

St JUST NEIGHBOURHOOD DEVELOPMENT PLAN


COMMUNITY ENGAGEMENT STRATEGY *revised* AUGUST 2020

This strategy was revised and updated in August 2020 to take account of limitations imposed by the Covid-19 pandemic, and advice issued by Cornwall Council.

Introduction

This strategy outlines the processes and activities which will be undertaken to inform the development of a Neighbourhood Development Plan for St Just and Pendeen. It will guide the way in which information is gathered, how it is used to inform the eventual plan and the consideration that will be given to all views whether or not they are eventually included in the plan.

The purpose of the strategy is to support the Neighbourhood Development Plan Steering group to create a plan that can demonstrate that:

- the people of St Just and Pendeen have been engaged and consulted throughout the development of the plan
- the plan has been based on meaningful engagement which has reached as many in the local community as possible
- the forms of engagement will have been suitable to different audiences, interacting with people in ways which are appropriate to ensure understanding and informed involvement
- there has been documented evidence of the involvement activities
- all engagement activities have been undertaken with honesty and integrity and with an  open mind.

The Engagement Strategy will:

- enable targeted activities
- ensure that effort and input achieve the outcomes required to meet statutory obligations
- minimise fatigue and reduced morale in volunteers and the public.

Commitments

- The Neighbourhood Development Plan team will undertake all forms of engagement in an unbiased, open way
- Details and outcomes will be available to the public and will be regularly updated
- Information about the population of the St Just Town Council area will be used to inform the

methods of communication and engagement.

- Engagement will be with all sections of the community and will take into account protected characteristics and personal circumstances and will be made accessible to all.
- Different sections of the community will be included where they have an interest or influence on the community, including stakeholders living outside of the area

Objectives

- 1) to engage as many of the community as possible
- 2) to generate information and ascertain public views to inform and guide the Neighbourhood Development Plan
- 3) to engage sufficient people to secure a representative vote in the final referendum
- 4) to lead to sufficient agreement about the Neighbourhood Development Plan to generate a 'YES' vote in a referendum
- 5) to create a body of evidence about engagement that will satisfy the independent examination

Methods

- Every relevant opportunity to engage the people of the parish will be used.
- Each activity will be designed to suit the likely audience but will have sufficient consistency to enable logical analysis. It is recognised that some groups will be hard to reach and proactive methods will be used to engage these members of the population. These will include door to door activities.
- Accurate records will be made of how the event is planned, advertised and what information was obtained [SEP]
- Information will be presented in a way that does not prejudice the interpretation [SEP]
- Engagement opportunities will be as practical and enjoyable as possible to maximise community involvement.

Activities Timeline

November 2017 – January 2018: Initial public meetings (organized by St Just Town Council)

Phase 1: Have Your Say

June 2018: 'Have Your Say' events – open events each lasting a full day and evening in St Just and Pendeen, to inform people about the NDP, provide background information, and invite the public to provide their views on what is special about the Parish, what could be improved, and what they would like to see in the NDP. The aim was to elicit public views and priorities without in any way leading them and thus to scope the NDP. Each house in the Parish was leafleted about the events and they were advertised throughout the Parish and through local and social media.

Summer 2018: 'Have Your Say' activities with school children; stall at Lafrowda festival; stalls at Rugby Club and Soccer Club community fun days.

November 2018: Full publication of 'Have Your Say' results.

November 2018 – January 2019 and subsequently: individual interviews with significant stakeholders (including property-owners, employers, housing interests, AONB, WHS). These interviews sought to understand the interviewees own priorities and advice for the NDP. An agreed note of each interview was published as part of the evidence for the NDP. (Most local businesses and farmers/landowners are residents and were reached through the Have Your Say and subsequent Survey activities.)

Phase 2: Defining Development

June 2019: 'Defining Development' Household Survey delivered to all homes in the Parish. The survey asked detailed questions on a wide range of planning topics as prioritized by 'Have Your Say'. It also included maps showing the existing settlements, with an invitation to mark areas thought suitable for development.

September 2019: publications of survey results – to be used to formulate the NDP policies.

Autumn 2019: stall at 'Sustainable Pendeen' events

Consultation with specific groups

- May/June 2019: Landowners informed of the mapping and invitation to mark development areas in the survey and invited to comment.
- June 2020: Landowners informed of the draft policy for 'Open Spaces between the settlements' and invited to comment.
- August/September 2020: Owners of community facilities informed of the Community Spaces policy and invited to comment.

Ongoing activities

- Website with regular updates
- Facebook page, and information on the Town Council website and the Cornwall Councillor's website
- Regular contributions to the parish 'Outreach' magazine, which is widely available
- News items in local media
- Regular reports to the Town Council

Phase 3: Regulation 14 Pre-Submission Consultation

1. Background

- The Neighbourhood Development Plan for St Just and Pendeen is ready to be shared with all residents and businesses in the Parish, after three years of research, surveys, and information-gathering by the NDP team on behalf of the Town Council.
- It was hoped that the six-week consultation period would include a programme of public engagement events, publications, and online information, with a view to ascertaining the community's views on the Plan, and invitations for the community to comment.
- The Coronavirus crisis has meant that our plans have had to be modified and it will no longer be possible to conduct public events, exhibitions, or face to face briefings between the public and members of the NDP team.
- Instead, we will consult by publishing the Neighbourhood Development Plan using the two methods, on-line or a paper copy.
- This change may unavoidably extend the timescale for consultation. On the positive side, this will give more opportunity to ensure that everyone can have the opportunity to read the plan thoroughly and put forward their views.
- We have therefore recast our plans in line with Government guidance for social distancing during the crisis and have created this strategy through which we aim to conduct the consultation.

2. Objective

- This strategy's objective is to conduct the consultation in a way that allows as many people as possible to take time to read the Plan and send comments, in line with the overall objectives of the Neighbourhood Planning (General) Regulations 2012 b) It carries out the consultation in a way that engages with the Parish at large.

3. Communications plan

- We will announce the consultation by:
 - a) Hand delivering a leaflet to all households and by contacting major stakeholders by email. The leaflet will provide instructions on where to find the NDP on the internet, and a phone number to leave a message with us to request a hard copy (only for those who cannot access the internet).
 - b) Announcing the consultation on the Neighbourhood Development Plan website, the Town Council website, and Cllr Sue James's website and all relevant local Facebook groups, as well as the NDP Facebook page.
 - c) Through the Outreach magazine, The Cornishman and Coast FM.
 - d) Promoting the consultation with posters on notice boards in both St Just, Pendeen and Botallack.
 - e) Display banners in St Just and Pendeen at strategic high traffic areas and community events such as the farmers market

4. How the Consultation process will work

- The leaflet arrives, announcing the consultation to all households. This ensures that everyone who lives in the parish has the opportunity to know about, comment upon and if necessary seek more information on the Plan. The plan can be viewed either on-line or for those unable to access the internet, a hard copy will be made available.
- **Online:** For those with internet access the plan can be viewed by searching for the web link as advertised on the leaflet, NDP website and social media. For anyone wishing to comment, this should be done via email to: stjustpendeenceg@gmail.com
- **Paper:** For those who are unable to read the Plan online, the leaflet gives a phone number. By leaving a message, with their name, address and phone number, a paper copy will be made available at the library, or hand delivered if the person is unable to collect.
- Paper copies will only go to people who request them and are unable to access the Plan online.

- For anyone wishing to comment, this should be done by writing to the team at The Town Council, The Library, St Just. For those who are unable to get to a post box, they can leave a message and a member of the team will visit them to collect their written comments.

5. Further questions and clarification

- For those needing an explanation of any points, residents can either leave a message on the answer phone or email the team. Depending on the area sought for clarification, the relevant 'expert' can be assigned to get in touch with the resident. The sole aim being to provide a neutral un-biased explanation of any of the policies. All public contacts will be recorded onto a contact sheet.

6. Comments on the draft

- The public can provide their written comments on any of the NDP policies in the following ways:
- By email to stjustpendeenceg@gmail.com.
- Those without internet access should write to The Town Council at St Just Library, Market St, St Just, TR19 7HX.
- For anyone unable to get to a post box, by leaving a message on 07500507550, a member of the team will visit to collect their written comments.
- By quoting the policy number and providing their views and any suggestions of amendments that they would like to see.
- Positive and negative comments are encouraged, to ensure that the plan truly reflects the community's views.
- All public comments will be recorded and responded to by the team, comments will be collated and considered and if appropriate, amendments will be made to the plan.

7. Timescale

- The revised strategy may take longer to implement than our original plans for the six-week consultation. Under present circumstances, the emphasis is on consultation quality, not speed. The reason it may take longer is that individual phone consultations (where requested) and delivery of paper copies (again where requested) will take longer to accomplish than a small number of exhibitions on specific days.
- As with our previous surveys, residents' comments will be collated and considered by the NDP team, and if necessary other official bodies will be consulted. Amendments may be made to the NDP if appropriate. Those making comments will be responded to with an outcome.

8. Referendum

- The aim is to hold the final referendum on Thursday May 6th, at the same time as the local elections, as this is the best opportunity to secure as many public votes as possible.

9. Conclusion

- Adoption of this Strategy is considered to meet, as far as is practicable, the requirements of the Regulation 14 NDP Pre-submission consultation in the current environment of COVID-19 social restrictions and distancing.