

**WEST DEREHAM**  
**COMMUNITY ENGAGEMENT STRATEGY**  
**2022**

**1. INTRODUCTION**

West Dereham Parish Council has developed a community engagement strategy with the aim of constructing a standard for engagement with its residents, voluntary/community groups, business community and external partners. It recognises that the services it provides must reflect the needs of its community and the environment.

West Dereham Parish Council strongly believes that its residents should be involved in decisions affecting them and their community and in shaping the future of their parish.

**2. AIMS**

The aim of the strategy is to determine the way in which the Council engages and consults its residents and external partners on important issues by:

- Informing, consulting, and involving
- Being inclusive and engaging with all its residents and partners
- Ensuring views are listened to and used to develop, enhance, and improve services, to the environment and the quality of life for residents.

**3. OBJECTIVES**

- To improve, plan and shape the future of the community according to local needs and priorities.
- To improve the quality and delivery of services
- To use engagement to inform decision making, ensuring decisions are fit for purpose and meet the needs of the community
- To enhance the wellbeing of the community.
- To be a stronger, more active and cohesive community

**4. HOW THIS WILL BE ACHIEVED**

West Dereham Parish Council will achieve Community Engagement by, communicating, consulting, supporting, and working together with its residents, businesses and external partners using a variety of methods:

The Village Pump magazine, West Dereham Parish Council will continue to publish the minutes of its meetings in the magazine.

In 2022, West Dereham Parish Council will trial delivering to every property in the parish two Parish Council Newsletters (one in Feb/March & the second in Aug/Sept) keeping residents informed on important issues and this will be developed as a medium for consultation.

The Parish Council website has a wealth of local information and is updated regularly. special events and important notices will continue to be added regularly.

All agendas are published as required under the Local Government Act 1972, including on the website, and minutes of meetings are included on the website.

3x Parish Council notice boards are placed around the village in prominent positions. They are used to inform of Parish Council activities.

Meetings of the Council are open to the public to observe. All Parish Council meetings include an opportunity for public participation, where the public may comment or ask questions on Parish Council matters.

- Consultation

Consulting the community on important issues will be key to the strategy. It will ensure those most affected are able to put forward an opinion and are given the opportunity to be involved in making a difference. Ensuring consultations include all members of the parish by identifying the hard-to-reach groups such as young people, the elderly, the housebound, the disabled, ethnic minorities, etc. which may require establishing different engagement channels for them.

- Support

The Parish Council has a Grants policy, which sets aside an annual budget available for local organisations to apply for funding. Supporting local projects and participating in local events to raise the awareness of the Parish Council and help them to meet their aims and objectives. Supporting residents in shaping the future of their community to bring about a more cohesive community.

## **5. REVIEW**

This strategy will be reviewed annually, and the results will be used as a continual improvement process for changes or amendments to the strategy.

## **6. CONCLUSION**

The adoption of a Community Engagement Strategy will assist in improving communication between the Parish Council and the wider community, and will enable the Parish Council to better understand the needs and aspirations of local residents and to be able to meet those needs and create an enhanced community spirit.