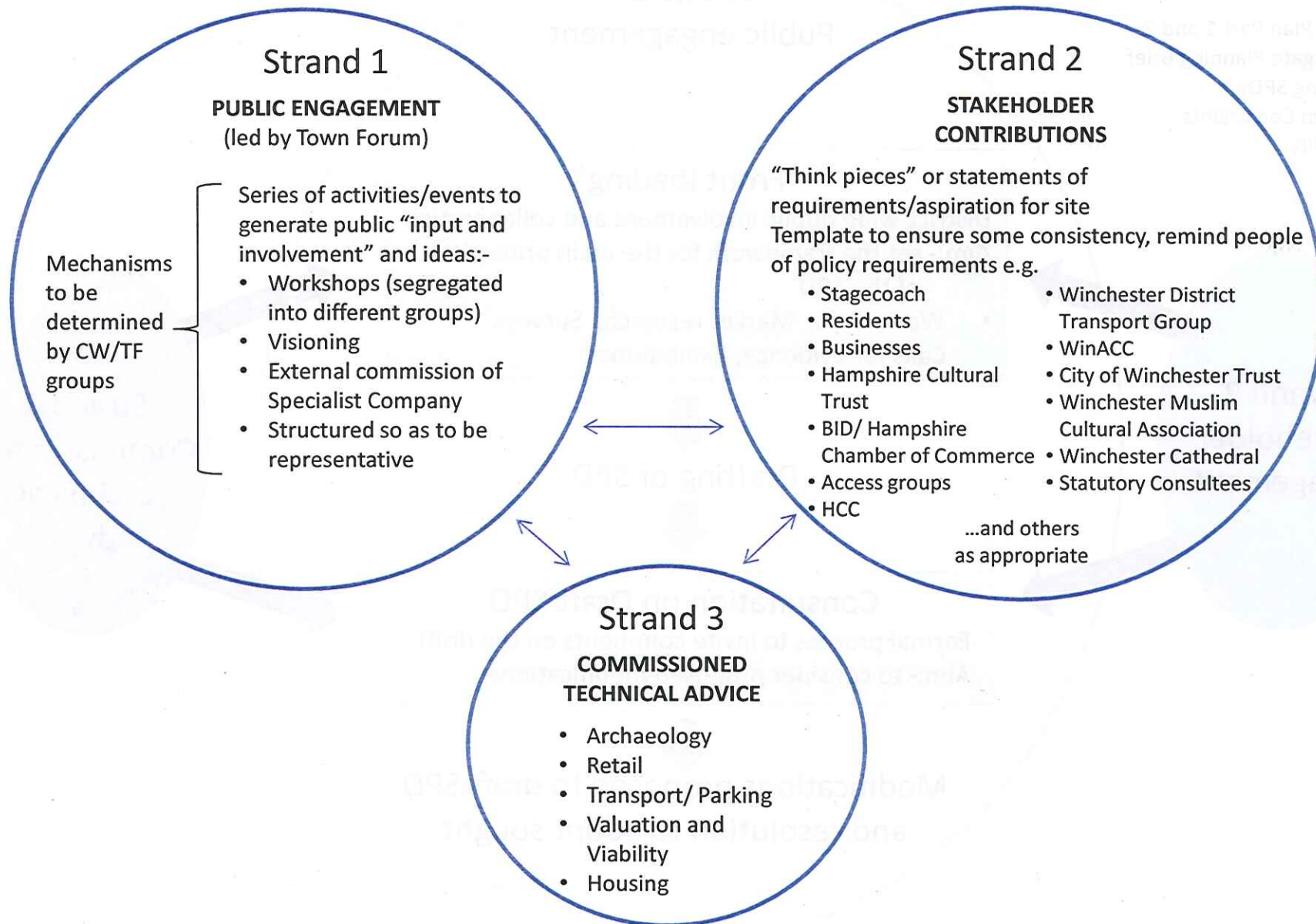
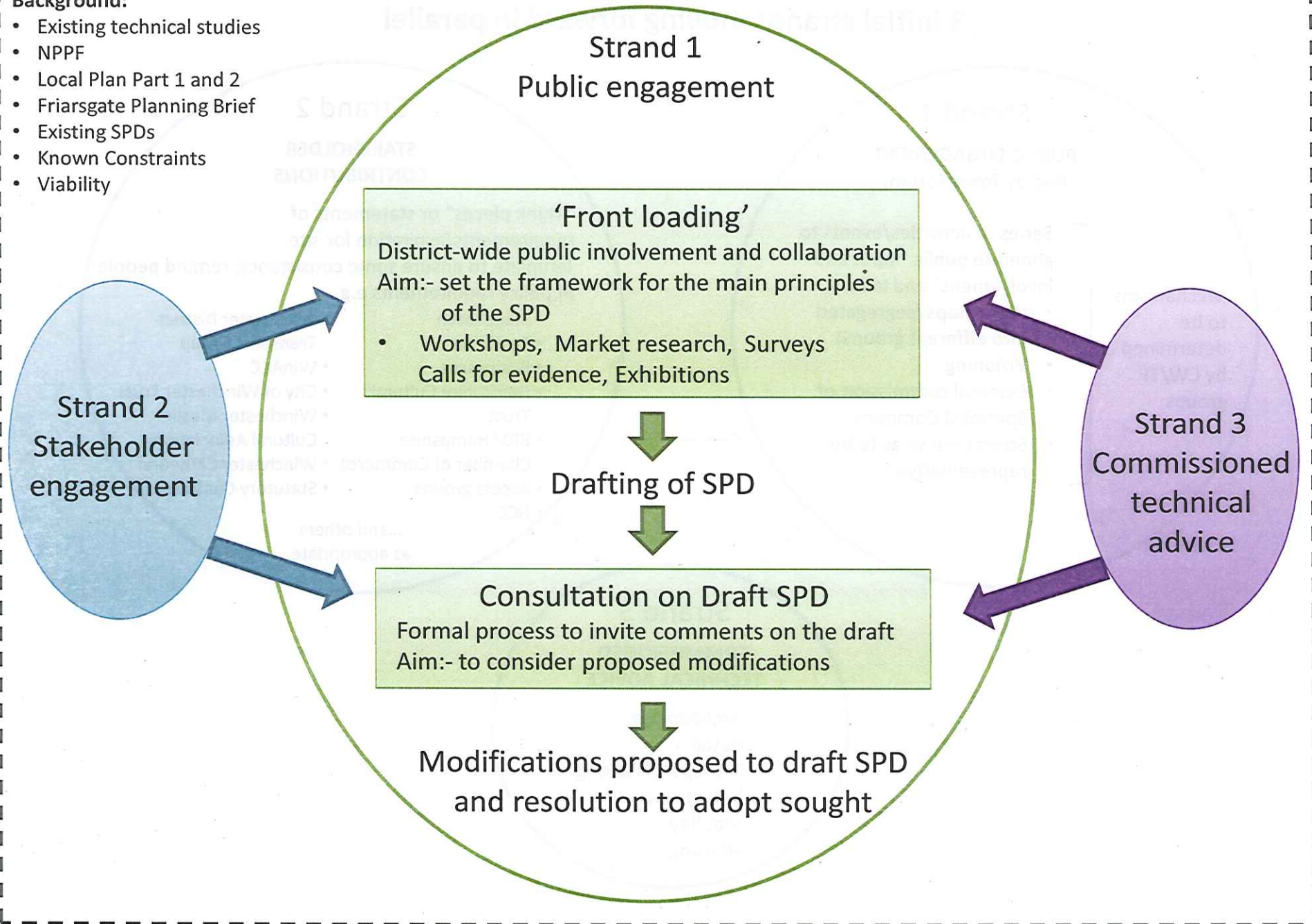


### 3 initial strands moving forward in parallel



**Background:**

- Existing technical studies
- NPPF
- Local Plan Part 1 and 2
- Friarsgate Planning Brief
- Existing SPDs
- Known Constraints
- Viability



## Delivering Excellent Public Engagement

Workshop on 3 October to generate ideas for the Engagement Strategy for both the public and stakeholder engagement and develop a brief for this piece of work. Involving:- IPG Members, representatives from the Town Forum, City of Winchester Trust, WinACC and the BID.

It is proposed that the Town Forum over see the delivery of this brief, including regular reports on progress to the Forum and CWR IPG, and presentation of the results of the engagement. It is suggested that the Town Forum nominate a key link Member (external to Members on the IPG) who will work closely with officers delivering the Engagement Strategy.

## Designing a Public Engagement Process

### In-house ?

- Work could be undertaken by Council officers.
- Appetite to try a new approach.
- Limited resources available to support this work due to the number of different methods of engagement proposed running in a similar time period, potentially concurrently.
- However, can draw on the skills and experience available across the Council (e.g. New Homes Delivery, Strategic Planning, Policy & Major Projects)

### Use of external specialists ?

- Engaging an external, experienced community and stakeholder engagement specialist.
- Previously worked well for Barton Farm and other projects.
- There are national and local specialists who have worked with local authorities and private developers in engaging public involvement in generating ideas and evaluating options.

## Overarching principles of engagement

- **Inclusiveness:-** seek input before decisions; provide different opportunities to allow everyone the chance to have a say; publicise opportunities
- **Integrity:-** be clear about the purpose of engagement; keep everyone informed; do what we said we will do; and report back.
- **Effectiveness:-** co-ordinate between work strands; use the internet and social media; and use and provide feedback effectively.
- Five stages of engagement will be used at different points of the process:-

**Inform** - throughout

**Involve & Collaborate** – ‘Frontloading’

**Consult** – draft SPD



**Empower**

# Timeline

Project Initiation Cabinet - **29 March 2016**

Inaugural Informal Policy Group Meeting

Formulation and agreement of Engagement Strategy/ Communications Plan

Front loading

Development of draft document

- Public Engagement
- Stakeholder Contributions
- Technical Advice

Report to Cabinet to agree draft for consultation

Formal consultation on draft

Make modifications following consultation

Report consultation and modifications to Cabinet and seek resolution to adopt

Print final document

Issue adoption notice – **end 2017**

