
COMMUNITY ENGAGEMENT STRATEGY

INTRODUCTION

To achieve our ambitions for Cleobury Mortimer Town Council to work closely with the public – residents, communities, businesses and voluntary organizations, our aim is to engage with its 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 Town.
- (ii) Active engagement in the Local Joint Committees and Local Town 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) The provision of a website detailing all council services and activities
- (ii) The preparation of information available to all households
- (iii) The use of plain English and no 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 though:

- (i) Supporting the role and functioning of local groups, organizations and partnerships including the Local Joint Committees and Area/Town Partnerships
- (ii) Actively being involved in various networking organizations (e.g. SALC including the Larger Councils Committee, NALC, Charter Towns Association, Action for Market Towns etc.)



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) Publicizing widely the Annual Parish Meeting
- (iii) Encouraging usage of the Council website
- (iv) Issuing press releases covering activities of the Council
- (v) Encouraging the Chairman to actively represent the community
- (vi) Involvement in events within the Parish.

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

- (i) The preparation of a comprehensive New Members Pack
- (ii) Uploading of agendas & minutes on the Council website
- (iii) Encouraging Councillors to attend meetings of community organizations
- (iv) Encouraging Councillors to take up places on community groups and organizations

To ensure every member of staff understands the council's priorities through:

- (i) Having regular staff appraisals
- (ii) Encouraging staff to provide input into the decision-making process
- (iii) Encouraging staff to actively represent the interest of the Council at community events

ENGAGEMENT

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

- (i) Residents of Cleobury Mortimer
- (ii) Services users
- (iii) Non-users & potential users
- (iv) Businesses & business organizations
- (v) Community, tenant & residents' groups
- (vi) Interest & Pressure Groups
- (vii) Voluntary groups
- (viii) Hard to reach groups
- (ix) Young people
- (x) Public & private sector stakeholders



ACTION PLAN

Chair & Vice Chairman	Encourage Chair & Vice Chair to fulfil their Civic Role & encourage community organisations to invite the Chair to events	Staff, Chair & Vice Chair	Ongoing
Minutes	Ensure copies of minutes are available in both hard copy and electronically for residents and community groups	Clerk	Ongoing
Annual Report	Ensure the Annual Report is available by both hard copy and electronically for residents and community organisations	Clerk, RFO	Annually
Office Opening Hours	Publicise office opening hours in any town council publications and on website & noticeboards	Clerk, Cllr Brown	Ongoing
Annual Parish Meeting	Publicise widely the Annual Parish Meeting to enable residents to raise matters of interest or concern to the Council	Staff & members	Annually (in March in readiness for meeting in April)
Public Forum	Encourage residents to raise any matters of interest or concern via the public forum section at Full Council meetings or at Committee Meetings	Staff & members	Monthly
Noticeboards	Regularly update noticeboards with council & community activities	Clerk, RFO	Ongoing
Website	Maintain website with info on council services & activities	Cllr Brown, Clerk	Ongoing
Newsletter	Look to producing a regular newsletter, available to all households	Cleobury Clarion	Ongoing
Local Joint Committees	Nominate a Councillor (and reserve) to represent the interests of the Council at the Local Joint Committee Meetings	Staff & Members	Ongoing
Businesses	Engage with local businesses and business organisations	Staff & members	Ongoing
Community Organisations	Encourage Councillors to attend local community organisation meetings	Members	Ongoing



Local Democracy	Encourage residents to both vote at and stand for the Town Council in Local Council elections	Staff & Members	Ongoing but high priority in the six months leading to local council elections
Press	Liaise regularly with the press by sending details of council meetings and council activities	Nominated Councillor, Clerk, RFO	Ongoing
Shropshire Councillors	Maintain contact with Shropshire Councillors to ensure sharing of information	Staff & members	Ongoing
Emergency Services	Council to maintain regular contact with local emergency services (Police, Fire, First Responders)	Staff & members	Ongoing