



ROYAL WOOTTON BASSETT TOWN COUNCIL

COMMUNITY ENGAGEMENT STRATEGY

INTRODUCTION

To achieve our ambitions for Royal Wootton Bassett, Royal Wootton Bassett Town Council wants to work closely with the public – residents, communities, businesses and voluntary organisations. Our aim is to engage with its residents and encourage their participation in decision making, securing better services, being engaged with the local democratic process and creating a more active and informed community.

AIMS

The Council strives to undertake the following:

To enable an involved, empowered and active citizenship through:

- (i) The involvement of residents in the development of future for the town
- (ii) Active engagement in the Local Joint Committees and Local Town Partnerships
- (iii) Reaching out to hard to reach groups
- (iv) Seeking the views of young people

To communicate information to our community clearly, factually and appropriately through:

- (i) The preparation of a website detailing all council services and activities
- (ii) The preparation of information available to all households
- (iii) The use of plain English and no local government jargon
- (iv) The adherence to a corporate design/logo

To improve our communication with our partners and stakeholders and co-ordinate our community engagement efforts through:

- (i) Supporting the role and functioning of local groups, organisations and partnerships including the Local Joint Committees and Area/Town Partnerships
- (ii) Actively being involved in various networking organisations

To raise the image and reputation of the Council through:

- (i) Inviting residents to be actively involved in our meetings via the public forum
- (ii) Publicising widely the Annual Town Meeting
- (iii) Encouraging usage of the Council website
- (iv) Issuing press releases covering activities of the Council
- (v) Encouraging the Mayor to actively represent the community
- (vi) Involvement in events within the town

To enable every Councillor to maximise their role as elected representatives and Community Leaders through:

- (i) The preparation of a comprehensive New Members Pack
- (ii) Uploading of agendas & minutes on the Council website
- (iii) Encouraging Councillors to attend meetings of community organisations and residents' associations in their respective wards
- (iv) Encouraging Councillors to take up places on community groups and organisations

To ensure every member of staff understands the council's priorities through:

- (i) Having regular staff appraisals
- (ii) Encouraging staff to provide input into the decision-making process
- (iii) Encouraging staff to actively represent the interest of the Town Council at community events

ENGAGEMENT

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

- (i) Residents of Royal Wootton Bassett

- (ii) Services users
- (iii) Non-users & potential users
- (iv) Businesses & business organisations
- (v) Community, tenant & residents' groups
- (vi) Interest & Pressure Groups
- (vii) Voluntary groups
- (viii) Communities & neighbourhoods
- (ix) Hard to reach groups
- (x) Young people
- (xi) Public & private sector stakeholders

ACTION PLAN

Mayor & Deputy Mayor	Encourage Mayor & Deputy Mayor to fulfil their Civic Role & encourage community organisations to invite the Mayor to events	Staff, Mayor & Deputy Mayor	Ongoing
Minutes	Ensure copies of minutes are available in both hard copy and electronically for residents and community groups	Staff	Ongoing
Annual Report	Ensure Annual Report is available by both hard copy and electronically for residents and community organisations	Staff	Annually
Office Opening Hours	Publicise office opening hours in any town council publications and on website & noticeboards	Staff	Ongoing
Annual Town Meeting	Publicise widely the Annual Town Meeting to enable residents to raise matters of interest or concern to the Town Council	Staff & members	Annually (in March in readiness for meeting in April)
Public Forum	Encourage residents to raise any matters of interest or concern via the public forum part of Full Council or at Committee Meetings	Staff & members	Monthly
Noticeboards	Regularly update noticeboards	Staff	Ongoing

	with council & community activities		
Website	Maintain website with info on council services & activities	Staff & members	Ongoing
Community Magazine	Through quarterly publication of the Community Magazine available to all households	Staff & members	Ongoing
Partnership and Community Groups	Nominate a Councillor to represent the interests of the Town Council on the Area Board and encourage Councillors and Staff to attend Task Groups Meetings which are relevant to their respective roles. Nominate Councillors to represent their respective Wards at the various community groups	Staff & Members	Ongoing
Businesses	Engage with the businesses and business organisations	Staff & members	Ongoing
Residents Association	Encourage Councillors to attend Residents Association, Tenants and community organisation Meetings in their wards	Members	Ongoing
Local Democracy	Encourage Residents to both vote at and stand for the Town Council in Local Council elections	Staff & Members	Ongoing to encourage sufficient candidates for local council elections
Press	Liaise regularly with the press sending details of council meetings and council activities	Staff	Ongoing
Wiltshire Councillors	Maintain contact with those Wiltshire Councillors who are not Town Councillors to ensure sharing of information	Staff & members	Ongoing