



Image credit: B.C. Droneshots

*A SUMMARY OF THE*

**HERTFORD TOWN COUNCIL**

# **COMMUNICATIONS, ENGAGEMENT & MARKETING STRATEGY**

2025 - 2028





**Hertford Town Council is busy; we do a lot for a first-tier Council. We know that what we do, we do well, because our local community tells us – through our Councillors, through our communications and at our many events.**

Hertford Town Council needs its communications, marketing and engagement to be consistent, concise and accurate – reflecting its goals and brand voice which will be explored in this strategy. We also need to be agile and innovative in all our work, which should seek to be as positive and forward- thinking as possible, putting the ‘customer’ - our residents, and their journey at the heart of all our efforts. This strategy seeks to translate this vision and set out how we can better communicate and engage, in order to:

- **Build the brand voice of the Council** as a champion of the natural environment, and a promoter of inclusion and diversity.
- **Ensure our residents are aware of and are satisfied** with our value for money services and our Community Fund and can access our support.
- **Increase the participation and enjoyment of everyone** within the community of this County town, while enhancing civic pride or the ‘spirit of Hertford’.
- **Enhance and protect** Hertford’s green spaces, its waterways, its unique history and heritage.
- **Work in partnership** with our residents, stakeholders, local community groups and local businesses - helping our vibrant community to thrive.



# These objectives can be further summarised into three key messages:



## **PEOPLE**

Work in partnership with our residents, stakeholders, local community groups and local businesses - helping the whole of our vibrant and diverse community to thrive.

## **PLACE**

Enhance and protect Hertford's green spaces, its waterways, its landmarks, businesses and community facilities.



## **HERITAGE**

Promote and preserve the 'Spirit of Hertford' and our unique history and heritage.

# ENGAGEMENT



## **The Strategy promotes more meaningful engagement with the local community via our:**

- Town and Tourist Information Centre
- Monthly 'Meet Your Councillor' stall at Hertford Farmers Market
- Community events
- Energy Hubs
- Business Breakfasts
- Surveys
- Work with schools
- Allotment tenants
- Support for youth organisations
- Mayoral events and activities
- Support of charities and organisations through our Community Fund
- Castle Plus Neighbourhood Plan which will work with residents and businesses to provide a vision of the future.

## **The Strategy recommends initiatives including:**

- A bi-annual residents' survey
- Closer links with schools - Youth Engagement Champion
- Greater collaboration with community groups and charities
- Streamlined websites
- Enhanced social media channels
- A quarterly Council e-newsletter.







# BRANDING

The voice of the Council needs to be authoritative with our statutory communications but otherwise should be approachable, helpful, transparent and above all, open to hear the views of the residents we serve.

**This strategy sets out how our communications should:**

- Be clearly branded
- Be consistent, concise and accurate
- Give focus to the Hertford Crest.

**Recommendations to support this include:**

- Updated colour scheme for our branding
- A fresh outlook for the website - invigorating our online presence, making it easier to navigate
- Growing our social media presence on appropriate channels
- Developing and extending our media relationships
- Making accessibility a priority in all we do
- Encouraging meaningful engagement across all our communication channels.



## HERTFORD TOWN COUNCIL

We will also support the **Hertford Castle Greenspace Renewal** project and its activities that involve engaging with the local community.



## We have...

- Welcomed over 26,000 people to our Town and Tourist Information Centre
- Held and promoted our regular monthly 'Meet Your Councillor' stall
- Made our press releases consistent in tone and format resulting in increased coverage, including regular pieces in local publications
- Advertised our calendar of events and promoted community events
- Promoted campaigns such as Refill Hertford
- Reviewed our online offer across our three websites
- Enhanced our social media presence.



## We will...

- Develop an updated colour scheme
- Work on a fresh outlook for the website
- Extend our social media reach
- Review our noticeboards
- Further develop our media relationships
- Make accessibility a priority in all we do
- Encourage meaningful engagement across all our communication channels, events and activities.

Read the full Strategy at:

<https://www.hertford.gov.uk/strategies-and-business-plan/>

Please share your thoughts and any ideas for initiatives via [comms@hertford.gov.uk](mailto:comms@hertford.gov.uk)

