

Subject:	Report
From:	Engagement Working Group
Date:	18 October 2024
For information/discussion/[please delete as appropriate]	
Summary of decisions or actions requested (including timing):	
Financial implications: [please explain any costs associated with decisions or actions, and whether these have already been budgeted for]	

At its last meeting, the Engagement Working Group discussed the effectiveness of various engagement activities during the past year. These included:

- The town council website – analysis needed of number of visitors and which are real as opposed to bots (currently around 800 visitors a week)
- The resident survey which got a 20% return rate – increase to 25%
- The Annual Parish Meeting which was very well attended – set a target number of attendees?
- Street Fair which generated a lot of interest overall – capture number of meaningful contributions?
- Councillor surgeries – publicise numbers who have attended and range of queries
- Clerk’s presence in town -
- Hand delivery of survey results by town councillors – councillors present reported having had conversations with residents which had been a useful way of making connections and building new relationships.

It was agreed that it would be helpful to attach some numerical objectives to each of these engagement exercises to allow us to measure the effectiveness of what we are doing. Examples are provided above and the next meeting of the Engagement WG will set these and bring them to the next full council meeting.

There still seems to be a challenge in getting over what the town council does as opposed to what the district and county councils do. The diagram on the Coop wall has had a big header attached to clarify how residents can understand the different responsibilities. It was agreed that Tony would review the last survey questions to see if any of them could be re-written for clarity, and to ensure that the town council’s responsibilities are identified in them.

One objective might be to reduce the number of answers which were ‘Don’t know’ which suggests that residents were not aware of town council activities and hence couldn’t answer those questions.

It was agreed that this year’s APM would focus on what the council has done specifically related to its duties whilst also ensuring that there was plenty of information about the work of the working groups in exhibition materials. In particular we need to publicise well the fact that the council has taken over the verges from OCC and the approach that we are taking and why.

More people to understand distinction between councils. Street Fair 2025 could be used to explain what the Town Council is responsible for.

To communicate what the TC does, do we need a new poster?

Sustainable Charlbury to attend a public session of the town council to propose how its new website could help with TC engagement around sustainability issues.

Tom proposed that there be regular walks around town to review issues such as parking, encroachment of greenery, and the cemetery for example. These to be held on the Sunday before town council meetings.