

UNADOPTED

MALVERN TOWN COUNCIL

COMMUNITY ENGAGEMENT SUB-COMMITTEE

NOTES OF MEETING HELD ON MONDAY 18 AUGUST AT 3PM

IN THE PARK VIEW MEETING ROOM, COMMUNITY HUB, VICTORIA PARK ROAD

Present:

Councillors Karen Newbigging (Chair), Emma Green (Vice-Chair), Jude Green and Nathan Wanklin

Apologies: Cllr Sean Austin and Cllr Josephine Leibrandt

Absent: None

In attendance:

Linda Blake, Town Clerk

Lyndsey Davies, Minute Clerk

Cllr Marilyn Birks

Lucy Bird from Worcestershire CALC

1. Apologies for absence

Apologies were noted from Cllrs Sean Austin and Josephine Leibrandt

2. Declarations of interest

Cllr Emma Green declared an interest in any possible discussions relating to Ukrainian Twinning or events as she is involved with the Ukraine Committee.

3. Notes of previous meeting held on 23 June 2025

It was **AGREED** that the notes of the previous meeting held on 23 June 2025 be approved as a correct record of the proceedings.

4. Review of Malvern Town Council's Community Engagement Strategy

The Sub-Committee noted the Council's current community engagement strategy, and it was felt that a good start had been made in delivering this strategy but that more action was needed to ensure that the Town Council were actively engaging with the more difficult to reach areas of the community.

It was felt that for the work of the sub-committee to be effective that all town councillors needed to be committed to this strategy and to understand its aims and objectives.

After discussion, it was **RECOMMENDED** that a workshop should be held for all town councillors so that they understand the needs and opportunities for residents in their wards and how these needs could be addressed. The information provided by public health on a ward basis is a useful resource to support this.

It was further **RECOMMENDED** to extend the workshop invitation to key players with detailed knowledge of local needs, namely Malvern Hills District Council, South Worcestershire Citizens Advice Bureau, Community Action, local Community Builders and Social Prescribers. The aim of this meeting would be to help identify the areas in Malvern where there are specific needs to be addressed in order to inform priorities.

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It was suggested that this meeting should be held on a date in October 2025.

5. Development of methods of engagement

The Committee discussed the following points:

i. Communications & Marketing Strategy.

There was a discussion about strengthening the communications and marketing strategy.

ii. Asset Mapping.

Lucy Bird described the public health approach to asset mapping, which will form part of the workshop recommended above.

iii. Approaches to seldom heard groups/priority groups.

The Sub-Committee noted the difficulties in engaging with certain groups within Malvern.

Lucy Bird talked to members about the issues faced when trying to engage with certain groups within Malvern and that studies had shown that only 10% of people would engage with a formal activity or support group trying to collect information. Informal methods of engagement were shown to be more effective. Lucy informed members about a national group of Good Practice Mentors who can provide excellent training and advice on informal methods of engagement.

It was **RECOMMENDED** that a 2 hour training session should be booked with the Good Practice Mentors who can then advise on the best methods of engagements for the Town Council and give an insight on how to work with those who tend not to engage through more formal methods.

Councillors Emma Green and Jude Green to liaise with Lucy Bird in actioning this point.

It was **AGREED** that Councillor Emma Green would share information with Officers about the training she had undertaken on social media and communications, which she found extremely useful in identifying and communicating with different groups online.

6. Review of key opportunities to use information to identify priorities

The Committee discussed the following points

- Lower Layer Super Output Areas (LSOA) Data
- Toolkit to engage with seldom heard groups (Street Outreach of Social Action Research)
- Upcoming events
- Social Prescribers/Community Builders/District and County Councillors
- Implications for Town Councillors

It was **AGREED** that all Town Councillors should be made aware of the LSOA data and what information can be obtained.

Emma Green updated the committee on discussions that had taken place with Niru Fallon at Great Malvern Library about an event to gather groups together and connect the community to local events and activities.

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It was **RECOMMENDED** that members of the Community Engagement Task and Finish Group should take part in the event to gather groups together at Great Malvern Library.

7. Development and implementation of specific initiatives

The committee discussed the points as listed in the agenda, and as there is a lot of scope for positive initiatives. It was therefore **AGREED** that proposals for new initiative should be supported with a plan outlining timelines, who was going to implement and action and how the proposed initiative would be evaluated.

Happy to Chat Tables

Members noted that this scheme had been more promising in public sector services and charitable organisations, rather than commercial premises.

It was **AGREED** that Emma Green would work with Great Malvern Library as a pilot project initially.

Town Councillor Surgeries

Town Councillor Surgeries had already been implemented through drop in days at The Community Hub, a stall at the Christmas Light Switch-on event and a councillor table at Music in the Park concerts.

Councillors noted that these events would only attract a certain range of the Malvern population and that to obtain a deeper level of engagement across all groups, a higher and more varied footfall is required.

It was **RECOMMENDED** that local supermarkets should be approached to establish if MTC could have a presence for engagement and it was agreed to discuss this with the Good Practice Mentors.

Warm Spaces

Councillor Birks updated the committee, informing that meals are provided every Friday as a pilot scheme at the Redland Road Scout Hut. No further actions at this time.

White Ribbon Initiative

It was **NOTED** that Emma Green is liaising with Cllr Natalie McVey on this project and would report back to the next meeting.

Youth Council

No actions to be noted at this meeting.

Domestic Violence and Period Poverty

It was **NOTED** that Emma Green is liaising with Cllr Natalie McVey on this project and would report back to the next meeting.

Community Safety Partnership

Councillor Birks confirmed that she is looking into this and would like the Town Council to take an active part in the Community Safety Partnership. Councillor Birks would continue to investigate this.

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Health Van

It was **RECOMMENDED** that the Town Council should book the Health Van to come to Victoria Park.

Charity nominations for Christmas Light Switch-on Event

The Town Clerk informed members that this item would be going to Full Council with a request for all councillors to make one charity nomination each.

Recommendations to Council for Mayor's Awards Scheme

Following the success of the High Sheriff Awards, Councillor Birks would like to run an awards ceremony held by Malvern Town Council to reward those in the community that contribute to the community. It was **AGREED** that more specific details were needed and that a full proposal would be agreed at the next meeting and then taken to Full Council.

Cllr Wanklin left the meeting at 4.45pm.

8. Awareness Days in the UK

This had been carried over from the previous meeting.

Councillor Emma Green had put together an initial list of suggestions. The sub-committee discussed this very briefly. Cllr Emma Green agreed to share with the Communications and Events Officer and discuss when they meet.

9. Date of Next Meeting

The date of the next meeting will be Monday 6 October 2025 at 3pm.

The meeting finished at 5.05pm.

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Chairman