



Wem Rural Parish Council

COMMUNITY ENGAGEMENT STRATEGY

This Community Engagement Strategy was adopted by the Council at the Meeting held on 6 September 2016.

Introduction

To achieve our ambitions for Wem Rural Parish, Wem Rural Parish Council wants to work closely with the public – residents, communities, businesses and voluntary organisations. Our aim is to engage with 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 the development of future plans for the parish
- (ii) Active engagement in the Local Joint Committees and local partnerships
- (iii) Reaching out to hard to reach groups
- (iv) Seeking the views of young people

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

- (i) A website detailing all council services and activities
- (ii) A newsletter available to all households
- (iii) The use of plain English and avoiding local government jargon
- (iv) The adherence to a corporate design/logo

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

- (i) Supporting the role and functioning of local groups, organisations and partnerships including the Local Joint Committees and area/parish partnerships
- (ii) Actively being involved in various networking organisations (e.g. SALC)

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) Issuing press releases covering activities of the Council
- (v) Encouraging the Chair to actively represent the community
- (vi) Involvement in events within the parish

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

- (i) Induction of new Councillors
- (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

Engagement

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

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

Policy adopted 6 September 2016

Reviewed date 3 September 2019

Next review date September 2022