Luton Council Communications and Marketing Plan 2025-26

Executive Summary

This Communications Plan sets out how Luton Council will deliver strategic, coordinated, and effective communications throughout 2025-26 to support the delivery of the Luton 2040 vision and corporate priorities.

Every officer and member play a role in delivering this plan

The objectives of the communications plan are to:

- Inform residents of key council services and issues which relate to them, using simple and impactful messaging
- change attitudes, behaviours and perceptions which deliver real outcomes in line with Luton 2040 priorities (safety, homes, jobs)
- build trust in the council on the delivery and investment in services that matter most to residents
- change the narrative so the council isn't seen as a fixer of all problems, but an enabler of collective action
- enhance civic pride through Step Forward Luton as our key anchor, empowering residents and businesses to stand up for the town through coordinated ambassador activity and community-led content
- protect and enhance the reputation of the council and the town by challenging misconceptions and sharing positive stories about Luton, supported by Step Forward Luton's place brand strategy

Our approach to communications

Why we prioritise

In recent years, the council's communications output has been high in volume but not always high in impact. This has largely been due to a tendency to accommodate every request, resulting in diluted messaging, lack of targeting and limited effectiveness. We need to revert back to a more strategic, outcomes-

focused approach. This means we will prioritise key campaigns and be prepared to push back on low-impact and non-priority requests.

To support this, we have introduced a Gold, Silver and Bronze framework for allocating communications resources. This ensures our efforts are aligned with corporate priorities and are proportionate to the importance and potential reach of each campaign or request.

Evidence-led and audience-focused

All effective communications must be evidence based. Our approach puts data and evaluation at the heart of how we plan, deliver and refine our activity. We use insights to identify which channels are most effective for different audiences, ensuring our messaging is targeted and impactful.

We will continue to challenge requests that are unlikely to be effective—such as social media posts with no clear purpose or audience – and instead recommend alternative, evidence-backed methods to reach target groups.

Reaching all communities

Reaching disengaged or underrepresented audiences remains a key challenge. Many residents do not actively engage with the council's digital channels, newsletters, local media or community events. This is why a whole-system approach to communications is essential.

Our strategy depends on collaboration across the organisation and beyond. Councillors, officers, community partners and local businesses all play a vital role in extending the reach of our messages. In particular, elected members are instrumental in sharing information through their networks, which is why the Chief Executive's weekly member briefing is a core component of our communications approach.

Adapting to a changing communications landscape

The media and communications environment continues to evolve rapidly. The decline of traditional local print media, the rise of digital-first platforms, the dominance of short-form video, and the emergence of AI are reshaping how we communicate. While we are not yet fully embedded in AI-led content creation, we recognise its potential to improve both efficiency and cost-effectiveness, and we are actively exploring how to incorporate it into future practice in partnership the council's DDAT team.

Our strategy is built to adapt – flexible enough to respond to changes in audience behaviour, technology and platform trends, while remaining grounded in evidence, clarity and meaningful engagement.

Corporate Narrative

Luton is a town we're proud to call home - and a place that's getting things done. We celebrate our past and have an exciting future. There's more to Luton than people realise, and we're a community of believers who stand up for our town and see the potential others miss.

We're all Luton believers - whether we were raised here, attracted to Luton, or drawn back home. Our diversity is our strength, our spirit is unbreakable, and our ambition is unstoppable. We're forthright, open to challenge, and we love to recreate and reinvent ourselves.

From our vibrant neighbourhoods to our expanding airport, from our entrepreneurial businesses to our strong community networks, Luton is where people come together to build something better. We're the place where business thrives - affordable, connected globally, with the talent and space to grow. We welcome entrepreneurs and see what we can achieve together.

We're not just talking about change - we're living it, leading it, and celebrating it. This is a place where residents champion their town, where business meets community purpose, and where being from Luton means something special.

Whether you're born here, chose to move here, or thinking of joining us - this is where the future is being built by people who believe in it.

The council recognise that the challenges we face as a community are complex and often greater than the resources available to us. The council isn’t here to do it all, but to bring people together to empower them to make change happen. We are committed to providing options and choices for our residents, while working in close partnership with others to find sustainable solutions. This is Luton 2040.

The council is an integral part of the wider Luton community. To create meaningful change, we must come together as equal parts of a ‘whole’: residents, organisations, businesses, and partners alike, coordinating our efforts and empowering communities.

By amplifying the collective strengths of local people and working in partnership, we can address complex challenges such as safety, housing, and opportunity.

These are not issues that any single organisation can solve alone; they require systemic change through collaboration.

This means working across government, with local businesses and community partners and residents, ensuring everyone has a voice and a role in shaping Luton's future.

Luton has always punched above its weight. Our success comes from working together and working smarter. We know the most important things to get right are helping residents feel safe, ensuring everyone has access to a warm, secure home, and creating the right conditions for people to aspire and thrive through meaningful job opportunities. These three pillars guide our focus, and we will consistently reinforce these messages to make clear what we stand for and where we can have the most impact.

This is not about being community-led in a vacuum; it's about genuine collaboration and building a shared responsibility where everyone plays a role. We're ready to do more, together.

Context

Over the past two years, the Communications and Marketing Team has operated in an increasingly reactive mode, driven by several internal challenges and external pressures. This was highlighted in the Local Government Association (LGA) Communications Health Check, which identified key issues including staffing shortages and a lack of corporate clarity around priorities.

During this period, the team was carrying several key vacancies, resulting in a disproportionate focus on managing reactive media enquiries rather than delivering strategic, outcome-focused communications. In the absence of clear prioritisation and strategic alignment, communications activity often lacked defined objectives, resulting in high output but limited impact.

The health check made a series of targeted recommendations, many of these recommendations are directly addressed in this communications plan and are actively being implemented.

These include:

- ensuring greater ownership of and adherence to communications priorities

- gaining deeper insight into how residents access information about the council
- raising the profile of the communications function across the organisation
- placing stronger emphasis on evaluation and impact measurement
- introducing a more structured system to manage communications requests
- equipping councillors, staff and community leaders with shareable content to amplify council messaging
- investing in training and professional development for team members and sharing these skills more widely.
- increasing the volume and visibility of positive content about Luton

In addition, 2024 marked the completion of the council's first social media audit, which has already led to a number of improvements, including:

- a reduction in the volume of posts, with a focus on higher engagement content
- greater use of short-form video to reach broader audiences
- more thoughtful reposting, providing context and added value
- a measurable increase in engagement rates across all channels

The Communications and Marketing Team currently delivers a broad range of services, including:

- Proactive and reactive media relations
- Social media strategy and delivery
- Campaign planning and marketing execution
- Crisis and emergency communications
- Internal communications
- Design and print services
- Advertising and sponsorship management

- Management of the Luton Council brand

During 2025–2026, the team will focus on delivering high-impact campaigns aligned with the Luton 2040 vision. To ensure strategic alignment and resource efficiency, all campaigns and activity will be categorised under the Gold, Silver, and Bronze prioritisation framework. This will help us ensure we invest communications capacity where it can make the greatest difference to our residents and the borough as a whole.

Luton 2040 and Communications Priorities

With over 700 services delivered by the council and limited capacity across teams, it is essential that we take a focused and strategic approach to communications. Our audiences are diverse, and their ability to engage with messages is limited. Without clear priorities and coordinated planning, content can become fragmented, ineffective, and ultimately lost in the noise.

To ensure our communications have the greatest possible impact, we have agreed on a set of corporate priorities for 2025/26. These reflect the key areas where targeted campaigns and consistent messaging can directly support delivery of the Luton 2040 vision:

- Preventing homelessness
- Town centre improvements
- Promoting healthy weight management
- Encouraging simpler recycling and reducing waste
- Improving our roads
- Improving community safety and perception of safety
- Celebrating Luton's children and young people

To support this strategic focus, we have developed a Campaign Prioritisation Model. This model ensures that communications resources are aligned with priority outcomes, enabling us to plan, deliver, and evaluate campaigns more effectively.

Gold: Major strategic focus, year-round activity

Major focus with multiple channels and milestones throughout the year.

Key messages regularly shared with staff, members, businesses, community and faith leaders to share and influence our audiences.

Silver: Time-limited or specific events

Medium focus for a specific purpose/ timeframe such as certain events or time limited and measurable campaigns over the year

Bronze: Business as usual

- Week-to-week communications to mark council priorities such as special weeks or announcements.
- Done as business as usual provided there is capacity
- Statutory tasks we have to do will fall here: publication of key figures and reports etc
- Needs to be well planned by services with communications to make the most of capacity

Reactive Communications

This section outlines how the communications team will respond to external events and media enquiries in a timely and strategic manner.

- **Media Enquiries**: Provide prompt and accurate responses to press queries via the Press Office, engaging with relevant portfolio holders and service leads for sign off (see media handling protocol)
- **Emerging Issues**: Monitor and respond to unfolding events or issues that may impact the council's reputation or operations.
- **Government Announcements**: Issue timely responses to national policy updates or announcements relevant to local government responsibilities, such as those concerning budgets, housing, health, or social care.

- **Public Incidents**: Address incidents affecting public safety, including accidents, community tensions, marches, or demonstrations, ensuring accurate information is shared promptly and responded to appropriately
- **Crisis Communications**: Activate and implement the Crisis Communications Plan when required, ensuring coordinated and effective messaging during emergencies.

This means that the team will be saying ‘no’ to more non-priority requests in order to focus on those which fall into these categories. We will however introduce more “self-service” templates for design and print work, but still oversee these requests to ensure they are in line with corporate branding.

THESE ARE STILL ALL TBC

Gold Campaigns	- Preventing Homelessness - Town Centre Improvements - Highways
Silver Campaigns	- Community Safety - Celebrating Children and Young People - Healthy Weight Management - Recycling (food and electrical) - Family Hubs - Skills development
Bronze Campaigns (examples)	-VIP visits - Awards - Domestic Abuse - Support for Low-Income Families - Council Budget - Policy Announcements - Annual Events/Celebrations - Equality and Inclusion Campaigns - Council Tenant Communications - Religious Holidays - “What’s On in Luton” - Successful enforcement prosecutions - smoking cessation

How we will meet our objectives

To support the ambitions of the Luton 2040 vision, our communications objectives are focused on creating real, measurable outcomes that improve perceptions, build trust, and strengthen civic pride.

Our key objectives are to:

- Inform residents of key council services and issues which relate to them, using simple and impactful messaging
- change attitudes, behaviours and perceptions which deliver real outcomes in line with Luton 2040 priorities (safety, homes, jobs)

- build trust in the council on the delivery and investment in services that matter most to residents
- change the narrative so the council isn't seen as a fixer of all problems, but an enabler of collective action
- enhance civic pride
- protect and enhance the reputation of the council and the town

We will achieve these objectives through a combination of strategic actions, improved governance, and continuous innovation. Some of our key actions include:

- being more creative, bold and willing to take risks to reach and engage our audiences in meaningful ways
- exploring emerging and alternative channels, including WhatsApp, LinkedIn, TikTok, and other platforms where key demographics are active
- empowering the team to stop doing low-impact activity—build a culture that supports saying 'no' when activity doesn't add value
- enabling colleagues to 'self serve' when creating print and design assets, updating the intranet page to reflect this new system
- horizon scanning and strategic planning embedded in our weekly workflow, feeding into a centralised Comms LIVE grid
- embedding ownership of communications at senior and member levels, including CLT, Executive and the wider member cohort, to ensure alignment and accountability
- extending message delivery beyond official channels, mobilising council staff, members, partners, and communities to amplify key messages
- implementing recommendations from the social media audit to improve targeting, engagement, and content quality
- adopting AI tools where appropriate to increase efficiency, streamline content creation and enhance audience targeting
- embedding evaluation in all activity, ensuring communications are outcome-focused and impact is clearly demonstrated

- investing in upskilling and professional development, with clear objectives for each team member
- using our channel audience personas and segmentation tools to better tailor messaging and choose the right channels

Here are how our communications objectives are supported by the key priority areas

1. Inform residents of key council services and issues with simple and impactful messaging

- **Preventing homelessness** – Educates residents on housing support services.
- **Encouraging simpler recycling and reducing waste** – Informs about waste services and how to use them efficiently.
- **Improving our roads** – Communicates updates on roadworks and infrastructure improvements.
- **Town centre improvements** – Highlights improvements to the town, clean ups and addressing ASB
- **Promoting healthy weight management** – Shares public health services and initiatives.

2. Change attitudes, behaviours, and perceptions aligned with Luton 2040 priorities (safety, homes, jobs)

- **Preventing homelessness** - Shifts perceptions about housing support and stability.
- **Improving community safety and perception of safety** - Directly aligns with safety goals.
- **Promoting healthy weight management** – Encourages healthier lifestyles, improving wellbeing and productivity.
- **Town centre improvements** – Enhances pride and engagement in local economy (jobs).

- **Encouraging simpler recycling and reducing waste** – Promotes responsible environmental behaviour.

3. Build trust in the council on delivery and investment in key services

- **Improving our roads** –builds confidence in infrastructure management and parking
- **Preventing homelessness** – Shows the council's commitment to vulnerable residents.
- **Improving community safety** – Reinforces trust in public protection measures.
- **Town centre improvements** – Demonstrates commitment to town centre improvement.

4. Change the narrative: Council as enabler of collective action

- **Encouraging simpler recycling and reducing waste** – Promotes shared responsibility in environmental stewardship.
- **Promoting healthy weight management** – Positions the council as a partner in wellbeing.
- **Celebrating Luton's children and young people** – Empowers communities to value and support youth.
- **Improving community safety and perception of safety** – Encourages collective responsibility for neighbourhoods.

5. Enhance civic pride through Step Forward Luton and community-led content

- **Celebrating Luton's children and young people** – Uplifts local achievements, creating pride.

- **Town centre improvements** – Revitalised spaces foster local pride and engagement.
- **Improving community safety** – Safer areas strengthen connection to place.
- **Promoting healthy weight management** – Highlights a proactive, healthy community.
- **Step Forward Luton** branding can be integrated across all priorities to spotlight community-led initiatives.

6. Protect and enhance the reputation of the council and town

- **Town centre improvements** – Counters negative narratives with visible progress.
- **Celebrating Luton's children and young people** – Shares uplifting, positive stories.
- **Improving community safety** – Addresses concerns while promoting positive developments.
- **Preventing homelessness** – Challenges stigma and reinforces social responsibility.

Our Channels

To reach and influence our audiences, we will leverage a wide range of owned, earned and shared channels. These include:

External Channels	• Council social media platforms (64,000+ followers) • eLuton email newsletter (36,000 subscribers) • Luton Life magazine (distributed to 63,000 households) • + Other council newsletters: • Out-of-home advertising (billboards, bus stops, lamppost banners, roundabouts, BT Hubs) • Supporting You website and event sponsorships • Media engagement (local, regional and national) • Councillors and member networks • Community and business partners • Community and business partner channels • Whatsapp and community messaging networks
Internal Channels	• Intranet and eBrief • Member Brief • Luton Leaders • Staff briefings, Viva Engage channels, system messages, posters • Leadership communications and internal events

Through a whole-system approach, supported by consistent evaluation and innovation, we will build a stronger, more connected relationship between the council and the communities we serve.

Internal Communications

Below are the findings from the staff survey and how we will respond to these:

1. **Team Meetings Are Valued but Underused**
   Staff prefer team meetings for updates, yet only 3% receive information this way, highlighting a gap between preference and practice.

   What we will do:

   - Introduce a new communication channel for managers and team leaders, provisionally titled **#Teams Brief**, which will provide regular, structured agenda items for team meetings.
   - This initiative aims to enhance the consistency and effectiveness of team meetings by incorporating key organisational updates and council news into regular discussions.
   - A reporting mechanism will be implemented for managers and team leaders to provide feedback on meeting outcomes, enabling us to evaluate engagement and impact.
   - This approach is also designed to increase the frequency of team meetings across service areas where they are currently infrequent or not taking place.

2. **eBrief and Intranet Are Trusted Sources**
   Widely used by networked staff, especially in higher pay bands. 67% of networked staff find eBrief useful.

   What we will do:

   - Expand the use of **video messaging** within eBrief to improve engagement and deliver information in a more dynamic and accessible format.
   - Through the **Employee Experience Working Group (EEWG)**, assess the feasibility of making selected intranet content available to non-networked staff via personal devices.
   - Continue to host **regular Staff Conferences** as a key communications event, offering live discussion and Q&A sessions. The next conference scheduled for September 2025 and expected to attract around 700 staff.

3. **Word of Mouth Is Common but Unreliable**
   Over half of staff hear news via colleagues, but it often leads to inconsistent or unclear messaging.

   What we will do:

   - All internal communication efforts will focus on **strengthening formal channels** to minimise reliance on informal word-of-mouth updates, thereby ensuring greater clarity, consistency, and accuracy of information shared across teams.

4. **Non-Networked Staff Feel Disconnected**
   Lack of access to digital channels contributes to feelings of exclusion, especially in frontline teams.

   What we will do:

   - In partnership with the **EEWG**, explore and pilot options to improve access to communication channels for non-networked staff.
   - This includes investigating the viability of enabling staff to access selected intranet features and updates on **personal devices**, in recognition of the strong interest expressed in this option through staff feedback.

5. **Mismatch Between Delivery and Preference**
   Most updates come through digital means, but staff prefer human, face-to-face communication like team briefings or 1:1s.

   What we will do:

   - Reinforce face-to-face communication by rolling out the **#Teams Brief** initiative (as outlined above), supporting managers and team leaders to embed regular team briefings into their workflow.
   - This will align communication delivery methods more closely with staff preferences, providing space for discussion, clarification, and feedback within teams.

6. **Openness to Personal Devices**
   Many non-networked staff are willing to receive council updates on personal phones—with a few exceptions.

What we will do:

- Continue working with the EEWG to assess and trial the secure use of personal devices for receiving council updates (specifically among non-networked staff) ensuring inclusivity and improved reach of key messages.

Internal Communication Themes

1. **Organisational Transformation**
   Updates on change, innovation, and progress across the council as we evolve to meet future challenges.
2. **Supporting Our People**
   Promoting staff wellbeing, development opportunities, and access to learning and support.
3. **Driving the Equality agenda**
   To include promoting the role of EDI coordinators across the authority
4. **Celebrating and Connecting**
   Sharing corporate events, staff recognition initiatives, and opportunities to engage with Luton 2040.
5. **My 2040 – Staff Involvement**
   Encouraging staff to connect with and champion the Luton 2040 vision through their own roles and stories.

Key Messaging

Town centre improvements

Objective

To support the work of the Town Centre Task Force efforts by promoting projects, milestones, and activities to build public confidence, celebrate progress and highlighting efforts to enhance safety, cleanliness, improvements to the look and feel of the town centre to help change negative perception.

Key messages

Like many towns, Luton faces urgent challenges, and we are working closely with partners to address them and enhance the town centre's overall look and feel.

Fall in love with your town centre again – it's transforming into a vibrant focal point for both community and commercial life — a clean, green, safe and welcoming environment

There's so much to enjoy in our town centre from shopping, dining, cultural events for all the family and great night outs

Encouraging simpler recycling and reducing waste

Objective

To raise awareness and encourage behaviour change on the importance of reducing waste and recycling right. This will increase recycling rates by making recycling feel accessible, easy, and rewarding and reduce waste generation by making people think about their consumption.

Key messages

Don’t be ‘waste-full’ - reducing waste saves money, time, and the planet.

Waste Less, recycle more - every bottle, can, and box you recycle helps build a cleaner, greener town.

Don't waste waste - recycle, compost, and reuse whenever possible.

Recycle right - learn what goes where and make your recycling count.

Driving skills development and inclusive economic growth

Objective

To promote access to opportunities, reducing barriers and upskilling our residents and to demonstrate Luton is a resilient, innovative and entrepreneurial town with its own uniqueness and strengths.

Messages

- We have advice, support and training available to raise people out of unemployment as well as in work poverty
- Luton is one of the most exciting places in the UK to live, work, study and invest. With over £5bn of investment already underway, Luton's future is bright.
- Luton is adaptable – there is potential for business growth and innovation

Find your own home

Objective
To help and encourage residents find an affordable home in the PRS in Luton if they are homeless, or threatened with homelessness. We also want to recruit more landlords from the PRS into this scheme.

Messages

- There are over 22,000 waiting on the housing register for council housing in Luton, waiting times for family homes are often in excess of 10 years.
- If you need housing, the private rented sector offers more readily available options. We can help you navigate this process.
- If you're at risk of losing your home, we can help you create a personal housing plan.
- Our ‘find your own home’ scheme* can help you by providing:
  - one month's rent
  - five weeks' deposit
  - rent shortfall (if needed)
  - landlord Incentive
- For Luton Landlords we offer a Landlord Incentive Scheme to encourage landlords to let their properties through the council.

Celebrating Luton's children and young people

Objective: To celebrate and showcase positive things about Luton's children and young people to counteract the negative media coverage and perception of our young people.

Key messages:

- I am Luton… celebrating children and young people
- Celebrating the talents, achievements and positive contributions our young people make
- Luton children's and young people are at the heart of everything we do – we will listen to them to ensure their voices are heard

Promoting healthy weight management

Objective: We aim to help Luton residents reach and maintain a healthy weight by addressing lifestyle habits, physical inactivity and social factors that affect health. This will lead to better physical, mental, and emotional well-being across the community.

Key messages:

- Eat better, move more, live longer healthier lives
- Small changes can make a big difference to your health
- Move your body in a way that works for you

Improving our roads

Objective: To communicate the benefits of road improvements to demonstrate the council's commitment to infrastructure investment and help minimise disruption by communicating upcoming works. Also to promote safer travel and parking.

Key messages

- Improvements will make our roads safer and more efficient for everyone.
- From pothole repairs to major upgrades, each step is part of our commitment to better travel and accessibility
- We're doing everything we can to minimise inconvenience and keep you informed every step of the way.
- Respect parking rules to prevent accidents and keep roads clear.

Internal Communications

We know from our staff survey that:

7. **Team Meetings Are Valued but Underused**
   Staff prefer team meetings for updates, yet only 3% actually receive information this way—highlighting a gap between preference and practice.

8. **eBrief and Intranet Are Trusted Sources**
   Widely used by networked staff, especially in higher pay bands. 67% of networked staff find eBrief useful.

9. **Word of Mouth Is Common but Unreliable**
   Over half of staff hear news via colleagues, but it often leads to inconsistent or unclear messaging.

10. **Non-Networked Staff Feel Disconnected**
    Lack of access to digital channels contributes to feelings of exclusion, especially in frontline teams.

11. **Mismatch Between Delivery and Preference**
    Most updates come through digital means, but staff prefer human, face-to-face communication like team briefings or 1:1s.

12. **Openness to Personal Devices**
    Many non-networked staff are willing to receive council updates on personal phones—with a few exceptions.

Internal Communication Themes

6. **Organisational Transformation**
   Updates on change, innovation, and progress across the council as we evolve to meet future challenges.
7. **Supporting Our People**
   Promoting staff wellbeing, development opportunities, and access to learning and support.
8. **Celebrating and Connecting**
   Sharing corporate events, staff recognition initiatives, and opportunities to engage with Luton 2040.
9. **My 2040 – Staff Involvement**
   Encouraging staff to connect with and champion the Luton 2040 vision through their own roles and stories.

Evaluation and Planning Framework

1. Strategic Campaign Planning

- **Planning Grid Maintenance:** A planning grid will be maintained to track campaigns, timings, responsibilities, and channels.
- **Annual Pitching Cycle:** Services will pitch campaigns for the upcoming year in **Q4**, allowing strategic alignment and resource planning.

2. Embedded Evaluation

- **Campaign-Specific KPIs:** Every campaign will have tailored KPIs, with evaluation embedded from the start.
- **Real-Time Adaptability:** Approaches will be reviewed in real-time; strategies will shift if KPIs indicate underperformance.

3. Key Metrics Across Campaigns

A. Digital and Social Media Engagement

- **Audience Analysis:** Who is engaging and amplifying our content?
- **Organic Reach:** How are messages being shared organically within the community?
- **Paid for posts:** are these working and VFM?
- **Narrative Impact:**
    - Are we shaping public discourse around key campaign issues?
    - What % of relevant online conversations include our point of view?
    - Are we leading the conversation, or following it?

B. Media Presence

- **Proactive Media Coverage:** Number and quality of placements (e.g., *Housing Today*, *MJ*, *LGC* case studies).
- **Reactive Media Use:** Inclusion of campaign messages in standard media responses and commentary.

C. Public Awareness and Advocacy

- **Advocacy vs. Awareness:** Are we generating advocates or merely raising awareness?
- **Community Amplification:**
    - Who is promoting our messages unprompted (e.g., faith groups, MPs)?
    - What's happening organically within our networks (anecdotal evidence)?
    - Word-of-mouth traction among housing and frontline workers.
- **Member Engagement:** How are members sharing and endorsing campaign content in their networks?

D. Stakeholder and Partner Engagement

- **Engagement Depth:** Quality of interactions from key stakeholder groups.
- **Channels for Outreach:** Are we fully leveraging local communication platforms, partner newsletters (CAB, faith groups, schools etc)

Appendices

1. Luton branding and style guidelines

2. Media handling protocol

3. Translation policy

Evaluation from last round of priority campaigns