

Wendron Parish Neighbourhood Development Plan

Communications and Engagement Strategy)

INTRODUCTION

Involving the community is central to Neighbourhood planning. This strategy has been prepared to help guide the process of engaging with the community and stakeholders to ensure that Wendron Parish has a robust and well-informed Neighbourhood Plan that has community ownership at its heart.

WHY WE NEED AN ENGAGEMENT STRATEGY?

We need an Engagement Strategy because

- it explains the steps we intend to take from the start to the end of the process
- it describes the processes and methods that we will employ in community engagement
- it specifies how we will inform, communicate with and involve the community throughout the project.

THE OBJECTIVES OF THE STRATEGY

Our objectives are

- to make sure that we communicate with and engage with the entire Wendron Parish community so that we achieve a sound plan whose policies fully reflect the community's views and aspirations as far as is possible within the regulations on Neighbourhood Planning.
- to create a positive and long-term working relationship with our community that reflects a high level of trust.
- to make sure that the local community becomes more aware of how planning works and understands what can and cannot be done through the different parts of the planning system.
- to promote community interest and engagement through active participation in the work of producing a Neighbourhood Plan
- to encourage and include volunteers in taking part in working groups to collect and analyse information, investigating opportunities and working up ideas into creative new policy proposals.
- to keep active from day one of the process through to the referendum.
- to ensure that equality and diversity is an integral part of the strategy.

BEING INCLUSIVE

It is imperative that engagement with the community is not a one-off event and it is vital that people continue to be involved in the whole process. To do this we will embrace five key principles of community engagement:

1. INFORM: provide balanced and objective information

2. CONSULT: actively seek community views and input and ensure timely feedback
3. INVOLVE: work with the community so concerns and aspirations are understood
4. COLLABORATE: work with the community to identify solutions
5. EMPOWER: present the draft plan to the community for their approval

To help us fulfil this purpose we will:

- ensure everyone can take part by overcoming barriers that some individuals may have
- use multiple channels to communicate, emphasizing digital engagement but ensuring that traditional methods are available for those that need them
- be clear on what we are trying to achieve
- make engagement easy to understand
- analyse and evaluate all responses and views
- share engagement responses and views in a timely manner
- review the methods we have used and reflect on which elements worked well and where there are gaps and why
- analyse our engagement process and adapt it as necessary
- comply with the Data Protection Act when handling personal information

WHEN WE WILL ENGAGE AND CONSULT?

Based on our assessment of the community profile [see Appendix 1] We will aim to set up public events at appropriate times of the year. We will attend meetings of target groups at times convenient to them. We will use various methods of engaging the public in places at a variety of times to achieve as wide a coverage of the general population as possible.

We will engage and consult at the following stages:

Stage 1 - Awareness raising and community engagement in the analysis of local issues, creating the vision, and scoping of the Wendron Parish Neighbourhood Plan [NDP] objectives and themes

Stage 2 - Community engagement in the development of the policy and proposal options to be considered

Stage 3 – Formal consultation on the draft NDP [Regulation 14].

Stage 4 - Promotion of the Cornwall Council led formal consultation on the submitted NDP [Regulation 16] and awareness raising to ensure an adequate turnout for the local referendum.

WHO WE WILL CONSULT

- Schoolchildren (aged 7-16)
- Young people (aged 16 – 25)

- Working age people
- Pensioners
- Commuters (people living in the community but working outside)
- LGBTQ+ people and groups
- Community groups and societies
- Single parent families
- People with physical needs
- People with learning needs
- Faith groups
- People employed in the community
- Local businesses
- Black and minority ethnic groups
- Families
- Resident migrant workers
- Voluntary bodies acting in the area

Official Bodies

- Cornwall Council
- Environment Agency
- Historic England
- Natural England
- Devon & Cornwall Police
- Adjoining parishes
- Highways Agency
- Network Rail
- Any other bodies required by Regulations (see Appendix 2).

HOW WE WILL ENGAGE & CONSULT

- Self-completion questionnaires, in hard copy as well as on-line.
- Drop-in Sessions to discuss the content of the draft Neighbourhood Development Plan.
- Press advertising.

- Parish Councillors contact .
- Social Media – Facebook, Twitter, Instagram.
- Website.

METHODOLOGY

Several methods of engagement will be used to get the whole community involved. We will ask ourselves the following questions before embarking on a chosen method:

- What are we trying to find out?
- From whom is the information required?
- How would they prefer to respond?
- What information do they need before they can respond?
- Is something more than a simple exchange of information required?
- How will this information be recorded?
- What resources are needed and what resources do we have?
- How much time is needed and how much time do we have?

We will keep a log of activity to ensure that all the necessary actions are taken [see Appendix 3].

WHERE WE WILL CONSULT?

We will use different venues to help reach the whole community, for example:

- The Penmarth Methodist Schoolroom
- Halwin School
- Wendron School
- Carnkie-Wendron Village Hall
- Wendron Cricket Club/United Club Houses
- Wendron Community/festival events such as the West Cornwall Motor Show

DATA PROTECTION

When we deal with feedback we will comply with the Data Protection Act 1998. Any personal details submitted will be held by Wendron Council and will remain secure and confidential. Personal details will only be used for research purposes and will not be passed on to any third parties or used for marketing

purposes in accordance with the Data Protection Act 1998. In all our dealings with the public, we are committed to following the Human Rights Act 1998 [See Appendix 4].

FREEDOM OF INFORMATION ACT

When we deal with feedback we will comply with the Freedom of Information Act 2000. We will publish a summary of the information gathered and detail how the results are being used to help shape Wendron Parish's Neighbourhood Plan, in the Consultation Statement that will accompany the version of the draft Neighbourhood Development Plan that is submitted to Cornwall Council and later published by them.

EQUAL OPPORTUNITIES

We will comply with Equal Opportunity legislation. We recognise that the provision of equal opportunities in all our activities will benefit Wendron Parish. All members of the public will be treated fairly and will not be discriminated against. An Equalities Impact Assessment of the Neighbourhood Development Plan will be carried out and submitted to Cornwall Council alongside the Plan.

HEALTH AND SAFETY ACT 1974

We will ensure any Neighbourhood Planning events and activities take into consideration the health and safety of everyone involved. Risk assessment will be carried out as and when required.

SAFEGUARDING

We are committed to safeguarding the welfare of children, young people and vulnerable adults and will ensure that appropriate safeguarding measures are built into the design of events involving children, young people and vulnerable adults. Where necessary, Vetting and Barring checks will be carried out on anyone working directly with this section of our community [see also Appendix 4]..

Appendix 1. Community Profile

Population overall. The population of the Parish at the time of the 2021 Census was 3095 usually resident persons [Source: Cenus 2021 Table TS001] Approximately 49.1% are males, and 50.9% female.

Age Structure. Some significant shifts in the age profile of the population occurred during last 20 years. This demographic change is represented in Figures 1 and below, indicating an ageing population. By 2020 the proportion of over 50's in the Parish had increased to 47.8%, compared to 40.2% in 2001.

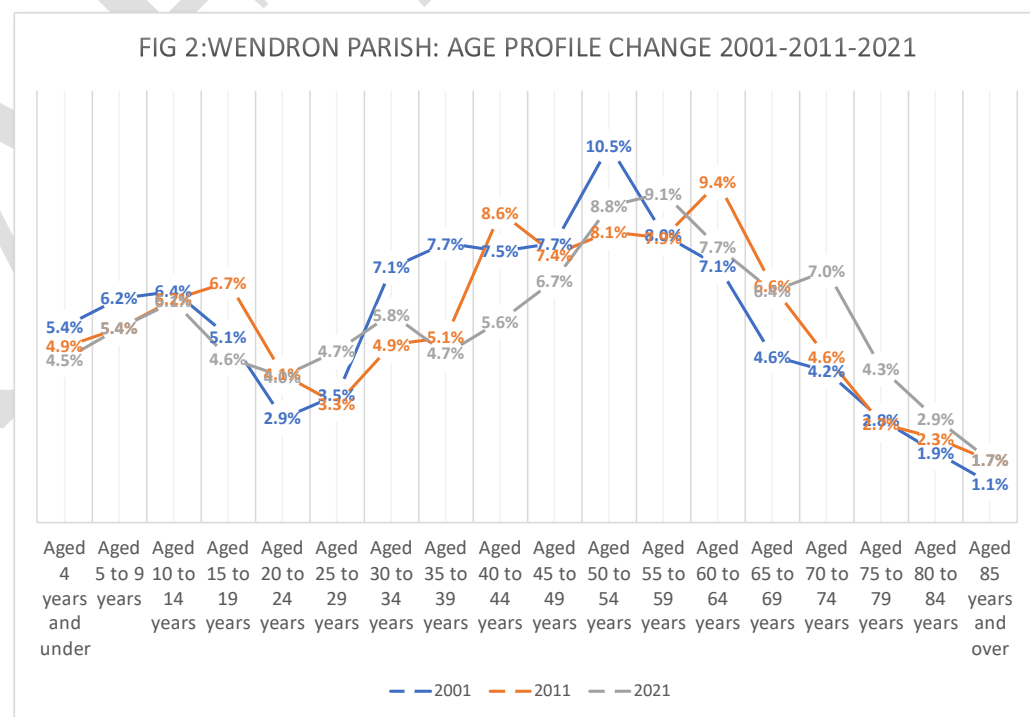
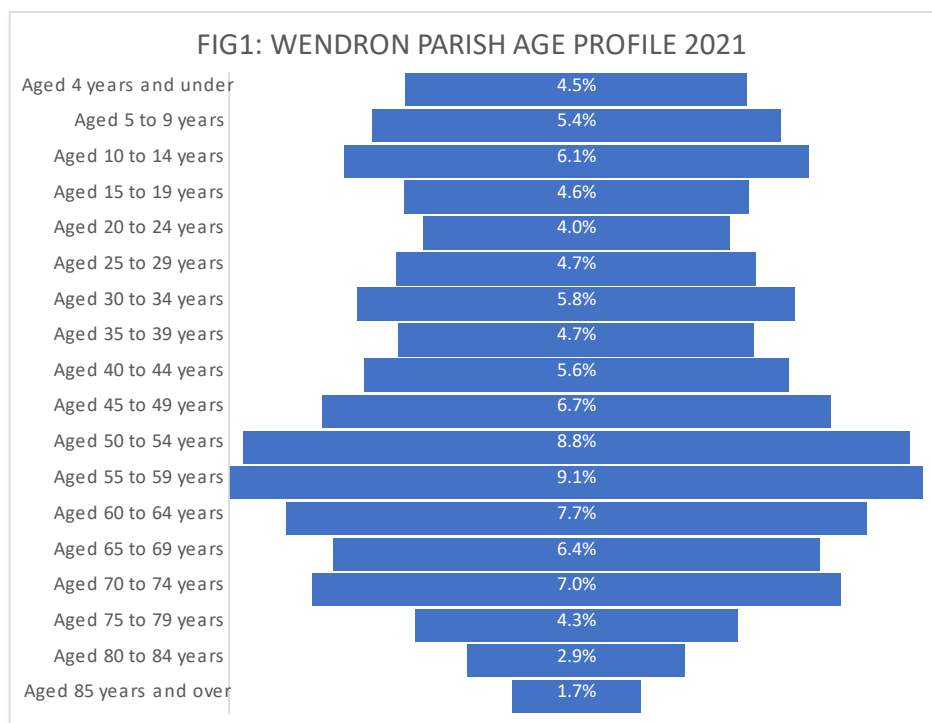


Figure 2 shows how the population has changed, proportionately, from 2001. The proportion of elderly residents, likely to be disadvantaged through ill health and poor mobility, has increased notably. The proportion of young and working age people has correspondingly reduced. Looking forward, the numbers of older people can be

expected to continue growing, implying a need for more smaller accessible dwellings for people to 'downsize' into without needing to leave the Parish, and for the improvement of local support facilities [health, care and meeting places] which can contribute to meeting the needs of the elderly. [Source Census 2011 Table QS103EW, Census 2021 Table TS007a, ONS Mid Year Estimate for Parishes, 2001].

Household Composition The parish was home to a lower proportion of single person households (HHs) at 21.3%, than England (30.1%) and Cornwall (30.7%) [Source Census 2021, Table TS017 - Household size]. Of these (10.6%) were over 65 single person HHs compared to England (12.8%) and Cornwall (15.8%).

Family households where all the occupants were over 65 was 13.3%, compared to England (9.2%) and Cornwall (12.6%). In light of the overall ageing of the population profile, the proportion of over 65 single person and family households may be expected to increase in the future.

The Parish had a notably higher proportion of one family HHs (71.1%) than England (63%) and Cornwall (63.5%) and correspondingly a much lower proportion of lone parent HHs (5.8 %) to England (11.1%) and Cornwall (9.3%) [Source Census 2021 Table TS003 - Household composition].

Health and Disability Some 83.6% of the usually resident population said they were in good or very good health, 12% said they were in fair health, and 4.5% said bad or very bad health. This is better than in England (82.2% : 12.7% : 5.2%) and much better than Cornwall (79.3% : 14.6% : 6.2%). [Source Census 2021 Table TS037 General health].

Some 17.6% [543] people said they were Disabled under the Equality Act, compared to 17.3% in England and 21.1% in Cornwall. Of those disabled under the Act, 6.6% said their day-to-day activities were limited a lot, and 11% said their day-to-day activities were limited a little.

In addition 7.8% said that although not disabled under the Equality Act they suffered long term physical or mental health condition. Thus 785 people, some 25% of the Parish population, were recorded as suffering a long term physical or mental health conditions. [Source Census 2021 Table TS038 Disability].

About 10.4% said they provided unpaid care for another person, compared to 8.8% in England and 10% in Cornwall. Some 3% said they provided 50 hours unpaid care a week, a high figure compared to England [2.6] and to Cornwall [3.2%].

Marriage and Civil Partnership Some 56.3% of adult residents were married in 2021 compared to 44.7% in England and 47.1% in Cornwall. 0.3% were in same sex marriages or civil partnerships, the same proportion as nationally and elsewhere in Cornwall (0.3%). Some 27.9% were single compared to 37.9% in England and 32.2% in Cornwall. Some 8.9% were divorced/dissolved and 1.2% separated [11.2%/2.2% in England, 9.1%/2.1% in Cornwall], and 5.6% widowed [6.1% in England, 7.4% in Cornwall] [Source: Census 2021 Table TS002 - Legal partnership status].

Pregnancy/Maternity. No data available for the Parish. However, ONS data for 2017 indicates a national average of 76.1 conceptions per 1000 women aged 15 to 44. This would suggest that the annual number of conceptions in Wendron Parish for 2021 would be around 50.

Race [Ethnicity and National Identity]. Turning to ethnicity, in 2021 the Parish was 96.8 % white, compared to England (81%) and Cornwall (96.8%). [Source Census 2021 TS021 - Ethnic group]. Some 18.6% identified themselves as 'Cornish' compared 14% in Cornwall. [Source Census 2021 Table TS027 National Identity]. This was reflected in the low proportions of mixed/multi/other ethnic (0.8 %), Asian (0.2%), and black people (0.0%), a total of 3.2% compared to 19% nationally and 3.2% in Cornwall [Source:

Census 2021 Table TS021 Ethnic Group]. 98.6% of households had English as a main language. Some 0.3% had no adults in their household whose main language was English [Source Census 2021 Table TS025 Household Language].

Some 96.7% were born in the UK, compared to 94.7% for Cornwall and 82.6% for England. 1.8 % were from the EU, compared to 2.7% in Cornwall and 6.3% in England. About 1.5% came from other countries, compared to 2.6% for Cornwall and 11.1% for England [Source Census 2021 Table TS004 Country of Origin].

Religion and Belief About 45.8% of people claimed to ‘have religion’ of which 97.7% asserted to Christian, compared to England (57.3% : 80.8%) and Cornwall (47.0% : 96.6%). The proportions for religions such as Buddhist, Hindu, Muslim and Sikh was also very below average (2.3% compared to 19.2% nationally). [Source Census 2021 Table TS030 Religion].

Gender Reassignment and Sexual orientation. Census data on sexual orientation and gender preference is currently available in the 2021 Census, but only for the entire Cornwall area. This would suggest that 1.4% of the population has gay or lesbian orientation, 1.3% bisexual, and 0.3% other sexual orientations. The 2021 Census also showed that 0.1% had a gender identity different from sex registered at birth but gave no specific identity, 0.1% were trans women, 0.1% trans men, and 0.1% other identities.

However only about 94% of census respondents answered this enquiry. The ONS estimated in 2020 that 3.1% of the UK population aged 16 years and over identified as lesbian, gay or bisexual (LGB) in 2020, an increase from 2.7% in 2019 and almost double the percentage from 2014 (1.6%).

However, Stonewall says that the UK Government estimate, used for policy making, that 5% to 7% of the population is lesbian, gay, bisexual, transgender or questioning (LGBTQ), is reasonable. This implies that between 150 and 220 of the usually resident population may be LGBTQ.

Stonewall also report an Ipsos survey that found that the vast majority of the population (84%) say they are ‘straight’. The most common identity after straight is ‘bi’ (5%), and an additional 1% of the population identify as pansexual. In total, 7% identify as having a sexual orientation that involves being attracted to people of more than one gender. More younger people identify as lesbian, gay, bi and trans with only 71% of people born after 1997 identifying as straight, and 14% identifying as bi or pansexual.

Socio-Economic. According the Index of Multiple Deprivation 2019 Wendron Parish is amongst the 40% most deprived neighbourhoods in the country.

Rural Isolation. According the Index of Multiple Deprivation 2019 Wendron Parish is amongst the 10% most deprived under its ‘Barriers to Housing and Services’ domain, reflecting the rurality of the area. The indicator falls into two sub-domains: ‘geographical barriers’, which relate to the physical proximity of local services, and ‘wider barriers’ which includes issues relating to access to housing such as affordability. Wendron Parish includes a large rural portion that includes several small settlements and isolated hamlets and individual dwellings.

Appendix 2. What is specified in the regs?

1. For the purposes of regulations 14 and 16, a “consultation body” means—

- (a) where the local planning authority is a London borough council, the Mayor of London;
- (b) a local planning authority, county council or parish council any part of whose area is in or adjoins the area of the local planning authority;
- (c) the Coal Authority;
- (d) the Homes and Communities Agency;
- (e) Natural England;
- (f) the Environment Agency;
- (g) the Historic Buildings and Monuments Commission for England (known as English Heritage)([5](#));
- (h) Network Rail Infrastructure Limited (company number 2904587);
- (i) the Highways Agency;
- (j) the Marine Management Organisation;
- (k) any person—
 - (i) to whom the electronic communications code applies by virtue of a direction given under section 106(3)(a) of the Communications Act 2003; and
 - (ii) who owns or controls electronic communications apparatus situated in any part of the area of the local planning authority;
- (l) where it exercises functions in any part of the neighbourhood area—
 - (i) a Primary Care Trust established under section 18 of the National Health Service Act 2006 or continued in existence by virtue of that section;
 - (ii) a person to whom a licence has been granted under section 6(1)(b) and (c) of the Electricity Act 1989;
 - (iii) a person to whom a licence has been granted under section 7(2) of the Gas Act 1986;
 - (iv) a sewerage undertaker; and
 - (v) a water undertaker;
- (m) voluntary bodies some or all of whose activities benefit all or any part of the neighbourhood area;
- (n) bodies which represent the interests of different racial, ethnic or national groups in the neighbourhood area;
- (o) bodies which represent the interests of different religious groups in the neighbourhood area;
- (p) bodies which represent the interests of persons carrying on business in the neighbourhood area; and
- (q) bodies which represent the interests of disabled persons in the neighbourhood area

Appendix 3. Activity Log

WENDRON NEIGHBOURHOOD PLAN CONSULTATION AND ENGAGEMENT LOG TEMPLATE

Instructions: Please record every event that takes place during community consultation and engagement periods, noting the nature of the event, the number attending, and how feedback was collected. Any feedback should be recorded separately and carefully filed for future reference.

Photographs of each event will be useful for promotion of community engagement in the Neighbourhood Plan and in producing the Consultation Statement that must be submitted with the draft Plan to Cornwall Council. It is essential that all those photographed are aware they are being photographed and give consent for their image to appear in NDP publicity and documents. See release form example at end of this document.

DATE & TIME	EVENT NAME AND NATURE	NUMBER ATTENDING	METHOD OF RECEIVING COMMENTS & NUMBER OF COMMENTS RECEIVED	PHOTOS TAKEN: YES/NO	PHOTO RELEASES OBTAINED: YES/NO	LOCATION OF RECORDED COMMENTS, ANALYSIS & PHOTO RELEASE

Appendix 4. PHOTOGRAPHY, FILMING, AND PUBLICITY CONSENT FORM.

Please complete this form to give consent for us to take images, moving footage, and audio recordings, to then be stored and used for the purposes of the XXXX Neighbourhood Plan.

A. YOUR DETAILS

Your Name:

Your Address:

Date of Birth (if under 16): [NOTE: IF UNDER 16 CONSENT FROM PARENT/GUARDIAN IS REQUIRED]

B. YOUR CONSENT

I give consent to Wendron Parish Council and it's Neighbourhood Plan Steering Group to publish, republish, or otherwise transmit my image in still and moving form, and in audio, including my name, via the following channels:

- Publicity and promotional materials, including advertising material and printed publications;
- Presentation and exhibition materials;
- Websites, social media channels and digital communications materials;
- News media and their associated websites, social media channels, print publications, television and radio;
- Official documents;

for the purposes of promoting awareness and engagement in the Wendron Parish Neighbourhood Planning process, and for recording and reporting on community consultation and engagement to meet the requirements of Neighbourhood Planning Regulations.

I understand the Council will keep all its images in accordance with data protection law and delete the images that have not been used for any publicity or marketing after 2 years or adoption of the Neighbourhood Plan by Cornwall Council. I also understand that the still / moving images / audio used for publicity or marketing purposes are in the public domain and therefore could potentially be reproduced, altered, or re-used by anyone in the world outside of the Parish Council's control. I know I have the right to withdraw consent at any time by emailing the Parish Council but understand that withdrawing consent may not affect the material that has already been used.

I am the person identified in Section A and in the photograph(s), filming and/ recording. I understand the above request and give informed consent.

Your signature:

Date:

If signing on behalf of a person aged under 16

I am the parent/guardian (delete as appropriate) of the person identified in Section A and in the photograph(s), filming and/ recording. I understand the above request and give informed consent for this person's image/ data to be used.

Your signature:

Date:

Signature of child [where age appropriate]

Date: