Shoreham Beach Neighbourhood Plan
Community Engagement Strategy

Issued: 2015, Updated 2021

Summary

Shoreham Beach Neighbourhood Forum (SBNF) recognise that effective community engagement and a robust evidence base are the pillars on which a good Neighbourhood Plan is built. In developing our plan we aim to ensure we reach out and offer opportunities to engage with the development of the neighbourhood plan in a number of ways, taking into account different audiences and differing engagement preferences. We aim to put local people at the heart of the engagement process and allow them to take an active role in deciding the future of our shared community.

We recognise the challenge of future thinking - asking the community to imagine what Shoreham Beach should and could look like in 5, 10 or 15 years time is not easy. In all our engagement activities we will aim to help people imagine what the future for Shoreham Beach might be like - offering 'strawman' ideas to help kickstart conversations, facilitating discussions to ensure differing views can be heard and ensuring all aspects of our diverse community have an opportunity to engage with the development of the plan - in a way that works for them.

Objectives

- Communicate the need to strike a balance between: Residential versus Recreation; Nature versus Development; Heritage versus Innovation

- To complete a Community Consultation Statement, setting out the key features of the community engagement programme as delivered at each stage in the production of the Plan.

- To ensure the community has some ownership of the Plan and members will support it at the referendum and for the 15 year lifespan.

How to Engage

Regular emails to members & subscribers
Regular Social media posts, shares or retweets
Updates via Beach News 3x per year
Regular Press Releases

The Locality website (mycommunity.org) has lots of useful guidance, and more resources can be found on the Forum website: https://www.shorehambeachforum.com/resources

Target Audience

Shoreham Beach is a diverse community. Whilst the bulk of the area is made up of residential properties, there are a number of small businesses based on the Beach and numerous, active interest groups. Residents span young to old and we will ensure we create cross-generational engagement opportunities. Appendix I outlines SBNF's stakeholder analysis of Shoreham Beach.

Engagement Activities

There are a number of aspects to our engagement strategy that ensure regular opportunities for people to be aware of SBNF and the ambition to develop a neighbourhood plan, to understand what a Neighbourhood Plan is, to get involved and to offer ongoing feedback/input into issues that matter to them. The Forum aims to ensure it strikes an effective balance between proactive and reactive engagement. During the course of the plan development we aim to ensure, through active engagement with the community and local authority, that we are responsive to relevant new plans and developments within the area and act as a facilitator to raise community views. We want to ensure whilst we have a core engagement plan set out that follows the natural course of the plan development, we are agile enough to make use of new opportunities to engage with the community. In the course of the plan development we aim to ensure we cover the seven key community engagement steps as outlined by Locality:

1. Publicise the proposal to produce a neighbourhood plan
2. Identify key local partners and stakeholders and develop working arrangements to gain their involvement and support
3. Formulate a programme of community engagement
4. Carry out initial community engagement and analysis to identify issues and themes
5. Undertake ongoing community engagement to support the development of policy and content of the plan
6. Provide feedback at all stages
7. Consult on the draft plan

Foundational to our community engagement activity is ensuring local people, with local knowledge coupled with appropriate experience, are represented on the Management Committee and the working groups. These groups will meet regularly and also use Google Drive and the website tools to centrally manage digital communications, share information and progress the development of the plan. The Forum has several working groups focusing on the following themes:

- Sustainable, Green Neighbourhood (land & water)
- Development & Regeneration (built environment)
- Community Facilities
- Transport & Movement
- Community Engagement

Working groups should meet regularly and also use an online space, i.e. website, where the public can view activity. Registered members (must reside in Marine Ward) can also comment on activity, i.e. in the online discussion forum. Interested parties who live outside the area can subscribe and / or follow on social media.

SBNF will offer a number of live events throughout the development of the plan for local residents, businesses and interest groups to learn more about the plan, to share their views and have a chance to get further involved. We will aim to ensure these activities take place at different times and locations to maximise diverse engagement, and will ensure the activities are effectively promoted beforehand.

We will also seek opportunities to engage with the community through existing platforms such as resident association meetings, the local Church and other organised groups in the area. Alongside this we will carefully monitor relevant local authority activity and plans and ensure we engage with these appropriately.

We will aim to offer a mix of open meetings, workshops, questionnaires, competitions, speaking at existing local organisations' regular meetings, being present in annual community events and online engagement. Through all our engagement activity we will encourage attendees and visitors to our website to become forum members and keep up to date with plan developments and local events and activities.

To further support engagement we will aim to optimise the digital environment through: the development of an interactive website; the use of appropriate social media platforms such as Facebook and LinkedIn; the use of digital project management tools such as Doodle. The website will offer information explaining what a neighbourhood plan is; information on the Shoreham Beach Neighbourhood Plan working groups; access to minutes from management committee meetings; promotion of future engagement activities; surveys and the ability to easily become a member or supporter of the plan through email subscription, joining a working group and having your say through our online communities We will also seek to ensure we are easily accessible from other relevant websites such as Nextdoor.com (formerly Streetlife), other local Facebook Groups, the Residents Association website, etc. See Appendix II for an overview of our digital engagement approach.

Engagement will need to use a mix of qualitative and quantitative approaches and we intend to offer a number of surveys/questionnaires for stakeholders to complete. These surveys will be offered digitally and in print format, with the latter being distributed by hand to households and businesses on the Beach.

We will share what we find out as we go along - both through playing back these findings at subsequent events and through our digital channels [see surveys]. Forum members will get regular email updates. We will also seek to publish articles in the local press and community publications.

Evidence Base

Throughout the development process of the plan, we will keep a centralised account of engagement activities, how they were promoted and the outcome of each event and activity. [see example] This will be written up as a complete Community Consultation Statement as part of developing the final plan.

Appendix I
Stakeholder Analysis

An up-to-date contact list will be managed via the Website and Google Contacts

Note: Individuals who *work* in Marine Ward, but live *outside* the area are not eligible to vote in the referendum. However, they are able to join as members of the Forum.

Shoreham Beach has a broad range of stakeholders that may be interested in inputting and helping develop a neighbourhood plan. SBNF will seek to ensure it creates appropriate opportunities for all

stakeholders to engage with the development of the plan over the course of our work. Stakeholders include the following (An up-to-date contact list will be managed via the website)

- Elected local councillors
  - Tim Loughton MP;
  - Councillors Ben Stride & Liza McKinney > Joss Loader, Dave Collins;
  - County Councillor Mick Clark > Kevin Boram
- Local shopkeepers, businesses, major employers and business organisations, including chambers of trade or commerce
  - Ricardo (outside area, but major employer)
  - Business in Ferry Rd, Harbour Way,
- Community groups such as residents' associations, local civic or amenity societies, wildlife trusts, local history groups or sports clubs
  - Shoreham Beach Residents Association
  - Friends of Shoreham Fort
  - Friends of Shoreham Beach
  - Adur Houseboat Association
  - Adur Outdoor Activity Centre
  - Emerald Quay Residents
  - Sussex Wharf
  - Kings and Nelson Court
- Landowners of key sites or organisations with significant property holdings and developers who have the legal agreement to buy a specific site if it gets planning permission (for example)
  - Adur & Worthing Local Authority
- Local trusts and project groups
  - Beach Dream organisers
  - Bonfire Society (dormant)
- Not-for-profit organisations representing minority groups
- Educational establishments such as schools, colleges and universities
  - Shoreham Beach Primary School
  - Pebbles Playgroup, Beach House Nursery
- Community facilitators or activists
- Local institutions
  - National Coastwatch Institution
  - Church of Good Shepherd
  - Women's Institute
- Local branches of professional bodies
  - PCSO Maireadh Knight

Online Engagement Overview

Website
  + Integrated email marketing
  + and CRM

sbnf
.co.uk

Purpose
- inform stakeholders
- get new volunteers up to speed
- keep existing volunteers on track
- signpost to more information
- increase awareness
- event invites & reminders
- articulate the vision
- carry out surveys and polls
- collect stakeholder details (forms)
- grow subscribers
- centrally manage contact lists
- manage newsletters
- provide tools to help spread the word
- host an online forum
- gather detailed evidence of engagement

Group Leader Roles
- Manage your discussion group (online forum)
- Provide updates on working group progress

Social Media
  + Facebook Page
  + Nextdoor Group
  + Linkedin Group
  + Youtube
  + Pinterest

- engage with residents via their existing social networks
- support local businesses & community groups
- drive traffic to website
- increase awareness
- event invites & reminders
- build a rapport
- make new connections
- flesh out new ideas
- learn from like minded communities
- gather detailed evidence of engagement

Editor / Moderator Roles
- Share inspirational content
- Be concise
- Maintain the commentary and keep it focused