



ALCESTER TOWN COUNCIL

COMMUNITY ENGAGEMENT ACTION PLAN

November 2024

Introduction

Alcester Town Council has adopted a Community Engagement Policy which sets out the Council's objectives for engagement with residents, communities, schools, businesses and voluntary organisations.

This Action Plan sets out the responsibility for various elements of community engagement and the anticipated frequency of such engagement.

Action Plan

| Action Plan item | Task | Responsibility | Frequency |
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| Mayor | The Mayor to fulfil a community leadership role and encourage community organisations to be involved with initiatives. | Mayor/ Deputy Mayor | Ongoing |
| Civic Service | Raise awareness within the community of the new mayor, and invite residents and local dignitaries to worship | Mayor ATC Office | Annually |
| Agendas and Minutes | Ensure copies of Agendas and Minutes are available promptly on the Town Council website, agendas on the noticeboards and either on request. | ATC Office | Ongoing |
| Annual Report | Ensure Report is available - hard copy at appropriate locations and on Town Council website | ATC Office | Annually |
| Office Opening Hours | Publicise ATC office opening hours in newsletter and on website | ATC Office | Ongoing |

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| Annual Town Meeting | Publicise the meeting and liaise with stakeholders to encourage good attendance | ATC Office | Annually |
| Public meeting participation | Encourage residents to raise any matters of interest or concern via public participation element of all Full Council and Committee meetings | ATC Office and Town Councillors | Ongoing Access statement for ATC buildings is available on the website |
| Notice boards | Regularly update notice boards with Town Council and community activities including new noticeboard at Alcester Park (Bloor Homes) | ATC Office | Ongoing |
| Informal Engagement | Actively seek out opportunities to establish new connections with a diverse range of community groups and stakeholders | Mayor/ Deputy Mayor and Town Councillors | Ongoing |
| Window Wanderland | Manage the annual Window Wanderland event | Lead Councillor for Youth Engagement | January |
| Your Call Magazine | Submit a summary of ATC activities and meeting dates | ATC Office | Bi-monthly |
| Website | Maintain website with information on Town Council services and activities | ATC Office | Ongoing |
| Newsletter | Produce and deliver a regular newsletter to all households. | ATC Office Lead Councillor for Communications, Engagement & Strategy | Quarterly |
| Youth Engagement | Encourage Alcester's youth to be involved in and be aware of relevant ATC activities, engaging with schools and youth groups Employ Youth Leader to run the Youth Club | Lead Councillor for Climate Change Youth Leader | Ongoing |

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| Working Groups and Task and Finish Groups | Engage with residents, schools and businesses to form groups focussing on key issues. | Climate Change WG Health and Wellbeing WG Road Safety WG ANDP Review WG | Ongoing |
| Community groups and organisations | Engage with community groups and organisations Invite groups to mayoral events e.g. awards evening - Make Community Grants - Provide financial assistance for groups who work to improve the environment e.g. Alcester in Bloom, ABLE | Designated Town Councillors as trustees Health and Wellbeing Co-ordinator Lead Councillor for Communications, Engagement & Strategy | Ongoing |
| Press | Liaise regularly with the press sending details of Council activities | ATC Office | Ongoing |
| Social Media | Use Facebook and other social media to promote Town Council meetings, activities, campaigns and events | ATC Office Lead Councillor for Communications, Engagement & Strategy | Ongoing |
| District and County Councillors | Liaise regularly with District and County Councillors who are invited to all Full Council and Planning meetings | Councillors ATC Office | Ongoing |
| Planning process | Encourage residents to attend Planning Committee meetings to give their views on planning applications | ATC Office and Planning Committee | Ongoing |
| Community Resilience | Leadership to co-ordinate the town's response to natural disasters and disease which adversely impact the community Encourage residents to act as Flood Guardians | Lead Councillor Community Resilience Deputy Town Clerk | Ongoing |

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| Road Safety and SpeedWatch | Encourage residents to volunteer for SpeedWatch and organise sessions | Lead Councillor Road Safety and SpeedWatch | Ongoing |
| Local Democracy | Encourage residents to both vote at and stand for the Town Council in Local Council elections | Town Councillors ATC Office | Ongoing but priority in six months leading up to local elections |
| Health and Wellbeing | Engage with the community to offer Health & wellbeing support programmes | H&WB Partnership H&WB Co-Ordinator and Lead Councillor Health & Wellbeing | Ongoing |

Budget

The Town Council will allocate funds in its annual budget to fulfil this Action Plan

Costs specifically allocated for community engagement in the budget for 2025-26 are as follows (indicative figures only):

| Item | Cost |
|---|---------|
| Newsletter | £5,000 |
| Business projects including Event Guide | £500 |
| Town Enhancement (watering hanging baskets etc) | £6,600 |
| Window Wanderland | £350 |
| Community Grants | £12,000 |

In addition, staffing costs (including the salary of the Health and Wellbeing Coordinator and the Youth Leader) and the cost of running mayoral events to which the community is invited should be considered as contributing to fulfilment of this Action Plan.

Evaluation

The Full Council shall review this Action Plan on an annual basis in November to evaluate performance, set budgets for the forthcoming year and to plan new initiatives.

Approved by Full Council – 3rd December 2024