



# COMMUNITY ENGAGEMENT STATEMENT OF INTENT AND COMMUNITY STRATEGY

May 2015  
(Reviewed November 2020)

## INTRODUCTION

To achieve its vision for Corsham, the Town Council is committed to working closely with the public. Everyone should be involved in making “Corsham – a place where people want to be”, whether they are a resident, a local group or business. Informing, consulting and involving people in the work of the Town Council is key when it comes to decision-making; securing better services; the local democratic process, and creating an empowered and active citizenship.

## 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 or solutions. This will be done by:

- Posters, fliers, banners, advertising and publications
- Local newspaper press releases, publications, radio and TV interviews
- Town Council Newsletter (sent to every household and business in the parish), letters, leaflets
- 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
- Facebook, Twitter and other social media

**Consult** by asking for feedback, advice or opinions on an issue. This will be done by:

- Questionnaires and surveys, feedback forms
- Online surveys and questionnaires
- Face-to-face interviews/telephone interviews
- Residents', user panels and community groups
- Discussion/focus groups/forums
- Written consultation through letter or email
- Consultation events/workshops/exhibitions/general events/shows
- Online consultation
- Public, neighbourhood or specific meetings or surgeries
- Documents or information available at the Town Hall, other public buildings (eg Springfield Community Campus) and online

**Involve** 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 or specific targeted discussion meetings with interested parties
- Public or stakeholder workshops to identify issues and shape options
- Public events, interactive displays
- Community-led plans and working groups
- Comments and complaints
- Interaction with Corsham Town Councillors and staff, Wiltshire Councillors, and other local government-led organisations

**All forms of communication will be clear, factual and appropriate; use plain English and, where appropriate, adhere to the Town Council's corporate design and logo.**

The Town Council will inform, consult with and involve our partners and stakeholders, and co-ordinate our community engagement efforts, through:

Actively being involved in various community organisations, including:

- Bath Spa University Liaison Panel
- Corsham Area Transport Group
- Corsham Chamber of Commerce
- Corsham for Walking
- Corsham Local Youth Network
- Corsham Twinning Association
- Corsham Youth Council
- Fairtrade
- MOD Community Liaison Panel
- Pound Arts Trust Ltd

The profile of the Town Council will be raised through:

- Inviting residents to be actively involved in our meetings via Public Question Time
- Encouraging residents to link to the Town Council's Facebook page and Twitter feed
- Widely publicising the Annual Town Meeting
- Encouraging use of the Council website
- Issuing press releases covering activities of the Council
- Involving residents in events and activities such as the Summer Fete, Christmas Lights and Corsham in Bloom
- Production of the Corsham Town Guide

Every Town Councillor will be enabled in maximising their role as elected representatives and community leaders through:

- Receipt of a comprehensive New Members Pack
- Offering mentoring for new Councillors
- Making copies of agendas and minutes of Council meetings widely available
- Encouraging Councillors to represent the Town Council on community groups and organisations

Every member of staff will be enabled in understanding the Town Council's priorities through:

- Regular team meetings
- Regular Performance Management Reviews
- Being encouraged to provide input into the decision-making process
- Being encouraged actively to represent the Town Council at community events

## **ENGAGEMENT**

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

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

## **ACTION PLAN**

See overleaf

## ACTION PLAN

Item	Task	Responsibility	Status/Frequency
Chairman	Chairman to fulfil a civic role and encourage community organisations to invite the Chairman to events	Chairman and staff	Ongoing
Minutes	Ensure copies of Minutes are available - hard copy, electronically, and on the Town Council website	Staff	Ongoing
Annual Report	Ensure Report is available - hard copy, electronically and on Town Council website - and a summary included in the newsletter	Head of Community Services	Annually
Office Opening Hours	Publicise Town Hall office opening hours in newsletter and on website and noticeboards	Staff	Ongoing
Annual Town Meeting	Publicise the meeting and liaise with stakeholders to encourage good attendance	Staff and Town Councillors	Annually
Public Forum	Encourage residents to raise any matters of interest or concern via public participation element of all Full Council and Committee meetings	Staff and Town Councillors	Ongoing
Noticeboards	Regularly update noticeboards with Town Council and community activities	Staff	Ongoing
Website	Maintain website with information on Town Council services and activities	Staff	Ongoing
Newsletter	Produce and deliver a regular newsletter to all households and businesses via Royal Mail	Head of Community Services and Town Councillors	Quarterly (Usually January, April, July, October)
Corsham Youth Council	Co-ordinate and support Corsham Youth Council	Staff and designated Town Councillor reps	Monthly (term-time)
Businesses	Engage with businesses and business organisations. Representative on Chamber of Commerce	Staff and Town Councillors	Ongoing
Local Democracy	Encourage residents to both vote at and stand for the Town Council in Local Council elections	Staff and Town Councillors	Ongoing but higher priority in six months leading to local elections
Press	Liaise regularly with the press sending details of Council meetings and Council activities	Staff	Ongoing
Liaison Meetings	Meet regularly with MOD Corsham and Bath Spa University	Staff and Town Councillors	Minimum of twice a year
Social Media	Use Facebook and Twitter to promote Town Council meetings, activities and events	Staff	Ongoing

Ref: st/C1 V2.0

20/5/2015

Reviewed: November 2020

V2.0 approved by Council

Next review date: November 2021