

## THE GRANGE

### CONSULTATION PLAN

Updated May 2019

#### 1.0 Introduction

This document sets out the proposed Consultation Plan (the Plan) for the development of a masterplan for the improvement of public open space at The Grange, Leominster (the Project).

The Consultation Plan has been developed in conjunction with the client team at Leominster Town Council (LTC). The finalised plan will be adopted by LTC and made available to the general public, in order to ensure that the consultation process remains robust, transparent and open to scrutiny.

##### 1.1 *Why do we need a Consultation Plan?*

The Consultation Plan for the Project has the following aims:

- To increase awareness of the Project in the community;
- To encourage increased community participation in the Project;
- To reach out and connect with audiences not currently involved with the project;
- To ensure effective and transparent communication with existing and new stakeholders;
- To manage expectations so that everyone knows what will be achieved and when;
- To formalise an iterative design and decision-making process for the Site.

##### 1.2 *What do we already know?*

Leominster Town Council has recently carried out two consultation exercises, which have direct relevance to the Grange:

- ***Sydonia Park, 2016*** – An extensive consultation and community engagement programme was carried out in relation to Sydonia Park in Leominster. The project raised a number of wider issues which are pertinent to the Grange, including anti-social behaviour, play and recreation facilities provision in the town, and community use and engagement.
- ***Mapping Leominster's Youth Project Report, 2018*** – The project mapped youth needs and services in Leominster to inform future development of youth provision in the town.

The methodologies and results of these previous consultation have informed this Plan, and together will combine to form a robust evidence base for the Project going forward.

## 2.0 Consultation Methodology

### 2.1 Stakeholders

The aim of the consultation process is to reach out to and engage with as many current and potential stakeholders of the Project as possible in order to inform the decision-making and design of The Grange. ‘Stakeholder’ in this instance can be defined as anyone with an interest or concern in the use and development of The Site. The different groups of stakeholders who will be targeted as part of this Plan are listed below. A comprehensive list of individual organisations within each of these stakeholder groups is provided in Appendix A.

- **Local schools, pre-schools and playgroups** – consultation to determine priorities and gather ideas and feedback for play and recreation facilities;
- **Clubs and community organisations** – consultation to gather ideas and feedback on community usage of the Site and priorities for its future development;
- **Local residents** – consultation to gather ideas and feedback from local residents about their use of The Site and their priorities for its future development;
- **Statutory Bodies and local Police** – formal consultation with relevant statutory bodies, such as Historic England, the Environment Agency, and local police, to seek feedback on proposals;
- **Leominster Town Council** – consultation with Members and Officers to gather ideas and feedback for the future development and management of the Site.
- **Herefordshire County Council** – consultation with relevant departments to determine planning restrictions, and infrastructure and management considerations.

### 2.2 Activities

A range of consultation approaches and activities will be carried out to ensure that we reach out to the range of stakeholders listed above. In order to make the consultation process as inclusive as possible, the Plan has been designed to incorporate:

- Multiple opportunities for engagement;
- Online and offline engagement tools;
- Activities which can be participated in at various times of the day and week;
- Activities hosted at a range of accessible venues;
- Opportunities which demand only a short amount of time from the participants;
- Holding activities in conjunction with other pre-organised events;
- All activities to be publicised in advance to give participants time to plan and prepare.

The Plan consists of the following consultation activities, which will be planned and delivered in collaboration with LTC:

- Stakeholder meetings;
- Online and hard copy information and surveys;
- Formal consultation with statutory bodies, Herefordshire County Council, and LTC;
- Open drop-in sessions for the general public;
- Static display with comments 'dropbox'.

### *2.3 Publicity*

In order to give stakeholders and local residents a fair opportunity to engage with and participate in consultation activities, the activities must be publicised in an effective and timely manner. The publicity and communication strategy of the Plan consists of the following:

- Announcing the publishing of the Plan on LTC's website;
- Press releases for use and issue by LTC;
- Full colour flyers and posters to be distributed at venues and events;
- Text and information for LTC website and social media;
- Direct communication with selected stakeholders via email and phone for specific consultation workshops and meetings.

### *2.4 Monitoring and evaluation*

The consultation activities will generate a large quantity of qualitative and quantitative data. The results will be collated and analysed by Red Kite, and issued in reports to LTC for consideration.

## **3.0 Phased Consultation**

Consultation for the Project will take place over three main phases. These are described below and a full activity plan and associated timeline for each phase of the consultation is provided in 3.4.

### *3.1 Phase 1 Consultation*

The first phase will seek to build a relationship with existing users and stakeholder groups and gain initial feedback on the Site. The main aims of the Phase 1 Consultation are to develop an understanding of the Site's strengths, weaknesses, opportunities and constraints, and to determine priorities for the future development of the Site.

### 3.2 *Phase 2 Consultation*

The second phase of the consultation will be to consult on the concept proposals developed by Red Kite in response to the Phase 1 Consultation, site appraisal and analysis, and discussions with the client team. The main aim of the Phase 2 Consultation is to gain feedback on the concept proposals in order to inform the masterplan and final proposals.

### 3.3 *Phase 3 Consultation Feedback*

The final phase of the consultation will be to inform the public of the final proposals and masterplan for the Site. The RIBA 3 drawings produced by Red Kite, which will include scale drawings and 3D visualisations, as well as a development plan report which will summarise the brief, methodology and results of the consultation, will be made available on the LTC website, and publicised via social media and a press release.

### 3.4 Consultation Activity Plan

#### 3.4.1 Phase 1 Consultation

Activity	Target Audience	Data collection and analysis	Timeline 2019	
			Apr	May
Press release promoting Phase 1 consultation for use and issue by LTC.	All stakeholders and local residents	-		
Face to face informal meetings with representatives from stakeholder groups (up to 3 meetings).	Key stakeholders – identified by LTC	Meeting minutes capturing key comments		
LTC website and social media activity promoting Phase 1 consultation.	All stakeholders and local residents	-		
Survey Monkey Questionnaire for general public – focusing on existing use and priorities for the Site.	Local residents and stakeholders	Survey monkey data capture report		
Hard copy version of questionnaire – to be distributed and collected at Leominster Town Council offices.	Local residents and stakeholders	Collation of data with online survey results		
Initial report of findings and recommendations.	LTC client team	-		

### 3.4.2 Phase 2 Consultation

Activity	Target Audience	Data collection and analysis	Timeline 2019	
			Jul	Aug
Press release promoting Phase 2 consultation for use and issue by LTC	All stakeholders	-		
Full colour flyers and A3/A4 full colour posters to promote Phase 2 consultation to be distributed to local residents, centres, schools and clubs.	All stakeholders	-		
LTC website and social media activity promoting Phase 2 consultation.	All stakeholders	-		
Issue of formal consultation.	Statutory Bodies; Herefordshire County Council; LTC Officers	Minutes from meetings and written responses		
Survey Monkey Questionnaire asking participants to rate and rank components of the proposals.	Local residents	Survey monkey data capture report		
Hard copy questionnaire asking participants to rate and rank components of the proposals.	Local residents	Survey data to be collated.		
Schools workshops to be facilitated by LTC.	Local children and young people	Written notes/survey data to be collated		
Two ½ day drop-in sessions which stakeholder groups can book on to. To be held at Leominster Town Council offices.	Stakeholder groups	Written notes.		
Static display with comments “dropbox” to be hosted at Leominster Tourism Information Centre.	Local residents	Collating comments in report		
Two open surgery drop in sessions for general public: one at the Grange playground on a Saturday; one at Friday market.	Local residents	Written notes.		
Final report of findings and recommendations for amendments to concept proposals.	LTC	-		

### 3.4.3 Phase 3 Consultation

Activity	Target Audience	Data collection and analysis	Timeline 2019
			Sept
Publish final proposals and masterplan on LTC website	All stakeholders	-	
Press release promoting Phase 3 consultation for use and issue by LTC	All stakeholders	-	
LTC website and social media activity promoting Phase 3 consultation	All stakeholders	-	

## **Appendix A: Stakeholder Groups**

### Schools and Youth Groups

Leominster Primary School  
Earl Mortimer College  
Westfield School  
Ivington C of E Primary School  
Kimbolton St James C of E Primary School  
Supported Housing for Young People Project (SHYPP)  
Oaks Childrens' Group  
Guides Association  
Scouts Association  
Army Cadets  
Squadron 151 Air Cadets  
Community Cadets  
Baptist Church Youth Group  
Methodist Church Youth Group

### Adults and Young People with Additional Needs

Marches Family Network  
ECHO – For Extra Choices in Herefordshire Ltd  
Dementia Friendly Leominster  
MiEnterprise  
HOPE Support Services

### Sports and Leisure

Walkers are Welcome  
Halo Leisure

### Sites of Interest

Grange Court  
The Priory  
The Forbury

### Business and Commerce

Leominster Business Group  
Leominster Women in Business  
Market Traders

### Community Organisations

The Community Centre  
Leominster Festival  
Leominster Medieval Festival  
Leominster Library

### Environment/Horticulture

Leominster in Bloom  
Herefordshire Wildlife Trust

Heritage

LARC Development Trust

Leominster Civic Society

Leominster Museum

Leominster Historical Society