

St CLEER PARISH COUNCIL COMMUNITY ENGAGEMENT STRATEGY

St Cleer Parish Council is committed to providing a democratic representational voice for the people of St Cleer, central to this ethos is engagement with the local community in a proactive and meaningful way.

The Council has developed a Community Engagement Task and Finish Group which aims to establish a plan for engagement with residents, communities, businesses, voluntary organisations and other partners. It is charged with delivering an action plan to be presented to Parish to detail what actions can be taken to enable the community to influence Parish and to outline ways Parish may better engage with those that rarely express a view on Parish affairs.

It recognises that the services it provides must reflect the needs of its residents and locality.

It strongly believes that its residents should be involved in decisions affecting them and their neighbourhood and in shaping the future of their Parish.

WHAT IS COMMUNITY ENGAGEMENT?

Community engagement is concerned with giving local people a voice and involving them in decisions which affect them and their community. This may include individuals, voluntary and community organisations as well as other public-sector bodies.

It provides an opportunity for local people to talk to the Council about their aspirations and/or needs in their community and neighbourhood. It allows the Council to consult with and inform people about what services it provides, how its priorities and policies are determined and how well it is performing.

Effective and meaningful community engagement can provide a number of benefits:

- The problems and needs of local people are clearly identified in order that appropriate new or improved facilities/services can be provided.
- Those participating feel empowered by being involved in decision making in their local community and a sense of ownership and pride in the new facilities/initiatives.
- It may result in a renewed respect for the Council; enhanced leadership and greater interest in elections or for standing for Council.

AIMS

1. To work more closely with residents, community groups and businesses.
2. To be inclusive in engaging with as many people as possible.
3. To actively encourage residents' involvement.
4. To listen to views and have regard to them in enhancing services.

OBJECTIVES

1. To encourage effective local community engagement.
2. Ensure that embedded throughout the Council there is a clear understanding of the need to engage with communities about decisions which affect them.
3. Adopt modes of communication which enable as many people as possible to be reached.
4. Enable the aspirations / comments / suggestions etc. obtained from the community engagement to have an impact on decision making and the way in which services are being delivered.
5. To inform residents of the role of the Parish Council and its Councillors
6. To improve plan and shape the future of the Parish according to local needs and priorities.
7. To be a stronger, more active and cohesive Parish.

CURRENT METHODS OF COMMUNITY ENGAGEMENT

Communication

- Publication of contact details for all Council members and officers on the website.
- Public Participation sessions at the beginning of all council and committee meetings. This provides an opportunity for local residents to make representations to the Council or ask questions relating to items on the agenda.
- Publication of agendas and minutes of council and committee meetings.
- Publication of the Annual Report, Statement of Accounts and precept budgeting information.
- Publication of a wealth of local information on our websites, which is updated on a regular basis.
- Regular publication of local events and latest developments within the Council and the wider community.
- Regular posts on social media which the public can immediately respond to.
- Council press releases featured in local newspapers, and on our website and social media, to keep the general public informed of community events, Parish Council projects and other items as necessary.

Partnership

- Involvement in partnerships with other authorities and community groups to provide improved facilities and services, and enhance the Parish.
- Some members and officers act as representatives for Outside Bodies such as community groups, local organisations, and other government agencies, and regularly attend their meetings.

Support

- Working closely with, and in support of, our Parish schools and youth groups, and finding opportunities to engage young people.
- Support local projects and organisations, and assist them in meeting their own aims and objectives.
- Continue to support the Parish Forum as a platform for community involvement.

Consultation

- Participating in Parish and community events providing the opportunity for the public to meet their councillors, raise awareness of the Parish Council and its aims, and to undertake consultation on topical issues.
- Consultation exercises with local residents to make provision or their needs such as those conducted for the Neighbourhood Development Plan.
- Where appropriate use focus groups, identifying members of the Parish with specific skills who can be consulted on specialist subjects.
- Unlike other tiers of local government, Parish Councillors always live or work within the Parish they serve or within a three-mile radius and have close ties to their constituents and local voluntary and community organisations on a day-to-day basis. This makes them uniquely placed in terms of informed representation.

FUTURE OF COMMUNITY ENGAGEMENT IN ST CLEER

- Continuing the above activities and services into the future, ensuring they are as inclusive as possible, by using a wide range of communication methods to try and engage people from minority and 'hard to reach groups'.
- Ensuring that all communication is clear and concise (and available in appropriate formats).
- Identifying and embracing opportunities to work with other local community groups, and participating in local networks to share knowledge and experience.
- Publicizing the positive results that have been achieved from working relationships between the Council and other community groups; in order to encourage new relationships/partnerships to be formed and grow community spirit.
- Using consultation where it is possible to influence decision-making or when the council needs to identify user satisfaction, for example on major policy decisions, controversial decisions, items that involve a significant proportion of overall spending, new services or those with low user satisfaction.
- Providing feedback on the results to those who have been consulted, explaining how these results have been taken into account.
- Ensuring that appropriate evaluation is carried out following consultation exercises to ensure that lessons learned are carried forward and an assessment of how effective/useful the consultation was.
- Implementing the Action Plan provided to the limit of finance and practical considerations in any given civic year.

THE COUNCIL'S COMMITMENT TO COMMUNITY ENGAGEMENT

St Cleer Parish Council is committed to following this strategy to help shape the direction of the council's work.

Community Engagement Meeting 2.7.2020

Parish Council on 29.7.2020

To be reviewed within 3 years

Communication Action Plan 2020/2021

Matter	Objective	Action	Target Date
Increase hard copy publication of Agendas and Minutes in localities with high local footfall	Engage with those not on social media or who may look at the website Raise profile of the Parish Treat all villages equally		
Update Publication Policy	Make more contemporary and helpful for the electorate	Align this with Website skeleton	End July 2020
Update Social media / IT / Communications policy. Edit and link as required	Reduce overlap between policy and procedure and streamline		TBC
Place Planning Applications on FB	To be achieved	Clerk to ensure all applications are on FB prior to any Parish Meeting Parish to publish virtual meeting links on FB	3.7.2020 3.7.2020
Survey the community via: <ul style="list-style-type: none"> • Survey Monkey • Facebook / Website • Granite Post / St Cleer News 	Identify meaningful engagement	Identify KPIs	Ongoing
Website Upgrade	Inclusivity and enhanced engagement	Quotes and specification being garnered EXO in August for Finance if not achieved by July Parish Contract to be let to meet 1.9.20 deadline for accessibility	1.9.2020 8/2020 or before 1.9.2020
Branding policy	To have elector's knowledge of Parishes work increased	Signage on all new assets; Planning for Signage improvement Policy document	1.9.2020 1.4.2021 TBC
Have a Logo	Parish identification	Specification drawn and sent to quote	1.9.20
CCTV			TBC
Wifi at Pavilion	Connectivity and enhancement for the users Village WIFI hotspot	Live stream meetings	1.9.20
Develop Community Emergency Plan	To have a resilient and owned St Cleer Plan	Completion	Sept 2021
Defibrillators at <ol style="list-style-type: none"> 1. Common Moor 2. Tremar Coombe 	Equal access to defibrillators across the Parish	Install at Common Moor	April 2021

3.7.2020

COMMUNITY ENGAGEMENT

Action Plan Review 3.7.2020

Action Plan 30.5.19

Issue	Action	Aim	Process	Who	3.7.20 Review
Increase hard copy publication of Agendas and Minutes in localities with high local footfall	Display at: <ul style="list-style-type: none"> • Open Doors • Darite Village Hall • Memorial Hall • Common Moor Hall • St Cleer Church • St Cleer Toilets 	Engage with those not on social media or who may look at the website Raise profile of the Parish Treat all villages equally	Permission to be sought Reliable & timely posting Councillor accountability Paper copies disseminated	RJ)Named councillor or)Caretaker TBC	Not yet progressed
Produce news articles for the Parish	Regular articles in local freesheets <ul style="list-style-type: none"> • St Cleer News • Granite Post 	Engage with those who rely on written media (enior residents) Raise profile of the Parish Treat all villages equally	Monthly submission	RJ	Achieved
Update Publication Policy	Revise 2018-2019 and combine it with Transparency Audit for forthcoming year	Provide up to date publication in line with guidance	Review	SH	Achieved and under further revision
Update Social media / IT / Communications policy. Edit and link as required	Review, revise and refine	Provide up to date publication in line with guidance	Review	PA	Under current review
Increase facebook content specifically in hours when Clerk is not working	Increase admins to the page	Increase responsivity More diverse posting styles Greater sharing of local information	Add to admin	Bsm, JP and SH	Achieved; Followers / Friends are substantively increased
Place Planning Applications on FB	Paste applications to FB in real time and state when Parish will discuss them	Engage neighbours / interested parties in a timely fashion	Appoint a councillor to undertake this task	? Planning Co-ordinator	Not progressed
Increase uptake of Allotments	Advertise and inform	Promote Green Agenda Prevent weed seeding from unused plots Increase opportunity and enable home grown for the financially disadvantaged	TBC	TBC	Achieved
Raise profile of St Cleer in local media	Produce 3 press releases per annum a minimum <ul style="list-style-type: none"> • Football team merger • Photo competition • TBC 	Positive news Civic pride	Show the outcome of back ground working eg SLA with 11 football teams use photos to increase engagement with parents and extended family (new engagements) Target keen photographers and snappers to submit pictures to Parish for the new website	RJ	Achieved

<p>Survey the community via:</p> <ul style="list-style-type: none"> • Survey Monkey • Facebook • Website • Granite Post • St Cleer News 	<p>At least 3 surveys per annum</p> <ol style="list-style-type: none"> 1. NDP 2. Petanque Pitch 3. Skate Park refurbishment 	<p>Easy engagement Create interest</p>	<p>1 Achieved 2 Achieved on FB 3 TBC</p>	RJ	Achieved with Skate Park ITT
Website Upgrade	Specification to be drawn up	<p>Medium for live streaming Link to social media Provide more dynamic access to information / publications</p>	Agenda October 2019	RJ	WIFI being installed and all meetings May to January to be on virtual media
CCTV and Wifi a Pavilion	Specification to be drawn up	<p>Live stream meetings CCTV monitoring of assets to reduce antisocial behaviour Increase civic engagement with users of outdoor gym, youth club and football teams Create a wifi hotspot and increase access for financially disadvantaged</p>	Agenda October 2019	RJ	<p>WIFI achieved and CCTV has been quoted on by contractors but quotes were not forthcoming</p> <p>Potential for Horizon to have monitoring from the memorial Hall</p>
Develop Community Emergency Plan	<p>Identify vulnerable residents Identify competent assets within the community who could be mobilised Identify recruit and train volunteers to operationalise the plan Identify volunteers to hedge watch, drain watch and advise Parish of remedial actions required</p>	<p>Cohesive plan in case of fire, flood or adverse weather event in St Cleer Engage with community champions who would not involve themselves with Parish Council matters but would respond to the community in crisis Improve civic knowledge and pride Create community links and proactively identify needs within the Parish that may currently be unmet</p>	Meeting with Landulph and Cornwall to Action Plan in June	RJ / PA	75% achieved
Develop champions for defibrillators at	<p>Advertise Engage with potential champions proactively (eg SWLT / Commonmoor Hall)</p>	<p>To have a defibrillator within each of the villages that comprise the Parish Engage with community champions who would not involve themselves With Parish Council matters but are community minded</p>	Identify a Councillor to take this project forward	TBC	Common Moor being progressed