

# NALC ANNUAL CONFERENCE 2015

**AON**

**CCLA**  
GOOD INVESTMENT

**////NALC**

#nalcevents

# SESSION E

# Star Councils 2015



#nalcevents

# SESSION E

**PARTNERSHIP WORKING**

**CHAIR: CARINA HELMN,**

**HERTFORDSHIRE**

**ASSOCIATION OF PARISH**

**AND TOWN COUNCILS**

# SESSION E

## PARTNERSHIP IS:

*'An agreement between two or more independent bodies to work collectively to achieve shared objectives.'*

# Campbell Park Parish Council Partnership Working

**Cllr. Isabella F. FRASER**  
**Chair of Council**



# Local Council Statistics

- 6,000 Homes
- 10,000 Electorate
- 16,500 Population
- 5 Parish Wards of Great Diversity
- 1 ward 55% Ethnicity
- 1 ward 30% Transience
- Budget of £750.000





# Diversity in Action

# Spotlights on Diversity working with MK Equality Council

- ❖ Ghana
- ❖ Somalia
- ❖ Punjab
- ❖ Caribbean
- ❖ Kenya
- ❖ Poland and E. Europe

St James'  
Palace

- ❖ Hindu
- ❖ Judaism
- ❖ Sikh
- ❖ Islam
- ❖ Christian
- ❖ Buddhist

Council of  
Faiths

- ❖ Health
- ❖ Together & Prevent
- ❖ The English
- ❖ The Celts
- ❖ Ageism
- ❖ Youth - Disaffection

Community  
Engagement

# National / International Partners

- ▶ **NALC** Training & Development
- ▶ **St James's Palace** High Commissioners
- ▶ **Home office** Pilot Community Safety Officers
- ▶ **DCLG** Localism & Together & Prevent
- ▶ **United Nations** Diversity
- ▶ **Ghana** Town Twinning
- ▶ **SLCC** Communication



# Local Statutory Partners

- ❖ **MKC** Environmental fly tipping  
Play ground S.L.A.
- ❖ **Local Councils** Mentoring & Training
- ❖ **Disaster Recovery CPPC Control Centre**
  1. **Police** Grants for Specific Project
  2. **Fire & Rescue** CPPC Control Centre
  3. **Health** First Responder

# Local & Community Partners

- ❖ **CPPC Residents** Parish Appraisals
- ❖ **Parks Trust** Joint Land Management
- ❖ **Equality Council** Spotlights & Balls
- ❖ **Age Concern** Visit the elderly programme
- ❖ **Local Radio** Secklow Sound
- ❖ **MK Dons** Create Stadium
- ❖ **College** Community Training
- ❖ **Academy** Master Classes for 6<sup>th</sup> Form

**Thank you for your attention**

**- Fin -**

**Contact:**

**[www.campbell-park.gov.uk](http://www.campbell-park.gov.uk)**

# SESSION E

CLLR PETER DAVEY,  
ESSEX ASSOCIATION  
OF LOCAL COUNCILS

ESSEX ASSOCIATION OF LOCAL COUNCILS

# POLICE PARTNERSHIP CONFERENCE (25<sup>th</sup> March 2015)

AND

## Examples of Other Partnership Working

Local Councils Working in Partnership with  
the Crime Commissioner for Essex  
and Essex Police



E nabling  
A ssisting  
L ocalism in  
C ouncils





ESSEX ASSOCIATION OF LOCAL COUNCILS

# POLICE PARTNERSHIP CONFERENCE

## The first Police Partnership Conference

- The Police Partnership Conference was developed through an idea by Joy Darby and working with all parties the conference ethos was developed.
- The EALC hosted the event, which aimed to help representatives from the Parish sector to understand the key crime prevention work being carried out across the county and work more closely together with the Police.

70% of the delegates present wanted this run again within 18 months which demonstrated both the value gained by the Crime Commissioner/Essex Police and the Parish sector.

The CEO is commencing planning with the Police Crime Commission Joint Chair this Autumn to repeat this conference in 2016.



**E**nabling  
**A**ssisting  
**L**ocalism in  
**C**ouncils

EALC Partnership Working





ESSEX ASSOCIATION OF LOCAL COUNCILS

# POLICE PARTNERSHIP CONFERENCE

The Partnership attracted high profile speakers:

- Nick Alston – Police Crime Commissioner
- Gwanwyn Mason - PCC Joint Chair
- Stephen Kavanagh - Chief Constable of Essex
- Luke Collinson - Chief Superintendent, Commander South LPA
- Leon Dias – Chief Officer for the Essex Special Constabulary
- Paul Downes – Police Constable, Traveller Liaison Officer working with the Gypsy and Traveller Community

And a number of speakers representing key services within Essex such as Probation Service, Community Payback and Community Rehabilitation.



**E**nabling  
**A**ssisting  
**L**ocalism in  
**C**ouncils

EALC Partnership Working





ESSEX ASSOCIATION OF LOCAL COUNCILS

# POLICE PARTNERSHIP CONFERENCE

Why did EALC decide to bring together this partnership?

To develop a great working partnership for the future.

- The EALC had a vision in bringing the Crime Commissioner and Police together with the Parish and Town Councils through a sharing of all key issues.
- The Crime Commissioner for Essex and the Chief Constable wanted to develop a relationship and communication path with the person in the street, the EALC gave that direction.
- Essex Police will be making major changes to the way they function in the future which must be clearly understood by Parish Communities.



**E**nabling  
**A**ssisting  
**L**ocalism in  
**C**ouncils

EALC Partnership Working





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# POLICE PARTNERSHIP CONFERENCE

## Feedback from Delegates

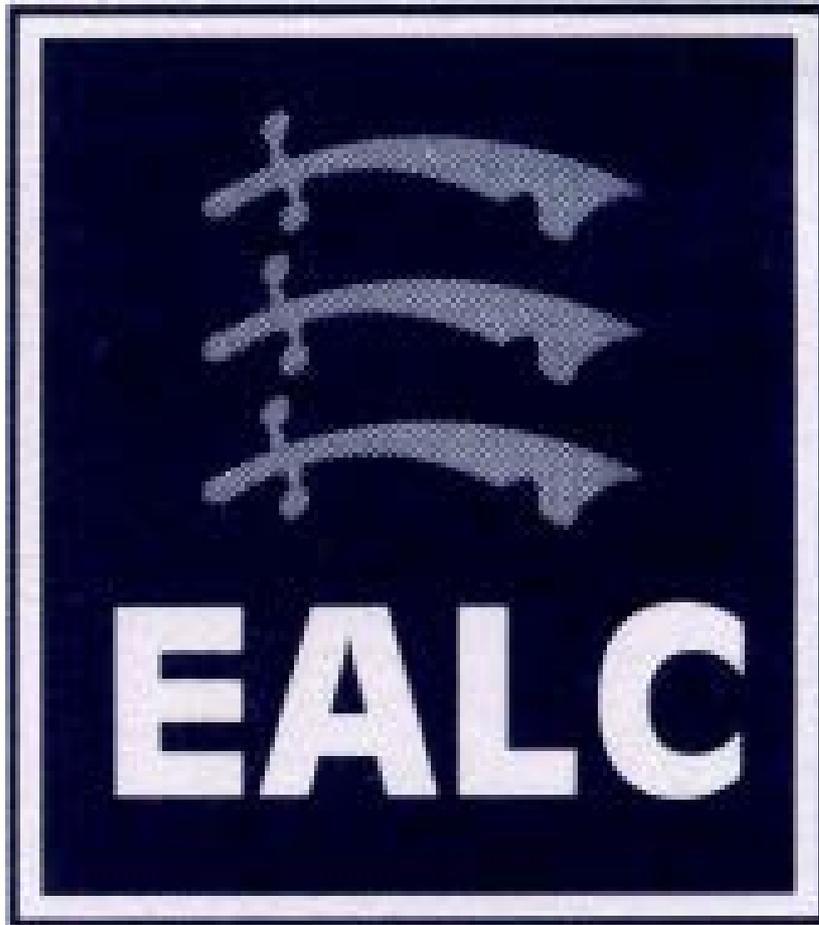
- The conference increased my knowledge, understanding and was very helpful
- Gave a reality check, helped the delegates see and understand the challenges facing the Police
- Will make the Council more effective in helping and encouraging community involvement, with an understanding of how the Police work
- Great opportunity to network and meet with senior officers



**E**nabling  
**A**ssisting  
**L**ocalism in  
**C**ouncils

EALC Partnership Working





# OTHER PARTNERSHIPS

The Essex Way – Developing 100% Membership

Developing a Strategic direction to create a proactive Association to meet the needs of Member Councils thereby making localism a reality.

## How the project has addressed specific needs

### Brief Overview

The new bespoke training premises funded by the ECC for 6 years are vital for the development of the EALC and its ability to train Local Councils.

The EALC created a strategy and action plan to ensure that the needs of Member Councils were delivered, grants secured, premises secured, training and development improved to sustain high membership by:



**E**nabling  
**A**ssisting  
**L**ocalism in  
**C**ouncils

EALC Partnership Working



# OTHER PARTNERSHIPS

## Brief Overview continued...

- Communicating with Councils and the services we offer
- Council development through the Local Council Awards Scheme accredited through the EALC and CALC development and investment in staff

## Outcomes

The strategy delivered a detailed plan and secured funding for the development of the EALC which achieved...

**100% Membership in 2014/2015 & 2015/16 so far...**



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**A**ssisting  
**L**ocalism in  
**C**ouncils

EALC Partnership Working





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# OTHER PARTNERSHIPS

## Outcomes

Grants EALC receives from ECC

- Training and Development Programmes incorporating the Clerks Qualification (CiLCA) and the Local Council Awards Scheme and Councillor Development
- Core grant funding of £30,000
- Training Grant of £10,000
- Premises grant of £21,000 (guaranteed for 6 years)
- Clerks Bursary of £5000 - £10,000 per year



**E**nabling  
**A**ssisting  
**L**ocalism in  
**C**ouncils



This year EALC will provide nearly 60 courses for Parish and Town Councils. In addition short courses are delivered at Councils premises as required



ESSEX ASSOCIATION OF LOCAL COUNCILS

# OTHER PARTNERSHIPS

Outcomes of this excellent partnership with ECC

- A range of communication processes appropriate to each Member Council
- Services to meet specific needs, access to professional HR support, the NALC Members only area and access to NALC legal services
- Continued good working with other tiers of local government, especially at County level
- The appointment of an apprentice, and the publicity of apprenticeships to our Members
- Development and deployment of staff at the EALC (progression planning)
- Increase course provision and take up



**E**nabling  
**A**ssisting  
**L**ocalism in  
**C**ouncils

EALC Partnership Working



Essex  
Association  
of  
Local Councils

Membership 100%

# SESSION E

**PEOPLE POWER**

**CHAIR: SHEENA SPENCE,  
YORKSHIRE ASSOCIATION  
OF LOCAL COUNCILS**



#nalcevents

# SESSION E

CLLR SIMON

GIBSON, VERWOOD

PARISH COUNCIL

YOUNG COUNCILLOR OF THE YEAR FINALIST



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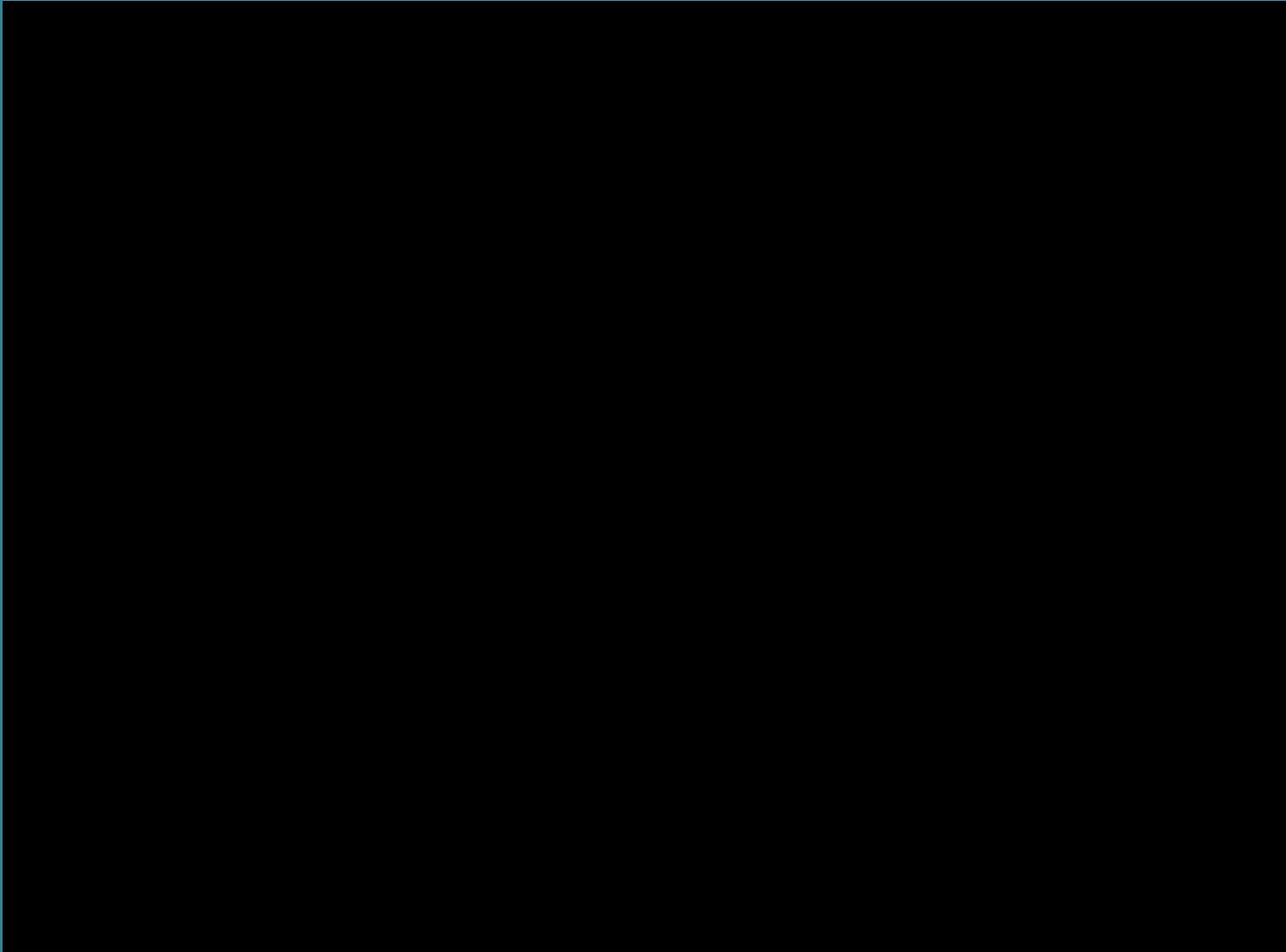
# SESSION E

## CLLR MEL USHER, FROME TOWN COUNCIL

COUNCIL OF THE YEAR FINALIST



#nalcevents



**AON**

**CCLA**  
GOOD INVESTMENT

**///NALC**

#nalcevents

# SESSION G

# Star Councils 2015



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# SESSION G

## DIGITAL COUNCILS

CHAIR: ALISON ROBINSON,  
GLOUCESTERSHIRE  
ASSOCIATION OF PARISH  
AND TOWN COUNCILS

# SESSION G

CLLR SANDRA DANIELLS,  
BOGNOR REGIS TOWN  
COUNCIL

DIGITAL COMMUNICATIONS OF THE YEAR  
FINALIST



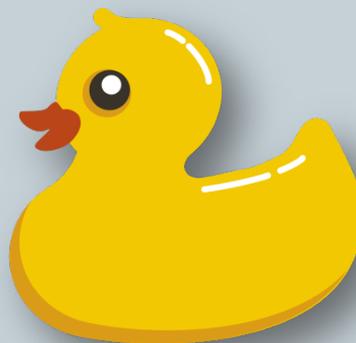
#nalcevents



# Bognor Regis Town Council



DIGITAL COMMUNICATIONS..  
OUR WAY



Councillor Sandra Daniells

# Introduction



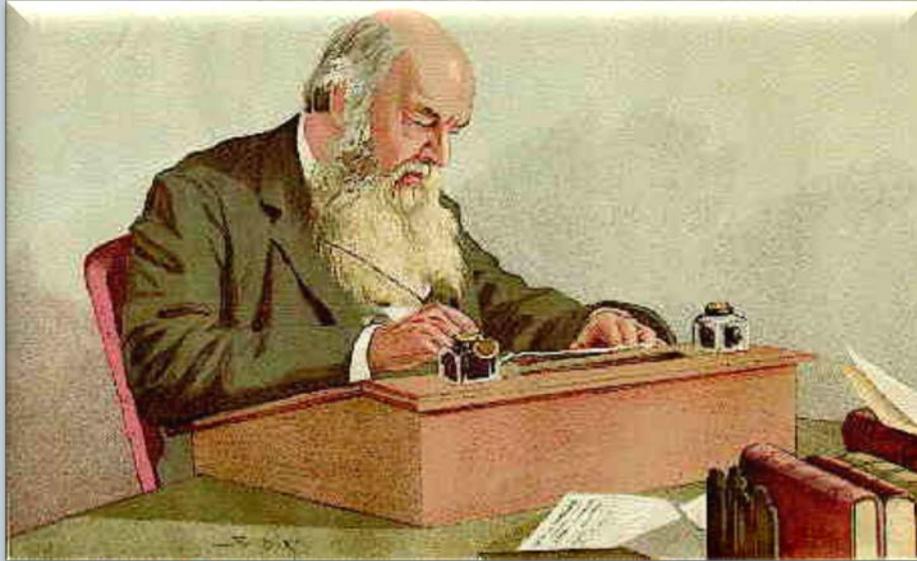
- Bognor Regis Town Council is a small seaside town with a population of around 25,000 people
- We face many challenges including low paid employment, poverty, and outward immigration, as well as apathy from residents
- As a Town Council we wanted to work with the residents and really engage them in our decision making process, and communicate more effectively

# Where did it all begin?

- Prior to 2004 the Council had no website and the first attempt was launched in 2005
- The website was difficult to manage and update with an uninspiring appearance, and did not get many hits
- By 2013 it was clear a new website was needed, together with new ways of looking at using technology to communicate with residents, visitors and businesses



# Challenges



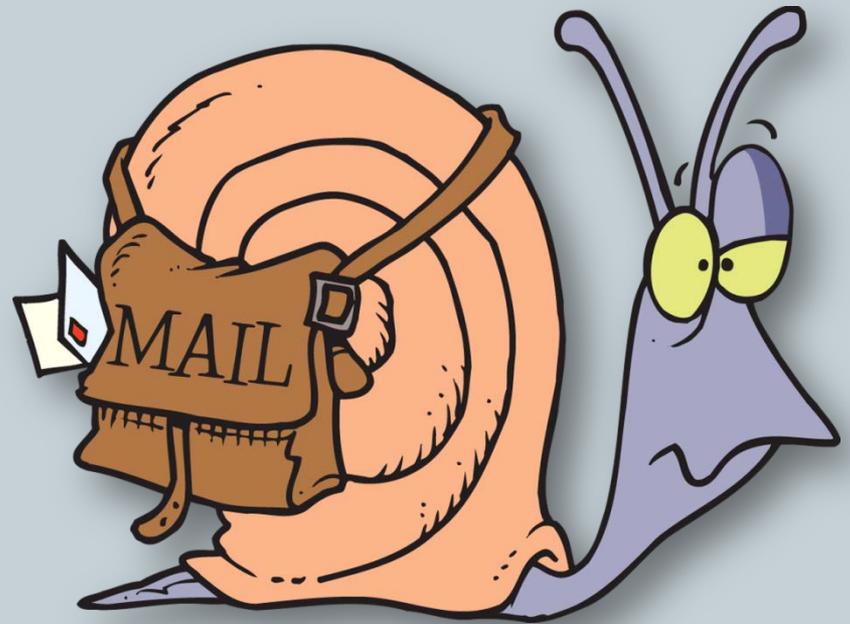
16 Councillors, some very resistant to change and not very IT literate!  
Some more willing and able than others.....

# Benefits of Digital Communications

- Mail shots were costing the Council £1350 per drop
- We needed to make savings, and it was not an effective method in all cases



- Snail Mail...



# All Systems Go!



- In 2013 the Council really woke up to technology
- The new website was implemented which served a dual purpose
  - 1. Corporate and legal obligations
  - 2. Fun Stuff! Events- Tourist information
- [www.bognorregis.gov.uk](http://www.bognorregis.gov.uk)

# Facebook

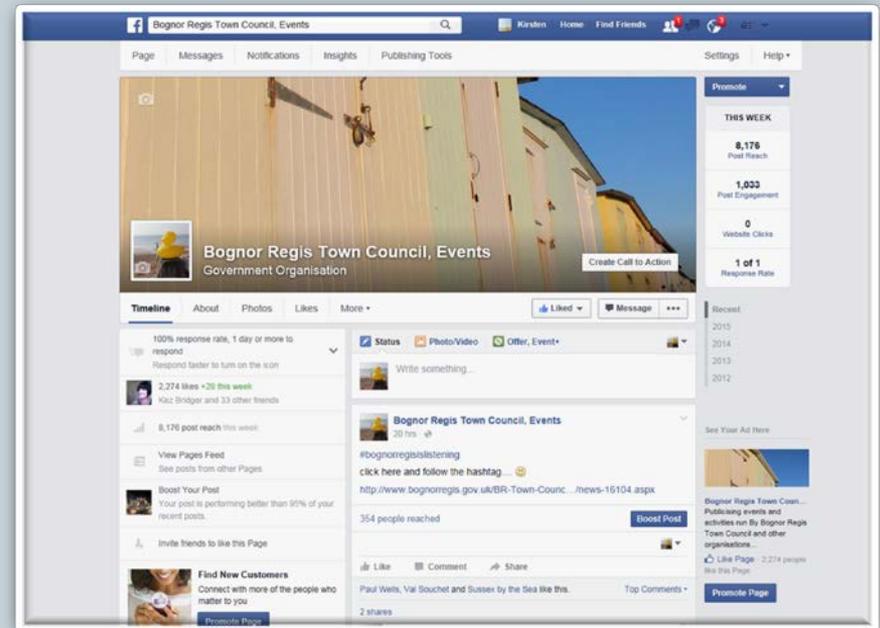


- The new website was a great success, and we went on to create a presence on social media starting with Facebook
- We started off with a Group to promote our Neighbourhood Plan, which soon gathered momentum
- Next we created a page for our Council owned Cinema, The Picturedrome

# Events!

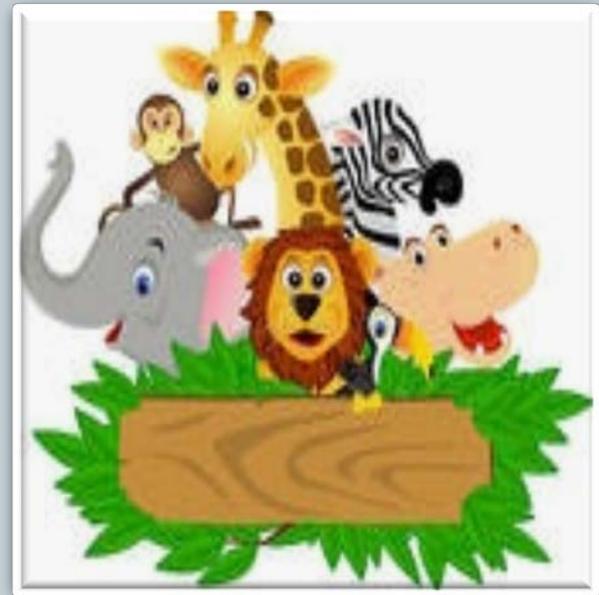


- We realised the power of Facebook, and set up a dedicated Events Page
- <https://www.facebook.com/BognorRegisTCEvents>
- Which now has 2300 'likes' and is growing rapidly



# It's a Jungle Out There!

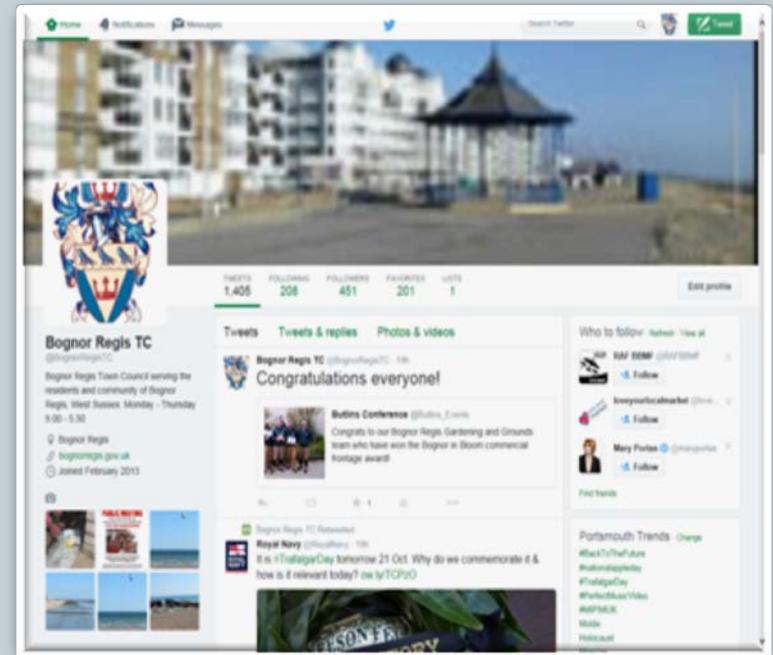
- Our largest reach for one Facebook Post was our Jungle Book Day
- The Post about this Event achieved 17,000 views alone!
- On the day, between 9 and 10,000 people attended the Event
- A similar event 4 years ago, pre Facebook, drew in around 3000 people



# Twitter



- To Tweet or Not to Tweet?
- We decided to give it a go!
- Our 'Official' twitter feed now has around 450 followers



# Follow The Ducks on Twitter!



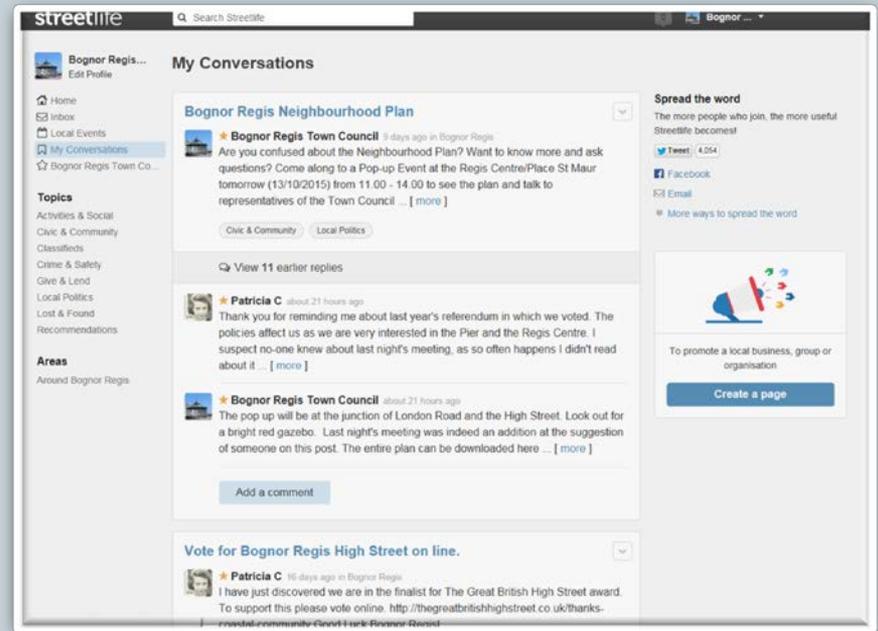
- As a seaside town we wanted to promote and publicise local events and activities and attract more people to the area
- The Ducks have become a very popular and recognised icon for the town and it's events, and have a following of almost 1000 people



# Streetlife



- We were aware that many of our older residents were reluctant to use Facebook or Twitter
- We therefore joined Streetlife, to be able to target a different audience, and a different demographic
- Streetlife for our area reaches around 1600 people, and is growing rapidly



# Free Wifi!



- As a Council many of us were keen to explore the possibility of offering Free Wifi in the town centre
- This hit a few problems and a solution was found by the Council sponsoring a local IT company to run the service, which links directly to our main website and enables shoppers and visitors to easily access our website when visiting the town



# Keep Taking the Tablets!



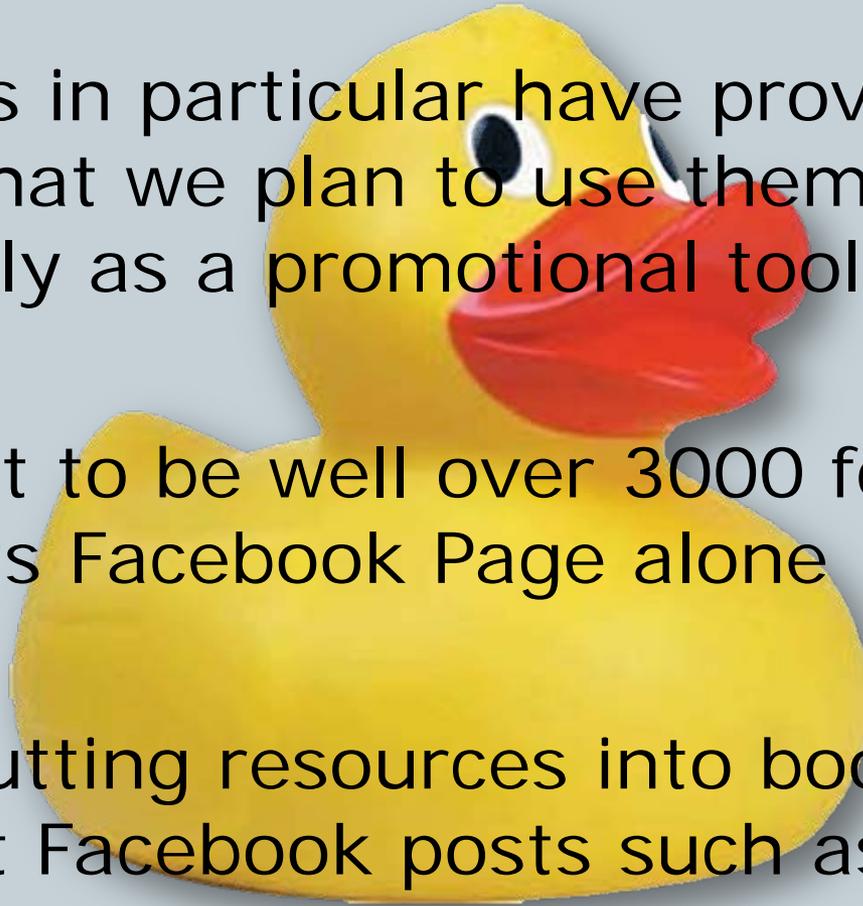
- From May 2015, all 16 Councillors have been issued with a Tablet - some with more enthusiasm than others!
- Now all of our agendas, reports and minutes are uploaded reducing the amount of paper and postage significantly
- Tablets ensure all data such as Council emails, and confidential reports are safely and securely transmitted, so that we are now fully compliant



# Where will the ducks lead us next?



- The ducks in particular have proved so popular that we plan to use them more extensively as a promotional tool
- We expect to be well over 3000 followers on our Events Facebook Page alone
- We are putting resources into boosting important Facebook posts such as Events or Referendums



# Our Big Yellow 'Duxi'



We are commissioning a London Taxi, to be fully 'wrapped' and branded with a Duck Theme to promote our website, Facebook and Twitter Feed. This is with the aim of promoting the town and conveying information by engaging and attracting the public in an amusing and imaginative way



# That's All Folks!



- Just remember; be like a duck- remain cool and calm on the surface - while paddling like crazy under the surface!



- Thanks for listening

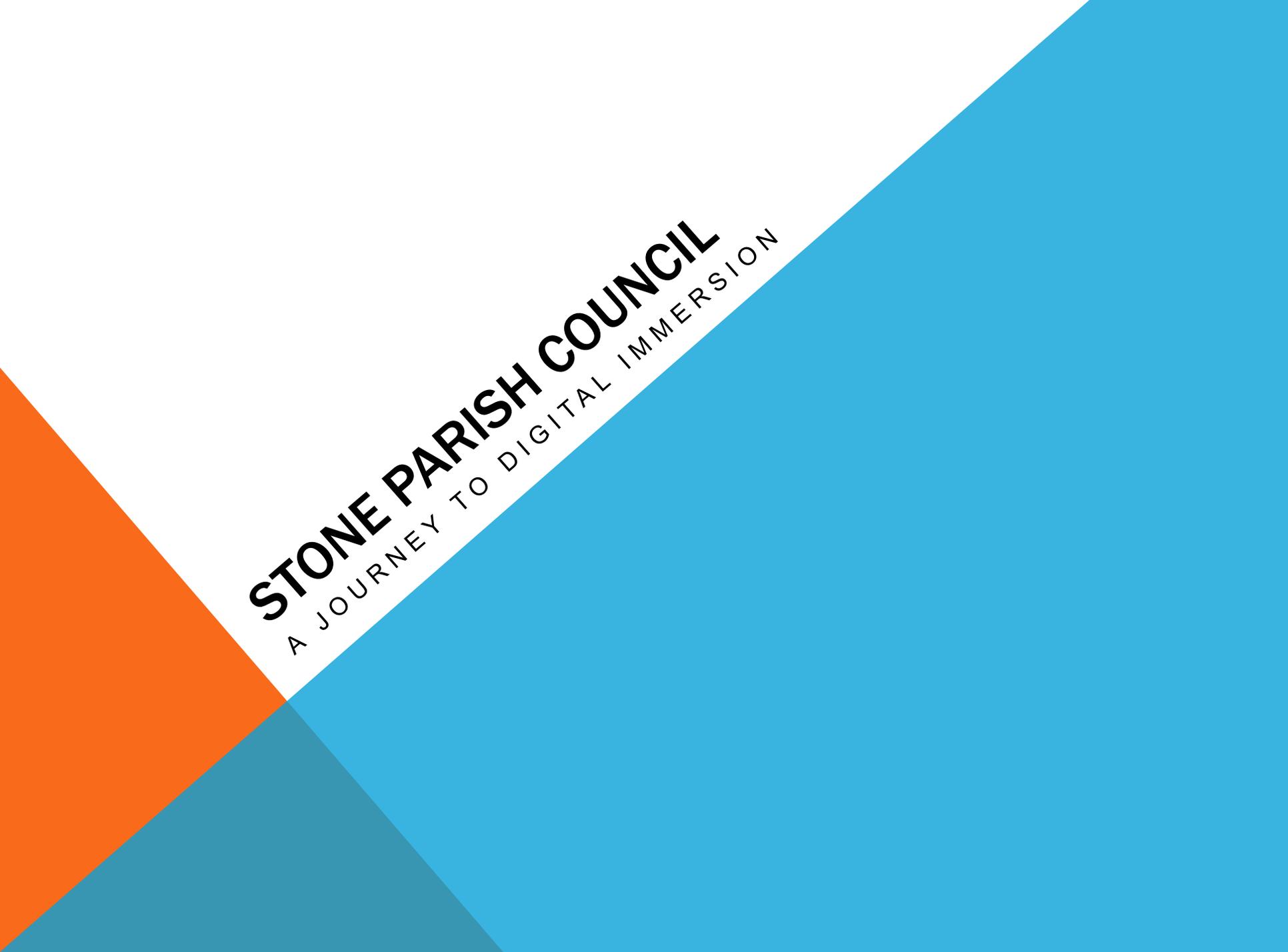
# SESSION G

## JENNIE THOMAS, STONE PARISH COUNCIL

DIGITAL COMMUNICATIONS OF THE YEAR  
FINALIST



#nalcevents



**STONE PARISH COUNCIL**  
A JOURNEY TO DIGITAL IMMERSION

# DIPPING OUR TOE INTO THE DIGITAL WATERS



# TAKING THE PLUNGE



# SYNCHRONIZED SWIMMING



# ALMOST TOTAL IMMERSION



# THE FUTURE?

MINIMUM PROFICIENCY FOR THE WHOLE PARISH



# SESSION G

## CLLR JOHN WARD, FARNHAM TOWN COUNCIL

DIGITAL COMMUNICATIONS OF THE YEAR  
FINALIST



#nalcevents



**Farnham**  
Town Council

# Star Councils

Digital Communications of the Year

Cllr John Ward

Farnham Town Council

# About Farnham



- Situated on Surrey/Hampshire border
- Population 40,000
- 18 Town Councillors
- Market town
- Castle and a river
- One hour from London and the coast
- Precept £57.59 per Band D (£961,057)



Home About

Search Twitter

View an account? Log in



TWEETS 1,443    FOLLOWERS 683    FOLLOWING 2,559    FAVORITES 157

Tweets    Tweets & replies    Photos & videos

**Farnham Town Council** (@FarnhamTC) · Oct 22  
A big thank you to our Farnham in Bloom Community Group who were out bulb planting by Coxbridge Roundabout recently!



**Farnham Town Council** (@FarnhamTC) · Oct 22  
Congratulations to you too @BognorRegisTC !

New to Twitter?  
Sign up now to get your own personalized timeline

Sign up

You may also like - seen

- Farnham Maltage (@farnhammaltage)
- Farnham Surrey (@LiveInFarnham)
- Farnham Carnival (@arniafarnham)
- The Farnham Seeker (@farnhamseeker)
- thebestof Farnham (@thebestoffarnham)

Trends  
#SPECTRE  
Promoted by Sony Pictures UK  
@sonypictures

Diverse



Influence

DI



Google Analytics

http://www.farnham.gov.uk - http://www...  
www.farnham.gov.uk [Go to this report](#)

Overview

Sep 20, 2015 - Oct 4, 2015

All Sessions  
100.00%

Overview

Pageviews



Pageviews  
17,698

Unique Pageviews  
15,381

Avg. Time on Page  
00:01:15

Source Rate  
60.44%

% Exit  
44.57%

Page	Pageviews	% Pageviews
1. <a href="#">things-to-do/food/farnham-food-festival-2015</a>	2,572	14.53%
2. <a href="#">home.html</a>	1,805	10.22%
3. <a href="#">events/farnham-food-festival</a>	1,257	7.07%
4. <a href="#">things-to-do/food</a>	452	2.52%
5. <a href="#">events</a>	452	2.52%
6. <a href="#">things-to-do/food/farnham-food-festival-2015/mealholders</a>	451	2.51%
7. <a href="#">calendar</a>	382	2.05%
8. <a href="#">directory/farnham-adult-learning-centre</a>	337	1.85%
9. <a href="#">hall-hire.html</a>	273	1.54%
10. <a href="#">discover/food</a>	223	1.26%

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Google Analytics

DIG



**Farnham Town Council**

5 December 2014 · 🌐

Do you have a question about the Farnham Neighbourhood Plan? Ask members of the Neighbourhood Planning Team at Farnham Town Council will be online today to answer your questions  
<http://www.farnham.gov.uk/services/shapefarnham>



### Neighbourhood Plan Consultation - Farnham Town Council

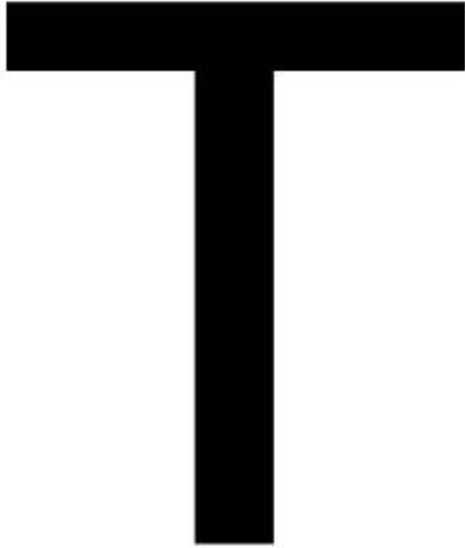
Take part in the neighbourhood plan consultation and you could win an Apple iPad Mini.

FARNHAM.GOV.UK

Like · Comment · Share

Immediate

**DIGI**



Two-way

**DIGIT**



# A

## Answers

Please could you remove the unnecessary comment on the post in the meadow behind St Andrews Church? Lots of people who have walked past has mentioned it.

Thank you very much!



1 Like 2 Comments

Like Comment Share

Chris Arj Wilson likes this.

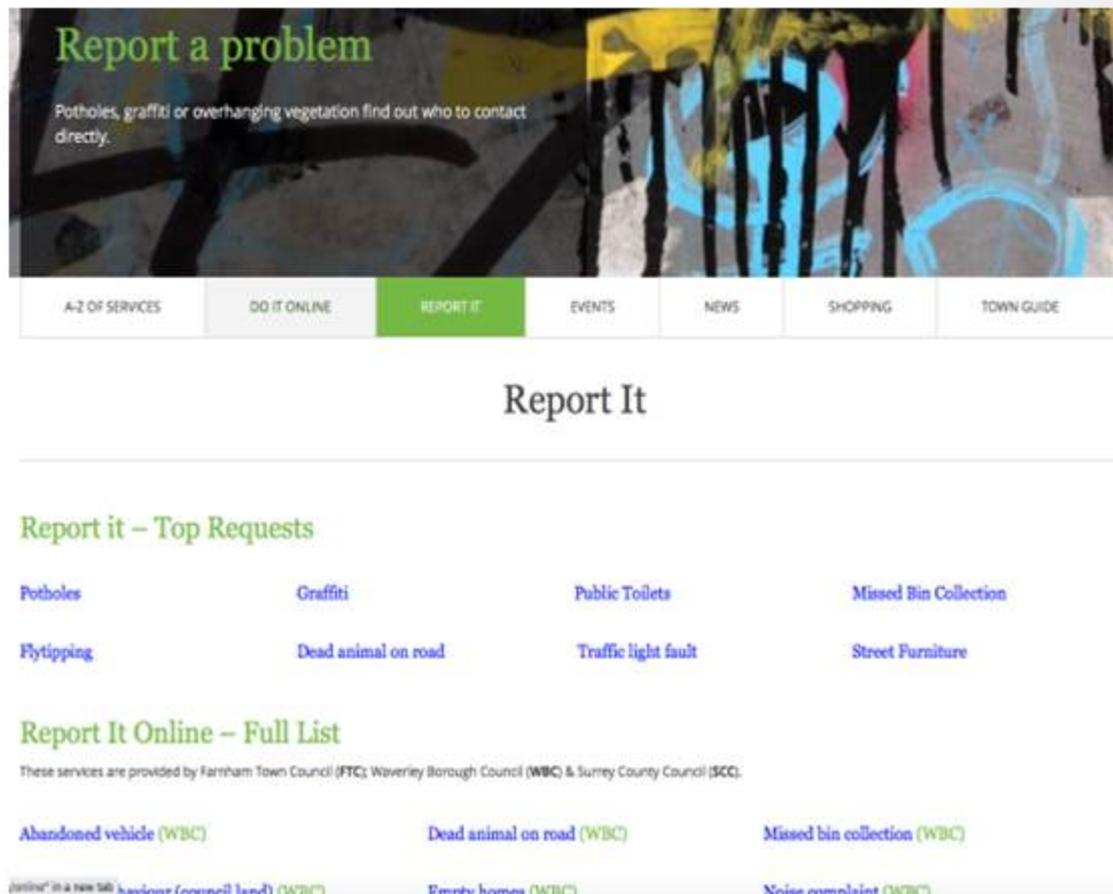
Top Comments ▾



Write a comment...



**Farnham Town Council** Hi Olivia. Thank you for reporting this to us. What a shame. We will make sure it is removed ASAP. If you ever see any other graffiti anywhere in Farnham you can report it on our website at [www.farnham.gov.uk](http://www.farnham.gov.uk) and we will add it to the schedule for removal. Regards, Rachel



**Report a problem**  
Potholes, graffiti or overhanging vegetation find out who to contact directly.

A-Z OF SERVICES DO IT ONLINE **REPORT IT** EVENTS NEWS SHOPPING TOWN GUIDE

## Report It

### Report it – Top Requests

<a href="#">Potholes</a>	<a href="#">Graffiti</a>	<a href="#">Public Toilets</a>	<a href="#">Missed Bin Collection</a>
<a href="#">Flytipping</a>	<a href="#">Dead animal on road</a>	<a href="#">Traffic light fault</a>	<a href="#">Street Furniture</a>

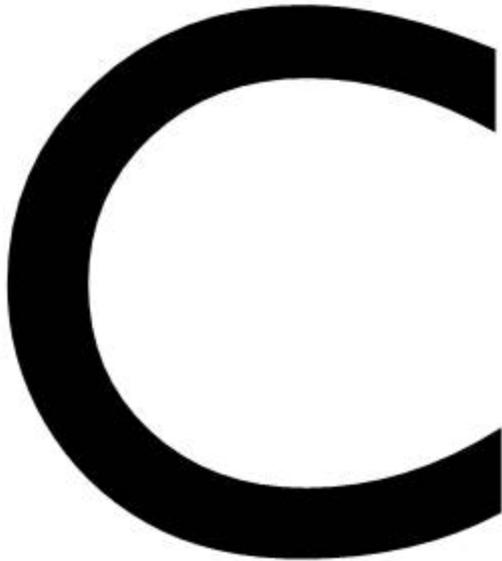
### Report It Online – Full List

These services are provided by Farnham Town Council (FTC), Waverley Borough Council (WBC) & Surrey County Council (SCC).

<a href="#">Abandoned vehicle (WBC)</a>	<a href="#">Dead animal on road (WBC)</a>	<a href="#">Missed bin collection (WBC)</a>
<a href="#">Anti-social behaviour (council land) (WBC)</a>	<a href="#">Empty homes (WBC)</a>	<a href="#">Noise complaint (WBC)</a>

Links

**DIGITAL**



Community

**DIGITAL C**



Autumn leaves fallina ...



### VEGETABLE HARVEST

Now is a good time to be harvesting a lot of vegetables. You could be harvesting broccoli, brussels sprouts, cabbage, carrots, cauliflower, celeriac, leeks, parsnips, peas and turnips. Mind you, this depends on whether you planted any and, of course, the state of your plot.

### SILVER GILT IN BRITAIN IN BLOOM

For those of you that haven't heard, Farnham won double Gold in the South and South East in Bloom awards this year. Gold was given for the Town Centre category and the Large Town category, of which Farnham was also awarded 5 star in Category.

Farnham in Bloom was also honored, as the representative of the South East, into the 50th Britain in Bloom UK Final awards. Europe's biggest community gardening competition, and was awarded Silver Gilt for its entry into the Large Town category. All of the results are fantastic and the success would not be possible without the huge number of volunteers, committee members, schools and sponsors who are involved each year.

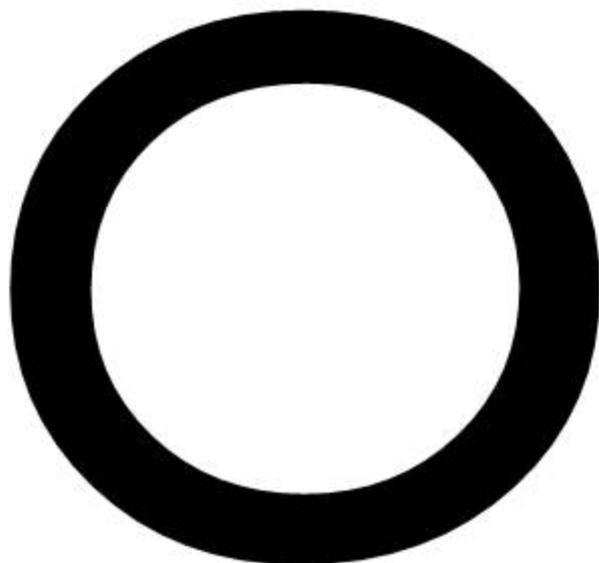
2015 will be the 25th anniversary of Farnham in Bloom and the Farnham in Bloom Community Group are keen as Farnham Town Council plan to make it a year to remember.



### LIAISON GROUP NEWS

The last meeting was held on the 24th September where various allotment issues were discussed. For those of you who don't know, the Liaison Group is made up of all the site representatives, a Councillor and Kevin Tait. If you have any issues you would like to be taken to the next meeting, please talk to your site rep.

At the last meeting a number of items were discussed including annual rent reviews, addressing an allotment association, reviewing of the competitions and work to be done on sites, amongst other items.



Online and Offline

**DIGITAL CO**

 **Official Residents' Guide 2015**



**50 YEARS**  
1964-2014  
Silver Jubilee

- Welcome to Farnham in 2015
- Farnham Events 2015
- Farnham Green Day Contacts
- Farnham Town Council Services
- Frequently Asked Questions
- Useful Contacts



# M

Multimedia



**DIGITAL COM**



# M

Media

**DIGITAL COMM**

# S

Sharing

**DIGITAL COMMS**

## Interested in local issues?

Local town elections will take place on Thursday 7 May. You can find out more about how to stand as a councillor on [Waverley Borough Council's website](#)



[Read More](#)



## Advertise for free

Did you know that our website features a [what's on calendar](#) that can be used by local groups and organisations to promote their events?

We also have a [Directory of Farnham](#) which includes contact information and details for local businesses, groups, organisations, charities and venues to hire.

Advertising an event or appearing in the directory is offered free of charge.

[Read More](#)

## Invest in Farnham

If you are a local business looking to raise your profile in Farnham we offer sponsorship opportunities suitable for a variety of promotional strategies.

# DIGITAL COMMS



The screenshot shows the Farnham Town Council website. At the top left is the logo and name. A navigation bar includes 'Home', 'About Us', 'Services', 'Contact Us', and 'News'. Below this is a large banner image with the text 'Welcome to Farnham and Farnham Town Council'. A secondary navigation bar contains 'Things To Do', 'Events Calendar', and 'Discover Farnham'. The main content area is divided into two columns: 'Getting Involved' and 'What's Happening Locally'. 'Getting Involved' includes links for 'Join a committee or Trust steering group', 'Opening Farnham', and 'Becoming a councillor'. 'What's Happening Locally' includes 'Share Farnham's events', 'Bookmarks in Farnham', and 'Planning Applications'. At the bottom, there are sections for 'Farnham News' and 'View Farnham'.

## Community news



A photography competition organised by the Farnham hedgehogs...

### The Hedgehogs Calendar 2016 Photo Competition



Phyllis Tackwell is collecting plastic with bottle tops to recycle for funds for Surrey Air Ambulance...

### Fundraising for Phyllis Tackwell



The Care Act 2014 is the biggest change to adult social care law in over 50 years. It consolidates over 30 different pieces of legislation into one law...

### The Care Act Information pack 2015



Farnham is a popular town. A year-round calendar of events contribute towards the town's prosperity. Find out how to share the benefits...

### Invent in Farnham's Success



Would you like to help support the life of someone with a disability? Canine Partners are looking for more people willing to take on the early 's'...

### Appeal in Surrey to attract new puppy parents



A Farnham in 2000 project to make Farnham more beautiful...

### Development of the grounds at St Mark's



About the Fund The Community Improvements Fund has been set up by Surrey County Council to support local community based initiatives, which make a...

### Community Improvements Fund available - Surrey County Council Leader's initiative



Free English and Maths courses for parents...

### Free English/Maths courses for adults to support their children



The second consultation on Surrey County Council's local transport review was launched on the 12 May, giving residents and stakeholders until 9 June...

### Proposed changes by Surrey County Council to West Surrey bus routes



Woking Borough Council has announced the winning design for the new play area planned for Farnham Park.



There are information packs with all enquiries issued in the following locations: Farnham Town Council office, South Street, left of the...



How do I contact the police in person...

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# Star Council Awards Dinner and Presentation

## Key information:

- Arrive promptly at 7.30pm
  - There is no table plan
- Winners to be called to collect awards
  - Have fun!