



Walberton Neighbourhood Development Plan

Reg 14 - Communication Engagement Strategy

The COVID-19 Lockdown interrupted the original communications plan and Open Day scheduled for Saturday 21st March, therefore significant alternative communications have been followed up and planned to ensure that all residents and employers have been effectively engaged. With the easing of lockdown restrictions, a new Open Day has been scheduled for Saturday 18th July.

Multiple methods of communication have been employed, and we are not solely relying on a digital strategy due to its limited accessibility for a number of our residents. Full details of the strategy are below.

Submission of the Regulation 14 Document

On completion, the Regulation 14 Plan document will be submitted to Arun District Council and a set of statutory and non-statutory consultees. These include, as well landowners and stakeholders,

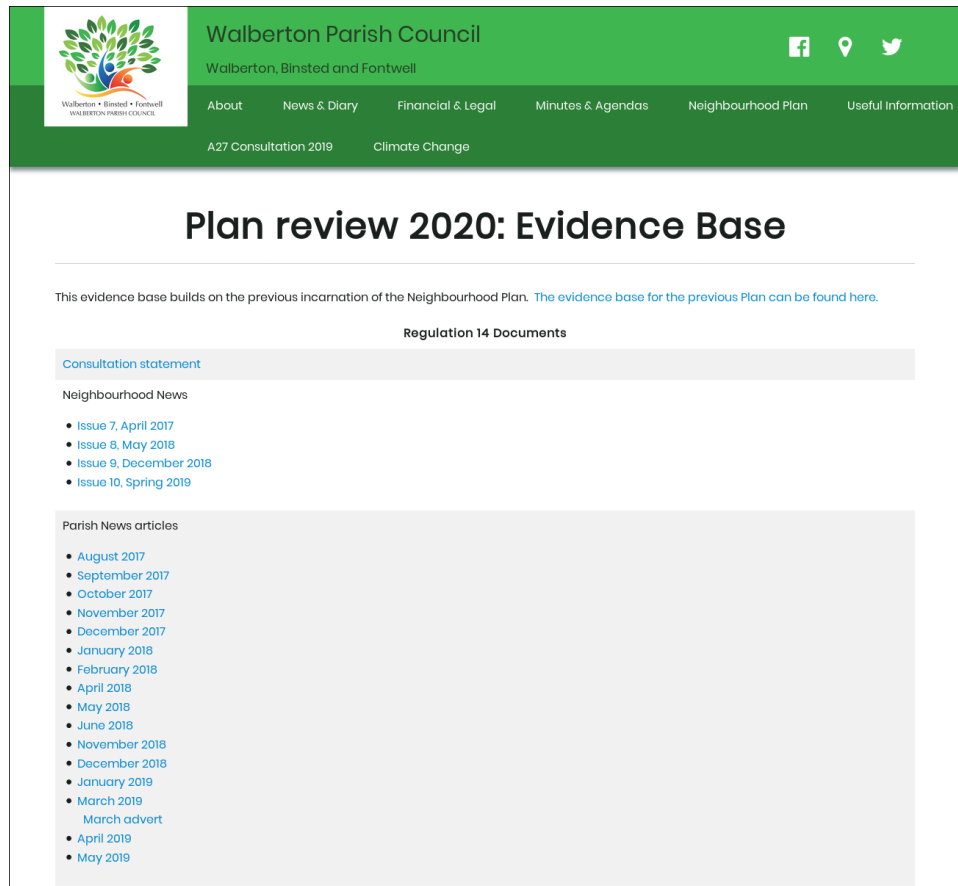
- West Sussex County Council
- Chichester District Council
- The Coal Authority
- Homes England
- Natural England
- Environment Agency
- Historic England
- Network Rail
- Highways Agency
- Marine Management Organisation
- West Sussex Health and Social Care NHS Trust Swandean
- EDF Energy
- Southern Electric
- Wood on behalf of National Grid
- SGN
- Southern Water
- Portsmouth Water
- RSPB

Resources employed to engage the community

Walberton Parish Council website

The website is regularly updated. It contains the full detail of the 2016 edition of the made Neighbourhood Plan. It also contains a complete set of up-to-date information and documentation

concerning the Plan Review. The URL for the Neighbourhood Plan section is http://walberton-pc.gov.uk/Review_2020.aspx .



Sample page showing the current evidence base

Neighbourhood News

Neighbourhood News is a printed newsletter distributed to every address in the Parish. This includes 875 residential and 72 business addresses. It is produced to inform and engage residents on various topics.

Since May 2017 there have been five issues:

- Issue 8, May 2018
- Issue 9, December 2018
- Issue 10, Spring 2019
- Issue 11, Autumn 2019
- Issue 12, July 2020 - Focussed specifically on the Neighbourhood Plan review

Copies of the newsletter are available in the Evidence Base on the Walberton Parish Council website.

Email newsletter

Walberton Parish Council employs a free subscription-based email newsletter to keep residents informed on current matters, including information on the evolving Neighbourhood Plan. While this is

normally distributed on the first of every calendar month, it has more recently moved to weekly due to the requirements of the Coronavirus situation.

Subscribers can register at any time via the Walberton Parish Council website. Residents are also encouraged to subscribe and are helped to do so at other Parish Council events, such as the Annual Parish Meeting or the Councillors' Surgery. There are currently 389 active subscribers.

Social media

- Facebook

The Parish Council has a Facebook page which can be found at <https://www.facebook.com/walbinfont/>. This includes various pieces of local information, but also provides direct links to the aforementioned Email newsletter together with summaries of the key points communicated for residents who have not directly subscribed. The page currently has 780 'likes'.

- Twitter

The Parish Council maintains a presence on Twitter. The feed is at <https://twitter.com/WBFNDP>. This is used to advise of relevant information for residents and also includes direct links to the aforementioned email newsletter together with summaries of the key points communicated. There are currently 88 followers of the Council's feed.

- Next Door

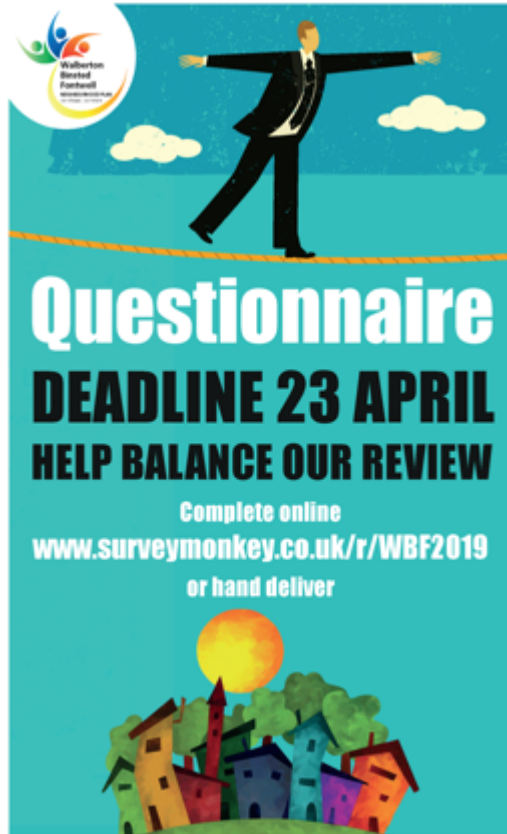
Next Door (<https://nextdoor.co.uk/>) is a social media site which informs people of things local to their neighbourhood. This is used to distribute information on upcoming Open Days, for example. Users can either read the information through the site itself or receive notifications via email of any new postings. Walberton Parish has 486 subscribers.

Parish News Magazine

The Parish News magazine is a printed magazine distributed by St Mary's Church, Walberton. It is produced once a month and sent out to over 400 subscribers. The Parish Council produces a general piece every month and has also produced in most months specific Neighbourhood Plan articles. Copies of these articles are present in the Evidence Base on the Parish Council website.

Posters

For key events during the Neighbourhood Plan process, including Open Days and encouraging people to return questionnaires, posters and banners have been displayed.



To ensure maximum visibility these have been displayed at various locations throughout the Parish:

- 6 public noticeboards
 - Bus shelter in The Street
 - By Walberton School entrance in The Street
 - Barrack Row,
 - Walberton Pond
 - Arundel Road, Fontwell
 - Phone box in Orchard Crescent, Fontwell.
- 3 Parish Council noticeboards
 - Arundel Road, Fontwell
 - Entrance to Walberton Playing field
 - Adjacent to the Bus Stop at The Green
- Residents' houses
- Walberton Village Shop (Maple Parade)
- Fontwell Village Shops (Orchard Crescent)
- The Black Horse Pub, Binsted
- The Holly Tree Pub, Walberton
- Walberton Dental Surgery
- Walberton Out-Of-Town Launderette
- The three Churches
 - St Mary's, Walberton
 - St Mary's, Binsted
 - Walberton Baptist Church

- The Village Hall, Walberton
- The Pavilion, Walberton

Pavilion Display

From Saturday 21st March until 24th April a set of posters was displayed in the windows of the Pavilion adjacent to Walberton Playing Field. The display was originally intended to form part of the Public Open Day which was cancelled due to Government advice on meetings during the Coronavirus outbreak. The location by the playing field is one that is highly visible to any residents when undertaking their permitted exercise; this is the main green space in Walberton Village. Copies of the posters were included on the website so that residents could engage with a virtual Open Day. This can be found at http://walberton-pc.gov.uk/Neighbourhood_plan_2020/Open_Day_21st_March_2020.aspx.

Subsequent to relaxation of the Government's lockdown restrictions, a new Open Day has been scheduled for Saturday 18th July. This will be held outside with social distancing incorporated as part of the layout. All of the documentation produced will be available in printed form for residents to be able to consult. The NP Steering Group and councillors will be present to discuss the proposals with members of the public. The displays will once again be present in the windows of the Pavilion, for the duration of the Reg 14 consultation, so that residents unable to make the official event can still see the proposals.

The new Open Day is being promoted via a number of routes including the Parish Magazine, Neighbourhood News newsletter, posters on the public noticeboards throughout the Parish, the Parish Council website and email newsletters and social media streams.

Churches

The clergy at St Marys, Walberton, St Marys, Binsted and at the Baptist Church have been very supportive in containing information in their weekly news sheets of events relating to the developing NP and have encouraged their members to become involved. Specifically, the churches are considering how increased numbers in the community can be served effectively.

Village Groups

All the groups below have been informed of the steps that the Neighbourhood Plan team have been taking, have been consulted and have received a copy of each Neighbourhood News. The majority of these organisations use Walberton Pavilion where the Review changes and additions are on display. Those that use other meeting spaces are being kept informed by email or hard copy as appropriate.

The Parish is fortunate in having many active groups which include:

- Mothers Union
- Wednesday afternoon Club
- History Group
- Sort mat bowls club
- Walberton Players
- Downland Art Society
- Walberton Cricket Club
- Walberton Horticultural Society
- Walberton Allotment Association
- Village Friends
- Walberton Baby and Toddler Group

- Walberton Cub and Scout Colony

Contact details are in the Parish Magazine which can be seen here:-

https://www.stmaryswalberton.org.uk/images/june_2020_60_web.pdf

In addition we work closely with our 4 Parish based charities and 2 education establishments:

- Sussex Snowdrop Trust <https://www.thesussexsnowdroptrust.com>
- Just Different <https://www.justdifferent.org>
- Community Play Centre <http://communityplaycentre.org>
- HFT Sussex Orchards <https://www.hft.org.uk/about-us/locations/south-east-england/hft-sussex/>
- Walberton and Binsted C of E School <https://www.walbertonandbinstedschool.co.uk>
- Walberton Pre-School <https://www.walbertonpre-school.co.uk>

Document access

While all of the documents are available online, not all residents have access to this facility. Printed copies of the Regulation 14 plan and supporting documentation are available at the Parish Office. They can be viewed by members of the public by appointment to ensure that current social distancing requirements are maintained.

In addition, copies of all new and changed policies will be displayed for the duration of the Reg 14 consultation period, in Walberton Pavilion windows so they can be viewed from the Playing Field.

General

The Group agreed that, the previous eye-catching branding and logo, having successfully previously engaged our community, would be continued as an essential to promote maximum community engagement.



Neighbourhood News branding



Neighbourhood Plan logo

Branding was consistent throughout and parishioners have become aware of the Plan Review and are being kept informed on a regular basis.

Regular updates on progress with the Review were given to the Parish Council, which was sent all drafts of the Plan for consideration and comment.

30th June 2020