



COMMUNICATIONS REPORT

ENGAGEMENT AND COMMUNICATIONS COMMITTEE, WEDNESDAY OCTOBER 7th, 2026

- **Evolving our Media Policy**
 - **Feedback from Summer and Autumn events so far**
 - **Website latest**
-

Evolving our Media Policy

The Town Council is continuing to grow in size and stature, particularly in light of the (currently paused) actions around Local Government Reorganisation. As such, the Council is likely to generate more outcomes to put before our local media.

At present, the Council only puts out dedicated Press Releases ahead of our annual public events, or if it is responding to a major local incident. We have a strong relationship with local media outlets, and we would naturally like to keep the public informed of the Council's decisions via as many channels as possible.

The Engagement and Communications Committee is invited to debate whether to retain the current dynamic, or to increase our output to local media – for example, assembling a 'Media Pack' after the passing of a major resolution or a significant development for the Town Council, suggesting adjustments to the Media Policy as necessary.

Recommendation

Typically, local councils reserve Press Releases for either major announcements or events which warrant comment from a representative. I would therefore advise that the Council increase the frequency of its Press Releases, taking in major

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developments or resolutions made. However, it should also use its discretion, in consultation with Council Staff, on which decisions or outcomes are newsworthy.

Feedback from Summer and Autumn events so far

(NB: This section covers the **communications** aspect of our events, rather than their planning or operational sides.)

Bexhill Day

A full poster campaign was undertaken covering much of central Bexhill. As such, posters for the event were visible in many shops and businesses in the run-up to the day. A call-out for stallholders was posted as part of our editorial in several concurrent issues of *Bexhill News*. A social media campaign ran from May until August reminding users of the date and application details.



Fig 1. A graphic showing details of this year's Bexhill Day event.

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Previous stallholders were also contacted by email to ask if they would like to participate again.

Around 25 stalls were there on the day. This was a slightly lower figure than last year, although there were mitigating factors including weather (extremely windy and latterly, hot) which may have deterred participants. It is also worth noting that several organisations pulled out at short notice on the day before the event. Nevertheless, I believe we can count the communications aspect of the event a success, and Bexhill Day continues to establish itself more firmly in the Town's calendar.

Another notable addition to the event this year was the 'selfie station' banner (see design below) and accompanying props, which anecdotally were a great success, with plenty of public engagement.

As a result, a Christmas themed variation of the sign has been produced for our upcoming Christmas Lights Switch-On.



Fig 2. The design used for the 'selfie station' at this year's Bexhill Day.

RAFA Wings Appeal Walk

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The Town Council provided a similar level of support to this event as last year's inaugural edition. Posters and signage were produced as well as a set of social media graphics. A social media campaign encouraging sign-ups ran from June to September, as well as corresponding notices in *Bexhill News*.

As the RAF Association (RAFA) were running the event, sign-up data has not been made available to us. However, those Council staff who volunteered on the day reported an uplift in the number of participants from last year. The event was featured on the front page of the *Bexhill Observer*. Thus, we can consider the communications element of the event a relative success.

Remembrance Sunday

Designs for posters and social media graphics have been signed off and will be rolled out across social media at the beginning of October, as well as via our usual outlets.

Website latest

Work continues on the website to make it as accessible and navigable as possible. A dedicated 'Events' section has been added, along with sections relating to the Operations and Finance side.

The Website Accessibility Statement detailing the Staff's ongoing work on document renaming and accessibility improvements is due to be approved at the next Full Council Meeting; this will have an accompanying commentary.