

# Fairmilehead Community Council

## Annual Engagement report Dec 25

### Introduction

This is 3rd Annual report on Engagement. Since the last report we have continued to get good representation at our monthly meetings and are now starting to make progress in reaching out into the community using different methods. I'd like to thank members for helping to make engagement a whole membership issue.

### How do we reach people?

We are reaching out to the community in different ways, hoping to extend the number of households in the community.

1. We have an email list to which the secretary sends copies of all papers for a public meeting and a monthly information bulletin. There are currently 95 people on this list.
2. We use our Facebook page to post the agenda for meetings and link to our website for other papers. We also post some news, predominantly transport issues. We have 288 followers and for some news published our information is shared much more widely.
3. We now have a digital Newsboard called TheFairmile published in email format to subscribers. This new service, provided by Mike Wilson, one of our new members, currently reaches more than 300 subscribers and is growing. We strongly recommend this as the best way for most people living in the area to get summarised useful, local information.
4. Finally, we now have a website allowing us to make documents, and announcements easily available, giving people access to the details and archived data they may want to dig into.

These methods between us are giving us access to far more local people than before, even if there may be some overlap between the different methods. They also allow us to provide information in a summarised form, with more detail available to those that want it. This was a key requirement of the Survey we conducted in 23.

### Are we reaching a representative group?

We need to do some analysis to find out how well we are reaching a representative group for the neighbourhood and where we need to place more emphasis.

### Are we engaging on the right issues, in the right way?

An attempt to hold an open day, sadly, wasn't very successful, but lessons were learned especially about advertisement.

We are about to run a large engagement for our Local Place Plan. We are starting with a survey that will be better advertised than anything we have tried before. This gives people an opportunity to influence what local assets should be protected from future development, and what sort of development we would like.

Many thanks to my fellow members for their help and support  
Stella Thomson, Engagement Officer