

## **COMMUNITY ENGAGEMENT STRATEGY – MAY 2016**

### **1. INTRODUCTION**

Broughton Astley Parish Council has developed a community engagement strategy with the aim of constructing a standard for engagement with its residents, voluntary/community groups, business community and partners.

It recognises that the services it provides must reflect the needs of its community and the environment.

Broughton Astley Parish Council strongly believes that its residents should be involved in decisions affecting them and their community and in shaping the future of their parish. In part this achievement will be achieved as a result of working with its partners which at present include District and County Council, Police, Education, Health, Local Business and Voluntary and Community representatives.

### **2. AIMS**

The aim of the strategy is to improve the way in which the Council engages and consults its residents and partners on important issues by:

- informing, consulting and involving;
- being inclusive and engaging with all of its residents and partners; and
- ensuring views are listened to and used to develop, enhance and improve services, the environment and the quality of life for residents.

### **3. OBJECTIVES**

- To improve, plan and shape the future of the community according to local needs and priorities working closely with its partners;
- To improve the quality and delivery of services;

- To use engagement to inform decision making, ensuring decisions are fit for purpose and meet the needs of the community;
- To enhance the well-being of the community; and
- To be a stronger, more active and cohesive community.

#### 4. HOW THIS WILL BE ACHIEVED

Community engagement will be achieved by Broughton Astley Parish Council by communicating, consulting, supporting and working together with its residents, businesses and its partners. The results will then be fed back to the community by the most appropriate channel.

- **Communication**

Communicating with members of the parish will be achieved in many ways to ensure all sections of the community are reached.

**Broughton Matters**, which is delivered to every house in Broughton Astley six times a year, informs residents on important issues and will be developed as a medium for consultation and include articles from members of the community on topical issues.

**The Parish Council website** has a wealth of local information and is updated on a weekly basis. Special events and important notices will continue to be added regularly. All agendas are advertised as required under the Local Government Act 1972, including on the website, and minutes of meetings are included on the website within a calendar month of the meeting. It may be possible to develop the website to include a forum or weblog, however, the potential for breach of security must first be explored.

**Parish Council notice boards** are placed around the community in prominent positions. They are used to inform of Parish Council activities, partner information and initiatives and the activities of community groups using the Village Hall.

**Information leaflets** are available from the parish office and can also be downloaded from the website. New leaflets will be added as necessary.

**Meetings** of the Council and its Committees are open to the public and include an opportunity for members of the parish to engage with councillors. All Parish Council meetings include an adjournment for public participation at approximately 8.30pm.

**Social Media** is used by the Parish Council on a regular basis to actively engage with residents, the wider community and external agencies via its Twitter account.

- **Consultation**

Consulting the community on important issues will be key to the strategy. It will ensure those most affected are able to put forward an opinion and given an opportunity to be involved in making a difference.

Ensuring consultations include all members of the Parish by identifying the hard to reach groups such as youths, the elderly, the housebound, the disabled, ethnic minorities etc., may require establishing different engagement channels for them.

- **Support**

Supporting local organisations and engaging with them will assist them in meeting their own aims and objectives.

Supporting local projects and participating in local events will raise the awareness of the Parish Council and their aims and objectives.

Supporting residents in shaping the future of their community will bring about a more cohesive community.

- **Acting Together**

Acting together with residents and partners in finding solutions to local problems will ensure they will be accepted and fit for purpose.

Acting together to carry out agreed action plans, will engage the community in working with the Parish Council to enhance the environment and the quality of their lives.

Acting together in decision making and policy drafting will ensure they have a voice and can make a difference.

## **5. MEASURING SUCCESS**

Success will be measured by predefined targets, including annual reviews of consultation outcomes, monitoring residents' participation in consultation processes and increases in their involvement in local projects and events.

## **6. STRATEGY REVIEWS**

Annual reviews of the consultation processes and results will be used as a continual improvement process for changes or amendments to the strategy.