



NORTH WALSHAM TOWN COUNCIL

Community Engagement Policy

Adopted by the Council at its meetings held on 15.12.20

1 Introduction

Town Council is committed to working closely with the public. Everyone should be involved in making North Walsham the type of community they want it to be, whether they are a resident, a local group or business. Informing, consulting and communicating with residents is key when it comes to decision-making. We strongly believe that our residents should be involved in decisions affecting them and their neighbourhood.

2 Aims

The Town Council strives to:

Inform by providing information about what is happening to help local people – including young people and hard-to-reach groups, understand an issue, service or planned actions/options/solutions. This will be done by:

- Making copies of agendas and minutes of Council meetings widely available
- Posters, fliers, banners, advertising and publications
- Local newspaper press releases
- Quarterly news page in local free magazine (sent to every household and business in the parish),
- Leaflets at the Council Offices and various shops around Town
- Information stalls, i.e. at Town Council events/open days/exhibitions
- Public and specific meetings, presentations, briefings
- Town Council website detailing all Council services and activities
- Tourist Information centre
- Facebook and other social media
- Notice Boards

Consult Ensuring all members of the parish are included in asking for feedback, advice or opinions on a particular issue. This will be done by:

- Encouraging input into the decision-making process with questionnaires, surveys and feedback forms (publishing results)
- Online surveys and questionnaires (publishing results)
- Face-to-face conversation on a Thursday Market Stall
- Engaging with residents and community groups
- Discussion/focus groups/forums
- Written consultation through letter or email
- Public or stakeholders consultation events/workshops/exhibitions/general events/shows, workshops to identify issues and shape options

- Public, neighbourhood or specific targeted meetings

Communicate by ensuring that concerns and aspirations are understood and considered, encouraging people to put forward ideas, options, initiatives and actions. This will be done by:

- Public events, interactive displays
- Comments and complaints
- Encouraging residents to use the Council website and social media pages
- Widely publicising the Annual Town Meetings
- Interaction with Town Councillors and staff
- Production of the Town Guide
- Promoting Council activities
- Invite people to speak at meetings during public participation

Improve the Councils aim to promote engagement with our community by:

- The value of residents volunteering
- Encouraging residents to attend meetings
- Promoting elections and the value of being a Councillor
- Enhance residents' understanding the roles of Councillors
- Continue to look at different media/methods of communication
- Placing Councillors on more external groups and organisations
- Councillors representing the Town Council at Community events

Engage

Listed below are the individuals/organisations with whom the Council endeavours to actively engage:

- All Residents
- Businesses and business organisations and developers
- Community, voluntary, special interest and residents' groups
- Older people
- Young people
- Hard-to-reach groups
- Public and private sector stakeholders
- Schools
- Health Agencies (commissioners and providers)
- Visitors