

FILEY TOWN COUNCIL

COMMUNITY ENGAGEMENT STRATEGY

INTRODUCTION

The Council provides local leadership and administers a number of services. These roles can only be pursued effectively if the Council engages with the Filey community through providing information and encouraging and seeking residents' views. The Council already employs a number of methods to do this:

- Contact details for the Council, individual councillors and the Council Offices are available in the Council's quarterly newsletter and on the Council's website. The quarterly newsletter provides details about the opening times of the Council Offices.
- Notices of meetings are posted on each of the Council's four community notice boards, the Council's own Notice Board and on its website. The notices remind members of the community of their entitlement to attend meetings and address the Council in public question time.
- Copies of planning applications are available for inspection in the Council Offices.
- The Council welcomes members of the local press and actively engages with the Filey Bay Today Community magazine to attend its council meetings and regularly submits articles to the local press and the community magazine.
- The Town Mayor & Mayoress (or Consort) actively engage with all sectors of the Filey community and attend numerous civic engagements to represent the Town of Filey. The Town Mayor holds an Annual Civic Service, a Council Dinner and supports the work of many local groups and organisations by attending their events.
- The Council publishes an Annual Report which is available on the Council web site and copies are available at the Annual Parish Meeting, the Council Offices, Filey Library and the Evron Centre, the Annual Report contains detailed information on the way in which the Town Council spends public monies.
- The Annual Parish Meeting is advertised on the Council's website, its Community Notice Boards and the Newsletter which is delivered to every household. Local Groups and organisations are invited to attend the Annual Parish Meeting to give their reports or submit a written report which is circulated at the meeting.
- The Council consults with its community on its website, through its newsletter and from time to time via questionnaires and surveys.
- The Council provides detailed information on the local precept and the council budget in line with the requirements of the Local Government Transparency Code 2014.
- The Council manages its website which provides details of council services and functions and gives access to a range of documents and local information.
- The Council appoints representatives to local community groups and organisations and some councillors are members of local voluntary organisations in their own right.

- The Council informs the District and County Council representatives of its activities and when relevant, asks them for advice, information and support and Councillors participate in regular walkabouts and liaison meetings with both Officers and Councillors from Scarborough Borough Council and North Yorkshire County Council to address local issues. Representatives from local groups and organisations are invited to attend the walkabouts e.g. Filey Tourism Association to discuss tourism related issues.
- The Council encourages many local representatives and residents to work alongside members of the Town Council by attending Working Party meetings e.g. the Emergency Plan Working Party so that a joined-up approach can be formulated.
- The Council promotes civic pride in the town and works in partnership with local groups and organisations to promote citizenship e.g. the British Legion, Armed Forces Flag Raising Day, Remembrance Day and a WW1 Torchlight Parade in 2018.
- The Council supports the role of the voluntary Filey Town Crier and Escort in promoting civic events and local events in Filey.
- The Council supports the role of the voluntary Archivist and the work of the Crimlisk Fisher Archive in preserving historical records in the archive. The Council works in partnership with the FiSHFACE Group to disseminate local history and culture to local schools and presentations to local groups and organisations to promote Filey's Heritage and Culture by using touch screen technology and databases.
- The Council actively promotes tourism in Filey being a seaside town and promotes the town through its publications, the Filey Town Guide and Filey Town Map both of which are available as hard copies or electronically on the Council's website. The Town Guide incorporates articles written by members of the community or from local groups and organisations.
- The Council works actively with local schools to promote democracy holding 'mock council' sessions for students to take part in and also inviting the student council to identify issues in the town which they would like to see improved and attend council meetings to debate these issues with Councillors.
- The Council promotes democracy and encourages members of the community to stand for election e.g. prior to the May 2019 Elections a Presentation was given to prospective candidates on the Role of Being a Filey Town Councillor and the work of the Town Council
- The Council promotes equality for all sectors of its community.

Recording and Filming of Council Meetings

The Town Council has embraced the new Openness and Transparency Regulations the Town Council records and films its own meetings and these recordings are published on the Council's web site for greater public awareness of the work of the Town Council.

The Council has decided to formulate a strategy of engagement which will build on and extend the methods of engagement listed above and to make clear its commitment to working with and through the Filey community. The Council will review the strategy from time to time to gauge whether residents have been encouraged to

- participate in decision making to secure better services;
- help the Council to better serve the community;
- create a more active and informed community.

AIMS

The Council strives to undertake the following:

1. To enable an involved, empowered and active citizenship through:
 - consultation with residents on local issues
 - reaching out to hard to reach groups
 - seeking the views of young and older residents
 - engagement with all sectors of the community
 - offering a financial assistance scheme to provide grants to local groups and organisations an opportunity to empower themselves to fulfil their aspirations to be of benefit for the whole community e.g. grants for fairs and festivals, sport, art and culture, environmental projects and other community related projects.
2. To communicate information to our community clearly, factually and appropriately through:
 - the management of a website detailing all council services and activities
 - the publication of a quarterly newsletter distributed to every household
 - the use of plain English and no local government jargon
3. To improve our communication with our partners and stakeholders and co-ordinate our community engagement efforts through
 - supporting the role and function of the Council's Town relationship with the Town itself.
 - actively being involved in various networking organisations including the Filey Tourism Association, the Filey Chamber of Trade, Scarborough Borough Council, North Yorkshire County Council, the Yorkshire Local Councils Association and the Society of Local Council Clerks
 - support the role of North Yorkshire Police by regular attendance at full council meetings and hosting the Community and Police Group meetings in the Council Offices
 - applying for the Quality Level of the Local Council Award Scheme and if successful striving to achieve the Quality Gold Award thus giving reassurance to its community that the Town Council is operating to standards of excellence
4. To raise the image and reputation of the Council through:
 - inviting residents to be actively involved in our meetings via the public question time
 - publicising widely the Annual Parish Meeting
 - encouraging usage of the Council website
 - supporting the Filey Bay Magazine as a disseminator of information about local issues and incorporating the views of local people about local issues
 - encouraging the press to attend Council meetings and report on them and, when appropriate, issuing press releases covering activities of the Council
 - supporting the Town Mayor in representing in an active way the community in so far as the law permits
 - organising civic events e.g. Yorkshire Day and Armed Forces Flag Raising Day to promote civic pride
 - organising community events e.g. Sunday Band Concerts and Christmas Lighting
5. To enable every Councillor to maximise their role as elected representatives and community leaders through:
 - the preparation of a comprehensive new members pack
 - uploading of agendas and minutes on the Council website
 - to encourage training for all members through the Council's Statement of Intent for Training
 - encouraging Councillors to attend meetings of community organisations
 - encouraging Councillors to take up places on community groups and organisations
6. To ensure every member of staff understands the council's priorities through:
 - having regular staff appraisals and individual staff training plans
 - encouraging staff to provide input into the decision making process
 - encouraging staff to actively represent the interest of the Council at community events

ENGAGEMENT

Listed below are the individuals and organisations which the Council wishes to actively engage with:

- residents of Filey, Primrose Valley, Royal Oak, Hunmanby Gap and Airey Hill
- services users
- non-users and potential users
- local businesses
- local community groups
- interest and pressure groups
- voluntary groups
- communities and neighbourhoods
- hard to reach groups
- young people
- older people
- disabled people
- public and private sector stakeholders
- all sectors outlined in its Equality Policy

ACTION PLAN

PRIORITIES	COMMUNITY ENGAGEMENT AND ACTIVITY	RESPONSIBILITY	TIMESCALE
Town Mayor & Deputy Town Mayor Town Crier and Escort.	Encourage Town Mayor and Deputy Town Mayor to fulfil their civic role and encourage community organisations to invite the Mayor to local events. To promote civic pride events and the role of the Filey Town Crier and Escort.	Staff, Mayor & Deputy Mayor Town Crier & Escort	Ongoing
Minutes	Ensure copies of draft minutes are available within 4 weeks in both hard copy and electronically for residents and community groups including copies lodged with the principal authority or their representatives. Provide large print copies for the visually impaired.	Staff	Ongoing
Recording and Filming of Meetings	Upload recording and filming of Full Council Meetings to the Council's website as soon as possible after the meeting has taken place.	Staff	With effect from Sept 2015
Council Office – Opening Hours	Publicise opening hours in council newsletter and on website and council noticeboards	Staff	Ongoing
Public Question Time in meetings	Encourage residents to raise any matters of interest or concern at council meetings	Chairman, Members and staff	Ongoing
Council Website	Maintain the council website with up to date information on council services and community events and activities	Staff	A new website has been designed to provide detailed information to local residents and will be compatible with all mobile devices. The council also publishes news and important notices on Facebook via the website.
Council Newsletter	Produce and distribute a quarterly newsletter	Staff and input from members of the public.	Quarterly
Council Community Notice Boards	Regularly manage and update 4 council community notice boards and 1 Town Council Notice Board (outside the Council offices) with notices of council meetings and promote both council and community activities by offering a service to the local community to display their event posters	Members and Staff	Ongoing
Photocopying, laminating	To provide a service for photocopying and laminating to support the community	Staff	Ongoing
Room Hire and Equipment Hire	To offer rooms for hire to local groups and organisations and the hire of equipment to local community groups e.g. PA System and trestle tables. Display information in Council Noticeboards.	Staff	Ongoing

Press	Liaise regularly with the press sending details of council meetings and articles for insertion in the local press and the Filey Bay Magazine	Members and staff	Ongoing.
Annual Report	Ensure the Annual report is available by both hard copy and electronic format for residents and available at the local library and the Evron Centre including copies lodged with the principal authority or its representatives.	Staff	Ongoing
Annual Parish Meeting	Publicise more widely the Annual Parish Meeting to ensure all Filey residents are able to raise matters of interest or concern. Encourage more local groups and organisations to attend the meeting and/or to send a written report.	Staff and Members	Ongoing
Local Precept and Budget	Publicise the local precept, its budget and schedule of all payments on the Council's website to comply with the Local Government Transparency Code	Staff	Ongoing
Local Democracy	Encourage residents to both vote at and stand for the Town Council in local council elections	Members and Staff	Ongoing but high priority in the six months leading up to local council elections and by-elections
Training	The Council will support ongoing member and staff training to meet council priorities through its Statement of Intent for Training.	Members and Staff	Ongoing
Town Plan	Engage with all sectors of the community to update the Filey Town Plan 2015 – 2019 by various means of communication so that all views from different sectors of the community can be considered.	Members and staff with community consultation	5-year plan to be updated 2021-2026
Strategic Plan	To consider the needs of the community when reviewing the Town Council's Strategic Plan by consulting with the community by various means to ensure that the needs of the community are being delivered by the Council.	Members and staff with community consultation	4-year plan to be updated 2021-2025
Local Businesses	Engage with local businesses and the Chamber of Trade	Members and staff	Ongoing
Financial Assistance	Provide a mechanism for financial assistance (grants) to local groups and organisations	Members and staff	Ongoing but dependant on annual budget
Emergency Planning	Emergency Planning Group to actively engage with the Emergency Services, NYCC Emergency Planning Officers and community representatives to provide an emergency rest centre in the event of a major emergency in the town e.g. flooding. All households in Filey have been provided with an 'Emergency Pack Folder' which includes a red 'H' to alert if they require HELP in the case of an emergency.	Emergency Planning Working Party	Ongoing Regular updating of the Council's Emergency Plan and Emergency equipment.
Flooding	To actively monitor the completed Filey Flood Alleviation Scheme	Filey Town Council & SBC	Ongoing
Crime and Disorder	Actively engage with the local Police Team to attend at local council meetings with an aim of reducing crime and disorder. Host Community and Police Group Meetings for members of the	Members and staff Community and Police Group	Ongoing 4 meetings a year.

	public to attend. Support crime and disorder related projects e.g. Neighbourhood Watch and CCTV Cameras.		
Youth	Actively seek and maintain contact with local schools, invitation for schools to participate in a 'mock council' meeting to promote Citizenship and Democracy. Encourage a Younger Persons Champion to engage with the Council	Members and staff/local schools	Ongoing
Older residents	Actively seek and maintain contact with older residents through Councillor Representatives regularly attending their meetings e.g. Elderly Persons Club. Encourage an Older Persons Champion to engage with the Council	Members	Ongoing
Culture & Heritage	To support the Crimlisk Fisher Archive to promote local culture and heritage. To maintain and upkeep the Filey Museum building for local people and visitors to use. To insure the Filey Tapestries (set of 4) which have been gifted to the people of Filey by the Filey Tapestries Group which has been a community project with input from many local groups and organisations.	Crimlisk Fisher Archive and Property Committee	Ongoing
Filey Bandstand	To manage all bookings for the Filey Bandstand for local community use for a variety of different uses in consultation with the Filey Rotary Club who have gifted the Bandstand to the people of Filey and entrusted the Town Council to manage the facility. To manage the 14-week Sunday Band Concert programme in the Bandstand	Events and Lighting Committee	Ongoing
Filey Allotment Land	To provide land for allotment purposes for community use in conjunction with the Filey Allotment & Garden Association	Property Committee	Ongoing
Filey Parish Wood	To provide land for a Community Woodland in Parish Wood and to provide a lease to Filey Brigg Ornithological Group to maintain the woodland for community and commemorative use.	Property Committee	Ongoing
Filey Queen Street Garden	To provide and maintain land for a Community Garden which overlooks Filey Bay and is a natural viewpoint	Property Committee	Ongoing
The Lawns Cemetery	To maintain the Lawns Cemetery and act as a Burial Authority under a service level agreement with Scarborough Borough Council. To provide a sympathetic and caring service to the relatives of the bereaved.	Staff, contractors and Property Committee	Ongoing
Tourism	To promote tourism and community related feature articles through the creation of the Filey Town Guide and Town Map with sponsorship from local business advertisements and community articles	Town Guide Working Party + Council Representatives on local Filey Tourism related groups.	Ongoing
Christmas Lighting	To provide Christmas lighting throughout the town for the community and to work with community representatives and local groups	Decorative Lighting Working Party	Ongoing

	and organisations and to promote Christmas events in the town.		
--	--	--	--

ADOPTED 23 May 2018 REVIEWED 5 May 2020 REVIEWED May 2021
NEXT REVIEW DATE May 2022