



Malden
Rushett
Community



Annex 6:
**COMMUNITY
ENGAGEMENT STRATEGY**

1 Impact

1.1 The overall aim of the Neighbourhood Forum (“MRC”) is to improve the social, economic and environmental well-being of Malden Rushett by engaging in the planning of the neighbourhood throughout the Malden Rushett Neighbourhood Area (“Neighbourhood Area”) as provided for in the Localism Act 2011.

2 Outcomes

2.1 MRC is required to operate an open and transparent communications policy that ensures all members of the community can fully engage in the process of preparing a Neighbourhood Plan.

2.2 This strategy has been put together in order to:

- effectively consult with the community, and use input to finalise the Neighbourhood Plan;
- get messages out, share information, raise awareness and improve understanding about the changes to the planning system, the new London Plan and emerging Local Plan and how these will impact on Malden Rushett;
- establish dialogue where individuals and businesses in the Neighbourhood Area can feed in ideas and help shape the Neighbourhood Plan as it develops.

2.3 The final policies in a Neighbourhood Plan will form part of the emerging RBK Local Plan.

2.4 The strategy is designed to ensure that all individuals who live or work in the Neighbourhood Area have the opportunity to express their opinions, raise questions and contribute to the content of the Neighbourhood Plan in order to provide a robust set of policies that are representative of the majority view of the community.

3 Objectives

3.1 This strategy aims to target the residents of the Neighbourhood Area, the businesses located within the area and their employees.

3.2 It is estimated that the target audience is approximately 500 people, consisting of around 380 residents and 120 employees.

3.3 A Communications Team will prepare campaigns that provide the community with information in accordance with the Roadmap set by the Management Committee.

3.4 Local businesses and stakeholders will be kept informed by the Management Committee's Business Liaison Officer.

3.5 Members of the community will be encouraged to register with MRC and will be regularly invited to assist with the Communications Team's and the Drafting Team's work.

3.6 A budget to cover printing costs shall be agreed each quarter between the Communications Team and the Management Committee.

3.7 This work will begin in April 2019 with key milestones of phase 2 (Preparatory Work) as follows:

Spring News Sheet – May 2019

Application for designation of a Neighbourhood Area and Qualified Body for Malden Rushett – August 2019

Summer News Sheet – August 2019

Briefing Paper 1 – September 2019

MRC Playbook – October 2019

Autumn News Sheet – November 2018

Initial Consultation – as directed by the Management Committee

Winter News Sheet – January 2020

RBK Local Plan Publication Version (Regulation 19) – Spring 2020

3.8 Phase 3 (Drafting) will commence in March 2020. Key milestones for this phase shall be agreed when this strategy is reviewed.

4 Approaches



4.1 A communications strategy needs to:

- present information to the community
- provide an opportunity for MRC Members to discuss and raise questions
- allow for a decision to be made on the course of action to follow

4.2 A number of approaches will be used to engage with the community.

Website

4.2.1 The MRC website [<http://maldenrushett.community>] shall be the primary access point for information.

4.2.2 93% of households in the village and all of the businesses are connected to the Internet. Members of the community will be encouraged to engage via the Internet to help reduce expenditure on printing and to increase efficiency.

4.2.3 Social Media shall provide a secondary access point.

Library

4.2.4 A hard copy of the information on the website shall be maintained and made available to members of the community.

4.2.5 The Communications Team shall operate an **Internet Buddy Scheme** which will pair Internet-connected volunteers with those members of the community with no Internet access to ensure that they are fully able to engage with the process.

Leaflets

4.2.6 Leafleting is a useful tool for distributing information to the community to encourage further discussion.

4.2.7 Key information shall be provided in leaflets delivered to the whole community via email or by hand.

4.2.8 Leaflets should also provide information on how to participate in community discussions.

Consultations

4.2.9 The community's views will be sought through a series of consultations delivered to the whole community via email or by hand.

4.2.10 The Drafting Team shall use responses to produce a range of solutions to the issues identified in the consultation.

4.2.11 MRC Members will select a desired solution using the voting procedure set out in the Constitution.

Progress

4.3.1 Monthly updates shall be provided on the website and via email.

4.3.2 Quarterly updates shall be provided in a News Sheet delivered by hand. This will ensure that those individuals not registered with the Forum and those with no Internet access are kept up to date regarding the progress of the Neighbourhood Plan.

Debate and discussion

4.4 A series of debates and discussions will be arranged and made available on the website to assist MRC Members with the preparation of the Neighbourhood Plan.

4.5.1 General Meetings shall be scheduled by the Management Committee as deemed

appropriate. Guest speakers will be invited to address the community and help inform the decision making process.

4.5.2 MRC will explore options to broadcast these meetings on social media allowing those unable to attend to participate.

4.6 Social Events will also be scheduled by the Management Committee as deemed appropriate.

Decisions

4.7.1 All decisions regarding the scope and content of the Neighbourhood Plan shall be made by the full membership.

4.7.2 The Communications Team will ensure that all members are given sufficient time to register their decision in accordance with the Constitution and shall keep a record of all decisions taken.

4.7.3 Details of all documents, discussions and decisions will be made available to Forum Members via the website, social media and the library.

4.7.4 In order to maintain an open and transparent policy MRC will use the processes and resources as detailed in the **MRC Playbook**.



Website

Monthly updates;
available online

93%
audience reach



Library

Monthly updates;
available on request

100%
audience reach



News Sheet

Quarterly updates;
distributed door-to-door

100%
audience reach



Consultation

As required;
distributed door-to-door

100%
audience reach



Presentation / Meeting

At least 2 per year;
as determined by the
Management Committee

7% - 20%
audience reach



Social Event

As determined by the
Management Committee

7% - 20%
audience reach

5 Delivery

5.1 The Communications Team shall be responsible for the presentation of information regarding the Neighbourhood Plan.

5.2 Members of the community will be invited to contribute articles for the News Sheets and for the website.

5.3 The Communications Team shall ensure that a sufficient lead-in time to prepare literature has been allowed to enable delivery as required by the Management Committee.

5.4.1 The Neighbourhood Area shall be sub-divided into zones to facilitate the delivery of leaflets, consultations and News Sheets.

5.4.2 A record shall be kept of when all information is delivered.

5.5 The Communications Team shall co-ordinate **Internet Buddy** volunteers and ensure that up-to-date information is readily available for those members of the community with no Internet access.

5.6 The Communications Team will explore options to improve this strategy and make recommendations to the Management Committee.

5.7 Communications Team discussions and meetings shall be held as detailed in the **MRC Playbook**.

6 Review

6.1 The strategy will be reviewed at each Management Committee meeting to monitor how successfully the aims are being achieved, and to identify improvements that can be made. The findings from the review will be used to feed back into the main project plan on an ongoing basis.