



Rayleigh Town Council
The Pavilion, King George V Playing Field
Bull Lane, Rayleigh, Essex, SS6 8JD

Community Engagement Strategy

Introduction

Rayleigh Town Council endeavours to engage with our residents. The Town Council encourages them to become actively involved in decision making process. These decisions may affect them individually as residents or as a community.

Aims

The Town Council's aims are to :

- Improve the way in which the Town Council communicates with members of the community.
- Work closely with residents, businesses and community groups.
- Listen to the views of residents on important issues.
- Use these views to deliver better services.
- Ensure that local democracy is enhanced by getting closer to the local community.
- Ensure that residents have the opportunity to be heard at every stage.
- Improve the long term social, economic and environmental wellbeing of residents.
- Plan future development of the Town in accordance with the needs and priorities of the community.

Objectives

The objective of this strategy is to create and maintain effective working relationships with all members of the community, based on trust, transparency and constructive criticism.

Outcomes of the strategy will include:

- Improved communication through the establishment of new channels of engagement.
- Residents understanding the role of a Town Councillor to get the best effect.
- Improved engagement with local community groups, with more people feeling involved in decision making, with more residents involved in volunteering.
- To work in partnership with organisations to deliver improved services.
- To use a variety of methods to make information available.
- To actively facilitate and encourage community engagement.
- To proactively engage with all sections of the community.
- To ensure that decisions meet the needs of the community by involving members of the community in the decision making process.

Communicating with the community

Town Council information will be available in a variety of ways to ensure that all sections of the community are reached.

- Messages can be left at any time via the office telephone or email.
- The names and contact details of all Town Councillors are published on the website, in newsletters and in the Annual Report.
- The Town Council website contains all information individuals may wish to know about the Town Council, including minutes from meetings, policy documents, financial statements, annual reports and contact details.
- The Town Council produces newsletters which are published in a free local paper. The newsletter is also displayed on the Town Council noticeboard and website.
- Information such as agendas for Town Council meetings are published on the Town Council notice boards located in the High Street and at the Town Council premises and on the website.
- Members of organisations, public and press are welcome to attend meetings of the Town Council.
- An annual report is prepared which will be included in the newsletter and is available to view on the Town Council's website.
- The Town Council social media pages will be regularly updated to provide Town Council and other appropriate organisation information.

Opportunities for Community Involvement

- Members of the community may wish to engage with the Town Council via e-mail, letter or attendance at Town Council meetings with suggestions.
- Town Council and committee meetings are open to members of the public with a public participation session during each Town Council meeting.
- The Annual Town Council Meeting is widely advertised and held between March and May each year (depending on Town Council Elections) with public and local organisations participation. The Town Council reports on its projects throughout the year. Opinions of residents are sought on any matter that affects the community. The Annual Awards are presented at this meeting with nominations having been received from the public.
- The Town Council undertakes consultations by questionnaire, public meetings and consultations as appropriate, for specific issues.
- The Town Council considers further practical ways of engaging with people and community groups.
- The Town Council will continue to organise, support and participate in community events such as Trinity Fair, Christmas Lights Switch On, Remembrance Parade & Service and a Primary School General Knowledge Quiz.
- The Council aims to provide work experience to a member of local schools.
- The Council aims to provide an apprentice position within their office.

The Town Council has representation on the following:

- Chamber of Trade
- Finchfield Trust
- Dutch Cottage
- Rochford Hundred Association of Local Councils
- Rayleigh Mount
- Rayleigh Town Museum
- Castle Point & Rochford Community Safety Partnership

- Essex County Council Public Transport

Contact Rayleigh Town Council

The Council and members may be contacted via the Town Clerk:

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