

# Burton Fleming Parish Council

## Communication and Engagement

### Strategy 2024

#### Introduction

This strategy is to guide the Parish Council's communication activity with anyone who contacts us be it directly or indirectly, but also between individuals on the Council. Effective communication is a two way process and should enable the Parish Council to inform people about the work we undertake but also allow us to listen effectively to suggestions of service improvements or issues within the Parish.

Communication is vital for building and maintaining relationships, fostering trust and transparency, and enhancing the sense of community.

By "indirectly", we mean any alternative methods of contacting the Council, such as through intermediaries or digital platforms, that do not involve direct face-to-face or verbal communication. We aim to provide clear and accessible information through various channels to eliminate any confusion and ensure that everyone can reach us easily.

#### Aim and Objectives

The aim of this strategy is to develop and sustain effective communications within our own Parish Council but also with all stakeholders.

- To ensure all Councillors are fully sighted and informed of activities and actions being undertaken by the Parish Council. Councillors are expected to respond to emails in a timely fashion and where appropriate, utilise the reply all option to ensure all Parish Councillors are aware of the matters being discussed.
- Effectively inform and advise residents and stakeholders of the aims, objectives and activity of the Parish Council.
- Enable residents and stakeholders to be positively involved with the Parish Council.
- To utilise a variety of communication methods to ensure the method of communication is appropriate for that scenario and to reach as many stakeholders as practically possible.
- To build trust through openness and transparency.
- To conduct an annual review of this communication strategy, allowing for adjustments in response to evolving needs and technological advancements.

#### Stakeholders

We want to reach everyone with an interest in the village of Burton Fleming. People who live, work or conduct business here, as well as those who have an influence on the future of the area. Including but not exclusively to;

- All residents of all ages
- Caravan Site temporary residents
- Village Hall Committee
- St Cuthbert's Church
- Village Newsletter
- Local businesses and employers
- Voluntary groups
- Parish Councillors and Clerk
- County Councillors
- MP's
- Community Influencers such as journalists, bloggers, or social media personalities.

## The Role of Parish Councillors

We represent the community in which we live and are governed by a Standards Committee under East Riding of Yorkshire Council which guides us on the promotion of high standards of Conduct. Parish Councillors confirm annually adherence and compliance with the ERYC Code of Conduct, which encourages open, impartial, informed, timely, transparent and courteous communications at all times.

Our communications need to have an effective impact and therefore such communications will be short and to the point, non-conflicting, focused and based on information, fact, action and outcome.

Our aim is to make a difference with our involvement and communications and to represent the Parish effectively. Residents turn to us for guidance and advice especially in times of precedence. As a council we also have a stronger voice than an individual and can ensure that the Parish is represented and heard.

We want to hear the opinions of others and work together for a better future for Burton Fleming. We as a council need to support the community and stakeholders to make improvements where needed.

Also, we need to celebrate what has happened, is happening and may happen in the village; positive messages focusing on what's good about living and working in our village.

## Methods of Communication

Parish Councillors contact details - published on the website and noticeboard.

Parish Council Website – will be kept up to date and as interactive as possible and all Councillors will notify the Clerk of any items requiring updating, or inaccuracies or omissions.

Village Newsletter – the Council will submit monthly updates as to their activity undertaken in the village and any work, they've undertaken. This will be the Clerk or nominated person.

Parish Council Meetings – all meetings are open to the public with future dates advertised on the notice board, website, newsletter and local papers.

Parish Council Agendas and Minutes – all are available on the website and noticeboard or can be obtained by contacting the Clerk.

Parish Clerk – can be contacted by email or phone both of which are on the website and noticeboard.

Press Releases – will be made to local media on significant points of interest and or achievement.

Surveys – to be considered as required to capture the views of the residents.

Emergencies- these will be communicated on the Parish Council Website, noticeboards and posters placed around the village.

Parish Council Spokesperson – in the event if any media enquiry, the Clerk and Chair will be responsible for issuing a response. Individual councillors if approached for comment directly, should refer the enquired to the Clerk and Chair for a formal reply. Any media contact must be notified to the Clerk as course.

We will try ensure that all communications are accessible to individuals with disabilities therefore any individuals requiring alternative arrangements should contact the Clerk directly.

## Involvement

We value individual input and feedback and encourage individuals to have a say in the matters that impact on individual lives and the community. We offer various opportunities for individuals to get involved and influence, such as:

- Public participation, where individuals can speak at Parish Council meetings on any issue related to the parish. Individuals can register to speak by contacting the Parish Clerk at least 24 hours before the meeting.
- Consultations, where individuals can share views and opinions on specific topics or proposals that the Parish Council are considering or developing. The Parish Council will publicise consultations on the Parish Council website, village newsletter, notice boards and invite individuals to respond by email, by post or in person.
- Committees and working groups, where individuals can join us in discussing and delivering specific projects or initiatives that are of interest or benefit to the parish. The Parish Council may have several committees and working groups that cover different areas of work. Each committee or working group has its own terms of reference, membership, and meeting schedule. You can find out more about them by contacting the Parish Clerk.

To participate in a committee or working group, you need to meet the following eligibility criteria:

- You must be a resident of the parish or have a close connection to the parish, such as working, owning a business, or volunteering in the parish.
- You must be over 18 years old and not disqualified from being a parish councillor.
- You must agree to abide by the Parish Council's code of conduct and declaration of interests.

To apply to join a committee or working group, individuals should contact the Parish Clerk. Individuals can apply at any time, but the committee or working group will only consider an application when there is a vacancy. The Parish Clerk will notify you of the outcome of your application within 28 days of receiving it.

## Residents, What Can You Do?

We appreciate your support and cooperation in making our parish a better place to live, work, and visit. We encourage you to:

- Proactively engage with us by attending our meetings, providing feedback, and volunteering for community initiatives.
- Respect our role and responsibilities as your elected representatives and understand the limitations and constraints we face.
- Report any issues or problems that you encounter in the parish, such as potholes, fly-tipping, graffiti, or anti-social behaviour, to the relevant authority or service provider. You can request their contact details from the Parish Clerk.
- Follow the escalation process for unresolved issues, if you are not satisfied with the response or action taken by the Parish Council. The escalation process is as follows:
  - Contact the Parish Council and request for an explanation or a review of their decision or action.
  - If you are still not satisfied, contact your Ward Councillor, who can represent your views and interests at a higher level of ERYC. You can request their contact details from the Parish Clerk.
  - If you are still not satisfied, contact ERYC Standards Committee, who can investigate complaints of maladministration or injustice. You can request contact details from the Parish Clerk.

## Contact Us

We are here to serve you and your community and we welcome your enquiries, comments, and suggestions. You can contact us by:

- Email: [clerk@burtonflemingpc.co.uk](mailto:clerk@burtonflemingpc.co.uk)
- Phone: 07542874957
- Post: Clerk to Burton Fleming Parish Council, Flat 5 Weldon Court, Weaponness Park, Scarborough YO11 2UA

Our office hours are Monday to Friday, 9:00 am to 5:00 pm. We aim to respond to your messages within 48 hours.

Thank you for your interest and involvement in the Parish Council.