



# PRESTON PARISH COUNCIL

## COMMUNICATION AND ENGAGEMENT STRATEGY

### INTRODUCTION

A Neighbourhood Development Plan (NDP) is a community-led framework for guiding the future development, regeneration and conservation of an area. The foundation of a good neighbourhood plan is a robust programme of consultation and engagement right from the beginning of the process which will lead to a well informed plan with a sense of ownership. Getting the recognition, views, assistance and support of a whole range of interested bodies and parties is also essential if the plan is to have authority and credibility and, therefore, a successful Communications and Engagement Strategy is a prerequisite.

### TARGET AUDIENCES

We want to reach everyone with a stake in the future of the area including: people living, working or doing business here; those who deliver services to the local community; people who have influence over the future of the area; the local community based on where they live and people in the community based on common interests. We want to communicate and listen to people who others have traditionally found hard to reach and hard to hear.

This list is not exhaustive but it should include:

Preston Parish Council

All residents of the parish, in particular: Young people , Elderly people , People with disabilities and special needs

District and County Councillors

Parochial Church Council

Adjacent Parishes and Town

Community and voluntary groups active in the parish such as: Women's Institute, Art Group

Businesses, employers and employees in the parish such as those at Norcote and Village Farm

Educational establishments serving the Parish

Local retailers and service providers

Landowners

Known local developers

Statutory bodies such as: Highways Agency, County and District Councils, Thames Water, Police, Environment Agency, Natural England, Gloucestershire Highways, English Heritage, Primary Care Trust

**See Appendix I and II for further details**

### RESOURCES

We shall make best use of the resources we have and strive to increase resources commensurate with the task. Our current resources, those that we have access to and can be applied to the task, are:



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Steering Group members and supporters; Consultancy time from Dr Andrea Pellegram; GRCC; District and County Councillors; Parish Councillors; District Council staff, Locality.

## COMMUNICATIONS

This is about the means used by those leading the development of the NDP, notably the Steering Group, to inform all with an interest or stake in the plan. As well as focusing on messages out, it is also about encouraging messages in from all and, as such, complements the engagement work.

The aim is to achieve:

- Clear and regular communication leading to informed and constructive feedback and decision-making ;
- Genuine two-way information flow ;
- A range of information and communication channels to enable community participation, Parish-wide awareness and understanding of the Neighbourhood Plan, its purpose and relevance

Our Communications Strategy is based on four key principles - the right information to the right people in the right medium and at the right time .

These principles include a number of key factors:

- Communication must be meaningful and appropriate.
- Information must be accessible.
- Quality mediums and methods must be used whenever possible.
- Communication channels must allow information to, through and across all levels.
- Information must be relevant and in plain English .
- Consideration needs to be given to the needs of people with disabilities and those whose first language is not English .
- The process must be transparent.

We know we have work to do to reach all the people in our community, some of whom will not be reached by traditional communication channels.

It is important that all our communications have as much impact as possible and we shall use a variety of methods and links based on what reaches people most effectively and has most credibility.

These include: Parish Council Website , Press Releases, Village Newsletter, Email, local businesses and groups, Posters on Parish noticeboards, established informal networks in the community, flyers delivered directly to householders, internet survey (Survey Monkey) and any other methods suggested by the Steering Group

## ENGAGEMENT

This is mainly about the various events and activities which will actively engage local people and others in contributing to the evolving NDP.

The aims are to provide clear opportunities for involvement at all stages ; to share in and agree the resolution of any emerging issues or challenges and build towards a feeling that all who wish to have genuinely shared in the development of the NDP.



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We will engage with people as early as possible and throughout the process and transparently feed back all results and conclusions .

In addition to the methods already described we will use open public events , workshops that are open or by invitation, practical evidence collection e.g. by Steering Group members or volunteers visiting residents in their homes and Questionnaires.

## EVALUATION AND AMENDMENT

The NDP Steering Group will carry out regular audits to assess the effectiveness of the strategy with both 'internal' and 'external' audiences. We shall consider in particular, who has not responded or reacted to our communications and consider how to reach them more effectively in the future.

## CONSULTATION EVENTS AND DATES

Event and Date	Consulted	Means of Communication
Annual Village Meeting – 11 May 2017	All residents	Village Newsletter Village Noticeboards Village Website Email
Landowners' Meeting - 20 July 2017	All those owning land within the Parish	Personal letter or email
Public Consultation Event – 26 September 2017	All residents, landowners, businesses, Preston Parish Council lers, District and County Councillors Parochial Church Council, Adjacent Parishes and Town, Women's Institute, Art Group, Watermoor Primary School, Kingshill Secondary School, Landowners . Known Developers, Highways Agency, County and District Councils, Thames Water, Police, Environment Agency, Natural England, Gloucestershire Highways, English Heritage, Gloucestershire Care Services - NHS Trust	Personal letter or email Village Newsletter Village Noticeboards Village Website Personal Visit to Householders Email
February /March 2018 Issues and Options Consultation	All residents, landowners, businesses, Preston Parish Council lers, District and County Councillors Parochial Church Council,	Personal letter or email Village Newsletter Village Noticeboards Village Website



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	Adjacent Parishes and Town, Women's Institute, Art Group, Watermoor Primary School, Kingshill Secondary School, Landowners . Known Developers, Highways Agency, County and District Councils, Thames Water, Police, Environment Agency, Natural England, Gloucestershire Highways, English Heritage, Gloucestershire Care Services - NHS Trust	Personal Visit to Householders Email
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