



Selby Town Council

Community Engagement Strategy

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1. Aims and Objectives

Selby Town Council aims to:

- Represent and promote the interests of Selby and all its people
- Pay particular attention to the needs of our young people, other minority, and vulnerable groups
- Provide the best possible amenities and services by the efficient use of available resources
- Actively involve local people in decisions affecting activities in the area
- Promote equality of opportunity and oppose discrimination
- Be open and accountable in all it does
- Support development, which is environmentally, socially, and economically sound and sustainable
- Enhance quality of life by protecting and enhancing the Town's ecological and environmental assets.

In order to achieve these aims, the Town Council will:

- Work closely with residents, businesses, and community groups
- Engage with as many people as possible who want to participate in decision making, monitoring services, and planning for the future

- Ensure, that through the use of a wide range of approaches to public involvement and community engagement, it actively encourages the involvement of residents, to capture their views and learn their concerns and effectively use those views as an integral part of the decision-making process
- Ensure that residents have the opportunities to be heard at every stage, and the capacity to be effective citizens

The outcomes the Town Council hope to achieve are:

- Improved communication with the local community
- A better understanding within the community of the role of the Town Council and of its Councillors
- Local people actively contributing to decision making
- Improved satisfaction with local public services

2. Defining the Community

The Town Council considers the community of Selby to consist of:

- All residents of the town
- All users of the Town Council's services
- All those who work and study in the town
- All those who own businesses within the town
- All young people who live and/or go to school within the town
- All local voluntary organisations, clubs, and societies
- Any group or organisation that represents some or any of the members of the above sections of the community

Additionally, the Town Council recognises that there are certain bodies that are crucial to the quality of life in Selby and aims to maintain excellent working relationships with these bodies, including the Police, North Yorkshire Council and neighbouring town and parish councils.

3. Provision of Information to the Community

Information is provided by the Town Council to the community in a number of ways, including:

- The Town Council offices at the Town Hall, York Street, Selby, are open Monday to Friday and can provide a wide range of information both on Council services and other Parish activities and issues
- The Town Council's website www.selbytowncouncil.gov.uk contains copies of Council documents, such as agendas, minutes, details of Councillors, and provides information of the work and service provided by the Town Council. The public can contact the Town Council through the website and public consultations are sometimes carried out through the website

- The Town Council has noticeboards throughout the town, and these are updated with notices of meetings, councillors contact details and Town Council events
- The Town Council's newsletter is published twice a year. Once a year it is distributed to all households in Selby and once a year it is published on the Town Council's website
- The Town Council publishes an Annual Report each year in April and is available from the Town Hall, on the website and it is also presented at the Annual Town Meeting
- All meetings of the Town Council and its committees are open to the public and a period is set aside at the beginning of the Council meetings for public questions relating to items on the agenda. Public questions may also be asked on matters which are not on the agenda, provided that notice has been given to the Clerk at least three working days before the date of the meeting
- Questionnaires may sometimes be used to ask local people's opinions about specific matters. These may be through public engagement at Town Council events, on noticeboards with QR links to the Town Council website or on social media
- A public meeting may be called to gauge public opinion about an important issue affecting the town such as a major planning application
- Social media sites including Facebook, Twitter, and Instagram
- Ensure Evaluation forms will be made available for all our events

4. Opportunities for Formal Representations to the Council

Formal representation to the Town Council may be made at any time in writing to the Town Clerk

5. Involvement in Partnerships

The Town Council often works in partnership with other organisations such as North Yorkshire Council, the Police, local schools, and Selby College. It also has representatives on the following local organisations:

- Selby Community Trust
- Selby United Charities
- Selby & District Rail User Group
- Up for Yorkshire
- Big Local

6. Role of Town Council Members and Officers

Town Council Members (Town Councillors) are the elected decision makers of the Town Council. Their contact details are available from the Town Hall, the Town

Council website and noticeboards sited around Selby. Members of the public are welcome to contact Town Councillors to raise any issues.

The Council's officers are staff who are employed to carry out the day-to-day functions of the Town Council and make sure that its services are provided for the community.

The Town Clerk is the Proper Officer for the Council which means the Clerk has overall responsibility for the provision of Town Council services.

ACTION PLAN

Item	Task	Responsibility	Status
Mayor	Mayor to fulfil a civic role & encourage community organisations to invite the Mayor to events	Mayor and staff	Ongoing
Minutes	Ensure copies of minutes are available, both as hard copy and electronically	Staff	Ongoing
Annual Report	Ensure the Annual Report is available as a hard copy and electronically	Staff	Ongoing
Office Opening Hours	Publicise office opening hours in newsletter, on website and on noticeboards	Staff	Ongoing
Annual Town Meeting	Publicise the meeting widely to encourage good attendance	Staff & Members	Annually
Public Forum	Encourage residents to raise any matters of interest or concern via the public participation element of Council meetings	Staff	Ongoing
Notice Boards	Update, in a timely manner, with council activities	Staff	Ongoing
Website	Maintain website with information on council services and activities	Staff	Ongoing
Newsletter	Produce and deliver twice yearly	Staff	Twice yearly
Businesses	Engage with businesses	Staff & Members	Ongoing
Local Democracy	Encourage residents to both vote at and stand for the Town Council in local council elections	Staff & Members	Ongoing
Press	Liaise regularly with the local press, sending details of Council meetings and activities.	Staff	Ongoing

Status	Date reviewed
Approved	30 September 2024
Date of next review	September 2027
Cross-Reference Documents	