

# **BROXTON & DISTRICT PARISH COUNCIL**

## **Community Engagement Strategy**

Broxton & District Parish Council has developed this document as a means of exploring how it can improve its engagement with residents and the community. It is intended to provide a framework of best practice; and is aimed at developing closer working relationship with the community it represents.

Broxton & District is a rural parish Council made up of the distinct Parishes Brown Knowl, Duckington and Harthill. The Council area includes significant sections of the both the A41 and A534 and lies between the key service centres of Tattenhall and Malpas as identified in the Cheshire West and Chester (CW&C) Local Plan. The Parish benefits from a petrol station and store and public house on the A41, and a café on the A534 and Chapel at Brown Knowl. There is various holiday accommodate available in the Parish including B&Bs and holiday lodges. The Parish Council area also includes land owned and managed by the National Trust and Bolesworth Estate.

The Council area has poor or limited access to broadband and poor mobile signal.

This document is not intended to become a static document but one which will evolve over time reflecting the changes in the community of the Broxton & District Council Area.

It is therefore essential that this strategy is subject to regular review and change at regular intervals.

### Aims – Inform, Consult & involve

The aim of Broxton & District Parish Council's Engagement Strategy is continuously improve the way in which the Parish Council engages and consults with the community and key partners.

To this end all residents should be: -

- Informed of the council's activities and projects
- Consulted on council's activities and projects
- Have the opportunity to be involved in the council's activities and projects

Resulting in the views/opinions of the community becoming an integral part of Broxton & District Parish Council's decision-making process, improving any services provided by the council and ensuring the council better reflects the community it represents.

### Objective

- Use consultation to improve the activities the Council undertakes, to ensure these activities best reflect the community's needs and aspirations.

### Strategy – Communication & Consultation

Broxton & District Parish Council will achieve its objectives through the following ways: -

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### 1) Communication

The Parish Council recognises the need to use different methods of communication to reach all sections of the community.

Newsletters - The Parish Council is committed to submitting articles to the local Newsletters, when appropriate and will also circulate fliers to every home when required. Both fliers and newsletter articles will include information about the activities of the Parish Council as well as contact details.

Annual Report - The Parish Council will produce an Annual Report to be approved at its May meeting each year will include a chairman's report, and summaries of the accounts/budget, planning, meeting attendance and highlight other matters of interest.

Website – [www.broxtonanddistrict-pc.co.uk](http://www.broxtonanddistrict-pc.co.uk) – The role of the council website has changed with the creation of the Council's Face Book Page. The Website will be used to provide information about the Council's activities including meeting agendas and minutes and planning applications received. The website will also provide information as required by the Transparency Code including the accounts.

Face Book – The Council has established a Face Book page to provide the Parish Council a forum to disseminate information as quickly as possible and provide a forum for public comment and debate. Face Book will provide a more informal avenue for the Parish Council to communicate with residents. The majority of information posted on the Council's FACEBOOK page will also be posted on the local NEXTDOOR pages.

Meetings – The council's meetings are advertised on the council's notice boards, on the website and Facebook page. Meetings are open to the public and include an opportunity for the public to speak as part of the meeting.

### Annual Parish (Electors) Meeting

The Council will seek to use the Annual Parish or Electors meeting to increase communication with residents and businesses in the area.

Councillors – The councillors are well known members of the community and are easily accessible for those residents who wish to contact them.

### 2) Consultation

Broxton & District Parish Council will consult residents, both formally and informally, at every opportunity when making important decisions.

The Residents' Survey carried out in 2019 was a useful means of identify residents' concerns and aspirations and the Council will seek to repeat the Survey regularly possibly every four years.

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The Parish Council will also seek to consult with all sections of the community including the traditionally hard to reach sections of the community.

### Partnership Working

Effective partnership working is a two-way process, as such the Parish Council operates in the spirit of a collaborative culture and welcomes the support and active involvement of the community to deliver improvements in the Parish.

To achieve the council's objectives, it is essential for the parish council/councillors to support other groups, organisations, and individuals within the community to achieve their aspirations.

It is also important that the council works with other authorities providing services within the area including the principle authority, Cheshire West and Chester Council, Bolesworth Estate, National Trust and the Police.

### Managing Expectation

The Parish Council is aware that increased communications with residents has resulted in an increased workload and it is therefore important to manage both the increased workload and resident's expectations.

### Council Response Times

The Parish Council will respond to all communications whether by telephone, email or postal letter within 10 working days of receipt of the communication with the requested information or with information regarding actions being taken where appropriate.

### Measuring Success of the Strategy

For the strategy to be effective it must be reviewed in terms of its appropriateness and relevance to the changing community in the Council area but also in terms of how effective it has been.

This can be achieved through monitoring a number of different aspects of the council's activities: -

- Responses to council consultations
- Residents contact with clerk and councillors
- Residents attendance to council meetings

### Review of Strategy

The success of the strategy will be reviewed annually.

**Ann Wright May 2020**