

## Coddenham Parish Council Meeting: 8<sup>th</sup> September 2022

**Item 23:** To **CONSIDER** a way to better communicate with 'out of village' Parishioners

One outcome of the recent Parish Survey is that several of the c.70 Households which fall outside the Village envelope commented that they are unaware of what is happening in the Parish and don't feel part of it (or anywhere else). Where they live, how long they have been in the Parish, their connections and daily lives and the nature of their families (many are younger) have a bearing on what they seek out and what they gravitate towards. For example, if you live in on the Norwich Road, you're far more likely to pop to the Co-op at Claydon than to the Coddenham Community Shop, as it's far easier. However, many are interested in the Parish they live in and contribute to the precept of and would like to be notified as to what's available.

As with many audiences Coddenham's households are no different in using a variety of channels from delivered paper to instant messaging to source information. Although for Area 1 (Spring Lane) TVN, Word-of-Mouth, Posters and Facebook are the most popular ways of finding out what is happening, which is similar to the Village areas, for Area 5 (Coddenham Green and Lime Kilns) and Area 6 (Pipps Ford, Norwich Road and Shrubland) immediately behind Word of Mouth came the Parish Council Newsletter – timing may have been on our side, Facebook and the Parish Community Website; quite different from Village areas.

What is important to 'out-of-Village' parishioners is often different to those living in the Village. Take traffic, congestion and HGVs in Church Road and the High Street is of little consequence if you live at Sharmford Meadows but speeding and quarry lorries are. Similarly, those in Coddenham Green are more concerned with The Hollows being used as a 'rat run'.

Suggestions for increasing Parish Council engagement/communication:

1. Alongside distribution of the Survey Results provide all households with a list of how they can source information and who to contact to be added to distribution lists, obtain a TVN subscription etc. (CCRG to own).
2. Publish TVN Parish Council update on the Parish Council website and on Facebook with links via other channels.
3. Publish the Parish Council Newsletter more frequently – perhaps reducing it to a single page if quarterly or leaving as is if it's produced three times a year. We will need to form a new team following the loss of Isabel and Sue and finding additional content maybe a challenge but pulling in pertinent articles from SCC and MSDC and showcasing other Parish bodies might provide for this.
4. Encouraging out of Village residents to become Councillors. This may be challenging as there are a number who have younger families, but it might be worth leafleting households in case there is someone interested. The alternative is for one or more Councillors to have a responsibility to attempt to better represent those outside the Village.
5. Adding further noticeboards on the Norwich Road and at a point between Coddenham Green and Lime Kilns

This isn't a wholly Parish Council issue and other Parish organisations are working out what else they can do, as is the CCRG. However, the thing that sets the Parish Council apart is that these households pay Council Tax and we should do what we can to ensure they have some value for the Parish precept.

Cllr Nick Mills  
06-Sep-22