



# Skipton Town Council

<b>Policy Name:</b>	Community Engagement
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<b>Responsible Officer:</b>	Chief Officer
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## Introduction

The purpose of this policy is to guide Skipton Town Council's communication activity and community engagement. The Council aims to ensure that there are effective channels of communication both from the Council to the public and from the public to the Council.

## Key Messages

Skipton Town Council aims as set out in the Strategic Plan are to:

Revitalise the High Street

Protect the environment and ensuring sustainability

Work with others to tackle big challenges on Transport, Housing and Community Safety

The Town Council will :

- communicate what the Council does and how it benefits the community
- Update on key projects, initiatives and decisions
- Opportunities for public participation such as meetings, consultations etc
- Ensure that through the use of a wide range of approaches to public involvement and community engagement that residents are encouraged to share their views, ideas and concerns with the Council
- Use the views of the residents as an integral part of the decision-making process; and
- Ensure that residents have opportunities to be heard at every stage
- When dealing with controversial issues that affect a particular community then consideration will be given to holding a public meeting.

## Target Audience



# Skipton Town Council

Skipton Town Council wants to reach:

Residents (all age groups)

Local Businesses

Community Groups and Organisations

Non- residents who may have an interest in Town Council matters e.g.visitors

## **Communication Channels**

Skipton Town Council will have a digital presence:

Website- kept up to date with meeting minutes, events, news

Social Media- Facebook and Instagram, with separate pages for the Markets and key events such as Sheep Day

Online Forums/Groups- The Town Council will share information with online groups such as Skipton Community Notice Board

Traditional Media:

Notice Boards- Using the Notice board at the Council office, and any other notice boards that the council has access to e.g. at the allotments

Leaflets/Flyers- Hand out leaflets at community events where appropriate, considering the Council's sustainability goals.

Local Press- share news and press releases with local newspapers and community magazines

In person:

Events and Meetings- use Town Council Meetings, 'Friends' meetings, coffee morning and other community groups/meetings to engage directly, Councillor Surgeries

Outreach to local schools, colleges and churches- Partner with these organisations to share council information

The Town Council will facilitate community engagement in the following ways:

- All meetings of the Council and its committees are open to the public and press and there is a period set aside for residents to speak. Residents can access agendas for meetings via the Council web site and notice boards. The Council website, notice boards and agendas explain the procedure for residents wishing to speak at meetings. Facilities also exist where residents can, where appropriate or necessary, make written reports, present petitions or have a case presented on their behalf to councillors.



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- Planning applications are considered at Council meetings. The opportunities for people to speak applies equally to these agenda items. Equal opportunity is given to applicants / supporters, objectors and local community groups.
- Details of how to contact the Chief Officer will be displayed on notice boards, council website and in newsletters.
- The Town Council will produce a list of annual council and committee dates to include the start times of the meetings and agenda distribution dates.
- The Town Council will be open and accountable in its dealing with residents and the community.
- The Town Council will be receptive to requests from residents or communities and will attempt to be flexible in order to ensure their opinions are known not only to the Town Council but also to other organisations. This may be by including an item for discussion on an agenda or allowing a local group to put their opinions into an official report undertaken by the Council.
- Consultations and surveys are to be considered when necessary and appropriate and results will be made available.
- Publicising the positive results that have been achieved from working relationships between the Council and other community groups; in order to encourage new relationships / partnerships to be formed and to raise community spirit.
- Promote elections and the importance of the democratic process and the value of being a councillor.

## **Frequency & Content Schedule**

A quarterly newsletter will be produced.

Updates on meetings, minutes on the website, within a week of all meetings

Town Council managed social media pages to be posted on weekly

## **Measuring Success**

Success will be measured by :

Growth in social media followers/engagement

Attendance at meetings and events

Feedback from the community



The Council will review its community Engagement Strategy on an annual basis to ensure that it remains relevant.

Relevant Documents:

Customer Service Procedure

Social Media Policy