

ALCESTER TOWN COUNCIL

COMMUNITY ENGAGEMENT ACTION PLAN

NOVEMBER 2019

Introduction

Alcester Town Council adopted a Community Engagement Strategy in July 2018 which set out the Council's standard for engagement with residents, communities, businesses and voluntary organisations.

This Action Plan sets out the responsibility for various elements of community engagement and the anticipated frequency of such engagement.

Action Plan

Action Plan item	Task	Responsibility	Frequency
Mayor	The Mayor to fulfil a community leadership role and encourage community organisations to be involved with initiatives.	Mayor/ Deputy Mayor	Ongoing
Agendas and Minutes	Ensure copies of Agendas and Minutes to be available promptly on the Town Council website and on request	ATC Office	Ongoing
Annual Report	Ensure Report is available - hard copy at appropriate locations and on Town Council website	ATC Office	Annually
Office Opening Hours	Publicise ATC office opening hours in newsletter and on website	ATC Office	Ongoing
Annual Town Meeting	Publicise the meeting and liaise with stakeholders to encourage good attendance	ATC Office	Annually
Public Forum	Encourage residents to raise any matters of interest or concern via public participation element of all Full Council and Committee meetings	ATC Office and Town Councillors	Ongoing
Notice boards	Regularly update notice boards with Town Council and community activities	ATC Office	Ongoing
Website	Maintain website with information on Town Council services and activities	ATC Office	Ongoing

Newsletter	Produce and deliver a regular newsletter to all households.	ATC Office	Quarterly
Alcester Youth Council	Co-ordinate and support Alcester Youth Council	Designated Town Councillor	Twice a term
Businesses	Engage with businesses and business organisations.	Business and Tourism Working Group	Ongoing
Community groups and organisations	Engage with community groups and organisations Invite groups to mayoral events eg awards evening Make Community Grants Provide financial assistance for groups who work to improve the environment eg Alcester in Bloom, ABLE	Designated Town Councillors as trustees Health and Wellbeing Co-ordinator Community Care Committee	Ongoing
Press	Liaise regularly with the press sending details of Council activities	ATC Office	Ongoing
Social Media	Use Facebook and other social media to promote Town Council meetings, activities and events	ATC Office	Ongoing
District and County Councillors	Liaise regularly with District and County Councillors who are invited to all Full Council and Planning meetings	Councillors ATC Office	Ongoing
Planning process	Encourage residents to attend Planning Committee meetings to give their views on planning applications To consult residents as part of the Neighbourhood Planning process	ATC Office and Planning Committee	Ongoing
Emergency Planning	Encourage residents to act as Flood Wardens/Speedwatch volunteers to contribute to the Emergency Plan	Community Safety Working Group	Ongoing
Local Democracy	Encourage residents to both vote at and stand for the Town Council in Local Council elections	Town Councillors ATC Office	Ongoing but priority in six months leading up to local elections

Schools	Engage with schools to offer Health & wellbeing support programmes	Community Care Committee H&Wb Co-ordinator	Ongoing
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Budget

The Town Council will allocate funds in its annual budget to fulfil this Action Plan.

Costs specifically allocated for community engagement in the budget for 2019-20 are as follows:

Item	Cost
Newsletter	£4500
Business projects	£500
Youth Council	£1000
Town Enhancement (watering hanging baskets etc)	£5000
Community Grants	£10,000

In addition, staffing costs and the cost of running mayoral events to which the community is invited should be considered as contributing to fulfilment of this Action Plan.

Evaluation

The Community Care Committee shall review the Community Engagement Strategy and the Action Plan on an annual basis in November to evaluate performance, set budgets for the forthcoming year and to plan new initiatives.

Approved by Community Care Committee – 12th November 2019

Approved by Full Council – 3rd December 2019