

Committee:	Local Plan Leadership Group	Date:
Title:	Community Engagement Strategy	Tuesday, 18 August 2020
Portfolio Holder:		
Report Author:	Sarah Nicholas, Senior Planning Officer snicholas@uttlesford.gov.uk	Key decision: N

Summary

1. A Community Engagement Strategy has been prepared to support the Statement of Community Involvement and explain in more detail the methods of engagement and how they can be tailored to each consultation stage.

Recommendations

2. That the Local Plan Leadership Group consider the Community Engagement Strategy and recommends to Cabinet that the document is published alongside the Statement of Community Involvement to enable people to comment on it.

Financial Implications

3. The approved budget for the Local Plan in 2020-21 includes sufficient provision for the work needed through to the end of March. Adequate provision will need to be made in preparing the budget for 2021-22 in the revised Medium Term Financial Strategy.

Background Papers

None

Impact

Communication/Consultation	The Strategy will be published for comment and the purpose of the community Engagement Strategy is to ensure full engagement with the community, groups and organisations.
Community Safety	All engagement and consultation will take place with community safety in mind
Equalities	All engagement and consultation will be

	accessible to all
Health and Safety	All engagement and consultation will be risk assessed.
Human Rights/Legal Implications	The Strategy will be published for comment and the purpose of the community Engagement Strategy is to ensure full engagement with the community, groups and organisations.
Sustainability	All engagement and consultation will take place with community safety in mind
Ward-specific impacts	All
Workforce/Workplace	n/a

Situation

4. Better community engagement is a key aspiration of the Council.
5. The attached strategy has been prepared so that the public, interested groups and organisations, Members and Officers know what is expected in relation to community engagement as the Local Plan is prepared.
6. The Strategy sets out
 - i. 6 key messages in relation to engagement on the Local Plan;
 - ii. Principles of engagement based on the Consultation Institute's best practice;
 - iii. How we will work with meeting our duty to cooperate and how we will engage with particular groups;
 - iv. A summary of the Engagement Strategy
 - v. How each stage will be publicised (web, social and printed media)
 - vi. Inception period – a time of internal workshops and preparation
 - vii. "Let's Talk About ..." An extended period of discussion on themes using a wide range of online methods as well as the potential for displays and exhibitions in 'safe spaces'. On conclusion the Council will produce a report setting out the process and activities undertaken, the views expressed, its conclusions on the issues in the light of these views and how they will be reflected in the Draft Local Plan (Regulation 18).
 - viii. Draft Local Plan (Regulation 18) where the purpose of the engagement is to test the initial draft strategies and policies. Engagement will need to communicate the Plan's vision, the big picture as well as how it effects daily

lives and the rationale for the strategy and policies. Engagement will be through the Local Plan portal, workshops/focus groups and the website.

- ix. Published Local Plan (Regulation 19) which is the plan the Council wish to submit to the Secretary of State and engagement will be through the consultation portal.

Risk Analysis

Risk	Likelihood	Impact	Mitigating actions
Insufficient or the wrong form of engagement takes place	1	4 - Poor engagement could lead to public protest; an unsound plan or judicial review.	Approve and implement an Engagement Strategy which sets out best practice in consultation.

1 = Little or no risk or impact

2 = Some risk or impact – action may be necessary.

3 = Significant risk or impact – action required

4 = Near certainty of risk occurring, catastrophic effect or failure of project.