



# NORTH WALSHAM TOWN COUNCIL

## Community Engagement Policy

Adopted by the Council at its meetings held on 15.12.20

### 1 Introduction

---

Town Council is committed to working closely with the public. Everyone should be involved in making North Walsham the type of community they want it to be, whether they are a resident, a local group or business. Informing, consulting and communicating with residents is key when it comes to decision-making. We strongly believe that our residents should be involved in decisions affecting them and their neighbourhood.

### 2 Aims

---

The Town Council strives to:

**Inform** by providing information about what is happening to help local people – including young people and hard-to-reach groups, understand an issue, service or planned actions/options/solutions. This will be done by:

- Making copies of agendas and minutes of Council meetings widely available
- Posters, fliers, banners, advertising and publications
- Local newspaper press releases
- Quarterly news page in local free magazine (sent to every household and business in the parish),
- Leaflets at the Council Offices and various shops around Town
- Information stalls, i.e. at Town Council events/open days/exhibitions
- Public and specific meetings, presentations, briefings
- Town Council website detailing all Council services and activities
- Tourist Information centre
- Facebook and other social media
- Notice Boards

**Consult** Ensuring all members of the parish are included in asking for feedback, advice or opinions on a particular issue. This will be done by:

- Encouraging input into the decision-making process with questionnaires, surveys and feedback forms (publishing results)
- Online surveys and questionnaires (publishing results)
- Face-to-face conversation on a Thursday Market Stall
- Engaging with residents and community groups
- Discussion/focus groups/forums
- Written consultation through letter or email
- Public or stakeholders consultation events/workshops/exhibitions/general events/shows, workshops to identify issues and shape options

- Public, neighbourhood or specific targeted meetings

**Communicate** by ensuring that concerns and aspirations are understood and considered, encouraging people to put forward ideas, options, initiatives and actions. This will be done by:

- Public events, interactive displays
- Comments and complaints
- Encouraging residents to use the Council website and social media pages
- Widely publicising the Annual Town Meetings
- Interaction with Town Councillors and staff
- Production of the Town Guide
- Promoting Council activities
- Invite people to speak at meetings during public participation

**Improve** the Councils aim to promote engagement with our community by:

- The value of residents volunteering
- Encouraging residents to attend meetings
- Promoting elections and the value of being a Councillor
- Enhance residents' understanding the roles of Councillors
- Continue to look at different media/methods of communication
- Placing Councillors on more external groups and organisations
- Councillors representing the Town Council at Community events

## **Engage**

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

- All Residents
- Businesses and business organisations and developers
- Community, voluntary, special interest and residents' groups
- Older people
- Young people
- Hard-to-reach groups
- Public and private sector stakeholders
- Schools
- Health Agencies (commissioners and providers)
- Visitors