

# Brighton Waterfront

## *Communications and consultation plan - April 2016*

### **Context**

The project partners understand the importance of the project to the city and the need for widespread and comprehensive communications and consultation throughout the design, planning and delivery phases. GL Hearn's Strategic Communications team has been engaged by Standard Life Investments to advise the partners on the most appropriate strategy and will assist with delivery of the consultation programme.

This note sets out GL Hearn's recommended approach to the various stages of the project between the Policy and Resources Committee meeting on 28<sup>th</sup> April 2016 and the submission of planning applications for the two sites.

### **Outline programme**

The later stages of consultation are proposed to fit into the overall programme, and the initial stages will begin this summer 2016:

Stage 1 – early engagement with local residents and interested groups which have a direct interest in the development of both sites

Stage 2 – wider consultation around design competition/emerging concept plans

Stage 3 – information on the appointment of the operator and the agreement of the development strategy prior to completion of the Development Agreement

Stage 4 – pre-application consultation and engagement

Stage 5 – information on the submission of the application and ongoing engagement during deliberation of the application up to decisions at planning committee

### **Stakeholders**

Stakeholders are categorised as follows:

1. **Brighton Waterfront** – Those stakeholders that have a city-wide interest in the Waterfront project
2. **Brighton Waterfront East (BWE)** – Those stakeholders that have a specific interest in the Black Rock site
3. **Brighton Waterfront Central (BWC)** – Those stakeholders that have a specific interest in the Brighton Centre/Churchill Square site

The initial engagement strategy will focus on civic groups in close proximity to each site, such as the Kemp Town Society, city centre neighbours such as the North Laine Traders' Association and city wide business, civic, transport and environmental groups.

Councillors and other elected representatives for both sites and across the city will also be kept informed throughout the process and provided with regular opportunities to contribute to the consultation strategy and the emerging plans.

## **Engagement tools**

The detail of the consultation and engagement approach will be worked up in conjunction with the groups we engage with, but will be comprehensive and will include the following activities:

- Correspondence – letters, emails, phone calls
- Meetings, briefings
- Collateral – newsletters, flyers, video
- Online – website, social media
- Media – editorial and advertising, online and print
- Events – workshops, drop in sessions, exhibitions

## APPENDIX 2

Outline approach to following stages:

Stage	Activity	Detail	Purpose
<b>Stage 1 - early engagement</b>			
<i>(spring/ summer 2016)</i>	Media briefings	Briefings to be issued following P&R committee re: programme of consultation	Ensure wide coverage of P&R decision and introduction to early engagement
	Establish project website / contact details etc.	Initial website holding page set-up with project team contact details	Ensure interested parties can contact project team and register for updates. Establish a platform for future updates and information to be posted online
	Meetings with stakeholders re: Brighton Waterfront	Meetings with stakeholders with city-wide interest	Discuss project and agree terms of engagement
	Meetings with stakeholders re: Waterfront East (BWE)	Meetings with stakeholders with specific interest in the Black Rock site	Discuss project and agree terms of engagement
	Meetings with stakeholders re: Waterfront Central (BWC)	Meetings with stakeholders with specific interest in the Brighton Centre / Churchill Square site	Discuss project and agree terms of engagement
<b>Stage 2 - Wider Public Consultation – Design competition/emerging concept plans</b>			
	Media briefings	Briefings to be issued to media prior to design competition and public consultation exercise outlining dates for events/contact details etc.	Ensure wide coverage of the design competition and consultation on emerging concept plans
	Local promotion and engagement	Immediate neighbour workshops at both Brighton Waterfront East and Brighton Waterfront Central locations	Engage immediate neighbours on the design competition/emerging concept plans
	City wide promotion & public events	Public exhibitions	Engage city wide on the design competition/emerging concept plans
	Online consultation via website, social media etc.	Content to be made available online and supporting social media sites	Provide a platform to inform public on the proposals who are unable to attend an event and provide opportunity to send feedback

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<b>Stage 3 - Announcement of operator and approval of scheme prior to DA completion</b>			
	Media briefings	Statement to be issued to media re: operator and proposed scheme prior to completion of Development Agreement	Ensure wide coverage of appointment of operator and clear communication on completion of Development Agreement
	Online activity including website and social media	Online updates made through dedicated project website & associated social media	Inform the public of the appointment of operator and proposed scheme prior to completion of Development Agreement
<b>Stage 4 - Pre-application consultation and engagement</b>			
	Media briefings	Briefings to be issued to media prior to pre-application public consultation exercise outlining dates for events/contact details etc.	Ensure wide coverage of the pre-application consultation
	Local promotion and engagement	Immediate neighbour workshops at both Brighton Waterfront East and Brighton Waterfront Central locations	Engage immediate neighbours on the pre-application designs
	City wide promotion & public events	Public exhibitions	Engage city wide on the pre-application designs
	Online consultation via website, social media etc.	Content to be made available online and supporting social media sites	Provide a platform to inform public on the pre-application designs who are unable to attend events and provide an opportunity to send feedback
<b>Stage 5 - Submission &amp; campaign to committee</b>			
	Media briefings	Statement to be issued to media re: submission of planning applications  Ongoing proactive and reactive statements to be issued	Ensure wide coverage of submission of planning applications  Ongoing statements to ensure city wide coverage
	Online activity including website and social media	Online updates through dedicated project website & associated social media	Inform the public of the submission of planning applications
	Ad hoc meetings / briefings with stakeholders as required	Meetings with stakeholders as required	To keep stakeholders informed of the proposals