



HERTFORD TOWN COUNCIL

Ref: D&L/Bengeo NP Working Party

24 November 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:

**WEDNESDAY, 30<sup>TH</sup> NOVEMBER 2017  
IN THE ROBIN ROOM, THE CASTLE, HERTFORD  
AT 2.00 PM**

The Agenda is attached.

Yours sincerely

P.P.

Mr J Whelan  
Town Clerk

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

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**AGENDA - MEETING OF THE BENGEO NEIGHBOURHOOD AREA PLAN  
WORKING PARTY TO BE HELD ON THURSDAY 30 NOVEMBER 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 8<sup>th</sup> April 2013).

**3. THE MINUTES**

To confirm as correct the minutes of the meeting held on 25 October 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. UPDATES ON THE PROGRESS OF THE BENGEO NEIGHBOURHOOD AREA PLAN**

To receive the minutes of the most recent Community Steering Group meeting (PAPER A).

6. **THE COMMUNICATION STRATEGY FOR THE BENGEO  
NEIGHBOURHOOD AREA PLAN**

To receive the updated Communication Strategy, containing minor changes to the original version (**PAPER B**).

**Minutes of the Community Steering Group meeting on 9 November 2017**

**Bengeo Neighbourhood Area Plan**

Minutes of the Community Steering Group Meeting  
held at Bengeo Cricket Club at 20:00 on 9th November 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)  
Jacqueline Veater (Hertford Town Council consultant for BNAP)  
Hilary Durbin (Chairperson of Lower Bengeo Residents' Association)  
Ben Penrose (Chairman of Molewood Residents' Association, Business WG)  
John Cooper (Chairman of Great Molewood Residents' Association)  
Sue Cousins (middle Bengeo resident)  
Alex Pharoah (Bengeo Resident, Transport WG)  
John Howson (Molewood Bengeo resident, Natural Environment and Green Spaces WG)

**Apologies:**

Terry Betts (Chairman of Hertford Civic Society)  
Aska Pickering (Sacombe Rd resident, Communications & Strategy WG)  
Justine Perry (Bengeo business owner, Business WG)  
Paul Keyworth (lower Bengeo resident, Culture & Community WG)  
Doug McNab (town planner, Molewood Rd resident, Natural Environment & Green Spaces WG)  
Emily White (Molewood resident, Development WG)  
Joseph Whelan (Hertford Town Clerk)  
Maria Iancu (Hertford Town Council project officer)

**1. Minutes of the Previous Meeting**

The minutes of the last meeting (5 October 2017) were agreed as being a correct record.

**2. Town Council Working Party Meeting 25 October**

The meeting was very brief and raised no substantive issues. Some suggested minor changes to the BNAP Register of Interests form have been incorporated.

**3. Register of Interests (RoI)**

The chair noted that the revised RoI form had only recently been circulated and that, given the meeting had a lot of business to discuss, the RoI could be deferred until the next meeting. Action: The Chairman to ensure this is discussed at the next SG meeting.

#### **4. Communication and Strategy Group (C&SG)**

The Chairman reported that the C&SG had met for the first time at Number 1 Port Hill on 3rd November. The chief outputs were:

- Jacqueline Veater led a discussion of the Project Plan and key target dates (covered later in these minutes)
- Douglas McNab and Mark Lynch agreed to start working on an overarching vision and objective section for the plan
- Steph Stewart agreed to work on the Communications Plan.

#### **5. Working Group Status**

It was asked whether there will be a clear record of who was leading the various Working Groups and if possible minutes of their meetings. It was pointed out that this is one of the functions of the C&SG and that status from the groups has been circulated. The Chairman agreed to share a list of WG leaders and to consider with Aska Pickering whether there are better ways to convey WG status.

It was noted that it was important that each WG have a representative at Steering Group meetings even if the leader is unable to attend.

It was also noted that any WGs contemplating transport-related issues should respond to the Local Transport Plan consultation - funding may be available for positive ideas. Groups looking to engage with HCC Highways may be able to have exploratory discussions which he could facilitate.

The Project Consultant then ran through her perception of the current status of each WG:

- Natural Environment and Green Spaces  
Good vision and objectives.  
Starting to investigate details of areas of interest (such as land ownership).
- Homes and Development  
Good vision, but a long list of objectives - perhaps too many?  
There is consideration of new development, but the Project Consultant wondered whether the WG should also look at potential redevelopment within the ward.
- Culture and Community  
Good vision and objectives.  
It was asked which WG was covering Heritage and it was agreed that Culture and Community seems to be the logical "home". This will be raised with the WG at their next meeting. EHDC has recently produced a Conservation Area Appraisal for Hertford (available on the website).  
The Project Consultant commented that this WG should also consider Assets of Community Value.  
It was discussed that Great Molewood residents might consider whether there are any Assets of Community Value around them - although liaison with

Stapleford Parish Council may be required.

- **Business**

WG is struggling to get Businesses to engage – but the Project Consultant commented this is actually the norm.

The Breakfast Meeting on 9th November was not attended.

The WG are switching to approaching individual businesses.

The Project Consultant suggested talking to “Business Buzz” - a Hertfordshire business networking website.

- **Traffic and Transport**

Still working on vision, although some objectives are emerging.

Comments were received that the WG is trying to promote “non-car” travel, but realistically has to accommodate the needs of car users.

After some discussion of Action Plan vs. Policy it was noted that an Action Plan could be as simple as agreeing with HCC to put an idea (e.g. a one-way system) out to consultation and then act on the result.

## **6. Project Plan**

The key dates in the Project Plan are:

- Late December/January - Questionnaire survey
- Early February 2018 - Workshop on Policy writing
- June 2018 - Pre-submission draft ready for Public Consultation

The Communication and Strategy Group aim to start the questionnaire survey in the gap between Christmas and New Year (i.e. Dec 27-29). That means that the Working Groups should supply input for question design by 27th November, with the intention of having the questions ready for sign-off at the following Steering Group meeting. That in turn means that the next SG meeting needs to be later, so it was suggested that the SG meeting be moved to 11th or 13th of December. The Chairman to find out which date is likely to have the best attendance.

The Project Consultant will provide some guidance about question development, but the key point for the WGs is that they do NOT need to produce crafted questions - we have at least one volunteer with the expertise to do that for us. The key input from the WGs will be a description of the information they need, based on their aims and objectives, in order to decide whether there is public support for their proposals.

It was suggested that when the survey is put out, schools and the Parish Magazine will be good ways to publicise it.

### **RECOMMENDATION**

It is RECOMMENDED that the Working Party notes this report.

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## **THE COMMUNICATION STRATEGY FOR THE BENGEO 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 a Neighbourhood Plan.

**The Aim of the Strategy is to provide timely and coordinated communications, identify relevant audiences and support the production of the Bengoe Neighbourhood Area Plan (BNAP).**

The Objectives of the Communications Strategy are to:

- Set up efficient communication channels for a two-way information flow: internally within the BNAP structure, between BNAP and the Bengoe Neighbourhood Area Plan Working Party, and externally with the community and stakeholders.
- Practice effective communication, leading to better feedback and decision-making.
- Continually update a list of stakeholders, consultees and wider audiences.
- Ensure all stakeholders understand the governance, ownership and implications of a neighbourhood plan for Bengoe.
- Increase awareness and understanding of Neighbourhood Planning, its purpose and relevance to those who live and work in Bengoe Ward.
- Make all stakeholders aware of the ways they can engage with the Neighbourhood Plan process.
- Maintain on-going community participation in the preparation of BNAP.
- Demonstrate the progress of the BNAP.
- Monitor and report on levels of engagement.

#### **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~~ *media* and methods must be used whenever possible
- Communication channels must allow information to flow, 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 (HCC, 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 and District Council Services, including police, fire, care, parking enforcement, leisure etc.
- Schools and nurseries
- Local businesses and employers, including home workers
- Retailers
- Service providers
- Farmers
- Housing estate representatives – if relevant
- Statutory undertakers
- Statutory consultees
- Major landowners
- Developers with interest in BNAP area
- Local press

This list will be monitored and amended during the plan preparation process to ensure it is up to date and includes all relevant audiences.

## 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.
- BNAP is primarily a planning policy document.
- BNAP must meet the approval of Hertford Town Council.
- BNAP must generally conform to the strategic policies in the adopted District Plan.

Appropriate levels of approvals will be sought with all communications.

Formal *statutory* communications and consultation will be branded with the 'Love Bengoe' logo and use the Hertford Town Council logo. These include press releases, key consultation, and communications presenting the official position of the BNAP to a broader external audience. The Community Steering Group and Working Party representatives will approve such communications.

Informal communication and conversations with interested parties, *including action plan projects*, organisational updates, background clarifications, and general engagement and information sharing will need to be agreed with the Communications and Strategy Group Leader, 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

- 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 in-kind resources available within the community.

## 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 programme is agreed.

Key communication point:	Target date
Launching the BNAP	June 2017
Seeking feedback	June – August 2017
Establishing a shared vision	Sept. 2017
<i>Launch of the BNAP community survey</i>	<i>29 Dec 2017</i>
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 and the BNAP Working Party.

## **Membership**

Members of the Communications and Strategy Group include:

- BNAP Chairman: Mark Lynch
- HTC Councillor: Steve Cousins
- Leader of Communications & Strategy Group: Aska Pickering
- Communications and marketing resources: Steph Stewart, Rose Gooding
- Media resources: Steve Beeston, Paul Keyworth, Mike Howarth
- Consultation resources: Stephen Wells, Sophie Gurr, Linda Pryor
- Planning resources: Douglas McNab
- Hertford Town Council's Neighbourhood Plan Consultant: Jacqueline Veater

Draft ~~04 October~~ *15 November 2017*

## **RECOMMENDATION**

It is RECOMMENDED that the Working Party considers the changes to the original version of the Communication Strategy.