

LOCAL GOVERNMENT COMMUNICATIONS

CLLR KEN EASTWOOD (YORKSHIRE
ASSOCIATION)

CATHY TIBBLES (WHITWICK PARISH
COUNCIL)

Communicating- what do we tell our parish?

Cathy Tibbles, Parish Manager,
Whitwick Parish Council



Why are you here this afternoon?

Is it

- ▶ to find new ways to reach your community?
- ▶ to share news on what your council does?
- ▶ to improve the image of your council?
- ▶ to perhaps help your clerk - if that is what they need or want

(so please remember to ask them!)

Why am I here?

- ▶ I have been a Clerk since 2002 - originally in the West Midlands but since 2017 in Leicestershire.
- ▶ I worked in broadcasting governance for 6 years (pre-Ofcom - IBA)
- ▶ Voluntary Editor of a community magazine for 10 years.
- ▶ Produced school newsletters for 15 years - trying to reach many parents with poor literacy so that was a challenge

What does your council need to promote?

- ▶ Raise the general profile?
- ▶ Recruiting for potential councillors?
- ▶ Explain something specific?
- ▶ Increase understanding?
- ▶ Explain an unpopular decision/problem?
- ▶ Are you all enthusiastic about what you do?

A little about Whitwick Parish Council

- ▶ Newly created in 2011 - asset transfer in 2014
- ▶ 11 Councillors representing 4 wards
- ▶ Parish has 7045 electorate
- ▶ Current Precept is £290,556 -£104.24 for a Band D property
- ▶ 4 part-time staff (1.2 FTE)

COMMUNITY HUB OPENED IN WHITWICK MARKET PLACE (2016)



LITERALLY A
CONVENIENT
PLACE TO BE

AND TRULY DIDN'T COST A PENNY
TO OPEN (WITH GRANT FUNDING)

What might help your council?

- ▶ Do you have a communications policy?
- ▶ What does it allow you to do?
- ▶ What barriers does your council face?
- ▶ Communication works both ways - does your council listen to what it hears?

What is this workshop for?

To take some ideas away

- ▶ See some practical ideas
- ▶ Share good practice and resources
- ▶ Always keep your eyes open (eg read other noticeboards and newsletters)
- ▶ Ask other councillors here what they do

Do you explain how to contact the council?

Our Amenities

- Park Hall – Available for hire on 01530 459527
- Whitwick Park - Includes play areas, football pitch, free tennis courts, outdoor fitness equipment, skatepark and hire of the bowling greens.
- Community Office – Information Service, Photocopying, Police Beat surgeries also held here.
- Thornborough Road and Walkers Flats Allotments are available for rent – contact the relevant Management Groups via the Parish Council.
- Recreation areas on Hermitage Road, Hilary Crescent, Holly Hayes, Parsonwood Hill & Robinson Road.
- Open Spaces – maintained for your use (maps available on website)
- Former Railway Station Building leased to Whitwick Historical Group

Whitwick Community Office

3a Market Place
Whitwick
Coalville
Leics
LE67 5DT

The Community Office is normally open on:

Wednesdays 13:00 – 16:00

Thursdays 10:00 – 13:00

Fridays 10:00 – 13:00

Parish Manager may be available outside these hours by prior appointment.

Phone: 01530 459527

E-mail: clerk@whitwickpc.org.uk

www.whitwickpc.org.uk

Whitwick Park Hall

North Street
Whitwick
Coalville
Leics
LE67 5HB



For further information on hire charges and our easy to use Booking Forms see the Website



Information Leaflet



Telephone: 01530 459527



Link to Parish Council Website

Do you explain what the council does?

ABOUT THE PARISH COUNCIL

Whitwick Parish Council was set up to provide a strong, independent voice for the village (recorded as 'Witewic' in Domesday Book in 1086) and to protect its identity from being lost in a 'greater Coalville' urban sprawl. Following a campaign by local people, the District Council carried out a community governance review and made an Order on 12 May 2010 to set up the new parish Council.

Whitwick Parish Council held its Inaugural Meeting on 18 May 2011. It can play a vital part in representing the interests of the Whitwick community.

Whitwick is now the second largest parish in North West Leicestershire (after Ashby de la Zouch) and stretches from Whitwick Moor/Gracedieu Road in the north; Brooks Lane/Thornborough Road in the west; Stephenson Way in the south and most of Hall Lane and part of Meadow Lane in the east. It borders on to the existing Charley and Swannington Parish Councils and the unparished areas of Coalville and Thringstone.

YOUR COUNCILLORS

The parish is divided into 4 wards – Broom Leys, Hermitage, Holly Hayes, and Thornborough. A total of 11 councillors represent the different wards. Contact details are available on our [website](#) as well as at the community office. Every 4 years elections are held (organized by North West Leicestershire District Council). Elections and casual vacancies will always be published on our [website](#).

MEETINGS

Parish meetings are often held on the 3rd Thursday of each month (except August) at 7:00 p.m. at Park Hall (off North Street). Members of the public are invited to attend and will have the opportunity to ask questions during their own specific agenda item. AGENDAS AND MINUTES FOR ALL MEETINGS APPEAR ON OUR [WEBSITE](#) (see back page for details).

Property Management and General Purposes Committee meetings are currently held on the 2nd Thursday on alternate months (January, March, May, July, September, November). These take place at Park Hall at 10:00 a.m.

Councillors take decisions at meetings and share information that we hope is useful to our local community. You can ask questions, seek support or register your concerns about parish matters. Topics can sometimes be put on future agendas for further consideration.

FINANCE

The Parish Council raises money by issuing a precept each year which is collected on our behalf by the District Council. If you live in a Band D house it costs just over £2.06 per week for parish council services. The Parish Council also receives a small income from hiring out council owned amenities. Financial information is readily available from the Community Office and all payments are displayed with an agenda on our [website](#) prior to council approval.

COMMUNITY SUPPORT

The Parish Council has a small fund to make grants of up to £250 for not-for-profit groups based in the Parish, on a first-come, first-served basis. Please allow at least 6 weeks for consideration of your application. Details of how to apply are on the [website](#) or available from the Community Office and if your organisation provides benefit to the residents of Whitwick, why not apply?

Some information will be needed to help councillors decide if an award can be given - applications are considered during our monthly meetings.

CHARITIES

Whitwick Park is a King Georges Field charity. Part of this charitable land was transferred to Parsonwood Hill Recreation Ground to enable a site within the Park to be let for construction of the Whitwick Youth Centre. Trusteeship was transferred from North West Leicestershire District Council to Whitwick Parish Council in 2014. The Parish Council has invested in the park to improve facilities and successfully applied for grant funding to help with this. We do ask that dog waste be bagged and it can then be deposited in any litter bin.



**WHITWICK
PARISH COUNCIL**



Open:
Wednesdays 1 – 4 pm
Thurs/Fridays 10 am – 1 pm

KNOW YOUR COUNCILLOR – THIS MONTH MEET COUNCILLOR RON ADAMS

Ward: **Broom Leys** (Co-opted 2016) In May 2015 I was also elected as the District Councillor for the Broom Leys Ward, previously I had represented the Greenhill ward and for 8 years served on Leicestershire County Council. After due consideration in March 2016, I was proud to move the refusal of the planning application to develop the land off Hall Lane for housing as a member of the NWLDC Planning Committee. We now have the dilemma of the future of the Hermitage Leisure Centre looming over us and I am still considering the concerns expressed at the District Council meeting on 27 July. I have called for proper scrutiny of anyone aspiring to become a Councillor at any level. Never take yourself too seriously but always take the people that you represent very, very seriously.



POWER CUT AT THE COMMUNITY OFFICE?

Last month there was a short power cut whilst I was at work in the Community Office. I know that this is something that can happen to us all at times but there is something you can do to be prepared. A couple of years ago I downloaded an 'App' from Western Power Distribution and this lets you have information very quickly on your mobile phone. Why not try it using this link or see www.westernpower.co.uk/ for details?



GREEN WEDGE SUCCESS - NWLDC Planning Committee refuse latest application.

On 1 August 2017 the outline planning application by Gladman Developments for up to 270 homes off Thornborough Road was refused. The Parish Council raised several objections to the plans so sees this as more good news for Whitwick.

Macmillan Coffee Morning - come and join us!
You are warmly invited to come along to PARK HALL (in Whitwick Park, North Street) on FRIDAY 29 SEPTEMBER between 10 am and 12 noon. Some of our parish councillors will be there and we hope to be joined by some of the amazing local community groups.

We look forward to meeting you for a cuppa and a cake.
COUNCIL MEETINGS COMING UP ARE 21 SEPTEMBER & 19 OCTOBER
HELD ON THURSDAYS AT 7.00PM AT PARK HALL, WHITWICK PARK, LE67 5HB
EXTRA MEETING ON TUESDAY 3 OCTOBER
www.whitwickpc.org.uk



**WHITWICK
PARISH COUNCIL**



Open:
Wednesdays 1 – 4 pm
Thurs/Fridays 10 am – 1 pm

KNOW WHAT YOUR PARISH COUNCIL CAN DO (OR WHO ELSE DOES)

The parish council are underway with establishing their own byelaws - replacing the ones already operated by the District Council for many years. It is provisionally planned for next April but consultations will be arranged to explain why they are needed and what the process is. Come along to the council meetings and talk about what you would like to see for the land and open spaces owned by your parish council. **YOUR IDEAS ARE IMPORTANT.**

Have any surplus bulky items - like a washing machine or a sofa? Consider asking REACT (a Coalville charity) if they can collect it. Call 01530 510515 to see what reusable items they can collect.

2019 ELECTION NEWS - 2 things to tell you for May

All 17 seats for the parish council come to the end of their term of office and will become vacant. If you want to know more about being a parish councillor put Thursday 7 March (7 pm) in your diary for a no-obligation Drop in session at Park Hall and Wednesday 20 March is when nominations open (forms issued by the District Council). Also a trial is taking place in some parts of the country and this will include North West Leicestershire District Council. You will need to take your polling card when you go to vote - other areas of the country are trialling photo ID to prevent fraud. The District Council will publicise this nearer the time but when cards are delivered DON'T throw them away.



Here are our solar-powered Christmas trees, which arrived after the last newsletter was written. There are two new businesses who joined the scheme this year - thank you to the Kings Arms and the Post Office. Councillors loved the marvellous light displays on homes by local residents too.

**HAPPY
NEW
YEAR**



COUNCIL MEETINGS COMING UP ARE 17 JANUARY & 21 FEBRUARY
HELD ON THURSDAYS AT 7.00PM AT PARK HALL, WHITWICK PARK, NORTH STREET, LE67 5HB



We refurbished this old board for the community to use themselves

www.whitwickpc.org.uk

Are councillors available to your parishioners?

- ▶ Can you be telephoned or emailed by the public?
- ▶ Do councillors have nameplates at council meetings - and do they face the public?
- ▶ Do councillors wear ID badges at events?
- ▶ Do you speak individually to public before your meeting starts?
- ▶ Do you have surgeries - and are they useful to both parties?

Is it easy to find
meeting
information?
Make it clear and
repeat it often.
Always invite and
encourage people
to come along.



Community Office, 3A Market Place, Whitwick, Leics. LE67 5DT (tel: 01530 459527)
(email: clerk@whitwickpc.org.uk) Website: www.whitwickpc.org.uk

MEETINGS OF THE PARISH COUNCIL AND COMMITTEES - 2019

I hereby give notice that Meetings of the Parish Council will be held as set out below in Park Hall at Whitwick Park, North Street. Meetings normally begin at 7.00 pm on THURSDAYS (except the Committee meetings which may be held at 10.00 am). In the event of a change, or additional meetings being called details will be shown on the agenda which are at the Community Office and appear on our website/Facebook page.

Three days before each meeting, the Agenda and supporting papers will be published on the website. Draft Minutes are also published as soon as they are available.

Cathy Tibbles

Cathy Tibbles, Parish Manager

Council meetings

17 JANUARY
21 FEBRUARY
21 MARCH
18 APRIL
16 MAY - Annual Council
23 MAY Annual Parish Meeting
20 JUNE
18 JULY
19 SEPTEMBER
17 OCTOBER
21 NOVEMBER
12 DECEMBER

**Property Management and
General Purposes Committee**

10 JANUARY (7.00 pm)

14 MARCH

23 MAY

11 JULY
12 SEPTEMBER

14 NOVEMBER

*Members of the public are most welcome, so why not come along.
See your parish council working for our future – because community matters.*

FREQUENTLY-ASKED-QUESTIONS¶

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1. → **How many councils serve the Parish?** Three – Whitwick Parish Council, North West Leicestershire District Council and Leicestershire County Council. ¶
2. → **What does Whitwick Parish Council provide?** It owns and manages Whitwick Park (with playgrounds, bowls green, tennis courts, skate park, adult and junior outdoor keep-fit equipment, benches, public bins and noticeboards) and other Open Spaces including two allotment sites, maintains and manages Park Hall (available to hire), Bowls Pavilion and former Railway Station (leased to local groups), represents local views on planning matters, consultations and environmental matters regarding the Green Wedge, opens the Community Office 3 times per week to provide information, police beat surgeries, photocopying/business services. ¶
3. → **What does the parish council not provide?** Many statutory services are provided by either the District Council like housing, leisure centres, refuse collection, conservation, cemeteries, devising the Local Plan, other planning/licensing control and enforcement or the County Council like highways, libraries, museums and leisure, education and young people, adult social care. ¶
4. → **What does it cost to run the council for a year?** For the last complete financial year to 31 March 2017 income was £33,501.03, expenditure was £200,445.44 and the Precept was £184,634. ¶
5. → **Who pays the Precept?** All households that are situated within the parish of Whitwick. ¶
6. → **Who checks the financial processes?** The Responsible Finance Officer undertakes checks in the office, parish councillors at meetings or by calling at the Community Office, nominated councillors undertake additional scrutiny of statements and transaction records, Internal Auditor (appointed by the parish council but undertaking regulated checks), External Auditor (formerly appointed by the Audit Commission). ¶
7. → **How are decisions made?** At parish council meetings, taking into account council policy and what your parish councillors consider to be in the public interest. Suggestions and ideas of local residents are welcomed either by submitting views to the council (by phone, letter, email or visit to the community office/parish councillor) or by attending council meetings and talking to councillors before the meeting or speaking publicly if you wish. ¶
8. → **Why do you need reserves?** Councils historically build up reserves to ensure they are able to meet the statutory services they need to deliver. There are often two types of reserves: general reserves and earmarked reserves (set aside for a specific purpose). As a new council established only in 2011 without any prior reserves, Whitwick Parish Council did not benefit from a £25,000 grant that was later made available by the government. Whitwick Parish Council has increased its responsibilities for land and buildings quite quickly in a relatively short period. Over recent years it aimed to achieve a level of 'free' reserves of 50% of the annual expenditure by 2018/19, in accordance with the policy. ¶
9. → **What does the Parish Council cost me?** ¶
 In 2016/17 a Band D resident paid £1.34 per week (£70.07) ¶
 In 2017/18 a Band D resident paid £1.37 per week (£72.17 per year). ¶
 In 2018/19 a Band D resident will pay £2.06 per week (£107.53 per year). ¶

¶

NB In addition to paying for the parish council, your council tax includes charges for the District Council, the County Council, local policing and fire services. More information is available from the District Council website at:

https://www.nwleics.gov.uk/files/documents/your_guide_to_council_tax_201819/NWLDC%20Council%20Tax%20leaflet%202018_19.pdf ¶

And when
it goes
wrong?
Respond
calmly

Parish Manager: Cathy Tibbles, Whitwick Community Office, 3a Market Place, Whitwick LE67 5DT ¶
 (Tel: 01530 459527) (Email: clerk@whitwickpc.org.uk) ¶
www.whitwickpc.org.uk

Try to avoid the 'Negative Habit'

Good news

- ▶ 95% of things go according to plan.
- ▶ We only spend 5% of our time promoting the positive achievements

Not working

- ▶ About 5% of things go wrong or don't work.
- ▶ We can spend 95% of our time dealing with this.
- ▶ What prevents us doing more.

Your council is (usually) good at what it does -so tell people (LOUDLY)

Do you tell your own good news?



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Website: www.whitwickpc.org.uk

NEWS RELEASE

GOAL FOR THE PARISH COUNCIL



WHITWICK PARK

At long last, after the weather problems stopped work, the new artificial turf has been finished in Whitwick Park! Pictured above (Left-Right) are Councillor Pete Moulton, Councillor Anthony Barker and Councillor Ray Woodward, Chairman of the Parish Council.

The idea was first suggested by Cllr Pete Moulton who wanted to make improvements at Whitwick Park. The goalposts were so well used the ground quickly got very muddy and throughout the year the grass never had time to recover or be re-seeded. Cllr Anthony Barker is the Chairman of the Committee responsible for the park and other parish council buildings and land. This was a project the parish council believed would be good for our park visitors and young people. After problems sourcing the 'artificial turf', the job was awarded to Fenland Leisure Products and their team arrived early on 10th January. Tons of gravel have been laid under the turf but after heavy rain, it could not be finished. February snow delayed it further but in March Cllr Moulton welcomed the 'team' came back and finished the job

WE ARE NOW READY TO PLAY! ROLL ON SUMMER

www.whitwickpc.org.uk



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Website: www.whitwickpc.org.uk

NEWS RELEASE

PARISH POPPIES IN WHITWICK



Thank you to the volunteers from Whitwick and students from Stephenson College who worked together on the 'Poppies on Lampposts' project through parts of the parish of Whitwick. Thanks also go to the local businesses that have pledged to cover the financial cost of this, which the Parish Council has been proud to do on behalf of the local community.

WE WILL REMEMBER THEM.



We engaged with our community at...

Public Meetings

Music Festival

Seasonal events

Council Office

Posters/adverts

History Exhibition

Website/Facebook

Local groups

www.whitwickpc.org.uk

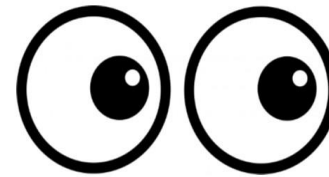
What do you want to see for Whitwick in the future?

The Parish Council is looking to the future and wants to hear your ideas and suggestions of what the priorities might be. The views of the community are important so please come and tell us what you think at this special event

Thursday 28 June, 2018, from 7 p.m.

**Park Hall, Whitwick Park, North Street,
Whitwick, LE67 5HB**

Free refreshments



**Please come and
talk to us so we can
explore ideas together.**

This Visioning Exercise is not a council meeting—no agenda just a chance to be listened to.

Email clerk@whitwickpc.org.uk for more information.

Community Office,
3a Market Place, Whitwick LE67 5DT 01530 459527



What's next for you?

- ▶ Review what you already do. Who do you reach with your communications and who are you missing?
- ▶ Websites are an amazing resource - find good examples (and also find what you might want to avoid doing).
- ▶ Keep trying - don't give up! Ask other councils/ councillors what works for them.
- ▶ Use new technologies and mobile apps but remember to try new locations for your posters and noticeboards!
- ▶ Tell the community what you want your budget to achieve for them.

AND NEXT YEAR, PERHAPS

- ▶ Ask your community what they want the budget to do for them (BEFORE you make your mind up).

Thank you very much.

Now it's over to you and
your questions

