



Midsomer Norton Town Council

Community Engagement Policy

ADOPTED: 4th November 2019
Minute Number: 78
Review: November 2020



Midsomer Norton Town Council Community Engagement Policy

INTRODUCTION

Since being formed in 2011, Midsomer Norton Town Council has been guided by its three Strategic Objectives:

- To develop a strong sense of community
- To encourage civic pride in our town
- To be a well-run council that delivers results

The first strategic objective has driven a focus on delivering services and projects that seek to build a strong and vibrant community.

Much of this work has been successful on a tactical level but there has been no stated overarching strategy or plan to achieve effective community engagement that could be used to guide specific actions and measure their effectiveness. This Policy and the associated Community Engagement Plan seeks to address that omission.

COMMUNITY ENGAGEMENT SO FAR

The following table sets out some examples of a range of activities that the Town Council has put in place, supported, sponsored or facilitated since it was created in 2011:

Launching a quarterly newsletter – Midsomer Norton LIFE – which is delivered to every household and business	Launching a Community Alcohol Partnership in the town responding to the town survey which highlighted anti-social behaviour as an issue	Supported the launch of the Midsomer Norton Community Trust and provided financial and organisational support.
Launching a community grant scheme which has provided funds totalling over £130,000	Developed a welcome pack which was distributed to new families moving to the town	Launched the Midsomer Norton Town Trust to hold property on behalf of the community
Sponsoring or funding community events such as the summer fayre and Christmas activities	Launched a community spaces initiative which has seen additional area being opened up to the community	Managed the land at West Clewes for the community as a whole as well as supporting Welton Rovers FC
Supporting civic groups such as the Midsomer Norton Society and the Twinning Association	Sponsored Arts programmes in association with B&NES Council	Installed an outdoor gym for community use at West Clewes



Launched and developed a web site for community communications	Carried out a major consultation through a Community Survey in 2013	Produced and funded a tourism leaflet to help promote the town.
Created a database of community groups and signposted their activities on the web site	Installed 2 life-saving defibrillators which are inspected by the Council every two weeks	Created a legacy of floral displays across the town and supported the In Bloom bids in winning successive awards
Supported the creation of an Allotment association and enabled it to take on the day to day running of the Radstock Road allotments	Engaged young people and supported the launch and ongoing delivery of a youth club	Funded a joint programme of Regeneration work in the town with B&NES Council
Purchase the land to create a new Town Park		

A STRATEGY FOR THE FUTURE

In order to build on the wide range of work already in hand or completed to engage with and support the community, the Town Council has developed a Community Engagement Policy.

The Community Engagement Policy for Midsomer Norton Town Council aims to achieve the following key goals:

- To consistently promote the Council's role in the democratic process and explain how it will engage with it the community to carry out that role
- To create and maintain effective two-way communication with the whole community
- To plan and fund a range of activities each year to engage the community and to review their effectiveness at the end of the year

A PLAN TO DELIVER THE POLICY

In May each year, at its Annual Meeting, the Town Council will agree a Community Engagement Plan. This will be produced in time to be shared with the town at the Annual Town Meeting in April before being endorsed and adopted by the Town Council.

The plans will comprise of:

A review of the effectiveness of its engagement in the previous year AND



A plan for the following year showing what the Town Council will do to achieve each of the engagement goals and how this will be funded.



COMMUNITY ENGAGEMENT PLAN 2019-20

SECTION 1 – REVIEW OF COMMUNITY ENGAGEMENT IN 2019-20

Activity	Aims	Lessons Learned
Secure community buildings from BANES in an asset transfer initiative	To ensure community buildings are protected for the community for the future	
Work in partnership with BANES to apply for Heritage England	To address the particular challenges faced by the High Street	
Annual Awards Ceremony	To promote the contributions of volunteers to the community	
Install new play equipment and picnic benches for community use at West Clewes	To promote health and well-being in the community	
Work to continue the development of the Town Park in line with the Master Plan created following consultation	To promote health and well-being in the community and establish a location for community events	
Quarterly magazine	To communicate news, events and Council projects to the community and to gain feedback where required	
Sponsoring Community Events - Town Fayre, Carnival, Arts Festival	To provide a range of events for all ages and to build the sense of community in the town	
Support community groups by providing grants to a total of over £68,000 to date (25/10/2019)	To support a range of community groups and third sector organisations to enrich the lives of people in all areas of the community	
Support the continued development of a Neighbourhood Plan	To ensure that the community has a strong voice in the nature of development in the area	
Provided financial support	To ensure that the	



via sponsorship grants to Midsomer Norton Community Trust and Midsomer Norton Town Trust as they continue to deliver benefits to the whole community	Community Trust is sustainable and continues to deliver benefits	
To establish and promote Surgeries	To promote community engagement and effective two-way communication within the community	
Install upgraded CCTV at Welton Rovers	To combat anti-social behaviour	
Install benches in the Garden of Friendship	To promote health and well-being in the community	
Christmas Social for residents, Christmas Party for Primary/Junior age children, Christmas Cinema Night for Secondary aged children	To provide a range of events for all ages and to build the sense of community in the town	
The introduction of Facebook and Twitter pages	To communicate news, events and Council projects to the community and to gain feedback where required	
Contributing towards the purchase of an ASB Deployable Camera, and paying the ongoing monthly network costs	To combat anti-social behaviour	

SECTION 2 – ENGAGEMENT PLAN 2020-21

Activity	Aims	Budget