

Cover Sheet to Record Document History

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Swavesey Parish Council

Community Engagement Strategy

1. Aims and Objectives

The Council's aims and objectives for seeking community engagement and the outcomes it hopes to achieve are:

Aims to:

- Work closely with residents, businesses and community groups.
- Engage with as many people as possible to encourage participation in decision-making, monitoring of services and planning for the future.
- Ensure, that through the use of a wide range of approaches to public involvement and community engagement, we actively encourage the involvement of residents, to listen to their views and their concerns and effectively use those views as an integral part of the decision-making process.
- Ensure that residents have the opportunity to be heard at every stage.

Objectives:

- Swavesey Parish Council is committed to encourage and maintain effective working relationships with all sectors of the community. The outcomes of the strategy will include:
- Improved communication through the establishment of effective channels of engagement.
- More residents understanding the role of Councillors and the Parish Council, to achieve the best level of service and support for the community.
- 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 local public services.

2. Swavesey Village

Swavesey is a rural Parish situated alongside the A14 and the River Great Ouse, ten miles to north of Cambridge. The principal authorities are South Cambridgeshire District Council and Cambridgeshire County Council. There are approximately 1100 properties of approximately 2500 residents of all ages, with an electoral role of just over 1900.

The community consists of:

- Residents of the village
- Attendees of Swavesey Pre-school
- Students at Swavesey Primary School
- Students at Swavesey Village College
- Attendees of Church Groups
- Retail and other Businesses in the community
- Farming Businesses
- Interest groups – clubs and societies e.g. Sports clubs, Women's Institute, Brownies, Scouts etc
- Voluntary organisations e.g. Swavesey Action for Youth, Swavesey Your Library, etc
- Village Charities.

3. Provision of Information to the Community and Opportunities for Community Involvement

1. The Parish Clerk is available Monday to Friday and can be contacted by telephone, email or in person. Messages can be left 24/7 either by telephone or email.
2. The telephone numbers and email addresses of all Councillors are published on notice boards, website, in the 'Meridian' village magazine and in the Annual Report. It is recognised that members of the community may wish to engage with the Council at different levels therefore all opportunities are widely published.
3. All Parish Council meetings have a 10-minute public forum at the start of the meeting for residents to raise items with the Parish Council.
4. The Parish Council website address is widely published and the website contains all the information an individual might wish to know about the work of the Parish Council, including meeting minutes, policy documents, financial statements, annual report and how to contact anyone associated with the Council. Contact detail links are also provided for the District Councillor and County Councillor.
5. The Council website has regular News updates posted onto the Home page to keep residents informed of Parish Council business, consultations affecting the parish and other local news.
6. The Parish Council has a Facebook page, to notify residents of news updates, consultations affecting the parish and other local news.
7. The Council submits articles to the 'Meridian' (community magazine) on a bi-monthly basis, summarising items discussed at Parish Council meetings and information of interest to local residents. The magazine is delivered free of charge to every household in the village.
8. Information is published on noticeboards around the parish.
9. The Parish Council has a stall at the village Festival (held every two years), where information on the work of the Council is displayed and available for residents to take home to read.
10. Leaflet dispensers in the entrance hall of The Memorial Hall (village hall) and Library Access Point also have copies of the Annual Report and Parish Council information leaflets, which are free for people to take.
11. An Annual Report is prepared and distributed around the village. A summary report is included within the June copy of the 'Meridian' which is delivered to every household. The report is also available as a pdf download from the Parish Council website.
12. The council supported and adopted the Parish Plan. The Council then produced an Action Plan from the published document and reported on this regularly within the 'Meridian' magazine.
13. The Council undertakes consultations by questionnaire and public meetings as appropriate, for specific issues.
14. The Council has regular contact with Village College students through the Student Council and students attend Parish Council meetings on occasion to discuss relevant subjects and learn more about the role of the Parish Council.
15. Councillors also meet with the Primary School Student Council, to introduce the Parish Council and its role within the village to younger children and encourage them to think of ways in which the Parish Council can support their activities.

Active feedback is sought at all times and Councillors attend events to help publicise the work and role of the Council and encourage people to participate in local affairs. The Council is always considering practical ways of engaging with people and community groups.

4. Involvement with Partnerships.

The council has at least one representative on the following village charities and organisations:-

- Swavesey Memorial Hall Trust
- Swavesey Community Sport Pavilion Trust
- Swavesey Byways Committee
- The Frere Cottages Trust
- The Thomas Galon Charity
- Swavesey Festival Steering Group
- Swavesey Action for Youth
- Swavesey Neighbourhood Plan Steering Group
- Swavesey Village Warden Scheme
- Swavesey Primary School Governing Body

The Council has membership of the following bodies:

- Cambridge and Peterborough Association of Local Councils
- Cambridgeshire ACRE
- CPRE
- The Clerk has membership of the Society of Local Council Clerks

The Council has working links with the following organisations:

- Swavesey Internal Drainage Board
- Swavesey Your Library (Charity)
- Swavesey Neighbourhood Watch Scheme