

# YOUR PARISH, YOUR PLAN

Cuckfield Neighbourhood Plan

# 2012



This is a working Community Engagement Action Plan and will be updated as the project progresses.

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If you wish to raise any queries regarding this document or what it includes, please contact the Cuckfield Neighbourhood Plan Team using the details below:

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## INTRODUCTION

### WHO IS RUNNING THIS PROJECT?

The Cuckfield Neighbourhood Plan Team, in association with the Cuckfield Parish Council, is the group leading and coordinating efforts to create a local neighbourhood plan.

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### THE NEIGHBOURHOOD PLAN TEAM

The Neighbourhood Plan Team is a group of volunteers that have come together, guided by Cuckfield Parish Council to create the Neighbourhood Plan.

These volunteers have a variety of skill sets but more importantly are members of a variety of public groups within our community.

Nigel Page (Chair)

↳ Cuckfield Parish Council

Steve Blanch (Infrastructure)

↳ Cuckfield Parish Council

Andy Burton (Landscape)

↳ Cuckfield Parish Council

↳ Cuckfield Society

↳ New England Wood

Mike Davis (Affordable housing)

John Dickie (Ecology)

↳ Chatefield Association

David Mortimer (Ecology)

↳ Cuckfield Museum

↳ New England Wood

Jo Roche

↳ Cuckfield Society

Piers Harrison (Local Economy)

↳ Cuckfield Parish Council

Trish Commrie

↳ Cuckfield Local

Mike Davis

Catherine Martin (Sustainability Appraisal)

David Sparkes (Conservation & Heritage)

↳ Church Platt

### THE IMPORTANCE OF ENGAGEMENT

Recent reforms to the planning system, has resulted in the power of plan making being devolved to the local level. This has created the opportunity for local communities to prepare their own planning documents that will have a statutory footing.

Engagement is key to this process of local plan making, as stakeholders can use their local knowledge and understanding of local issues to help form the plan. By engaging with these people, the plan can truly reflect local aspirations for the area.

**“YOUR PARISH, YOUR PLAN”**, means exactly what it says.

Neighbourhood Planning is designed to give the local community the power to control how the area will develop over the next 20 years.

We hope that our plan making process will be a participatory one, with community engagement being the key element.

## HOW THIS DOCUMENT FITS INTO THE NEIGHBOURHOOD PLAN?

This Community Engagement Strategy forms the basis of involvement with individuals and groups from Cuckfield, for the duration of the creation of the neighbourhood plan





## OUR SIX GOLDEN RULES

When we carry out any engagement exercises during the plan making system we will aim to abide by the follow six golden rules:

### 1. TIMING IS THE KEY

- Prior to any public exercises or events, we will aim to advertise it for a minimum of two weeks.

### 2. WE WILL BE INCLUSIVE.

- All stakeholders in of the community will be encouraged to get involved.
- Where possible, multiple methods of engagement will be adopted to give everyone a chance of engagement.
- Special efforts will be made to engage with “hard-to-reach” groups.

### 3. WE WILL BE CLEAR, AND EASY TO UNDERSTAND.

- All documents will use plain English and be jargon free.
- It should be clear that all documentation inviting responses/involvement should state what can be influenced by any suggestions or comments. It should also state how/when responses/results will be made available to the public.
- All documentation will state how/when decisions regarding consultation/involvement outcomes will be made public.

### 4. WE WILL BE UNBIASED & RESPECTFUL.

- All opinions/suggestions voiced will be listened to with respect.
- The Neighbourhood Plan Team will take an unbiased viewpoint and balance differences of opinion in a fair way. It is also vital that all participants respect each other’s views/opinions

### 5. WE WILL BE EFFICIENT.

- Efforts will be made to avoid ‘consultation fatigue’, and encourage active engagement.
- Public exercises will be proportionate to the scale and importance of the issue/theme under consideration.

### 6. WE WILL BE UP FRONT, AND OPEN.

- Results will be published in their raw form when they have been collated. Where possible an easy to read summary will also be published.
- Notes of the Neighbourhood Plan Team meetings will be published, as well as details of any key decisions.

## HOW WILL THE WHOLE COMMUNITY BE INVOLVED?

### WHO WILL BE INCLUDED?

The aim is to involve as much of the community as possible.

Whilst the strategy will actively engage with stakeholders on an individual level, it is hoped that existing community groups will form the gateway to reaching much of the community.

### LOCAL POPULATION

The emphasis will be placed upon those that live and work within the Cuckfield Parish as any policies set out in the plan will have a statutory footing on the area in which they live.

Key groups that have been identified so far are:

- The Cuckfield Society
- Cuckfield European Association
- Cuckfield Dramatic Society
- Cuckfield Local
- Cuckfield Museum
- Holy Trinity School
- Warden Park School
- Cuckfield Evening Flower Club
- Cuckfield Cricket Club
- Cuckfield Town Football Club
- Haywards Heath Rugby Club
- Cuckfield Golf Society
- Cuckfield Playgroup
- Independent State of Cuckfield
- New England Wood Trust
- Holy Trinity Church
- Cuckfield Baptist Church
- The Busy Bees Nursery
- Cuckfield Beavers, Cubs, & Scouts
- Cuckfield Brownies
- Royal British Legion – Women’s Section

- Courtmeadow School
- Leyton Lea Residents Association
- Silver Threads Club
- Cuckfield Tennis Club
- Cuckfield Evening WI
- Ardingly Road Residents Association
- Courtmead Road Residents Association
- Church Street & Church Platt Residents Association
- Goreside Tenants Association
- Cosmos Football Club

As well as approaching individuals throughout the public we will endeavour to engage with these groups.

### LOCAL COMMERCE

Local businesses, big or small, will all be invited to participate as they are the lifeblood of the parish.

The Cuckfield Traders Association will form the gateway to engagement with local commerce.

### SURROUNDING LOCAL GOVERNANCE

It may be necessary to involve other local governmental bodies as our plan could have knock on effects outside of our area. This is also true in reverse, so open dialogue is required in order to account for external influences impacting upon our parish.

We envisage engaging with:

- Haywards Heath Town Council
- Ansty and Staplefield Parish Council

## THE WIDER PUBLIC

The general public that come to Cuckfield to use its facilities, whether it's for the schools, the numerous foot paths, or the shops will also be invited to participate however in practice this may be hard to facilitate.

## HARD-TO-REACH GROUPS

There will undoubtedly be groups of people that either do not wish to be involved or cannot be bothered to participate. We will actively seek to engage with these people. Hard-to-Reach groups often include (but are not limited to);

- The Service Resistant (young, etc)
- Minority Groups
- The Forgotten (housebound, blind, etc)

## HOW WILL ENGAGEMENT HAPPEN?

A variety of techniques will be adopted to ensure that we actively try to engage with all of the groups mentioned.

Whatever method is utilised, the results of the events will be published as per our 'Six Golden Rules'.

## BRANDING, WEBSITE, & NEWSLETTERS

The creation of a 'brand' for the neighbourhood plan is vital. Having all publications, whether public notices, posters, or draft documents produced in a universal format is important to make the efforts of the plan easily recognisable.

Further to this a website will be created ([www.cuckfieldplan.com](http://www.cuckfieldplan.com)) to allow an easy place for the public to stay up to date with news & events, and access documents as they are published. By collecting email addresses on the

site email newsletters can also be sent to engage with the community.

## PUBLIC MEETINGS / OPEN DAYS

By utilising public meetings & open days, large groups can be accessed regarding a single issue, or range of issues in one event. They will form a vital point of communication and involvement with the community however there is concern over whether they will communicate with hard to reach groups.



## INTERACTIVE EXERCISES

By hosting interactive exercises it is hoped that both the wider community and smaller hard-to-reach groups can be involved in the plan making process.

One group that can be involved using this method are the young. With cooperation from local schools and youth groups, this method will enable the views of the young to be heard and incorporated into the plan. Anticipated activities include:

- Photo Competition
- School Projects



## PUBLIC EXHIBITION & INFORMATION POINTS

A permanent display within the parish will provide members of the public with a central point of contact. This will be located in the Parish Council Office, Queens Hall, Cuckfield.

Information will also be displayed at a number of locations around the parish.

## COMMUNITY PRESENTATIONS:

Presentations at Local Group meetings will keep the community up to date with progress and invite feedback; this will encourage further involvement & engagement.

## SURVEYS / QUESTIONNAIRES

Large scale surveys and questionnaires can provide quantitative data for easy comparisons of opinions alongside in depth qualitative data.

The delivery method of such will be thought through thoroughly to ensure that “hard-to-reach” groups are approached and encouraged to engage.

Engaging with the community on this level is vital however this technique must not be overused to avoid community fatigue due to over engagement.

## TRAVELLING EXHIBITION

A travelling stall will be present at selected local events. This will enable the plan team to actively reach new parts of the community and keep others up to date.

These could take place at the market, and other one off events such as the Cuckoo Fayre.

## INDIVIDUAL/GROUP MEETINGS

Where specific groups, bodies, individuals, or commercial enterprises have a stake in the Neighbourhood Plan they may be invited to attend an individual meeting with the Neighbourhood Plan Team.

## THEMED FOCUS GROUPS

A group of people, preferably representing a larger body of people, may meet to discuss a particular issue/theme. These events would be by invite only.



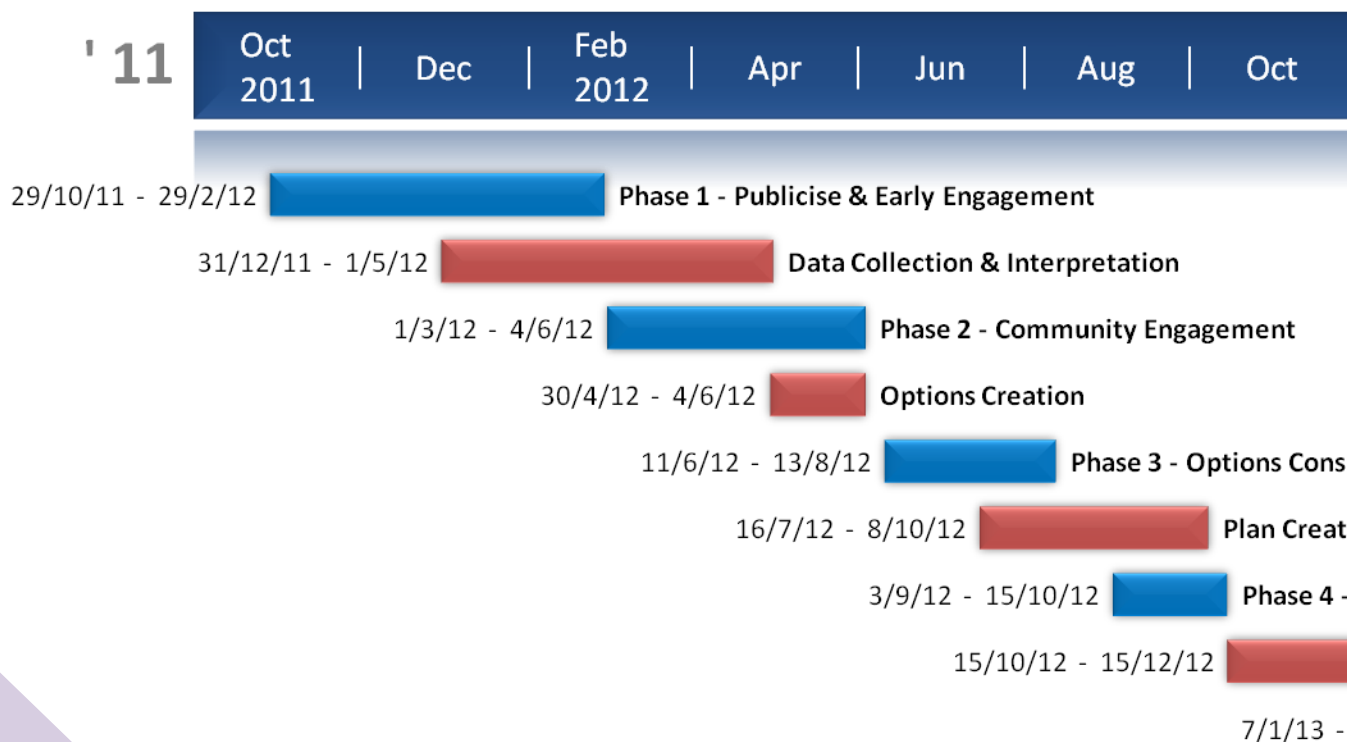
## DROP BOX

At all events, there will be a means for the community to provide feedback into the plan making process. A “Drop Box” will always be present at these events/places to facilitate this.

## WHEN WILL PEOPLE BE ABLE TO GET INVOLVED?

Anyone can get involved in the creation of the plan whenever they would like. This section contains an outline of our involvement plan for the project.

Activity	Delivery Method	Intended Participant/Audience	Phase?				
			1	2	3	4	5
<b>Branding &amp; Website</b>	Online & on all publications.	All Stakeholders	✓	✓	✓	✓	✓
<b>Open Day</b>	Host Event	General Public, Residents, & local Stakeholders	✓	✓	✓	✓	
<b>Presentations</b>	...at local group meetings	Local Groups	✓	✓	✓		
<b>Attend local events.</b>	Stand/Display at event.	All stakeholders		✓	✓		✓
<b>Questionnaire</b>	Distributed online, via post, at events, from the parish office, and local groups.	All stakeholders	✓	✓	✓		
<b>Individual/Group Meetings</b>	In person	Local Landowners, Schools, Neighbouring Parishes, & Community Groups		✓	✓		
<b>Information Points</b>	Information board in parish office, & posters in public places.	All stakeholders	✓	✓	✓	✓	✓



Activity	Delivery Method	Intended Participant/Audience	Phase?			
			1	2	3	4
Walk & Talk	In person, group meet and then walk...	All stakeholders / Stakeholders regarding a particular issue/theme.		✓	✓	
Themed Focus Groups	Host Event / In person	Stakeholders regarding a particular issue/theme.			✓	
Interactive Exercises	Projects/activities in schools	Hard to Reach Groups, All stakeholders		✓		
Travelling Exhibition	Stall at local events	All stakeholders, General Public	✓	✓	✓	✓
Drop Box	Suggestion box at all activities	All stakeholders, General Public	✓	✓	✓	✓
Themed Focus Groups	Host Event / In person	Stakeholders regarding a particular issue/theme.	✓	✓	✓	✓



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Pre-Submission Consultation & Engagement

Plan Finalisation

9/9/13

Phase 5 - Submission Consultation & the Referendum

## WHAT DO WE HOPE THIS DOCUMENT WILL ACHIEVE?

The intention of this document is to plan and set in motion a series of actions that will result in the following primary objectives being achieved. It is hoped that the secondary objectives will also be achieved during the process

### Primary Objectives:

1. To actively involve the community in the creation of the neighbourhood plan.
2. To reach as much of the community as reasonably possible.
3. To gather fresh ideas direct from the community that can guide the plan.
4. To guide the creation of a Neighbourhood Plan that the community at large support.

### Secondary Objectives

1. To create a framework for engagement & consultation activities

## NEXT STEPS

Any feedback from the consultation events will be made available to the general public on our website ([www.cuckfieldplan.com](http://www.cuckfieldplan.com)). This feedback will influence the creation of the Cuckfield Neighbourhood Plan, and future versions of this document.

We are currently in Phase 2 of our engagement strategy, the feedback and information we gather at this stage will have a direct impact upon the main themes that the plan will concentrate on, as well as the potential future options for the parish.

This is a working document, and it is anticipated that it will be updated as the project and plan making process progresses. This document will be updated:

- After each Phase (as outlined on pages 8 & 9 of this document)
- And, as it is needed.





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