



Community Engagement Strategy

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Adopted by Council 16th September 2019**

Ludlow Town Council

Community Engagement Strategy

1. Introduction

Ludlow Town Council has developed a community engagement strategy with the aim of constructing a standard for engagement with its residents and partners. It recognises that the services it provides must reflect the needs of its parishioners and the locality.

Ludlow Town Council strongly believes that its residents should be involved in decisions affecting them and their neighbourhood and in shaping the future of their town.

2. Aims

The aim of the strategy is to improve the way in which the Council engages and consults its residents and partners on important issues by:

- Informing, consulting and involving, being inclusive and engaging with all of its residents and partners;
- Ensuring views are listened to and used to develop, enhance and improve services, the environment and the quality of life for residents.

3. Objectives

- To improve, plan and shape the future of the town according to local needs and priorities.
- To improve the quality and delivery of services
- To use engagement to inform decision making, ensuring decisions are fit for purpose and meet the needs of the town
- To enhance the wellbeing of the town
- To be stronger, more active and cohesive town

4. How this will be achieved

Community engagement will be achieved by Ludlow Town Council by communicating, consulting, supporting and working together with its residents. The Council will be open and accountable in its dealings with residents and the community. It will make information on its policies and procedures freely available.

4.1 Communication

Communicating with members of the town will be achieved in many ways to ensure all sections of the community are reached.

The Buttercross Bulletin, which is available from outlets in the Town, the local Library and the Town Council website, informs residents on important issues and is a medium for consultation and include articles on topical issues.

The Town Council's Website has a wealth of local information and is updated regularly. Special events and important notices will continue to be added, along with public consultations. All agendas are advertised as required under the Local Government Act 1972, including on the website, and minutes of the meetings are included on the website within 10 working days of approval at the meeting.

Facebook and Twitter

Special events and important notices will continue to be added.

Information leaflets are available from the Council's office and can also be downloaded from the website. New leaflets will be added as necessary.

Meetings of the Council are open to the public and include an opportunity for members of the town to engage with Councillors. All meetings include an adjournment for public participation and start at 7:00pm.

Council's Noticeboards will be used to convey information to residents, dates of meetings and agendas.

Town Council Office is required to play a neutral role so that residents can be fully involved and be confident that they are receiving unbiased information and support. This neutral involvement allows more flexibility in the service and the personal element of the contact hopefully encourages more involvement from the hard to reach members of the community.

4.2 Consultation

Consulting all parishioners on important issues will be key to the strategy. It will ensure those most affected are able to put forward an opinion and given the opportunity to make a difference.

The aim of all consultations is to include all members of the town by identifying the hard to reach groups such as youths, the elderly, the housebound, the disabled, ethnic minorities etc. This will be done via social media, the Town Council website, Newsletter and local press.

4.3 Support

Supporting local organisations engaging with them to assist them in meeting their own aims and objectives, where appropriate and if possible.

Supporting local projects and participating in local events will raise the awareness of the Council and its aims and objectives.

Supporting members of the town in shaping the future of their town will bring about a more cohesive community.

The Council will be receptive to requests from residents or communities and will attempt to be flexible in order to ensure their opinions are known not only to the Town Council but also to other organisations. This may be by including an item for discussion on an agenda, allowing a group to put their opinions into an official

report undertaken by the Town Council or by meeting young people at a local playground.

4.4 Acting Together

Acting together with residents and partners in finding solutions to local problems will ensure they will be accepted and fit for purpose.

Acting together to carry out agreed action plans, will engage the community in working with the Council to enhance the environments and the quality of their lives.

Acting together in decision making and policy drafting will ensure they have a voice and can make a difference.

5. Measuring Success

Success will be measured by predefined targets, including an annual review, consultation outcomes, monitoring residents' participation in consultation processes and increase involvement in local projects and events.

6. Strategy Reviews

Annual reviews of the consultation processes and results will be used as a continual improvement process for changes or amendments to the strategy.