



Community Engagement

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Importance of Neighbourhood Planning



- Isle of Dogs Neighbourhood Planning Forum video
- <https://www.youtube.com/watch?v=JH57RTK-esk>
- Set in a very Urban context but so many of the examples can be applied on a smaller scale to any rural environment
 - Use of brownfield sites
 - Suitable infrastructure along with development

Importance of community consultation



- Important to gain the support of your community for the Neighbourhood Plan
- Statutory requirement to consult with your community as part of a Neighbourhood plan. A statement on community consultation will need to be submitted with your plan for independent inspection
- Consulting your community will provide a valuable evidence base upon which you can formulate your plan
- Support needed for Referendum

Case Study



- ‘Hull neighbourhood plan becomes the second ever rejected at referendum’
(hull daily mail / planningresource.co.uk)
 - Residents of the Thornton Estate in Hull have rejected a proposed neighbourhood plan for their area, in what is believed to be only the second such referendum to result in a 'no' outcome.
 - The vote, saw 203 votes in favour of the document - 42%- with 281 votes against - 58% - on a turnout of 17.7%of the eligible electorate.
 - According to some local residents and officers, some residents on the estate are understood to have attributed their hostility to the plan to only finding out about it when ballot papers dropped through their letterboxes recently.
 - Planning manager at Hull City Council, told local media: "I think unfortunately what has happened is that the neighbourhood forum met the statutory requirements, but what was lacking was a publicity and communications strategy to ensure the community was properly engaged and aware of the content [of the plan]."
 - Resident reported “There has been no openness and no communication. How were people supposed to make an informed decision when they don’t know what was being proposed?”

Build up a profile of your community



- Consider who makes up your community
 - Different settlements / Any new areas of housing / Outlying properties
 - Age ranges
 - People and their day to day activities (e.g. full time workers, families, retired)
 - Community groups
 - Local businesses
- Utilise secondary data sources such as census information as well as local knowledge

- Consider possible venues / existing opportunities for consultation /promotion
 - Local schools
 - Village hall
 - Local shop / pub
 - Railway station / bus stops
 - Existing community event
 - Regular community groups
 - Local newsletters / websites / social media
- By drawing up a list of all the various groups, societies & different sections of the community you will be able to target your consultation more precisely and identify any gaps

Involving your young people

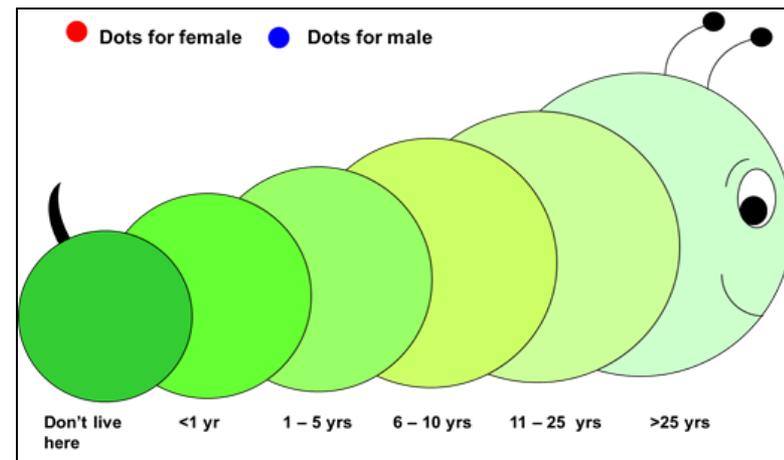
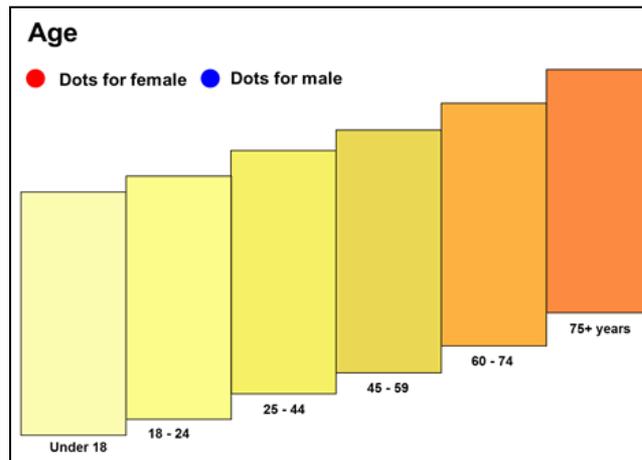


- Only those aged 18 and over will be eligible to vote in the referendum
- Important to consult and incorporate the views of young people
- Schools / Youth clubs / Churches / Activity Groups
- Take you consultation to where you know young people will be (playing field / park / skate park / local shop)
- Use of social media platforms
- Hand out flyers for them to take home and talk to their families
- Example for Buckfastleigh in Devon:-
- https://www.youtube.com/watch?v=0Bs5f53p_ng

Building a database



- Collect some basic demographic information at all consultation events / exercises
 - simple bar charts / sticky dots will enable you to keep track of age range / gender / length of time lived in the village / where they live in the village
 - Include a couple of demographic questions in any questionnaire



Building a database



- Collect contact details of residents you consult with in order to further consult and keep them updated with the progress of the Neighbourhood plan
- Need to ensure that information collected is in accordance with General Data Protection Regulations (GDPR).
- <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/> Guide to the GDPR
- The public needs to ‘opt in’ to consent to their data being held
- Privacy policy for the Neighbourhood Plan

Feeding back to your community



- Keep the community involved and informed at all stages
 - Newsletters
 - Social media
 - Parish Council Notice boards
 - Email distribution list
 - Website
- Develop an identify (e.g. Logo / colour of paper)
- Example from East Colfax Neighbourhood Plan
- <https://www.youtube.com/watch?v=MLWryxUq16c>

Barriers to consultation



- Consider what barriers individuals may face to getting involved:
 - Time of the meeting
 - Location / venue - accessibility
 - Style of consultation
 - Lack of confidence
 - Taken part in consultation before but nothing came of it
 - Unaware that the consultation is happening

Consultation Methods



- **Initial Consultation**
 - Will help to identify key issues and themes to inform the vision and aims
 - Opportunity for people to learn more about the plan and gather some initial views
 - Find out what people likes and dislike about the area and what they would like to see changed
 - Drop in events
 - Brief initial questionnaire to all homes
 - Online feedback option
 - Suggestion boxes at key location
 - Talks to existing community groups / school / churches
- **Working Groups**
 - Form working groups focused around the key themes identified
 - Each group can then examine in more detail the initial consultation results for their theme
 - Look at existing evidence and documents (e.g. census data, key local authority documents, any other local plans such as parish plans)

Consultation Methods



- Questionnaire
 - To be delivered to every house in the plan area
 - Take some time to carefully design your questionnaire
 - Ensure no leading questions
 - Consider the times it takes to analyse open ended questions and keep to a minimum
 - Try to keep the questionnaire to a reasonable length so not to put people off completing it
 - Consider what is covered under the remit of the Neighbourhood Plan and keep questions focused around this
 - Consider the methods for people to return their completed questionnaires to you as this will have a big impact on your return rate.
 - Consider how you will analyse the results.

Pre Submission Consultation



- Key stage in the consultation process / First formal stage of consultation
- Must be carried out in line with Regulation 14 guidelines.
- Draft plan is put out for public consultation for an advertised period of a minimum of 6 weeks
- Opportunity for the community to detail...
 - Are there things we have omitted?
 - Are there sections that are not clear?
 - Are there items you think may be wrong?
 - What you like about the plan

What to do with your data



- Important to consider how you are going to deal with any data you collect before you carry out the consultation
- Data entry (excel / survey monkey)
- Make surveys available online
- Dealing with non planning issues (e.g. speeding, litter, dog mess bins etc.)
 - Always set out what can and cannot be covered as a statutory element of a neighbourhood plan
 - Collect the view that are important to people even if they can not be incorporated
 - Include a list of communities non planning related priorities for the future as stand alone section of the plan (CIL contributions)

Other opportunities for consultation



The following stand alone pieces of work can also be incorporated into your programme of NP consultation:-

- Housing Needs Survey

- Opportunity to assess the whole community's views on future housing within the parish and also identify if there is any local demand for any particular type of housing (e.g. starter homes, retirement housing etc.)

- Green Infrastructure Plan

- BRCC work in partnership with other organisations to support communities in Bedfordshire - and further a-field- in creating parish-level GI Plans

Importance of Publicity



- You can't over publicise what you are doing
- The more opportunities people are given to be aware of what is happening, the more likely they are to get involved.
- Consider designing a logo for your plan and always using the same colour scheme for your flyers/ posters etc. so that people easily recognise your information
- For events / key stages in the process consider:
 - Door to door flyers
 - Adverts in parish magazine / website
 - Posters on notice boards / in shop / pub
 - Ask local school to put flyers in the children book bags
 - Roadside signs
 - Invest in a banner to display in the village
- Set up a website and social media (facebook page, twitter etc.)
 - Ensure you are regularly providing feedback on what it happening to the community. It is a long process and you don't want to be forgotten about in between key stages.

Contact Details



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