

Community Engagement Strategy



R.A.G.E.

Rediscovering a Gainsborough for Everyone....

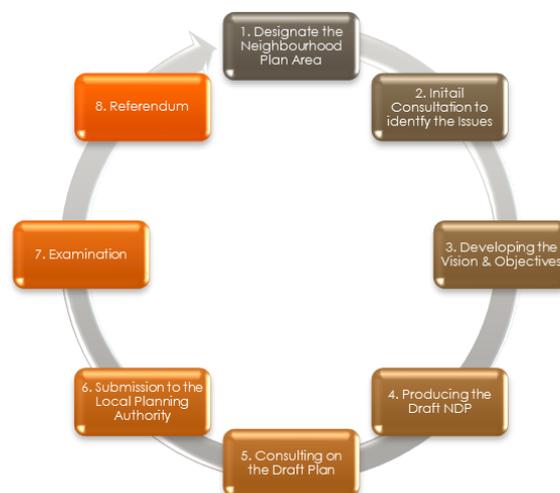
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2 What is a Neighbourhood Development Plan?

- 2.1 Neighbourhood Development Plans (NDPs) are new types of statutory plans that have been brought into force through the Localism Act 2011 which came into force in April 2012. It is part of the Government's new approach to planning, which aims to give local people more say about what goes on in their area. NDPs are intended to be produced by local people for their own area, they also have to be approved through a local referendum of the people living in that area. Unlike national planning policy, that is approved by Parliament and local planning policy, which is approved by the Local Authorities. A NDP can only be brought into force following a majority vote at a referendum by local residents of the Neighbourhood Area.
- 2.2 NDPs are part of the statutory planning system; this means that when decisions are made on planning applications the policies and proposals in the NDP must be taken into account by the Local planning Authority (West Lindsey District Council). The NDP can help to influence the type and quality of future development and can also ensure that the development brings with it benefit for local people and the area.
- 2.3 There is a set process in which a community must adhere too in order to produce a NDP. The NPD process is shown in Diagram 1. At the heart of an NDP is community participation, a plan cannot be produced successfully without inclusive consultation with local residents and key stakeholders such as businesses, land owners and visitors to the NDP area.

Diagram 1: Neighbourhood Plan Process



- 2.4 The Localism Act sets out that only a qualifying body can bring forward a NDP and in the case of Gainsborough this is the Town Council. However, the Town Council has appointed a representative committee (known as the NDP Steering Group NDPSG) made up of 10 members that will develop the NDP. This NDPSG will report back to the Town Council on a regular basis. The Town Council have decided that the NDP for Gainsborough will be formally known as the Regaining a Gainsborough for Everyone (RAGE) NDP as the Town Council believe that this is the local communities opportunity to have a real say in Gainsborough's future and it should not be seen as a Town Council initiative only. The Town Council really want local people to take ownership of the NDP and be part of it's development.
- 2.5 The Town Council and the members of the NDPSG want to ensure the NDP is led by the local community therefore, a People's Panel made up of local representatives will be formed at the beginning of the process and will act as a sounding board for the NDPSG. The panel will meet quarterly to help guide the development of the NDP and ensure that the process is fully inclusive, open and transparent.
- 2.6 The People's Panel, NDPSG will have the responsibility along with the Town Council in preparing and producing a representative NDP. The way in which the process is carried out and implemented will need to ensure confidence from the community and key stakeholders in the Gainsborough area. Confidence in the NDP process and support for the vision, objectives and policies contained within the NDP will be more certain by starting the NDP process in a demonstrably open and transparent way that ensures all key stakeholders continue to be included and consulted with throughout all stages of the NDP preparation.

3 How is this Different from the Town Plan Produced by the Town Council?

- 3.1 The Town Council produced a Town Plan in 2015, (which is a Community Led Plan) the information gathered and reported within this document will be used to inform the NDP. However, the two documents are very different. Community-led plans identify ways in which the community can influence service delivery to meet their needs and they tend to be aspirational documents. NDP are different to community led plans as they contain two key aspects:
1. **Spatial:** they focus on land base uses and can determine where development can or should take place in the future, they can also deliver development based on the identified community needs which are based on an understanding of the ability of the private sector and other service delivery partners to provide the intended development; and
 2. **Statutory:** they will be prepared in the knowledge that provided certain procedural steps are carried out during their preparation; the NDP will have clear legal status once completed. This means that the NDP will have to be used to determine decisions on all planning matters coming forward in the Gainsborough Parish area.

4 Why Community Consultation in the NDP Process is Important

- 4.1 Community and stakeholder consultation in the process can take place in a number of different ways. These range from just providing information to empowering individuals and groups to make decisions on relevant matters. Community consultation in the NDP making process is most likely to happen if the following processes and activities are planned at the start of the process:

Inform: providing information about processes, events, issues and proposals;

Consult: obtaining feedback and analysis on options and proposals;

Involve: working directly with the community throughout the process to ensure their issues and concerns are consistently understood and considered;

Collaborate: creating partnerships with the community at each stage of the decision making process including the development of options and providing the analysis of the alternatives;

Empower: final decisions on all matters lie with the community.

- 4.2 Each step (outlined in paragraph 4.1) is normally dependent upon the previous steps having been carried out successfully.

- 4.3 The purpose of encouraging continuous consultation and engagement in preparing the NDP is fundamentally to ensure that the relevant issues identified by the community are covered in the NDP. The process of policy development at local or neighbourhood level should respect and respond to the locally expressed needs and concerns. This gives focus and purpose to the process of NDP making. Consultation and engagement is an important component in achieving local understanding and acceptance of the aims, objectives and the policies that are expected to be contained within a NDP. However, this should be carried out at an appropriate time and in a meaningful way showing those involved that their input is valued and that it will influence future outcomes. This will ensure 'buy-in' from the community and stakeholders into the NDP process.
- 4.4 By undertaking the community consultation activities this will provide the opportunity to bring together the views of the community and other stakeholders who will have an interest in how the area might be protected, change or grow over time. The intention is to develop a shared vision for the area that will cover a range of issues. From these early community consultation activities a plan can be developed that presents a comprehensive and co-ordinated approach showing how the matters raised through the community consultation have been addressed and the matters can be delivered through the NDP.
- 4.5 Underlying any successful form of consultation is a commitment to listen and, equally importantly, to respond. For engagement to be effective the methods used must be fit for purpose. It should be relevant; focussed; proportionate and clear in its aims. In every case communication about outcomes will be a key factor in securing continued community involvement.
- 4.6 To ensure the success of the RAGE NDP, the NDPSG have prepared this community engagement strategy. The communication and publicity of the NDP is vitally important to ensure the consultation is conducted effectively throughout the process. It is more likely that people will participate in the process if they are kept informed and receive feedback; this enables them to see how their views have shaped the NDP process.
- 4.7 In the case of developing a NDP, where the support of the community at the referendum stage is crucial to its adoption, the need to keep information flowing to the community takes on an even greater significance.
- 4.8 This community engagement strategy summarises the proposed community consultation process to be undertaken in producing the RAGE NDP. The consultation activities outlined have been designed to satisfy that statutory periods of consultation required under Regulations 14 of the Neighbourhood

Planning (General) Regulations 2012 but it also covers the whole NDP process until the final referendum stage.

- 4.9 Particular emphasis has been placed on “front-loading” the community consultation to identify and engage as wide a range of local people, businesses, landowners, visitors to the area and other interested parties as possible. By producing this community engagement strategy documenting, notifying, and keeping the communities momentum going with regards to the NDP. The consultation undertaken on the NDP will enable the whole community to help shape the NDP in a way which is relevant to them.

Methods of Community Engagement

- 4.10 Community engagement can be undertaken in many different ways. The methods used should reflect the objectives of the exercise and can be as specific or as wide-ranging as is necessary. It can involve simply telling people that something is happening, or asking people what they think about a particular matter. It can also mean asking people what they think the issues are that need to be addressed. This would normally take place at the start of a process. The RAGE NDP will be formally “launched” through a consultation programme of events starting with the launch event on the 10 June 2017. Following this a number of drop in events and activities will take place across the NP area. The launch event and subsequent programme of events are designed to raise awareness of the NDP, and plan making process, and to encourage direct involvement in its preparation.

- 4.11 The target audience that the NDPSG aim to engage through the consultation process are outlined below:

- Local Authority
- Planning/Architect Consultants
- County Council
- District Council Members
- School Children (5 -16)
- Young People (16 -30)
- Elderly Residents
- Families
- Community Groups (list shown in Appendix A)
- Businesses
- Landowners
- Shoppers
- Workers
- Visitors
- Statutory Consultees (list is shown in Appendix B)

4.12 The consultation engagement strategies outlined in this document have been prepared and designed to ensure that the consultation events take place at critical points such as at the beginning of the process and at points where decisions need to be taken. This ensures that as wide a range of people as possible are engaged in the planning process by using a variety of events and communication techniques throughout the NP process; and that the results of the consultation are fed back to local people and made available to read (in both hard copy and via electronic media) as soon as possible after the consultation events take place.

4.13 The NDPSG have identified five key stages to the consultation process that the local community and key stakeholders need to be consulted with and these are outlined below:

Consultation Periods

- **Stage 1** – Launching the NDP, awareness raising and identifying key themes.
- **Stage 2** – Pre Draft Plan Consultation - reporting back to the community. Highlighting the identified issues, vision, objectives and possible themes to be included in the NDP.
- **Stage 3** – Draft RAGE Neighbourhood Plan (Regulation 14 Consultation) – This is the official draft NDP consultation and the document will be consulted upon for six weeks and this will be organised by the NDPSG.
- **Stage 4** – Submission of the RAGE Neighbourhood Plan (Regulation 16 Consultation) – The NDP will be submitted to West Lindsey District Council and West Lindsey will organise a six week consultation period.
- **Stage 5** - Referendum – To draw people’s attention to voting at the referendum through publicity. The referendum is organised by West Lindsey District Council.

4.14 There are a number of stages which a NDP needs to go through to ensure it reflects the communities views and aspirations. Table 1 identifies the key audiences to be consulted and Table 2 the stages of consultation required.

4.15 There are a variety of different options of getting the message out into the community including:

- Posters/banners
- Delivering flyers through letterboxes
- Presentations
- Dedicated website

- Social media ie facebook/twitter/linkedin to capture younger audiences and professionals
- Email
- Newsletters
- Contact local media (radio, press, television) for major announcements
- Word of mouth

4.16 Over and above the local residents views and opinions, there are the views of a number of key audiences, groups and organisations that the consultation also needs to capture. These are listed below in Table 1 along with the consultation methodology by stage.

4.17 All the events listed in table 1 will be recorded and evidenced within a document entitled 'The Consultation Summary'. This document will support and be evidence for the development of the NDP.

Table 1 : Community Engagement Strategy

Engagement Technique	Consultation stage	Audience	Timescales	Activities
Website and Social Media	All Stages of Consultation	<ul style="list-style-type: none"> •Local Authority •Planning/Architect Consultants •County Council •District Council Members •Young People •Families 	Ready for End of May 2017	<ul style="list-style-type: none"> • Creation of a website • Facebook • Twitter
Promotional Material	Stage 1,3 & 5	<ul style="list-style-type: none"> •Young People •Elderly Residents •Families •Community Groups •Businesses •Landowners •Shoppers •Workers •Visitors 	Ready for End of May 2017	<ul style="list-style-type: none"> • Posters • Banners • Leaflets • Freebies <p>Information will be distributed around the town and in as many locations as possible.</p>
Public Meetings			Throughout the lifetime of the Plan	
Exhibitions and	Stage 2	<ul style="list-style-type: none"> • Young People 	Between July/	<ul style="list-style-type: none"> • Market stalls

drop in sessions		<ul style="list-style-type: none"> •Elderly Residents •Families •Community Groups •Businesses •Landowners •Shoppers •Workers •Visitors 	September 2017	<ul style="list-style-type: none"> • Shop within the Town Centre • Pop up stalls in key locations within the town 	
	Local Newspapers	All stages of consultation	<ul style="list-style-type: none"> •Young People •Elderly Residents •Families •Businesses •Landowners 	Throughout the lifetime of the Plan	All local newspapers
Questionnaires	Stage 2	<ul style="list-style-type: none"> •Elderly Residents •Families 	July/ September 2017	Copies will be available on the Website and in hard copy.	
Face to face interviews	Stage 1 & 2	For all Stakeholders	June - September 2017	<ul style="list-style-type: none"> • Coffee Mornings • Planning Over a Pint • Market Stalls or pop up stalls in 	

Business Breakfast Meeting				key locations • Shop in the town centre
	Stage 2	• Businesses • Landowners	Summer 2017	Organising a breakfast meeting or attending the Business meetings held with the Business forum
Community Event	Stage 1	For all stakeholders	10 June 2017	<ul style="list-style-type: none"> • Launch Event • Planning for Real Exercise • Competition
School Events and competition	Stage 1 & 2	Young People	September/October 2017	<p>Planning for Real Exercise and competition in the</p> <ul style="list-style-type: none"> • Secondary School • Primary Schools <p>All information needs to be recorded and included in a Consultation Summary.</p>
Peoples Panel	All stages of consultation and throughout the life of the plan	Local Residents, visitors, local authority, businesses, landowners who are interested in shaping and advising on the NDP.	<p>There will be an expression of interest forms available for people to enrol onto the Peoples Panel from the 10 June 2017</p> <p>This panel will meet regularly throughout the life of the NDP.</p>	The group will act as a sounding board for the way in which people are consulted and the content of the NDP.

Table 2: Stages of Consultation

Stage	Actions Needed	Consultation Methods	Outcome	Start Date	End Date
Stage 1 – Launching the NDP, awareness raising and identifying key themes.	<ul style="list-style-type: none"> • Provide brief outline of what a Neighbourhood Plan is and FAQs. • Develop the website and social media pages. • Prepare promotional material • Plan the launch event for the 10 June 2017. 	<ul style="list-style-type: none"> • Website • Social Media • Banners • Posters • Community event on the 10 June • Schools/groups • Identify groups that can we can go back to. 	<p>To inform the community about the NDP process and the importance of getting involved.</p> <p>To establish the people’s panel</p> <p>Gathering views and opinions of what should be included in the Draft NDP .</p>	May 2017	End July 2017
Stage 2 – Pre Draft Consultation	<ul style="list-style-type: none"> • Developing the vision, objectives and key themes based on the consultation event on the 10 June 2017. • To prepare a questionnaire • To prepare the material for the consultation events with the local community and key stakeholders. 	<ul style="list-style-type: none"> • Website • Social Media • Questionnaire on key themes • Visiting Community Groups • Primary and Secondary 	<p>Reporting back to the community with the identified issues. The NDPSG will develop a Vision, Objectives and possible themes to be included in the NDP.</p> <p>Confirming this</p>	July 2017	October 2017

	<ul style="list-style-type: none"> To identify any gaps in the evidence base and commission studies to cover these gaps. 	<ul style="list-style-type: none"> school consultation Shop frontage Business and landowner event. 	<p>information is correct and adding to the information to enable the draft NDP to be written.</p>	
<p>Stage 3 – Draft Plan Regulation 14 Consultation – Six weeks official consultation organised by the NDPSG.</p>	<ul style="list-style-type: none"> Collating and writing up the consultation feedback into the consultation summary document. Consultant will need to write the Draft NDP based on the consultation and evidence base material. 	<ul style="list-style-type: none"> Website Shop Leaflets Newspaper Email – to all email contacts gathered through the consultation events and to all statutory consultees in appendix B. Community Event 	<p>This will allow all key stakeholders the opportunity to comment on the Draft Plan and influence any changes wanted on the plan.</p>	<p>January 2018 March 2018</p>
<p>Stage 4 – Submission Regulation 16 Consultation – six weeks consultation organised and undertaken by West Lindsey District</p>	<ul style="list-style-type: none"> Produce the Consultation Statement. Make the amendments to the NDP based on the comments received and formalise the Final NDP. Produce the Basic Conditions 	<ul style="list-style-type: none"> Email Website Newspaper 	<p>This is the last chance for all stakeholders to make comments on the NDP before the examiner is appointed to</p>	<p>June 2018 August 2018</p>

<p>Council.</p>	<p>Statement</p> <ul style="list-style-type: none"> The NDPSG will submit the documents listed above to West Lindsey District Council and they will organise the consultation at this stage. 		<p>undertake the examination.</p>	
<p>Stage 5 - Referendum – To draw people’s attention to voting at the referendum through publicity.</p>	<ul style="list-style-type: none"> West Lindsey will appoint an independent examiner to look at the NDP. Following a successful examination West Lindsey District Council will organise the referendum date. The Town Council along with West Lindsey District Council will advertise this along with poll cards being issued to each resident. 	<ul style="list-style-type: none"> Website Newspaper Leaflets Banners 	<p>The outcome required is a successful examination and a YES vote at referendum.</p>	<p>October 2018 January 2019</p>

4.18 It is intended that this community engagement strategy will focus and detail the actions required ensuring as much public consultation as possible is achieved through the community and stakeholder events outlined in table 1. In designing each event the NDPSG will ensure that all community involvement is encouraged by embedding all of the following key features in the process:

- **Awareness raising:** to secure maximum participation in the NDP process.
- **Timely engagement:** when involvement can make a difference to the NDP process.
- **Inclusive engagement:** so everyone has a voice.
- **Feedback:** to show how the consultation responses have influenced and shaped the content of the NDP.

5 Neighbourhood Plan Steering Groups Commitments

5.1 Gainsborough Town Council as the qualifying body in the RAGE NDP project and the Steering Group have agreed to adopt a set of key commitments to community and stakeholder consultation revolving around transparency and inclusivity. These are presented as an agreed set of actions and approaches to consultation that are offered to the community as part of this project:

- A website will be created for information sharing prior to the launch of the NDP project and will be maintained throughout the NDP making process.
- To undertake a launch event on the 10 June 2017 and a subsequent extensive programme of consultation events to raise awareness of the RAGE NDP, encourage consultation and participation in the whole NDP process. The views and opinions expressed over this period will be reported within a document entitled 'Summary of the Consultation' and this will be made publically available. The views and opinions expressed will then directly influence the contents of the NDP.
- To Undertake a formal 6 week consultations on an Draft RAGE NDP
- Regular press releases will be provided giving activity updates and progress on the NDP
- Local exhibitions and displays will be provided in accessible locations to support events and give information throughout the NDP process. Communication will take place in a form best suited to each person or group as expressed by them.
- An open agreement to meet with any individuals or groups throughout the project, whatever their views and opinions. This will be as resources reasonably allow.
- The NDPSG will respond within a reasonable timeframe to all written representations.

- Where comments and suggestions are made that are not directly relevant to the NDP, these will be recorded and passed onto the appropriate person or organisation for action.

5.2 In return we will require people participating in the process to do so in writing to ensure that all comments can be properly noted as a true record of their views.

6 Appendix A: Community Groups List

Aegir School	Gainsborough Beavers
Benjamin Adlard Primary School	Gainsborough and District Wild Fowling Association
Blyton Cum Laughton Primary School	Gainsborough Bowmen
Charles Baines Primary School	Gainsborough Choral Society
Connexions Community Hub Project	Gainsborough Golf Club
Corringham Primary School	Gainsborough Girl Guides
Debbie Empson	Gainsborough Folk Club/Ukulele Strummers Club
Duck Egg Theatre – haley@duckegg.org.uk	Gainsborough Health Walks
Free Dom Yoga and Relaxation	Gainsborough Lions
Gainsborough Aegir Cycling Club	Gainsborough Model Railway
Gainsborough Rowing Club	Gainsborough Musical Theatre Society
Gainsborough Rugby Club	Gainsborough Police
Gainsborough Scouts	Gainsborough Rifle & Pistol Club
Gainsborough Squash & Racket Club	GAPA
Gainsborough Theatre Company	Hillcrest Academy
Gainsborough Town Tennis Club	Home Start
Gainsborough Trinity	Jo Jingles
Gainsborough Trinity Juniors	Lea & Roses Cricket Club
Marshalls Cricket Club	Lea Olive Anderson Primary School
Marshalls Junior Football Club	Liz Clews
Marshalls Martial Arts Club	Marshalls Bowls Club
Marshalls Rounders	Mercer Wood Academy
Melrose Bowls Club	Midtown
Mental Health Gainsborough	Morton Art
Morton Trentside Primary School	Morton Striders
Parish School	Queen Elizabeth High School

Positive Futures/Dancing	Rhythm in Movement
Pyrus Studio	Richmond Park Croquet Club
TGA (emailed Lesley Rowlings)	Roses Bowls Club –
The Studio	Slimming World
TPA theatre School	St. George's Primary School-
Trent Valley Cycle Club	Sturton By Stow Primary School
Trent Valley Gymnastics Club	Table Tennis Club
Warren Wood Primary School	X-Church
Wendy Foster Theatre School	Parish Church
West Lindsey Health	Hope Church
West Lindsey Leisure Centre	St Thomas of Canterbury Church
Whites Wood Academy	Methodist Church
Performing Arts St Johns	New Life Christain Fellowship
Fame Academy, TGA	John Robinson Memorial Church

VOLUNTARY ORGANISATIONS

Act Now	Gainsborough South West Ward Residents Group
Breathe Easy Gainsborough	Home Start
CLIP learning	Mercer Wood Community Group
Community Crafts	Multiple Sclerosis Society
Connexions Community Club	Old Nick Theatre
Dementia Carer Support West Lindsey	Pass it On Gainsborough
Disability Network West Lindsey	Sea Scouts
Friends of John Coupland Hospital	Stepping Stones Theatre Company
Friends of Gainsborough Old Hall	The White Unicorn Project
Friends of Lea Park	Uphills Community Centre
Friends of Lea Road Station	Uphills MUGA Group
Gainsborough and District Heritage Ass	Voluntary Centre Service West Lindsey

Gainsborough Community Wheels

Gainsborough Furniture Resource Centre

Gainsborough in Bloom

Gainsborough Mencap

Gainsborough Old Hall

Gainsborough Rail and Bus User Group

7 Appendix B List of Statutory Consultees

Body required by the regulations	Contact details (where known)
The local planning authority	West Lindsey District Council
Local Planning Authorities that adjoin WLDC District	Bassetlaw East Lindsey Lincoln City Newark and Sherwood North Kesteven District Council
The County Council	Lincolnshire County Council
The Parish Council	n/a
Adjoining parish councils	Gainsborough Corringham Upton Knaith Beckingham
	The Coal Authority
	Natural England
	The Environment Agency
	Historic England
	The Highways Agency
Gas providers	National Grid
Sewerage provider	Anglian Water
Water provider	Anglian Water