

Ynysybwl & Coed-y-Cwm Community Council
Communications & Community Engagement Strategy

Approved at a meeting of the Full council on the 3rd March 2026

Objective

To support a two-way dialogue between councillors and residents through parallel digital and physical engagement, ensuring both Ynysybwl and Coed-y-Cwm are fully integrated into one connected community, while respecting their distinct identities.

1. Core Principles

Accessibility

Information will be shared using both digital and physical methods, recognising that residents engage in different ways.

Two-Way Engagement

The Council recognises its long-standing role in listening to residents. This strategy strengthens and formalises existing practices by providing clear, visible, and consistent opportunities for dialogue, feedback, and follow-up.

Community Integration

Coed-y-Cwm will be actively integrated into Ynysybwl wide communications, events, and engagement activity, helping to reduce isolation and strengthen a shared community identity.

2. Integrated Engagement Channels

All engagement activity will be mirrored digitally and physically, ensuring consistent messaging across platforms.

A. Digital Channels

Facebook (Primary Platform)

- Official Council updates
- Facebook Events created for all:
 - Council meetings
 - Community surgeries
 - Council-supported events

- Current followers: 15
- **Target: 100 followers by May 2027**

Instagram

- Linked directly to Facebook
- Used for:
 - Event promotion
 - Live stories from local events
 - Visual updates from the community
- Stories posted during local live events (e.g. Gŵyl Festival, rugby matches, school fetes)

Website

- Formal and statutory content only
- Minutes, agendas, policies, and FOI information

Important Disclaimer (Digital Platforms)

Social media accounts are not continuously monitored.

For FOI or formal enquiries, residents should contact the Clerk at:
clerk@ynysybwllcc.gov.uk

B. Physical Channels

Noticeboards

- One dedicated side for Council use only, displaying:
 - Council notices
 - List of councillors and their wards
 - Meeting dates for the year
- Clear header to be displayed:

Council notices this side only – please do not remove

Face-to-Face Engagement

- Community surgeries held at existing events, including:
 - Gŵyl
 - Rugby fixtures

- Community centre events
- School fetes
- This approach ensures councillor visibility without creating unnecessary additional meetings
- A rota will be prepared to ensure opportunities for councillor attendance

Physical Promotion

- Posters and notices displayed in:
 - Shop windows
 - Noticeboards
- Used alongside digital promotion for all major engagement activity

3. Hybrid Engagement in Practice

Activity	Digital Action	Physical Action
Council Meetings	Facebook post & Event	Noticeboard agenda (3 clear days prior)
Key Outcomes	Summary post	Noticeboard summary
Events	Facebook Event & Instagram stories	Posters and councillor presence
Consultations	Online feedback	In-person conversations at events
Urgent Alerts	Facebook	Street Champions and shop notices

4. Content Pillars

All communications will align with the following content pillars:

Council Transparency

- Meetings, decisions, planning matters, and use of the precept

Community Support

- Promotion and support of specific local events, groups, schools, and sports activities
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Heritage, Environment & Place

- Local history, environment, trails, and community identity across Ynysybwl and Coed-y-Cwm

5. Governance & Moderation

Social Media Moderation

- Inappropriate content will be removed immediately
- Moderation decisions made by authorised Council administrators
- A clear distinction will be maintained between legitimate disagreement and unacceptable behaviour

Physical Engagement & Identification

- Lanyards will be worn only when councillors or volunteers are representing the Council at events or surgeries
- Lanyards are not required at other times

Records

- Key themes arising from engagement activity will be fed back into Council business where relevant

6. Annual Engagement Calendar

An annual engagement plan will be maintained and reviewed annually, incorporating both digital and physical engagement activity.

Events & Engagement

The calendar may include:

- Council events
- Community events
- National and themed days (e.g. Lava Bread Day – 14 April, Doughnut Week, BBQ Week, International Women’s Day)

Focus Period

A detailed events list will be compiled covering:
April 2026 – May 2027

All events and related posts will be logged within the annual engagement plan.

7. Partnerships & External Engagement

The Council will:

- Liaise with Trivallis regarding summer events and roadshows
- Explore opportunities for joint events in Ynysybwl, addressing historic under-representation

8. Welsh Language Compliance

- All scheduled and regular posts will be bilingual
- Residents may communicate with the Council in Welsh upon request
- Equality of treatment applies across:
 - Digital platforms
 - Physical signage
 - Events and engagement

9. Measuring Success

Digital

- Facebook followers: 100 by May 2027
- Engagement monitored using platform insights

Physical

- Attendance and conversations at events and community surgeries

Community Feedback

- Informal feedback gathered through face-to-face engagement
- Used qualitatively to assess whether residents feel better informed and connected