



ALCESTER TOWN COUNCIL
COMMUNITY ENGAGEMENT POLICY

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Approved by Full Council – 1st November 2022

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1 INTRODUCTION

- 1.1** Alcester Town Council has developed a Community Engagement Policy which aims to set a standard for engagement with residents, communities, schools, businesses and voluntary organisations.
- 1.2** The Council recognises that it must provide services which reflect the needs and diversity of its residents and which endeavour to improve the quality of life. It aims to keep the community informed about the work of the Council and its services and to give local people a voice in the process of taking decisions which affect the community.
- 1.3** The Council aims to engage with its residents to develop better services, and create a more active and informed community.

2 AIMS

- 2.1** To work closely with residents, schools, community groups, businesses and relevant local stakeholders.
- 2.2** To communicate information to residents in a timely and effective manner.
- 2.3** To be inclusive in engaging with as many people representative of our community as possible.
- 2.4** To actively encourage residents' involvement.
- 2.5** To listen to views and have regard to them in shaping services.
- 2.6** To raise the profile of the Town Council.

3 OBJECTIVES

- 3.1** To encourage effective local community engagement.
- 3.2** Ensure that embedded throughout the Council there is a clear understanding of the need to engage with communities about decisions which affect them.
- 3.3** Adopt modes of communication which enable as many people as possible to be reached and engaged.
- 3.4** Enable the feedback obtained from community engagement to have an impact on decision making and the way in which services are being delivered.

3.5 To inform residents of the role of town councillors and the services of the Council.

3.6 To enhance the well-being of the town and the community it serves.

4 METHODS OF COMMUNITY ENGAGEMENT

4.1 Communication

- The Town Council Website will be updated regularly and will contain Agendas, Minutes, Council information documents, latest news and other information as required.
- Meeting minutes will be available electronically on the website.
- A quarterly newsletter will be produced and delivered to all residents
- Meetings will be publicised, both online and through public noticeboards and public participation is a permanent item on Full Council and Committee agendas.
- Social media. The Town Council will regularly post on Facebook, Twitter and Instagram - news, engagement activities and forthcoming events.
- At the Annual Parish Meeting there will be an opportunity for residents to discuss issues and raise matters of concern.
- The annual audit process will include the opportunity for public inspection of the Annual Governance Statement and Accounting Statements (available on the website and on noticeboards).
- Press releases about the work of the Town Council or information that might be useful for residents will be issued.

4.2 Community Engagement Events

- The Council will run local community engagement events where appropriate, ensuring that the aims of the events are clear.
- If the outcome of the event is intended to inform a decision and a different decision is taken, the reasoning behind that decision will be transparent.

4.3 Consultation

- Consultation on important issues will be key in obtaining precise information and views will be sought via questionnaires, surveys, social media, the website and by approaching local organisations.
- Consultation will be as inclusive as possible and will seek to consult everyone including minority, hard to reach groups and those with protected characteristics.
- Task and Finish Groups or Working Groups comprising councillors and interested members of the community will be established when appropriate.

4.4 Support

- The Council will support local organisations and engage with them in meeting their own targets and aims.
- The Council will support local projects and participate in local events to raise awareness of the Town Council its aims and activities.

4.5 Relationships

- Positive working relationships with schools and local organisations will be actively sought.
- Positive working relationships with Stratford on Avon District Council, Warwickshire County Council and surrounding local councils will be pursued.
- Some Council members will act as representatives on outside bodies comprising community groups, local organisations, and other government agencies, and regularly attend their meetings.
- Unlike other tiers of local government, town councillors always live within 3 miles of the town they serve and therefore will have close ties to their constituents and local voluntary and community organisations on a day-to-day basis, making them uniquely placed in terms of informed representation and engagement.

5 POLICY REVIEW

To be reviewed November 2025