

WELWYN HATFIELD BOROUGH COUNCIL  
CABINET – 4 MARCH 2025  
REPORT OF THE EXECUTIVE DIRECTOR (FINANCE AND TRANSFORMATION)

**COMMUNITY ENGAGEMENT STRATEGY**

**1 Executive Summary**

1.1 This report introduces the refreshed Community Engagement Strategy in Appendix 1.

**2 Recommendation(s)**

2.1 That Cabinet agrees:

2.1.1 The Community Engagement Strategy in Appendix 1

2.1.2 The Associated Action Plan for 2025-26 in Appendix B.

**3 Explanation**

3.1 The council's vision is to put the Community at the Heart of everything we do.

3.2 To do that successfully, the council recognises it needs to work in partnership with residents, businesses and other stakeholders across the borough and beyond.

3.3 Community engagement gives the council's stakeholders the chance to be informed, have their say and be part of the decisions that matter to them.

3.4 This strategy sets out the council's approach to community engagement over the next three years (2025-2028). This strategy should be read in conjunction with the councils' Transformation Strategy which sets out the council's approach to improving customer experience and promoting channel shift and the council's Equality, Diversity and Inclusion Strategy

**Implications**

**4 Legal Implication(s)**

4.1 There are no direct legal implications arising from the contents of this report.

4.2 Officers will seek guidance from the legal team as part of developing surveys, consultations and events, as appropriate.

**5 Financial Implication(s)**

5.1 There are no direct financial implications arising from the contents of this report and it is expected that the 2025-26 action plan in Appendix B will be delivered through existing budgets.

## **6 Risk Management Implication(s)**

- 6.1 There are no direct risk implications arising from the contents of this report. Any key risks associated from any community engagement activities will be reviewed by Officers at the Community Engagement Group. Any new corporate risks arising from community engagement activities will be added to the council's corporate risk register.

## **7 Security & Terrorism Implication(s)**

- 7.1 There are no direct security and terrorism implications arising from the contents of this report. Public safety at events will be considered by the Safety Advisory Group (SAG): [Safety Advisory Group – Welwyn Hatfield Borough Council](#)

## **8 Procurement Implication(s)**

- 8.1 There are no direct procurement implications arising from the contents of this report.

## **9 Climate Change Implication(s)**

- 9.1 There are no direct climate change implications arising from the contents of this report.

## **10 Health and Wellbeing Implication(s)**

- 10.1 There are no direct health and wellbeing implications arising from the contents of this report.

## **11 Communication and Engagement Implication(s)**

- 11.1 All community engagement activities will be promoted through the council's Communications team. Communications Plans will be developed, as required.
- 11.2 The council's Community Engagement Group will continue to meet on a regular basis to discuss upcoming opportunities for engagement with the community.
- 11.3 The council's Community & Engagement Group, Overview and Scrutiny Committee and Cross-Party Customer Service Board have been consulted as part of the development of this strategy.

## **12 Link to Corporate Priorities**

- 12.1 This report is linked to all the council's corporate priorities and task forces.

## **13 Equality and Diversity**

- 13.1 An Equality Impact Assessment was completed and indicates that Community Engagement has the potential to have positive, negative and neutral impacts on protected characteristics, depending on the type of engagement. This is because from time to time, some community engagement may target a particular protected characteristic which may have a positive impact on those with that protected characteristic. However, this may have a neutral or negative impact on those with other protected characteristics.

13.2 This strategy will ensure that the council continues to develop a range of opportunities to ensure resident views are heard and develop an overall programme of community engagement that is accessible and provides opportunities for all.

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Appendix 1 Community Engagement Strategy  
Appendix A Welwyn Hatfield Equality & Diversity Profiles  
Appendix B Community Engagement Action Plan 2025-26