

POLPERRO AND LANSALLOS PARISH NEIGHBOURHOOD DEVELOPMENT PLAN

COMMUNICATION AND ENGAGEMENT STRATEGY

Introduction:

The Communication and Engagement Strategy seeks to ensure maximum engagement with the local community and provide key events and opportunities for residents to link with the NDP Steering Group to form and shape the Neighbourhood Development Plan. The aim of the communication and engagement strategy is to ensure the community:

- have regular opportunities to update on the progress of the NDP;
- have regular opportunities, through a variety of options, to comment on and discuss ideas, views, opinions and aspirations regarding the NDP;
- are equally and fairly represented in the development of the plan;
- have the opportunity to join working groups or contribute individually to the development of the plan, making best use of skills, background, knowledge and expertise in all areas of the community.

The NDP Steering Group has developed a set of materials based on its initial public consultation, which give details of the NDP Planning process and identify a number of key themes, emerging from consultation, for Polperro and Lansallos Parish. These can be found on www.polperro.community and will form the basis of the communication and engagement strategy.

The NDP Steering Group is committed to making every effort to reach out to, and engage with, all sectors of the community. The following strategy describes how we intend to achieve this.

What we need to do:

Our parish constitutes a large village (Polperro) with a population covering the village valley and harbour area and a large community on the hill above and to the east of the valley, smaller outlying villages (eg Lansallos, Talland), areas of farmland, woodland and coastal areas with single and groups of dwellings over a wide geographical area.

The population of the parish is 1685 (2011 Census). The main population groups are identified as:

- young children
- young adults
- working people and families
- people and families not in education, employment or training (NEET)
- business community
- elderly residents
- people with disabilities

- a range of socio-economic groups
- specific trusts, eg Polperro Harbour Trust, National Trust

In order to ensure communication and engagement with all areas and groups, a diverse range of approaches will be necessary, including:

- website, facebook and social media access;
- email groups;
- face-to-face contact through local events (fetes, church events, local organisation events, car boot sales, etc
- events/information located at schools/village halls/sports centres/GP surgeries and other community centres
- postal questionnaires and information
- access to local groups and organisations through email and attendance (presentations/discussions/consultations) at local group meetings
- links with schools and youth groups
- individual home visits where requested
- telephone contact and response service
- door-to-door leafleting
- public consultation meetings at various key locations in the parish
- drop-in surgeries at various key locations in the parish

The following section addresses the main stakeholder groups and sets out the ways in which we would need to connect and engage during the consultation process.

Group	How best to connect	How best to engage
Younger children	Events and activities, assemblies, class activities Notices and info to school groups Governors/staff link	Activities in school and parent/child after school Lunch time club Projects Competitions Website/facebook
Young adults	Info/notices/meetings in schools, sports local groups eg scouts, guides, Drama clubs, sports clubs Advisory group to steering Group Facebook, Twitter, Local radio	Social media info and interactive site School activities/projects Focus groups

Working people and families	<p>Leaflets door to door</p> <p>Family events at local centres</p> <p>Local fetes/bazaars/car boots</p> <p>Info at GP Surgery</p>	<p>Stall with activities/info, Discussion on aspects of NDP</p> <p>Festival, car boots, school fete, Local fetes etc, Open days</p> <p>Door to door face to face</p> <p>Facebook/interactive website</p> <p>Info at key centres – (GP surgery, PO, school, village hall)</p>
Business community	<p>Leaflets door to door</p> <p>Personal visits</p> <p>PPG (Polperro Promotion Group)</p>	<p>Ensure all businesses have relevant information delivered by hand</p> <p>Use opportunity to book further visit to gain views and opinions</p> <p>Explore sub-group to inform NDP Steering Group</p> <p>Present to PPG meeting with agenda item for discussion (plus regular network links)</p>
Local groups and organisations	<p>Visits to meetings</p> <p>Open discussion</p> <p>Website/facebook/email</p>	<p>Ensure all organisations have relevant information by email and are on NDP email group</p> <p>Make initial visit all organisations via monthly/bi-monthly meetings</p> <p>Explore sub-group to inform NDP Steering Group</p> <p>Explore regular network links</p>
Elderly residents	<p>Personal letters</p> <p>Home visits</p> <p>Info at GP Surgery</p> <p>Memory Café and similar groups</p>	<p>Send personal letters in format appropriate to group with contact details for further information</p> <p>Make home visits to residents who wish to discuss NDP</p> <p>Attend Memory Café or similar Groups to have face-to-face discussion</p>
Disability	<p>Personal letters</p> <p>Facebook/website</p> <p>Home visits where requested</p>	<p>Send personal letters in format appropriate to group with contact details for further information</p> <p>Make home visits to residents who wish to discuss NDP</p>

		Request attend local forums used by people with disability
Socio-economic groups, those not in education, training or employment	Website/email Letters	Ensure appropriate letters are drafted and sent to those in lower socio-economic groups with options to engage with NDP Steering Group (eg surgery at Local school/village hall/Methodist Church)
Harbour Trust National Trust	Present to meeting Identify information/communication channels	Make presentation to Harbour Trustee meeting Establish regular communication/information opportunities (eg standing item)