

# Fawkham's Neighbourhood Plan Consultation and Engagement Strategy [Final v3.2]

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## Context

A neighbourhood plan (NP) should be prepared by the community that lives in, works in or uses the area. Neighbourhood planning can build relationships within a community, strengthen civic pride, help to reinvigorate local democracy and bring people together around a common set of aims. However, to achieve its full potential any neighbourhood planning process needs to be properly organised and supported with a clear plan for engaging with the community.

Fawkham's NP Steering Group has prepared this consultation and engagement strategy and will oversee its implementation.

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## Purpose

This Consultation and Engagement Strategy sets the framework for consultation and engagement events which will both inform and involve the local community in the development of Fawkham's Neighbourhood Plan:

- Inform - to let the community know what is happening at each stage of the development process
  - Involve - to obtain the thoughts, ideas and feedback of the local community, to help the Steering Group shape and develop the NP.
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## Communication Principles

Principle 1: All consultation and engagement exercises will be undertaken on behalf of Fawkham PC with appropriate recognition of the PC's position given in all communications.

Reasoning: The plan-making process remains the responsibility of the PC as the qualifying body.

Principle 2: A number of engagement processes are essential to a successful neighbourhood planning outcome:

- a process to publicise the proposal to produce a Neighbourhood Plan, to secure community support and buy-in to the neighbourhood planning process;
- a process to enable all sectors of the community to feed their ideas into the neighbourhood planning process;
- an engagement process to obtain the views of businesses and other interested parties who may not engage with community events;
- a process to enable all sectors of the community and other interested parties to comment on draft policies before they are finalised.

Reasoning: One of the final stages in the approval of our plan is a formal examination process with an external examiner. The examiner will review whether there has been sufficient community engagement and we will need to be able to demonstrate that our plan is representative of the views of all of the community. Ultimately, if the Plan passes Examination, the community will be asked to vote on the Neighbourhood Plan by way of a referendum.

Principle 3: A record will be made of all consultation events that we carry out so we can demonstrate that we have consulted widely and attempted to engage all sectors of our community.

Reasoning: One of the final stages in the approval of our plan is a formal examination process with an external examiner. The examiner will review whether there has been sufficient community engagement and we will need to be able to demonstrate that our plan is representative of the views of all of the community, so it is important to record all consultation events. Ultimately, if the Plan passes Examination, the community will be asked to vote on the Neighbourhood Plan by way of a referendum.

Principle 4: Feedback will be provided to the community following each engagement process, and regular updates will be provided on progress.

Reasoning: To keep the community informed what is happening throughout the process of the plan's development.

Principle 5: During the building of the evidence base, each working group will develop ideas on how to engage the community on the topics they are exploring. These will feed into an overall consultation and engagement plan managed by the Steering Group.

Reasoning: We need to ensure communications are co-ordinated in terms of timing and messages.

Principle 6: Careful thought will be given to making consultations accessible in terms of location, timing (day of week and time of day), techniques and channels.

Reasoning: To ensure consultation and engagement exercises are open to all to whom they are aimed.

Principle 7: Both the Steering Group and the Parish Council will be clear and precise about what the NP could achieve and what we want people to contribute to.

Reasoning: We need to balance getting people enthused about contributing ideas for the future of Fawkham and managing expectations that the plan is just the start and will not deliver things by itself, and by law is limited in scope to land use and planning issues.

Principle 8: The NP pages of FPC's website will be the key way that information to interested parties is disseminated and will be used to keep people informed and up to date as the plan progresses.

Reasoning: Websites can be used to communicate and update people cheaply and effectively. The FPC website was rebuilt, redesigned and relaunched in July 2020 and is the key communication channel for the PC, and is seen as a trusted source of information. It is crucial that people are kept up to date as the plan progresses. If this does not happen, people can lose interest and bad press can be generated. If an item is published to the website as a "News" item, an automatically notification is sent to users who have registered to receive News updates.

Principle 9: Leaflets will be produced and delivered to all houses in the Fawkham at key points during the process.

Reasoning: Using this communication method means those who don't use the internet will be informed and involved. It also means the communication is 'pushed' to all, rather than relying on people to be interested enough to visit the website and 'pull' communication from it. The leaflets can direct people to the website (and other channels such as phone) to find out more.

Principle 10: Anonymous correspondence will not be responded to, nor published

Reasoning: Anonymous correspondence does not move the process forward.

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## Fawkham's Stakeholders

Listed below are different types of stakeholders within our neighbourhood plan area. Different communication methods, at different times, will be used for the various groups.

- **Fawkham Residents**, who are the people who appear on the electoral roll with an address in the parish of Fawkham, as supplied by Sevenoaks District Council. This is the group who will have a vote in the Referendum held to decide whether to adopt the plan. We will also engage with young people (under the age of 18) who live at a Fawkham address and children who attend a school in Fawkham.
- **Substantial landowners**, defined as those with strategically significant, multiple sites:
  - The Billings Group/ FC Stark Ltd
  - The Hollands family /Speedgate Enterprises Ltd
- **Business owners**, defined as those who own either a key business service for Fawkham or a business operating in the parish of Fawkham that employs more than 10 people. These are known to include:
  - The Billings Group: farming enterprises, Fawkham Business Park and Corinthians Sport Club
  - Speedgate Enterprises
  - The Rising Sun Inn
  - Brands Hatch Place Hotel
  - Steephill Independent School (John Abbott, Head, Steephill School, the Governors and, if possible, the pupils)
  - Battersea Dogs and Cat Home, Brands Hatch
  - Dunrinnin Rehoming Kennels
  - CNC Heating, unit F, Fawkham Business Park
  - The owners of the following business sites:
    - Grove Farm
    - Kentdown Mushrooms
    - Orchard Farm
  - MotorSport Vision/Brands Hatch (although just outside the parish boundary, the PC is represented on their community liaison group)

- **Local Councillors:**
  - District Councillor Faye Parkin
  - District Councillor Lynda Harrison
  - District Councillor Maxine Fothergill (also on PC)
  - Kent County Councillor David Brazier
  
- **Fawkham Primary CE School:** Mandy Bridges, Head, Fawkham CofE, the Governors and pupils
  
- **Church:** St Mary's: Rev Adele Barker, the Parochial Church Council and the Churchwarden, Gill Cramp
  
- **PCSO:** Chloe Randall
  
- **KCC Community Warden:** Jackie West
  
- **Equestrian community,** defined as livery and private stable owners. A list of around a dozen such owners is held separately. Posts can also be made to two local equestrian-focused Facebook groups to reach the community who ride horses on the bridleways and off-road tracks within Fawkham.
  
- **Local Groups:**
  - Fawkham and District Historical Society
  - Fawkham Nature Spotters (Facebook group)
  - Fawkham Wildlife Group (Facebook group)
  - Corinthians FC
  - Friends of Fawkham Church
  - Fawkham Neighbourhood Watch
  - Community Cupboard (food bank in West Kingsdown which includes Fawkham in area covered)
  - The Cottage Community (charity providing services to the elderly, based just outside the parish boundary and serving Fawkham)
  - Hartley Walkers (visit parts of Fawkham on some walk routes)
  - Gemini Cycle Club (visit Speedgate Coffee Shop on seeking route)
  
- **Woodland Trust:** re Saxten's and Cage's Wood

There are also statutory stakeholders that need to be consulted before the NP is submitted for Examination. They include Natural England, Historic England, Highways Agency, Environment Agency, Clinical Commissioning Group, utility companies, Kent County Council, Dartford Borough Council (in view of the boundary) and adjoining Parish Councils. SDC will advise on this process.

## Communication Techniques and Channels

In no particular order, the following techniques and channels are available for use during the Neighbourhood Plan preparation process. Different techniques and channels will be selected at different times, to achieve different aims with various audiences.

A separate document setting out the Consultation and Engagement Programme will be prepared for use by the Steering Group. This will be an evolving document with details various consultation events. For each event the objective(s) of the event will be stated along with the audience(s) and timing. After each event, a record will be made of the event which will include how it helped influence the preparation of the Neighbourhood Plan. These will feed into the consultation statement which is required to be submitted.

Technical/channel	Description	Good for/Pros	Not good for/Cons
Fawkham Community Facebook Group	Private group on Facebook, c 550 members with a connection to Fawkham - Free	<ul style="list-style-type: none"> <li>- Raising awareness</li> <li>- Publicising</li> <li>- Overviews with links to where further info is available</li> <li>- Quick to use</li> <li>- Immediate feedback possible</li> </ul>	<ul style="list-style-type: none"> <li>- building an understanding of 'why'</li> <li>- Dialogue/discussion</li> </ul>
FPC website NP pages	Dedicated pages on existing website - Free	<ul style="list-style-type: none"> <li>- Explaining/details</li> <li>- Provides a lasting record</li> <li>- Quick to use</li> <li>- Immediate feedback possible</li> </ul>	<ul style="list-style-type: none"> <li>- People need to visit the website to find out what's there - need to drive traffic to it via other methods</li> <li>- Dialogue/discussion</li> </ul>
FPC website News page	News posts on home-page; those signed up to News alerts will receive emails when a News item is posted - Free	<ul style="list-style-type: none"> <li>- Raising awareness</li> <li>- Publicising</li> </ul>	
Leaflets/flyers	A5 4 page formats has been used so far - c.£40 to print + c£160 postage	<ul style="list-style-type: none"> <li>- Raising awareness</li> <li>- Publicising</li> <li>- Overviews with links to where further info is available</li> <li>- Guaranteed receipt</li> </ul>	<ul style="list-style-type: none"> <li>- Dialogue/discussion</li> <li>- Gaining feedback</li> </ul>
NP Update emails	Email messages sent to a distribution list of those who have asked to be kept updated - free	<ul style="list-style-type: none"> <li>- Raising awareness</li> <li>- Publicising</li> <li>- Overviews with links to where further info is available</li> </ul>	<ul style="list-style-type: none"> <li>- need to follow GDPR</li> </ul>

Technical/channel	Description	Good for/Pros	Not good for/Cons
Open Zoom meetings	Virtual online meetings, can be open to all or targeted to specific groups - Free (use FPC subscription)	<ul style="list-style-type: none"> <li>- Use during Government restrictions</li> <li>- Allow discussion</li> </ul>	<ul style="list-style-type: none"> <li>- Reliant on users having good enough broadband and comfortable using technology</li> <li>- Reliant on people attending</li> <li>- Dialogue/discussion may not be as easy as face to face;</li> <li>- As an open meeting, can be hijacked by a single issue, can be dominated by a few speakers</li> </ul>
Open face to face meetings	Virtual online meetings, can be open to all or targeted to specific groups - low cost	<ul style="list-style-type: none"> <li>- Publicising</li> <li>- Raising awareness</li> <li>- Sharing findings</li> <li>- Gaining feedback</li> </ul>	<ul style="list-style-type: none"> <li>- Reliant on people attending</li> <li>- Can be difficult to encourage people to give their opinions</li> <li>- As an open meeting, can be hijacked by a single issue, can be dominated by a few speakers</li> </ul>
Drop in/market stall day sessions	Held in the village hall, open to all, various formats possible. Can use large maps, models, diagrams, photos, videos, etc - low cost	<ul style="list-style-type: none"> <li>- Sharing findings in depth</li> <li>- Gaining feedback in depth</li> <li>- Dialogue/discussion which can be 1 to 1 and/or group</li> <li>- Building relationships (over tea and cake)</li> <li>- Can use imaginative/creative concepts eg models, maps, videos, activities</li> </ul>	<ul style="list-style-type: none"> <li>- Need careful planning and management</li> <li>- Take time to organise and run</li> <li>- Reliant on people attending</li> <li>- Reliant on Government restrictions allowing it to happen</li> </ul>
An “unexpected” format	Community event such as a picnic on Small Grains with some questionnaires, market stalls of info/feedback, children’s activities and questionnaires, etc - low cost	<ul style="list-style-type: none"> <li>- A different way, may attract a different group of people</li> <li>- Can use imaginative/creative concepts eg models, maps, videos, activities</li> </ul>	<ul style="list-style-type: none"> <li>- Take time to organise and run</li> <li>- Reliant on good weather!</li> <li>- Reliant on Government restrictions allowing it to happen</li> </ul>

Technical/channel	Description	Good for/Pros	Not good for/Cons
Workshop sessions	Small group sessions to explore specific issues - low cost	<ul style="list-style-type: none"> <li>- Discussion, can be in-depth</li> <li>- Can target different audiences</li> <li>- Can use imaginative/creative concepts eg models, maps, videos, activities</li> </ul>	<ul style="list-style-type: none"> <li>- Need careful planning and management/facilitation</li> <li>- Take time to organise and run</li> <li>- Reliant on Government restrictions allowing it to happen</li> </ul>
Door stop visits	Visits to houses - free	<ul style="list-style-type: none"> <li>- Raising awareness</li> <li>- Dialogue/discussion on 1 to 1 basis</li> </ul>	<ul style="list-style-type: none"> <li>- Need careful planning and management</li> <li>- Time consuming</li> <li>- Only 1 to 1</li> <li>- Reliant on Government restrictions allowing it to happen</li> </ul>
Surveys	Questions open or closed, rating scales, etc.Can be paper or online	<ul style="list-style-type: none"> <li>- Gaining feedback</li> <li>- Gaining robust data</li> </ul>	<ul style="list-style-type: none"> <li>- Need careful planning and management</li> <li>- Take time to organise</li> <li>- Time consuming</li> <li>- Not good for discussion</li> <li>- If online, may be difficult to guarantee who has completed them (harder to limit the audience vs paper)</li> </ul>
Posters/banners	Paper posters Vinyl printed banners - Free/low cost	<ul style="list-style-type: none"> <li>- Raising awareness</li> <li>- Publicising</li> </ul>	<ul style="list-style-type: none"> <li>- Detail - short message/call to action only</li> </ul>
Church fete	Annual event held in May/June - could take a stall	<ul style="list-style-type: none"> <li>- Raising awareness</li> <li>- Publicising</li> <li>- Discussion</li> </ul>	<ul style="list-style-type: none"> <li>- attendance is from beyond Fawkham</li> </ul>
Parish Meeting	Meeting for Parish residents held annually - free	<ul style="list-style-type: none"> <li>- Sharing findings</li> <li>- Gaining feedback</li> <li>- Dialogue/discussion</li> <li>- Building relationships (over tea and cake)</li> </ul>	<ul style="list-style-type: none"> <li>- historically very low attendance</li> <li>- Has to be held in May/June after 6pm on a weekday</li> <li>- As an open meeting, can be hijacked by a single issue, can be dominated by a few speakers</li> </ul>

Technical/channel	Description	Good for/Pros	Not good for/Cons
An activity at the Summer Fun Day	A day organised by SDC hosted at the Village Hall for young children during the summer holidays, at which we could ask them to draw a picture of what they like best about Fawkham or use three words to describe Fawkham	<ul style="list-style-type: none"> <li>- Engaging with young children</li> <li>- Ready made event</li> </ul>	<ul style="list-style-type: none"> <li>- May be limited numbers attending</li> <li>- Free/low cost</li> </ul>