

# **Burlescombe Parish Council communications update**

January 2026

## **Communications since last meeting**

**1. Parish magazine** – For the January issue of the Parish magazine, we shared an update that summarised key messages from the November meeting.

### **2. Facebook**

On Facebook we have shared:

- Key messages from the November Parish Council meeting, and details of the drop in session in December.
- Notification of a road closure in Westleigh.
- Update about the quarry supplying grit bins for Black Bridge.
- Information about how to report common winter issues such as potholes and flooding.

### **3. Website**

News stories have been published so people can catch up on what happened at the November meeting (including clear information about precept discussions) and are aware of this January meeting.

Plus a story about Winter road issues reporting.

### **4. Noticeboards**

Notices, agendas and minutes continue to be posted in the Westleigh, Burlescombe, Appledore and Ayshford noticeboards, where space allows.

A large-print poster about December's drop-in session was also put up.

## **Topics for future communications**

The precept for 2026/27, volunteering, Grants process, emergency planning, email newsletter, and any other matters arising.

## **Proposal to further develop our communications approach**

In line with the communication plan developed in September 2024, the Council will continuously look to improve communication with the community.

Having focused on creating our new website and introducing a regular rhythm of updates through key channels, it is timely to consider further developments for 2026.

Currently our electronic communications have focused on our website and Facebook, however, there are a good deal of parishioners who are online but not on Facebook. It is not realistic to expect people to proactively visit our website without any prompts and as such, two developments are proposed.

1. We develop a newsletter that collates key updates and distributes them directly to people's email addresses. It could include summary information and links to the website for more detail.
2. We print a small card to deliver to homes across the parish, that includes key information, and how to sign up for the newsletter.

We can support these developments with communication through existing channels.

Recommendations:

- We sign up for Zoho Campaigns, a solution that integrates with our email platform, is secure and GDPR compliant, and costs £28.80 per year.