# Wem Rural Parish Council

## CONSULTATION STRATEGY

This Consultation Strategy
was adopted by the Council at the Meeting on 2 October 2012.

From time to time Wem Rural Parish Council will receive consultation documents which are likely to be subject of public interest from all areas of the Parish. The Council may consider it is beneficial to give the community an opportunity to have its say on the matters referred to in such documents in order to agree a balanced view which reflects the best interest of the whole Parish when responding to the consultation documents.

Consultation may also be required to respond to announcements of new or amendments to services supplied or policy directions by Shropshire Council and/or Wem Rural Parish Council.

This document outlines the options available to the Council to carry out the required level of consultation to achieve sufficient feedback to formulate a view. It conforms to the Council's adopted Community Engagement Strategy and responds to the Government's 'localism' agenda. It identifies the methods which could to be used to both inform and engage the public.

The Councils' approach will be assessed on an individual basis and will benefit from past experiences of previous consultations, for example, the SAMDev 'Preferred Options' consultation in summer 2012.

The Council's 'Communications Team' will work alongside the Clerk to prepare and manage the consultation, and to ensure the Council reaches as many people as possible.

**General Principles of Consultation with the Community**

1. Assess the timescale to the response deadline to ensure feedback from the community is received in time for the Council for formulate a view.
2. Support the 'localism' agenda by working alongside community groups, particularly amongst those groups not normally engaged with local government.
3. Assess level of public interest by random/targeted telephone/email surveys.
4. Engage with local businesses where appropriate.
5. Be aware that not all of the community will have, or know how to, access the information requiring feedback on.
6. Encourage electronic communication with the public wherever possible.
7. Use resources effectively to ensure as wide a coverage as possible, whilst continuing to recognise there are financial barriers to achieving full engagement.

**Consultation Options**

| Method | Comments |
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| The Consultation Document(s) | The availability of the consultation document(s) will be identified in the following formats:<br><br>Whether paper reference copies of the documents will be made available. Locations could include: Libraries (Wem and Whitchurch), Edinburgh House, Town Hall, Pubs, Coton Oaks, Newtown School.<br><br>Whether a dedicated website/webpage exists.<br><br>Whether paper copies will be issued to the Parish Council and public on request.<br><br>Whether PDF or Electronic copies exist |
| Press Release | Press Release, identifying why and how the consultation is taking place to be prepared and forwarded to Shropshire Star, North Shropshire Chronicle and Whitchurch Herald.<br><br>Article for Community News and Loppington Newsletter<br><br>Email address and phone number to be included in text. |
| Website | Special mention on website – webpage to be considered<br><br>Comment posting and / or Forum |
| Parish Council Newsletter | Consider whether a special newsletter should be issued.<br><br>Response method(s) to be included in text. |
| Social Media | Special mention on facebook / twitter |
| Flyers | Consider whether a flyer should be included with a newsletter or distributed independently.<br><br>Response method(s), email address and phone number(s) to be included in text. |
| Posters | On all notice boards in Parish and possibly in Wem Town notice boards.<br><br>Response method(s), email address and phone number(s) to be included in text. |
| Letter | Personal letter to Community Groups, including churches and schools, to |

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| | bring the consultation to their attention. Follow up by Parish Councillors to request feedback.<br><br>Personal letter to key employers to bring the consultation to their and their employees' attention. Follow up by Parish Councillors to request feedback.<br><br>Response method(s), email address and phone number(s) to be included in text. |
| Meetings | Consider whether a Parish Meeting is required.<br><br>Consider whether local Ward Meetings are required:<br>Edstaston – EVH<br>Newtown – School<br>Wem – Wem Town Hall / Edinburgh House<br><br>Consider whether a joint Public Meeting is required with Wem Town Council.<br><br>Consider whether specialist speaker / adviser is required at meeting eg Shropshire Officer/Councillor. |
| Drop in Sessions / Surgeries | Consider whether Drop in Sessions / Surgeries are required:<br><br>Edstaston – EVH / Pub<br>Newtown – School / Pub<br>Wem – Wem Town Hall / Edinburgh House / Pub |
| Exhibitions | Consider whether exhibition boards are required in Pubs, local meeting places during the consultation period. |
| On-line Response Form | Consider whether 'Survey Monkey' or similar software will be used to create an on-line response form. |
| Paper Response Form | Consider whether a paper response form will be made available:<br><br>At the same locations as the reference consultation documents – see above.<br><br>On request<br><br>With newsletter<br><br>Other? |

Policy adopted 2 October 2012
Reviewed
Next review date