



WILSDEN PARISH COUNCIL

The Village Hall,
Wilsden,
Bradford,
BD15 0HT.
West Yorkshire.
www.wilsdenparishcouncil.gov.uk

Community Engagement Policy

INTRODUCTION

Successful communication is essential if the parish council and the residents the council serves are to properly engage with each other. This policy sets out a framework within which the parish council will carry this out.

Scope

This policy covers communications between Wilsden Parish Council and the people who live and work in the villages of Wilsden and Harecroft.

It does not cover communications between the parish council and higher levels of government, or with external agencies.

It does not cover internal communications within the parish council.

All communications will comply with all laws governing equality, data protection and Freedom of Information.

The policy should be read in conjunction with the parish councils Media Policy.

Why does the parish council wish to communicate with the people it represents?

In order to be effective in carrying out its role it needs both to give information and to listen, this is the core of communication.

What does the parish council want to have dialogues about?

The cost of the council is born by the Council Tax payers who live in the parish. It is therefore necessary that the parish council accounts for the way in which this money is spent. As well as accounting for monies already committed there is a need to identify areas where residents would like money spent. This is particularly important as Bradford continues to reduce its service provision.

Whilst the council has few direct powers it has an important role to play in influencing those who make decisions that affect the villages. Planning is a good example of where the council can inform the villages of the progress of Bradford's planning policy that will affect us and get the views of residents so that the Wilsden Neighbourhood Plan can properly reflect local opinion.

How will the parish council communicate?

The parish council will engage with residents in a number of ways and will be alert to new developments, particularly in social media. The following list is therefore not exhaustive:

- Printed newsletter
- Annual Report
- Website, which will record all council business, including meeting agendas and minutes, as well as matters of community interest
- Social media (under development)
- Monthly meetings plus an Annual Meeting which are all open to members of the public, with an opportunity for issues to be raised from the floor
- Notice Board
- Contact Point
- Public meetings
- Questionnaires
- Individual communications, in person, by email, by telephone or by letter

The parish council will also involve non-councillors in its activities in order to encourage engagement.

How will we measure the effectiveness of the policy?

The policy will be reviewed on a regular basis and will be informed by both quantitative and qualitative data. These will include website usage data, attendance at the Contact Point, at council meetings and at public events. Qualitative opinion will be sought from residents.

Adopted May 2019