

**Royston Town Council**  
**Statement of Intent as to Community Engagement**

Adopted: 20<sup>th</sup> June 2022 Minute number: 76/23

Reviewed: 17<sup>th</sup> June 2024 Minute number: 74/25



**Introduction**

Royston Town Council is committed to high standards of engagement with its community. Our council is part of a tier of local government which belongs to, is part of and is directly accountable to its local community. Councillors play an important role as they are elected to make decisions on matters affecting our town.

**Our Community**

We believe our community is everyone within the boundaries of our town and includes all ages, any organisations, groups and individuals and the business community within it. We also recognise that residents pay for the activities of the town council and that visitors to our community form an important part of the vibrancy of community life. We understand that there are certain bodies that are crucial to local quality of life and we will strive to achieve excellent working relationships with these bodies which include local organisations, the Police, neighbouring councils and other tiers of local government.

**Aims**

Royston Town Council aims to make a measurable difference to the quality of life of the community we serve and to be responsive to the needs of our community. Our aim is to engage with our community and encourage participation in decision making, securing better services, being engaged with local democratic process and to create a more active and informed community.

The council strives to enable an informed, involved, empowered community by undertaking the following:

**To communicate information to our community clearly and factually through:**

- a. Maintaining an up to date, user friendly website detailing all council services and activities, agendas, minutes, annual reports, policies and other relevant information. The website can be found at [www.roystontowncouncil.gov.uk](http://www.roystontowncouncil.gov.uk)
- b. Producing a quarterly newsletter which is sent out to every household, published online and available to collect from the council offices.
- c. Publishing of agendas and other council news on the Town Council notice boards.
- d. Publicising events and meetings through local media channels.

**To provide opportunities for our community to be actively involved with the council through:**

- a. Inviting residents to take part in our Council meetings via the public participation forum.
- b. Inviting residents to attend the Annual Town Meeting which takes place between 1<sup>st</sup> March and 1<sup>st</sup> June each year. The meeting will be widely publicised.
- c. To encourage residents to both stand for and vote for the Town Council in local elections.
- d. Inviting residents to regular councillor surgeries held in the town centre.

- e. Live streaming meetings of the Full Council via YouTube.
- f. Inviting residents/community groups to provide information for the Council website.
- g. Issuing press releases covering the activities of the Council.
- h. Encouraging the Mayor to actively represent the community.
- i. Consultation with the community.

**To communicate with our partners and co-ordinate our community engagement efforts:**

- a. Maintain working relationships with other tiers of local government and other local bodies and institutions. To support the role and functions of strategic partners.
- b. The council has representation on many local organisations:
  - Royston Community Transport
  - Royston Day Centre
  - Royston Army Cadet Force
  - Royston Girl Guiding
  - Royston & District Scouts Council
  - Royston and District Town Twinning Association
  - Conservators of Therfield Heath
  - Creative Royston
  - Home-Start
  - Royston Museum Trust CIO
  - Sustainable Travel Town
  - Plastic Free Royston
  - Royston First Bid

The council intends to maintain and foster these relationships. The council will also seek opportunities to provide representation on other organisations in Royston.

**To enable Councillors to maximise their potential to serve their community as elected representatives:**

- a. Councillors will be provided with a new members pack and are encouraged to undertake training for their roles.
- b. Councillors are encouraged to attend meetings regularly; council meetings and those of organisations and residents' associations in their respective wards.
- c. Councillors' details are published on the website and at the Council offices for members of the public to contact them to discuss relevant issues.
- d. Councillors are encouraged to take up places on community groups and organisations.

**Specific Areas for Community Involvement**

There will be occasions where specific community involvement will be required. Matters may arise where Royston Town Council will provide additional information sheets, call additional public meetings or ask for opinion by way of surveys, questionnaires or website response forms. Members of the community may also be asked to join working party groups.

Any action plans created by the council will consider the ways that the council will work to enhance the quality of life for residents.

Review date: June 2026, or earlier if legislation dictates.