

# APPENDIX A - DEVELOPMENT BRIEF NORTH WALSHAM WEST

## August - September 2023: Development Brief Consultation

- **Community engagement plan** - We are proposing a comprehensive community engagement plan in line with NNDC's draft Statement of Community Involvement. The public consultation would include both in-person and virtual elements hosted on a dedicated project website.
- **Consultation preparation** – We will prepare a public flyer outlining the proposals and consultation event as well as signposting the website. The flyer will also include details on where people can go to find more information and share their views. This flyer will be published via postal delivery to an agreed radius. This flyer will also be emailed out to key stakeholders, local groups, and local media outlets with a link to the website.

The website will go live on the same day as the flyer is distributed. The website will be mobile-friendly to allow easy promotion across social media channels. For the consultation events, we will create exhibition boards which can be uploaded to the website to ensure the entire consultation process is a consistent hybrid of in-person and online activity. A short feedback form with qualitative and quantitative questions will accompany the boards on the website, and be available via QR code and in hard copy at the event, to gather community feedback which can be used to shape and finalise the proposals and which will be included in the Statement of Community Involvement.

- **Development Brief consultation** – The consultation will involve meetings and briefings with relevant stakeholders, alongside the in-person event, and ongoing liaison with residents and community groups. The consultation 'window' will begin when the website is first published and promoted (early August). It is proposed to run for six weeks. For those who would rather complete a hard copy form at home, and to ensure a fully accessible consultation, Freepost envelopes will be provided at the

event. Throughout the consultation, we will keep the website up to date with relevant information about the process, and answer questions in a timely and constructive manner.

- **In-person event** – We are proposing a half day public exhibition to be held within North Walsham. The event will be hosted jointly with North Norfolk District Council. We propose holding a private stakeholder preview event ahead of the in-person exhibition to give us an opportunity to talk various stakeholders through the materials and answer any questions they may have. The in-person event would be a drop-in session run across an afternoon and early evening to allow the community to meet the team, view our consultation boards, ask questions and discuss the proposals in more detail. All visitors will be invited to sign in and leave their contact details.
- **Market stall** – We propose to set up a stall, at the weekly market, to facilitate face-to-face engagement outside the school holidays, to ensure that our engagement has been thorough. Like the exhibition above, North Norfolk District Council would jointly host the stall.
- All visitors will be invited to sign in and leave their contact details, if they feel comfortable doing so, we can therefore log attendance numbers, map where our feedback is coming from and identify trends as part of our analysis for the Statement of Community Involvement.

	w/c 10 <sup>th</sup> July	w/c 17 <sup>th</sup> July	w/c 24 <sup>th</sup> July	w/c 31 <sup>st</sup> July	w/c 7 <sup>th</sup> Aug	w/c 14 <sup>th</sup> Aug	w/c 21 <sup>st</sup> Aug	w/c 28 <sup>th</sup> Aug	w/c 4 <sup>th</sup> Sep	w/c 11 <sup>th</sup> Sep
NNDC sign off Development Brief Consultation										
Approach key stakeholders										
Key stakeholder briefings										
Member Briefing										
Flyer copy drafted										
Consortium to review flyer copy										
BECG design flyer										
Flyer signed off										
Flyer sent to print										
Media release drafted										
Media release signed off										
BECG design/build collateral										
Complete Exhibition material										
Media release issued					Mon 7 <sup>th</sup> Aug					
Website goes live					Mon 7 <sup>th</sup> Aug					
Consultation period										
Pop-up at North Walsham market (NNDC attendance required)									Thurs 7 <sup>th</sup> Sep	
Exhibition in North Walsham (NNDC attendance required)						Weds 16 <sup>th</sup> Aug				