

Our plan to engage more with everyone in Corsham



**Easy read booklet
2022 to 2026**

Who we are and what this booklet is about



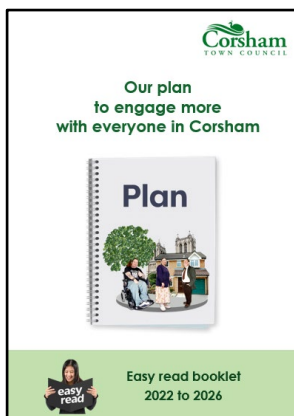
We are **Corsham Town Council**.
We are in charge of local services in Corsham.



We have a plan to **engage** more with everyone who lives in Corsham. **Engage** means to talk and listen to.



We want to engage more with people we already get on well with and people who find it hard to talk to us or share ideas.



This booklet tells you how we will engage more with everyone.

How we will engage more with everyone

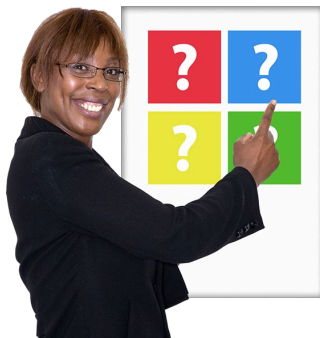


There are **5** ways we will engage more with everyone.



1

We will give people lots of information. This includes information about problems and what we might do to fix them.



If there are choices about what we can do, we will explain them.



We will use our website, newsletters, noticeboards, and **social media** to engage with people. **Social media** means apps like Twitter and Facebook.



2

We will listen to people and use what they say to make decisions. We will tell you how anything you say affects our decisions.

Questions

1. What do you think about it?

☐ Good

☐ Bad

☒ Not sure

We will use **surveys**, phone calls and meetings to engage with people. **Surveys** ask you questions to get information.



3

We will talk to people about any problem and ask for ideas. We will tell you how anything you say affects our decisions.



We will have **workshops** and meetings with people who use our services to engage with people.



Workshops are when a group of people meet to talk about a problem and think of ideas to fix it.



4

We will ask people to work with us to help fix problems together. We will use their ideas and advice to help us make decisions.



We will talk to people in lots of ways, including **focus groups**.



Focus groups are groups of people who we ask what they think about a certain problem.



5

We will support people who are already working on ideas or problems they care about.



There is lots of support we can give people. This includes telling them about money they can apply for, or helping them to do their work.

How we will engage with people in the best way we can



We want people to help us make decisions about problems and ideas that impact their lives.



These people know the most about the problems where they live and the changes that need to happen.



We need people to trust us before they can engage with us about these problems and ideas.



This is why the most important part of our plan is to find out what everyone wants, needs and expects from us.

Why we want to engage more with everyone

We want everyone to



- tell us what they think about the services we give them.



- feel they can always talk to us and tell us about new ideas or problems.

- know about the different types of work we do.



- learn new skills.

- trust us and know we will do what's best for everyone.



- help us make decisions about problems or ideas that affect them.



We want to

- understand what everyone needs and how we can help them.



- try to fix new problems.



- check our services are good and make them even better.



- engage with people who find it hard to talk to us or share ideas.



- talk about information we have and the decisions we will make.



- get on well with everyone and work together.

When we can't engage with everyone



There will be times we can not engage with everyone, like if the **Government** tells us what to do.



The **Government** are in charge of running the country.



If we ask people what they think about a problem, we might not ask again if a similar problem happens later on.



We might not ask people what they think about a plan or a decision that was made a long time ago.

Who we will engage more with



We will engage more with

- everyone who lives in Corsham.



- people who find it hard to talk to us or share ideas.



- **voluntary groups. Voluntary groups** work together to help fix lots of problem. They are not paid for their help.



- **Special interest groups. Special interest groups** are people who all care about a certain subject.



- businesses in or near Corsham.



- people who visit Corsham.



- health care services in or near Corsham.



- **stakeholders** like local schools and Bath Spa University.



Stakeholders are people who have an interest in what we do or a say in decisions we make.

People who find it hard to talk to us and share ideas.



We know it's hard for some people to talk to us and share their ideas.



We want to know why it's hard for some people to engage with us and how we can make it easier.



Some people might not want to engage with us, or have the time to.



Some people might be happy with what already happens in Corsham.



It is harder for people who are **marginalised** to talk to us and share their ideas because people do not always listen to them.



Marginalised people are made to feel like what they think or say is not important.



People can be marginalised because of their age, disability, religion, **race**, **gender**, or who they are attracted to.



Race means your background or skin colour. **Gender** means if you describe yourself as male, female, or something different.



It is also hard for people who work lots of hours or live in places with less money to engage with us.



We want everyone to be able to talk to us and share their ideas so we know what everyone needs.



This is most important when a problem affects a certain group of people we want to talk to.



When we engage with people we will think about the different ways people choose to live their life and if they are religious.



We will engage with people online because it is easier for people who work lots of hours or have children. More people engage with us online.



We will make sure people who don't use a computer or phone can still talk to us face-to-face.

What we need to think about



When we engage with people,
we need to think about



1 Who to engage with.



2 When we engage.



3 How we will engage.

1. Who to engage with



When we choose who to engage with about a certain problem or idea we will



- think about who our decisions affect and who can help us.



- think about who might need extra help to take part.



- get advice from other groups about who we should engage with and how.



- think about who we can work with so we engage with more people.

- explain our decisions and why we want to engage with certain people.



After we decide who to engage with, we need to



- make sure they are treated well.



- make sure everyone can take part in a fair and equal way.



- get on well with them and build trust.



- make it easy for them to take part and engage with us.



- make sure it is not hard for other groups to still engage with us.

2. When we engage



When we engage we will



- talk to people as soon as we can about the idea or problem we want to work on.



- give people enough time to take part and engage with us.



- have meetings at different times of day and in lots of different places so more people can get involved.



- tell people about meetings early.
- Share activities and events with organisations we work closely with.

3. How we will engage



When we engage we will



- have activities and events that people feel safe and happy with.
- explain how talking to people impacts any decisions we make.
- meet in places that are **accessible** and easy for people to travel to. **Accessible** means it is easy for everyone to take part and be there.
- be creative and fun.
- tell people everything we know and about what decisions we can and can't change.



- have people in charge of different parts of Corsham.



- teach people in charge how to plan and run activities so people engage more.



- keep talking to people so they can tell us about any new ideas or problems they have.



- think about our impact on **the environment** when we engage with people.



The environment is everything around us including the air, water, plant and animals.

Our values



Our values are what matter most to us when we engage with people. Our values are



- **respect. Respect** means to treat people in the right way and care about how they feel.



- **integrity. Integrity** means to behave in a way that is right and good.



- **accessibility. Accessibility** means it's easy for everyone to take part and be somewhere.



- **responsibility. Responsibility** means to do what you are meant to and be in charge of any decisions you make.



- **inclusion. Inclusion** means to make sure everyone can take part.



- **clarity. Clarity** means to talk to people in a way that is simple and easy to understand.



- **honesty. Honesty** means to tell everyone the truth about what you say or do.



- **democracy. Democracy** is when a decision is made based on what most people think.

How we make decisions



Before we make any decisions we talk to experts and ask for their advice or look at **research**.



Research is when people collect information to help them think about problems and find ways to fix them.



Town Councillors have to agree on any decisions we want to make. **Town Councillors** are people who make sure decisions are fair for everyone who lives in the town.



After we engage with people we will tell them about any changes we decide to make.

How we will know our plan works



People will understand more about the ideas and problems we talk to them about.



People will learn new skills and feel better about the ideas and problems we work on together.



We will look at how many people we engage with and how many organisations we work with.



We will also look at the information we post online and events we plan.



Each year we will write a **report** about our plan. A **report** tells you what we have done and learnt by looking at information and facts.

Corsham Town Council

Community Engagement Strategy 2022-2026

*Making life in Corsham better through equality,
accessibility, and inclusivity*



Thank you to A2i for the words
www.a2i.co.uk (reference 36301)

The full version of this document is called
“Community Engagement Strategy
2022-2026”