

STRATFIELD MORTIMER NEIGHBOURHOOD PLAN REVIEW

CONSULTATION AND COMMUNITY ENGAGEMENT STRATEGY

APRIL / MAY 2022

Introduction

This document sets out the proposed strategies to guide community engagement process and the review of the Stratfield Mortimer Neighbourhood Development Plan.

Our Commitment to the Community

The Neighbourhood Plan Working Group (WG) is committed to putting the local community first, engaging in a meaningful manner which ensures that the planning process and necessary regulations are followed whilst enabling the 'Made' to plan fully reflect the land use planning related priorities and concerns of local people.

To achieve this, it will undertake effective engagement with residents, businesses and community groups within the designated area and facilitate active community participation through:

- The management of the process through membership of the Working Group
- The determination of the vision and objectives, direction of travel for community aspirations, themes and policies
- Gathering of evidence to support the above

Delivering on this commitment

Through the implementation of an engagement strategy using different methods as outlined below, the aim is to instil confidence in the process and build consensus to ensure that a positive referendum result is reached.

To do this the community will be actively encouraged to provide their views at each stage. The Working Group will seek to achieve this by:

- Seeking a variety of community representatives onto the Working Group to reflect the local demographics and to facilitate active community management of the process including any harder to reach groups. These were previously identified in the first NDP—this will aim to reflect the broad interests and diversity of the local community.
- Ensuring everyone has the opportunity to express their views and suggestions, through inclusive engagement processes using a variety of methods that reflect the needs of the diverse community.
- Ensuring information is easily accessible on the NDP website, via the Parish Council in writing or in person and in other formats as required

- Using a clear feedback process which demonstrates transparency as to how the views submitted are being considered during the process

The Working Group recognises that different groups in the community have different interests and priorities and it is important that these different views are properly reflected and balanced in the final plan. For this reason, our engagement strategy will target different stakeholder groups:

- Residents – everyone who lives or works in the area
- Community Groups, clubs and societies
- Businesses
- Landowners
- Schools and youth groups
- The Local Planning Authority (LPA) - West Berkshire Council and adjacent Basingstoke and Deane Borough Council / Wokingham Council for other development which may impact on our area
- External consultees such as:
 - The Environment Agency, Natural England, Historic England, Network Rail etc
 - Neighbouring Parishes

The Community Engagement Strategy, outlined below, explains how this process of engaging with the community will be undertaken throughout the development of the Neighbourhood Plan. It sets out strategies that aim to ensure all members of the community have an opportunity to shape the future of the Town.

This Strategy will deliver continuous participation by the community throughout all stages of the process and inform every decision that is made.

Community Engagement Strategy – Phase 1

(Working Draft April 2022)

Activity / Task	Content	Date of Activity	Those involved in preparation	Who will it be targeted towards	Finish Date
Formation of NDP Review Working Group	Recruitment of community representatives Parish Council to consider initiating the NDP process	Done	Parish Council	Residents, community groups, businesses All invited to join to enable everyone to participate.	Done
Working Group Meetings	NDP Management	At least once per month	Working Group	Mtg times to vary to ensure that everyone can have a time to suit their circumstances. Consider recording online meetings to share with group members unable to attend.	On-going
Deadline of details to be sent out for Parish Council meeting	Consultation strategy and outline content	6 th May	Bluestone Planning		6 th May
Parish Council meeting	Parish Council to consider the NDP consultation process	12 th May	Parish Council	Parish Councillors and residents	12 th May
Publishing information - newsletter	Publishing a NDP newsletter Agree content	w/c 9 th May	Working Group Bluestone Planning for content	Residents	

	Earliest date for a newsletter delivery however week commencing 23rd would be realistic - would need 10 days lead in time to agree content and arrange publishing	w/c 23 rd May			
Poster campaign	Poster campaign to be agreed at same time as above.	w/c 9 th May and w/c 23 rd May	Working Group Bluestone Planning for content	Residents, community groups, businesses	
School Activities	To be planned at same time as above and delivered as below	w/c 9 th May	Working Group Bluestone Planning for content	Younger residents and parents	
Working Group members / Students and volunteers	Circulate a request for working group members, students* or residents who may all have beneficial skills	w/c 16 th May	Working Group	Residents, students and stakeholders with relevant skills	
Publishing information - Creation of Website	To publish information for the public and stakeholders <i>(are you having a separate site or just the parish? – if latter then should really have a dedicated menu page)</i>	w/c 23 rd May and then on-going	Parish Council / Working Group Bluestone Planning for content assistance	Councillors, residents, community groups, businesses, land owners, service providers, media. All – with access to internet	On-going
	Website updates	At least once per month or for each update in the process	Working Group Using independent consultant assistance		On-going
			Working Group		

Publishing information – Setting up social media	Facebook, Instagram, Twitter as appropriate	w/c 23 rd May and for each update in the process	Bluestone Planning for content	All – with access to the various social media platforms – each directed to different groups	On-going
Parish Jubilee celebration	Stall with NDP Review info including details of all upcoming events and activities	4 th June	Working Group	All – in person event for whole community	
NDP Launch Week					
Public meeting / workshops	In person launch meeting and workshop during day and evening See details at end of strategy	w/c 13 th June (exact date tbc)	Working Group / volunteers Bluestone Planning for content and attendance	All – in person event for whole community – allows those without internet access to participate Community and religious group leaders to be invited to ensure information can be passed on	
Online and paper questionnaire	Online and paper questionnaire to replicate the in person event below with the questions instead asked online / paper format for those who cannot attend.	w/c 13 th June	Working Group Bluestone Planning for content	Allows those with and without internet access to participate. May be issues where English is not the first language or unable to read or write. In such circumstances community or religious group leaders may be able to assist.	

Website and social media posts	as above – use of website and social media - could ask individual questions to try and get bite sized responses and show strength of feeling	w/c 13th June	Working Group Bluestone Planning for content	All – with access to the various social media platforms – each directed to different groups and tries to engage groups which are time poor or younger people	
School Activities	Schools to undertake series of age appropriate activities	w/c 13th June	Working Group Bluestone Planning for content	Younger residents and parents	Until w/c 4 th July
Letter to stakeholders	Identify and engage with key consultees and stakeholders who may have businesses or land within the Plan Area, but not reside there	w/c 13th June	Working Group BP to produce template letter	Businesses, Land owners and other stakeholders	
Set up Working Groups and volunteer / student assistance	Collect information from request for working group members, students and set up tasks for next phase	w/c 20th June	Working Group Bluestone Planning	Residents, students and stakeholders with relevant skills	
Analyse results	Collect all information from event, online sources and paper responses and input data to form evidence base for themes and Vision and Objectives	w/c 20th June - 4th July	Working Group		
Present results and Draft V&O	Draft Vision and Objectives and present results to community requesting feedback	w/c 4th July – 18th July	Working Group Bluestone Planning	All	Before end of school term

Public (in Person) Launch Meeting and Workshop

Set up to allow browsing of material with exhibition boards and tables with different activities (to be prepared by Bluestone Planning). To be manned by Working Group / volunteers with assistance from Bluestone Planning.

This could include a number of different activities:

- **Parish Mapping Quality Analysis** – using a large map(s) of the parish (from Parish Online) give participants different coloured stickers to identify different qualities of an area with the following questions:
 - a. Which areas do you like the best? (green)
 - b. Which areas do you think aren't such good quality? (red)
 - c. Where do you think some investment could make the best change? (blue)
 - d. Which areas do you feel safe in? (yellow)
 - e. Which areas do you feel unsafe in? (orange)

Each attendee will be given an equal number of dots of each colour and be asked to stick their dots on the map with any notes for clarification on post-it notes to the side. This will show common clusters and can be photographed as a record for the evidence base.

- **Developing the Themes**
Under the following headings:
 - Natural
 - Built
 - Social
 - Financial

Questions on each of the topics, which then starts to build up a picture of the issues at the present time. This moves on in more detail from the above and starts to ask more detailed questions, including reviewing the current NDP. Each question can have a space on a chart / A1 sheet of paper for positive and negative answers (on post-its).

You may get many similar answers and these post-its can be overlaid, this will help build up a picture of the strength of feeling in the parish for each question or topic.

We will work with you to an agreed set of questions and of course give opportunity for participants to add their own comments and ideas for anything not covered.

- Ask participants to list and rank the 3 most important things to think about for the future of the parish during the next NDP period.
This will help directly to form the basis of the Vision and Objectives

Schools

Could be asked to undertake series of age appropriate activities – these could include:

- Designing a new NDP logo or artwork of their favourite places
- Local history – ask students to find interesting local and historical facts about the parish or set up a group task where a specific local topic could be studied in more detail.
- Photo competition – have children take pictures (with parent's help if younger) of their favourite places. You could group these into buildings, landscape and open space, wildlife, etc
- Design a brochure (or a web page) for people who are coming to your parish, how would you describe it to:
 - a visitor or tourist - what is there to do?
 - to a person wanting to work in the area - what businesses or jobs are there?
or
 - to someone looking to move to the area - what is good about the area and why should they move there?

*There are no right or wrong answers as it just shows how a young person views life in the parish

- Have a debate – you could take the railway station car park planning application as an example and ask the various sides to argue for and against the car park and potentially give them different roles such as landowner, local resident, local business, GWR, Conservation Officer (Listed Buildings), Environmental etc .

Ask them to record all of the discussions in note form. You can ask all sides to also look at how they might improve access to the car park for those not using their cars.

These activities could be good for winding down towards the end of term and we could provide the necessary worksheets or information for the schools to use.