

## **EDGMOND PARISH COUNCIL**

### **CONSULTATION STRATEGY**

This Consultation Strategy was originally adopted by the Council at the Annual Meeting in April 2017.

From time to time the Parish Council will receive consultation documents which are likely to be subject of public interest from all areas of the Parish. The Council may consider it is beneficial to give the community an opportunity to have its say on the matters referred to in such documents in order to agree a balanced view which reflects the best interest of the whole Parish when responding to the consultation documents. Consultation may also be required to respond to announcements of new or amendments to services supplied or policy directions by Telford & Wrekin Council and/or the Parish Council. This document outlines the options available to the Council to carry out the required level of consultation to achieve sufficient feedback to formulate a view. It conforms to the Council's adopted Community Engagement Strategy and responds to the Government's 'localism' agenda. It identifies the methods which could to be used to both inform and engage the public. The Councils' approach will be assessed on an individual basis and will benefit from past experiences of previous consultations, Telford & Wrekin Council will work alongside the Clerk to prepare and manage the consultation, and to ensure the Council reaches as many people as possible.

#### **General Principles of Consultation with the Community**

1. Assess the timescale to the response deadline to ensure feedback from the community is received in time for the Council for formulate a view.
2. Support the 'localism' agenda by working alongside community groups, particularly amongst those groups not normally engaged with local government.
3. Assess level of public interest by random/targeted telephone/email surveys.
4. Engage with local businesses where appropriate.
5. Be aware that not all of the community will have, or know how to, access the information requiring feedback.
6. Encourage electronic communication with the public wherever possible.
7. Use resources effectively to ensure as wide a coverage as possible, whilst continuing to recognise there are financial barriers to achieving full engagement.

#### **The Consultation Document(s)**

The availability of the consultation document(s) will be identified in the following formats:

- Whether paper reference copies of the documents will be made available. Locations could include: Edgmond Primary School, the Church, Pubs, HAU and the Village Hall.
- Whether a dedicated website/webpage exists.
- Whether paper copies will be issued to the Parish Council and public on request.
- Whether PDF or Electronic copies exist

- Whether a Press Release, identifying why and how the consultation is taking place, is to be prepared and forwarded to Shropshire Star or Telford Journal.

Issue an article for the local newsletter

Email address and phone number to be included in text.

Website

Social Media

Posters

Personal letters to specific groups and organisations

Surgeries and Drop In Sessions

On line response forms

This strategy was agreed by the Communication Committee of the Parish Council in April 2017 and updated in 2019.

A formal review will take place in 2023.