

APPENDIX A

A note on channel mapping

We will segment our audiences to improve targeting and relevance.

This may include:

- Core engaged residents - active users of digital channels and newsletters
- Passive recipients - broadly informed but less likely to act
- Seldom-heard voices - including marginalised or underrepresented groups
- Strategic stakeholders - key partners, delivery partners, and policy influencers

Channel mapping work is underway to align audience groups with the most effective ways to reach them. The initial framework, supported by baseline recommendations, a storytelling guide and a draft channel-audience matrix, will provide a foundation for a more consistent and targeted communication across the organisation.

Within this there should be reference to younger demographics and key channels and approaches. We should remember, however, that the key principle is to take the message to where people already are rather than asking them to come to us.

Development will continue on:

- Refining the channel-audience matrix, including ownership and guidance for use across the organisation
- Embedding storytelling and template tools across the organisation
- Defining frequency and balance of communication types.

This approach will support a more systematic use of channels while leaving space for ongoing refinement and adaptation.