Annual Communications Schedule 2026/27
Prepared by Beata Rieu, 03/07/2026

Purpose: To consider a proposed Communications Schedule and annual communications approach

The Council communicates regularly through a range of channels; however, activity has developed organically over time. This schedule provides a coordinated approach to ensure communications are timely, consistent, support Council priorities and make best use of staff resources.

Recommendations:

1. Approve the Communications Schedule attached to this report.
2. Delegate implementation to the Deputy Town Clerk (or nominated Communications Officer).
3. Review the schedule annually alongside the Communications Policy (already in the Action Plan)

Background
The Council has recently reviewed its Media and Communications Policy to reflect current legislation, good governance and best practice. An annual communications schedule will ensure that residents receive consistent, timely and accessible information about Council decisions, projects and community events.

Objectives
1. Improve transparency and public engagement.
2. Provide consistent communications throughout the year.
3. Support statutory publication requirements.
4. Promote Council projects, events and achievements.
5. Ensure communications remain politically neutral and compliant with legislation.

Proposed Communications Schedule

Frequency	Activity	Audience	Channel	Lead
Weekly	What's Happening This Week	Residents	Website, Facebook, Noticeboards	Admin officer
Fortnightly	Events reminders	Residents	Social media	Admin officer
Monthly	Green Tips	Residents	Social Media	Admin
Monthly	Press Article	Residents	Newspaper	Chairman

Monthly	Chairman's update	Residents	Website & Social Media	Chairman
Monthly	Council in Action project update	Residents	Website	Committee Chairs
Before meetings	Publish agendas and papers	Public	Website	Clerk
After meetings	Key decisions summary	Residents	Website & Facebook	Clerk
Quarterly	Who does What / reporting a fault			
Ebulletin Promotion	Sign up reminder			
Bi-annual	Newsletter	Residents & businesses	Email/Website	DTC
Annually	Annual Report	Residents	Print & Website	Clerk/Chairman

Annual Campaigns

Month	**Key Communications - examples**	**Standing Communications (Ever Green messages)**
January	Precept explained; Pavilion opening; New Year campaign	Weekly updates; monthly Chairman update; meeting summaries
February	Battle in Bloom launch Great British Spring Clean	Weekly updates; event promotion
March	Annual Report and Parish Assembly	Newsletters; meeting summaries
April	Community Awards	Project spotlight
May	Annual Council Meeting Annual Grants Programme Slow Mow Summer	Chairman's update
June	Annual Governance & Accountability Return (AGAR) Summer events Volunteers Week Sussex Day	Event coverage

July	Tourist Information Point (volunteer recruitment)	Community stories
August	Visitor information – Places to visit, things to do in Battle	Summer projects
September	Budget priorities (consultation) Youth Forum Town Tidy Up	Resident engagement / consultations
October	Winter preparations	Service updates
November	Remembrance Annual Grants Programme	Community news
December	Digital Christmas Card Year in Review and Chairman's Christmas message	Seasonal messages

Additional items

Topic	**Suggested frequency**
Walking groups (e.g. Battle Ramblers)	As programmes are published
Arts and cultural events (e.g. Battle Festival)	Campaign before and after each event
External Audit notices Councillor vacancies/co-options Mayor/Chairman charity activities (if applicable)	As opportunities arise
Volunteer recruitment	
Christmas Lights	
Community consultations	At launch, midway and before closing
Planning and development updates	Monthly where applicable
Grants and funding opportunities	As they open
Heritage and tourism stories	Monthly during spring and summer
Community organisations	Monthly spotlight feature
Environmental projects	Seasonal updates
Public notices and statutory consultations	As required

Who approves communications?"

Communication	**Approval**
Routine social media	Deputy Town Clerk

Communication	Approval
Press releases	Town Clerk
Chairman's messages	Chairman + Clerk
Emergency communications	Town Clerk
Policy statements	Full Council or delegated spokesperson

The website also promotes:

- A weekly **e-bulletin** summarising Council news.
- Printed newsletters and Annual Reports.
- Community events and partner organisations.
- Regular promotion of local events rather than only Council-led activities.

Standard Event Communications

- Six weeks before – announce event and publish details.
- Four weeks before – issue press release and promotional material.
- Two weeks before – regular social media reminders.
- Two days before – final reminder including access information.
- On the day – final updates and photography where appropriate.
- Within 48 hours – thank-you message, photographs and event summary.

Resource Implications

The schedule can be delivered within existing staffing resources, subject to prioritisation. Committee Chairmen should support the provision of content including imagery.

Response Times

General enquiries: within 5 working days.
Media enquiries: same day where possible.
Urgent incidents: immediate coordinated response.

Monitoring

Communications performance should be reviewed annually using website traffic, social media engagement, newsletter statistics and resident feedback.

Performance Indicators

- Website visitors
- Facebook reach and engagement
- E-bulletin subscribers
- Newsletter distribution
- Press coverage
- Event attendance
- Volunteer recruitment

- Resident feedback
- Consultation responses

Legal and Policy Considerations
All communications will comply with the Media and Communications Policy, the Local Government Act 1986 publicity guidance, Data Protection Act 2018, UK GDPR, Freedom of Information Act 2000 and Equality Act 2010.

Conclusion
Adopting a structured communications schedule will improve transparency, resident engagement and the consistency of Council communications while supporting the Council's strategic objectives.