

Cyngor Bwrdeistref Sirol  
**MERTHYR TUDFUL**  
**MERTHYR TYDFIL**  
County Borough Council

# Communications & Engagement Strategy 2023-2028



## Introduction

### What does this strategy mean?

This Communications Strategy has been developed to explain the way in which Merthyr Tydfil County Borough Council (MTCBC) communicates with residents, partners, businesses and all our other key audiences.

The Council is committed to delivering value for money and quality public services to the residents of our County Borough, keeping our audiences informed and engaged throughout our journey.

Our approach is to ensure communications and engagement activity is fit for purpose and helps to achieve our vision and objectives. It also defines how we will listen and respond to what our audience is telling us through two-way communication.



## Approval and Review

This strategy will be approved by Full Council with a commitment to take on board the views of our audiences. It is a 'living' document, meaning that it will change as and when needed; and will be evaluated and reviewed on a regular basis to ensure that we are evolving with new legislation.



# Our Audience

## Who they are

Our Communications, Consultation and Engagement team provides high quality, bilingual communications and support to a range of audiences.

- Residents
- Businesses and investors
- Visitors
- Media
- Partners
- Community groups
- Staff
- Councillors
- Trades unions
- Local charities
- MPs and MSs
- Government

## And how we engage with them

- Engagement: online and face to face
- Advertising
- Consultation
- Digital Communications
- Campaign Management
- Event Management
- Social Media
- Internal Communications
- Media Relations
- Crisis Communications



## Our Aim

We will actively engage with our audiences, encouraging feedback to help shape future services, talking with - not at - those who matter: the people we serve, the people we employ and those we do business with.

Our aim is to provide high quality, relevant communications in a variety of ways to increase people's understanding of the Council and its services.

We also consult and engage with residents, employees and partners in order to listen to their opinions and concerns and, where possible, act upon these.

## The Council's Vision.

To strengthen Merthyr Tydfil's position as the regional centre for the Heads of the Valleys, and be a place to be proud of where:

**People learn and develop skills to fulfil their ambitions.**  
**People live, work, have a safe, healthy and fulfilled life.**  
**People visit, enjoy and return.**



## Our Corporate Priorities

[Read our full Corporate Strategy here](#)



An **Aspirational** Merthyr Tydfil focused on learning  
We will strengthen how we enable people to grow and reach their potential



A **Healthier** Merthyr Tydfil  
We will empower people to live independent and dignified lives



A **Safe & Prosperous** Merthyr Tydfil  
We will support how our economy recovers and grows



A **Clean & Green** Merthyr Tydfil  
We will support the creation of a clean and green environment now and in the future

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## Our Key Objectives

And how we will achieve them.

### Making the Council easy to understand

We will create content that is clear and concise with easy to read language that is accessible to all, both online and offline.

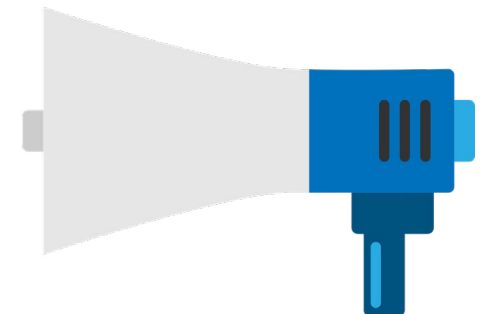
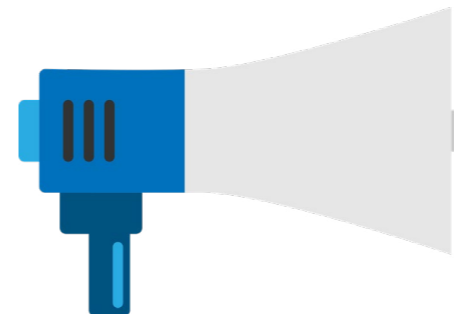
We will communicate in a transparent, honest and open way, keeping accessibility at the forefront of our communications.

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### Making the Council easy to talk to

We will encourage two-way conversations, creating a listening environment where people can share their views, influence change and have a voice, by working together.

[Read our full Participation Strategy here.](#)



## Our Key Objectives

And how we will achieve them.

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Making people proud to be part of Merthyr Tydfil

We will continue to promote our success stories, raising the profile of Merthyr Tydfil and instilling pride in our residents, staff, businesses and partners.

We will build on our reputation, becoming more recognisable and trusted, and a place where people are proud to work, live, visit and do business with.

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Ensuring our workforce is involved and engaged through good internal communications

We will ensure our staff and councillors are well informed to represent and champion the council in the community, through regular updates and two-way conversations.



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## Our Key Objectives

And how we will achieve them.

Building, growing and strengthening our partnerships

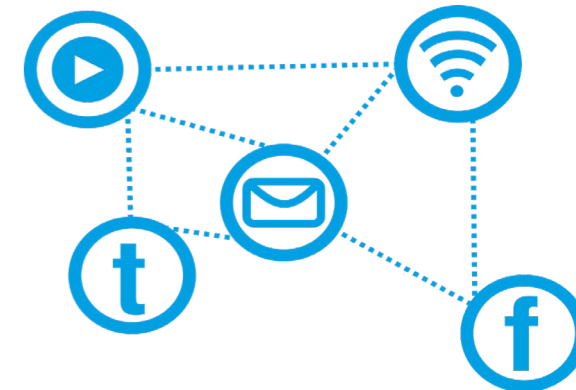
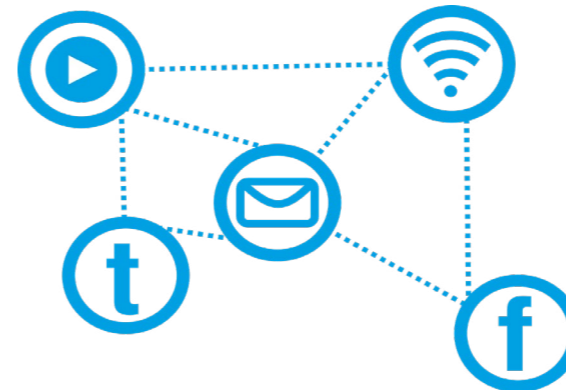
We will continue to build on the existing and excellent partnerships we have already established, through collaboration with local community groups, the voluntary sector, health boards and the police.

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Using digital communication channels to tell our stories and improve engagement with all our audiences

We will create innovative and engaging content that is relevant to our audiences.

We will grow and develop along with the changes in digital trends.





## Evaluation

Learn what works and what needs improving.

It can be challenging to monitor some elements of communications however we can easily evaluate the following areas:

- The number of responses to consultations
- Social Media engagement – reach, likes, comments, shares across our channels
- Social Media Followers – the number of new people who ‘like’ or ‘follow’ our pages on various platforms, alongside the retention of existing followers
- Website hits for news items



## Legislative Framework

The Communications, Consultation and Engagement Team and its activities are bound by the Welsh Government's Code of Recommended Practice on Local Authority Publicity in Wales in letter and in spirit, as well as adhering to Local Government and Elections (Wales) Act 2021.

We are also bound by the Council's own constitution along with the various policies and procedures adopted by the organisation.

## Contact Us



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