



Place Plans
by Planning Aid Wales

COMMUNITY ENGAGEMENT: A Guide for Communities

Place Plan Kickstarter
Community Guides

3/6



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Place Plan Kickstarter Community Guides 3/6

Acknowledgements

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place

What is this document?



This guide explores community engagement in community-led plan-making.

It considers why and how to plan and deliver a range of engagement approaches and provides a series of practical worksheets to help plan and deliver engagement exercises for your plan.

This guide has been prepared by Planning Aid Wales for Conwy County Borough Council as part of the 'Place Plan Kickstarter' project with funding from the UK Government Wales Community Renewal Fund.

Who is it for?



This guide has been designed for Community and Town Councils and / or community groups in Conwy that have either:

- Completed a Kickstarter Place Plan and are considering next steps, or:
- Considering producing some form of community plan and are wondering where to start.

The guide is part of a series that explore community-led planning; these guides can be downloaded from www.placeplans.org.uk/conwyguides

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Putting your community at the heart of your plan

A good community plan is based on good quality community engagement and involvement.

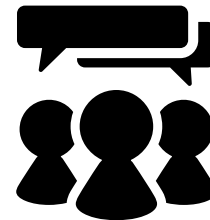
Your Community Plan or Place Plan is a vehicle for your community to think about how to make their place better, agree priorities, and take action (often working with others) to make change happen. This Toolkit sets out practical advice on how to build on the community engagement done to date to continue it when working on drafting your Plan.



Why engage the community?

It is worth a moment thinking about the benefits that can come from effective community engagement. It can:

- ✓ Draw out and bring together all the issues, ideas, experience, skills and information – a huge potential resource - from all in your community, not just a small number.
- ✓ Help to address differing views early, rather than when it is too late.
- ✓ Get to a final and agreed Plan far more quickly.
- ✓ Give local people a sense of ‘ownership’ – it will be their plan – and this helps in the future to take forward all the Plan’s proposals.
- ✓ Be enjoyable, build people’s confidence and raise wide awareness of local issues.
- ✓ Demonstrate - to your local authority and others - clear, strong community support for the final Plan.



Key principles

A possible list of Engagement Principles follows below.

Think about this like preparing a meal for friends. You need to think who they are, what they like to eat, any diet requirements etc. and check this with them (Principles 2 and 4). You need to think about the different courses (Principle 8). You need to think about the possible ingredients (the Methods as in Principle 7). And you can't just throw it together into an inedible mess; you need to have a proper recipe (Principle 1)!



1. A whole, planned process is needed; not just a random list of events/activities.
2. Develop and agree that process with key people, not just your Working Party or Steering Group.
3. Set the scope of your Plan by being clear about what is and is not open to change.
4. Identify all possible target groups, consultees, stakeholders.
5. Set up activities that raise awareness and generate enough interest to, ideally, get 'everybody' involved.
6. Start early, not when a plan is already drafted and things are already virtually finished.
7. Use a range of different methods - workshop, questionnaire, survey, drop-in etc.
8. Use methods appropriate to each different stage.
9. Report back speedily, regularly and in detail so people can see what difference they are making.
10. At the end, evaluate your engagement work against all the above.
11. Reinvigorate local democracy

It is very rare for any process to tick all the above boxes fully so don't over-worry about that. In order to do the final evaluation, see **Worksheet 1** in the Appendix where you can add notes in the boxes to record what was and perhaps was not done, what went well and so forth.

*From here on, this Toolkit covers key points about **WHO** to engage, **WHEN** to engage them and **METHODS** to use. It then offers some guidance about the overall process (a **RECIPE**) using an example. Appendix 1 includes Worksheet 1 as above and some others. Appendix 2 gives you some links to other toolkits and guidance that you may find useful. It should be read together with the other Conwy Place Plan toolkits which are referenced throughout this toolkit.*

Who to engage?

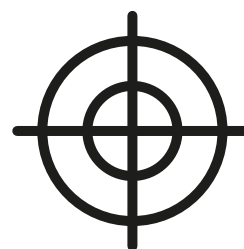
Managing it all

Engagement does not just happen; it needs something you probably have already – a Working Party. Ideally the group should have some involvement from or link to CCBC as one of your most important partners for developing and delivering the Plan.

It is also very good to have one person on the Working Party nominated to lead on the engagement work, to check progress and ensure that proper records are kept – an **Engagement Champion**.

Groups or sectors to target

You clearly need to try to get to ‘everybody’ in your community but it is also important to identify at the start the specific partners and stakeholders who you want to contribute to your Plan.



Stakeholder groups will differ hugely from community to community. The important thing is that you identify the people and groups who will be affected by your plan and who can influence its eventual success.

These people will range from councillors to landowners to community groups, as well as those from hard-to-reach and minority communities.

By contacting formal groups, often called the ‘stakeholders’ (e.g. a Civic Society), there is a strong chance that they will be able to encourage all their ‘members’ to get involved and contribute.

That will get you to far more people, and people with specific interests and knowledge, than is ever possible with something like a general questionnaire. There are then the informal, sometimes termed ‘hard-to-reach’ groups (e.g. young / elderly people) and they need careful attention.

Worksheet 2 provides a list of possible stakeholder groups and explains how to not just note them but consider how and when they might be engaged and to set up a list with contact details etc.

Worksheet 3 provides a chart to note these for your particular area and then some boxes where you can suggest how you might get such groups engaged. There are two key tricks for doing this:

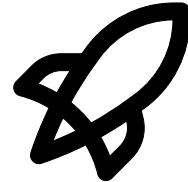
- Do not do it yourselves; work through groups (e.g. an older people’s charity or schools) who actually work directly with older people or children.
- Be prepared to go out to them rather than expecting them to come to you (this is called ‘outreach’).

When: stages of engagement

The main Stages for developing a full Place Plan or Community Plan, and therefore for the engagement, are explained in the [Guide 1](#) and simply repeated here:

Kickstarter

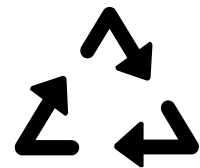
This is the first stage of engagement that contributes to preparing an initial vision, objectives and actions that can be taken on as those priorities most important to the community. At the end of this stage, you will have a 'first stab' or Kickstarter Plan.



Your Kickstarter plan will act as a foundation and springboard for the development of a full Community Plan or Place Plan in the future. The stages for the full Plan would build on the Kickstarter Plan stages to work on identified topics in more depth that will really inform and influence change and development.

Full Community Plan or Place Plan

These below are the stages of developing a Plan. Stages 1, 2B, 4B and 6B are the main stages for engagement (see the [Guide 1](#) for more detail) although getting ideas and information from others is valuable at all stages. Stage 3 offers a slightly different form of engagement because it is about bringing in people to collect evidence on specific aspects or issues (see the [Guide 4](#)).



Stage 1: Brainstorming the Issues for your Plan to address

Stage 2: Vision and Outcomes:

2A: Developing your Vision and Outcomes

2B: Sharing these widely

Stage 3: Collecting Evidence

Stage 4: 'First Stab' Plan

4A: Drafting your First Stab Plan

4B: Sharing and checking this Plan

Stage 5: Amending the first stab Plan in light of feedback

Stage 6: An (almost) Final Plan

6A: Producing the Final Plan

6B: Final check on this Plan

After Stage 6 comes the stage during which your Full Plan seek support from CCBC.

The chart used in **Worksheet 2** (see Appendix 1) has a column where you can note the stages at which you think each stakeholder group should be engaged. Not everybody needs to be engaged at all stages. Some need to make their input at the very start, others need to see and comment on just the first stab then final plans.

Action planning

Once your plan has been adopted by CBBC, or even before then if there are some practical projects not covered in your Plan that you think you can start to take forward, you can start some action planning.

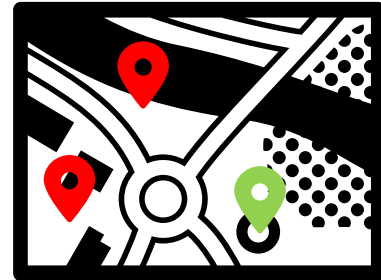
This can require engagement with specific groups or people relevant to each of your projects. See [Guide 1](#) which includes a chart for action planning and a column stating who each project might be developed with.



Methods of engagement

In working out how to engage your local community, the Principles will help you make sure that people from throughout your community have the opportunity to shape the Plan in ways that are meaningful for them personally as well as for the wider community.

There are three different levels and approaches to engagement that we are setting out in this toolkit, each best done using different methods: Informing, Consulting, Involving.



Different people respond to different methods and different methods are useful at different stages.

Always aim to use a combination of methods over the plan development period, balancing in-person contact with online and survey-based methods, giving people opportunities to be engaged in a variety of ways.

Community representatives involved in the 2022 Kickstarter Plans identified top ways of reaching more people in the community:

1. Arrange events – e.g. dances / music events at town hall, street parties and themed festivals
2. Go where people are – e.g. pub, school, Co-op supermarket for example and tie in to / 'piggyback' onto existing events
3. Use social media
4. Use ambassadors / champions from different locations and all age groups
5. Use questionnaires to find out what people want
6. Co-op table & physical noticeboard
7. Place large notices / notice boards around town
8. Use incentives to draw people in – e.g. wine and cheese
9. Try to reach people who fall through the cracks – the 'hard to reach'.

There are endless specific methods to achieve the goal of reaching more people in the community as set out above; the chart below includes some basic examples that can be adapted for your place drawing on what you know about your community (for example – what incentives would work for you and your community).

Type	Description	Example Methods
Informing	Letting people know about the plan making process – decisions / opportunities / ideas	Leaflets Websites / Social Media Newsletters Press Releases Stalls at Community Events (‘piggybacking’ onto other local events is often a good idea) Visiting community groups schools/colleges
Consulting	Gathering views to inform decisions	Invited focus groups Pop-up, drop-in events (events held over a long time period where people can turn up at any time) Questionnaires / Surveys 1-to-1 meetings Online surveys and voting
Involving	Enabling people to be part of the process of gathering and evaluating evidence – shaping decisions made about content for the Plan.	Interactive Workshops Evidence Team – see Guide 4

Some events you run may even draw on all three of engagement types – for example you run a ‘pop-up’ event:

- firstly, you need to be sure you **inform** widely about through a range of methods
- you can **consult** people at the pop-up event (this could be linked to an online questionnaire to capture those who don’t come along) and
- during the pop-up event you might have an opportunity for deeper **involvement** by holding some workshops in a room off the main hall.

Worksheet 4 gives detailed practical guidance on some engagement methods. Also see the Evidence Toolkit. Some of the guidance in Appendix 2 includes more, and sometimes more specific, examples.

Towards a process: ‘recipe’ making

This good preparation before you set off will unquestionably save time and possible problems later. And – absolutely critically – **you do not need to, in fact you absolutely should not, engage everybody on every issue at every stage using every possible method!**



Here’s an example of how to plan for that. There is a blank copy of this chart in the appendix **Worksheet 5** that you can use for your own Plan.

As set out above, the stages in this table reflect those as detailed in the [Guide 1](#)

Stage	Who to engage	Notes / details
1: Brainstorming Issues	All in wider community All key groups Hard to Reach groups e.g.; Elderly – to reflect population as shown by census	Inform: Community newsletter – regular updates Notice Board Posters – through the town / village Social Media – promote pop-up and online survey School newsletter - promote pop-up / survey Consult: Online survey, Face-to-face outreach Involve: Workshops with specific groups such as schools
2A: Vision and Outcomes	A range of key local groups	Involve: Workshop bringing together representatives of key local groups
2B: Agreeing Vision and Outcomes	All in wider community All key groups Hard to Reach groups	Inform: Community newsletter – have a regular slot for updates Notice Board Posters – through the town / village Social Media – promote pop-up and online survey School newsletters - promote pop-up / survey Consult: Invite comments / questions by email or via phone
3: Evidence	Targeted groups	Engage: Drawing on key groups on key issues to collect strong and detailed evidence
4A: Producing First Stab Plan	Discuss with: Community Council Officers Working Party Evidence Team	
4B: Sharing First Stab Plan	All in wider community All key groups Hard to Reach groups CCBC and others	Inform: Community newsletter / local newspaper Notice Board Posters – through the town / village Social Media – promote pop-up and online survey School newsletters - promote pop-up and online survey Consult: Pop-up Drop in, Online survey Involve: One workshop bringing together representatives of key local groups, Face-to-face outreach – identify particular groups

5: Amending First Stab Plan	Discuss with: Specific local groups only on 'their' topics where amendment is needed	
6A: Producing Final Plan	Discuss with: Working Party	
6B: Confirming Final Plan	All in wider community All key groups Hard to Reach groups	Inform: As above Consult: Final Online / physical survey to collect any final feedback ahead of adoption for use.

*This applies to practical projects in or linked to Kickstarter Plans **and** Full Plans:*

Action Planning	Specific local groups or newly formed groups according to each agreed action/project	This will be a combination of engagement approaches as appropriate to the action / project
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Reporting and Evaluation

When you submit your completed plan to CCBC, you should accompany it with the completed chart as above showing what you actually did, plus short reports on the results from each method/activity.

This creates an 'audit trail' from day one through to your final Plan, justifying its contents.



Appendix 1: Worksheets

Worksheet 1: Principles and Evaluation

You can use this at the start of the process to inform your thinking on consultation. **Add brief notes in each blank row** to explain how you will address each principle and come back to this at the end of the process and update it to reflect what you did.

PRINCIPLES OF CONSULTATION AND EVALUATION
A whole, planned process is needed; not just a random list of events/activities.
Develop and agree that process with key people, not just your Working Party.
Set the scope of your Plan by being clear about what is and is not open to change.
Identify all possible target groups, consultees, stakeholders.
Set up activities that raise awareness and generate enough interest to, ideally, get 'everybody' involved.
Start early, not when a plan is already drafted and things are already virtually finished.
Use a range of different methods - workshop, questionnaire, survey, drop-in etc.
Use methods appropriate to each different stage.
Report back speedily, regularly and in detail so people can see what difference they are making.
Overall, how well did your engagement work against all the above?

Worksheet 2: Stakeholders

What follows below is a standard list of possible stakeholders as a ‘starter for 10’. It has only been minimally adapted for Conwy, so **this is a template for you to adapt – some of the list will apply, some won’t**.

The aim is to end up with two lists:

- The first is of those who may not be involved directly but need to be kept in touch, for example Natural Resources Wales.
- The second is of those who need to be directly and actively involved at workshops or public events, and in delivery of the plans aims and actions, for example your Chamber of Commerce.

Some categories may simply not apply, so strike them out. There are blank spaces to add other groups you know of.

If you think that a certain group should just be kept in touch, tick that in the column called ‘**Inform**’.

If you think a certain group should be involved directly, tick that in the column called ‘**Involve**’ (this includes consulting as in our 3 elements of consultation above).

If you think a certain group should be involved at particular stages (see WHEN section of main Toolkit) note those in the ‘**Stage(s)**’ column with the relevant Stage number(s). If a group needs to be engaged throughout, add ‘All’.

Do not add any details of groups in this list, just ticks. Add the details after, along with information on each group such as a key contact person, contact information, website, member types and number, communication and digital / physical outreach methods, events and activities. In developing and keeping this list of contacts and information, be mindful of GDPR rules.

Sector/Group/Organisation – EXAMPLE LIST	Inform	Involve	Stage(s)
Elected Representatives			
County Councillors			
Town Councillors			
Communities/Residents			
Residents’ Associations, very local to the site			
Residents’ Associations, from nearby areas			
Voluntary/Community Sector			
Consumer Groups			
WCVA (national membership body for voluntary organisations in Wales)			
Social housing providers			
Racial Council Cymru (local group)			

Sector/Group/Organisation – EXAMPLE LIST	Inform	Involve	Stage(s)
Community Transport			
Cycling groups			
Pedestrians Association			
Motorcyclists Federation			
Wildlife Trust			
Environmental organisations/groups			
Civic Societies			
Childrens' play associations			
Sports organisations/groups			
Arts organisations/groups			
Disability groups			
Elderly persons' groups			
Youth groups			
Pre-school providers			
Local Trusts and grant-giving bodies			
Ethnic organisations			
Faith bodies (churches etc.) and any 'federations'			
WI / Working mens' clubs			
Rotary (etc.)			
Government, Related Agencies and Partnerships			
Local authority officers			
Police and other emergency services			
Natural Resources Wales			
CADW			
Local GPs			
Schools and Colleges			
Regional Arts body			
Regional Tourist Authority			
Town Centre Management groups			
Private Sector			
Electricity, gas, telecoms providers			
Bus companies			
Road user groups (AA/RAC)			
Chamber of Commerce			
Small traders associations			
Larger local companies			
Hotel, guest house and restaurant associations			
Media: TV, papers and radio etc.			
Professional associations			
Others?			

Worksheet 3: The 'Hard to Reach'

When thinking about who and how to engage your community, you should consider the barriers people may face to participation, and how you can overcome these. Take time to consider who might be 'hard to reach' or frequently excluded groups in your area. That might include:

- Elderly people e.g. digital exclusion
- Younger people e.g. not making it relevant to them
- People with time constraints e.g. work or childcare
- People with disabilities e.g. physically accessible venues
- People living in remote or rural areas e.g. events in inaccessible locations
- People with language or cultural barriers e.g. lack of relevant translations

GROUP	IDEAS FOR ENGAGING THEM
Blank rows for you to add others	
Elderly people	
Younger people	
People with time constraints	
People with disabilities	
People living in remote or rural areas	
People with language or cultural barriers	

Worksheet 4: More Detail on Methods

To help start shaping any kind of community planning event (or thinking through whether one would be useful at all) think about the following questions:

- What do you want to **achieve** from an event?
- What are the **main issues** to be addressed?
- How **long** should the event (or events) be?
- **When** should the event be (times and dates) and where should the event be held?
- What **specific activities** should take place, and in what order?
- Who are the **key people** to invite? How do you raise awareness if an open event?
- What **briefing material** should be made available or prepared?
- How will the results of the event be used and built on **afterwards**?

At your events, make sure your activities are:

- inviting and welcoming (and even fun!)
- clearly explained with simple data gathering exercises
- creative and interesting

Overall it is important that people understand why you are asking them for information, views and ideas, and how their input will be used.

TIP: When using photography, film or audio recording at an event, put a poster up at the entrance to notify attendees how this will be used (e.g. social media, printed publication). Make it clear how attendees can let someone know if they do not want to be recorded, photographed or filmed – you can put a bright sticker on this person so they can be identified in any photos and cropped out.

Below is more information and templates for a range of different methods.

Workshop Template

Involving people in the process: WORKSHOP

Workshops can be a great way to delve deeper into a particular topic or shape up a project or plan content as you progress from the Kick Starter stage of the project. They can be a simple and effective way to:

- introduce people to the project;
- get people involved and inspired;
- explore and agree key information and actions

Practicalities:

- Invite people who represent that community and any relevant organisations (such as Conwy County Council). Similar workshops may be held with different interest groups (Heritage Society / Young People) and / or can be focus on different topics (eg: community facilities, open space, etc).
- Make the workshop 1.5 – 2 hours (maximum).
- 2 - 3 people will be needed to facilitate and lead the workshop planning and delivery.
- Send invites should be sent with no less than 3 weeks advance notice – 4/5 weeks better. Ask people to confirm attendance or not, and send reminders a few days before.
- Aim to for around 25 people.
- Think about a good venue location and make sure to avoid times like half term or summer holidays.

For the workshop itself, use a checklist to make sure you have the materials you need:

What	Who will make sure this done
<i>Name badges including for team</i>	<i>ADD Initials</i>
<i>Attendance sheet</i>	
<i>Table numbers</i>	
<i>Display Material / Information Sheets EG: A1 Town Map, A1 Agenda A1 TOPIC Priority Sheets (1 per topic)</i>	
<i>Pencils and small felt tips</i>	
<i>Large post-its</i>	
<i>Large Pens (to keep the writing large, concise and easy to read)</i>	
<i>Blank A4 paper</i>	
<i>Blank Flip Chart Paper (for the tables or wall to stick post-it notes to)</i>	
<i>Blu-Tac</i>	

- All post-it notes and flip chart sheets should typed-up for a full record. Keep a record of the key points / issues / actions and share that as a summary with those who came along (and those who were not able to come along but are interested in the Plan).
- When you know who is coming think about room arrangement. Grouping people into small groups of no more than 6 allows people to talk freely and easily about topics – the key points of which are then fed back to the whole workshop.
- Provide refreshments – show people you value their time.

Template Workshop Format

Arrivals

Think about getting people settled and they know where to sit. You could also have an arrivals exercise where people can write questions on a post-it note.

Introduction (15-20mins)

- Facilitator to explain purpose of workshop (don't forget to say that there will be a report capturing key outputs from the workshop)
- Ask anyone who doesn't want their photo to be taken to let X know (can place a bright sticker on them)
- Invite everyone to say who they are
- Answer a selection of questions from the arrivals exercise – any outstanding questions can be addressed in the feedback report.

Group Topic Work (40 minutes)

Work on separate topics (such as housing / community facilities / green spaces) and asked to explore the topic – building on the results of the Kickstarter feedback eg:

TOPIC: Housing

- Challenges – confirm / clarify what has been identified to date
- Possible Solutions – list ideas
- Delivery – how / who is key in delivering those solutions
- Record using flip chart paper

Feedback (25 minutes)

- Each Topic Group presents feedback to the whole group
- Facilitator records any key observations on flipchart

Closure (5 minutes)

- This will cover an outline of next steps

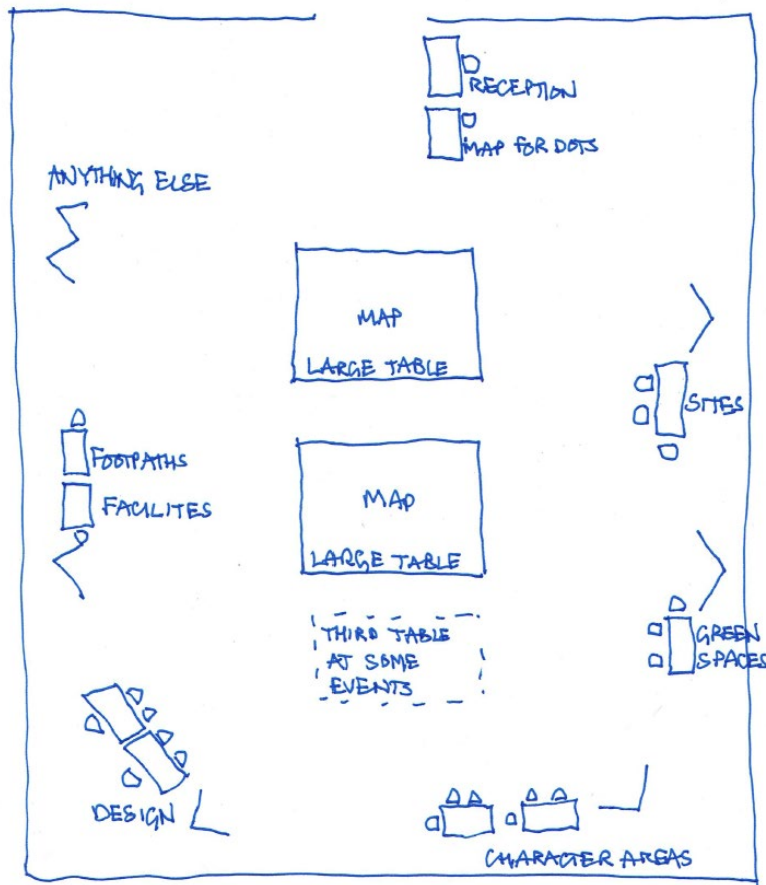
Workshop planner table – Copy the section in grey to use for your own event

Time	Activity	Minutes	Who	Material	Notes
12.00	Set-up	90	WHOLE TEAM	ALL	Really important to give yourselves more than enough time to set up – this means you can be relaxed when the event starts (some people also arrive early!)
14.00	Arrivals	15	RT on reception	A1 Agenda Attendee List Name Badges	Expect people to be late / right on time to build in some time to allow for that!
14.10	Introduction	15	LM	Presentation Slides?	
etc	etc	etc	etc	etc	Etc

Involving People: Pop-up / Drop-in events

- These are events where people are invited to drop-in at any time over a few hour period (good to run these so they cover different parts of the day / week eg Wednesday day 11am – 3pm / Thursday 4 – 7pm / Saturday 11am – 2pm).
- A range of interactive displays and activities are set up as part of the pop-up to stimulate ideas and obtain feedback. Can be run in a local community space. Can be adapted to be smaller scale and run at a market to capture a wider range of people.
- The event(s) should widely advertised. Important to carefully prepared the displays and activities in relation to the space that you have.

- Results are written up and circulated to all who attended and made available via the platforms you have (eg on your website / link to in a feedback newsletter)



Above: Diagram showing an example room layout for a drop-in

The diagram shows a 'map for dots' by reception. To get a good idea of where people have come from (and pick up later on any gaps in coverage) everybody arriving simply puts, on a big map, a sticky coloured dot close to where they live.

Involving people: Interactive Boards

Interactive boards (shown on the diagram above by the wide V shape) are a way of collecting information from people and are a great way to build up an overall picture over the course of a workshop or pop-up drop-in (events that are held over a day or afternoon that people can 'pop into' at any time).

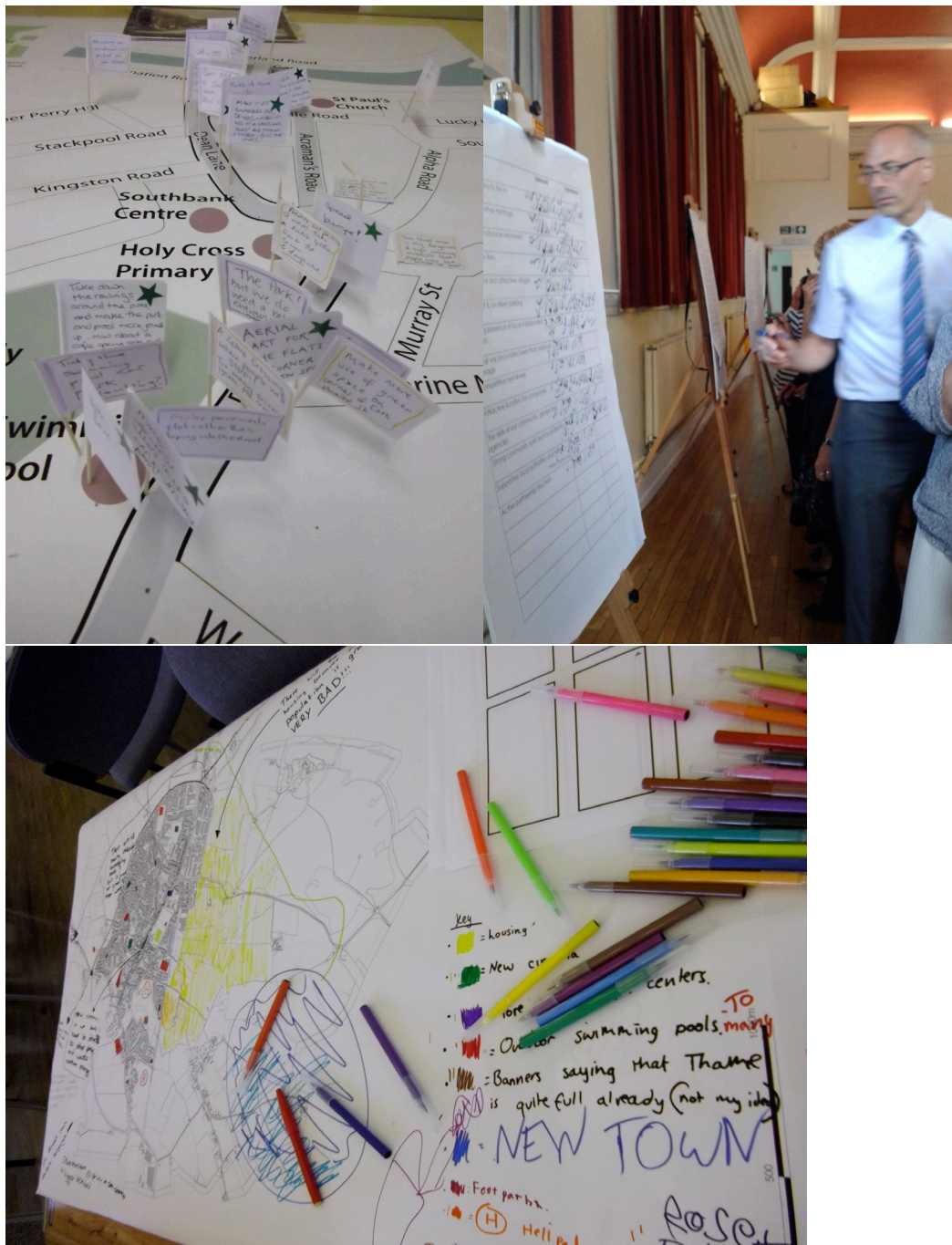
This method can be used with maps or text. Large flipchart sheets or print outs will be needed for this as well as large pens and post-it notes. Make sure you can use the wall, or easels can be a good way to present these boards. Large maps (A1 or A0) can be laid on a table in a place where people can get around it.

Different kinds of interactive boards:

- Prioritising suggestions – give people a set number of sticky dots and ask them to place them next to the actions they support the most.
- Feedback on issues / ideas / action plan proposals: A pre-typed large sheet with proposals – people can tick if they agree / place a cross if they do not. Leave space at the bottom or on a blank sheet next for comments (ask people to do this on post-notes – this will also you group comments that follow a shared theme)
- Maps: Mark key community facilities and comments with small flags / ask people to identify the best (green sticky dot) / worst places (red sticky dot) in the town and have post-it notes so people can add comments
- Anything Else Sheet: Always good to have a sheet to collect final thoughts / general comments

Example feedback on Proposals – Blank on the left and a record of the results on the right

ACCESS AND MOVEMENT ISSUES/IDEAS					
<p>Tick if you agree with a listed item, place a cross if you disagree, and add any comments or ideas</p> <p><i>This is about vehicle, pedestrian and cycle access and movement, not just on the site. This applies to the first phase but also think about next stages, which will include some commercial even industrial uses.</i></p>					
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Consulting people: Draft Plan

Consulting on your draft Kickstarter Plan, or full Place Plan or Community Plan is an important step in finalising the plans and building wider public awareness and support. If you are preparing a Place Plan this will be an important stage in progressing your Plan to becoming a formal planning document.

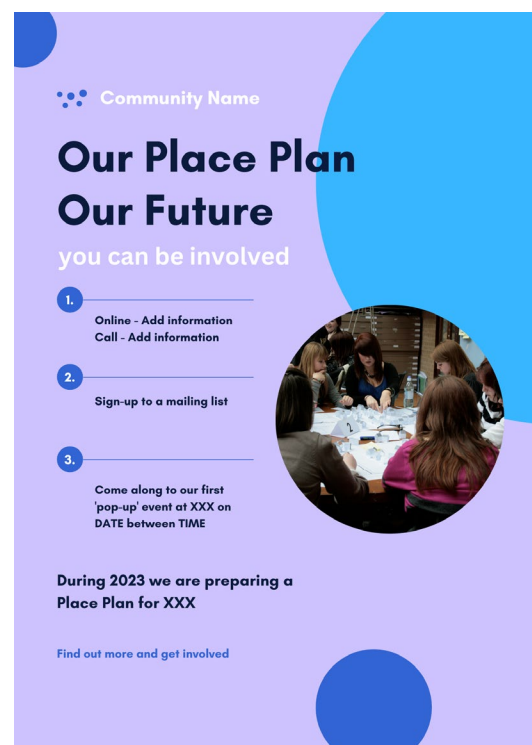
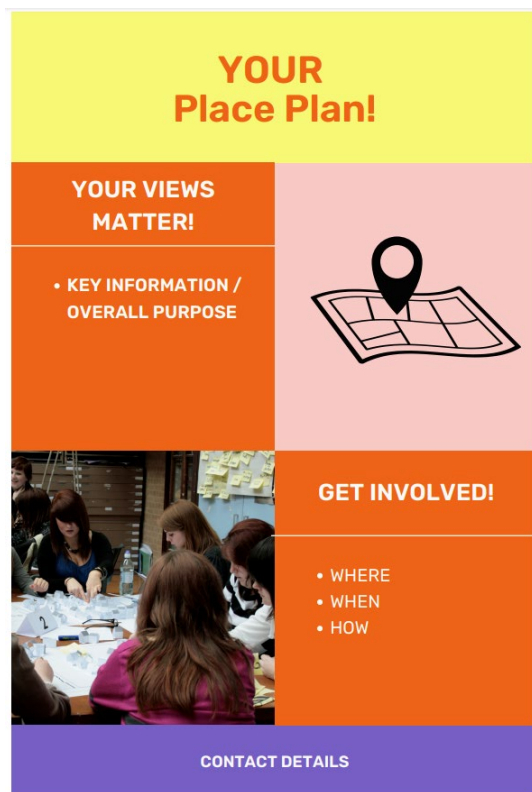
Making sure that people who live and work in your plan area are aware of the draft plan and have a chance to comment will be important. Key things to decide:

Prepare - decide on overall approach

- When? (6 weeks is a good time period)
- How to publicise (posters / leaflets / local news / social media / mailing list)
- Methods: Pop-up Drop-in events in a few different locations at different times / presentations to key groups. Consider holding a workshop. See guidance earlier in this toolkit.
- Supporting Material: A leaflet summarising the key features of the Plan and information on how people can find out more / exhibition material / online information
- Feedback mechanism: An online survey with options to respond via a paper copy
- Delivery
- Share the task of attending events between the working party
- Add further events if needed or adapt where necessary during the 6 week consultation period
- Post Consultation
- Analyse feedback
- Amend / Update Plan as necessary
- Prepare a report setting out the consultation results and the ways in the Plan has been amended as a result

Informing people: Information Posters / Leaflets

- A great online resource where you can create great posters / leaflets / images for social media etc **for free** is Canva - <https://www.canva.com/create/posters/>
- Posters are a great way to raise general awareness or to advertise a specific event. Leaflets can be an excellent way to summarise the key features of your Place Plan.
- Example posters made using Canva:



Worksheet 5: Project Planning Proforma

STAGE	WHO TO ENGAGE	NOTES / DETAILS – Method / who to involve / purpose
1A: Identifying Issues Include notes on time scales here		
1B: Agreeing Issues		
2: Collecting Evidence		
3A: Developing Vision and Outcomes		
3B: Agreeing Vision and Outcomes		
4A: Producing First Stab Plan		
4B: Sharing First Stab Plan		
5: Amending First Stab Plan		
6A: Producing Final Plan		
6B: Confirming Final Plan		

APPENDIX 2: GUIDANCE

There are many, many guides to conducting effective community engagement. The problem is that nearly all of them say far more than here (too much perhaps) about why engage, principles, stakeholders, methods etc. and then offer little in terms of the day-to-day, practical details of running a workshop etc.

We do not suggest that all on your Working Party should read all of those Guides noted below. Our suggestion is that just the Engagement Champion within your Working Party takes a quick look at those Guides noted below to pick out any useful ideas, lists, other methods etc. that might be directly relevant to your Plan. There are, however a few select guidance links:

<http://www.communityplanning.net>

This is the top recommendation for a website that is packed with particularly useful and practical information. This is a fantastically detailed website with a wide range of resources.

<https://www.conwy.gov.uk/en/Council/Have-your-say/assets/documents/Community-Involvement-strategy-updated-2021-English.pdf>

This toolkit explains the various traditional and digital community engagement tools and techniques available to you, providing an overview of how they work and when best to use them.

<https://theglasshouse.org.uk/resources/designing-places-with-people-tips-for-your-community-engagement-strategy/>

There are some excellent resources from The Glasshouse. This document gives tips especially designed for people working on transforming buildings and spaces.