

WPC COMMUNICATION AND COMMUNITY ENGAGEMENT STRATEGY

Introduction

The purpose of this strategy is to guide Wendover Parish Council's communications activity and public engagement.

As a Council we want to make sure that our communications are two-way. We want to tell people about ourselves and also to listen to what people tell us about themselves and the service improvements they would like.

The strategy has been written to help us to involve as many people as possible in a variety of ways. This Communications Strategy will cover all aspects of the Council's communications with everyone who comes into contact with us either directly or indirectly.

Aims

Wendover Parish Council will ensure that it

- Communicates with all stakeholders in a timely and effective manner,
- Will consult with stakeholders about matters that might affect them
- Will publicise the services offered by the council.

It will endeavour to ensure communication is clear and appropriate for the message and audience.

Stakeholders

The key stakeholders with which the council must communicate include:

- residents,
- Councillors (Parish, District & County)
- Local/Town Businesses Community Groups,
- Local Organisations,
- Youth Groups,
- Press
- Schools

Communication Methods

Methods used by Wendover Parish Council to communicate and engage stakeholders about Council activities will take the form of:

- Direct with the Parish Clerk in office hours at the Parish offices
- Email: clerk@wendover-pc.gov.uk
- Parish Council meetings
- Website: www.wendover-pc.gov.uk
- Quarterly Newsletter will be published and delivered to all houses in the Parish
- Press Releases will be issued
- Councillors

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Information strategy

- Contact details for the Parish Office, Councillors and details of the Council Committees will be maintained on the web site and published with each Newsletter. Councillors may choose to use the Clock Tower address if not willing to publish their home address.
- The Annual Report will be included in the July newsletter.
- Placement of 3 Notice boards throughout Wendover village publicising Parish Council activities.
- Council will consult to establish effective ways for including the outlying areas of the Parish.
- Agendas for all meetings will be sent to Parish and District Councillors, local press and the Library
- Notices and Calendar of future meetings will be published on the web site
- Meetings will be advertised in local publications such as the Wendover News.
- The Council and Committee meetings will include time for Public Questions
- The Parish Council will continue to attract by way of a varied programme as many participants as possible to its' Annual Parish Meeting.
- Wendover Parish Council will encourage public participation in the development and maintenance of the Parish Plan.
- Once adopted by the Parish Council, a copy of the Parish Plan will be delivered to every house in the village
- Initiatives will be launched that involve residents. In particular the formation of Working Groups which may include local residents and experts, is intended to provide a way by which the public can directly inform and contribute to Council decision making
- Council wishes to work with the various groups in the village, including youth groups, special interests groups, and the Business Community.
- Councillors will continue to represent the Council on various local and district groups, and will provide feedback to Council on their activities and needs
- Regular meetings will be held with the local Police
- The Council will continue to support the village Neighbourhood Watch Scheme.
- For any major village initiatives consultation will be undertaken with residents in the vicinity before the commencement of any work

Related documents

- WPC Policy - Press Communication
- WPC Management and Communications Protocol
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