



Kenilworth Town Council

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COMMUNITY ENGAGEMENT POLICY

Date of Approval – 30 November 2023

Date of Review – November 2026

1. INTRODUCTION

Kenilworth Town Council (“Council”) aims to be responsive to the needs of the local community and to involve its residents and businesses in the Council’s decision-making about the issues which affect them including planning, delivery of services and the future of the area. To achieve this, the Council will provide the community with:

- 1.1. relevant information about services, policies and decisions that might affect or interest them;
- 1.2. opportunities for them to have their say about decisions, services and plans through consultations, surveys and conversation;
- 1.3. opportunities to get involved, over and above informing and consulting, to give them a greater influence over decisions and delivery.

In doing so, the Council will follow the principles set out below.

2. HONESTY AND OPENNESS

- 2.1. Make clear the purpose of any engagement activity and use the right methods (proportionate to the significance of the issues) to engage the local community.
- 2.2. Be clear about what can be influenced.
- 2.3. Use honest, accurate and unbiased information.

3. HEARING

- 3.1. Hear and respond to individuals and communities, enabling and empowering them to play an effective role in setting priorities, designing services and influencing decisions to shape their local area.

4. INCLUSION

- 4.1. Undertake fair and impartial engagement to a high standard, ensuring equal opportunities are offered to participate in issues that may affect the community and make a difference.
- 4.2. Hard to Reach groups refers to those who experience social exclusion and are sometimes perceived as being disempowered. Some examples include young people, elderly people, physical disability, language barriers, financial constraints, cultural differences or social expectations. The Council will put effort into seeking their views.

5. WORKING TOGETHER

- 5.1. When representing the Council, councillors will work together and not take individual action without prior agreement.
- 5.2. The Council will share knowledge and information openly with residents and partner organisations, whilst respecting confidentiality.
- 5.3. Use what has been learnt from contact with local people to better understand and engage with the community, and to improve the services it delivers.

6. KEEPING IN TOUCH

- 6.1. Provide feedback and demonstrate the changes that are made as a result of engagement.
- 6.2. The Council will use the following tools to:

6.2.1. Inform:

- a. Posters, fliers and publications;
- b. Information stalls at appropriate functions and events;
- c. Public and specific meetings including Council meetings and the Annual Parish Meeting;
- d. Presentations, briefings;
- e. Website updates, email, and digital media;

6.2.2. Consult:

- a. Questionnaires and surveys;
- b. Online surveys and e-consultation (via the internet);
- c. Residents' Associations and community groups;
- d. Discussion/focus groups/forums/e-forum;
- e. Written consultation through letter or email;
- f. Consultation events/workshops/exhibitions/general events;
- g. Public, neighbourhood or specific meetings, including Community Forum meetings;
- h. Documents or information available in offices, public buildings or online;

6.2.3. Involve:

- a. Working parties;
- b. Public or specific targeted discussion meetings with interested parties;
- c. Public or stakeholder workshops to identify issues and shape options;
- d. Public visioning events, ideas competitions, interactive displays;
- e. Online discussion forums;
- f. Community led plans (e.g. parish plans/neighbourhood plans)/community action plans;
- g. Comments and complaints.

7. OUTCOMES

The outcomes which the Council is striving for and against which the success of this policy will be measured are:

- Improved communication through the establishment of new channels of engagement.
- More residents understanding the role of Councillors and getting the best effect.
- Improved engagement with local communities, with more people feeling that they are involved in decision-making and a higher percentage of people involved in volunteering.
- Improved satisfaction with services provided by the Council.

The Council will undertake regular surveys (frequency to be determined) amongst residents to assess the extent to which these outcomes are being achieved.