



ALCESTER TOWN COUNCIL

COMMUNITY ENGAGEMENT ACTION PLAN

November 2025

Introduction

Alcester Town Council has adopted a Community Engagement Policy which sets out the Council's objectives for engagement with residents, communities, schools, 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
Civic Service	Raise awareness within the community of the new mayor, and invite residents and local dignitaries to worship	Mayor ATC Office	Annually
Agendas and Minutes	Ensure copies of Agendas and Minutes are available promptly on the Town Council website, agendas on the noticeboards and either 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 meeting participation	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 Access statement for ATC buildings is available on the website
Notice boards	Regularly update notice boards with Town Council and community activities including new noticeboard at Alcester Park (Bloor Homes)	ATC Office	Ongoing
Informal Engagement	Actively seek out opportunities to establish new connections with a diverse range of community groups and stakeholders	Mayor/ Deputy Mayor and Town Councillors	Ongoing
Window Wanderland	Manage the annual Window Wanderland event	Cllrs Ashfield and Leask	February – March 2026
Your Call Magazine	Submit a summary of ATC activities and meeting dates	ATC Office	Bi-monthly
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 Lead Councillor for Communications, Engagement & Strategy	Quarterly
Youth Engagement	Encourage Alcester's youth to be involved in and be aware of relevant ATC activities, engaging with schools and youth groups	Lead Councillors for Health and Wellbeing	Ongoing
	Regular Youth Club	Youth Leader	

Working Groups and Task and Finish Groups	Engage with residents, schools and businesses to form groups focussing on key issues.	• Health and Wellbeing WG • ANDP Review WG • Flood Resilience Panel • Alcester Connected for Climate and Nature • Asset Mapping	Ongoing
Community groups and organisations	Engage with community groups and organisations Invite groups to mayoral events e.g. awards evening - Make Community Grants - Provide financial assistance for groups who work to improve the environment e.g. Alcester in Bloom, ABLE	Designated Town Councillors as trustees Health and Wellbeing Co-ordinator Lead Councillor for Communications, Engagement & Strategy	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, campaigns and events	ATC Office Lead Councillor for Communications, Engagement & Strategy	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	ATC Office and Planning Committee	Ongoing
Community Resilience	Leadership to co-ordinate the town's response to natural disasters and disease which adversely impact the community Encourage residents to act as Flood Watchers	Lead Councillors Community Resilience Deputy Town Clerk	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
Health and Wellbeing	Engage with the community to offer Health & wellbeing support programmes	H&WB Partnership H&WB Co-Ordinator and Lead Councillors Health & Wellbeing	Ongoing

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 2026-27 are as follows (indicative figures only):

Item	Cost
Newsletter	£5,500
Business projects including Event Guide and Visit Alcester website	£2,000
Town Enhancement (watering hanging baskets etc)	£7,500
Window Wanderland	£350
Community Grants	£12,000

In addition, staffing costs (including the salary of the Health and Wellbeing Coordinator and the Youth Leader) 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 Full Council shall review this Action Plan on an annual basis in November to evaluate performance, set budgets for the forthcoming year and to plan new initiatives.

Approved by Full Council – 4th November 2025