

Baginton Parish Council

Communication and Engagement Strategy

Introduction

The purpose of this strategy is to guide Baginton Parish Council's communication and engagement with its residents and partners. The Council recognises that the services it provides must reflect the needs of its parishioners and locality.

As a Council, we want to ensure that communications are two-way: telling people about the Council and also listening to what people tell us about themselves and the service improvements they would like to see.

The Community Engagement Strategy will enable all local people, businesses and stakeholders to become involved in decisions which affect them and their neighbourhood and which shape the future of their parish.

Aim

Baginton Parish Council will ensure that it communicates with all its residents in a timely and effective manner, to inform and consult them about matters which affect them. The Parish Council will publicise the services offered by the Council and will endeavour to ensure communication is clear and appropriate.

The key stakeholders with which the Council must communicate include: residents; staff; Councillors (Parish, District and County); MP; Warwick District Council; Warwickshire County Council; local village businesses; community groups; village organisations; police and press.

Objectives

- To improve, plan and shape the future of the parish according to local needs and priorities
- To improve the quality and delivery of services
- To use engagement to inform decision making, ensuring decisions meet the needs of the parish
- To enhance the well-being of the parish
- To be a stronger, active and cohesive parish
- To work towards improving and enhancing the environment and the quality of life for residents

How this will be achieved: -

- Parish Council meetings are open to the public and include an opportunity for members of the parish to engage with Councillors. All meetings include an item for public participation.
- Agendas for all meetings are sent to Parish and District Councillors and posted on the village notice boards and the Parish Council website in advance of each meeting.
- Contact details for all Councillors and the Clerk are available on the village notice board and the Parish Council website.
- A Parish Council Report will be sent for inclusion in every issue of the Baginton Village Newsletter (see the website Home page for the latest issue).

Baginton Village website will be reviewed and improved so that special events, important notices and local information are added and updated regularly.

Village Notice Boards: The village notice boards will continue to be regularly updated to provide information about the activities of the Parish Council and its partners. The public may use these notice boards by sending information to be placed on the boards to the Clerk.

Social Media: The Baginton Parish Council Facebook page will be used to advertise events, important notices and local information.

The Parish Council will: -

- Continue to attract as many participants as possible to the Annual Parish meeting.
- Continue to liaise with the local police on local issues
- Continue to support local groups and organisations and engage with them in meeting their own aims and objectives
- Support local projects and participate in local events. This will assist in raising the awareness of the Council and its Aims and objectives
- Support the work of local initiatives e.g. Community Orchard
- Facilitate and launch new local initiatives

For any village initiatives, consultation will be undertaken with residents in the vicinity before the commencement of any work.

Consultations / Parish surveys will be carried out to consult on issues of local concern.