

Communication and Engagement Strategy

Introduction

The Crimplesham Parish Council have developed a communication and engagement strategy that will assist with working together with the members of the parish in Crimplesham.

The Communications and Engagement Framework has been developed to provide a consistent approach to both communications and engagement across all aspects of Council matters. By implementing this framework, the Council aims to engage with and enable the community.

Crimplesham Parish Council, aim to inform the community on matters, considerations, innovations and projects that impact them, and will make sure members of the community are heard and their views considered as part of Council's decision-making process.

Recognising stakeholders and individuals in the community are often time-poor and busy people, the Council is committed to making sure effective engagement is achieved, and that the Council is carrying out active and authentic participation with the community.

In order for the Council to make sure effective engagement is achieved, and that the Council is encouraging active and authentic participation with the community, templates have been created to assist councillors in delivering communications and engagement strategies.

Objectives

In our communications activities, we aim to:

- Promote the contribution we make to the residents of Crimplesham village.
- Keep residents informed about services and opportunities provided by the Council.
- Keep residents informed about Council decisions and policy.
- Communicate across several formats for maximum engagement – E.g., newsletters, social media, community events.
- Be consistent in our key messages and adhere to this procedure.
- Keep parishioners informed of Council's vision and decisions.
- Promote the Council's achievements.
- Promote the Council's values.
- Encourage residents to participate in community life.

In our engagement activities, we aim to:

- Encourage residents to participate in Council consultation and engagement projects.
- Develop and maintain a council approved framework for engagement practices and principles based on procedural fairness, transparency and accountability.
- Provide a clear and consistent approach, which will help to make sure councillors and parishioners are involved in projects relevant to them and contribute to decision making.



- Analyse and report outcomes of engagement activities.
- Promote collaboration when addressing contentious issues.

Guiding Principles:

The development and delivery of Council's communications and engagement activity is guided by the following principles:

Communications:

- Keep it simple and timely.
- Recognise different information needs for various audiences.
- Express expectations and impacts clearly.
- Ensure commitment and participation from all participants.
- Explore new communication channels.
- Be flexible in approach and maximise the use of channels to reach all parishioners.
- Use feedback mechanisms to monitor the effectiveness of communications.

Engagement:

- Clear Scope – a community engagement process must be clear about who Council will consult and how.
- Informed - participants in community engagement must be provided with objective, factual, relevant, and timely information to inform their participation.
- Supportive and Inclusive – a community engagement process should enable meaningful and informed engagement; and
- Transparent and Accountable - participants in community engagement are informed of the ways in which the community engagement process will influence Council decision making.

Communications/Engagement Plan Template

Stakeholder name	**Purpose of communication** *(What do you want to achieve?)*	**Key messages** *(What do they need to know? Which questions should be answered?)*	**Communication method** *(e.g., routine report, flyer, newsletter, poster, social media)*	**Person responsible**	**Timescales**

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