

CAMPBELL PARK PARISH COUNCIL
Caring within the Community

COMMUNITY ENGAGEMENT STRATEGY

Adopted by Council at the Annual Meeting of Council on
17th May 2022

INTRODUCTION

To achieve our ambitions for Campbell Park, the Parish Council wants to work closely with the public - residents, communities, businesses and voluntary organisations. Our aim is to engage with our residents to 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 Parish Council aims to undertake the following:

To enable residents to become involved, empowered and active through:

- The involvement of residents in the development of a Parish Appraisal
- Reaching out to hard-to-reach groups
- Seeking the views of all age groups particularly the elderly and young people
- Active engagement with residents through questionnaires and consultations on specific issues.

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

- The Council's websites which detail all council services and activities
- A quarterly newsletter sent out to every household
- The use of plain English with minimum jargon
- The adherence to a corporate design/logo
- The sharing of information via Social Media channels

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

- Being actively involved in various networking organisations (e.g. the Milton Keynes Association of Urban Local Councils, the Parish Assembly)

To raise the image and reputation of the Council through:

- Inviting residents to be actively involved in our meetings
- Publicising widely the Annual Parish Meeting
- Encouraging usage of the Council's websites
- Inviting residents/community groups to provide information for the Council Newsletter
- Issuing press releases covering activities of the Council
- Encouraging the Chairman and all Councillors to actively represent the community

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

- Uploading of agendas & minutes on the Council website
- Encouraging Councillors to attend meetings of community organisations and residents' associations in their respective wards
- Encouraging Councillors to take up places on community groups and organisations

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

- Having regular staff appraisals
- Staff to provide information and advice to Councillors as and when required
- Encouraging staff to actively represent the interests of the Parish Council at community events

ENGAGEMENT

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

- I. Residents of Campbell Park Parish
- II. Service users
- III. Non-users and potential users
- IV. Businesses and business organisations
Community, tenant & residents' groups
- V. Interest & Pressure Groups
- VI. Voluntary groups
- VII. Communities and neighbourhoods
- VIII. Hard to reach groups
- IX. Young people
- X. Public and private sector stakeholders
- XI. Sports and Fitness groups
- XII. Educational and Personal Training Bodies