others' updates on social media.	Online surveys annually for each selected service area.	Volume of posts inviting younger audiences to like, follow and engage for possible rewards and subsequent engagement statistics.	Volume of engagement and updates appearing in titles.
When?	Ongoing and in line with key project milestones.	Ongoing and at least three times a year across all channels.	Ongoing.	Agreed with Head of Service.	Post a minimum of two annual incentive driven posts.	Ongoing.

Engagement Action Plan 2025 - 2028

Theme	Discussing and devolving	Listening, responding and consulting	Listening, responding and consulting	Informing	Working and collaborating	Informing
What are we going to do?	7. Signpost and publicise the Nottinghamshire Citizens Panel run by Nottinghamshire County Council	8. Capture data on the demographics of who is responding to surveys to ensure the Council is receiving a fair representation of views from across its communities	9. Collect specific data on the Council's events programme from event goers to shape event formats going forward	10. Provide advice, support and guidance on any significant specific or regulatory service changes. For example, environmental health, planning or waste service changes	11. Ensure all consultations and 2027 residents' survey reaches hard to reach groups including but not exclusive to Hong Kong Notts, U3A, Your CVS, Town and Parish contacts and those with additional needs or neurodiversity.	12. Ensure residents are further aware of the channels to voice their thoughts – contact your ward councillor, Town and Parish and more engagement with Citizens' Questions opportunities
Why?	So residents can identify even further opportunities to have their views heard on other Council services in their area.	To further inform which demographics are responding and so surveys and calls for feedback can be targeted further at under-represented groups.	So event goers can have ever more input and feedback on events to help them evolve in future years.	So stakeholders are aware of key updates in line with any key Council decisions or legislation changes.	So groups with large reach into networks the Council may not reach directly can be further advocates for sharing Council news and updates and how they can contact the Council.	To ensure residents are ever more aware of the ways they can have their questions on services answered.
How will we know when we have achieved it?	Volume of engagement increasing in the panel as a result of the communications.	Volume of times those responding to surveys are asked to confirm their demographic.	Digital consultation after each event in local press and on Council channels.	Volume of communications across all channels at key milestones of the regulatory or service change.	Volume of responses from each group.	Bi-annual updates in all newsletters and dedicated news updates signposting residents how to make contact.
When?	Ongoing and at least three times a year across all channels.	Ongoing with all surveys.	Ongoing and review December 2025, 2026 and 2027.	Ongoing in line with service changes.	Ongoing with extra focus on 2027 residents' survey.	Ongoing with a minimum of three annual updates across all channels.



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