

## Vision:-

Sheringham Town Council's vision is of a collaborative community working together to advance a resilient and robust town, which is built on a strong sense of the importance of community, successful business and a healthy and sustainable environment

## Mission Statement:-

Sheringham Town Council (STC) will:

- Protect and improve the quality of life for the community and future generations
- Enhance the attractiveness of the town as a place in which to live, work, visit and invest
- Preserve and enhance the essential traditions, character and identity of the town
- Engage with the community to identify their needs, priorities and wishes
- Show due regard to advance equality of opportunity for all residents

## Relevant Principles:-

The following principles (which are regarded as essential elements for good local government) are to be utilised as part of everyday decision making, process, actions and the management of Sheringham Town Council.

### **Communication**

- Engage in open dialogue with residents to understand their needs, wishes and priorities.
- Establish clear lines of communication between the residents, wider community and STC.
- Establish clear lines of communication between Officers, staff and Members.

## The Aims of this policy are to:

1. Establish clear lines of communication between Officers, staff and members
2. Ensure the efficient and lawful management of staff by the line manager with due duty of care shown.
3. Ensure Sheringham Town Council engages in open dialogue with residents in order to understand their needs, wishes and priorities.

## Communication between Officers, staff and members

1. If a member receives a request from a member of the public in regard to a concern or a query
  - This must be passed directly to the Administrator
  - Will be shared with the appropriate Admin team member, the Chair or Vice Chair and any relevant committee Chair.
  - The Admin Team are responsible for informing the resident of any action, follow up or outcomes

**Please note under GDPR individual members must not keep personal details of residents on their electronic files or in hard copy format. The member will be informed of the action decided upon by the Admin Team.**

2. All requests for action/ consideration by STC from a member should:
  - Be first be discussed with the Chair of the appropriate committee or the Chair/Vice Chair of the Council.
  - It is the responsibility of the Committee Chairs/Chair /Vice Chair to then discuss and agree action with the Clerk/Deputy Clerk.
  - The requesting member will be informed of what action will take place by the Admin Team and an explanation if the item is not progressed.
  - In the event of a member being dissatisfied that an item has not been progressed then council can be informed in writing by the member and it can be discussed under correspondence at a full council meeting.

**Please note the Admin team are not to be used to progress individual projects of councillors, either through completing research, preparation of documents or compiling of information. The Admin Team are responsible for completing the actions agreed by STC and agreed recommendations of the Council committees, sub-committees and Task and finish groups.**

## Ensuring the efficient and lawful management of staff by the line manager with due duty of care shown.

1. The Clerk and Deputy Clerk serve as Line Manager to **all** the Council Staff.
2. The Chair/Vice Chair of the Employment Committee and the Chair of the Council serve as Line Manager to the Clerk. A single councillor cannot act alone in this role.

3. **All concerns** with regard to staff, from Committee Chairs, committees and individual members **should be addressed through the appropriate Line Manager** and must **not** be addressed or communicated to individual staff members by those expressing concern.
4. Line Managers will inform the Employment Committee of any concerns raised and the actions taken
5. It is the **direct responsibility** of Line Managers and **only** Line Managers to convey information about Council decisions verbally and in writing which will have an impact on their employment in terms of their;
  - Contractual arrangements,
  - Staff development,
  - Working practices
  - Actions to be completed.

### Engaging in open dialogue with residents to understand their needs, wishes and priorities

Sheringham Town Council will use as wide a range as possible to both seek information and convey information from residents, those working and trading in the town and visitors.

In order to convey and gather information STC will use

1. Sheringham Town Council Website [www.sheringhamtowncouncil.gov.uk](http://www.sheringhamtowncouncil.gov.uk)

This incorporates;

- Access to schedule of meetings, agendas and minutes for all Full Council Meetings and committee meetings
- Information with regard to the governance and finances of Sheringham Town Council
- A regularly updated news section covering STC decisions and local news stories
- An events calendar covering STC events, local town/community events, Community Centre events and local organisations and group events
- Photographs and video promoting the town, events and the area for residents and tourists
- Feedback opportunities for residents
- Access to subscribe to Sheringham Town Council Newsletter
- Polls and surveys using Survey Monkey to gather information

## 2. Sheringham Town Council Facebook

This incorporates;

- Agendas and highlights of meetings and Council decisions
- Links to the STC Website
- Links to local press reports re Sheringham Town Council and local stories of interest
- Links to other local facebook pages conveying local information relevant to the community eg Carnival, Enjoy Sheringham, North Norfolk District Council and local organisations
- Community events in order to build strong community and promote tourism
- Serves as a discussion forum with an opportunity to comment in regard to council decisions. STC can disable comments if necessary in the event of abuse or inappropriate content being added.
- Polls and surveys using Survey Monkey to gather and collate information

## 3. Sheringham Community Centre Facebook

This incorporates:

- Advertising and promotion of the Community Centre facilities and hire opportunities
- Promotion of the Community Centre activities, which are open to the general public
- Comments can be made about the Community Centre activities
- All posts must be approved by the Editor and relate to the promotion of Community Centre Activities only.
- This is not a discussion forum with regard to Council decisions and other activities beyond the Community Centre

## 4. Sheringham Town Council will make regular use of the local press, both newspaper and free papers to;

- Press statements will be written as per Sheringham Town Council Standing orders
- Write articles conveying the latest Council decisions and information
- Share links to Sheringham Town Council Surveys and requests for views
- Advertise Sheringham Town Council events and engagement days

## 5. Sheringham Town Council will hold **Community Engagement Days** in order to

- Share information about Council decisions and actions
  - Gather information about residents views and priorities for the review and development of the Town Plan
  - Give hard copy access to online surveys
6. The Town Clerk and Chair of the Council will arrange an Annual Town Meeting which will:
- Share information about Council decisions and actions.
  - Gather information about residents views and priorities.
  - Provide an opportunity for residents to express their ideas.
  - Provide relevant information about community issues and activities.
7. Through the appointment of STC representatives to outside bodies as agreed by Full council, the council will act as a voice for the residents, those working in Sheringham, the traders and visitors. Representatives will also ensure the views, needs and priorities of these bodies are communicated to the Council for consideration by the council where appropriate.
8. Through the appointment of co-opted members to committees the Council will ensure that both expert advice is sort and the decision making process represents a wide range of sectors of the community.

*Associated documents:*

*Sheringham Town Council Vision 2018*

*Sheringham Town Plan 2018*

*Social Media Policy 2018*

*GDPR Policy 2019*

