

WARRINGTON WESTERN LINK

Appendix C: Forward Consultation Plan

October 2017

Stage 3 Activity

Detailed community and stakeholder consultation will be required to support any planning application. A full strategy will be produced in agreement with the local authority and planning officers. Consultation must enable stakeholders and the local community to regularly see that their views and comments are being taken on board wherever possible.

Step and aims	Activity
<p>Pre-application Step 1</p> <p>This would happen before wider community engagement.</p> <p>The aim of this step of consultation is to establish a consultation methodology through engagement with key stakeholders. A further aim is to engage with those most affected by the route through workshops – in order to have a detailed discussion about concerns.</p>	<p>Produce Summary Consultation Document for discussion with the local authority. This is effectively an update on Stage 2a and 2b consultation and strategy for engaging at Stage 3.</p>
	<p>Undertake meetings with the relevant Warrington Borough Council Ward Members, followed by a Full Council briefing session/presentation. Discuss and agree with members the strategy for consulting with stakeholders and the community. Additionally, agree a strategy for working with the affected homeowners/businesses and communities.</p>
	<p>Identify and write to residents and businesses that are affected by the route, as well as key community leaders in these areas and invite them to a series of workshops to allow for in-depth discussion.</p>
	<p>Bespoke events should be held to facilitate discussion with groups to reach agreement on arising matters from the previous consultations such as:</p> <ul style="list-style-type: none"> - access to/from Saxon Park - Hood Lane - Baronet Mews garages
	<p>Hold face to face meetings with directly affected residents and business owners with support and advice from WBC legal/CPO team.</p>
	<p>Offer meetings to the leadership of the neighbouring authorities of St Helens and Halton – senior officers and politicians. Offer meetings to MPs, Statutory Bodies, Cheshire & Warrington LEP, Cheshire Partnership, Warrington Chamber of Commerce, local transport providers and all other key stakeholders to discuss the route and outline the proposed community consultation.</p>
	<p>Offer presentations to all Parish Councils affected by the route being taken forward.</p>
	<p>Issue a media release to give advance notice of forthcoming public consultation.</p> <p>Update the project website and social media pages. Advise that further consultation is scheduled.</p>

<p>Pre-application Step 2</p>	<p>Launch promotional campaign to publicise consultation events to the wider community:</p> <ul style="list-style-type: none"> - Media releases - Newspaper advertisements - Online advertising
<p>This stage would form the principle element of public and stakeholder consultation.</p>	<p>Write to all those previously engaged with at Stages 2a and 2b, including respondents, the 6,000 households previously written to, those who left contact details at events, businesses, large employers and stakeholders. Advise of upcoming consultation events and/or stakeholder events as appropriate.</p>
<p>The aim is to reach a broad audience of consultees and stakeholders in order to undertake meaningful consultation which would inform any possible amendments to the proposed route.</p>	<p>Hold events for key stakeholders, followed by local and town centre community consultation events. The timings, venues and duration will be agreed with the local authority.</p> <p>Consultation materials should summarise the previous stages of consultation and explain the planning process. The route and corresponding information should be displayed on boards with interactive elements allowing people to comment on specific elements of the route and provide feedback.</p> <p>A Consultation Document summarising the proposals, along with a feedback questionnaire, should be made available for people to complete at the event, or take home and return via the freepost address provided.</p> <p>The Consultation Document and questionnaires will be made available at libraries and community buildings. The document will also be available to download from the project website and an online feedback mechanism will assist consultation.</p> <p>A 3D flythrough would help consultees to visualise the route. This should be displayed at the community consultation events and shared via social media and with local media outlets.</p> <p>Regular media releases and social media posts will be issued to encourage people to view the proposals and comment.</p> <p>The team should also respond to reasonable requests to meetings and provide answers to queries which arise.</p>
<p>Produce Statement of Community Involvement to support the planning application.</p>	
<p>Post-application Step 3</p> <p>The aim of this step is to continue engagement with consultees</p>	<p>Undertake a 'You Spoke We Listened' communications exercise post-submission of the planning application. This would catalogue the key amendments made to the scheme as a result of pre-application community consultation. It would also help to maintain dialogue with communities and stakeholders as the planning application progresses through the planning system.</p>

<p>and stakeholders and to help manage any issues which arise through the consultation.</p>	
<p>Continual engagement</p>	<p>Ongoing media releases and social media posts should be issued throughout the planning process. Engagement with local communities and individual residents should continue. Regular newsletters/e-newsletters should be issued to provide regular updates as scheme progresses through planning.</p>