

# HORNDEAN PARISH COUNCIL

## COMMUNITY ENGAGEMENT STRATEGY

### INTRODUCTION

To achieve our ambitions for Horndean, Horndean Parish Council wants to work closely with the public – residents, communities, businesses and voluntary organisations. Our aim is to engage with its 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

The Council strives to undertake the following:

**To enable an involved, empowered and active citizenship** through:

- (i) The involvement of residents in the development of the Parish Plan (Horndean in the next Decade 'HIND')
- (ii) Reaching out to hard to reach groups
- (iii) Seeking the views of young people

**To communicate information to our community clearly, factually and appropriately** through:

- (i) The preparation of a website detailing all council services and activities
- (ii) The preparation of a quarterly newsletter sent out to every household
- (iii) The use of plain English and no local government 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 HIND
- (ii) Actively being involved in various networking organisations e.g. Horndean Residents Associations, Horndean Business Group, Voluntary Organisations such as Community First.

**To raise the image and reputation of the Council** through:

- (i) Inviting residents to be actively involved in our meetings via the public forum
- (ii) Publicising widely the Annual Parish Meeting
- (iii) Encourage usage of the Council's website
- (iv) Inviting residents/ community groups to provide information for the Council Newsletter
- (v) Issuing press releases covering activities of the Council
- (vi) Encouraging the Chairman and Members to actively represent the community

**To enable every Councillor to maximise their role as elected representatives and Community Leaders through:**

- (i) The preparation of a comprehensive New Members Pack
- (ii) Uploading of agendas & minutes on the Council website
- (iii) Encouraging Councillors to attend meetings of community organisations and residents associations in their respective wards
- (iv) Encouraging Councillors to take up places on community groups and organisations

**To ensure every member of staff understands the council's priorities through:**

- (i) Having regular staff appraisals
- (ii) Encouraging staff to provide input into the decision making process
- (iii) Encouraging staff to actively represent the interest of the Parish Council at community events

## **ENGAGEMENT**

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

- (i) Residents of Horndean
- (ii) Services users
- (iii) Non-users & potential users
- (iv) Businesses & business organisations
- (v) Community, tenant & residents groups
- (vi) Interest & Pressure Groups
- (vii) Voluntary groups
- (viii) Communities & neighbourhoods
- (ix) Hard to reach groups
- (x) Young people
- (xi) Public & private sector stakeholders

## ACTION PLAN

Chairman & Vice Chairman	Encourage Chairman & Vice Chairman to encourage community organisations to invite the Chairman & Vice Chairman to events	Staff, Chairman & Vice Chairman	Ongoing
Minutes	Ensure copies of minutes are available in both hard copy and electronically for residents and community groups	Staff	Ongoing
Annual Report	Ensure Report is available by both hard copy and electronically for residents and community organisations.	Staff	Annually
Office Opening Hours	Publicise office opening hours in newsletters and on website & notice boards	Staff	Ongoing
Annual Parish Meeting	Publicise more widely the meeting to ensure all residents are able to raise matters of interest or concern	Staff & Members	Annually
Public Forum	Encourage residents to raise any matters of interest or concern via the public forum part of Full Council	Staff and Members	Monthly
Notice boards	Regularly update notice boards with council and community activities	Staff & Members	Ongoing
Website	Maintain website with info on council services and activities	Staff	Ongoing
Newsletter	Produce and deliver a newsletter quarterly	Staff and Members	Quarterly
Business	Engage with the businesses and business organisations	Staff & Members	Ongoing
Residents Association	Encourage Councillors to attend Residents Association, Tenants and community organisation Meetings in their wards	Members	Ongoing
Local Democracy	Encourage Residents to both vote at and stand for the Parish Council in Local Council elections	Staff & Members	Ongoing but high priority in the six months leading to local council elections.
Press	Liaise regularly with the press sending details of council meetings and activities	Staff	Ongoing