

## Kettering Central NP: Conversation 1 Outline Brief

### Early engagement focus:

At the early engagement stage of a neighbourhood plan we are interested in: explaining the general principles of neighbourhood planning including what can and can't be covered; and identifying positives, negatives and tricky problems that may be able to be addressed within the neighbourhood plan.

Meaningful contribution is important. Anyone taking part in early engagement should be able to see how their responses may have influenced later stages.

ONH can provide the questions for the early engagement.

Positives include Identifying local heritage assets, green spaces, local views and landmarks; what works well currently and that the community is proud of.

Tricky problems can include ranking or scaling the importance of different policy areas to guide the steering group actions at the next stage, allowing them to focus their time on the issues of most importance to the community.

Negatives can include what doesn't currently work spatially, e.g. is it awkward to get from one place to another?

### Types of engagement:

Engagement should include online, in-person and paper opportunities in order to ensure the widest diversity of voices are heard:

- Online survey questions can use ESRI online mapping tools, shared using links and a QR code.
- Advertise through social media, email newsletters.
- Paper can be through the distribution of paper surveys or an offer to pop into the office for help.
- In-person; Flyers, town newsletter, posters; community events – host stall with a simple tactile activity that matches the online questions, e.g. using stickers to annotate grids and identify most important policy areas. Visits groups identified during the stakeholder session as unlikely to respond through initial marketing, e.g. schools visit to discuss young people's experiences of public transport.

### Suggested timetable of engagement:

