

Subject:	Engagement WG
From:	Liz
Date:	17th February 2023
For discussion/decision/action	
Summary of decisions or actions requested (including timing):	
<ul style="list-style-type: none"> • agree to the proposed programme of events • prepare publicity materials for each event listed • each WG to deliver its contribution as relevant • agree proposed objectives for social media engagement • agree to proposed outline plan for resident survey 	
Financial implications: Cost of display materials for APM and Great Big Green Week	

At the January meeting, the idea of undertaking a survey of residents was discussed. It was agreed that we needed to be clear about its objective and timing.

The Engagement WG discussed this on-line and in person, and looked at a template from the Local Government Association.

The main principle is for organisations to create a number of baseline questions which then act as a means of measuring performance over time. Examples of these might be: Charlbury as a good/bad place to live, or satisfaction with the Town Council. Asking (exactly) the same questions each year, along with a set of demographic questions, means it is possible to compare like-with-like.

We have also looked at sample surveys from the Local Government Association. We may wish to think whether we want to ask the same question as nearby councils.

We could agree a set of key indicators (there are plenty of examples from elsewhere), not too many of them, with a set that can be varied with year-on-year priorities. These could be on similar or different themes. It may make sense periodically to undertake a bigger survey such as at the beginning of a new council term.

It has been argued that the consultation for the community-led plan was heavily skewed to older, retired people – it is important that the survey is designed to include issues relevant to a balance of respondents in the population.

Understanding the resource implications is also important.

The clerk and I have met to discuss a proposed set of events due to take place over the next few months which will create opportunities for resident engagement and should mean that residents learn much more about what the council is doing. It therefore makes sense to undertake the survey in the Autumn and to be able to bring its results (and any actions that may have been taken in the meantime) to the next Annual Town Meeting.

The events, in date order are:

Home Comforts Open Homes Day, 1 April. A tour of 6-8 homes that have undertaken significant refurbishment for improved energy and carbon performance. The tour will start in the Bowls Club which has benefitted from Sustainable Charlbury funding to undertaken thermal imaging, airtightness testing, net zero architect advice, and capital to upgrade doors, windows and lighting. There will be panels with photographs and Bowls Club committee

members on hand to answer questions. There can also be posters about the Home Comforts project, timelines, and projected outcomes.

Annual Parish (Town?) Meeting, 21st April. Possible themes 'Go Local' or "*Celebrating our community*". Publication of our annual report, and exhibits from local community organisations/businesses

Coronation Picnic/Big Help Out, 8th May. Not yet finalised.

Great Big Green Week, 10-18 June. Clerk is inviting each working group to submit proposals and seeing if other organisations in the town are running events.