



COMMUNITY ENGAGEMENT STRATEGY

INTRODUCTION

To achieve our ambitions for Cleobury Mortimer Town Council to work closely with the public – residents, communities, businesses and voluntary organizations, our aim is to engage with the public 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 future plans for the Town
- (ii) Active engagement in the Area Committees and Partnerships
- (iii) Reaching out to hard to reach groups
- (iv) Seeking the views of young people

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

- (i) The provision of a website detailing all council services and activities
- (ii) The preparation of information available to all households
- (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 local groups, organizations and partnerships including Area Committees and Partnerships
- (ii) Actively being involved in various networking organizations (e.g. SALC, NALC, SLCC, Market Towns Clerks' meetings).

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) Widely publicizing the Annual Town Meeting
- (iii) Encouraging usage of the Council website
- (iv) Issuing press releases covering activities of the Council
- (v) Encouraging the Chair to actively represent the community
- (vi) Involvement in events within the Parish.



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

- (i) Issuing new Councillors with a New Councillor Welcome Pack
- (ii) Uploading of agendas & minutes on the Council website
- (iii) Encouraging Councillors to attend meetings of community organizations
- (iv) Encouraging Councillors to take up places on community groups and organizations

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 Council at community events

ENGAGEMENT

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

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

ACTION PLAN

Chair & Vice Chairman	Encourage Chair and Vice Chair to fulfil their Civic Role and encourage community organisations to invite the Chair to events	Staff, Chair and Vice Chair	Ongoing
Minutes	Ensure copies of minutes are available in both hard copy and electronically for residents and community groups	Clerk, Deputy Clerk	Ongoing
Annual Report	Ensure the Annual Report is available by both hard copy and electronically for residents and community organisations	Clerk, Deputy Clerk	Annually
Office Opening Hours	Publicise office opening hours in Town Council publications, on the website and noticeboard	Clerk, Deputy Clerk	Ongoing
Annual Town Meeting	Publicise widely the Annual Town Meeting to enable residents to raise matters of interest or concern to the Council	Staff and Members	Annually (in March in readiness for meeting in April/May)



Public Forum	Encourage residents to raise any matters of interest or concern at Councillor Surgeries or, when relevant to an item on an Agenda, at a meeting of the Town Council or Committee	Staff and Members	Monthly
Noticeboard	Regularly update noticeboard with Council and community activities	Clerk, Deputy Clerk	Ongoing
Website	Maintain website with information on Council services and activities	Clerk, Deputy Clerk	Ongoing
Newsletter	Write news feature for the Cleobury Clarion (community monthly newsletter)	Clerk, Deputy Clerk	Ongoing
SALC Area Committee	Nominate a Councillor (and reserve) to represent the interests of the Council at the SALC Area Committee Meetings	Council and Members	Ongoing
Businesses	Engage with local businesses and business organisations	Staff and Members	Ongoing
Community Organisations	Encourage Councillors to attend local community organisation meetings	Council and Members	Ongoing
Local Democracy	Encourage residents to stand for the Town Council in Local Council elections	Staff & Members	Ongoing but a priority in the six months prior to Local Council elections
Press	Liaise regularly with the press by sending details of Council meetings and activities	Clerk, Deputy Clerk	Ongoing
Shropshire Unitary Councillors	Maintain contact with Shropshire Councillors to ensure sharing of information	Staff and Members	Ongoing
Emergency Services	Council to maintain regular contact with officers of our local emergency services (Police, Fire, First Responders)	Staff and Members	Ongoing

REVIEW

The effectiveness of this Policy and associated arrangements will be reviewed every four years. Next review October 2028.