

Communication Strategy

Our Aim

Hognaston Parish Council will communicate and engage with parishioners in a timely and effective manner.

The aim of this strategy is to clearly define the way in which the Parish Council will communicate with residents and partners on important issues by:

- Informing, consulting and involving.
- Being inclusive and engaging with all residents and partners.
- Ensuring people's views are listened to and, where acceptable and practicable, are used to develop and enhance services, the environment and quality of life in Hognaston and the wider community.
- Communicating with key stakeholders, including: Residents, Councillors, Derbyshire Dales District Council (and the elected member), Derbyshire County Council (and the elected member), the Member of Parliament, the church, community groups, youth groups, village organisations, charitable organisations, police and local press.
- Where necessary, being inclusive of transport providers, mobile libraries, medical services, educational facilities, landowners, local businesses, the public house and other service providers.

Objectives

- To improve, plan and shape the future of the parish according to local needs and priorities.
- To use engagement with all parts of the community to ensure the Parish Council makes well-informed decisions that are fit for purpose and meet the needs of the parish and local residents.
- To enhance the wellbeing of the parish.
- To improve the quality and delivery of services.
- To be a stronger, more active and cohesive parish.

Support

The Parish Council will support and assist local organisations and community groups to meet their own aims and objectives.

By supporting local projects and participating in local events, the Parish Council will raise the awareness of the work it does, its aims and objectives.

To achieve this, the Parish Council will:

- Continue to encourage parishioners to attend Parish Council meetings.
- Promote and attract as many participants as possible to special, extraordinary and open meetings.

- Reach out to local organisations and community groups to offer support and work together for the benefit of the parish.
- Work with individuals and groups to support and facilitate new ideas and local initiatives.
- Liaise with local police teams on local issues.

Consultation

Consulting residents on important issues is key to this strategy.

The Parish Council will always seek the views and opinions of parishioners to ensure they represent their best interests and those of the wider community and parish.

The Parish Council will ensure that those most affected by any local issue, proposal, event or planning application are able to put forward an opinion and given an opportunity to make a difference.

Communication

Communicating with parishioners, community groups and others will be achieved in several ways to ensure all sections of the community are reached.

- Parish Council meetings will be open to the public and include an opportunity for members of the public to engage with Councillors.
- Agendas for all meetings will be sent to Parish Councillors, the District Councillor, County Councillor, Police Community Support Officer and other stakeholders – by email or post.
- Agendas and minutes of meetings will be posted on the Parish Council notice board and website at least 3 working days before each meeting. Draft minutes of meetings are to be published as soon as possible after each meeting.
- Minutes and agendas will be published through HogNews (the village email messaging service) and the Parish Council's Facebook page.
- Contact details for all Councillors and the Clerk will be available on the village notice board and the Parish Council website.
- The Parish Council website will be updated on a regular basis to provide information, including agendas, minutes, meeting dates, policies and documents.
- Notices, project updates and local information that is of interest to residents will be published on the Parish Council notice board and website. These are to be updated regularly by the Clerk.
- Notices needing more immediate attention or responses will be distributed through HogNews.
- A quarterly newsletter is to be delivered free to every household in Hognaston which will include important notices, events information and updates on Parish Council business.
- Where necessary, the press will be invited to Parish Council meetings to report on important matters.
- Use local media and radio stations to reach out beyond the immediate community.

Strategy

The Parish Council will consult on any local issue, proposal, event or planning application that will affect local residents or community:

- Promote the above through the Parish Council noticeboard, website, HogNews, the Parish Council Facebook page and the Hognaston Village Facebook group.
- On appropriate occasions those residents that will be particularly affected or live within in a specific locality may be individually written to.
- Aim to identify minority or hard to reach groups and identify channels of contact and consultation with them.
- Only consult if the outcome can be realistically influenced or achieved to manage public expectations and prevent creating false hopes within the community.
- Publish feedback on consultations and keep parishioners updated on future progress or developments.
- Ensure outcome of consultations are used to inform decisions and policies.
- Review consultation outcomes to highlight any failings in the process to enable identification of any changed and amendments required to the strategy.

How Local Residents Can Play Their Part

Communication and engagement should be seen as a partnership between the Parish Council and Parishioners. It works two-ways.

Hognaston Parish Council asks residents to work with us by:

- Actively and regularly reviewing the Parish Council notice boards and website.
- Reading meeting agendas and minutes.
- Attend Parish Council meetings to engage with or bring issue to the attention of Councillors.
- Suggest new initiatives, ideas or projects that will benefit or enhance the parish by contacting the Clerk by email, letter or telephone. Alternatively, attend a Parish Council meeting.
- Propose new or improved methods of communication and engagement between the Parish Council and residents.

Date reviewed and adopted: 13th May 2025 (Meeting 403)

Next review: May 2026