



# **Community Engagement Strategy**

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**Adopted by Council 1<sup>st</sup> December 2025**

# **Ludlow Town Council**

## **Community Engagement Strategy**

### **1. Introduction**

Ludlow Town Council has developed a community engagement strategy with the aim of constructing a standard for engagement with its residents and partners. It recognises that the services it provides must reflect the needs of its parishioners and the locality.

Ludlow Town Council strongly believes that its residents should be involved in decisions affecting them and their neighbourhood and in shaping the future of their town.

### **2. Aims**

The aim of the strategy is to improve the way in which the Council engages and consults its residents and partners on important issues by:

- Informing, consulting and involving, being inclusive and engaging with all of its residents and partners;
- Ensuring views are listened to and used to develop, enhance and improve services, the environment and the quality of life for residents.

### **3. Objectives**

- To improve, plan and shape the future of the town according to local needs and priorities.
- To improve the quality and delivery of services
- To use engagement to inform decision making, ensuring decisions are fit for purpose and meet the needs of the town
- To enhance the wellbeing of the town
- To be stronger, more active and cohesive town

### **4. How this will be achieved**

Community engagement will be achieved by Ludlow Town Council by communicating, consulting, supporting and working together with its residents. The Council will be open and accountable in its dealings with residents and the community. It will make information on its policies and procedures freely available.

#### **4.1 Communication**

Communicating with members of the town will be achieved in many ways to ensure all sections of the community are reached.

Audience Segmentation & Tailored Messaging

Segment	Needs & Interests	Messaging Style	Key Messaging	Preferred Channels	Services Provided
<b>Youth (11-16)</b>	Identity, creativity, voice, opportunities	Playful, visual, interactive	<i>"Looking After Ludlow's Future -Your voice matters in Ludlow"</i>	TikTok, Instagram, X	Youth consultations, school visits, museum workshops, creative challenges, play area maintenance, grant funding SYA youth club and SSYF activities, encouraging young people to explore business with low set up costs on the market.
<b>Families &amp; Parents</b>	Events, safety, education, local services	Warm, informative, community-focused	<i>"Looking After Ludlow's Future - Safe, supportive, and full of family fun"</i>	Facebook, Website, Newsletter, Instagram	Playground, recreation area, skate park provision, with benches, litter bins, and public toilets, family-friendly events, wellbeing initiatives, local safety updates, bus shelters, Christmas lights. Town Centre shopping at Ludlow market.
<b>Adult/ Retiree</b>	Heritage, accessibility, civic pride	Respectful, nostalgic, clear	<i>"Looking After Ludlow's Future - Preserving Ludlow's charm, together"</i>	Local press, printed flyers, Facebook	Museum exhibitions, printed info, cemetery care, civic updates, Senior's Christmas party, Christmas lights, Town Centre shopping at Ludlow market.
<b>Local Traders &amp; SMEs</b>	Promotion, collaboration,	Professional, supportive, data-driven	<i>"Looking After Ludlow's Future -</i>	Instagram, Website, Email	Town Centre trading position, dedicated market website promoting their business, Market

Segment	Needs & Interests	Messaging Style	Key Messaging	Preferred Channels	Services Provided
			Supporting Ludlow's local economy"		management, trader promotion, signage support, collaborative campaigns, specialist market booking
<b>Visitors &amp; Tourists</b>	Attractions, events, local charm	Visual, inviting, experience-led	<i>"Looking After Ludlow's Future - Discover Ludlow's heart"</i>	Instagram, Facebook, Website	Local Museum, access, town centre market events, town signage, seasonal promotions, amenities, green spaces, benches, litter bins.
<b>Civic Stakeholders</b>	Transparency, strategic planning, updates	Formal, concise, informative	<i>"Looking After Ludlow's Future - Investing in Ludlow's future"</i>	Website, Council meetings, LinkedIn	Public meetings and consultations, social media, websites, strategic planning updates, meeting minutes, collaborative project facilitation

### Multi-Channel Communications Framework

#### Digital Channels:

**LTC website:** Central hub for agendas, minutes, consultations, news articles, documents, link to new Market website, point of contact, (opportunity: *youth hub*).

**Museum website:** Advertise events and exhibitions, opening times, map and points of interest, artifacts.

**Market website:** Market info, Specialist market booking, advertise trader profiles, documents.

#### Social Media:

**LTC Facebook:** Community updates, Civic updates, Town Crier proclamations, relative segment focussed content, events promotion, collaborative project support, community engagement for consultations etc.

**LTC Instagram:** Visual civic/community updates, event promotion.

**Market Facebook:** Regular Market promotion, event reminders, longer form posts trader profiles.

**Market Instagram:** Daily Market promotion through video, Hashtag campaigns, user generated content.

**Museum Facebook:** Event and exhibition announcements, practical information.

**Museum Instagram:** Exhibition info, hashtag strategy.

*(Future opportunity areas)*

**X:** *Interviews with Market traders/staff/councillors, behind-the-scenes/day in the life of Mayor, civic explainers (appropriate for Market, LTC & Museum channels).*

**TikTok:** *Youth-led content, challenges, local history snippets (appropriate for Market, LTC & Museum channels).*

**LinkedIn:** *Ludlow Town Council opportunity to highlight policy good-news stories, networking, promote collaborative opportunities.*

Traditional Channels:

- Council noticeboards: Event posters, marketing.
- Local Press & Radio: Press releases sent to traditional print and online papers.
- Printed Leaflets/posters: Available at Council office, library, GP surgeries, schools (such as calendar of events)
- Magazines(print/online): Local to Ludlow, Visit Shropshire (incl. use of events space) various travel and coach magazine inserts, local business publications ie Assembly Rooms what's on.
- Buttercross Bulletin: Quarterly printed newsletter with civic updates and consultations.

In-Person & Community Engagement:

- Public Meetings: Open forums with public participation slots
- Pop-Up Consultations: Market stalls, playground visits, school/college assemblies.
- Town Council Office: Neutral, welcoming space to liaise with knowledgeable staff about queries and feedback.

## **4.2 Consultation**

Consulting all parishioners on important issues will be key to the strategy. It will ensure those most affected are able to put forward an opinion and given the opportunity to make a difference.

The aim of all consultations is to include all members of the town by identifying the hard-to-reach groups such as youths, the elderly, the housebound, the disabled, ethnic minorities etc.

Consultation & Feedback Mechanisms:

- Surveys: Online/web link shared to relevant digital channels.
- Community Panels: Thematic focus groups (e.g. transport, environment, youth).
- Feedback Loops: “Before and after” updates in newsletters and online.
- Councillor direct engagement with youth segments.

## **4.3 Support**

Supporting local organisations engaging with them to assist them in meeting their own aims and objectives, where appropriate and if possible.

Supporting local projects and participating in local events will raise the awareness of the Council and its aims and objectives.

Supporting members of the town in shaping the future of their town will bring about a more cohesive community.

The Council will be receptive to requests from residents or communities and will attempt to be flexible in order to ensure their opinions are known not only to the Town Council but also to other organisations. This may be by including an item for discussion on an agenda, allowing a group to put their opinions into an official report undertaken by the Town Council or by meeting young people at a local playground.

Collaboration & Support:

- Partner with charities, schools, youth clubs, traders, and cultural groups.
- Support local events and initiatives with promotional assets and presence.
- Offer co-branded campaigns with community organisations.

Brand Voice & Identity:

- Tone: Warm, inclusive, professional with humanised touches.
- Visuals: Use emojis, bold imagery, and accessible design.
- Consistency: Align across all platforms with Ludlow’s values, developed strapline and branding

#### 4.4 Acting Together

Acting together with residents and partners in finding solutions to local problems will ensure they will be accepted and fit for purpose.

Acting together to carry out agreed action plans, will engage the community in working with the Council to enhance the environments and the quality of their lives.

Acting together in decision making and policy drafting will ensure they have a voice and can make a difference.

#### 5. Measuring Success

Success will be measured by predefined targets, including an annual review, consultation outcomes, monitoring residents' participation in consultation processes and increase involvement in local projects and events.

##### Measurement & Evaluation

Reportable to Services Committee.

Metric	Method	Frequency
Website traffic & engagement	Google Analytics	Quarterly
Social media reach & sentiment	Platform insights + comment analysis	Monthly
Consultation participation	Survey response, event attendance	Ongoing
Community feedback	Quality input from SM, meetings	Ongoing
Strategy impact	Annual review	Annually

#### 6. Strategy Reviews

Annual reviews of the consultation processes and results will be used as a continual improvement process for changes or amendments to the strategy.

##### Continuous Improvement

- Data led annual strategy review, feedback, and evolving community needs
- Regular review to refine messaging and outreach
- Pilot new channels and formats (e.g. podcasts)