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LISKEARD NEIGHBOURHOOD PLAN

COMMUNITY ENGAGEMENT AND INVOLVEMENT STRATEGY

October 2014 Edition

Liskeard Neighbourhood Plan Team



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LISKEARD NEIGHBOURHOOD PLAN - COMMUNITY ENGAGEMENT & INVOLVEMENT STRATEGY

INTRODUCTION.

The strategy will guide the work of the Liskeard Neighbourhood Plan Team as it creates the Plan together with the community of Liskeard. The strategy will be reviewed in the light of experience at the end of each stage of progress with the Neighbourhood Plan, and will be adjusted to ensure that every part of the community is being afforded a reasonable opportunity to help shape the Plan.

The Liskeard Neighbourhood Plan Team recognises that for a Neighbourhood Plan to reach its full potential as part of the statutory planning framework, and have real local credibility, it must be prepared by the community that lives in, works in and uses the Neighbourhood.

The Liskeard Neighbourhood Plan Team has therefore prepared a strategy for engaging with and involving all sectors of the community in the preparation and adoption of the Plan.

KEY STAGES

The key stages proposed are:

Stage 1 - Awareness raising of the purpose and value of the Liskeard Neighbourhood Plan process, how it works, what can or cannot be done through the process, and how to become involved

Stage 2a - Learning what were the most important issues for our community, and what solutions were thought to be most appropriate

Stage 2b - Community engagement in the analysis of local issues, creating the vision, and scoping of the Liskeard Neighbourhood Plan objectives and themes

Stage 3 - Community engagement in the development of the policy and proposal options to be considered

Stage 4a - Awareness raising in advance of the formal consultation stages.

Stage 4b - Consultation on the draft plan.

Stage 5 - Promotion of the final plan and awareness raising for the local referendum.

Wise Words

‘Consultation and community engagement is a fundamental requirement of the Neighbourhood Planning Regulations, the process of plan making being almost as important as the plan itself’
Jeremy Edge, Independent Examiner Tettenhall Neighbourhood Plan

‘The most important stage of community engagement is at the beginning. This should be undertaken before the plan’s vision and aims are developed; the purpose is to identify key issues and themes and to inform the vision and aims’

Neighbourhood Plans Roadmap Guide, Locality 2012

OBJECTIVES

Underlying the strategy are the objectives of ensuring that:

- Community engagement is ‘front-loaded’ and the results considered before work commences on the plan, and continues throughout the process of plan preparation.
- The entire community of Liskeard and adjoining Parishes, members of the Town Council, the Neighbourhood Plan Team, those with a professional interest in the planning process, local schools and other organisations, are all effectively engaged.
- Engagement and consultation methods take account of the diversity of the whole community so that all members of the community inform the plan.
- When creating the plan, the Town Council has a good understanding of the concerns and aspirations that are most important to the community and stakeholders;
- The local community becomes more aware of how planning works and understand what can and cannot be done through the different parts of the planning system;
- The local community understands the final planning policies that appear in the Liskeard Neighbourhood Plan and supports the planning decisions which follow these policies;
- Good use is made of local of resources in creating the plan, including the skills, knowledge and energy of the community and other people living or working in the Town;
- The ability and confidence of the community to participate fully in the planning and development process is enhanced.

APPROACH

The Liskeard Neighbourhood Plan Team is conscious of the difference between community engagement, which involves participation in the creation of policies and proposals, and simple consultation.

The intention is therefore to encourage an active dialogue with the community during the engagement stages. This will use a mix of creative and stimulating approaches that will ensure that community understanding of issues is promoted, opinions and ideas are recorded effectively, and feedback to the community is frequent and honest.

Throughout the process effort will be made to raise community understanding of the role, value and limitations of the Neighbourhood Plan. Key themes will be raising awareness that some hard choices face the town; that these are best made locally through a Neighbourhood Plan process that brings people together

Wise Words

‘...ongoing community engagement should be designed to provide information needed to develop the detail of the neighbourhood Plan...

Ongoing community engagement can include consultation on the draft vision and aims and also workshop events or discussions to examine specific issues / themes. This is an interactive process and should be flexible to respond to issues being raised. A useful mechanism to take this forward can be to set up working groups tasked with exploring a particular issue or idea in more depth’

Neighbourhood Plans Roadmap Guide, Locality 2012

around a common set of aims and builds consensus; and to dispel cynicism about planning and local government whilst maintaining a sensible level of expectation.

To begin, a clear 'visual identity' for the Neighbourhood Plan project will be established. This will be an extension of the Council's existing branding, which will allow for all material used to be instantly recognizable and interesting to users. This will also help to engage with individuals and groups who are discouraged by or cynical about approaches from local government. The visual identity will support the message that the town and its community is moving forward, on a journey of improvement to a better future. (See Figure 1).

Community interest and engagement will also be promoted through the encouragement of active participation in the work of producing the Neighbourhood Plan. This may simply be in providing 'feet on the ground' during events, or more particularly through taking part in working groups to collect and analyse information, investigate opportunities, and work up ideas into creative new policy proposals. These working groups will be set up after the initial engagement period when the communities' priority issues have been identified.

The Liskeard Neighbourhood Plan Team will also ensure that those that live outside the town boundary but work, shop or use services within the town are also involved.

The engagement and participation process will also include measures to ensure that local commercial businesses, social enterprises, voluntary and community organisations and groups, schools, faith groups and special interest groups are all involved.

Engagement and statutory consultation with official bodies will also feature at appropriate stages.

Plain language will be used as far as possible and efforts made to avoid jargon and to explain technical terms. Questionnaires will be simple and straightforward, offering the opportunity for rapid response or more thoughtful consideration by those who are willing.

Councillors will have an important role to play both in expressing the concerns of residents and interested parties and in the distribution of information to their community. Summary documents and easy to read documents will be used, especially at stages where extensive formal documentation or technical reports are involved.

Advertising and Press Releases will be issued prior to events, including local newspapers and the Town Crier Magazine, the Town Council Notice Board and its website.

Engagement and consultation will be designed to ensure that all groups are involved, and not simply the 'usual suspects', recognising that different groups of people need to be contacted and communicated with in different ways. To achieve this a basic community profile based on the 2011 Census will be used to identify the various strands present in Liskeard so that opportunities to be involved or comment can be offered at times and in locations and formats that are most appropriate for them (e.g. supermarket foyer, play-group, care home, through social media etc.). All events will be held at venues that have good access for everybody,

including people with disabilities. Events will be timed to allow as wide as possible access whether working or taking into account public and school holidays.

Local organisations and partnerships representing various interests will be used as an avenue of engagement, as will a variety of general community events. Key local stakeholders and potential partners will be identified to assist with community engagement, for example the Community School, faith groups, care homes etc.

Fullest use will be made of IT methods of engagement, including the creation of a comprehensive website, a Facebook page, and a Twitter account. These will not only give information, but provide further channels for people to become involved, comment and discuss the Plan

Feedback allows people to see how their contributions have been taken into account and to maintain their confidence in the process. This feedback will be given regularly in relevant, concise, and easily understood formats such as press releases, reports in the Town Crier, direct letters/emails, the website and social media.



Figure 1: The Logo: depicts the journey of the town and its folk to a better future.

Individuals, groups and organisations will also be given the option of being removed from consultation lists on request, either for the whole process or in relation to particular documents.

The Liskeard Neighbourhood Plan Team will decide whether it is necessary to send full copies of documents or whether to notify parties of their availability. Groups and organisations that respond may be asked how widely they have consulted when making a response.

Analysis of engagement and consultation responses will be conducted in a way that looks at the depth and range of comments received. This may include a numerical analysis identifying key theme, gender and age group information given by respondents, related to the demographic make-up of the Liskeard population, so that further targeted engagement activity can be carried out if necessary. Such analysis of the comments received will aim to draw out any issues that qualify the respondents support for themes, the links between the themes that respondents perceive, and respondent's suggestions as to how particular themes might be tackled. Any non-land-use issues identified by respondents will also be analysed and reported to the Town Council, and action to deal with them may be incorporated into the Neighbourhood Plan as "projects".

THEMES

To make the areas of concern for the Plan more easily understood and inclusive, the following themes are proposed, which arose from the initial scoping activity:

- A place to work and learn
- A place to live
- A place to meet, shop and do business
- A place to relax and enjoy
- A place with a sustainable future

WEBSITE

A dedicated website – linked with the existing Town Council website – is an essential part of the strategy. It will provide a standing resource of full and clear information about the Neighbourhood Plan process, enhance opportunities to take part and be the repository of evidential material.

The key elements of the website will be:

<p>Explanation</p> <ul style="list-style-type: none"> • An overview of what neighbourhood planning is about generally • What Liskeard is doing about making Plan, how it has organised • Who is currently on the Liskeard Neighbourhood Plan Team • How they can find out more • Publication of formal notices • Links to other helpful sites 	<p>Participation</p> <ul style="list-style-type: none"> • Information as to how people can become involved to make comments or to actively volunteer support • Notice and promotion of forthcoming events • Preparatory information, guidance and materials for engagement events, survey events etc • Ability to collect comments, do surveys etc (Survey Monkey)
<p>Library</p> <ul style="list-style-type: none"> • A library of all the background guidance documents • Data recording local information, community and organisational views, statistical and policy analysis • A record of completed work including photographic evidence 	<p>Accessibility</p> <ul style="list-style-type: none"> • Users will include people with disabilities and learning difficulties, so easily accessible areas should be provided, with appropriate adjustments to type size, use of easyread etc • Use of colours/layout that are colour vision deficiency friendly.
<p>Media</p> <ul style="list-style-type: none"> • Ability to download and open .pdf files with easy navigation back to website • Short video clips of interviews, people making comments etc 	<p>Social Media</p> <ul style="list-style-type: none"> • Links to Facebook and Twitter • Mobile friendly to improve use by younger people.

In order to be easily remembered and found on browsers, a separate and clear domain name featuring reference to Liskeard Neighbourhood Plan will be used.

DATA PROTECTION

If the collection of personal data is necessary this will be managed in compliance with the 1998 Data Protection Act and the Freedom of Information Act 2000.

SAFEGUARDING

Anyone working directly with children or vulnerable adults in the creation of the Liskeard Neighbourhood Plan will need to have a Disclosure and Barring Service (DBS) Check carried out, and adequate safeguarding measures will be built into the design of events involving children, young people and vulnerable adults.

EQUALITIES

The Equalities Act 2010 makes it illegal to make decisions that adversely impact on the equality and diversity rights of groups or individuals. The creation of the Liskeard Neighbourhood Plan must therefore pay 'due regard' to the 9 'Protected Characteristics' under the Act. These include age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief, sex, and sexual orientation.

Steps will therefore be taken, as noted in the description of the approach to engagement above, to ensure that all residents are given the same opportunities to be involved in creating the plan.

A 'Community Impact Assessment' of the plan making process will therefore be made at the various stages to ensure that no individuals or group has been discriminated against.

HEALTH AND SAFETY

All engagement activities will be risk assessed to ensure that those arranging, supporting and visiting events or otherwise becoming involved are able to do so in reasonable safety. A standard Risk Assessment Form has been developed for this purpose. See the [Document Store](#).

COMMUNITY STRUCTURE AND ENGAGEMENT NEEDS

The community of Liskeard is made up of different groups and people in varying social and economic circumstances, well-illustrated in the 2011 Census. Although that census is now 3 years old, as a 100% count it gives the best picture of the make-up of the town's population. The absolute numbers may have changed slightly, but the percentage proportions of each category and age cohort will not have changed significantly in this time.

Approximately 2050 (22%) of Liskeard's usually resident population were under 18 years old. Their views, as future adult residents and users of Liskeard, are important. In particular around 300 young people will be old enough to vote in the Liskeard Neighbourhood Plan referendum in 2016/17. This is a group that is usually quite hard to engage with as its attention is strongly drawn elsewhere – the 'adventure' of growing up, intensive school work etc – and special effort will be necessary to get these youngsters involved. The use of school activities, events within attractive youth events, or 'activist' young people to capture views as agents, may be necessary.

The number of younger adults was 1270, about 13.5% of the total. This group is made up of socially and economically very busy people, or have young and demanding families, and therefore rarely have time to engage with local government issues unless very directly affected. This group may be engaged by providing opportunities alongside other activities, for example when doing weekly food shop.

The number of more mature working age people at around 4000 was a fairly typical proportion. This group are easier to engage with, having more time and wider interests than younger age groups, and is the likely source of volunteer effort and a great deal of experience to call upon.

The 1800 older people (65+) was proportionally significantly greater than the national figure. Likely to be very keen to become involved, but notably around 250 were 85+, likely to suffer mobility, access, and health issues that could restrict their ability to become involved in the Plan. Many of these will live in the Town's 12 care homes, which provide potential locations for engagement.

The nationality, national origin, religion and ethnic group information from the Census illustrates that Liskeard is a community with little diversity. There was a significantly greater proportion of white people compared to England (95.7% compared to 79.8%). This bias was reflected in the low proportions of mixed/multi ethnic people (55, or 0.75% compared to 2.2% nationally), Asian people (60, or 0.63% compared to 7.7%), and black people (12, or 0.12% compared to 3.4%). The proportions for religions such as Buddhist, Hindu, Muslim and Sikh was also very below average (40, 0.43% compared to 3.3%), although the proportion asserting other religions (0.6%) was higher than the national figure (0.4%). The significance of this lack of diversity is that it's possible for minority groups to 'disappear' against the predominant background, and therefore to be un-engaged in the Plan process. For example in 2011 the proportion of people living in Liskeard with English as main language was 97.5% compared to 90.9% nationally. However some 1.23% of people lived in a household where no English was spoken as the main language. In absolute terms that is 52 people who may have difficulty dealing with Plan materials delivered in English.

In terms of health, 2,034 of residents (21.6% compared to 17.6% nationally) said that their day-to-day activities were limited through ill-health. Of these 899 (9.55% compared to 8.3% nationally) of residents said that their day-to-day activities were limited a lot. Of these, 428, or 47.6% were of working age (compared to 43.7% nationally). Some 1280 households (30% of total) had at least 1 person with long-term health problems or disability. So in there is a sizeable proportion of residents who through ill health or disability may find it difficult to become engaged in the Plan unless measures are taken.

Over 1000 people were recoded as carers, 11% of the usually resident, with some 250 people (or 2.7%) providing more than 50 hours caring per week. All carers are busy people, but those providing extensive care will have little opportunity to engage in the Plan without assistance.

No census data on sexual orientation and gender preference is available. The ONS Integrated Household Survey 2011 found 1.9% to be lesbian, gay or bisexual. However Stonewall says that the UK Government estimate, used for policy making, that 5% to 7% of the population is lesbian, gay, bisexual, transgender or questioning (LGBTQ), is reasonable. This implies that between 150 and 525 of the usually resident population over 16 (7512) may be LGBTQ. The engagement and consultation strategy should look at ways of

communicating with this strand of the community, using local channels or county-wide representative organisations.

Data on hours worked shows that around 550 people worked for 49 hours or more, a significant number of residents that may not have time to engage easily into neighbourhood plan activity at traditional times. With economic recovery this issue may recently have grown.

In 2011 Liskeard had 1738 people holding managerial, professional and administrative posts (41% of residents in employment compared to 52.6% nationally). A further 625 (14.7%) held skilled trades, higher than the national proportion (11.4%), and 1000 (23%) in caring, and customer service employment (compared to 17.7% in England), with 565 (13.4% compared to 11.1% in England) in elementary occupations. In terms of qualifications some 1825 (23.8%) were unqualified and the highest level qualification held by another 1145 (15%) was Level 1. A total of 1665 or 21.7% held level 4 or above qualifications, a considerably lower proportion than experienced in Cornwall (25%) and nationally (27.4%) The implication for engagement and consultation are that there is proportionally speaking, a smaller pool of skills and experience to call upon compared to many other towns.

No data from the 2011 Census on commuting and jobs within the town are yet available. However, the Cornwall Towns Study 2006 estimated that about 42% of people working in Liskeard were also residents of the town, which if applied to the NOMIS Business Register and Employment Survey estimate of approximately 4,400 jobs in Liskeard in 2012, suggests a figure of 1,848 residents working in the town. Subtracting this from the 2011 Census employment figure of 4,235 implies that approximately 2,387 residents work outside the Town (and conversely that 2,552 jobs in the town were occupied by non-residents). This means that there are probably a significant number of out-commuters that will have restricted time to be engaged in the Plan, and a significant number of in-commuters whose views are relevant as they have a stake in the future of Liskeard as they are users of it.

(More details from the Census can be found at: <http://www.planliskeard.co.uk/2011-census-data-for-liskeard/>)

POTENTIAL ENGAGEMENT METHODS

Taking the above factors into account, the Neighbourhood Plan Team have identified a range of techniques in which the various community elements might be engaged with.

GROUP	PUBLICITY METHODS	POTENTIAL ENGAGEMENT METHODS
Schoolchildren (aged 5-16)	<ul style="list-style-type: none"> • Notices and announcements through schools, pre-schools, children centre • Events and activities aimed at parents • School Fetes 	<ul style="list-style-type: none"> • ‘Making’ events and parent/child activities • School projects – model making. • Competitions run through the local community, radio or newspaper • School Fetes • School projects and curriculum involvement • Events within attractive youth events, or ‘activist’ young people

Young adults 16 -30	<ul style="list-style-type: none"> • As above, plus • 'Satchel Mail' • Website • Local media • Posters • Door-to-door leaflet drop • Local champions – interested young person publicising the process through their peers • Facebook • Twitter • Video updates on proposals and progress 	<ul style="list-style-type: none"> • Drop-in events • Interactive website and social media questionnaires and activities • School projects • Photograph or video what they like and dislike about the town • Engagement events at popular venues, eg supermarket foyer. • Door-to-door Town Crier drop
General Public 30 – 65	<ul style="list-style-type: none"> • As above but with emphasis on more traditional methods 	<ul style="list-style-type: none"> • Drop-in events • Interactive website and social media questionnaires and activities • Door-to-door Town Crier drop • Photograph or video what they like and dislike about the town • Drop-in stall at Supermarket and TC sites
General Public 65+	<ul style="list-style-type: none"> • As above but with emphasis on more traditional methods • Large print Leaflets • Visit to care homes 	<ul style="list-style-type: none"> • Visit to care homes • Via Adult Social Care
Commuters (people living in the community but working outside and vice versa)	<ul style="list-style-type: none"> • Workplace delivery of leaflets • Railway station distribution of leaflets • Drivetime radio • Parish Magazines 	<ul style="list-style-type: none"> • Workplace drop in events • Village hall events • Evening events
Adjacent Parish Councils	<ul style="list-style-type: none"> • Letter • Leaflet 	<ul style="list-style-type: none"> • Community network presentation • Conference event
Business community (Town and surrounding area)	<ul style="list-style-type: none"> • Letter • Leaflet • Door-knocking tour of business parks and industrial estates 	<ul style="list-style-type: none"> • Business Breakfast • Individual meetings where appropriate • Involvement in working groups
Developers/landowners/agents	<ul style="list-style-type: none"> • Letter 	<ul style="list-style-type: none"> • Individual meetings where appropriate • Involvement in working group

Housing estate representatives	<ul style="list-style-type: none"> • Website, Facebook, Twitter • Local media • Posters • Leaflets • Via Residents Associations 	<ul style="list-style-type: none"> • Drop-in events • Interactive website and social media questionnaires and activities • Photograph or video what they like and dislike about the town • Drop in stall at Supermarket and TC sites • Event with Ras on request. • Involvement in working groups
People with caring responsibilities and young parents	<ul style="list-style-type: none"> • As with young adults above, plus through contact organisations such as Health Visitors, preschools, support groups, Doctors Surgeries etc.) 	<ul style="list-style-type: none"> • Careful event timings and locations • Through contact organisations
People with physical and/or learning needs People with long term activity restrictions (health etc.)	<ul style="list-style-type: none"> • As with young adults above, plus through contact organisations such as Health Visitors, preschools, support groups, Doctors Surgeries etc.) 	<ul style="list-style-type: none"> • Careful event timings and locations • Dedicated sessions • Use of easy read style materials
Faith groups	<ul style="list-style-type: none"> • Leaflets, posters etc. delivered to faith group locations • Via Churches Together 	<ul style="list-style-type: none"> • Drop-in events • Letter to leader • As general public above
Black and minority ethnic groups (inc travellers and gypsies, migrant workers, etc.)	<ul style="list-style-type: none"> • As with young adults above, plus through contact organisations such as Health Visitors, preschools, support groups, Doctors Surgeries etc.) 	<ul style="list-style-type: none"> • Through networking groups where they exist. • Translation of leaflets where/if needed
LGBTQ	<ul style="list-style-type: none"> • As with young adults above, plus through contact organisations such as Health Visitors, preschools, support groups, Doctors Surgeries etc) 	<ul style="list-style-type: none"> • Through Cornwall L&G Christian Movement, Cornwall Pride, LGBTQ Youth Cornwall etc.
Government	<ul style="list-style-type: none"> • Letter 	<ul style="list-style-type: none"> • Individual meetings where appropriate

Agencies		
Service providers and utilities	<ul style="list-style-type: none"> • Letter 	<ul style="list-style-type: none"> • Individual meetings where appropriate
Local amenity groups (e.g., representing environment / conservation / heritage concerns.)	<ul style="list-style-type: none"> • Letter • Leaflet 	<ul style="list-style-type: none"> • Conference event • Individual meetings where appropriate
Agricultural community (farmers, agric workers, support businesses)	<ul style="list-style-type: none"> • Letter • Leaflet 	<ul style="list-style-type: none"> • Conference event • Individual meetings where appropriate

In preparing this table, reference was made to 'The Community Planning Handbook' by Nick Wates, Earthscan, 2000.

PROPOSALS FOR THE LISKEARD NEIGHBOURHOOD DEVELOPMENT PLAN

STAGE ONE. Awareness raising of the purpose and value of the Liskeard Neighbourhood Plan process, how it works, what can or cannot be done through the process, and how to become involved

Actions

1. *Presentations to Town Forum, Press Release and radio interviews – to secure wider community support and buy-in to the Neighbourhood Planning process*
2. *Establish Visual Identity – to allow for the branding of all material used so that it is instantly recognizable and interesting to users*
3. *Set up website – to provide full and clear information about the Neighbourhood Plan process, enhancing the opportunities to take part and providing a resource of evidential material.*
4. *Set up Facebook site*
5. *Set up Twitter account*
6. *Publish initial leaflet – to introduce the plan process and sequence of events – delivery to every household and businesses*

STAGE TWO. Community engagement in the analysis of local issues, creating the vision, and scoping of the Liskeard Neighbourhood Plan objectives and themes

Actions

1. *Develop campaign of involvement events and communications to enable all sectors of the community to feed their ideas into the neighbourhood planning process.*

Campaign Approach

Overall

- Building from March over summer, culminating end July as school holidays commence.

- Activities designed to cover all community so far as is practical with available resources.
- Starting with awareness raising campaign, including leaflets, press and radio articles, posters, etc
- Briefings for service providers so that they can raise awareness on our behalf
- Networking with community organisations to explain and gather views
- Visits to various community events during campaign period
- Major engagement workshop in Public Hall
- Travelling exhibition to support special sessions with various interest groups
- Travelling exhibition at Morrisons, at Liskeard Carnival, Liskeard Show, other town centre and popular venues, Dobwalls, St Keyne and St Cleer venues.

Details

- Travelling exhibition or mobile stall – for use at networking sessions and as basic stand at events. Must be able to be staffed or unstaffed. To comprise table with three panel display board assembly
- Both major engagement workshop exhibition and travelling exhibition text to explain purpose of Liskeard Neighbourhood Plan, why community views sought, how to take part, type of information/views needed. Very visual in appearance, lots of colour, photos which included people, maps etc. To include ‘interactive display’ flipchart, which can be used freestanding for smaller venues
- Correspondence to be in straightforward language.

Engagement Workshop arrangements

- Text and Script
 - Must ‘tell a story’ and have a logical flow. Text no less than 36 point font, verdana
 - All visitors to be greeted, encouraged to discuss the issues, and complete a questionnaire
- Panels
 - Introduction – What it’s all about, what is a Neighbourhood Plan, why its important to take part
 - How a Neighbourhood Plan fits in with the existing planning framework
 - Cornwall Local Plan Objectives
 - Something to manage expectations
 - About Liskeard – key local statistics and facts, history, character, lots of ‘Liskeard over time’ pictures etc side bars with comments from people on the town, diagrams, pictures etc
 - What are the Key Themes (additional objectives) – list of possible themes, more side bars with comments, pictures etc
 - Ideas wall – space for visitors to write up their thoughts on key themes/objectives, and specific policies or projects they would like examined. Use thought bubbles as clues.
 - Map – for orientation.
- Rolling PowerPoint show explaining Neighbourhood Plans.
- Children’s section – paper and crayons for youngsters to draw up their own neighbourhood plan ideas.
- Tables to sit at and chat
- Keep a tally!
- Welcome desk and questionnaire return point.
- Script for staff ‘greeters’, including welcome, what it’s all about, how the exhibition works, lead through, hand visitors post-its/pens, answer queries, assist in recording comments, interpret and check back
- Supply of soft drinks, tea, coffee, biscuits etc

<p><i>2. Make introductory references at formal civic occasions.</i></p> <p>Audience: General Public</p>
<p><i>3. Town Crier with questionnaire distributed to every household.</i></p> <p>Audience: General Public</p>
<p><i>4. Distribute further copies of introductory leaflet, along with Town Crier and questionnaires</i></p> <p>Audience: All</p>
<p><i>5. Facebook</i></p> <p>Audience: Young Adults 16 to 30 and General Public 30 to 65</p> <p>Publicise forthcoming events, opportunities to comment, feedback, and respond to queries.</p>
<p><i>6. Twitter</i></p> <p>Audience: Young Adults 16 to 30 and General Public 30 to 65</p> <p>Publicise forthcoming events, opportunities to comment, feedback, and respond to queries.</p>
<p><i>7. Website with 'Survey Monkey' questionnaire mechanism</i></p> <p>Audience: Young Adults 16 to 30 and General Public 30 to 65</p>
<p><i>8. Posters</i></p> <p>Prepare posters and post within shops, around town and villages.</p>
<p><i>9. Link with existing events in local community calendar e.g. at events such as Mayor Choosing and Town Meeting, Art Exhibitions, School Fetes etc</i></p> <p>Audience: Young Adults 16 to 30 and General Public 30 to 65, special interests</p>
<p><i>10. Network at meetings of organisations e.g. business groups, clubs, societies, Carer Groups, Residential Care Homes etc</i></p> <p>Audience: Business community, faith groups, amenity groups, agricultural community, young families etc.</p>
<p><i>11. Deliver leaflets and questionnaires to Age Concern, Carer Groups, and Residential Care Homes.</i></p> <p>Audience: People with physical and/or learning needs People with long term activity restrictions (health etc.)</p>
<p><i>12. Create Mobile Mini-Exhibition – Use at Mini exhibition in various locations.</i></p> <p>Audience: Young Adults 16 to 30 and General Public 30 to 65, older people special interests, commuters etc</p>
<p><i>13. Place leaflets in shops, workplaces and pubs</i></p> <p>Audience: Young Adults 16 to 30 and General Public 30 to 65, special interests, commuters, other users of town facilities, shops, businesses etc.</p> <p>Leaflet distributed throughout engagement period.</p>
<p><i>14. Press releases and radio items</i></p> <p>Audience: Young Adults 16 to 30 and General Public 30 to 65, special interests, commuters, surrounding PCs etc.</p>
<p><i>15. General flyer drawing attention to Engagement Workshop Day.</i></p> <p>Distributed at railway station and around town during week preceding Engagement Workshop Day.</p>
<p><i>16. Engagement Workshop Day – with large explanatory and interactive panels and discussion opportunities.</i></p> <p>Audience: All</p>
<p><i>17. Write and send Formal letters etc</i></p> <p>Audience: Local Authority, utility and service providers</p> <p>Letters to be sent to Service and Infrastructure bodies: South West Water, Firstgroup, Western Greyhound, Entec UK, D&C Police, RCHT, Kernow Commissioning Group, CIO SPCT, Wales and West Utilities, Environment Agency, Network Rail, South West Ambulance Trust, Highways Agency, OpenReach, English Heritage, Natural England, Cornwall Fire and Rescue Service, Cornwall Council Environment.</p>
<p><i>18. Mayor's Events – refer to NDP at all events attended by Mayor</i></p>

Audience: All
<i>19. Exhibitions in adjoining Parishes</i> Audience: Commuters, users of Liskeard facilities All with mini-exhibition, post it boards, short and detailed questionnaires
<i>20. Community Network Panel Meeting</i> Audience: adjoining Parish Councils
<i>21. Business Breakfast</i> Audience: Local businesses and organisations
<i>22. Letters and visits to equality, minority groups, faith groups etc</i> Audience: Faith groups, amenity groups, ethnic groups Standard Letters, text for news items, and form, address list, sent to Ark Mission, Greenbank Christian Centre, Wesley Chapel, Grace Community, Quakers, St Martins Church, Intercom Trust, Cornwall LGBT PACT, Gay Cornwall, PolishPlymouth. Morley Tamblyn Lodge Special Needs Centre, Eventide Home, Passmore Edwards Court Extra Care Housing
<i>23. Info to community services providers so they can pass information on</i> Audience: Young adults, disadvantaged groups, young families, people with health based activity restrictions, older people. Information to delivered to Children's Centre, Liskerrett, Youth Hub, RIO
<i>24. School engagement – at School Fayres, etc</i> Audience: School age, young parents
<i>25. Final engagement session at prominent location such as Morrisons Foyer</i> Audience: All but particular focus on busy young people and families. Morrisons Foyer exhibition Mini-exhibition, short questionnaires, detailed questionnaires
<i>26. Volunteer Evening events for potential volunteers explaining background to the Plan and volunteer roles for future engagement.</i>
Engagement Period Ended

STAGE THREE. Community engagement in the development of the policy and proposal options to be considered

Actions

1. Set up working groups with community volunteers to be actively involved in development of the plan. Utilise local expertise and knowledge – organise training/workshops as needed

Themes to include those emerging from scoping:

- A place to work and learn
- A place to live
- A place to meet, shop and do business
- A place to relax and enjoy
- A place with a sustainable future

<p><i>2. Series of community engagement events to get 1 - 2 - 1 dialogue over possible options</i></p> <p>To be determined by working groups for example:</p> <ul style="list-style-type: none"> • Developers/Builders/agents • Cycle Groups and Open Space Users
<p><i>3. Business engagement - to elicit the views of businesses</i></p> <p>To be determined by working groups, but could include, for example:</p> <ul style="list-style-type: none"> • Agricultural community • Individual firms • Job Centre • RIO • Energy sector
<p><i>4. Community Organisation events/surveys - to elicit views of local groups</i></p> <p>To be determined by working groups</p>
<p><i>5. Adjacent Parish Council liaison - to elicit views of adjoining Parish Councils</i></p> <p>To be determined, but could include Community Network Meetings, attendance at adjoin Parish Council meetings etc.</p>
<p><i>6. Approach Liskeard Community College with proposal to incorporate Liskeard Neighbourhood Plan into curricular work programme and/or Info for school intranet/magazine.</i></p> <p>To be determined</p>
<p><i>7. Town Crier articles to raise awareness of ongoing process.</i></p> <p>To include progress reports</p>
<p><i>8. Website Progress Reports</i></p> <p>To be 'blogged' after each significant event.</p>
<p><i>9. Consultation and Visioning Workshop to draw together proposals for the Neighbourhood Plan</i></p> <p>To involve Working Groups, Councillors, invitees. Facilitated session designed to draw out key points and form into coherent strategy.</p>

<p>STAGE FOUR A & B. Consultation on the draft plan.</p>
<p>Actions</p>
<p><i>1. Formal notices as required by Regulation 14 of the Neighbourhood Planning (General) Regulations</i></p> <p>By letters to be sent to statutory list organisations, those advised in Cornwall Council Toolkit Guidance, and those identified locally as being likely to have an interest in the Plan such as local community organisations, stakeholders & minority groups being informed and invited to comment on the Plan – online, by email, letter or postcard. Also to include Statutory Notices in local press for two weeks.</p>
<p><i>2. Preparation and publication of summary explanative booklet.</i></p> <p>Precise nature to be determined but should tie in closely with the design and appearance of the consultation draft NDP, be easy to understand, and use same messages as in website. Must explain how to comment on the draft Plan.</p>
<p><i>3. Update the website with information explaining the Consultation Draft. Draw attention through Facebook and Twitter</i></p> <p>Precise nature to be determined but should include the whole document in .pdf format, response form and explain how to comment, Facebook Page announcements and frequent Tweets on the availability of the Plan for comment.</p>
<p><i>4. Preliminary two weeks 'you said – we did' drop-in and publicity period</i></p>

Precise nature to be determined but should include exhibition of explanatory material, advice as to how to comment, opportunity to complete response forms, and timing to meet the needs of various groups.

5. Press and media material issued.

6. Formal 6 weeks consultation period as required by Regulations.

To be determined. Must be extend if 6 weeks crosses a holiday period

7. Full record and analysis comments received and the Qualifying Body's response to them to be published on Website prior to submission of the draft to Cornwall Council.

STAGE FIVE. Promotion of the final plan and awareness raising for the local referendum.

Actions

1. Press releases, website and social media announcement of submission.

2. Repeat of 1 above during R16 consultation period.

3. In lead up to and during referendum, any publicity to be in accordance with Referendums regulations and advice from Cornwall Council.

END