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FALMOUTH NEIGHBOURHOOD DEVELOPMENT PLAN

COMMUNITY ENGAGEMENT
STRATEGY - March 2015

FALMOUTH NDP STAKEHOLDER GROUP

Table of Contents

COMMUNITY ENGAGEMENT AND INVOLVEMENT STRATEGY	2
Introduction	2
Why we need an Engagement Strategy?	2
Key Stages	3
The objectives of the strategy	3
Approach	3
Evaluation	4
Who we will engage with and consult	4
When we will engage and consult	4
How we will engage and consult	4
Where we will consult	5
IT and Social Media	5
Analysis	6
Statistical Significance	6
Data protection	6
Freedom of Information Act	6
Equalities	6
Health and Safety	6
Safeguarding	7
Community Structure and Engagement Needs	7
Potential Engagement Methods	9
Proposals for The Falmouth Neighbourhood Development Plan	12

Introduction

For a Neighbourhood Plan to reach its full potential in delivering sustainable development as part of the statutory planning framework, and have real local credibility, it must be prepared by the community that lives in, works in and uses the Neighbourhood

'Consultation and community engagement is a fundamental requirement of the Neighbourhood Planning Regulations, the process of plan making being almost as important as the plan itself'

Jeremy Edge, Independent Examiner Tettenhall Neighbourhood Plan

'The most important stage of community engagement is at the beginning. This should be undertaken before the plan's vision and aims are developed; the purpose is to identify key issues and themes and to inform the vision and aims'

Neighbourhood Plans Roadmap Guide, Locality 2012

'...ongoing community engagement should be designed to provide information needed to develop the detail of the neighbourhood Plan...'

Ongoing community engagement can include consultation on the draft vision and aims and also workshop events or discussions to examine specific issues/themes. This is an interactive process and should be flexible to respond to issues being raised. A useful mechanism to take this forward can be to set up working groups tasked with exploring a particular issue or idea in more depth'

Neighbourhood Plans Roadmap Guide, Locality 2012

The Falmouth Neighbourhood Plan Stakeholder Group has therefore prepared a strategy for engaging with and involving all sectors the community in the preparation and adoption of the Plan.

The Falmouth Neighbourhood Plan Stakeholder Group is conscious of the difference between community engagement and participation, and simple consultation. The intention is therefore to encourage an active dialogue with the community during the engagement stages, using a mix of approaches that will ensure that community understanding of issues is promoted, opinions and ideas are recorded effectively, and feedback to the community is ensured.

Community interest and engagement will also be promoted through the encouragement of active participation in the work of producing the NP.

The Falmouth Neighbourhood Plan Stakeholder Group will also ensure that in addition to the engagement of local residents from within the town, those that live outside the town boundary but work, shop or use services within the town are involved.

The engagement and participation process will also include measures to ensure that local commercial businesses, social enterprises, voluntary and community organisations and groups, schools, faith groups, official bodies and special interest groups are all involved.

Councillors will have an important role to play both in expressing the concerns of residents and interested parties and in the distribution of information to their community.

Why we need an Engagement Strategy?

We need an Engagement Strategy because

- it explains the steps we intend to take from the start to the end of the process
- it describes the processes and methods that we will employ in community engagement

- it specifies how we will inform, communicate with and involve the community throughout the project.
- Effective community involvement is both best practice and a requirement of the regulations governing Neighbourhood Plans (see appendix 1)

Key Stages

The Engagement Strategy will follow these stages:

Stage 1 - Awareness raising of the purpose and value of the Neighbourhood Plan process, how it works, what can or cannot be done through the process, and how to become involved.

Stage 2 - Community engagement in the analysis of local issues, creating the vision, and scoping of the Falmouth Neighbourhood Plan objectives and themes

Stage 3 - Community engagement in the development of the policy and proposal options to be considered

Stage 4 – Formal consultation on the draft plan.

Stage 5 - Promotion of the final plan and awareness raising for the local referendum.

The objectives of the strategy

- to make sure that we communicate with and engage with the entire Falmouth community so that we achieve a sound plan whose policies fully reflect the community's views and aspirations
- to make sure that the local community becomes more aware of how planning works and understands what can and cannot be done through the different parts of the planning system.
- to promote community interest and engagement through active participation in the work of producing a Neighbourhood Plan
- to encourage and include volunteers in taking part in working groups to collect and analyse information, investigating opportunities and working up ideas into creative new policy proposals.

To meet these objectives we will:

- ensure everyone can take part by overcoming barriers that some individuals may face
- be clear on what we are trying to achieve
- make engagement easy to understand
- analyse and evaluate all responses and views
- share engagement responses and views in a timely manner
- review the methods we have used and reflect on which elements worked well and where there are gaps and why
- analyse our engagement process and adapt it as necessary
- comply with the Data Protection Act when handling personal information

Approach

As a fundamental principle we shall design our engagement and consultation to be fully embracing of the community of Falmouth.

As a first step we will analyse the demographic, organisational and business make up of Falmouth using the 2011 Census and local knowledge. This will inform us of which of several methods of engagements is most appropriate, and if there are any special requirements (language for example) (See Appendix 2).

A campaign combining the most appropriate forms of engagement will then be designed and implemented. We will ask ourselves the following questions before embarking on a chosen method:

- How would they prefer to respond?
- What information do they need before they can respond?

- Is something more than a simple exchange of information required?
- How will this information be recorded?
- What resources are needed and what resources do we have?
- How much time is needed and how much time do we have?

Evaluation

Following each stage of engagement and consultation we shall evaluate the techniques used, events etc., to ensure that any learning points and possible improvements are recorded.

Who we will engage with and consult

Based on the demographic assessment, the following broad strands of community will guide our work:

- Schoolchildren (aged 7-16)
- Young adults 16 -30
- General Public 30 – 65
- General Public 65+
- Commuters (people living in the community but working outside and vice versa)
- Housing estate representatives
- Community groups and societies
- People with caring responsibilities and young parents
- Single parent families
- People with physical needs
- People with learning needs
- People with long term activity restrictions (health etc.)
- Faith groups
- Business community (Town and surrounding area)
- Developers/landowners/agents
- Black and minority ethnic groups
- LGBTQ
- Migrant workers
- Voluntary bodies acting in the area
- Visitors/tourists
- Local amenity groups (e.g., representing environment / conservation / heritage concerns.)

Other bodies

- Cornwall Council
- The Environment Agency
- English Heritage
- Natural England
- The Police
- Adjoining Towns and Parishes
- Highways Agency

When we will engage and consult

Opportunities to be involved or comment will be offered at times that are most appropriate for the different strands in our community so as to achieve as wide a coverage of the general population as possible. Events will be timed to allow as wide as possible access whether working or taking into account public and school holidays.

How we will engage and consult

- Self-completion questionnaires
- 'Drop-in' exhibition
- In depth interviews / face to face

- Stakeholder seminars
- Ward councillor contact
- Social Media – Facebook/Twitter

Where we will consult

Opportunities to be involved or comment will be offered in locations and formats that are most appropriate to help reach the whole community, for example:

- Council Chamber/Offices
- Community centres
- Schools
- Churches
- Supermarket foyer
- Library/other public buildings
- On the street
- Community/festival events
- Clubs/society meeting rooms

All events will be held at venues that have good access for everybody, including people with disabilities.

IT and Social Media

Website

Linked with the existing Town Council website will provide a standing resource of full and clear information about the Neighbourhood Plan process, enhance opportunities to take part and be the repository of evidential material.

The key elements of the website will be:

Explanation

- An overview of what neighbourhood planning is about generally
- What Falmouth is doing about making Plan, how it has organised
- Who is currently on the Falmouth Neighbourhood Plan Team
- How they can find out more
- Publication of formal notices
- Links to other helpful sites

Participation

- Information as to how people can become involved to make comments or to actively volunteer support
- Notice and promotion of forthcoming events
- Preparatory information, guidance and materials for engagement events, survey events etc
- Ability to collect comments, do surveys etc (Survey Monkey)
- Library
- A library of all the background guidance documents
- Data recording local information, community and organisational views, statistical and policy analysis
- A record of completed work

Accessibility

- Users will include people with disabilities and learning difficulties, so easily accessible areas should be provided, with appropriate adjustments to type size, colours and language etc
- Use of colours/layout that are colour vision deficiency friendly.

Media

- Ability to download and open .pdf files with easy navigation back to website
- Short video clips of interviews, people making comments etc

Facebook

Will be used primarily as a 'landing page' essentially to direct Facebook users to the website and enable sharing.

Twitter

Will be used to make announcements, enable sharing and answer queries, but not to receive comments.

Analysis

Analysis of engagement and consultation responses will be conducted in a way that looks at the depth and range of comments received. This will include a numerical analysis identifying key theme, gender and age group information given by respondents, related to the demographic make-up of the population, so that further targeted engagement activity can be carried out if necessary. The analysis of the comments received will aim to draw out any issues that qualify the respondents support for themes, the links between the themes that respondents perceive, and respondent's suggestions as to how particular themes might be tackled. Any non-land-use issues identified by respondents will also be analysed and reported to the Town Council.

Statistical Significance

Given the adult population (16 and above) of 18,592, using a confidence level of 95% and a confidence interval of 4 points, the necessary sample size is 582. Increasing the confidence level to 99% would require a sample of 985. A good target to aim for in terms of questionnaire returns is therefore around 1000, although a number between that and 600 will still be statistically significant.

Data protection

If the collection of personal data is necessary this will be managed in compliance with the 1998 Data Protection Act. In all our dealings with the public, we are committed to following the Human Rights Act 1998.

Freedom of Information Act

When we deal with feedback we will comply with the Freedom of Information Act 2000. We will publish a summary of the information gathered and detail how the results are being used to help shape Falmouth's Neighbourhood Plan.

Equalities

The Equalities Act 2010 makes it illegal to make decisions that adversely impact on the equality and diversity rights of groups or individuals. The creation of the Falmouth Neighbourhood Development Plan must therefore pay 'due regard' to the 9 'Protected Characteristics' under the Act. These include age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief, sex, and sexual orientation.

Steps will therefore be taken, as noted in the description of the approach to engagement above, to ensure that all residents are given the same opportunities to be involved in creating the plan.

Health and Safety

We will ensure any Neighbourhood Planning events and activities take into consideration the health and safety of everyone involved. Risk assessment will be carried out as and when required.

All engagement activities will be risk assessed to ensure that those arranging, supporting and visiting events or otherwise becoming involved are able to do so in reasonable safety. A standard Risk Assessment Form has been developed for this purpose. See the

Safeguarding

Anyone working directly with children or vulnerable adults in the creation of the Falmouth Neighbourhood Development Plan will need to have a Disclosure and Barring Service (DBS) Check carried out, and adequate safeguarding measures will be built into the design of events involving children, young people and vulnerable adults.

Community Structure and Engagement Needs

The community of Falmouth is made up of different groups and people in varying social and economic circumstances, well-illustrated in the 2011 Census. Although that census is now 3 years old, as a 100% count it gives the best picture of the make-up of the town's population. The absolute numbers may have changed slightly, but the percentage proportions of each category and age cohort will not have changed significantly in this time.

In using these figures when designing engagement activity, it's important to look at both the absolute numbers as well as percentages, so that any special measures can be proportional and appropriate.

Approximately 3,670 (16.8%) of Falmouth's usually resident population were under 18 years old, a much lower proportion than for all Cornwall (19.3%) and England (21.4%). Their views, as future adult residents and users of Falmouth, are important. In particular around 475 young people will be old enough to vote in the Falmouth Neighbourhood Plan referendum in 2016. This is a group that is usually quite hard to engage with as its attention is strongly drawn elsewhere - the 'adventure' of growing up, intensive school work etc. – and special effort will be necessary to get these youngsters involved. The use of school activities, events within attractive youth events, or 'activist' young people to capture views as agents, may be necessary.

The number of younger adults (16 to 30) was 5,775, about 26.5% of Falmouth's usually resident population, which is a significantly higher proportion than for all Cornwall (16.1%) and England (20.2%). Notably in 2011 there was a bulge around a cohort made up of 18 to 23 year olds, such that they made up nearly 60% of all young adults present, and 16% of the town's usually resident population. These proportions compare to 41.7% and 6.7% for all Cornwall.

It's reasonable to assume that this included a substantial number of University students¹. Assuming that many of these will have left the University to be replaced by fresh intakes of students, then it is likely that a similar enlarged cohort exists in 2015. This presents an issue for the Neighbourhood Plan engagement process: as temporary residents the students have only a short term 'stake holding' in the town which may be based on distinctly different interests than the permanently resident population, and indeed their presence may drive some of the issues that the Plan will need to tackle. The engagement and consultation strategy will need to provide for responses from students to be clearly identified so that they can be properly considered. Furthermore, the non-student younger adult residents, who are likely to be socially and economically very busy people, or have young and demanding families, rarely have time to engage with local government issues unless very directly affected. Consequently the engagement and consultation strategy will need to make particular effort to engage with non-student younger adult residents, (for example by providing engagement opportunities alongside other activities, for example when doing weekly food shop, or at local events), so as to produce a properly balanced response. The use of 'satchel mail', social media and website information are other useful channels for this group.

Allowing for the imbalance created by the 'bulge' of students, the number of more mature working age people at around 8,690 was a proportion fairly typical of Cornwall. This group are easier to engage with, having more time and wider interests than younger age groups, and is the likely source of volunteer effort and a great deal of experience to call upon. The upper end of the age range is likely to be more comfortable with traditional methods of engagement and consultation.

¹ The 2011 census records 3,384 full time students aged 16 to 64 in Falmouth (20.5% of all usual residents aged 16 to 64).

The figure of 4,129 older people (65+) was proportionally greater than the national figure. Likely to be very keen to become involved and often a strong source of volunteer effort. However, around 625 were 85+, likely to suffer mobility, access, and health issues that could restrict their ability to become involved in the Plan. Many of these will live in the Town's care homes, which provide potential locations for engagement in age-appropriate ways.

The nationality, national origin, religion and ethnic group information from the Census illustrates that Falmouth is a community with little diversity. Some 94% of residents were born in the UK, compare to 86% nationally. Of the 6% of residents born abroad 41.7% came from Europe, 14.4% from Africa, 20.3% from the Middle East and Asia, 12% from the Americas and 4.2% from Oceania. There was a significantly greater proportion of white people compared to England (97.7% compared to 79.8%). This bias was reflected in the low proportions of mixed/multi ethnic people (300, or 1.4% compared to 2.3% nationally), Asian people (240, or 1.1% compared to 7.8%), and black people (47, or 0.2% compared to 3.5%). The proportions for religions such as Buddhist, Hindu, Muslim and Sikh was also very below average (205, 1% compared to 7.8%), although the proportion asserting other religions (0.8%) was higher than the national figure (0.4%). The significance of this lack of diversity is that it's possible for minority groups to 'disappear' against the predominant background, and therefore to be un-engaged in the Plan process. For example in 2011 the proportion of people living in Falmouth with English as main language was 96.5% compared to 90.9% nationally. However some 1.47% of people lived in a household where no English was spoken as the main language. In absolute terms that is 140 people who may have difficulty dealing with Plan materials delivered in English. Consideration should be given to investigating this further to see if translated Plan engagement material is required.

In terms of health, 4,055 residents (18.6% compared to 17.6% nationally) said that their day-to-day activities were limited through ill-health. Of these 1,870 (8.6% compared to 8.3% nationally) of residents said that their day-to-day activities were limited a lot. Of these, 775, or 41.4% were of working age (compared to 43.7% nationally). Some 2,638 households (27.7% of total) had at least 1 person with long-term health problems or disability. These figures suggest that there is a sizeable proportion of residents who through ill health or disability may find it difficult to become engaged in the Plan unless measures are taken to respond, such as the use of accessible event space, larger print leaflets, or engagement through existing support groups.

Nearly 2,300 people were recorded as carers, 10.5% of the usually resident, with some 535 people (or 2.5%) providing more than 50 hours caring per week. All carers are busy people, but those providing extensive care will have little opportunity to engage in the Plan without assistance. Distributing material via GP Surgeries or support groups may be of use here.

No census data on sexual orientation and gender preference is available. The ONS Integrated Household Survey 2011 found 1.9% to be lesbian, gay or bisexual. However Stonewall says that the UK Government estimate, used for policy making, that 5% to 7% of the population is lesbian, gay, bisexual, transgender or questioning (LGBTQ), is reasonable. This implies that between 350 and 1,300 of the usually resident population over 16 may be LGBTQ. The engagement and consultation strategy should look at ways of communicating with this strand of the community, using local channels or county-wide representative organisations.

Data on hours worked shows that around 1,128 people worked for 49 hours or more, a significant number of residents that may not have time to engage easily into neighbourhood plan activity at traditional times. With economic recovery since 2011 this issue may recently have grown. Offering engagement opportunities via a variety of channels and at convenient times will assist.

In 2011 Falmouth had 4,515 people holding managerial, professional and administrative posts (47.2% of residents in employment compared to 52.6% nationally). In terms of qualifications some 3,174 (17.1%) were unqualified and the highest level qualification held by another 1,963 (10.6%) was Level 1, a lower proportion in both cases than is common in Cornwall and England. This was balanced by greater numbers holding Level 3 (3,760 or 20.2%) and Level 4 (5,299 or 28.5%). Although somewhat skewed by the presence of University students, the implication for engagement and consultation are that there is proportionally speaking, a greater

pool of skills and experience to call upon compared to many other towns, and likely to be more active and informed participation in the engagement response.

Potential Engagement Methods

Taking the above factors into account, the Neighbourhood Plan Team have identified a range of techniques in which the various community elements might be engaged with.

GROUP	PUBLICITY METHODS	POTENTIAL ENGAGEMENT METHODS
Schoolchildren (aged 5-16)	<ul style="list-style-type: none"> • Notices and announcements through schools, pre-schools, children centre • Events and activities aimed at parents • School Fetes 	<ul style="list-style-type: none"> • ‘Making’ events and parent/child activities • School projects – model making. • Competitions run through the local community, radio or newspaper • School Fetes • School projects and curriculum involvement • Events within attractive youth events, or ‘activist’ young people
Young adults 16 -30	<ul style="list-style-type: none"> • As above, plus • ‘Satchel Mail’ • Website • Local media • Posters • Door-to-door leaflet drop • Local champions – interested young person publicising the process through their peers • Facebook • Twitter • Video updates on proposals and progress 	<ul style="list-style-type: none"> • Drop-in events • Interactive website and social media questionnaires and activities • School projects • Photograph or video what they like and dislike about the town • Engagement events at popular venues, eg supermarket foyer. • Door-to-door ‘Fathom’* drop
General Public 30 – 65	<ul style="list-style-type: none"> • As above but with emphasis on more traditional methods 	<ul style="list-style-type: none"> • Drop-in events • Interactive website and social media questionnaires and activities • Door-to-door ‘Fathom’ drop • Photograph or video what they like and dislike about the town • Drop-in stall at Supermarket and TC sites
General Public 65+	<ul style="list-style-type: none"> • As above but with emphasis on more traditional methods • Large print Leaflets • Visit to care homes 	<ul style="list-style-type: none"> • Visit to care homes • Via Adult Social Care • Door-to-door ‘Fathom’ drop
Commuters (people living in the community but working outside and vice versa)	<ul style="list-style-type: none"> • Workplace delivery of leaflets • Railway station distribution of leaflets • Drivetime radio • Parish Magazines 	<ul style="list-style-type: none"> • Workplace drop in events • Village hall events • Evening events
Adjacent Parish Councils	<ul style="list-style-type: none"> • Letter/email 	<ul style="list-style-type: none"> • Community network presentation

	<ul style="list-style-type: none"> • Leaflet 	<ul style="list-style-type: none"> • Meeting
Business community (Town and surrounding area)	<ul style="list-style-type: none"> • Letter/email • Leaflet • Door-knocking tour of business parks and industrial estates 	<ul style="list-style-type: none"> • Business Breakfast • Individual meetings where appropriate • Involvement in working groups
Developers/landowners/agents	<ul style="list-style-type: none"> • Letter/email 	<ul style="list-style-type: none"> • Individual meetings where appropriate • Involvement in working group
Housing estate representatives	<ul style="list-style-type: none"> • Website, Facebook, Twitter • Local media • Posters • Leaflets • Via Residents Associations 	<ul style="list-style-type: none"> • Drop-in events • Interactive website and social media questionnaires and activities • Photograph or video what they like and dislike about the town • Drop in stall at Supermarket and TC sites • Event with Ras on request. • Involvement in working groups
People with caring responsibilities and young parents	<ul style="list-style-type: none"> • As with young adults above, plus through contact organisations such as Health Visitors, preschools, support groups, Doctors Surgeries etc.) 	<ul style="list-style-type: none"> • Careful event timings and locations • Through contact organisations
People with physical and/or learning needs People with long term activity restrictions (health etc.)	<ul style="list-style-type: none"> • As with young adults above, plus through contact organisations such as Health Visitors, preschools, support groups, Doctors Surgeries etc.) 	<ul style="list-style-type: none"> • Careful event timings and locations • Dedicated sessions • Use of easy read style materials
Faith groups	<ul style="list-style-type: none"> • Leaflets, posters etc. delivered to faith group locations • Via Churches Together 	<ul style="list-style-type: none"> • Drop-in events • Letter to leader • As general public above
Black and minority ethnic groups (inc travellers and gypsies, migrant workers, etc.)	<ul style="list-style-type: none"> • As with young adults above, plus through contact organisations such as Health Visitors, preschools, support groups, Doctors Surgeries etc.) 	<ul style="list-style-type: none"> • Through networking groups where they exist. • Translation of leaflets where/if needed

LGBTQ	<ul style="list-style-type: none"> As with young adults above, plus through contact organisations such as Health Visitors, preschools, support groups, Doctors Surgeries etc) 	<ul style="list-style-type: none"> Through Cornwall L&G Christian Movement, Cornwall Pride, LGBTQ Youth Cornwall etc.
Government Agencies	<ul style="list-style-type: none"> Letter/email 	<ul style="list-style-type: none"> Individual meetings where appropriate
Service providers and utilities	<ul style="list-style-type: none"> Letter/email 	<ul style="list-style-type: none"> Individual meetings where appropriate
Local amenity groups (e.g., representing environment / conservation / heritage concerns.)	<ul style="list-style-type: none"> Letter/email Leaflet 	<ul style="list-style-type: none"> Conference event Individual meetings where appropriate
Agricultural community (farmers, agric workers, support businesses)	<ul style="list-style-type: none"> Letter/email Leaflet 	<ul style="list-style-type: none"> Conference event Individual meetings where appropriate

- Fathom is Falmouth TC newsletter.

In preparing this table, reference was made to 'The Community Planning Handbook' by Nick Wates, Earthscan, 2000.

Proposals for The Falmouth Neighbourhood Development Plan

STAGE ONE. Awareness raising of the purpose and value of the Falmouth Neighbourhood Plan process, how it works, what can or cannot be done through the process, and how to become involved
Actions
<i>1. Presentations to Civic Society and Town Forum, Press Release and radio interviews – to secure wider community support and buy-in to the Neighbourhood Planning process</i>
<i>2. Establish Visual Identity – to allow for the branding of all material used so that it is instantly recognizable and interesting to users</i>
<i>3. Set up website – to provide full and clear information about the Neighbourhood Plan process, enhancing the opportunities to take part and providing a resource of evidential material.</i>
<i>4. Set up Facebook site</i>
<i>5. Set up Twitter account</i>
<i>6. Publish initial leaflet – to introduce the plan process and sequence of events – delivery to every household and businesses</i>

STAGE TWO. Community engagement in the analysis of local issues, creating the vision, and scoping of the Falmouth Neighbourhood Plan objectives and themes
Actions
<i>1. Develop campaign of involvement events and communications to enable all sectors of the community to feed their ideas into the neighbourhood planning process.</i>
Campaign Approach
<i>Overall</i>
<ul style="list-style-type: none"> Activities designed to cover all community so far as is practical with available resources. Starting with awareness raising campaign, including leaflets, press and radio articles, posters, etc Networking with community organisations to explain and gather views

- Visits to various community events during campaign period
- Drop-in sessions at locations and times to enhance accessibility for all.
- Travelling exhibition/mobile stall to support special sessions with various interest groups

Details

- Travelling exhibition/mobile stall – for use at networking sessions and as basic stand at events. Must be able to be staffed or unstaffed. To comprise table with three panel display board assembly
- Both drop in and travelling exhibition text to explain purpose of Falmouth Neighbourhood Plan, why community views sought, how to take part, type of information/views needed. Very visual in appearance, lots of colour, photos which included people, maps etc. To include ‘ideas board’ flipchart, which can be used freestanding for smaller venues
- Correspondence to be in straightforward language.
- Text and Script
 - Must ‘tell a story’ and have a logical flow. Text no less than 36 point font, verdana
 - All visitors to be greeted, encouraged to discuss the issues, and complete a questionnaire
- Panels
 - Introduction – What it’s all about, what is a Neighbourhood Plan, why its important to take part
 - How a Neighbourhood Plan fits in with the existing planning framework
 - Explain ‘sustainable development’
 - Cornwall Local Plan Objectives
 - Something to manage expectations
 - About Falmouth – key local statistics and facts, history, character, lots of ‘Falmouth over time’ pictures etc side bars with comments from people on the town, diagrams, pictures etc
 - Ideas wall – space for visitors to write up their thoughts on key themes/objectives, and specific policies or projects they would like examined. Use thought bubbles as clues.
 - Map – for orientation.
- Children’s section – paper and crayons for youngsters to draw up their own neighbourhood plan ideas.
- Tables to sit at and chat
- Keep a tally!
- Welcome desk and questionnaire return point.
- Script for staff ‘greeters’, including welcome, what it’s all about, how the exhibition works, lead through, hand visitors post-its/pens, answer queries, assist in recording comments, interpret and check back
- Supply of soft drinks, tea, coffee, biscuits etc

2. Make introductory references at formal civic occasions.

Audience: General Public

3. Town ‘Fathom’ with questionnaire distributed to every household.

Audience: General Public

4. Distribute further copies of introductory leaflet, along with Fathom and questionnaires

Audience: All

5. Facebook

Audience: Young Adults 16 to 30 and General Public 30 to 65

Publicise forthcoming events, opportunities to comment, feedback, and respond to queries.

6. Twitter

Audience: Young Adults 16 to 30 and General Public 30 to 65

Publicise forthcoming events, opportunities to comment, feedback, and respond to queries.

7. Website with ‘Survey Monkey’ questionnaire mechanism

Audience: Young Adults 16 to 30 and General Public 30 to 65
8. Posters Prepare posters and post within shops, around town and in bust stops.
9. Link with existing events in local community calendar e.g. at events such as Annual Town Meeting, Art Exhibitions, School Fetes etc Audience: Young Adults 16 to 30 and General Public 30 to 65, special interests
10. Network at meetings of organisations e.g. business groups, clubs, societies, Carer Groups, Residential Care Homes etc Audience: Business community, faith groups, amenity groups, agricultural community, young families etc.
11. Deliver leaflets and questionnaires to Age Concern, Carer Groups, and Residential Care Homes. Audience: People with physical and/or learning needs People with long term activity restrictions (health etc.)
12. Place leaflets in shops, workplaces and pubs Audience: Young Adults 16 to 30 and General Public 30 to 65, special interests, commuters, other users of town facilities, shops, businesses etc. Leaflet distributed throughout engagement period.
13. Press releases and radio items Audience: Young Adults 16 to 30 and General Public 30 to 65, special interests, commuters, surrounding PCs etc.
15. General flyer drawing attention to NDP and Drop In Sessions Distributed around town during week preceding drop in events and on day.
16. Write and send Formal letters etc Audience: Local Authority, utility and service providers Letters to be sent to Service and Infrastructure bodies: South West Water, Firstgroup, Western Greyhound, Entec UK, D&C Police, RCHT, Kernow Commissioning Group, CIO SPCT, Wales and West Utilities, Environment Agency, Network Rail, South West Ambulance Trust, Highways Agency, OpenReach, English Heritage, Natural England, Cornwall Fire and Rescue Service, Cornwall Council Environment.
18. Mayor's Events – refer to NDP at all events attended by Mayor Audience: All
19. Community Network Panel Meeting Audience: adjoining Parish Councils
20. Business Engagement – use existing Town Management and FTC business circle email set up. Audience: Local businesses and organisations
21. Letters and visits to equality, minority groups, faith groups etc Audience: Faith groups, amenity groups, ethnic groups Standard Letters, text for news items, and form, address list, sent to all such bodies.
22. Info to GP surgeries so they can pass information on Audience: Young adults, disadvantaged groups, young families, people with health based activity restrictions, older people. Information to delivered to GP
23. School engagement – at School Fayres, etc Audience: School age, young parents
Engagement Period Ended

STAGE THREE. Community engagement in the development of the policy and proposal options to be considered

Actions
<p>1. <i>Feedback results of community engagement to 'visioning workshop' including Stakeholder Group and other organisations representatives.</i></p>
<p>2. <i>Set up working groups with community volunteers to be actively involved in development of the plan. Utilise local expertise and knowledge – organise training/workshops as needed</i></p> <p>Themes to include those emerging from scoping:</p> <ul style="list-style-type: none"> • Economy • Green Space • Housing • Spatial Strategy
<p>2. <i>Series of community engagement events to get 1 - 2 - 1 dialogue over possible options</i></p> <p>To be determined by working groups need to engage with stakeholders for example:</p> <ul style="list-style-type: none"> • Developers/Builders/agents • Cycle Groups and Open Space Users
<p>3. <i>Business engagement - to elicit the views of businesses</i></p> <p>To be determined by working groups, but could include, for example:</p> <ul style="list-style-type: none"> • Maritime businesses • Tourism facility firms • Job Centre • Energy sector
<p>4. <i>Community Organisation events/surveys - to elicit views of local groups</i></p> <p>To be determined by working groups</p>
<p>5. <i>Adjacent Parish Council liaison - to elicit views of adjoining Parish Councils</i></p> <p>To be determined, but could include Community Network Meetings, attendance at adjoin Parish Council meetings etc.</p>
<p>6. <i>Fathom articles to raise awareness of ongoing process.</i></p> <p>To include progress reports</p>
<p>7. <i>Website Progress Reports</i></p> <p>To be 'blogged' after each significant event.</p>
<p>8. <i>Final Consultation and Visioning Workshop to draw together proposals for the Neighbourhood Plan</i></p> <p>To involve Working Groups, Councillors, invitees. Facilitated session designed to draw out key points and form into coherent strategy.</p>

STAGE FOUR A & B. Awareness raising and consultation on the draft plan.
Actions
<p>1. <i>Formal notices as required by Regulation 14 of the Neighbourhood Planning (General) Regulations</i></p> <p>By letters to be sent to statutory list organisations, those advised in Cornwall Council Toolkit Guidance, and those identified locally as being likely to have an interest in the Plan such as local community organisations, stakeholders & minority groups being informed and invited to comment on the Plan – online, by email, letter or postcard. Also, to include Statutory Notices in local press for two weeks.</p>
<p>2. <i>Preparation and publication of summary explanative booklet and postcard flyer.</i></p> <p>Precise nature to be determined but should tie in closely with the design and appearance of the consultation draft NDP, be easy to understand, and use same messages as in website. Must explain how to comment on the draft Plan.</p>
<p>3. <i>Update the website with information explaining the Consultation Draft. Draw attention through Facebook and Twitter</i></p> <p>Precise nature to be determined but should include the whole document in .pdf format, response form and explain how to comment, Facebook Page announcements and frequent Tweets on the availability of the Plan for comment.</p>

4. <i>Preliminary two weeks publicity period</i> Precise nature to be determined but should include exhibition of explanatory material, advice as to how to comment, opportunity to complete response forms, and timing to meet the needs of various groups.
5. <i>Press and media material issued.</i>
6. <i>Formal 6 weeks consultation period as required by Regulations.</i> To be determined. Must be extend if 6 weeks crosses a holiday period
7. <i>Repeat 'drop-in' sessions to allow individual contact with those who are interested.</i>
8. <i>Full record and analysis comments received and the Qualifying Body's response to them to be published on Website prior to submission of the draft to Cornwall Council.</i>

STAGE FIVE. Promotion of the final plan and awareness raising for the local referendum.
Actions
1. <i>Press releases, website and social media announcement of submission.</i>
2. <i>Repeat of 1 above during R16 consultation period.</i>
3. <i>In lead up to and during referendum, any publicity to be in accordance with Referendums regulations and advice from Cornwall Council.</i>

END

Appendix 1

OFFICIAL GUIDANCE AND STATUTORY REQUIREMENTS

Public engagement in a Neighbourhood Development Plan is advised in the National Planning Policy Framework, para 155 and 1833 , the Localism Act 2011 which amends the various planning Acts to incorporate Neighbourhood Development Plans into the statutory planning system and The Neighbourhood Planning (General) Regulations 20124 ('Regulations').

The Regulations require two Statements to accompany completed Neighbourhood Development Plans for submission to the Independent Examiner and subsequent Referendum. These are:

- Basic Conditions Statement and;
- Consultation Statement

The Basic Conditions Statement includes a requirement for compatibility with EU obligations, including human rights requirements. Therefore public engagement must be undertaken from the outset and recorded in a logical manner to form an audit trail. Specifically the Regulations state: -

“(2) In this regulation “consultation statement” means a document which—(a) contains details of the persons and bodies who were consulted about the proposed neighbourhood development plan; (b) explains how they were consulted; (c) summarises the main issues and concerns raised by the persons consulted; and (d) describes how these issues and concerns have been considered and, where relevant, addressed in the proposed neighbourhood development plan.”