



STATEMENT OF COMMUNITY ENGAGEMENT
AND COMMUNICATION

1. SUMMARY

- a. Neighbourhood Plans are community-led plans
- b. The New Milton Neighbourhood Plan will demonstrate that it is community-led by careful planning of the process and then gathering evidence of the engagement process and describing this in the Consultation Statement.
- c. Effective communication is at the heart of the community engagement.

2. INTRODUCTION

- a. Neighbourhood Plans are community-led plans. The role of the Working Group is to ensure that processes are delivered that enable the community to be effectively engaged in producing the plan. This Statement of Community Engagement and Communication describes that process and how the Working Group can later provide the evidence that it has been delivered.

STATUTORY REQUIREMENT

Planning legislation requires Neighbourhood Plans to be based upon consultation and community engagement

*Neighbourhood Planning Regulations requires a completed Plan to be submitted with a **Consultation Statement** demonstrating*

- *Details of people and bodies engaged in the process*
- *How and when they were engaged*
- *Summarising the main community issues and concerns that came out of the engagement*
- *How the community issues and concerns were addressed in the Plan*

- b. Community Engagement is a two-way, iterative process and means involving, discussing and listening, taking account of what is said and reflecting ideas and wishes in the Plan.
- c. Communication is the means by which information and ideas and outcomes are passed between people. Effective communication is at the heart of effective community engagement. This Statement also sets out the communication tools that will be used in engaging and informing the community, for example the website,

leaflets, posters and considers how to tailor communication to be effective for different sections of the community.

3. GOOD PRACTISE IN COMMUNITY ENGAGEMENT

- a. Front Loading – the most important stage is at the beginning to identify key issues and themes to inform the vision and aims of the Plan.

Ask simple open questions of different community groups

- *What is good about New Milton parish?*
- *What pressures are there in the area?*
- *What changes might be needed to make New Milton parish a better place to live and work?*

Show how the answers identify issues, develop themes, lead to aims and objectives for The Plan

- b. Include awareness raising- explain what the process is for.
- c. Be open and inclusive, ensure all parts of the community have been involved.
- d. Ongoing engagement should be flexible to respond to issues raised- for example setting up working groups, gain more information to develop detail, test draft ideas.
- e. Remember statutory partners such as the District Council and National Park Authority and different stakeholder groups such as retail, construction and service businesses, sports groups, landowners, building and environmental conservation.
- f. Consult on the draft Plan – make it possible by producing a summary, presentations then amend the plan in light of feedback received.

AVOID

- *Thick document in library!*
- *Talking at people!*
- *Publish and defend!*
- *Being boring!*
- *Outcomes predetermined!*

4. THE NEW MILTON PROCESS FOR COMMUNITY ENGAGEMENT

Table 1 Key Stages of Engagement – see also the Process Diagram in Fig 1

Stage	What we will do	Evidence for Consultation Statement
<p>Initial Community Engagement:</p> <p>Awareness raising</p>	<p>Make people aware that there is an opportunity to engage in the Plan and what it can mean</p> <ul style="list-style-type: none"> • Launch- leaflet every household and key stakeholders and partners to advertise the Plan and website, invite to a series of initial events to learn and give views, include form • Press releases • Radio and Tv 	<p>Record</p> <ul style="list-style-type: none"> • Leaflet mailshot details • responses • Press coverage
<p>Initial Community Engagement:</p> <p>Vision, aims, scope issues and topics of Plan</p>	<p>Develop Vision, aims, scope issues and topics of Plan</p> <p>Run a series of interesting tailored Community events to</p> <ul style="list-style-type: none"> • inform about the Plan process and • gather early views on issues and wants for the parish <p>‘what is good/bad about New Milton parish’ ‘what needs changing’ ‘what needs keeping’</p> <ul style="list-style-type: none"> • are current policies Ok? • What new policy areas are needed? • What will happen to the ideas generated? 	<p>Record for each event</p> <ul style="list-style-type: none"> • target audiences show covered all community/stakeholders • numbers/who attending • take photos • contact details? • Capture ideas in simple form – eg post-its on issues map • Produce issues and ideas analysis
<p>Feedback communication on vision, aims, scope</p>	<p>Communicate draft vision, aims, issues and scope that have arisen from the initial stakeholder engagement using website, press release, posters.</p> <p>Amend in light of feedback</p>	<p>Record the means of communication and feedback received, actions taken</p>
<p>Policy Community Engagement</p>	<p>Run a series of workshops to develop policy on key areas, use necessary evidence-</p> <ul style="list-style-type: none"> • Invite key stakeholders and partners • Invite wider community 	<p>Record for each event</p> <ul style="list-style-type: none"> • target audiences show covered all community/stakeholders • numbers/who attending • take photos

		<ul style="list-style-type: none"> • contact details? • Capture ideas in simple form – eg post-its on issues map • Produce issues and ideas analysis
Feedback on draft policies	<ul style="list-style-type: none"> • Having developed policies with help of consultants, including environmental assessment, communicate outcome using website, press release, posters • Amend in light of feedback 	Record the means of communication and feedback received, actions taken
Draft Plan Community Engagement	<ul style="list-style-type: none"> • Statutory 6 week pre-submission consultation on full draft plan. • Amend in light of feedback 	Record the means of communication and feedback received, actions taken
NFDC/NFNPA Submission draft plan consultation	NFDC/NFNPA will consult again for 6 weeks, then put the Plan to Examination together with the comments received	NFDC/NFNPA will send comments to Independent Examiner
NFDC/NFNPA Modifications	NFDC/NFNPA will make any modifications recommended by the Examiner	
Public Referendum	NFDC/NFNPA will undertake the public Referendum	Yes Plan implemented or No Plan discarded

5. THE CONSULTATION STATEMENT: SHOWING HOW VIEWS HAVE BEEN GATHERED AND TAKEN INTO ACCOUNT

- a. The evidence of the community engagement described in Table 1 above will be summarised and described in the Consultation Statement that is submitted to the Examination of the plan.

6. KEY PRINCIPLES OF GOOD COMMUNICATION

- a. Effective communication will be at the heart of the community engagement process. Key principles are:
- i. To provide honest, clear and unambiguous communications.
 - ii. To reach everyone – to ensure all residents, businesses and other stakeholders who live, work and play in New Milton parish have equal accessibility to all information.
 - iii. Information must be relevant and in plain language.

- iv. Consideration needs to be given to those that are hard to communicate with, for example the needs of people with disabilities of any type and whose first language may not be English.

7. COMMUNICATION PATHWAYS

Communication pathways	What is communicated
Web Site : www.newmiltonplan.org.uk With social media	Central Information Resource – people, all plans, all minutes, forthcoming events, engagement questionnaires, results of engagement Facebook Page / Twitter Account / Google+ Circle Use of New Milton Streetlife Use of NewMiltonToday.Com Mailing List (3500+)
Town Council Web Site	Introduction and Re-direction to Main Web Site
NM Town Partnership & NewBiz Web Site	Introduction and Re-direction to Main Web Site
Club / Society / Association Web Sites	Encourage Link to Main Web Site
Central Town Noticeboard	Consultation Announcements / Minutes / Information
Other Noticeboards Community Association / Memorial Centre / Library	Consultation Announcements / Minutes / Information
Displays at Major Town Events NEMBRA Meetings / Club AGM's Etc	Standard Set of Display Panels with On-Going Updates –.
Displays at other Events and Meetings New Milton Weekly Market Societies – New Milton U3A / NMDFAS	Stakeholder Engagement events to show evidence and issues information
Periodic Newsletters	<i>If felt an appropriate and viable media</i>
Press Announcements	Press Releases to NM A & T and Bournemouth Echo
	Press Releases to Local Radio / Interview slots
	Information for Parish Church and other Newsletters
Press Display Advertisements	Notices of Consultation Meetings
Free Publications – Focus/NM Mail/NF Post	Notices of Consultation Meetings plus “Advertorials”
Other Media – SolentGuide and Wave FM	Notices of Consultation Meetings
Street Displays / Posters / Banners	Notices of Consultation Meetings
GP's and Dental Surgeries	Notices of Consultation Meetings
Letters / Flyers delivered to Residents	Awareness raising

Letters to potential residents	Available via Local Estate Agents
Letters and E-Mails to all Clubs & Groups	NewMiltonToday.Com has database NewBiz Membership Announcements for Lions and Rotary Meetings/Events
Letters / Flyers delivered to all Businesses	

8. COMMUNICATING WITH ALL SECTIONS OF THE COMMUNITY

Section of Community	Communication method
The Town Council	Minutes / Reports and Presentations / Web Site
Statutory bodies Other Elected Members – NFDC and HCC Officers	E-Mails of Reports and Presentations / Web Site
Neighbourhood Plan Working Party and any Sub Groups	E-Mails / Web Site
Residents	Consultation Events Communications through Groups & Associations Direct Mail / Flyers / E-Mails Website / Social Media
Residents – working parents with primary school children	Flyers in book bags
Elderly Residents	Presentations at Group Meetings etc. Consultation Events Communications through Groups & Associations Direct Mail / Flyers / E-Mails Website / Social Media Contact with specifically related bodies
Persons with disabilities	Presentations at Group Meetings etc. Targeted Consultation Events Communications through Groups & Associations Direct Mail / Flyers / E-Mails Website / Social Media Contact with specifically related bodies
Residents - Young working People without children	Targeted Consultation Events- sports centres, employment centres
School age	Schools and Colleges Targeted Consultation Events and PTA Contact
Community & Voluntary Groups	Targeted Consultations Events

	All other media routes
Faith groups	Targeted Consultations Events All other media routes
All Business – Retail/Industrial / Service	Consultation Events NewBiz The New Milton Business Group All other media routes
Service Providers- health providers, police	Letters / E-Mail / Meetings
Major Landowners	Letters & Face to Face Meetings
Developers	Letters & Face to Face Meetings

9. MONITORING AND IMPROVEMENT

- a. The Project Plan contains periodic external audit of all plans and processes associated with the Neighbourhood Plan, and this will include this statement.
- b. After each of the three Stakeholder Engagement events the Working Group will review the success of the process and recommend changes to improve success. This on-going review and improvement will be written up as part of the Consultation Statement.

Appendix 1 The New Milton parish Community- different sections to engage

Unemployed, young	Retired/senior citizens
Unemployed, all ages	Disabled and ill
Working adults without children	Homeless
Parents and pre-school children	School children and students
Parents and school-age children	different faith groups
English/other language groups	

Appendix 2 Stakeholder and Community Groups

STAKEHOLDERS	COMMUNITY GROUPS
Meyrick Estate	Schools
Double H	Community Association
Memorial Hall	NEMBRA
New Milton Sand and Ballast	Faith groups
Drews	Business and employment
Health Centres	Retailers- New Milton Partnership
Police	Industrial Estates
NFDC Social Housing Planning	Village halls
NFNPA Social Housing Planning	Sports Clubs
CAB	Youth Groups
Charities Age Concern, Hope etc	New Forest Advisory Service

Disability Groups	Empire Skate Building
Business	Women’s Institute
NFDC – Social Housing	British Legion
	Round Table
	Lions Club

Appendix 3 Statutory Partners

New Forest District Council – planning policy

New Forest National Park Authority – planning policy

Hampshire County Council

Neighbouring Town and Parish Councils- Sway, Hordle, Ringwood, Christchurch

Environment Agency

Highways Agency