

Community Engagement Strategy

Purpose

To define community engagement, to be clear about what the council wants community engagement to achieve, to identify mechanisms for engaging with the community, and identify community engagement partners.

Definition

A strategic approach to the relationships, communication and interactions between community members and the council to try to influence outcomes for both.

What do we want to achieve?

To demonstrate to our community that we are listening to them

To gain a better understanding of community needs and priorities, including those who do not normally engage with the council

To gain a better understanding of the impact of what we do and don't do

To be able to make better, more informed decisions

To become a more socially responsive and accountable organisation

To provide a raised awareness of what the town council does and what the unitary authority does

To improve the community's perception of the council.

How should we do it?

Through the annual town meeting, public forums at council meetings, member involvement in local organisations, consultation on objectives, the press and the council's newspaper column, website, and social media, single issue consultation, Lyme Voice, grant provision, liaison with collective groups, e.g., the faith community, a youth council, the elderly, and last, but not least, elections.

Community engagement partners

The council will work with recognised groups who are actively engaged in the community, e.g., LymeForward, Lyme Regis Development Trust and the Community Support Group.

John Wright
Town clerk

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Review date: December 2024