

# **CRANWORTH PARISH COUNCIL**

## **COMMUNITY ENGAGEMENT STRATEGY**

### **INTRODUCTION**

To achieve our ambitions for Cranworth, Cranworth Parish Council wants to work closely with the public – residents, communities, businesses and voluntary organisations. Our aim is to engage with its residents and encourage their participation in decision making, securing better services, being engaged with the local democratic process and creating a more active and informed community.

### **AIMS**

The Council strives to undertake the following:

**To enable an involved, empowered and active citizenship** through:

- (i) The involvement of residents in all areas of the Parish Council work
- (ii) Reaching out to hard to reach groups
- (iii) Seeking the views of young people

**To communicate information to our community clearly, factually and appropriately** through:

- (i) The preparation of a website detailing all council services and activities
- (ii) The preparation of an article for the local newsletter sent out to every household each month
- (iii) The use of plain English and no local government jargon

**To improve our communication with our partners and stakeholders and co-ordinate our community engagement efforts** through:

- (i) Actively being involved in various networking organisations

**To raise the image and reputation of the Council** through:

- (i) Inviting residents to be actively involved in our meetings via the public forum
- (ii) Publicising widely the Annual Parish Meeting
- (iii) Encouraging usage of the Council website
- (iv) Inviting residents/community groups to provide information for the Council
- (v) Issuing press releases covering activities of the Council where appropriate

**To enable every Councillor to maximise their role as elected representatives and Community Leaders** through:

- (i) Uploading of agendas & minutes on the Council website
- (ii) Encouraging Councillors to attend meetings of community organisations and residents associations in their respective wards

- (iii) Encouraging Councillors to take up places on community groups and organisations

**To ensure every member of staff understands the council's priorities**  
through:

- (i) Having regular staff appraisals
- (ii) Encouraging staff to provide input into the decision making process
- (iii) Encouraging staff to actively represent the interest of the Parish Council at community events

## **ENGAGEMENT**

Listed below are the individuals/organisations which the Council wishes to actively engage with:

- (i) Residents of Cranworth, Letton, Southborough and Woodrising
- (ii) Services users
- (iii) Non-users & potential users
- (iv) Businesses & business organisations
- (v) Community, tenant & residents groups
- (vi) Interest & Pressure Groups
- (vii) Voluntary groups
- (viii) Communities & neighbourhoods
- (ix) Hard to reach groups
- (x) Young people
- (xi) Public & private sector stakeholders

## **ACTION PLAN**

Minutes	Ensure copies of minutes are available in both hard copy and electronically for residents and community groups.	Clerk	Ongoing
Annual Report	Ensure Report is available by both hard copy and electronically for residents and community organisations.	Clerk	Annually
Clerk availability	Publicise contact details on website & noticeboards	Clerk	Ongoing
Annual Parish Meeting	Publicise more widely the meeting and liaise with any adjoining PCs to ensure all local residents are able to raise matters of interest or concern	Clerk & members	Annually
Public Forum	Encourage residents to raise any matters of interest or concern via the public forum part of Full Council Meetings	Clerk & members	Monthly
Noticeboards	Regularly update noticeboards with council & community activities	Clerk & Members	Ongoing
Website	Maintain website with info on council services & activities	Web Master	Ongoing

Newsletter	Produce and deliver article for local newsletter where relevant	Members	Monthly
Businesses	Engage with the businesses and business organisations	Staff & members	Ongoing
Local Democracy	Encourage residents to engage with Council activities	Clerk	Ongoing
Press	Liaise where appropriate with the press sending details of council activities	Clerk & Chair	Ongoing

**Adopted at a meeting of Cranworth Parish Council in January 2021**