



Audience Profile; Councillors and statutory officers

Characteristics

Primarily formal conversations
Web literate
Educated
Varied degrees in the frequency in which we interact with them – some regularly, some rarely

Methods of communication

Website	Events
Ecomms	Partnership work
LINK/newsletters	Face to face

Additional info/notes

Quite an unbalanced relationship – some Cllr's we interact with regularly, whereas with others it is more limited
Same applies to officers, particularly due to high/frequent turnover
We have lost some key relationships due to turnover

Questions? Concerns?

Will both organisations be staying true to their mission?
How will you be delivering a valuable, cost-effective service to voluntary groups and residents?
How will you measure the impact?

Key messages

We will be immediately saving on core costs by sharing backroom functions
NewOrg connects decision makers to local activity and needs of the community
NewOrg will offer research and evidence-based analysis of local needs
We will provide opportunities to build networks and create new partnerships
We will nurture existing activity and partnerships
We will expand volunteering opportunities