

WIGGINTON PARISH COUNCIL: COMMUNICATION PLAN

Introduction

Our aim is to develop effective communications with all of the Parish Council's stakeholders.

This plan, which will be reviewed biennially, will guide the Parish Council's communications with all our direct and indirect contacts.

It is based on the principle that communication is a two-way thing and it should enable us to inform people about what we do and also to listen receptively.

Objectives

To inform residents and stakeholders effectively of the aims and activities of the Parish Council.

- To do so using a variety of communication methods to reach as many people as possible.
- To enable the residents and stakeholders to be involved with the Parish Council.
- To build trust by being open and transparent.

Stakeholders

We want to reach everyone with an interest in the village of Wigginton. This includes people who live, work or do business here or have an influence on the future of the area. For example:

Village residents (individuals)	Businesses and employers
Community groups & organisations	Voluntary groups
Village Hall Committee	Agencies and partners (inc local police)
Wigginton Pre- and Primary schools	Sports clubs
Church and Chapel parishioners	Opinion formers (inc politicians and journalists)
Dacorum Borough councillors	Hertfordshire County councillors
Members of Parliament	

The Role of Parish Councillors

Parish Councillors represent the community in Wigginton and are governed by a Code of Conduct which encourages open, informed, timely and courteous communication at all times.

Emergencies

Where there is an emergency in or near the village, this will be communicated on the Parish Council and village web sites, as well as through the www.streetbank.co.uk email system, or any successor website.

The Parish Council aims to:

- Attract as many participants as possible to the Annual & Monthly Parish meetings
- Facilitate, support and launch new initiatives
- Support the village Neighbourhood Watch Scheme
- Liaise with the local police on local issues and invite them biannually to present at the Parish Council meeting
- Support local groups and organisations and engage with them in meeting their own aims and objectives eg Garden Society, History Society, Wigginton WI.
- Support local projects and participate in local events. This will assist in raising the awareness of the Council and its aims and objectives
- Support the work of local initiatives, for example: Friends of Wigginton Fireworks night, the Alphabet Group (Luton Airport), Chiltern Society, Chilterns AONB Conservation Board, HAPTC.
- Consult on all major developments in the village, in particular those that affect a large number of parishioners e.g. new housing, traffic calming, major planning applications and new uses for the Sports Field such as the Community Shop.

What Wigginton Parish Council asks its residents to do:

- Actively review the notice boards, the community email group wiggintononline or Streetbank and/or the parish council website and/or the annual parish newsletter for information about meetings, events and decisions.
- New links to the WPC website will also be posted onto the village web site and facebook page.
- Engage with WPC by responding to surveys, letters, and questionnaires.
- Address comments, suggestions or complaints to the WPC in writing, by email or by telephone, using contact information on the WPC website and on the village notice boards. Alternatively attend the monthly WPC meeting and make use of the public interval.

Good Citizenship

The Parish Council wishes to recognise individuals or groups in Wigginton who perform a service which benefits or improves the community.

Village residents are welcome to put forward their views as to individuals or groups who deserve recognition.

Recognition of these individuals or groups will be made at the Annual Parish meeting.

Methods of Communication

The Parish Council will use a variety of methods to reach people effectively including:

Parish Councillors contact details	published on the Parish Council website to encourage open access
Parish Council website	http://www.wiggintonhertspc.org.uk
Parish Council notice boards	located outside the village hall and by the sports field and updated regularly
Parish Council newsletter	an annual publication called The Oddy launched in May, and accessible on the website
Parish Council meetings	all meetings are open to the public and press, dates given on the web site and notice boards
Parish Council agendas and minutes	displayed on the web site and notice boards
Parish Council Clerk	can be contacted by email at wiggintonpcclerk@gmail.com
Village online email community	to build communication in the village, villagers are asked to join the village email group at wiggintononline or streetbank or both.
Village web site	village activities advertised on the village web site http://www.wiggintonvillage.co.uk
Village Facebook page	https://www.facebook.com/WiggintonVillage
Press releases	made to local media on significant points of interest/achievement
Church magazine	the Chair writes an article for the church magazine on significant Parish Council actions
Surveys	We aim to issue these every 2 years to ascertain the views and priorities of villagers