# HORNDEAN PARISH COUNCIL

# STRATEGY IN SUPPORT OF THE 2024/25 PARISH PLAN

## Key Priority in Parish Plan

**Key Priority 8:**

To continue to recruit further Councillors to fill vacancies to reach our full 15-member complement.

## Statement of Scope

We successfully recruited 5 new Councillors during 2023/24, to give us a net gain of 3 and a total of 10. This Strategy is to support the recruitment of at least a further 2 Councillors in 2024/25 by telling eligible individuals who we are, explaining what we do for Horndean and seeking to persuade some of them to join us.

## ACTIONS TO SUPPORT DELIVERY OF KEY PRIORITY

### 8.1 Work with District Councillors

We will work with District Councillors, seeking support and advice and will provide information for any newsletters.

### 8.2 Make more use of social media

We will make effective use of our own website and Facebook page and will link to other relevant local sites/pages

### 8.3 Establish and use Advisory Committees

We will establish a HGT&HN Strategy Group and seek to expand interest beyond that Committee’s agenda.

### 8.4 Opportunistic

We will encourage Councillors and staff to identify possible candidates and to follow up potential interest.

### 8.5 Direct Advertising

We will test the effectiveness of low cost direct advertising.

### 8.6 Publish a Parish Council Newsletter

We will publish a newsletter, at least quarterly, to raise awareness of, and interest in, our work, our plans and of opportunities for those living and working in Horndean to become involved, as partners or as Councillors.

### 8.7 Increase awareness and engagement with existing and prospective partners

We will publish the Parish Plan, hold consultation meetings to publicise the associated work and to shape future plans.

We will send links to the Plan to existing and prospective partners.

We will review our achievements at the Annual Parish Meeting and offer each year’s plan for public scrutiny and shaping