

WATERS UPTON PARISH COUNCIL
COMMUNITY ENGAGEMENT STRATEGY

This Community Engagement Strategy was adopted by the Council at the Meeting held in May 2019.

Introduction

To achieve our ambitions for Waters Upton Parish, the 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 of The Council

The Parish 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 local partnerships
- (iii) Identifying and 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 village newsletter
- (iii) The use of plain English and avoiding 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 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 session
- (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
- (iii) Encouraging Councillors to take up places on community groups and organisations

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

- (i) Residents
- (ii) Services users
- (iii) Non-users and potential users
- (iv) Businesses and business organisations
- (v) Community groups
- (vi) Voluntary groups
- (vii) Young people
- (viii) Church, Village Hall, Crudgington School, shop, pub, community offices etc.

This Strategy was adopted by Waters Upton Parish Council in May 2019.

The strategy will be reviewed annually, monitored regularly and renewed as and when necessary.
The next full review will be in 2023.