

ORWELL NEIGHBOURHOOD PLAN COMMUNITY ENGAGEMENT STRATEGY

1. Introduction

1.1. Purpose of community engagement

Effective community engagement has a very important role in the development of a good Neighbourhood Plan. At the end of the process, there will be a referendum on the Neighbourhood Plan where the electorate in the Neighbourhood Plan area will have an opportunity to vote ‘yes’ or ‘no’ to the plan. Of absolute importance is for the Neighbourhood Plan to be shaped by early, proportionate, and effective engagement between plan-makers and communities, local organisations, businesses, infrastructure providers and operators and statutory consultees. NPPF (paragraph 16)

1.2. What is a Community Engagement Strategy and who is it for?

A community engagement strategy is used to guide the Neighbourhood Plan Steering Group as they engage the communities, interested people and organisations in the development of the plan. The community engagement strategy sets out how the community and other interested individuals and groups will be involved in the plan-making process. The community engagement strategy also provides clarity to consultees on how they can expect to be involved in the plan-making process.

The Communication Strategy will inform and support the development of the Consultation statement which will be prepared to accompany the submission Neighbourhood Plan. It will clearly set out:

- i) details (e.g. residents, landowners, young people etc) of people and organisations who have been consulted throughout the process
- ii) how people and organisations have been consulted
- iii) the main issues and concerns raised
- iv) how these issues and concerns have been considered and, where relevant, addressed in the NP.

2. Key Principles and Methods for Community Engagement

2.1. Principles

By way of this community strategy the Neighbourhood Plan Steering Group wish to show that they will do more than simply inform and consult people but also wish to involve and collaborate with them. Set out below are the key principles underpinning the community engagement strategy.

Overarching principles for engaging the community in Orwell	
Key Principles	How will we do this
Be open and honest with the community	<ul style="list-style-type: none"> • We will let people know why we are engaging and use the right methods that are proportionate to the significance of the issues to engage local people • We will be clear about what can be influenced and what cannot • We will use honest, accurate and unbiased information

Listen to the views of the community	<ul style="list-style-type: none"> We will listen to, and update the community on, key issues raised during the consultation, if they can be addressed and, if so, how it is proposed to address them.
Include as many people as possible in the process	<ul style="list-style-type: none"> We will undertake fair and impartial engagement to ensure that the community groups affected are offered equal opportunities to participate in issues that may affect them and make a difference. We will engage the community using multiple communication channels in order to reach as many of the community as possible.
Work together collaboratively with communities	<ul style="list-style-type: none"> We will act together when appropriate with a consistent approach to community engagement. We will create a record of engagement activities to provide an overview of what consultation has and will be undertaken and use the findings where applicable to avoid consultation overload. We will share knowledge and information openly with the community, whilst respecting confidentiality and use what we have learnt from contact with local people to better understand and engage with the communities
Keep in touch with the community	<ul style="list-style-type: none"> We will provide meaningful feedback, on key issues raised during the consultation; how it is proposed to address those issues, and demonstrate the changes that are made as a result of engagement.
Regulatory compliance	<ul style="list-style-type: none"> We will comply with the requirements of GDPR during the consultation process

2.2. Methods

The following methods will be used so that the Orwell Neighbourhood Plan Steering Group can inform, consult, involve, collaborate, and empower people in the plan-making process.

Community engagement methods that may be used	
Type of Engagement	Depending on circumstances, one or more of the following mechanisms will be used:
Informing you about the neighbourhood plan so you know what is going on and when	<ul style="list-style-type: none"> The Orwell Bulletin, delivered to every home and business in Orwell (quarterly in Mar, June, Sept, Dec) Orwell News – direct email – sent directly to signed up residents WhatsApp groups where relevant Posters, postcards, leaflets, fliers, banners and publications. Information stalls/drop-in events/local meetings Website actively managed by Steering Group to provide latest news and information www.orwellneighbourhoodplan.co.uk Facebook group(s) where relevant Ambassadors – volunteers who are key contacts for groups in the community or stakeholders Interested parties, including landowner interests, will be directed to the website rather than updating through mailshots.
Consulting you about the neighbourhood plan	<ul style="list-style-type: none"> Questionnaires and surveys, structured feedback forms, polls, (available online and paper copies)

allowing you to have your say	<ul style="list-style-type: none"> • Face to face interviews & telephone interviews • Discussion/focus groups/forums/e-forum. • Written consultation through letter or email • Consultation events/workshops/stall at village events • Public, neighbourhood or specific meetings. • Documents or information available in offices, public buildings or online.
Involving you in the neighbourhood plan so you can influence, directly participate, design and be part of the development of the plan	<ul style="list-style-type: none"> • Public or specific targeted discussion meetings with interested parties • Public or stakeholder workshops to identify issues and shape options • Public visioning events, ideas competitions, interactive displays. • School workshops • Local Business events • Community development and capacity building events. • Comments and complaints. • Involving the community in the development of the evidence base where relevant e.g. Housing needs survey, Views Assessment, Built Environment Character Assessment
Seeking Professional and technical advice in support of your Neighbourhood plan	<ul style="list-style-type: none"> • Interaction with Members of the Local Planning Authority, Councillors, and relevant advisers.

Different methods will be used at different stages of the plan development. For example, in the earlier stages of plan development we need to understand what the broad priorities are in the community and only need to ask a few simple and non-leading questions to establish this. The table which follows provides an outline of typical stages of the Neighbourhood Plan development, working up to the start of the first formal consultation on the pre-submission version of the plan.

This will be used to help plan our consultation in the early stages, the mid-way stages and the well-advanced stage.

Typical Stages up to formal pre-submission consultation	Neighbourhood Plan Development / Consultation Activity	Date and nature of work conducted to date
1. Getting Started		
Establish Steering group	Adverts or articles in Orwell Bulletin, village email, information stall at the pannier market and other village events.	
Inform residents, businesses and other stakeholders that you are producing a Neighbourhood Plan on their behalf	Adverts/articles in Orwell Bulletin, Village email and information stall at the pannier market and other village events.	
Designate NP area	Advert/articles in Orwell Bulletin, Village email and information stall at the pannier market/other events.	
2. Identifying the issues		

Typical Stages up to formal pre-submission consultation	Neighbourhood Plan Development / Consultation Activity	Date and nature of work conducted to date
Gather information on key issues shared by residents, businesses etc.	Online/Paper survey. Advertise in Bulletin and Village Email with reminder. Information on the N.Plan website inviting feedback/comments /contact via website/emails	
Discussions with stakeholders	Information stall at the pannier market; invitations to engage with Steering Group in plan development via updates in Bulletin, Website news updates	
3. Scoping, Developing vision and objectives		
Scoping Workshop to progress themes, objectives and policy ideas. In order to develop and test the vision & objectives, these 3 activities must be undertaken by NPG	An open invitation workshop (likely 2 hours in duration at a local venue, e.g. village hall, church or school) at which the vision and objectives are developed and agreed.	
Scoping and sharing this with community	Bulletin and Village email update; community event; stall at the pannier market. Information on the website with a feedback/comments section.	
Checking the draft vision and objectives with the community	Survey via Bulletin and Village email; stall at the pannier market. Information on the website with a feedback/comments section.	
4. Preparing the evidence base		
Involve the community in building the evidence e.g. views work, character assessment, identification of open spaces	<p>Community activities led by volunteers, advertised via Village email, Bulletin, banners, posters, Village website and/or resident WhatsApp groups as appropriate.</p> <p>Working groups to look at particular topic areas. Activities to encourage participation in developing the plan e.g. submitting artwork or photos.</p> <p>Regular updates and opportunity to provide feedback and add ideas via a regular stall at the Pannier Market.</p> <p>Calendar of events advertised on the website.</p> <p>Consider creation of N.Plan Facebook page to gain traction.</p>	
5. Developing the preferred options		

Typical Stages up to formal pre-submission consultation	Neighbourhood Plan Development / Consultation Activity	Date and nature of work conducted to date
Consult the community preferred options/policy ideas	Community events in the village; Survey advertised in Village Email, Bulletin (dependent on timing), stand at Pannier Market. Information on the Neighbourhood Plan website with a feedback/comments section.	
6. Drafting the Pre-submission Consultation Plan (first formal stage)		
Required six weeks consultation with community and stakeholders (see Reg 14 of the Neighbourhood Planning (General) Regulations 2012 as amended (see below)	<p>Statutory Consultation Process as set out in para 5.1 below. SCDC will provide a list of consultees to be notified of the publication of the Pre – Submission Draft Neighbourhood Plan.</p> <p>Community event in the village; advertised in Village email, Bulletin and website with posters in strategic places around the village.</p>	

3. Who will be involved in our Community Engagement?

There are many groups, organisations and individuals that represent different interests in the neighbourhood. The contacts to be considered depend upon the subject matter of each consultation activity but can include those with an interest in environmental or health matters, geographical areas such as housing estates or streets or those with an interest in assets of heritage value, voluntary groups or faith groups, community groups, youth or later life groups, business forums, civic societies etc.

DSER report highlights the broad demographic characteristics of the parish. It particularly highlights the older population (+65), the relative amount of new population between the ages of 34-54, 1 in 6 people have a disability, the level of social housing and the prevalence of local employment. These characteristics have been taken into account in developing an appropriate community engagement strategy.

3.1. Community Mapping

Community Mapping is about “linking faces to spaces and places” and working out just who lives, works and plays in the neighbourhood and how they use the neighbourhood. Some people may represent a community that come in and out of the neighbourhood for work or education for example. Some communities may use specific facilities in the neighbourhood such as the community centre, the churches, the pub or the local shop. Identifying who the communities are and how they use the facilities in the neighbourhood is one way to begin mapping the people who will need to be involved in your plan.

For the purpose of the Community Engagement Strategy the following community groups in Orwell have been identified

Community groups and appropriate methods for engaging them			
Community Group	Specific topic /area where this group should be targeted	Methods to use for this group	Where and when
Age Profile			
<i>Young Children</i>	To be assessed against our agreed priorities	Via Petersfield School Head; Puffins out of hours club; Mother Goose pre-school; Cubs; Brownies; Scouts; Guides	Schedule to align with overall plan
<i>Older Children & young adults</i>		Via Orwell Youth Club, Posters at bus stops, village hall, pavillion	
<i>Adults (including newcomers to village aged 34-54)</i>		Village email, bulletin, posters at shop, hairdressers and pub, email to community groups, pannier market, evening and weekend events	
<i>Over 65's</i>		Village email, bulletin, posters at shop, hairdressers and pub, email to community groups, pannier market, village evening events, post-card drops	
<i>People with disabilities (all ages)</i>	Accessibility		
<i>Individuals coming into the village to work</i>	What do they value in the village	Direct mail or email with Business stakeholders	
Interest Groups			
<i>Chapel Orchard Volunteer group</i>	Environment	Direct engagement	To be aligned with overall plan
Clunch Pit Trust	Environment		
Guides	Youth engagement		
Brownies	Youth engagement		
Rainbows	Youth engagement		
Orwell Youth Club	Youth engagement		
Orwell History Society	Historical information		
Scouts	Youth engagement		
Cubs	Youth engagement		
Pre-school group			
Petersfield School			
There are a range of other community groups in Orwell which we will review and contact at key points throughout the creation of the Neighbourhood Plan to offer talks and direct engagement as desired			
Other Stakeholders			
Neighbouring Parishes		Establish contact, initial letter & share links to the N.Plan website for news and updates	

Community groups and appropriate methods for engaging them			
Community Group	Specific topic /area where this group should be targeted	Methods to use for this group	Where and when
Businesses (Volac, Wimpole, Shop & Post office, The Chequers, John Cobb, Accora		Establish contact, & share links to the N.Plan website for news and updates	
Local Landowners (Messrs Tebbit, Breed, Pearce, Gadsby, Trumpington Farms, Nat Trust, Diocese of Ely)		Establish contact, & share links to the N.Plan website for news and updates	
Environmental groups (Natural England, Wildlife Trust)		Establish contact, & share links to the N.Plan website for news and updates	
Environment Agency			
Social landlords, South Cambs			

3.2. Hard to reach groups

Some of the above groups may be hard to reach and may rarely get involved with what is happening in their neighbourhood. These may be people who do not know what is happening, are not confident or able to get involved, may not wish or have the time to be involved or may be happy with the decisions being made.

By monitoring the involvement level in our community activity, we will look out for hard-to-reach groups within our community. Where we identify such a group and where we feel that a part of our plan may have an impact on such a group, we will review our engagement methods carefully and seek advice, as appropriate, from organisations such as the District Council as to how we could improve the effectiveness of our consultation activities with such groups.

3.3. Engagement activity planning pro forma

Before undertaking each engagement exercise, the Orwell Neighbourhood Plan Steering Group will consider the following criteria and complete an individual community engagement action plan:

- Who are we engaging? (e.g., all residents)
- Why are we engaging? (e.g., to inform and raise awareness of the Neighbourhood Plan and to identify key issues of concern)
- Timing (e.g., early plan development)
- How will we engage and how will we publicise? (e.g., householder leaflet, drop in event, online surveys etc)

Here is an example of an action plan:

Engagement Activity Pro Forma – Orwell Neighbourhood Plan			
Action Plan for consultation on the draft Neighbourhood Plan Vision, the key objectives, what this might mean in policies			
Who are we engaging	Why are we engaging	Timing of Involvement	How will we engage
<i>All residents</i>	<ul style="list-style-type: none"> <i>To inform and raise awareness of progress of Neighbourhood Plan.</i> <i>To educate residents on the role and purpose of the neighbourhood plan</i> <i>To seek residents' views on the draft plan vision and objectives</i> <i>Have we got it right?</i> <i>To seek input from residents on the draft character assessment. Have we got it right?</i> <i>To identify other issues of concern by residents</i> 	<i>Early plan development stage</i>	<p><i>Awareness raising via article in Orwell news & bulletin, posters in the village in key places inc. post office, pub, notice boards, hairdressers & bus stops.</i></p> <p><i>Hold drop-in events over a period of two weeks including one Saturday and one weekday evening. Encourage attendees to fill out survey.</i></p> <p><i>Mailshot via Bulletin to householders inviting them to fill out same survey online or alternatively ask for a paper copy</i></p> <p><i>Method of Feedback: - recording of comments at drop in events</i></p> <p><i>Completion of surveys</i></p>

4. How will we record our Community Engagement?

We will record the results of the community engagement activities throughout the life of the plan, and we will report back to the community on these. We will stick to the following principles:

- We will look at all engagement and consultation responses. Where we can act on suggestions, within reason we will do so. If not, we will aim to explain why.
- Where possible we will aim to keep those who have responded informed of subsequent consultations as the plan progresses to help build momentum towards referendum.
- After a formal consultation on the plan we will summarise the comments received in a consultation statement that will be made available on our website and as part of the plan.
- Following questionnaires, workshops and other forms of engagement we will make the findings available on our website and where possible send a website link directly to participants.

4.1. Monitoring the Success of our Community Engagement Methods

We will monitor the success of our community engagement methods, make a note of issues and concerns and where appropriate and identify areas for improvement for future activities.

The current work being done by Cambridgeshire ACRE will give us access to data that we can use as a baseline to compare the levels of response. We can use this to inform any additions or changes we might need to make to balance the consultation across all sectors of the community.

Community Engagement Monitoring Template				
Plan Stage	Engagement Method	Who With	When	Issues/concerns
<i>E.g., Visioning</i>	<i>Survey</i>	<i>All households in parish</i>	<i>2 week survey in March</i>	<i>40% response rate. But 5 % response rate from 18 – 25-year-olds. Seek another approach for this age group</i>
<i>E.g., Evidence gathering – Views Assessment community workshop</i>	<i>Community workshop</i>	<i>Community representatives plus all households invited</i>	<i>2 weekend sessions</i>	<i>Low attendance rate from</i>

5. Legislative Requirements

5.1. Pre-Submission Consultation

Statutory requirements for Neighbourhood Development Plans are outlined in The Neighbourhood Planning (General) Regulations 2012 (As Amended). The legislation (including amendments made since 2012 if you select the option for “latest available”) are available to view at this link:

<http://www.legislation.gov.uk/ukxi/2012/637/contents/made>

Before submitting the Orwell Neighbourhood Plan to the local planning authority, Orwell Neighbourhood Plan Steering Group will be required to:

- Publicise the plan it intends to submit it to those who live, work or carry out business in the area explaining where and what the plan is all about and how people can comment on the draft plan
- Consult with any statutory bodies like Historic England, the Environment Agency, neighbouring parishes, and other stakeholders including landowners and developers who will be directly affected by the proposals set out in the plan
- Send a copy of the plan to the District Council

This consultation is often referred to as the Regulation 14 Pre-Submission Consultation and will last for a minimum of 6 weeks.

All representations made during this 6-week period will be recorded by the Neighbourhood Plan Steering Group together with the Steering Groups response and where appropriate include a schedule of changes proposed in response to these comments.

5.2. Submission

The Neighbourhood Plan will then be submitted to the District Council who will hold a further six-week consultation period where the community and other stakeholders will be given a further opportunity to comment on the plan. This period of consultation is referred to as the Regulation 16 publication period and will also last for a minimum of six weeks. Representations made at this stage will be submitted direct to the Neighbourhood Plan Examiner for consideration alongside the submitted plan.

As the qualifying body, Orwell Parish Council will submit the plan. Together with the Neighbourhood Plan, Orwell Parish Council will need to submit a Basic Conditions Statement and a Consultation Statement. The Consultation Statement will contain:

- Details of who was consulted about the plan (throughout the whole plan-making process).
- Explain how they were consulted (throughout the whole plan-making process).
- A summary of the main issues and concerns raised at each stage of the plan-making process.
- An explanation as to how these issues and concerns were considered and or addressed.

Referendum

Following the Examiner's report, the district council has a number of options available to them. One option is to act upon the examiner's report and progress the neighbourhood Plan to referendum. The decision as to whether the plan proceeds to referendum is an important one, since the neighbourhood plan will, subject to a majority 'yes' vote, become part of the development plan.

Although, the district council will lead on the formal procedures for the referendum, the Neighbourhood Plan Steering Group will ensure that the referendum is publicised locally to encourage a high turnout at the referendum by Awareness raising via article in Orwell news & bulletin, posters in the village in key places inc. post office, pub, notice boards, hairdressers & bus stops, Whatsapp and Facebook groups.

Appendix I: Attached

Notes – hints and tips on Community Engagement from meeting with Natalie Blaken 23.3.23

Version 4.0
10-04-2023

Appendix 1

Notes from meeting with Natalie Blaken 23.3.23 – Communication Strategy Review

Present:

Steven Thain, Maggie Gould, Philip Hodgson, Mark Collins

General

- Demographic report has shown there are some issues to address
- Planning report suggests there are some issues to address
- Community engagement will also identify issues to address

Use all of these to provide data for use as the basis for the Consultation Statement.

Need to identify how we capture and deal with issues (excel spreadsheet/graphs)

Need to ensure we are GDPR compliant – OPC policies ?

One area to consider – could divide the village up into meaningful areas so individuals can be grouped by area rather than name or street....?

One step we need to complete before ‘scoping’ the NPlan is a workshop in which we develop the vision and the objectives.

Hints and tips for a Community Engagement Event

It is an opportunity to engage in a range of key topics. **However, it is important to ask questions that provide evidence.**

As an example, if you wish to understand how important different spaces in Orwell are to the people who live and work here:-

Question: Please rate on a scale of 1-4 how important these spaces are. Please use the map provided. Please indicate your reasons:

Question: Are there any other important open spaces in the Parish that you think the NP group should be assessing in terms of their importance? Please provide as much information as possible and your reasons.

Question: How important is it to you to be able to park in the centre of the village, close to village services?

Engagement activity planning pro forma

After the Workshop, drop-in events work very well – stickers/maps/posters/visuals are needed (and sweets/biscuits !!) Hold drop-in events over a period of two weeks including one Saturday and one weekday evening and use as much visual information as possible – photos, graphs, maps plans, designs etc....

Hints and tips

- Find a group of volunteers particularly interested in design and arrange a meeting
- Might need to wait until after the initial Workshop before considering going ahead with the Housing Needs Assessment
- Look at the Biodiversity report from Cambs Wildlife Trust (& Climate Change)
 - Look at West Wickhams policy (areas of Ecological importance)
 - Look at Waterbeach policies
- Don't underestimate the rigour of the Regulation 14 Consultation – must get this right.
- Engage landowners if likely to have any impact on them (e.g. hedgerows)

Evidence of Consultation

Make sure all consultation events are captured at the time – much easier than trying to summarise them later for the submission e.g.

At the Pannier market, we expected to engage more of the 35-55 year old age group and we captured the following issues at this event.....

X

Y

Z

These issues were addressed by ...a/b/c

Builders and Developers

How can you deal with them as they will have an interest in the NP development.

Recommendation = ask if they would like to be kept updated via the website and send them the link.