



# Chelveston-cum-Caldecott Parish Council Northamptonshire Neighbourhood Development Plan Working Party



## Community Engagement Strategy

### 1 Objectives

This paper sets out the strategy that the Neighbourhood Development Plan (NDP) Working Party will adopt in order to engage with the community of this Parish and should be read in conjunction with the 'Statement of Community Involvement ([NDP-0113](#)). The aim of the strategy is to guide the Working Party in its approach to the community to ensure it achieves maximum participation in the decision making process in the formulation of the NDP. A test of its success will be the level of community engagement during this process and the level of response at the referendum leading to the overwhelming acceptance by the community of the NDP. The key to the successful implementation of this strategy will be, in part, through the method and frequency of communication during this process.

### 2 Key Challenges

In December 2012/January 2013, the Parish Council held an exhibition and conducted a survey across the Parish to gauge opinion on whether and how Chelveston-cum-Caldecott should develop over the next 10, 20 and 30 years.

The response rate to the questionnaire was 44% of the 222 households in the Parish. Whilst this response rate is considered representative of the community, and perhaps in line with national trends, there is potential scope for improvement.

There are a number of factors that need to be considered when seeking improved participation:

- How to encourage people to read information and take part
- What is the best way of communicating and engaging with the public (residents of the parish, local businesses, landowners, other stakeholders and third parties)
- Who should the Working Party be engaging with directly or indirectly
- What is the information and what are the messages that the Working Party are trying to communicate

The following should also be considered:

- How to get feedback and therefore gauge success
- How to ensure awareness and an understanding of the importance of the NDP and what benefits it will deliver

### 3 Forms of Communication

The following methods of communication have been identified by the Working Party:

- Electronic - website publishing and email, apps, social media, text updates
- Public – exhibitions, meetings and workshops
- Local - newsletters, leaflets, posters and other written materials
- Personal - door to door
- Wider local - advertising and press releases

The first newsletter was distributed to residents during September with the next issue scheduled for November. The website is a 'live' environment with new information and documents being

## **Neighbourhood Development Plan – Community Engagement Strategy**

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uploaded as they are created. There is the ability for people to be kept informed by signing up to the automatic updates feature.

### **4 Frequency**

The frequency at which the Working Party communicates with the community will require careful consideration. Too much will reduce effectiveness whilst too little will not be effective. The frequency will be, in part, determined by the need to impart information throughout the process as well as at key decision points or milestones. The monthly Public and Round table meetings together with the bi-monthly Newsletter are communication events already in place.

### **5 Communication Strategy**

The Chelveston-cum Caldecott NDP Working Party will implement activities in accordance with the table below to ensure that the objectives of this strategy are met:

## Neighbourhood Development Plan – Community Engagement Strategy

<b>Communication Strategy</b>				
<b>Type of Communication</b>		<b>Objective</b>	<b>Frequency</b>	<b>Related key event(s)</b>
Electronic	Website	To provide a publicly accessible portal for the storing and distribution of documents and information Providing a means of communication as well as promoting openness and transparency	Continuously throughout the NDP process	None
	Email	To provide targeted, and where appropriate, a confidential means of correspondence with interested parties and stakeholders	Continuously throughout the NDP process	When key issues or points of interest are being resolved
	Other	Provide updates through social media and mobile phone texts in support of and to enhance Website updates	Continuously throughout the NDP process	None
Public	Meetings	Public – a formal meeting to endorse policy and the actions of the round table meeting as well as provide the opportunity for the public to speak and be updated Round table – working meetings where members of the public can participate in debate Other – meetings with stakeholders and interested parties, particularly those who have an aspiration to develop within the Parish	Monthly  Monthly  As required	All matters where approval is required  All matters where debate is required All matters where debate is required
	Workshops	Providing a forum for the resolution of key matters through debate and knowledge sharing	As required but likely to form part of the Round table meetings	Analysis of the Call for Aspirational Sites Questionnaire results Discussion on initial drafts of the NDP
	Exhibitions	Providing a platform to launch proposals prior to adoption. Promoting the activities of the Working Party and encouraging participation	Prior to key events	Explaining the results of the Call for Aspirational Sites Questionnaire Explaining the proposed NDP
Local	Newsletters	To provide a regular 'on the doormat' update to residents and businesses, promoting participation in the process and seeking input to key issues	Bi-monthly	None

## Neighbourhood Development Plan – Community Engagement Strategy

<b>Communication Strategy</b>				
<b>Type of Communication</b>		<b>Objective</b>	<b>Frequency</b>	<b>Related key event(s)</b>
	Leaflets	To provide updates on specific issues between the issue of Newsletters and promote interest in key issues	Prior to key events including exhibitions	ENC approval of the NDP Boundary Call for Aspirational Sites Questionnaire results Promoting exhibitions and other events
	Posters	To advertise exhibitions and other key events	Prior to key events including exhibitions	Advertising key events including exhibitions
	Other	To communicate with specific individuals, landowners, businesses and stakeholders where confidentiality is required	As required	None
Personal	Door to door	To promote the activities of the Working Party and encourage participation. Can also be used to review the effectiveness of the Communication Strategy and the visibility of the NDP process	Probably only once if at all	To be agreed
Wider local	Press releases	Use of the Nene Valley News and other publications for the area to promote the Working Party activities and processes involved. Provides information to a wider group of people and in an alternative format generating a different impact	Prior to key events	Approval of the NDP boundary Publication of the completed NDP
	Advertising			
Other	Competitions	To encourage participation. Other types of communication are likely to be more effective in this context	N/A	N/A
	Promotional materials	To promote activities and events. Other types of communication are likely to be more effective in this context	N/A	N/A