

**Kings Walden
Parish Council**



COMMUNITY ENGAGEMENT POLICY

**Adopted: September 2022
Review Date: September 2025**



1. Purpose of the Strategy

- Kings Walden Parish Council (KWPC) is committed to providing effective communications and engagement with the community. A communications and engagement policy will set out how the council will communicate and engage more effectively and how it will build a sustainable conversation with the wider community and stakeholders.
- The strategy will enable the council to show its success and help residents and businesses to understand what the parish council does and how its work benefits the electorate. The policy aims to create a more active and informed community.
- It is essential that the council has positive and successful internal and external communication and engagement.
- The strategy will set out how it will issue communication messages for different audiences using a variety of communication methods. Communication is changing rapidly in the digital era and KWPC will be alert to those changes.

2. Purpose of KWPC communication

- To provide useful information to the community that is relevant to the day-to-day activities within the parish.
- To consult with the community upon matters that a future decision by KWPC will have a significant impact upon the community. Community engagement is to facilitate giving local people a voice and involving them in the decisions that affect them and their community.
- To inform the community of decisions taken by KWPC. All information presented about the Parish Council's governance, decisions and activities should be accurate. No confidential or personal information should ever be disclosed.
- To raise the profile of KWPC within the local community and to publicise the activities of KWPC and any Committees / Working Parties.

3. Frequency and medium of communications

- New communications should be issued whenever relevant: e.g. new planning application in the parish, a new council project going ahead, informing of road closures etc.
- The medium used for communication should be appropriate to the target audience and in more than one medium.



4. Communication Methods

- [KWPC website www.kingswalden-pc.org.uk](http://www.kingswalden-pc.org.uk)

The site provides news, details of local services, events and useful information for a Kings Walden Parish resident, a visitor or people who work here. It will be regularly updated and maintained to ensure that published information is up to date, accurate and relevant. The content, navigation and updates are to be presented in a user-friendly format which will be subject to review and user feedback. The website will be regularly reviewed for compliance with website standards and regulations by an IT specialist.

- [KWPC relevant Facebook pages e.g Kings Walden Parish People, Breachwood Green and Bendish Village People, Kings Walden / Ley Green Community Page and specific topic Facebook pages e.g. Breachwood Village Day.](#)

Social media will be used to convey the latest news, updates and links to relevant features. It will complement the KWPC website; utilising the same digital information but reaching a different audience to the website. Uploaded or live videos are to be encouraged to increase post reach.

- [Email Database](#)

Latest local news to be issued to members of an email database distribution list as and when required. Instructions on how to join the list will be on all noticeboards and on the KWPC website. The information shared by email will be available on the KWPC website and/or Facebook.

- [Notice Boards](#)

- These can be used by the parish council and village groups and organisations for the display of notices and posters. They can be used to publicise council news, community events and activities. No commercial display materials will be allowed unless of specific community benefit or relevance.
- Space is limited on the notice boards, so it is important that notices are taken down when out of date.
- KWPC currently has four notice boards within the parish. These locations are:
 - Opposite the Red Lion Public House on Chapel Road, Breachwood Green



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- In the Bus Stop on The Heath, Breachwood Green
- Opposite St Mary's Church, Church Road, Kings Walden
- Outside Kings Walden Stores, Plough Lane, Ley Green

- Annual Report

The Annual Report is prepared for presentation to the Kings Walden Parish Meeting held in May and details the activities of the parish council over the past financial year. It includes reports from the Chairman and Parish Clerk / RFO and explains where public money is spent for the benefit of the parishioners. The report will be published on the KWPC website.

- Face to face meetings

These are conducted by the council, committees, individual councillors and the parish clerk and can be formal or informal in nature. Some meetings are scheduled with invited attendees and others are ad hoc arising from casual encounters. They all have a part to play in communications between members of the council and with members of the public or stakeholders.

- Virtual meetings and events

As a result of Covid 19 regulations Kings Walden Parish Council will utilise virtual meetings and events when regulations determine that face to face meetings cannot be held. It will also consider using virtual meetings and events as part of effective community engagement.

- Banners

KWPC may sometimes produce banners for public events or activities e.g. Breachwood Village Day. Other village groups may also produce banners e.g. Breachfest. Banners are put up and taken down with agreement of KWPC depending on location.

- Door-to-door leaflet drops

KWPC may from time to time produce leaflets to drop door-to-door to ensure that all households in the community receive particularly important communications. Leaflets will be delivered by the clerk and councillors.



5. Obtaining feedback from the community

To ensure the decisions made by the council, and the projects it undertakes are ones the community wants, then KWPC will take the following steps:

- Annual Parish Meeting
KWPC will hold an Annual Parish Meeting which it will advertise widely using the above methods. At the meeting there will be an informal element where residents can talk to councillors over refreshment, and discuss what their views are and what they think should happen in the parish in the future. For anyone not happy to talk to face to face a suggestion box can be made available.
- Online via Facebook etc
KWPC may ask for residents to comment on posts to gauge opinion on certain subjects.
- Email
The clerk and councillor email address will be publicly available. They will be found on the noticeboards, the website and on Facebook. Residents will be encouraged to email with any feedback, suggestions etc.
- Surveys – Online and hard copy
KWPC on larger issues (e.g. Luton Airport Expansion Consultation) want to ensure that the stance they take is the one held by the majority of the parish. A survey will be put together that can be completed online. To ensure that everyone has a chance to respond, even if not online, a hard copy will also be delivered to each household with various collection points set up:
 - The Youth Hut post box, Chapel Road, Breachwood Green
 - The Red Lion Public House, Breachwood Green
 - Kings Walden Stores, Ley Green
 - The Plough Public House, Ley Green
- Workshops
On certain issues in the parish it may be that the council holds workshops to inform residents of all the relevant information, and hold discussions with the community to gauge views.