

The Wivenhoe Communication and Community Engagement Strategy

What is the strategy about?

This strategy outlines how we will work together to inform, consult and involve local people in the development of a neighbourhood plan for Wivenhoe.

It is to make sure everybody who has a role to play or who wants to get involved in influencing Wivenhoe's future and having a say in the shape, size, scale and location of new development in Wivenhoe.

This strategy sets out our community engagement values and standards. It is divided into sections:

- What is Community Engagement?
- Visions and values – our commitment to involving you
- Involving you – standards, types of community engagement, how to include everybody
- Recording what we do and giving feedback
- The statutory process

We want you to have a say in our neighbourhood plan and to have an impact on the development of your local area.

What is Community Engagement?

Community engagement is consistent good quality, coordinated communication to involve all the people who could be influenced or impacted by the plan. The voluntary community, business and public sectors all need to be included in the strategy. As the Neighbourhood Plan is looking at developing sites we will also need to engage with Landowners.

The Wivenhoe Neighbourhood Plan will seek to:-

- **INFORM YOU** - Providing appropriate information about our neighbourhood plan and the policies and developments that might affect or interest you.
- **CONSULT YOU** - Providing opportunities for you to have your say about our plan through consultations, surveys, workshops and conversations. Acting on the feedback we receive and showing how it has influenced the decisions made.
- **INVOLVE YOU** - Providing opportunities to get involved, over and above informing and consulting, to give you a greater influence over the making of a plan for the area.
- **COLLABORATE** – Creating partnerships with the community in each aspect of decision making including development of options and analysis of alternatives
- **EMPOWER** – More decisions on matters within the Neighbourhood Plan should lie with the community

Everyone should be involved in making Wivenhoe a great place to live, work and play. If you live in Wivenhoe, you will have knowledge about the area and how it can be improved. If you are a local group or business you will have information and ideas that can help shape the future of the area. By

taking part in our neighbourhood plan you can make sure that decisions being made are the best for you and Wivenhoe.

This strategy is for anyone who is interested in getting involved in improving Wivenhoe’s future. This includes private organisations, voluntary and community groups, residents, workers, students and any individual with an interest in how their environment and community could change over time.

Visions and Values for the Wivenhoe Neighbourhood Plan

Our Vision

The Wivenhoe Neighbourhood Plan group, in consultation with interested parties agreed a vision for Wivenhoe to 2028:

Wivenhoe will continue to be a thriving and vibrant community which protects and enhances its distinctive character, rich heritage and natural assets such as the river and its rural setting and will grow to be an even better place in which to live and to visit.

To achieve our vision, a majority of residents must agree with our plan, so information must be provided on the development of our neighbourhood plan and be targeted at the right people at the right time in an accessible way.

Wivenhoe’s Values for preparing its Neighbourhood Plan

- TRANSPARENCY
- HONESTY
- DEMOCRACY
- INCLUSIVENESS
- RESPECT

The Wivenhoe Neighbourhood Planning group is committed to involve, collaborate with and empower the communities of Wivenhoe and we will follow the principles set out in the following table.

Be open and honest with the community	<ul style="list-style-type: none"> •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 • Be clear about what can be influenced and what can’t •Use honest, accurate and unbiased information
Listen to the community’s views	<ul style="list-style-type: none"> •Listen and respond to individuals and communities, enabling and empowering residents to play an effective role in shaping their local area.
Include as many people in the process	<ul style="list-style-type: none"> •Undertake fair and impartial engagement to a high standard to ensure that communities

	are offered equal opportunities to participate in issues that may affect them and make a difference.
Work together collaboratively with the community	<ul style="list-style-type: none"> •Act together when appropriate with a consistent approach to community engagement. •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. •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 community
Keep in touch with the community	<ul style="list-style-type: none"> •Provide feedback and demonstrate the changes that are made as a result of engagement.

How we will aim include you in our Neighbourhood Plan for Wivenhoe

Informing you about the neighbourhood plan so you know what is going on and when using a range of different ways of keeping in touch such as:	<ul style="list-style-type: none"> • Website updates • Posters, postcards, fliers, banners, advertising and publications. • Local newspaper press releases, publications, radio and TV interviews. • Newsletters, letters, leaflets or summaries. • Information stalls/open days/road shows/exhibitions. • Public and specific meetings, presentations, briefings. • Email, texts alerts, Twitter, webpage subscription, Facebook,
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Consulting you about the neighbourhood plan allowing you to have your say or have an opinion about how the neighbourhood or how the plan will affect you and for your views to be taken and acted upon	<p>Ideas to engage you:</p> <ul style="list-style-type: none"> • Questionnaires and surveys, structure feedback form, polls, surveys. • Online surveys and e-consultation (via the internet).
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	<ul style="list-style-type: none"> • Face to face interviews/telephone interviews/video soapbox. • Residents', citizens', user panels and community groups. • Discussion/focus groups/forums/e-forum. • Written consultation through letter or email. • Consultation events/workshops/road shows/world café/ exhibitions/general events/festivals/shows/video cube. • Online consultation, discussion groups and blogs. • Public, neighbourhood or specific meetings or surgeries. • Documents or information available in offices, public buildings or online. • Verbal consultation with community representative acting as a scribe.
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<p>Involving you in the neighbourhood plan so you can influence, directly participate, design and be part of the development of the plan.</p>	<ul style="list-style-type: none"> • Structured Workshops • Public or specific targeted discussion meetings with interested parties • Public or stakeholder workshops to identify issues and shape options, • Planning For Real events. • Public visioning events, ideas competitions, interactive displays. • Consensus conference (questioning experts before making recommendations). • Online discussion forums. • Review sessions. • Participatory appraisal (undertake own assessment, analysis and planning). • Co-production. • Schools workshops • Local Business Breakfasts • Pub Quizzes • Community development and capacity building events. • Comments and complaints. • Interaction with Members of the Local Planning Authority, Councillors, Parish
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	Councillors and employees.
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<p>Empowering you in the Neighbourhood plan so it is not just an involvement exercise but galvanises and builds relationships with communities and enables people to become more educated to make a decision about planning in their neighbourhood.</p>	<ul style="list-style-type: none"> • Throughout the development of the plan there will be opportunities for the Wivenhoe Neighbourhood planning group to collaborate with other organisations in a shared learning environment • Liaising with Neighbourhood Planning groups that are further down the line than Wivenhoe to learn from experience • Creating good practice or case studies to help others preparing neighbourhood plans • Test out new ways of engaging to see if different methods work • Ensure the process of making the plan allows people to continue involvement
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Recording Community Engagement

We will maintain a record of all events to inform and consult people in Wivenhoe, who engaged and any issues or concerns:

Plan Stage	Engagement	Who With	When	Issues/Concerns

Providing feedback on the Wivenhoe Neighbourhood Plan

- We will aim to 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.

Statutory Requirements

Statutory requirements for Neighbourhood Development Plans are outlined in The Neighbourhood Planning Regulations 2012. <http://www.legislation.gov.uk/uksi/2012/637/contents/made>

Before submitting your draft plan to the local authority Wivenhoe Town Council will have to

- Publicise 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 English Heritage or the Environment Agency or even neighbouring areas the plan may affect
- Send a copy of the proposals to the local authority
- There will be a 6 weeks to receive comments on the draft plan

The final draft Neighbourhood Development Plan will then be required to undergo a 6 week statutory consultation

The Neighbourhood Development Plan will be submitted with a Basic Conditions statement and a Consultation Statement that will include:

- Details of who was consulted about the plan
- Explain how they were consulted
- Summaries main issues and concerns raised
- How these issues and concerns have been considered and or addressed

At the end of the process of writing the plan there will be a vote and if the plan is accepted it will have development control power against which planning applications must be tested.