

YATTON PARISH COUNCIL

COMMUNITY ENGAGEMENT STRATEGY

Adopted by Yatton Parish Council, 14 March 2011

Aims and Objectives

To develop:

- A vibrant and engaged community that understands the value a parish council can offer.
- A community that uses the council to help develop the parish for the benefit of residents.
- A community that is proud of its parish and actively works to foster pride through involvement in parish development

We deliver on our aims through: support for community facilities, two-way communication with residents, actively encouraging and supporting community involvement, partnership working and through an engaged group of elected council members.

The community and its facilities

The parish of Yatton comprises the large 'service' village of Yatton and the small village of Claverham, surrounded by agricultural land and part of the North Somerset Levels and Moors. There are around 9000 residents.

Some demographic information is in the Appendix to this Statement.

Community facilities include:

- A shopping precinct in Yatton including a supermarket
- Other shops in High Street, Yatton, including a post office
- A doctor's surgery, a dental surgery and a vet
- Several places of worship
- A village hall in Yatton used by local organisations
- A village hall in Claverham used by local organisations
- Infant and junior schools in Yatton
- A primary school in Claverham
- Backwell School (not in the parish but serving the community)
- A youth club in Yatton
- Two large playing fields in Yatton, one with a pavilion managed by Yatton Parish Council and one with a pavilion managed by Yatton Junior Football Club
- A small playing field in Claverham

- A cricket club, bowling club and rugby club
- Several play areas, a skatepark and a BMX track
- Several recreational paths, including the Strawberry Line, part of the National Cycle Network
- An internet café for young people
- A railway station in Yatton
- A bus service serving Yatton and Claverham

At its widest the community comprises:

- all those living in, working in and visiting the parish or using its facilities
- businesses and employers in the parish
- voluntary organisations working for the benefit of the community

Provision of information to the community

Yatton Parish Council provides information to the community in the following ways:

- There is a website (www.yatton-pc.gov.uk) which includes:
 - A front page with news about the Parish Council (including forthcoming meetings) and other news of interest to the community
 - Minutes and Agendas of all Council and committee meetings for the past two years, and supporting documents
 - Information about payments over £500
 - A copy of the latest Annual Report, including financial information
 - Contact details for all councillors and the Clerk
 - A calendar of meetings
 - A copy of the Council' Standing Orders and Financial Regulations
 - A copy of the Council's Complaints Procedure
 - A copy of the Council's Freedom of Information Scheme
 - Links to North Somerset Council and other sites of interest
- The Parish Council makes use of Twitter and the Clerk 'tweets' regularly with matters of interest.
- People can sign up to receive emails from the Parish Council on matters of interest.
- Agendas of forthcoming meetings are displayed on Parish Council noticeboards
- A newsletter is published four times a year in the Yatton & Congresbury Paper, available free to all residents.
- The Annual Report is published by the end of June, and is made available in hard copy at Yatton Library and other sites such as village halls, the railway station, schools and places of worship. The Annual Report includes an overview of activities as well as financial information taken from the published Annual Return.
- Hard copies of minutes and supporting documents are available on request.

- More detailed financial information is available on request.

Opportunities for community involvement

Yatton Parish Council encourages the involvement of residents and community organisations in its activities. In particular:

- A period during every Council and committee meeting is set aside for public participation, which enables residents and representatives of community organisations to comment and ask questions
- Councillors attend 'surgeries' every month at Yatton and Claverham village markets.
- All residents have the opportunity to comment and ask questions at the Annual Parish Meeting.
- Community organisations which have received grants from the Parish Council have the opportunity to make a presentation at the Annual Parish Meeting.
- There is a 'Contact Us' page on the website
- Contact details for the Council and for individual councillors are prominently displayed on Parish Council noticeboards.

Yatton Parish Council encourages active citizens that are engaged in delivering a vibrant community through:

- Financial support for organisations working for the benefit of the community in Yatton and Claverham
- Provision of sports and recreational facilities for all sections of the community: play areas, sports fields, open spaces and footpaths
- Financial support for sports clubs providing opportunities for young people in the community

Involvement in partnerships

Yatton Parish Council is represented on:

- The Ancient Parish of Yatton United Charities
- Richard Durban's Trust
- Strawberry Line Management Committee (the Parish Council also makes an annual contribution towards maintenance)
- Yatton and Congresbury Wildlife Action Group
- Yatton Music Society (which the Parish Council supports financially)
- Yatton PACT (Partners & Communities Together)
- Yatton Village Hall Management Committee
- the Parish Plan Steering Group
- Bristol Airport Consultative Committee
- the Parish Councils Airport Association

The Parish Council also works in close partnership with:

- Yatton Youth Club: the Parish Council funds running costs and also staffing for two nights a week
- Yatton Junior Football Club: the Parish Council funds utility costs and also allows junior teams to play on Hangstones field free of charge
- Winscombe Ladies Football Club: the Parish Council allows junior teams to play on Hangstones field free of charge
- Citizens Advice Bureau: the Parish Council funds a weekly session in Yatton Library
- Yatton Methodist Church Youth Worker Group: the Parish Council funds the cost of a youth worker

Yatton Parish Council also works in partnership with North Somerset Council, for example by making a financial contribution to road safety works in High Street, Yatton.

Role of Council members and officers

Members of Yatton Parish Council:

- Attend Council and committee meetings where there is opportunity for public participation
- Discuss all business at Council and committee meetings in public unless there is good reason to exclude the public by reason of the confidential nature of the business
- Attend monthly 'surgeries'
- Represent the Council on community organisations (above)
- Are available to be contacted by residents and community organisations

The Clerk and other officers of Yatton Parish Council:

- Are available to the public when the Parish Office is open to the public, at least two days a week
- Receive letters, phone calls, emails and website comments and pass them on to members as appropriate
- Keep the website and noticeboards up to date, in particular publicising matters of community interest
- Provide information to members of the public under the Freedom of Information Act

Specific areas for community involvement

Yatton Parish Council will consult fully on any major projects, in particular:

- The identification of sites for affordable housing
- The redevelopment of Hangstones pavilion
- The development of a new burial ground

Scope for Yatton Parish Council to improve community engagement

Yatton Parish Council will seek to improve its engagement with all sectors of the community, including considering the use of new media such as Facebook. The Parish Council will consider in particular how to engage more fully with hard-to-reach groups such as:

- Young people
- Older people
- Ethnic minorities
- Disabled people
- People with caring responsibilities

Yatton Parish Council is keen to hear from people with suggestions for improvements in community engagement.

APPENDIX: DEMOGRAPHIC INFORMATION ABOUT YATTON WARD

This information, taken mainly from the 2001 census, relates to Yatton Ward of North Somerset, which consists of the parish of Yatton (the largest component) and the parishes of Cleeve, Kenn and Kingston Seymour.

- 21% of the population is under 16.
- 64% are between 16 and 64.
- 15% are 65 or over.

- The average age is 39.3 years.

- There are 94% houses and 6% flats.

- 72.3% of the population of working age are economically active (i.e. employed, full-time or part-time, or self-employed).

- 78% of households own at least one car.

- 70% of 3 year olds in 2005 attended a pre-school or nursery class.

- 22.4% of the working age population are qualified to degree level or above.

- 19.5% of the working age population do not have any qualifications.

- 15.1% of the population are described as having a limiting long-term illness.

- Average life expectancy is 78.9 years.