
SUBJECT RHOC TCT VISION MASTER PLAN - COMMUNICATION & ENGAGEMENT PLAN

The purpose of this note is to set out proposals for stakeholder communication and engagement for the Revitalising the Heart of Chesterfield town centre transformation Vision Master Plan (the draft Vision Master Plan)

The consultation exercise follows previous consultation and engagement exercises undertaken in the town to formulate and test the former Vision Master Plan (of 2021), but nothing has been carried out since, other than continued engagement with a small group of market traders in line with the recommendations of the Engagement Report covering the period from December 2020 – January 2022.

The objective of the strategy is to set out the options and opportunities for meaningful engagement and feedback around the layout and function of the proposals contained with the draft Vision Master Plan. The feedback will help inform detailed design and project delivery planning from August 2022 onwards when the next stage of design work is planned to start.

Project Team

The project is directly overseen by the RHOC LUF Project Board, which along with sponsor Neil Johnson, directs the development of the project including the consultation exercise. Neil regularly brings the project in front of the chief executive for further governance and there-on to the Leader of the Council, Councillor Dean Collins and Councillor Kate Sarvent who have relevant portfolios and an interest in supporting Chesterfield town centre.

1. Stakeholder Mapping

There are three key groups the consultation must try to successfully engage at this stage: key stakeholders, local businesses and members of the public/ town centre users.

2. Stakeholders

Key Stakeholders

Stakeholders that have a specific role in the town through a professional or social role will be proactively approached to provide comments on the draft Vision Master Plan. This will include but not limited to: elected members, market traders, the Parish Church, representatives of local groups such as disability groups, local heritage group(s), town centre event organisers, Civic Society, Local Planning Authority and Derbyshire County Council.

Local Retailer/ Businesses

Local retailers and businesses are important stakeholders and are also have strategic interest in town centre footfall drivers and should want to support the best economic uplift for local businesses through diverse and secondary spending from people attending town centre events and cultural activities

Where contact details are available an email will be sent to retailers that includes some background to the project and a link to the virtual consultation and survey to enable more detailed feedback to be given. Our town centre engagement officer will also be active in making businesses aware of the opportunity through face-to-face visits.

Public/ Town Centre Users

Successfully reaching and engaging with members of the public and town centre users is critical for the consultation exercise and in helping to shape the future plans for the town and the wider public realm and how it could serve the community better.

3. Methods of Engagement

Due to the uncertain ongoing impact of the COVID-19 pandemic, it is expected that the most accessible consultation will need to be undertaken both online through the following media, as well as located in a well-signed physical exhibition in the town centre:

Project website - a mobile friendly dedicated project landing page hosted on www.chesterfield.gov.uk will be the main point of contact and will include brief explanatory text, images and link to the virtual consultation room.

Virtual consultation room – this will enable visitors to view the plans and accompanying written statements to help provide more detailed information on plans where applicable.

Snap questionnaire - to record feedback.

Social media – awareness raising and to help further the reach, and link back to the virtual consultation and questionnaire.

Whilst an online approach to consultation is the most efficient format, it is recognised that not all residents will have internet / smartphone access. We will also provide wider accessibility i.e. a public exhibition of the proposals in an accessible venue (unmanned), such as Market Hall or Town Hall with the opportunity to provide written responses to the questionnaire, if a digital response can not be given.

4. Communication

CBC will issue press releases to inform the wider public about the consultation opportunity. Social media links via CBC will be made available to stakeholders for wider sharing. Signs will be affixed to market stalls.

5. Programme

It is intended that the consultation exercise will run from 24th May to the 8th July 2022 inclusive. This timeframe should mean that significant number of stakeholders have the opportunity to respond; providing vital & meaningful feedback on the draft Vision Master Plan.

It is anticipated that the analysis of the information will take around 3 – 4 weeks at which point the data will be presented to Neil Johnson and the Project Board for review.