



Policy and Finance Committee

Date: 18 June 2018

Title: Community Engagement Strategy

Purpose of the Report: To receive an update regarding the draft revised Strategy and to consider extending the period of consultation.

Contact Officer: Sarah Sandiford, Head of Democratic and Central Services

Corporate Objective/s	LLTC Three Year Plan – Aim 1: To consolidate processes and procedures, ensuring operational efficiency and a structure which will underpin future service delivery by the Town Council.	
Implications:		
Financial	X	
Human Resources	X	
Operational/Service delivery	X	
Procedural/Legal	√	To ensure adequate time has been allowed for comment on the revised strategy and that the revised document is fit for purpose.
Risk/Health and Safety		

1. RECOMMENDATION/S

Should members be minded, the proposals are:

- 1.1 To approve the proposed minor amendments to the draft revised Strategy and the extension of the consultation period until end of August 2018.

2. BACKGROUND

- 2.1 At its meeting on 26 February 2018, the Committee was asked to consider a revised Community Engagement Strategy to replace the current version, adopted in 2012, which no longer reflects the variety of communication methods used by the Town Council.

- 2.2 Further to that meeting, the draft revised Strategy was published on the Town Council website with a brief consultation questionnaire seeking feedback from residents.

3. UPDATE

- 3.1 The Town Council has recently “boosted” the post on Facebook in an attempt to raise awareness and invite comments. As at 31 May 2018, the post had reached 2,669 people with 82 engagements (clicks on picture or link, likes, shares & comments). Despite this, the formal response via the online questionnaire has been very limited.
- 3.2 Comments on this and other social media posts demonstrate a continued lack of awareness of which services the Town Council is responsible for and which Central Bedfordshire Council or other organisations are responsible for. It is therefore proposed to revise the draft Strategy to include this information.
- 3.3 It is further proposed that some minor amendments be made to wording in the document and that a statement is included specifying that whilst there is no statutory obligation to consult and no specific legislation that must be followed in respect of consultation, the Town Council will consult when deemed appropriate, on matters for which it is directly responsible.
- 3.4 In order to maximise the opportunity for residents to comment on the draft revised Strategy, it is proposed that the current online consultation be extended until the end of August, with outcomes to be reported back to Committee in September.

4. CONCLUSION

- 4.1 The Committee is asked to consider the proposed minor amendments to the document as outlined above and to approve extension of the consultation period until the end of August.

End.