

# Local Government Boundary Commission for England - Electoral Review

## Communication Plan | Thanet District Council

### Overview

Communications has been asked to prepare a communication plan that supports the work of the Local Government Boundary Commission for England's (LGBCE) review of Thanet's wards and councillors. There is a statutory requirement for consultation which will be led by the Commission. In order to reach as wide a section of the local population as possible, our role as the local authority is to amplify the Commission's communications messaging.

### Background

The Local Government Boundary Commission for England is conducting an Electoral Review for Thanet. Thanet's boundaries have not been reviewed since 2001. This review will also address the poor levels of electoral equality in the authority.

The process takes around a year. It includes at least two phases of public consultation. Stakeholders are invited to offer proposals and comment on the ward boundaries.

### Electoral Review process

Following two periods of statutory public consultation, final recommendations are published after which:

- A draft order is drawn up
- It is Laid in Parliament for 40 days (cannot be amended)
- The final order is made
- New boundaries are implemented at scheduled election

### Electoral Review objectives

To review and make recommendations for:

- The total number of elected councillors
- The ward boundaries and their names
- The number of councillors to represent each ward

### Communications objectives

As set out in the LGBCE communications and engagement planning document i.e.

The objectives of review communications activity are to:

- Inform stakeholders, local groups and members of the public that a review is taking place.
- Encourage local participation in the review, especially during phases of public consultation.
- Make it as easy as possible for groups and individuals to engage with the review and provide high quality submissions.

### The role of Thanet District Council

- To amplify the messaging from the LGBCE, publicise the electoral review and encourage local people to take part in it

### Key messages

1. The Local Government Boundary Commission for England is conducting an Electoral Review for Thanet.
2. The purpose of the review is [as per objectives].

3. To take part in the review visit the Commission's consultation website:  
[\[https://consultation.lgbce.org.uk/\]](https://consultation.lgbce.org.uk/).

### **Target Audience**

- The Council - elected members, staff, local political parties (including MPs)
- Local organisations including town and parish councils, residents' groups, other local community organisations
- Members of the public [that are eligible to vote]

### **Communications channels**

Thanet District Council has access to a range of owned and earned communications channels to reach audiences including:

- Thanet.gov.uk - the council's main corporate website
- Your Voice Thanet - an online public engagement platform
- Social media - Facebook, Instagram and LinkedIn
- The Wave - email newsletter, published monthly
- Tenant & Leaseholder news - printed newsletter, published quarterly (JAJO)
- Business/Tourism Matters - email newsletters
- Tom/Scoop - staff intranet and fortnightly electronic newsletter
- LoopOnline - dedicated councillor news website
  
- Earned media channels e.g. print, broadcast, online news sites
- Word of mouth e.g. key influencers, local Facebook groups, WhatsApp,

### **Assets**

- Content created by the LGBCE
- Newly created new assets that incorporate the LGBCE logo and other relevant information - TBA

### **Communications approach**

At each stage of the review process involving public consultation, the Commission will issue communications including a press release, updated web content, interactive maps, social media posts, direct stakeholder outreach and out of home posters. Thanet District Council will amplify these messages via its own channels, publishing news stories and promotional communication that features information about the process and links back to the consultation.

When the review is complete and the Commission has published its final proposals, Thanet District Council will share this news via its owned channels. It will use the Commission press release as the basis for any content.

### **1. Consultation on Wards**

#### w/c 11 March

- Draft press release - based on Commission content
- Add placeholder on Your Voice Thanet - linking back to the Commission's consultation portal

#### w/c 18 March

- Alert elected members via councillor news website

Publish release on Thanet.gov.uk  
Issue release to local media outlets, town and parish councils  
Publish story to social media channels  
Inclusion in The Scoop - staff fortnightly electronic newsletter

#### w/c 25 March

Spotlight On - feature in The Wave - monthly e-newsletter  
Inclusion in Chief Executive's emails to councillors and staff

#### w/c 1 - 29 April

Drip feed of reminder posts on social media  
Inclusion in Tourism Matters, Business Matters, Tenant and Leaseholder News  
Feature in Community Ad - local printed magazine  
Reminder in The Wave - monthly e-newsletter  
Inclusion in Chief Executive's emails to councillors and staff  
Inclusion in The Scoop - staff fortnightly electronic newsletter

#### w/c 6 - 13 May

Drip feed of reminder posts on Social Media  
Inclusion in Chief Executive's emails to councillors and staff  
Inclusion in The Scoop - staff fortnightly electronic newsletter

#### w/c 20 May

Drip feed of 'last chance/closing soon' reminders on social media  
Reminder on In the Loop - councillor news website  
Reminder in The Scoop - staff fortnightly electronic newsletter

## **2. Consultation on draft recommendations**

#### w/c 26 August

Draft press release - based on Commission content  
Add placeholder on Your Voice Thanet - linking back to the Commission's consultation portal

#### w/c 2 September 2024

Alert elected members via councillor news website  
Publish release on Thanet.gov.uk  
Issue release to local media outlets, town and parish councils  
Publish story to social media channels  
Dedicated email to Wave subscribers  
Inclusion in The Scoop - staff fortnightly electronic newsletter

#### w/c 9 - 23 September

Inclusion in Tourism Matters, Business Matters  
Feature in Community Ad - local printed magazine  
Drip feed of reminder posts on Social Media  
Inclusion in Chief Executive's emails to councillors and staff  
Inclusion in The Scoop - staff fortnightly electronic newsletter

w/c 30 September

Spotlight On - feature in The Wave - monthly e-newsletter  
Inclusion in Chief Executive's emails to councillors and staff

w/c 7- 28 October

Inclusion in Tourism Matters, Business Matters, Tenant and Leaseholder News  
Reminder in The Wave - monthly e-newsletter  
Drip feed of reminder posts on social media  
Inclusion in Chief Executive's emails to councillors and staff

w/c 4 - 11 November

Drip feed of 'last chance/closing soon' reminders on social media  
Reminder on In the Loop - councillor news website  
Reminder in The Scoop - staff fortnightly electronic newsletter

**3. Launch of final recommendations**

w/c 27 January 2025

Draft press release - based on Commission content

w/c 3 February 2025

Alert elected members via councillor news website  
Publish release on Thanet.gov.uk  
Issue release to local media outlets, town and parish councils  
Publish story to social media channels  
Dedicated email to Wave subscribers  
Project update on Your Voice Thanet

**Timings**

When	What	Status
Now - 12 Mar 2024	Preliminary period	On-going
19 Mar 2024 - 27 May 2024	Launch of initial consultation on new wards Invitation to submit warding patterns	
3 Sept 2024 - 11 Nov 2024	Launch draft recommendations for new ward boundaries Publication of draft recommendations and consultation	
4 Feb 2025	Launch of final recommendations	

**Evaluation**

Evaluation metrics to be agreed