

Tach Brook Country Park Masterplan Consultation and Engagement Strategy

1. Background and context:

- Wood has been appointed to develop a masterplan for the proposed Tach Brook Country Park, south of Leamington and Warwick.
- The country park is to be developed on land to the south of the emerging urban extension south of Harbury Lane, on land released by developers.
- The emerging urban extension has faced some opposition, particularly from residents in Bishop's Tachbrook to the south, and local sentiment towards the new housing may have an impact on this consultation and how it is received.
- It is important that the country park meets the needs of all residents of Warwick District, and the consultation methodology has been developed to gain feedback from a wide range of potential users.

Summary table of consultation strategy

The consultation and engagement exercises listed below will be used to draw out valuable community and stakeholder feedback, which can be fed into the development of the masterplan.

Step	Consultation exercise	Dates	Outputs
1	Stakeholder mapping	October 2019	Identifying stakeholders and communities to engage and consult throughout the process.
2	Online survey	Mid November	Drawing out initial views on what communities and stakeholders want from the park, to inform masterplan options. The online consultation will be open for 4 weeks from 25 th November until 20 th December.
3	Site walking tour with pre-invited Members.	November	Drawing out on-the-ground detailed feedback on park uses from specific stakeholders.
4	Report on outcomes of online survey.	January/February	Understanding feedback for potential input into the preferred masterplan options.
5	Main public consultation on draft masterplan	March 2020	Gaining detailed feedback on the proposed options.
6	Analysis of consultation feedback	April/May	Understanding feedback for potential input into the preferred masterplan.
7	Production of a Statement of Community Involvement (SCI)	April	Demonstrating how stakeholders and the community have been involved in the plan-making

		process for the final masterplan application which is submitted.
8	Exhibition held to present the Preferred Option to the public.	Feedback to the public on how their ideas have been incorporated into the preferred masterplan option.

Step 1: Stakeholder mapping

Consultation and engagement are crucial in raising awareness and understanding about the developing masterplan and help Warwick District Council (WDC) to develop a two-way dialogue with stakeholders, while drawing out the issues that are important to them. Importantly, it can inform how the masterplan is developed and maximise buy-in and support before a planning application is submitted.

The identification of stakeholders to be engaged in the development of the masterplan will be an iterative process developed through stakeholder mapping and ongoing engagement throughout the project's lifespan. An initial list of the suggested core stakeholders who should be engaged and consulted in the development of the masterplan should be established ahead of carrying out any engagement or consultation. Formulation of the list will be a joint effort by both Wood and WDC.

Step 2: Online survey

We would develop a quick-to-complete and high-level survey which will draw out stakeholders' initial views on what they want from the park, to help inform masterplan options.

We will work with Warwick District Council's Media Team to ensure the survey is publicised using existing communication networks and social media accounts (as appropriate).

The survey would be live for a period of four weeks and could be completed in stakeholders' own time, at any time of day.

The survey could be made up of predominantly multiple choice closed-questions to allow the project team to be specific about the information they draw from stakeholders, ahead of providing the opportunity for free-text, more detailed feedback at the consultation stage.

Step 3: Site walking tours

In parallel to carrying out the online survey, we will conduct site walking-tours with local councillors. The purpose of the walking tour would be to explain the masterplan process and the current-thinking for how specific areas of the site will be developed. There would need to be a short wrap-up session after the walking tour to log and map comments.

Step 4: Report on outcomes of survey

The output from the survey will be summarised in a note for discussion at the Client meeting. These findings will help the project team to establish how the feedback should be used to inform masterplan options which will be presented at public consultation.

Step 5: Main public consultation on draft masterplan

Logistics

We would hold a consultation for a minimum of 28 days during March 2020. The consultation would allow local communities and stakeholders the opportunity to provide feedback on possible masterplan options.

We would develop a handout to be given to attendees upon their arrival, to explain the work that has been done to date, and the feedback that we would like from them at the event. The handout would also include a concise feedback form made up of a combination of closed and free-text questions with the purpose of drawing out more detailed feedback which can influence the masterplan, or specific areas where there is flexibility or opportunity to change. The feedback form would include a project-specific email address for those who wish to respond electronically.

We propose holding two events, one at Heathcote Primary School and one at St Chad's Centre in Bishop's Tachbrook. These venues are in easy travelling distance of the site and their location captures the local demographic who will be most affected by the proposals and have the strongest understanding of the local area and its needs.

Publicising the consultation

As with the survey, we would ensure the consultation is publicised with the help of WDCs Media Team and the Project Board Members, to ensure that the Green Spaces Newsletter, website, local newsletters and social media are used (as appropriate).

We would notify relevant councillors and the local MP of the consultation in advance of it taking place and urge them to publicise details of the consultation using their social media and communications channels.

- MP for Warwick and Leamington
- Bishop's Tachbrook District Councillors
- Budbrooke and Bishop's Tachbrook County Councillor
- Bishop's Tachbrook Parish Council

These stakeholders would also be offered the opportunity to attend a private preview of the consultation event and the materials in the hour before it opens to the public.

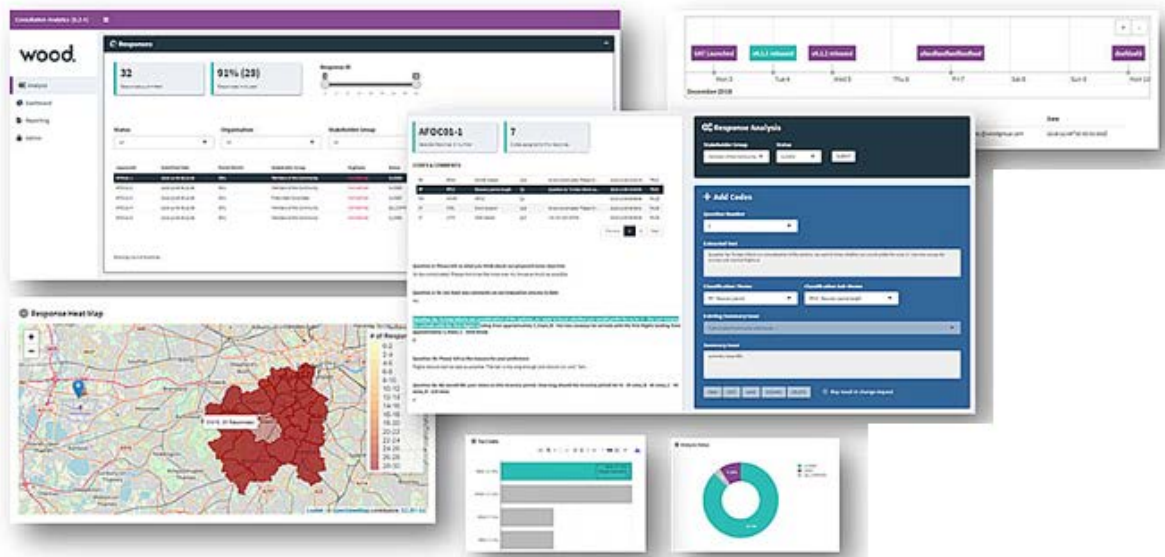
Step 6: Analysis of consultation feedback

We will ensure that all feedback is accurately captured throughout the consultation process, with all written and emailed feedback recorded in the analysis software. The responses will be analysed and fed into the masterplan design and reported on in the Statement of Community Involvement.

We will develop and agree the themes that responses should be grouped into with WDC in advance of analysis taking place and seek agreement on any new themes which may arise as feedback is analysed.

All consultation analysis findings will be shared periodically with WDC.

Figure 1.1 Consultation analysis software



Step 7: Production of a Statement of Community Involvement (SCI)

We will produce an SCI which sets out how stakeholders and the community have been involved in the plan making process for the final masterplan application which is submitted.

It will provide details of who has been engaged and consulted with and when and how this was undertaken. It will also present the findings of the feedback which was received and analysed and demonstrate any instances in which consultation feedback has been used to alter the final masterplan which is submitted for application.

Step 8: Exhibition to Present the Preferred Masterplan Option

This event will be held during June, with the intention of providing feedback to the public on how their ideas have been incorporated into the preferred masterplan option. It is proposed that this will once again be held over two days, with events held at Heathcote Primary School and at St Chad's Centre in Bishop's Tachbrook.