



COMMUNITY ENGAGEMENT STRATEGY

1. Aims and Objectives

The Parish Council exists to serve the community of Wendover and the Parish Council believes it can operate more effectively by engaging the community in its decision making and the provision of its services to those residents. The Parish Council also considers it necessary to develop and maintain dialogue with residents and their representative groups.

This strategy is part of the Councillor's commitment to creating and maintaining effective working relationships with all sectors of the community, based on trust, openness and constructive challenge.

To achieve this, the Parish Council therefore aims to: -

- Represent and promote the interests of Wendover and its community in all forums.
- Pay particular attention to the needs of our young people, other minority and vulnerable groups
- Provide the best possible amenities and services by the efficient use of available resources
- Actively involve local people in decisions affecting activities in the area
- Promote equality of opportunity and oppose discrimination
- Be open and accountable in all it does
- Support development which is environmentally, socially and economically sound and sustainable

In order to achieve these aims, the Council will:

- Work closely with residents, businesses and community groups
- Engage with as many people as possible who want to participate in decision making, monitoring services and planning for the future
- Ensure, that through the use of a wide range of approaches to public involvement and community engagement, we actively encourage the involvement of residents, to capture their views and learn their concerns and effectively use those views as an integral part of the decision-making process
- Ensure that residents have the opportunities to be heard at every stage, and the capacity to be effective citizens.

The outcomes the Council hopes to achieve are: -

- Improved communication with the local community
- A better understanding with the community of the role of the Parish Council and of its Councillors
- Local people actively contributing to decision making
- Improved satisfaction with local public services

2. Defining the Community

The Council considers the Community of Wendover to consist of:

- All residents of the parish
- All users of the Parish Council's services
- All those who work within the parish
- All those who own businesses within the parish
- All young people who live and/or go to school within the parish

- All local voluntary organisations, clubs and societies
- Any group or organisation that represents some or any of the above sections of the community.

Additionally, the Council recognises that there are certain bodies that are crucial to the quality of life in Wendover and aims to maintain excellent working relationships with these bodies, including: The Police, the other tiers of local government and other Town and Parish Councils in Aylesbury Vale District and surrounding areas.

3. Information is provided by the Parish Council to the community in a number of ways, including:

- The Parish Council's offices at the Clock Tower, High Street, Wendover are staffed Monday to Friday, and can provide a wide range of information both on Council services and other Wendover activities and issues.
- The Parish Council website www.wendover-pc.gov.uk contains copies of Council documents, such as agendas, minutes and finance reports. It provides information both on the work of the Parish Council and on the history of the parish.
- The Parish Council Notice Boards are used to display agendas for Council meetings as well as other information of interest to the local community. Additionally, various Notice Boards around the town display local events.
- The Parish Council publishes an Annual Report which summarises its activities over the preceding year and its accounts. It is available at the Annual Parish meeting and from the Parish Council offices, or the Parish Council website.
- All meetings of the Parish Council and its committees are open to the public and a period is itemised on the agenda of each meeting for public questions relating to items on the agenda. Public questions asked on matters which are not on the agenda will be added to the next agenda
- Public meetings, called to gauge public opinion about the important issues affecting the parish such as major planning applications or future plan.
- Questionnaires, sometimes used to ask local people's opinions about special matters; these are distributed to local residents or associations and may be available online via the Parish Council website and local social media pages or specialist survey websites. Information stands may also be staffed in the parish to collect questionnaire responses and all refusals to answer should be recorded. Such consultations will be open for a minimum of two calendar months.
- The Parish Council has an active social media presence on the Facebook platform. The WPC Facebook page (www.facebook.com/wendoverparish) provides timely information and updates regarding activities and opportunities within our Parish and a vehicle for constructive comments & suggestions from residents and local organisations. Posts and updates are shared daily, guidance for our social media activity can be found separately in our Social Media Policy.

4. Opportunities for Formal Representations to the Council.

Formal representations to the Council may be made at any time in writing to the Parish Clerk.

5. Involvement in Partnerships

The Parish Council often works in partnership with other organisations such as the District Council, County Council, Youth Council, Police and local schools. It is represented on the following local organisations: -

- AVDC Local Councils Planning Liaison Group
- BCC Local Area Forum
- BCC Parish Liaison Meeting
- Lionel Abel Smith Trust
- William Hill Charity
- Wendover Action Group
- Wendover Arm Trust

- Wendover Chamber of Commerce
- Wendover Churchyard Care Committee
- Wendover Community Library Management Committee
- Wendover Memorial Hall
- Wendover Twinning Association

6. Role of Council Members and Officers

Council Members (Councillors) are the elected decision makers of the Parish Council. Members of the public are welcome to contact Councillors via the Clerk to raise any issues.

The Council's officers are staff who are employed under sections 112 and 151 of the Local Government Act 1972 to carry out the day to day functions of the Council and make sure that its services are provided for the local community. The Parish Clerk is the Proper Officer and the Responsible Financial Officer for the Council which means the Clerk has overall responsibility for the provision of Council Services.

ACTION PLAN

ITEM	TASK	RESPONSIBILITY	STATUS
Chairman	Chairman to fulfil a civic role and encourage community organisations to invite the Chairman to events	Chairman and Staff	Ongoing – We have recently introduced an invite the chairman function on our website
Minutes	Ensure copies of minutes are available, both as hard copy and electronically, for residents and community groups	Staff	Ongoing
Annual Report	Ensure Report is available both as a hard copy and electronically for residents and community organisations and a summary included in the newsletter	Staff	Ongoing
Office Opening Hours	Publicise on the door of the offices	Staff	Ongoing – office hours now included on Google, Facebook & the website.
Annual Parish Meeting	Publicise the meeting widely and liaise with stakeholders to encourage good attendance	Staff & Members	Annually – Annual Awards are now incorporated into the APM
Public Forum	Encourage residents to raise any matters of interest or concern via the public participation element of all Full Council and Committee Meetings	Staff & Members	Ongoing – Regular FB posts done to encourage residents to e-mail clerk if they have any local concerns.
Notice Boards	Regularly update Notice Boards with Council and Community Activities	Staff	Ongoing – Additional notice board was installed at PMG in 2018
Website	Maintain website with information on Council Services and Activities	Staff & Members	Ongoing – New website was launched June 2019

Businesses	Engage with businesses and business organisations	Staff & Members	Ongoing – Two Cllrs have been assigned Business Champions
Local Democracy	Encourage residents to both vote at and stand for the Parish Council on Local Council Elections	Staff & Members	Ongoing Elections postponed until 2020
Press	Liaise regularly with the press sending details of Council meetings and Council activities	Staff	Ongoing

Document History		
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