



HERTFORD TOWN COUNCIL

Ref: D&L//Bengeo NP Working Party

22 September 2017

TO: ALL MEMBERS OF BENGEO NEIGHBOURHOOD AREA PLAN WORKING PARTY

Dear Councillor

A Meeting of the Bengeo Neighbourhood Area Plan Working Party will be held on:

**THURSDAY, 28TH SEPTEMBER 2017
IN THE ROBIN ROOM, THE CASTLE, HERTFORD
AT 2.00 PM**

The Agenda is attached.

Yours sincerely

A handwritten signature in black ink that reads "Joseph Whelan".

Mr J Whelan
Town Clerk

Councillors: Mrs S Newton, Dr L Radford, Mrs S Dunkley and P Ruffles

TOWN CLERK - JOSEPH WHELAN MBA

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**AGENDA - MEETING OF THE BENGEO NEIGHBOURHOOD AREA PLAN
WORKING PARTY TO BE HELD ON THURSDAY 28 SEPTEMBER 2017 AT 2.00
PM IN THE ROBIN ROOM, THE CASTLE, HERTFORD**

1. APOLOGIES FOR ABSENCE

To receive apologies for absence.

2. DECLARATIONS OF INTEREST

To receive Members' declarations of Disclosable Pecuniary Interests (as defined by the Relevant Authorities (Disclosable Pecuniary Interests) Regulations 2012) where these Disclosable Pecuniary Interests:

- a) Have not already been entered into the register and
- b) Relate to a matter to be considered

To note that such interests so declared must be formally notified to Town Clerk and the Monitoring Officer at East Hertfordshire District Council of the interest within 28 days.

To receive Members' declarations of Declarable Interests in accordance with Hertford Town Council's Code of Conduct (adopted 8th April 2013).

3. THE MINUTES

To confirm as correct the minutes of the meeting held on 31 August 2017 and to authorise the Chairman to sign the same.

4. QUESTIONS AND/OR STATEMENTS FROM MEMBERS OF THE PUBLIC

Members of the public may speak about specific items on this agenda which contain a recommendation, provided they have advised the Town Clerk of their wish to speak no later than midday on the Friday before the meeting (or midday of the last working day of the week before the meeting). A list giving details of the name(s) and relevant agenda item(s) will be circulated to Councillors before the meeting commences.

5. THE BENGEO NEIGHBOURHOOD AREA PLAN PROGRESS TO DATE

To receive the minutes of the previous Community Steering Group meeting (**PAPER A**). To receive the slides of the workshop on 12 September (**PAPER B**).

6. THE DRAFT COMMUNICATIONS STRATEGY FOR BENGEO NEIGHBOURHOOD AREA PLAN

To consider the draft Communications Strategy that seeks to regulate external and internal communications related to the Bengo Neighbourhood Area Plan (**PAPER C**).

7. EXCLUSION OF PRESS AND PUBLIC

It is recommended that in view of the confidential nature of the following items, which relate to the business matters of other individuals and organisations, the public shall be excluded while the following item is discussed. This is in accordance with the Public Bodies (Admission to Meetings) Act 1960, as amended by the Local Government Act 1972.

8. THE SURVEY MONKEY WEBPAGE

To receive a report on the usage and costs of a survey website for the Bengo Neighbourhood Area Plan (**PAPER D**).

**MINUTES OF THE COMMUNITY STEERING GROUP MEETING ON 7
SEPTEMBER 2017**

Bengeo Neighbourhood Area Plan

Minutes of the Community Steering Group Meeting
held at the Bengeo Club at 19:30 on 7 September 2017

Attendees:

Mark Lynch (Chairman of BNAP Community Steering Group, Sacombe Rd resident)
Cllr Steve Cousins (middle Bengeo resident, town and district councillor)
Cllr Andrew Stevenson (lower Bengeo resident, town and county councillor)
Cllr Mari Stevenson (lower Bengeo resident, district councillor)
Ben Penrose (Chairman of Molewood Residents' Association)
Stephen Wells (Watermill Estate Residents' Association representative)
Paul Keyworth (lower Bengeo resident, Culture & Community WG)
Aska Pickering (Sacombe Rd resident, Communications & Strategy WG)
Doug McNab (town planner, Molewood Rd resident, Natural Environment & Green Spaces WG)
Nick Gough (Molewood resident, Transport WG)
Peter Cousins (middle Bengeo resident, Development WG)
Jody Saunders (middle Bengeo resident, Business WG)
Sue Cousins (middle Bengeo resident)
John Howson (Molewood Bengeo resident, Natural Environment and Green Spaces WG)

Apologies:

Cllr Linda Radford (town and district councillor)
Cllr Peter Ruffles (town and district councillor)
Cllr Sue Dunkley (Folly Island resident, town councillor)
Cllr Sally Newton (Ware Park resident, town councillor)
Hilary Durbin (Chairperson of Lower Bengeo Residents' Association)
Terry Betts (Chairman of Hertford Civic Society)
Joseph Whelan (Hertford Town Clerk)
Maria Iancu (Hertford Town Council project officer)
Jacqueline Veater (Hertford Town Council consultant for BNAP)

1) Minutes of the Previous Meeting

The minutes of the last meeting (9 August 2017) were agreed as being a correct record.

2) Feedback from Town Council Working Party Meeting 31 August

It was reported the discussion of the Terms of Reference, and that HTC BNAP WP were happy to accept the TOR as amended.

A comment was received that HTC BNAP WP are able to adopt a "light touch approach".

3) Adoption of Terms of Reference

It was unanimously AGREED to adopt the Terms of Reference in their current form (i.e. as amended by the 31 August WP meeting).

4) Election of Chairman

Steve Cousins proposed Mark Lynch be elected Chairman of the BNAP CSG and was seconded by Andrew Stevenson.

It was unanimously AGREED to elect Mark Lynch as Chairman of BNAP CSG.

5) Election of Vice Chairman

Election of a Vice Chairman of BNAP CSG was discussed. It was unanimously AGREED to DEFER the election.

It was suggested in discussions that it would be desirable if a candidate could be found who would widen the Steering Group's representation in terms of interests (e.g. a business person rather than a resident) or geography (Molewood is already well-represented).

6) Update from Communications Group

It was reported that there had been some progress in finalising the membership of the group, with a number of people interested but that some further work was required.

It was emphasised the need to develop a Communications Strategy and that HTC BNAP WP would wish to approve "official" communications but that general/internal communications could be left to BNAP CSG.

It was noted that HTC BNAP WP appreciated the BNAP CSG's use of social media.

7) Update on Working Groups

It was reported that 5 WGs had been established and that initial feedback had been shared with those groups. The first 3 areas of focus for each WG had been established, but no meetings had as yet occurred due to people's availability in summer.

It was suggested that progress would be made following the BNAP Training Meeting on 12 September and that participants of each WG would have a better understanding of their roles and areas of responsibility.

8) Working Groups Training 12 September

It was reported that circa 30 people had expressed an interest and were expected to attend.

It was requested that follow-up information such as hand-outs and PowerPoint slides be made available for those unable to attend.

9) **BNAP Roadmap**

HTC BNAP WP suggest that progress on the Roadmap should be prioritised. The meeting acknowledged the aggressive nature of the current outline Roadmap but some expressed the desire to continue with the current momentum.

A discussion regarding moving forward with the BNAP acknowledged the external pressures created by the proposed HERT4 Development and how forming a draft plan prior to the adoption of the East Herts Local Plan would be advantageous.

A reference was made to a recent Government publications on Local Design which are available online.

The Chairman reported that, as with the Working Groups, it had been difficult to make progress on the Roadmap during August. He will move this forward with help/advice with the aim of producing a draft in time for the next WP meeting (i.e. before 22 September).

It was reiterated Tarmac PLC's interest in being involved with the Development WG in light of their draft proposal for sustainable development of properties on Sacombe Rd, which they see as a flagship development.

Discussion moved to the Business WG and a list of some of the businesses that had been approached was presented. It was discussed how best to reach the many business that operate not just within the traditional retail zone of Cowbridge/St Andrew St, but throughout Bengoe ward as it was acknowledged that this was an important sector to involve in the BNAP and suggested finding a venue where a business meeting could be held.

10) **AOB and Future Meetings**

There was a further request for participants and ideas to the Communications and Strategy WG. The Chairman suggested that the Chairman of the Sele Neighbourhood Plan Working Party might have insight to share in the light of his involvement in the Sele Neighbourhood Plan. He mentioned that both Herts University and HTC have good resources that can be useful. Comments were received about contacts at Herts University that may be able to help. The venue for the next meeting (Thursday October 5th) is still TBC. The following meeting will be Thursday November 9th - again venue TBC

ACTION: TO ENQUIRE IF COWBRIDGE HALLS OR ANOTHER VENUE IS AVAILABLE.

The meeting closed at 20.48.

RECOMMENDATIONS

It is RECOMMENDED that the Working Party **notes** the report.

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Bengeo Neighbourhood Area Plan (BNAP)

Workshop

Jacqueline Veater
Govresources Ltd
Consultant for BNAP



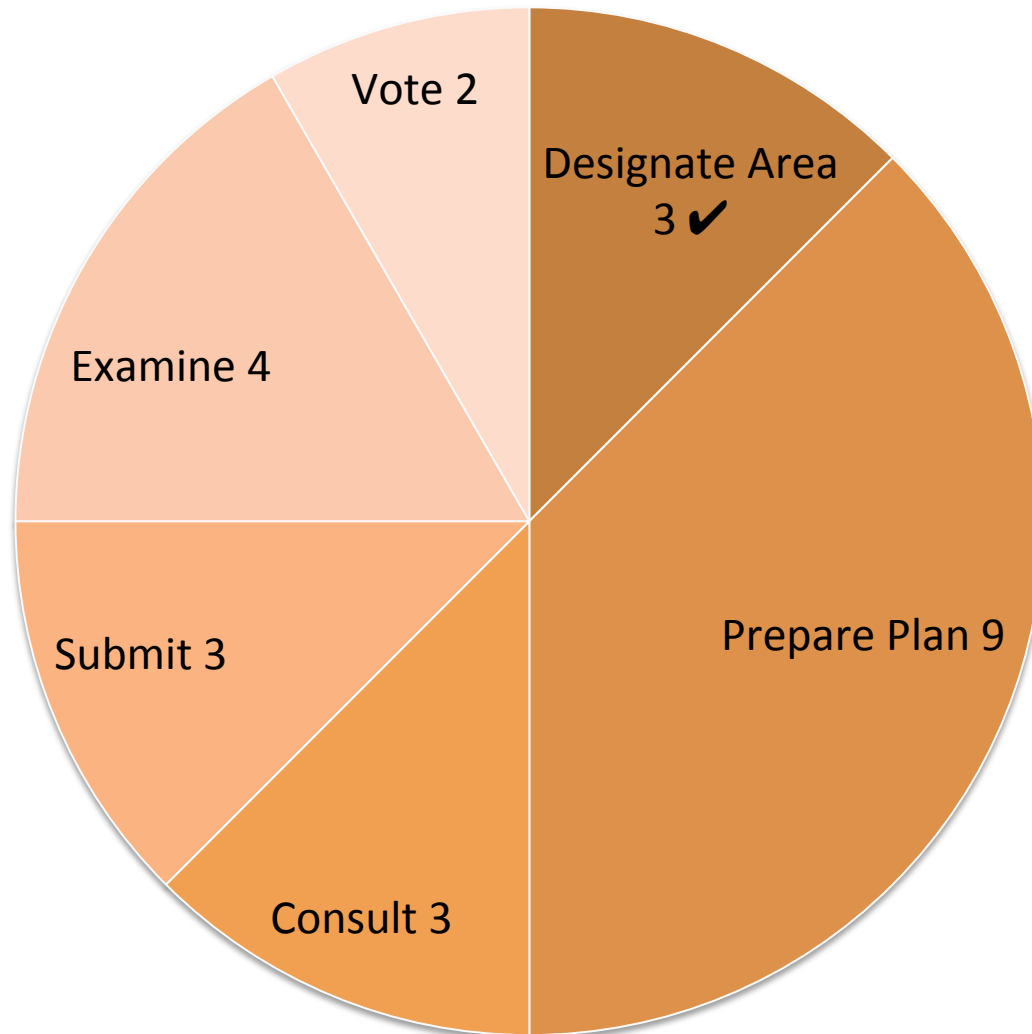
Outline of Process

- 1. Designate the neighbourhood area**
- 2. Prepare a draft neighbourhood plan**
3. Pre-submission consultation
4. Submission to East Herts Council
5. Independent examination
6. Ward referendum vote
7. Adoption of the neighbourhood plan

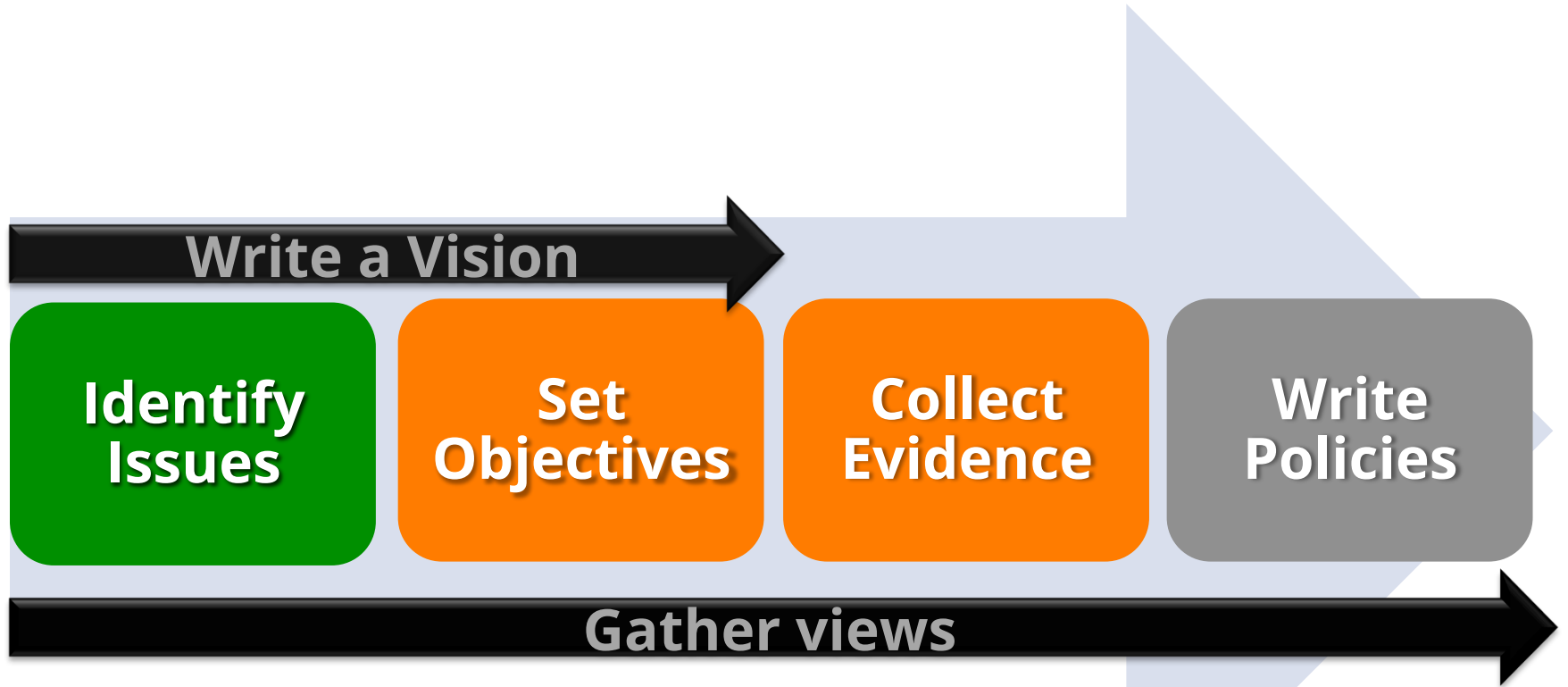


Neighbourhood Plan Programme

24 months minimum to adoption



Preparing a Draft Neighbourhood Plan



Thoughts on a Vision Exercise

What you value most about living in Bengoe & how you would like it to be described in 2033?

From the survey/theme session – top three:

- Access to green space
- Sense of community
- Proximity to Hertford & Local Shops

Plus

- Proximity to London
- Quality of schools in and close to Bengoe

How would you like it to be described in 2033?

- With infill development but not on green space
- A village centre (the areas heritage)
- Sufficient infrastructure/services e.g. Broadband/Internet speed
- Encouraging enterprise – places meet, providing space to work
- Retaining own identify
- Cater for all age groups (keeping green spaces for young people)
- Green travel (and other green initiatives)
- Encourage and grow the cultural quarter



What should a vision look like?

Concise and **locally distinctive**

Aspirational but **achievable**

1. Aspirational

Our vision is to conserve Birdham as a beautiful harbour-side parish with a close, supportive community at its heart, promote a sustainable thriving economy with a robust infrastructure and maintain the AONB and character of the harbour, canal and its rural and agricultural surroundings

2. Concise

Thame must maintain its character as a real market town



Set Objectives

Objectives should clearly state what you want to achieve from your Neighbourhood Plan. Objectives should also be sustainable

Objectives should be **SMART**:

Specific

Measureable

(Achievable and Realistic)

Timed

Objective A: Identify housing sites to satisfy the need for new homes in in your area up to 2031, required by East Herts District Plan.



Smart Objectives for BNAP

Homes & Development

- Proposed 50 new houses to be in keeping with the character and landscaping of Bengero and encourage community interaction
- Multi-use facilities e.g. medical/social of e.g. existing premises (scout hut)
- Playground facilities improved across Bengero to encourage community interaction
- Any development protects the green barrier beyond Bengero – separating Bengero from other settlements

[Note: Some over lap with Culture & Community]



Smart Objectives BNAP

Natural Environment & Green Spaces

Maintaining and preserving:

- Woodlands
- Playgrounds
- Green fingers
- Areas of special landscape value
- Rights of way
- Organised sports spaces
- Wildlife corridors
- Rivers



Smart Objectives BNAP

Culture & Community

- To encourage and develop all cultural activities
- To ensure access to a wide variety of activities for all age groups
- Improve communication between current providers or organisers of services and cultural events
- Consider how the cultural hub should develop

Smart Objectives BNAP

Transport & Traffic

- Establishing a high quality pedestrian environment
- Pedestrians having priority in a travel hierarchy
- Better traffic management e.g. to deal with the rat-running problem through Bengo
- Encouraging initiatives such as car clubs and shared driveways
- Identifying more routes for leisure
- More accessibility to public transport etc.



Smart Objectives BNAP

Business & Enterprise

- Improve the basic needs of businesses operating in Benggeo in terms of services (Broadband – urban and rural)
- Collaborate with other Wards – parking for businesses and customers
- Ensuring each theme in the NP has a business element e.g. cultural – art studio
- Make sure the plan supports all levels of businesses



How Objectives lead to Policies and collecting Evidence

Objective A: Identify housing sites to satisfy the need for new homes in your area up to 2031, as required by the East Herts District Plan.

Policy 1: Develop site X for housing



Each policy must be backed up by evidence:

- Is the site suitable?
- Is the site available?
- Is development of homes on the site viable?
- What alternative uses are there for the site?

Next Steps

- Agree a Vision
- Compile a draft set of objectives
- Prepare a detailed survey that will guide you in which policies you will need in your plan
- Continue to collect evidence:
 - Statistical
 - Photographic
 - Published
 - Best Practice
 - Good examples from other plans
 - Further consultation

RECOMMENDATION:

It is RECOMMENDED that the Working Party notes the slides.



Draft of the Communications Strategy for the Bengoe Neighbourhood Area Plan

**Draft Communications Strategy
for Bengoe Neighbourhood Area Plan**

Introduction

A Neighbourhood Plan (as introduced by the Localism Act 2011) is a community-led framework for guiding the future development, regeneration and conservation of a designated area. The foundation of a good neighbourhood plan is a robust programme of consultation and engagement. Effective community involvement is essential right from the beginning of the process. It will create a well-informed plan and a sense of ownership. Getting the recognition, views, assistance, and support of a whole range of other, interested bodies and parties is also essential if the plan is to have authority and credibility.

A successful Communications Strategy is a vital element of the successful development of Neighbourhood Plan.

Aims

The aims of the Communications Strategy are to:

- Ensure that the implications of the development and adoption of the BNAP are understood by all stakeholders.
- Ensure effective communication, leading to better feedback and decision-making.
- Maintain effective two-way information flow – both internally within the BNAP structure and externally – with the community and stakeholders.
- Achieve efficient information and communication channels to enable community on-going participation in defining the BNAP.
- Ensure that all stakeholders are aware of the Neighbourhood Plan process and governance.
- Increase awareness and understanding of the Neighbourhood Plan, its purpose and relevance to the Bengoe Ward community – those who live and work in the designated area.
- Demonstrate the progress of the BNAP work.

Strategy Principles

The key focus of the BNAP Communications Strategy are that: *the right information is delivered to the right people in the right medium at the right time.*

This can be achieved through a number of key principles:

- Communication must be meaningful, appropriate, and to the point
- Information must be accessible
- Quality mediums and methods must be used whenever possible
- Communication channels must allow information to, through and across all levels
- Information must be relevant and in plain English
- Consideration needs to be given to the needs of people with disabilities and those whose first language is not English
- The process must be transparent

Target Audiences

BNAP aims to reach and listen to everyone with a stake in the future of the area including people living, working or doing business here, those who deliver services to the local communities and people who have influence over the future of the area. We want to continue the dialogue with communities based on where they live and people in communities based on common interests, including those hard to reach and hard to hear.

The target audience will include the following:

- Elected councillors in BNAP area
- Other elected members (EHDC & MP)
- Neighbouring NPs
- Neighbouring parish/town councils
- BNAP Working Groups
- All residents in BNAP area, including school children, youth (16-25 years old), elderly and people with disabilities and special needs, commuters, single parent families
- Residents' Associations
- Community clubs and voluntary groups, including sports, cultural, heritage, faith-based, Youth, Rambles, Cyclists
- County Council Services, including police, fire, care
- Schools and nurseries
- Local businesses and employers, including home workers
- Retailers
- Service providers
- Farmers
- Housing estate representatives
- Statutory undertakers
- Major landowners
- Developers with interest in BNAP area

Key Messages

It is important that all BNAP communications have as much impact as possible. To avoid dilution of the message or contradiction, the following will be the main messages that we will attempt to relay in our communications:

- BNAP will set out policies that will help to ensure a sustainable, vibrant, and thriving community for the foreseeable future.
- BNAP is written by volunteers for the benefit of the whole community and reflects community opinion.
- BNAP is a framework for the development of our area.
- BNAP is all inclusive and seeks everybody's opinion.
- BNAP relies on the participation and support of the community and partners.

Appropriate levels of approvals will be sought with all communications.

Formal communication and consultation using the Hertford Town Council logo, such as press releases, key consultation, and communication presenting official position of the BNAP to broader external audience will be approved by the Community Steering Group and Working Party representatives.

Informal communication and conversation with interested parties, including organisational updates, background clarifications, and general engagement and information sharing will need to be agreed with Head of Communications and Strategy Group, and if appropriate with Chairman of BNAP.

Channels of Communication

BNAP will use a variety of methods based on what reaches people most effectively and has most credibility. The channels of communication include:

- Public meetings
- Launch and consultation events
- Focus groups
- Community meetings
- Stakeholder seminars
- Exhibitions and roadshows
- In depth interviews / face to face
- Ward councillor contact
- Workshop or group events
- External events
- Self-completion questionnaires
- Questionnaires – 'open' questions
- Stakeholder meetings
- Direct mail
- Telephone surveys
- Photo surveys

- Films
- Council newsletter and website
- Email contacts
- Leaflets and flyers
- Posters
- Local radio
- Minutes of meetings
- Networking
- Residents' and other newsletters
- Press releases
- Notice boards
- Social media (Twitter, Facebook, Instagram)
- Website
- Stakeholders' and partners' outlets

Resources

BNAP will make best use of the resources available and will strive to increase these for specific tasks. Our current resources, those that we have access to and can be applied to the task, are:

Timescales

BNAP Communications Strategy will define a sequential process with the key communication points through a Communications Plan. The BNAP Communications Plan will be outlined once the BNAP Roadmap is agreed by the Steering Group.

Key communication point:	Target date
Launching the BNAP	June 2017
Seeking feedback	June – August 2017
Establishing a shared Vision	Sept. 2017
Sharing the draft plan	tbc
Seeking approval (through referendum)	tbc

Evaluation and Review

The BNAP Communications Strategy will be assessed and reviewed 6 months after its approval to assess the effectiveness of the strategy with both internal and external audiences.

In particular it will be reviewed if there are any target audiences that have not responded or reacted to BNAP communications and the evidence/results obtained.

The BNAP Communications Strategy is subject to continuous amendment and improvement, but any amendments need to be approved by the Community Steering Group.

Membership

Members of the Communications and Strategy Group include:

- *Mark Lynch*, BNAP Chairman
- *Tbc*, BNAP Vice-Chairman
- *Steve Cousins*, HTC Councillor
- *Aska Pickering*, Head of Communications and Strategy Group
- Communications and marketing specialists: *Steph Stewart, Rose Gooding*
- Media specialists: *Steve Beeston, Paul Keyworth, Mike Howarth*
- Consultation specialists: *Stephen Wells, Sophie Gurr, Linda Pryor*
- Planning specialists: *Jacqueline Veater, Douglas McNab*.

Draft 20 Sept 2017

RECOMMENDATIONS:

It is RECOMMENDED that the Working Party discusses this document and makes any amendments as necessary.