



Kingston Neighbourhood Planning Group

Engagement Strategy

Since April 2012 local communities have been able to produce a Neighbourhood Plan (NP) for their local area, putting in place planning policies for the sustainable development and growth of their neighbourhood. A NP is a community led framework for guiding future development and growth within the statutory planning and decision making hierarchy.

Kingston Parish Council decided to develop a Neighbourhood Plan, for the Parish of Kingston, in August 2016, agreeing Terms of Reference for a Neighbourhood Planning Task Group to take forward this project in September 2016.

This document sets out a strategy and plan for community engagement from September 2016 until the publication of Kingston Neighbourhood Plan. It is anticipated that the Task Group will review and update this strategy as appropriate.

Further information on neighbourhood planning, including the National Planning Policy Framework (NPPF) can be found at www.locality.org.uk.

Why is the working group engaging with the community?

Effective community engagement and a robust evidence base are the pillars on which a good neighbourhood development plan will be built (www.locality.org.uk).

Community engagement is both necessary and important. It is required by law and is essential in developing consensus and creating community support. It will ensure the Task Group can find out what people think and draw on their skills and knowledge to develop an evidence base so that the NP is realistic, appropriate and deliverable.

A NP is a community plan and, therefore, must derive its objectives, actions and authority from the community. Members of the Task Group are determined that the community are kept informed of progress and given every opportunity to be involved and tell the Task Group what they want. Communication and consultation in various forms will play a major role in developing the NP and will:

- promote a high degree of awareness;
- encourage everyone to contribute to the development of the NP;
- promote consultation events;
- provide regular updates on progress with the NP.

The NP Regulations require a completed NP to include a Consultation Statement. The Consultation Statement is a document that includes the details of the persons and bodies consulted, how they were consulted, the main issues and concerns raised and how those issues and concerns have been considered. This statement will be included in the final NP.

When will the Task Group engage?

The Task Group will engage with the community at all stages in the process of producing Kingston's NP: early on to raise awareness and gather information and initial views on broad issues; throughout the process so people can suggest improvements and feedback on earlier suggestions and on the final draft of the NP.

Who will the Task Group engage with?

The Task Group intends to engage with all those who may be affected by the NP. This includes:

- residents of the NP area.
- those carrying out business in the NP area.
- those working in the NP area.
- those owning land in the NP area.
- those owning property in the NP area.

How will the working group engage?

The Task Group intends to engage with the community at a number of levels.

- Information - The Task Group will provide regular updates and easily accessible, extensive information to the whole area using publicity, public events/open meetings, local press, parish newsletter, leaflet drops, banners/posters and electronic and social media (a communication plan is attached)
- Consultation – The Task Group will actively seek feedback and views using surveys/questionnaires and consultation events.
- Involvement – The Task Group will work directly with the community throughout the process so their concerns are consistently understood and considered. This will require a high level of participation by the community as the NP is developed. The community will be encouraged to participate in the development of the NP and assist in decision making via focus groups, workshops and social media. The Task Group will work in partnership with the community on every aspect of decision making including the development of options and a preferred position.

The Working Group will do its best to ensure the widest possible engagement by providing a broad range of engagement activities including those specifically aimed at those sections of the community that may be hard to reach, for example young people and working families with young children, the elderly and those living outside the main village.

The Task Group will keep a record of all engagement activity and this record will include:

- the engagement activity
- when it took place
- aims of the activity
- target audience
- method of recording outcomes
- outcomes and how they will be incorporated into the development of the NDP

The engagement plan can be found here as a table.

You can also find the Communications Plan here:

Communications Plan

The Task Group will provide regular updates and easily accessible, extensive information to the whole NP area using publicity, public events/open meetings, local press, parish newsletter, leaflets drops, banners/posters and electronic and social media. The different methods of communicating outlined below will actively encourage the participation of the community at different stages in the development of the NDP.

Website

There is a Kingston Plan website with a link from the Kingston Parish Council website. The website will include information on the following:

- what neighbourhood planning is about
- why Kingston is producing a NP
- the NP Task Group
- how the NP will be produced
- how the community can be involved
- reports, key NP documents etc

The website will also have a blog, allowing the Task Group to communicate news and views and enabling the community to comment on specific topics, with links to social media, such as Facebook.

Facebook

There will be an Kingston Plan Facebook page which will allow the community to post comments and questions. The Task Group will also use the Kingston Events Group Facebook page to communicate information as this already has a large following from the Parish and people concerned with the Parish

Posters and Banners

Posters, banners and other outdoor media will be put up at various points throughout the NP area at specific times to:

- Inform the community of how they can be involved e.g. through social media.
- Inform the community of specific engagement activities and events.

Flyers

Flyers will be delivered to every household in the NP area and made available at The Tuesday Morning Market, the Dolphin Inn and as appropriate given out at events, school bus arrival times etc to:

- Inform the community of how they can be involved e.g. through social media.
- Inform the community of specific engagement activities and events.
- Provide information on specific topics.

Parish Newsletter

Regular progress updates will be included in the monthly Parish newsletter.

Open meetings

Open meetings will be held at key stages of the development of the NP allowing residents in the NP area to comment on the NP as it develops and ask questions. These will be widely advertised within the NP area, well in advance of each meeting.

Direct contact

A network of people, which may include members of the community not in the Task Group, will spread information by word of mouth, taking responsibility for a particular part of the NP area with the aim of reaching all residents.

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