

Comms plan for Statutory Review of Polling Districts and Polling Places 2023 BDC

Objectives

- Inform people that the consultation is running and why
- Explain and promote the wider principles
- Encourage engagement and responses.

Key messages

- Councils must conduct 5-yearly reviews of all their polling districts and polling places
- That consultation for the review at BDC is now set for Oct 2 – Nov 13
- You can comment on issues such as convenience of current polling places/polling stations, general and/or disability accessibility, and ideas for alternative locations.
- Comments received will be published and inform the work of the council.

Methods and channels

- Web page with full info (under Elections and signposted from www.bromsgrove.gov.uk/consultations)
- Email to members
- Letter/email to other stakeholders (including county members, parishes and local interest groups)
- Press release to local media
- BDC social media content
- Internal corporate comms at the council.

Milestone dates

- Consultation starts, Monday Oct 2
- Consultation ends, Monday Nov 13
- To Electoral Matters Committee, Nov/Dec
- To Full Council / publication of conclusions, Dec/Jan

Planner

Audience	Objective	Indirect comms	Direct comms	Press and social	Actions/dates/dept
Public	Notify of consultation Explain purpose Provide key info like dates and	Web page	NA	Press release Social posts throughout	Web page up by Sep 22, Elections Press, 25 Sep, Comms

	how to respond				Social, 25 Sep, 16 Oct, 6 Nov, Comms
Members	Raise awareness Help answer questions from constituents	Web page	Email	NA	Email, by Sep 22, Elections
Other stakeholders	Notify of consultation Explain purpose Provide key info like dates and how to respond	Web page	Letter/email	NA	Write, by Sep 22, Elections
Staff (internal)	Promote awareness of review Help answer questions into customer services	Web page	Corporate comms channels	NA	Internal, Sep 25, Comms