



**CHIPPENHAM  
TOWN COUNCIL**  
Improving the quality of town life

## **Community Engagement Policy**

It is vital that the residents of Chippenham are fully aware of the services and facilities we provide and the various ways they can engage with us. We also strive to communicate with a wider audience including local businesses, charities, community groups and visitors to the town.

### **Why do we engage with the community?**

- To inform residents of the work and services we provide
- So we can offer transparent information on how we manage our budget
- To improve the quality of town life
- We value feedback and constructive criticism
- To inform how decisions are made at committee level by the elected Councillors

### **How do we engage?**

- Chippenham Town Council and Neeld Community & Arts Centre websites
- Social media platforms
- In our venues
- Through the services we deliver appropriately where relevant
- Councillors
- Hosting events
- Newsletters, brochures and event promotional material
- Consultations
- Committee meetings
- Working collaboratively with strategic partners
- Press coverage

### **Next steps**

- Consider monitoring and evaluating how successful these methods are
- Increase attendance to committee meetings
- Increase our coverage in local press and relevant journals
- Research other methods in which we can gather feedback from our community on the services and facilities we provide