Ottershaw Neighbourhood Forum

Communication Strategy

15th January 2021
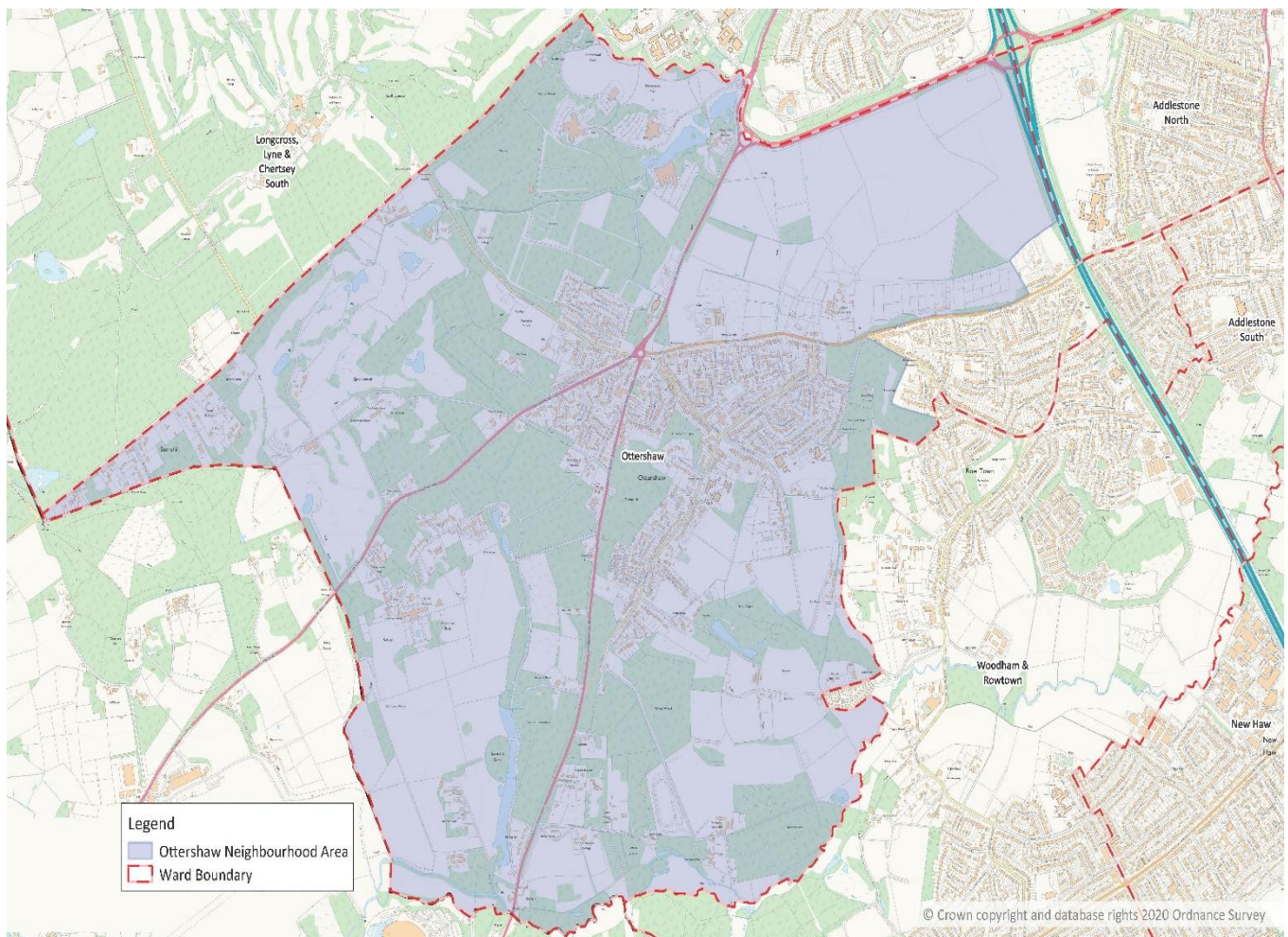
Ottershaw
Neighbourhood Forum

Runnymede
BOROUGH COUNCIL

Legend
Ottershaw Neighbourhood Area
Ward Boundary

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1   Introduction

At the meeting on 14th October 2020, the Runnymede Borough Council Planning Committee received applications for the designation of an Ottershaw Neighbourhood Forum and an Ottershaw Neighbourhood Area as permitted under the Localism Act 2011 following the required period of public consultation.

The Neighbourhood Forum application was considered to fully meet the conditions set out within the relevant Act of parliament and associated regulations. The geographical extent of the proposed Neighbourhood Area was also considered appropriate and compliant with relevant regulations.

The Planning Committee supported the designation of the Neighbourhood Area and Forum as proposed.

IT WAS RESOLVED that:

i) The Ottershaw Neighbourhood Area be designated; and

ii) The Ottershaw Neighbourhood Forum be designated to cover the area.

At the first meeting of the Neighbourhood Forum Steering Committee it was agreed that a comprehensive Communication Strategy should be developed with the objective of reaching 80% of the residents in the Neighbourhood Area.

Due to the importance of the Communication Strategy the Vice Chair of the Forum was tasked with the role of Communications Co-ordinator with the following responsibilities:

- To develop a communication strategy and plan which includes:
  - The full range of applicable segments (Youth, Businesses, etc)
  - The definition and scope for use of social media (e.g. Facebook, Twitter, Instagram), website, newsletters, leafletting, face to face meetings, press liaison, member communication, etc
  - Content Management across all media and platforms.
  - Engagement within and beyond our Neighbourhood area.
  - Key stakeholders including:
    - Residents
    - Local businesses
    - Local societies
    - Local community groups
    - Local landowners
- To establish working group(s) to develop and execute the tasks prescribed in the Strategy & Plan.
- To maintain content across all media platforms to ensure appropriateness and coherence.

2   Purpose

This Communication Strategy has been developed in order to:

- Raise awareness and understanding of the emerging Ottershaw Neighbourhood Plan ("**ONP**") throughout its development, in particular how we will manage and communicate the key messages and content of the **ONP** to identified stakeholders and target audiences.
- Provide the Steering Committee, Runnymede Borough Council and other stakeholders with a documented framework detailing which communication mechanisms would be most appropriate for the target audiences.
- Ensure the communication of issues, relevant information and project updates to Key Stakeholders.
- Provide mechanisms for seeking and acting on feedback to encourage the involvement and raising awareness of the ONP to Stakeholders.
- With respect to the Plan to identify the actions required for the successful implementation of the strategy and associated costings.

The review date for this document is March 2022

3   Objectives & Goals

3.1   Objectives

Implementation of this Communication Strategy will:

- Aim to maximise the publicity of the Ottershaw Neighbourhood Forum and Neighbourhood Plan to facilitate maximum input from the population of the Ottershaw Area.
- Ensure the gathering of the wishes of the community.
- Aim to influence local decision making.
- Ensure communication between all relevant organisations and entities regarding the activities and plans associated with the Ottershaw Neighbourhood Area.
- Ensure positive community engagement.
- Ensure the achievement of the objectives of the Ottershaw Neighbourhood Forum.
- Aim to increase the size, scope and profile of the Forum membership.
- Ensure transparency & democratic procedures are observed.

3.2   Goals

Implementation of this Communication Strategy will:

- Achieve the goal of reaching 80% of the residents in the Neighbourhood Area.
- Through a process of continuous engagement with the residents of the Neighbourhood Area to ensure the ONP reflects their wishes and achieves a successful referendum.

4 Target Audience

The target audience is:

Stakeholder(s)	
Residents	• <18yrs • 18–24 yrs • 25–44 yrs • 45–59 yrs • 60-75 yrs • Over 76 yrs
Community, Clubs & Groups	• Sports • Social (friends) • Cultural • Heritage • Faith Based • Youth • Schools/Pre Schools • Learning Needs • Physical Needs • Travellers • Other
Landowners	• Local Landowners • Developers • Local Authorities
Business	• Retail • Agricultural Tenant • Other
Statutory Consultees / Supporting Organisations	• Runnymede Borough Council • Groundwork (Grant Funding) • Locality (NP Support)
Politicians	• MP • County Councillor • Ward Councillors
Neighbours	• Wards • Boroughs • Adjacent Area Neighbourhood Forums

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5   Key Messages

The following key messages need to be applied, consistently, throughout the communications activity.

	Message
1	The Forum and its emerging Neighbourhood Plan promotes a "village feel"
2	The Forum and its emerging Neighbourhood Plan support policies that help to ensure an environmentally sustainable, vibrant, and thriving community.
3	The Forum is made up of the Ottershaw Neighbourhood Area members working for the benefit of the whole area community.
4	The Forum and its emerging Neighbourhood Plan support new proportional developments that are in sympathy with the promotion of the village feel.
5	The Forum and its emerging Neighbourhood Plan seeks to protect against inappropriate and unwanted development.
6	The Forum and its emerging Neighbourhood Plan seeks to minimise the impact on the green belt, green corridors between built areas and the natural environment.
7	The Forum and its emerging Neighbourhood Plan reflect the wishes of its area residents.
8	The Forum operates democratically, openly and transparently.
9	The Forum supports and encourages community engagement.

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6   Communication Methods

Key Tools	Notes	Frequency	By Whom
Community Champions	The Community Champions should be ONF Members and volunteers who come from a wide cross-section of the community. They will use relevant other methods listed below to communicate.	When necessary throughout the process.	As selected by the Chair of the Comms WG
E-mail/letter	Direct engagement with specific individuals, businesses or groups	As required	Steering Committee & WG members
Face to Face Meetings (As COVID Permits)	Formal Forum meetings, Informal promotional events, ad hoc meetings	As required by the Forum, planning process or determined by the constitution.	As nominated by SC or WG Chairs
Website	A dedicated site with links to local websites & social media to reach a wide audience.	Updated regularly – at least monthly and immediately following any key events.	IT Coord Content Managers Comms WG
Social Media	Periodical media posts as required to reach a wide audience.	Updated following any key events. Regularly monitored.	Social Media Administrators Content Managers Comms WG
Community Events e.g. May Fair, School visits (as COVID Permits)	These will compliment work undertaken by the Forum.	If possible at least 1 event per year	Steering Committee & Chair Comms WG
Virtual Meeting (Zoom/Teams)	Alternative to face-2-face meetings	When necessary	Steering Committee & WG Chairs Community Meetings
Press Releases	The use of press releases will allow regular progress updates and broadcast of key messages to the wider community.	When necessary	Steering Committee & Chair Comms WG

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Key Tools	Notes	Frequency	By Whom
Newsletters	Periodical publication to provide current information regarding forum business and progress.	Quarterly	Steering Committee & Chair Comms WG
Survey/Questionnaires	Online or hardcopy surveys hand delivered to local community.	When necessary	Steering Committee & Chair Comms WG
Leaflets/Posters/Banners	Can be distributed and put up in Village Hall & around the Neighbourhood Area, local libraries, local shops, businesses & other establishments.	When necessary	Steering Committee & Chair Comms WG
Status Reports/Briefings	Status reports	When necessary	Steering Committee & WG Chairs

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7 Communication Plan (COVID sensitive activities only assumed until June 2021)

Target Group	Aim	Tools	2021/22													
			02	03	04	05	06	07	08	09	10	11	12	01	02	03
Members/Associate Members	Engagement	Email/Zoom/Teams/Face to Face	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Residents Youth	Increase Membership	Social Media/Emails/Face to Face	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Residents Youth	Increase Membership	Visit Schools/Clubs								█						
Residents Youth	Opinion Surveys	Online/Face to Face/Leaflet		█						█						
Residents Youth	Feedback on surveys	Email/Website/Social media				█						█				
Residents Adult	Increase Membership	Leaflet		█						█						█
		Social media/Website	█	█	█	█	█	█	█	█	█	█	█	█	█	█
		Face to Face								█						█
Residents Adult	Opinion Surveys	Online/Face to Face/Leaflet		█												
Residents Adult	Feedback on surveys	Email/Website/Social media				█						█				
Residents 76+	Increase Membership	Leaflet		█						█						█
		Social media/Website	█	█	█	█	█	█	█	█	█	█	█	█	█	█
		Face to Face								█						█
Residents 76+	Opinion Surveys	Online/Face to Face/Leaflet		█						█						
Residents 76+	Feedback on surveys	Email/Website/Social media				█						█				
Groups	Increase Membership	Leaflet		█						█						█
		Social media/Website	█	█	█	█	█	█	█	█	█	█	█	█	█	█

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Target Group	Aim	Tools	02	03	04	05	06	07	08	09	10	11	12	01	02	03
		Face to Face								🟩						🟩
Groups	Opinion Surveys	Online/Face to Face/Leaflet		🟩						🟩						

2021/22

Target Group	Aim	Tools	02	03	04	05	06	07	08	09	10	11	12	01	02	03
Groups	Feedback on surveys	Email/Website/Social media				🟩						🟩				
Business	Increase Membership	Leaflet		🟩						🟩						🟩
		Social media/Website	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩
		Face to Face								🟩						🟩
Business	Opinion Surveys	Community Champions/Face to Face/Online/Leaflet		🟩												
Business	Feedback on surveys	Community Champions/Email/Website/Social media				🟩						🟩				
Landowners	Increase Membership	Leaflet		🟩						🟩						🟩
		Social media/Website	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩
		Face to Face								🟩						🟩
Landowners	Opinion Surveys	Community Champions/Face to Face/Online/Leaflet		🟩												
Landowners	Feedback on surveys	Community Champions/Email/Website/Social media				🟩						🟩				
RBC	Engagement	Email/Letter/Face to Face/Website/Social media	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩
Politicians	Engagement	Email/Letter/Face to Face/Website/Social media	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩

Audience	Objective	Method														
Neighbours	Engagement	Email/Letter/Face to Face/Website/Social media	■	■	■	■	■	■	■	■	■	■	■	■	■	■
All	Increase Membership	Leaflets/Posters		■					■						■	
All	Increase Membership	Banners		■	■	■	■	■	■	■	■	■	■	■	■	■
All	Maintenance	Website		■	■	■	■	■	■	■	■	■	■	■	■	■
All	Maintenance	Social Media		■	■	■	■	■	■	■	■	■	■	■	■	■
All	Maintenance	Newsletter/Digital					■			■			■			