

AGENDA

**Article 4 & Neighbourhood Plan Stakeholders Meeting
Monday 23rd March 2015 at 4.00pm
Falmouth Town Council Municipal Buildings, The Moor, Falmouth**

1. Apologies
2. Minutes of last meeting – attached (1-4)
3. Matters arising
4. Terms of Reference Update – attached. (5-11)
5. Project Plan Update – Neighbourhood Plan and Article 4 Direction timing – attached (12-21)
6. Budget – additional Locality grant funding availability.
7. Engagement Strategy Update – attached. (22-38)
8. Stage Two Community Engagement – Launch, Leaflet and Questionnaire, Website and Twitter, Stakeholder Group support.
9. Any other business.
10. Date of Next Meeting.

FALMOUTH TOWN COUNCIL

Minutes of a meeting of the Article 4 & Neighbourhood Plan Stakeholders Meeting held in the Council Chamber, Municipal Buildings, Falmouth on 21st January 2015 at 2.00p.m.

Present: Councillor Ms C Atherton CC (Chairman) and Councillor Chappel

In attendance: Mark Williams (Town Clerk)
Mrs E J Middleditch (Administration Officer)
Steve Beresford-Foster (Planning Consultant)
Richard Thomas (Falmouth BID)
Sheila Rollison (LLAMA)
David Yelland (Falmouth Bay Residents Association)
Mike Jenks (Falmouth Civic Society)
Angela Beale (Falmouth & Penryn Conservation Group)
Andy Coote (Falmouth Town Forum)
David Sames (Sames & Littlejohns)

1. **APOLOGIES**

Apologies were received from Richard Gates (Town Manager), Sarah Arden (Cornwall Council), Mark James (Falmouth & Penryn Community Network Manager) and Rosemary Ridette-Gregory (Falmouth District & Hotels Association).

2. **WELCOME AND INTRODUCTIONS**

CA welcomed Steve Beresford-Foster and thanked AC and MJ for their work on the Terms of Reference which SBF would circulate to Stakeholders for their comment.

3. **INTRODUCTION TO STEVE BERESFORD-FOSTER**

SBF provided Stakeholders with an overview of his background in Town Planning and explained his role with the Falmouth Neighbourhood Plan.

4. **OVERVIEW OF THE NEIGHBOUHOOD PLAN PROCESS**

SBF explained the outline project plan which would require formal consultation through community engagement to enable the plan to be written, then examination by Cornwall Council which would be followed by a referendum and if passed the plan would then be made in law and would form part of the development plan and legal framework which must be paid attention to in terms of material considerations. The expected timescale for the whole process was from November 2014 to mid to end of 2016.

The Article 4 Direction needs to be aligned with the Neighbourhood Plan and the Project Plan is to integrate the two so they work parallel to one another however CA stated that the Article 4 Direction should be pushed forward with expected completion within a twelve month period.

CA advised that she and MW had met with Cornwall Council and had submitted a map for the Article 4 and Neighbourhood Plan Designation Area which had been approved and £7000 grant funding from Locality had been secured towards consultation which needed to be utilised by 31st March 2015.

CA had met with Penryn Town Council who will not be joining Falmouth in the Neighbourhood Plan process and other adjoining Parish Councils were not currently interested in engaging with the Neighbourhood Plan.

SBF provided Stakeholders with a copy of the Delivery Monitoring Report.

5. **IMMEDIATE TASKS AND ARRANGEMENT FOR THEIR DELIVERY**

a) Review Steering Group Arrangements

SBF gave a review of the Steering Group arrangements and advised that he had drafted The Terms of Reference had been drafted which will incorporate that Falmouth Town Council authorisations to appointed a Group to take forward the Plan on its behalf so the Inspector can see that delegation is in place. He explained that tasks must be clear to all and reflect the Project Plan with inclusion of standing agenda items. Volunteers would be required and all sections of the Town must be represented particularly young families who are particularly hard to target. GC agreed to find young family representatives. Consideration should be given to possible freedom of information requests, declarations of interests and how expenses will be met.

b) Develop and Agree Project Plan

SBF to co-ordinate with Sarah Arden at Cornwall Council so the Article 4 Direction ran alongside with the Neighbourhood Plan preparation.

c) Develop and Agree 'Engagement and Community Strategy'

SBF advised that the Engagement and Community Strategy should set out the main intentions. Consultation is key and engagement with the community should be carried out in an inclusive way. A Consultation Statement would be required which should state who will be included. The 2011 consensus should be referred to identify demographic groups.

A broad consultation can be used up to March 2015 but following this Stakeholder consultations will be required to allow opportunities to focus differently on different groups. Although Falmouth is not that ethnically diverse, evidence will be required to show that all sections of the community have been consulted. Evening consultations will be required for workers.

Questionnaires would be delivered via the Community Newsletter Fathom with extra copies to public buildings such as GP Surgeries, hospitals and libraries.

Questionnaires can also be published on social media and websites however this may be no good for older people who will need to be targeted differently.

CA advised that she had written to all letting agents, clubs and societies to advise them of the Neighbourhood Plan and Article 4 Direction and only one positive response was received from Letting Agent Lewis Haughton Wills who had offered £2000 to £3000 towards the cleaning up of the Town. A response was also received from Cornwall Residents Landlords Association. The local press had been notified at each stage including local radio stations.

SBF to email Engagement and Community Strategy to Stakeholders for comment to include students and Falmouth Bay Residents Association.

d) Set up Website and Social Media

SBF advised that websites were an important communication tool and a good channel for engagement of questionnaires and furthermore for use as an evidence base for the Inspector.

Social media such as Facebook is suitable for reference only whereas Twitter is a good tool for making announcements and for obtaining feedback but although easy to set up is hard to maintain and run as would require daily tweeting and a minimum use of two

to three times a month. A volunteer would be needed. Social media could be used to request help but needs to be done quickly.

AC to set up a website with same host as Falmouth Town Council Website with link.
MW to check if host can be used. CA to liaise with DS regarding images.

CA to ask Councillor Rowenna Brock to manage and update Twitter and Facebook accounts.

EM to forward contact details of the Group to SBF and all other Stakeholders.

e) Start Community Engagement Activity – Fathom

SBF advised that engagement would take three months. Respondents age must be included to show that the whole demographic is being targeted. 1000 responses would be a confident figure to aim for however 700 individual returns would be significant.

SBF worked through the questionnaire which needs to cast net wide at this stage and must show justification for an Article 4 Direction. CA advised that the questionnaire to be published on the website and sent to all households via the Fathom Community Newsletter with freepost return and Locality funding from the Department of Community Government to be used. Survey Monkey to be used to collate and collect results. Publicity to be carried out through social media. MW advised that the Falmouth and Penryn Community Plan Consultation previously resulted in 1400 responses.

‘A call to Action’ core message to be used to raise awareness and to reiterate what the Plan is all about and why people should care and get involved.

Advertisements in bus shelters to be used as trigger points, downloadable advert messages and posters for windows all displaying the primary message. To be in place by mid February.

CA confirmed that the main objective is to have a diverse vibrant town in 15 to 20 years time that will cater for all including housing for families, students and the elderly which will include the Docks and University growth.

It was agreed that the Questionnaire must be easy to complete with simple tick box’s but must focus on delivering Planning Policy. Stakeholders to advise SBF within the next week with any suggested alterations. MJ to pass on definitions for the whole of the questionnaire to CA and SBF. CA and SBF to discuss the Questionnaire final draft in two weeks time.

f) Begin Construction of Evidence Base

SBF advised that volunteers would be required for Survey work which must focus on a tight case for the Article 4 Direction with Policies being justified in the Neighbourhood Plan for controlling the Article 4 intentions. CA advised that Cornwall Council needed to better define HMO’s and in Falmouth this should include premises of two storeys.

6. **TO RECEIVE AN UPDATE FROM CORNWALL COUNCIL REGARDING THE PREPARATION OF THE ARTICLE 4 DIRECTION (HMO’s)**

SA provided a written update which confirmed that the formal/ legal process for the Article 4 was relatively simple, requiring a 21 day advertisement, a 28 day period

before the Direction is confirmed and then a year before the Direction comes into force.

Once there is an agreed project plan the two processes can be aligned, so that the timescales tie in. The community engagement and consultation carried out for the Neighbourhood Plan will complement the statutory consultation required for the Article 4 direction.

Now that a Project Manager has been appointed and a Project Plan is being drafted the Article 4 formal process can start to be aligned to the key dates that have been identified.

7. **SCHEDULE OF STEERING GROUP MEETINGS**

CA confirmed that significant progress would be made in the next two months as the grant funding must be spent and the Questionnaire will be complete therefore a meeting to be set for 18th March 2015 at 2pm in the Council Chamber.

8. **ANY OTHER BUSINESS**

DY queried the arrangements for the delivery of Fathom. It was agreed that a new distributor should be appointed to ensure the Newsletter reaches all households. DY offered to assist with delivery in his area. DS would help with delivery through the Town. GC to distribute through the Beacon Partnership. The BID Manager and Town Manager to be asked to distribute the Questionnaire to their contacts as part of their weekly updates. The Packet and West Briton to be requested to publish the Questionnaire.

There being no further business the Chairman declared the meeting closed at 3.30pm.

Article 4 and Neighbourhood Planning Stakeholders Group - Draft Terms of Reference

Introduction

Falmouth Town Council is the Qualifying Body entitled under the Localism Act 2011 to initiate, lead the production and the adoption of a Falmouth Neighbourhood Plan. On 8th September 2014 the Council's **Finance and General Purposes Committee** RESOLVED to prepare such a plan for Falmouth (Minute reference F4478 of 8/09/2014).

On 29th September 2014 the Falmouth Town Council APPROVED minute F4478 in minute C4429.

This document sets out the Terms of Reference for the working group.

Name. The name of the group shall be the Falmouth Neighbourhood Plan Stakeholder Group

Objectives

Falmouth Town Council is developing the Neighbourhood Plan to:

- support an Article 4 Direction to be made by Cornwall Council that will enable the Local Planning Authority to manage the spread of Houses of Multiple Occupation (HMO);
- create sustainable development policies that will expand upon the policies and proposals of the Cornwall Local Plan where necessary to take into account local circumstances or assist with the delivery of initiatives from the Falmouth Community Plan.

Sustainable Development

The Neighbourhood Plan will embrace the principles of sustainable development by aiming to meet the present needs of the people who live, work, and visit and learn in Falmouth without harming the ability of future generations to meet their needs.

The guiding principles of sustainable development that the Falmouth Neighbourhood Plan will follow are:

- Living within the planet's environmental limits - by protecting and enhancing our natural and man-made environment, and responding to climate change.
- Ensuring a strong, healthy and just society - by meeting present and future needs for the housing, work and services that support the wellbeing of all our community.
- Achieving a sustainable economy - by supporting actions that build prosperity for all and use resources wisely.
- Promoting good governance - by ensuring that all the community's creativity, energy and diversity is involved in creating the Falmouth Neighbourhood Plan.

Membership.

There shall be no more than xx members of the NPT. This shall consist of representation from the following groups representing the different interests:

Falmouth Town Council - Councillor Atherton

Falmouth Civic Society - Mike Jenks / Angela Beale

Falmouth & Exeter Universities - Jilly Easterby

Falmouth Town Forum - Andy Coote

Falmouth Town Manager - Richard Gates

Falmouth BID - Richard Thomas / Richard Wilcox

Falmouth Bay Residents - David Yelland

Lambs Lane Residents Association - Sheila Rollinson

Beacon Regeneration - Grenville Chappel

Falmouth Churches Together - Reverend Mesley

FDHA - Rosemary Ridette Gregory

Representatives of other groups may be recruited at the Falmouth Neighbourhood Plan Stakeholder Group's discretion. Such members will be invited to reflect different sectors of the community and the range of skills, knowledge and experience that will be required to develop the Neighbourhood Plan.

The Falmouth Neighbourhood Plan Stakeholder Group may appoint working-parties to tackle specific themes and issues. Each of these will be convened by a Stakeholder Group member, but may include representatives of other bodies, and enthusiastic volunteers from the wider community who wish to assist.

The Falmouth Neighbourhood Plan Stakeholders Group shall be advised by the Town Clerk (Mark Williams), Cornwall Council (Planning - Sarah Arden, and Localism - Mark James).

Chairperson

Falmouth Town Councillor Candy Atherton will be the Chairperson of the Stakeholder Group.

Tasks.

The Falmouth Neighbourhood Plan Stakeholder Group shall carry out the following tasks on behalf of Falmouth Town Council:

1. Undertake the preparation of a Neighbourhood Plan on behalf of the Town Council
2. Assist Cornwall Council in establishing and operating an Article 4 Direction for appropriate areas of the town.
3. Identify sources of funding, and apply for them as appropriate
4. Take responsibility for planning, budgeting and controlling expenditure on the production of the Neighbourhood Plan
5. Liaise with local organisations, Cornwall Council, and other bodies
6. Identify effective methods of engagement, consultation and information gathering that ensure the plan is as inclusive as possible.
7. Be responsible for the analysis arising from such engagement, consultation and information gathering
8. To report back regularly to the Town Council on progress and major issues arising and outcomes from the exercise
9. Present the draft Neighbourhood Plan for the formal approval of the Town Council
10. Subsequently to assist the Independent Assessor, and assist in arrangements for the Referendum.

Meetings.

These will be held bi-monthly or as may be required to get through the tasks involved. At its first meeting of the year the Team will set a calendar of meetings for that year.

There will be no restrictions on the tabling of information or proposals at the meetings, although it will be expected that they will have been circulated within the Team as far in advance as possible.

Wherever possible the Team will reach agreement on decisions through discussion and consensus. However, where this is not possible, the matter shall be determined by a majority of votes of the Team present. In the case of equality of votes the Chairman of the meeting shall have a casting vote.

The quorum necessary to transact business but shall be a minimum of 50% of members.

Agenda.

Although the content of each meeting will vary as the NP process evolves, each shall always have the following Standing Items:-

- Notes of last meeting
- Declarations of Interest
- Project Plan Review
- Budget position
- Reports from Sub-Groups
- Note of actions agreed
- Recommendations to Town Council

Reporting.

The Neighbourhood Plan Team will report to the Town Council at every significant stage of the Plan process, as identified in the Project Plan, before advancing to the next stage. Such reports must include a note on progress (from the Project Plan), budget updates, and where appropriate recommendations on policy content, next steps etc.

Budget Management.

The approved budget for the Neighbourhood Plan will be the responsibility of the Town Council to manage. It will be administered by the Town Clerk through the Town Council's financial management system and in accordance with Standing Orders.

The Stakeholder Group will advise the Town Council as to how the budget might best be used to achieve the objectives.

The Town Clerk will report to the Steering Group on budget management so that it can monitor expenditure, commitments and income and plan ahead.

Volunteer Expenses.

Individual members of the community, who are involved as volunteers on the Steering Group and/or any of the working teams, may claim back any expenditure properly and necessarily incurred during the process of producing the Neighbourhood Plan. This could include printing, postage, stationery and travel outside the Plan area. Volunteer expenses will only be paid if approved in advance and accompanied with receipts.

Such expenses will not be paid if they are also claimable from the organisation the volunteer represents.

General conduct of members of the Stakeholder Group.

Members and community volunteers are expected to conduct themselves in a manner consistent with the principles of conduct for those in public life which are:

- selflessness;
- integrity;
- objectivity;
- accountability;

- openness;
- honesty and leadership.

Equalities.

The Team will at all times pay regard to the requirements of the Equality Act 2010. It will prepare the Plan in a way that recognizes, respects, and values equality and diversity, so as to ensure that none of the Plan's provisions are discriminatory. To achieve this the Team will carry out Community Impact Assessments at appropriate stages of the Plan development.

Interests.

All members of the Team must declare any pecuniary interest that may be perceived as being relevant to a decision of the Team. This may include the pecuniary interest of an organisation represented by the member, personal ownership of land or a business, or any other matter that may be considered to be relevant. Such declarations shall be recorded and be publicly available.

Organisations and businesses may assist in the production of the Neighbourhood Plan and may contribute to the cost of producing it. Details of any donations or assistance must be made publicly available and must not influence the recommendations of the Plan.

Changes to the Terms of Reference.

The ToR may be altered and additional clauses may be added by a majority vote of the Team. Any such changes must then be ratified by the Town Council.

Freedom of Information.

In accordance with the Freedom of Information Act, as an extension of the Town Council, the Team will make available to the public, minutes of meetings, policies and procedures, its organisation and structure and information on budget, expenditure and allowances, via either the Neighbourhood Plan website or the Town Council's website

Period of Operation.

The duration of the Falmouth Neighbourhood Plan Stakeholder Group will be two years from 15th September 2014, subject to renewal.

Appendix.

Copy of Minute F4478 of Finance and General Purposes Committee held in the Council Chamber, Municipal Buildings, The Moor, Falmouth on Monday 8th September 2014 at 7.00pm

F4478 NEIGHBOURHOOD PLAN AND ARTICLE 4 DIRECTION

The Chair updated on progress with the Steering Group.

It was proposed by Councillor Evans, seconded by Councillor Body and

RESOLVED that the Steering Group be established, a Project Manager be engaged and a Neighbourhood Plan and Article 4 Direction be created on the Town Boundary.

FALMOUTH NEIGHBOURHOOD PLAN DELIVERY OUTLINE PROJECT PLAN – monitoring report 23/03/2015

DONE	IN ACTION	DELAYED	NOT STARTED
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Phase 1: Laying the Foundations

Stage	Action	Activities	Progress/Notes	Status
Stage 1: Starting up	Getting started: Town Council Authority	Falmouth Town Council meet to discuss potential Neighbourhood Plan ideas and aspirations.	Stakeholder Group 15/09/2014	
		Town Council authority to proceed given as Qualifying Body		
	Defining the Neighbourhood	INITIAL SCOPING - Ensure that aims and objectives of doing the Neighbourhood Plan are clear/understood.	Stakeholder Group 15/09/2015 Focus on A4D and	
		Discuss the options and implications and a suggested Neighbourhood Plan Area	Stakeholder Group 15/09/2014	

	Submission of letter & map to Cornwall Council	Parish/Town Council send letter and map to Cornwall Council to formally apply for Neighbourhood Area	17th November 2014	
		Cornwall Council formally advertise Neighbourhood Area		
		Cornwall Council decision following consultation period	16 January 2015	
Stage 2: Ensuring community support for the neighbourhood planning process	Community Awareness Raising	Awareness raising about intention to create Neighbourhood Plan	<p>Press item in Falmouth Packet on 9th April 2014 reported on discussions at the Falmouth Civic Society's AGM. (See: http://tinyurl.com/o48n5vn)</p> <p>Press item in Falmouth Packet 5th March 2014 (http://tinyurl.com/pa7ezwc)</p> <p>Falmouth Bay Residents Association Newsletter (http://tinyurl.com/pgf44sq).</p> <p>Briefing to the Falmouth Town Forum (http://falforum.blogspot.co.uk/)</p> <p>Westcountry News website on 31st December 2014 (http://tinyurl.com/kvrj8a3).</p> <p>Press item on 29th January 2015 in the West Briton (http://tinyurl.com/pnajdee).</p>	
Stage 3: Organisation	Set up Steering Group/ Neighbourhood	Agree (or Review) Neighbourhood Plan Team (NPT) Terms of Reference with Town Council as	Stakeholder Group 21/01/2015, 23/03/2105	

	Planning Team	'Qualifying Body' providing for appropriate authority to act, defining Group status, delegations etc.		
		Set up Neighbourhood Plan Team (NPT) and agree roles (chair etc.)	Stakeholder Group 15/09/2014	
		Consider Skills / knowledge of Neighbourhood Plan Team and recruit additional members to strengthen if appropriate	Ongoing task	
		Consider if Neighbourhood Plan Team would benefit from other representation e.g. adjoining parishes or particular interest groups	Ongoing task	
		Check for inclusivity and diversity in the makeup of the Steering Group and recruit additional members to strengthen if appropriate	Ongoing task	
		Schedule NP Team Meetings for year ahead	Immediate task Stakeholder Group 23/03/2015	
		Agree and set up process to ensure flow of information and budget management between Town Clerk and Neighbourhood Plan Team		

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		Set up initial 'working parties if required – e.g. (1) Project Planning (2) Engagement & Communications		
		Commission additional WPs as required.		
		Set up pool of volunteers and support with volunteer evenings etc.	Ongoing task Volunteering opportunities are referred to in Leaflet and website.	
	Develop and keep under review Project Plan	Populate Action Plan with time scales (for individual tasks & realistic timeframe for process) & resources (people/funding) etc.	Now lined up with A4D timetable	
		Agree Project Plan		
	Assess and keep under review the budget requirement	Realistic assessment of budget needs, will need to be reviewed as plan content emerges and further studies required etc.		
	Secure funding	Apply for DCLG/Locality support	Ongoing task Tranche 1 – Done Tranche 1 Claim – In hand Tranche 2 – To be done	
		Apply for Town Council budget allocation if not already agreed		
		Apply for CC Community Chest Funding		
		Set up and maintain budget management process.		

	Identify and contact help sources	Contact bodies such as CRCC, Locality, etc to identify how they can be of support.		
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Phase 2: From Capacity to Action

Stage	Action	Activities	Progress/Notes	Status
Stage 4: Develop communication and engagement strategy	Understand nature of area, demographic, key stakeholders, accessibility needs etc.	DEVELOP COMMUNICATION AND ENGAGEMENT STRATEGY (what/who/how/when/why)	Keep under review.	
		Check consultation results from Falmouth & Penryn Community Plan process.	Previous engagement activity can be used as input to NP providing its collection was robust and fit for purpose of supporting a planning policy document.	
		Ensure that strategy is inclusive and accessible to all, includes provision for CIA, and covers entire Plan development process.		
		Establish 'brand and visual identity' if required.	Use Fathom visual style, fonts etc.	
		Set up website, Twitter and Facebook accounts.	Website can host online survey, reference library, etc	

		Identify key partners and stakeholders including potential developers and landowners.		
Stage 5: Raising community awareness and engagement in Neighbourhood Plan process; identifying community priorities.	Community Engagement Activity (based on communication and engagement strategy)	Information/awareness raising community events and publicity, leafleting etc. ('FRONT LOADING'): Write leaflet Design Survey Design posters Create website Social Media Printing Distribution Create exhibition Hold Open Days Prep letters to stakeholders Send letters to stakeholders	Engagement period launch 23 rd March 2015	
		Analyse questionnaire responses and gauge support and understanding of neighbourhood planning, broadly define key issues and priorities from responses		
		Update Engagement Strategy; begin compiling consultation statement		
		Publicise early feedback results from the initial questionnaire/engagement to keep interest going		
		Report on engagement results and community priorities to Town Council		

Stage 6: Information gathering	Key Stakeholder engagement	Discussions with community interest groups, potential developers/landowners		
		Summarise stakeholder positions		
		Ongoing liaison with key stakeholders		
	Building the Evidence Base	Identify Town Council policies, proposals and 'interventions' that need land-use support.	Research local need for A4D controlling HMOs Research use of A4Ds on HMOs nationally	
		Identify previous strategies and policy documents (e.g. Falmouth & Penryn Community Plan) and assess what research and land-use policy directions should be carried forward from these.		
		Gather existing information e.g. demographic and socio-economic information, designated/protected sites, views from the initial questionnaire and community events		
		Assess evidence gathered to identify gaps, establish what evidence is still required and where it may be sourced		
		Identify and review current and emerging local and national planning policies and guidance and other policy documents: summarise the policy requirements within those documents for Falmouth and the implications of them for the Neighbourhood Plan;		

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		Identify and review existing policies that would be 'lost' on the Adoption of the Cornwall Local Plan so as to identify what policies may need to be safeguarded through the NP;		
		Identify what are considered to be Local Plan 'strategic policies' and those that are appropriate for local interpretation, identifying which of those might be insufficiently robust and need local interpretation		
		Undertake mapping exercises as required - e.g. infrastructure, trees and environmental elements, leisure facilities, shops, historical assets etc. (THIS MAY BE DONE BY WORKING GROUPS)		
		Analysis of evidence and prepare report of findings - Report to Town Council on findings.		
		NEXT STEPS WORKSHOP – Identify methodology to be used for next steps – Producing the Plan		

OUTLINE PROJECT PLAN FOR THE FALMOUTH NEIGHBOURHOOD PLAN/A4D PROCESS

Phases	Stages	Actions	Timetable (Note Months are inclusive)
Laying the foundations	Stage 1: Starting up	<ul style="list-style-type: none"> Getting started: Town Council Authority Defining the Neighbourhood Submission of letter & map to Cornwall Council Cornwall Council approve designation. 	November 2014 January 2015
	Stage 2: Ensuring community support for the neighbourhood planning process	<ul style="list-style-type: none"> Community Awareness Raising 	August 2014 to March 2015
	Stage 3: Organisation	<ul style="list-style-type: none"> Set up Neighbourhood Planning Steering Group Develop and keep under review Project Plan Assess and keep under review the budget requirement Secure funding Identify sources of support 	September 2014
From capacity to action	Stage 4: Develop communication and engagement strategy	<ul style="list-style-type: none"> Understand nature of area, demographics, key stakeholders, accessibility needs etc. 	January 2015
	Stage 5: Community engagement and scoping events	<ul style="list-style-type: none"> Initial scoping Key Stakeholder Identification and Engagement NP Community Engagement Activity A4D Community Engagement Activity 	January to March 2015 March to May 2015
	Stage 6: Information gathering	<ul style="list-style-type: none"> Building the Evidence Base A4D researched 	January to April 2015 January to April 2015
	Stage 7: Pulling community engagement results and evidence together, Working Groups engage community and stakeholders on site and policy options.	<ul style="list-style-type: none"> Define scope strategic vision and aims, outline content, thematic objectives and options; In-depth community and stakeholder involvement Prepare 'Strategic Narrative' A4D drafting process 	April to June 2015 April to June 2015
Producing the Draft Plan	Stage 8: Narrowing down the options and technical writing of draft plan.	<ul style="list-style-type: none"> A4D processed and approvals given (if necessary) Technical writing of NP 'Sign off' of NP by Town Council. 	June 2015 June 2015 July 2015
Refining and 'Making' the Plan	Stage 9: Testing and approving the Neighbourhood Plan	<ul style="list-style-type: none"> Pre-submission Consultation/ A4D Made and Notices Published Finalise Plan Submission of Plan for approval Examination 	August 2015 October 2015
	Stage 10: Making of the Plan	<ul style="list-style-type: none"> Referendum Formal 'Making' as part of the planning policy framework. A4D Confirmed 	March 2016 May 2016 June 2016

Into action...

Stage 11: Delivering and monitoring the plan

• **Delivery of plan provisions....**

Thereafter....



COMMUNITY ENGAGEMENT AND INVOLVEMENT STRATEGY

Introduction

For a Neighbourhood Plan to reach its full potential in delivering sustainable development as part of the statutory planning framework, and have real local credibility, it must be prepared by the community that lives in, works in and uses the Neighbourhood

'Consultation and community engagement is a fundamental requirement of the Neighbourhood Planning Regulations, the process of plan making being almost as important as the plan itself'

Jeremy Edge, Independent Examiner Tettenhall Neighbourhood Plan

'The most important stage of community engagement is at the beginning. This should be undertaken before the plan's vision and aims are developed; the purpose is to identify key issues and themes and to inform the vision and aims'

Neighbourhood Plans Roadmap Guide, Locality 2012

'...ongoing community engagement should be designed to provide information needed to develop the detail of the neighbourhood Plan...

Ongoing community engagement can include consultation on the draft vision and aims and also workshop events or discussions to examine specific issues/themes. This is an interactive process and should be flexible to respond to issues being raised. A useful mechanism to take this forward can be to set up working groups tasked with exploring a particular issue or idea in more depth'

Neighbourhood Plans Roadmap Guide, Locality 2012

The Falmouth Neighbourhood Plan Stakeholder Group has therefore prepared a strategy for engaging with and involving all sectors the community in the preparation and adoption of the Plan.

The Falmouth Neighbourhood Plan Stakeholder Group is conscious of the difference between community engagement and participation, and simple consultation. The intention is therefore to encourage an active dialogue with the community during the engagement stages, using a mix of approaches that will ensure that community understanding of issues is promoted, opinions and ideas are recorded effectively, and feedback to the community is ensured.

Community interest and engagement will also be promoted through the encouragement of active participation in the work of producing the NP.

The Falmouth Neighbourhood Plan Stakeholder Group will also ensure that in addition to the engagement of local residents from within the town, those that live outside the town boundary but work, shop or use services within the town are involved.

The engagement and participation process will also include measures to ensure that local commercial businesses, social enterprises, voluntary and community organisations and groups, schools, faith groups, official bodies and special interest groups are all involved.

Councillors will have an important role to play both in expressing the concerns of residents and interested parties and in the distribution of information to their community.

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.
- Effective community involvement is both best practice and a requirement of the regulations governing Neighbourhood Plans (see appendix 1)

The Engagement Strategy will follow these stages:

Stage 1 - Awareness raising of the purpose and value of the Neighbourhood Plan process, how it works, what can or cannot be done through the process, and how to become involved

Stage 2 - Community engagement in the analysis of local issues, creating the vision, and scoping of the Falmouth Neighbourhood Plan objectives and themes

Stage 3 - Community engagement in the development of the policy and proposal options to be considered

Stage 4 – Formal consultation on the draft plan.

Stage 5 - Promotion of the final plan and awareness raising for the local referendum.

The objectives of the strategy

- to make sure that we communicate with and engage with the entire Falmouth community so that we achieve a sound plan whose policies fully reflect the community's views and aspirations

- 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 meet these objectives we will:

- ensure everyone can take part by overcoming barriers that some individuals may face
- 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

Methodology

As a fundamental principle we shall design our engagement and consultation to be fully embracing of the community of Falmouth.

As a first step we will analyse the demographic, organisational and business make up of Falmouth using the 2011 Census and local knowledge. This will inform us of which of several methods of

engagements is most appropriate, and if there are any special requirements (language for example) (See Appendix 2).

A campaign combining the most appropriate forms of engagement will then be designed and implemented. We will ask ourselves the following questions before embarking on a chosen method:

- 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?

Evaluation

Following each stage of engagement and consultation we shall evaluate the techniques used, events etc., to ensure that any learning points and possible improvements are recorded.

Who we will engage with and consult

Based on the demographic assessment, the following broad strands of community will guide our work:

- Schoolchildren (aged 7-16)
- Young adults 16 -30
- General Public 30 – 65
- General Public 65+
- Commuters (people living in the community but working outside and vice versa)
- Housing estate representatives
- Community groups and societies
- People with caring responsibilities and young parents

- Single parent families
- People with physical needs
- People with learning needs
- People with long term activity restrictions (health etc.)
- Faith groups
- Business community (Town and surrounding area)
- Developers/landowners/agents
- Black and minority ethnic groups
- LGBTQ
- Migrant workers
- Voluntary bodies acting in the area
- Visitors/tourists
- Local amenity groups (e.g., representing environment / conservation / heritage concerns.)

Other bodies

- Cornwall Council
- The Environment Agency
- English Heritage
- Natural England
- The Police
- Adjoining Towns and Parishes
- Highways Agency

When we will engage and consult

Opportunities to be involved or comment will be offered at times that are most appropriate for the different strands in our community so as to achieve as wide a coverage of the general population as possible. Events will be timed to allow as wide as possible access whether working or taking into account public and school holidays.

How we will engage and consult

- Self-completion questionnaires
- 'Drop-in' exhibition
- In depth interviews / face to face
- Stakeholder seminars
- Ward councillor contact
- Social Media – Facebook/Twitter

Where we will consult

Opportunities to be involved or comment will be offered in locations and formats that are most appropriate to help reach the whole community, for example:

- Council Chamber/Offices
- Community centres
- Schools
- Churches
- Supermarket foyer
- Library/other public buildings
- On the street
- Community/festival events
- Clubs/society meeting rooms

All events will be held at venues that have good access for everybody, including people with disabilities.

IT and Social Media

Website

Linked with the existing Town Council website will provide a standing resource of full and clear information about the Neighbourhood Plan

process, enhance opportunities to take part and be the repository of evidential material.

The key elements of the website will be:

Explanation

- An overview of what neighbourhood planning is about generally
- What Falmouth is doing about making Plan, how it has organised
- Who is currently on the Falmouth Neighbourhood Plan Team
- How they can find out more
- Publication of formal notices
- Links to other helpful sites

Participation

- Information as to how people can become involved to make comments or to actively volunteer support
- Notice and promotion of forthcoming events
- Preparatory information, guidance and materials for engagement events, survey events etc
- Ability to collect comments, do surveys etc (Survey Monkey)
- Library
- A library of all the background guidance documents
- Data recording local information, community and organisational views, statistical and policy analysis
- A record of completed work

Accessibility

- Users will include people with disabilities and learning difficulties, so easily accessible areas should be provided, with appropriate adjustments to type size, colours and language etc
- Use of colours/layout that are colour vision deficiency friendly.

Media

- Ability to download and open .pdf files with easy navigation back to website
- Short video clips of interviews, people making comments etc

Facebook

Will be used primarily as a 'landing page' essentially to direct Facebook users to the website and enable sharing.

Twitter

Will be used to make announcements, enable sharing and answer queries, but not to receive comments.

Analysis

Analysis of engagement and consultation responses will be conducted in a way that looks at the depth and range of comments received. This will include a numerical analysis identifying key theme, gender and age group information given by respondents, related to the demographic make-up of the population, so that further targeted engagement activity can be carried out if necessary. The analysis of the comments received will aim to draw out any issues that qualify the respondents support for themes, the links between the themes that respondents perceive, and respondent's suggestions as to how particular themes might be tackled. Any non-land-use issues identified by respondents will also be analysed and reported to the Town Council.

Statistical Significance

Given the adult population (16 and above) of 18,592, using a confidence level of 95% and a confidence interval of 4 points, the necessary sample size is 582. Increasing the confidence level to 99% would require a sample of 985. A good target to aim for in terms of questionnaire returns is

therefore around 1000, although a number between that and 600 will still be statistically significant.

Our commitment to you

Data protection

When we deal with feedback we will comply with the Data Protection Act 1998. Details will be held by Falmouth Town Council and will remain secure and confidential. 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.

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 Falmouth's Neighbourhood Plan.

Equal Opportunities

We will comply with Equal Opportunity legislation. We recognise that the provision of equal opportunities in all our activities will benefit Falmouth. All members of the public will be treated fairly and will not be discriminated against.

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, DBS checks will be carried out on anyone working directly with this section of our community.

Community Engagement Action Plan

Who are we engaging with?	Methods to use for this group:	Where and when:	Method of feedback:	Comments
Schoolchildren (under 16)	<ol style="list-style-type: none"> Posters and announcements through schools, pre-schools, children centre 'Satchel Mail' 	<ul style="list-style-type: none"> Posters to schools re NP and drop in events(s) DATE Leaflet on same for Satchel Mail DATE 	Questionnaire	
Young adults 17 - 24	<ol style="list-style-type: none"> Door to Door Leaflet & Questionnaire Posters Interactive website Facebook Twitter Drop-in stall at Supermarket and TC sites 	<ul style="list-style-type: none"> Fathom published DATE Posters published DATE Website (see brief) Facebook Page from DATE Twitter from DATE Drop in events DATES & LOCATIONS 	Questionnaire (Physical and Online) Comments via Website form Post it notes at drop in.	
General Public 25 - 40	9. As above	As above	As above	
General Public 41 - 64	10. As above	As above	As above	
General Public 65 - 75	11. As above	As above	As above	
General Public 76+	<ol style="list-style-type: none"> Large print Leaflets Visit to care homes 	LP Leaflets available on request Notify care homes with offer	As above Via discussion	
Commuters (people living in the community but	14. Workplace delivery of leaflets	Fathom to local employers. Leaflet re drop-in sessions	As above	

Who are we engaging with?	Methods to use for this group:	Where and when:	Method of feedback:	Comments
working outside and vice versa)	15. Railway station distribution of leaflets 16. Drivetime radio 17. Parish Magazines	handed out at station during commute period (7.30 to 8.30 AM and 5 to 6.30 PM)		
Adjacent Parish Councils	18. Letter 19. Leaflet 20. Community network presentation 21. Conference event	TBA		
Housing estate representatives	22. As above 23. Via Residents Associations	Event with RAs on request.		
People with caring responsibilities and young parents	24. As with young adults above, plus through contact organisations such as Health Visitors, preschools, support groups, Doctors Surgeries etc.)	Supply leaflets and posters to GPs, Health Visitors, preschools, support groups.		
Single parent families	25. As above	As above		
People with physical needs	26. As above	As above		
People with learning needs	27. As above	As above		
People with long term activity restrictions (health etc.)	28. As above	As above		

Who are we engaging with?	Methods to use for this group:	Where and when:	Method of feedback:	Comments
Faith groups	29. Leaflets, posters etc. delivered to faith group locations 30. Via Churches Together	Supply leaflets, posters.		
Business community (Town and surrounding area)	31. Letter 32. Leaflet 33. Business Breakfast 34. Individual meetings where appropriate	Business breakfast DATE		
Developers/landowners/agents	35. Letter 36. Individual meetings where appropriate	Letter DATE		
Black and minority ethnic groups (inc travellers and gypsies, migrant workers, etc.)	37. As with young adults above 38. Through networking groups where they exist. 39. Translation of leaflets.			
LGBTQ	40. As with young adults above, plus through contact organisations such as Cornwall L&G Christian Movement,			

Who are we engaging with?	Methods to use for this group:	Where and when:	Method of feedback:	Comments
	Cornwall Pride, LGBTQ Youth Cornwall etc			
Visitors/tourists	41. Leaflet			
Local amenity or social interest groups	42. Letter 43. Leaflet 44. Conference event 45. Individual meetings where appropriate			
Service providers and utilities	46. Letter 47. Leaflet			
Government Agencies	48. Letter 49. Leaflet			

STAGE ONE AWARENESS RAISING SUMMARY

Prior to the publicity given by Cornwall Council when the Plan Area Designation proposal was advertised, press items in the Falmouth Packet on 9th April 2014 reported on discussions at the Falmouth Civic Society's AGM. (See: <http://tinyurl.com/o48n5vn>) Subsequently, when Cornwall Council indicated it would support a proposed Article 4 Direction and a Neighbourhood Plan, there was further public attention on the Neighbourhood Plan concept. This included an item in the Falmouth Packet on 5th March 2014 (<http://tinyurl.com/pa7ezwc>), and the later the Falmouth Bay Residents Association Newsletter (<http://tinyurl.com/pgf44sq>). There was also a briefing to the Falmouth Town Forum (<http://falforum.blogspot.co.uk/>)

During the pre-designation period the opportunity to comment on the proposal was picked up at the Westcountry News website on 31st December 2014 (<http://tinyurl.com/kvrj8a3>). On 29th January 2015 the West Briton included an article about the forthcoming community engagement period (<http://tinyurl.com/pnajdee>).

STAGE TWO ENGAGEMENT PLAN SUMMARY

Preceding week to Day 1:

Website and Twitter a/cs completed and go live.

Bus stop posters drawing attention to Neighbourhood Plan delivered to TC.

RM approval to leaflet

Leaflet goes to print.

Standard letters to public utility companies/govt agencies/adjoining councils prepared

Standard letters and materials to Health Visitors, preschools, various support groups, GP Surgeries etc prepared.

Press release on launch of engagement period prepared.

Day 1 – 5: 23rd March to 27th March

Launch announcement and press briefing prior to Annual Parish Meeting on 23rd March

Posters drawing attention to Neighbourhood Plan to be pasted up at key locations around town.

Leaflet printed and delivered to TC.

Delivery of leaflet to every household and employer in Falmouth

Small posters to go to schools, along with additional copies of leaflets.

Additional copies of fathom and questionnaire available from strategic points around town

Information circulated to local businesses via business email network.

Supply posters and additional copies of Fathom to businesses for staff use.

Large print material available

5 scheduled Tweets daily with 'get involved' message

Source FM radio interview Friday 27th March

Issue standard letters to public utility companies/govt agencies/adjoining councils

Letter and materials to Health Visitors, preschools, various support groups, GP Surgeries

Day 6 – 11: 30th March to 3rd April (Good Friday)

1 Tweet daily re subjects allied to NP

Monitor Website comments and Twitter

Posters re: drop-in session 1 around town, local shops, community venues etc

Drop in exhibition prepared.

Day 12 – 16: 6th April (Easter Monday) to 10th April

1 Tweet daily

Drop in exhibition prepared.

Day 17- 21: 13th April to 17th April

Leaflets referring to drop in session distributed at Town Railway Station, Moor Bus Station

Tweets announcing drop in, recording events of the day.

Drivetime Radio News Item

Drop-in Session 1 at Venue 1 (Foyer Municipal Buildings) 10am to 7.30pm – Press call (significant visitor if possible) 16th April

Monitor Website comments, Facebook and Twitter

Day 22-26: 20th to 24th April

Press release announcing end of engagement period

Day 27-30: 27th April to 1st May

Leaflets referring to drop in session distributed at Docks Railway Station

Tweets announcing drop in, recording events of the day.

Drivetime Radio News Item

Drop-in Session 2 at Venue 2 (Falmouth Watersports Centre) 10am to 7.30pm 29th April?

Day 31: 1st May

Engagement period closes.

Appendix 1

OFFICIAL GUIDANCE AND STATUTORY REQUIREMENTS

Public engagement in a Neighbourhood Development Plan is advised in the National Planning Policy Framework, para 155 and 1833, the Localism Act 2011 which amends the various planning Acts to incorporate Neighbourhood Development Plans into the statutory planning system and The Neighbourhood Planning (General) Regulations 20124 ('Regulations').

The Regulations require two Statements to accompany completed Neighbourhood Development Plans for submission to the Independent Examiner and subsequent Referendum. These are:

- Basic Conditions Statement and;
- Consultation Statement

The Basic Conditions Statement includes a requirement for compatibility with EU obligations, including human rights requirements. Therefore public engagement must be undertaken from the outset and recorded in a logical manner to form an audit trail. Specifically the Regulations state: -
 "(2) In this regulation "consultation statement" means a document which—(a) contains details of the persons and bodies who were consulted about the proposed neighbourhood development plan; (b) explains how they were consulted; (c) summarises the main issues and concerns raised by the persons consulted; and (d) describes how these issues and concerns have been considered and, where relevant, addressed in the proposed neighbourhood development plan."

Appendix 2

KEY DATA FROM 2011 CENSUS

The community of Falmouth is made up of different groups and people in varying social and economic circumstances, well-illustrated in the 2011 Census. Although that census is now 3 years old, as a 100% count it gives the best picture of the make-up of the town's population. The absolute numbers may have changed slightly, but the percentage proportions of each category and age cohort will not have changed significantly in this time.

In using these figures when designing engagement activity, it's important to look at both the absolute numbers as well as percentages, so that any special measures can be proportional and appropriate.

Approximately 3,670 (16.8%) of Falmouth's usually resident population were under 18 years old, a much lower proportion than for all Cornwall (19.3%) and England (21.4%). Their views, as future adult residents and users of Falmouth, are important. In particular around 475 young people will be old enough to vote in the Falmouth Neighbourhood Plan referendum in 2016. This is a group that is usually quite hard to engage with as its attention is strongly drawn elsewhere - the 'adventure' of growing up, intensive school work etc. – and special effort will be necessary to get these youngsters involved. The use of school activities, events within attractive youth events, or 'activist' young people to capture views as agents, may be necessary.

The number of younger adults (16 to 30) was 5,775, about 26.5% of Falmouth's usually resident population, which is a significantly higher proportion than for all Cornwall (16.1%) and England (20.2%). Notably in 2011 there was a bulge around a cohort made up of 18 to 23 year olds, such that they made up nearly 60% of all young adults present, and 16% of the town's usually resident population. These proportions compare to 41.7% and 6.7% for all Cornwall.

It's reasonable to assume that this included a substantial number of University students¹. Assuming that many of these will have left the University to be replaced by fresh intakes of students, then it is likely that a similar enlarged cohort exists in 2015. This presents an issue for the Neighbourhood Plan engagement process: as temporary residents the students have only a short term 'stake holding' in the town which may be based on distinctly different interests than the permanently resident population, and indeed their presence may drive some of the issues that the Plan will need to tackle. The engagement and consultation strategy will need to provide for responses from students to be clearly identified so that they can be properly considered. Furthermore, the non-student younger adult residents, who are likely to be socially and economically very busy people, or have young and demanding families, rarely have time to engage with local government issues unless very directly affected. Consequently the engagement and consultation strategy will need to make particular effort to engage with non-student younger adult residents, (for example by providing engagement opportunities alongside other activities, for example when doing weekly food shop, or at local events), so as to produce a properly balanced response. The use of 'satchel mail', social media and website information are other useful channels for this group.

Allowing for the imbalance created by the 'bulge' of students, the number of more mature working age people at around 8,690 was a proportion fairly typical of Cornwall. This group are easier to engage with, having more time and wider interests than younger age groups, and is the likely source of volunteer effort and a great deal of experience to call upon. The upper end of the age range is likely to be more comfortable with traditional methods of engagement and consultation.

The figure of 4,129 older people (65+) was proportionally greater than the national figure. Likely to be very keen to become involved and often a strong source of volunteer effort. However, around 625 were 85+, likely to suffer mobility, access, and health issues that could restrict their ability to become involved in the Plan. Many of these will live in the Town's care homes, which provide potential locations for engagement in age-appropriate ways.

The nationality, national origin, religion and ethnic group information from the Census illustrates that Falmouth is a community with little diversity. Some 94% of residents were born in the UK, compare to 86% nationally. Of the 6% of residents born abroad 41.7% came from Europe, 14.4% from Africa, 20.3% from the Middle East and Asia, 12% from the Americas and 4.2% from Oceania. There was a significantly greater proportion of white people compared to England (97.7% compared to 79.8%). This bias was reflected in the low proportions of mixed/multi ethnic people (300, or 1.4%

¹ The 2011 census records 3,384 full time students aged 16 to 64 in Falmouth (20.5% of all usual residents aged 16 to 64).

compared to 2.3% nationally), Asian people (240, or 1.1% compared to 7.8%), and black people (47, or 0.2% compared to 3.5%). The proportions for religions such as Buddhist, Hindu, Muslim and Sikh was also very below average (205, 1% compared to 7.8%), although the proportion asserting other religions (0.8%) was higher than the national figure (0.4%). The significance of this lack of diversity is that it's possible for minority groups to 'disappear' against the predominant background, and therefore to be un-engaged in the Plan process. For example in 2011 the proportion of people living in Falmouth with English as main language was 96.5% compared to 90.9% nationally. However some 1.47% of people lived in a household where no English was spoken as the main language. In absolute terms that is 140 people who may have difficulty dealing with Plan materials delivered in English. Consideration should be given to investigating this further to see if translated Plan engagement material is required.

In terms of health, 4,055 residents (18.6% compared to 17.6% nationally) said that their day-to-day activities were limited through ill-health. Of these 1,870 (8.6% compared to 8.3% nationally) of residents said that their day-to-day activities were limited a lot. Of these, 775, or 41.4% were of working age (compared to 43.7% nationally). Some 2,638 households (27.7% of total) had at least 1 person with long-term health problems or disability. These figures suggest that there is a sizeable proportion of residents who through ill health or disability may find it difficult to become engaged in the Plan unless measures are taken to respond, such as the use of accessible event space, larger print leaflets, or engagement through existing support groups.

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Nearly 2,300 people were recorded as carers, 10.5% of the usually resident, with some 535 people (or 2.5%) providing more than 50 hours caring per week. All carers are busy people, but those providing extensive care will have little opportunity to engage in the Plan without assistance. Distributing material via GP Surgeries or support groups may be of use here.

No census data on sexual orientation and gender preference is available. The ONS Integrated Household Survey 2011 found 1.9% to be lesbian, gay or bisexual. 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 350 and 1,300 of the usually resident population over 16 may be LGBTQ. The engagement and consultation strategy should look at ways of communicating with this strand of the community, using local channels or county-wide representative organisations.

Data on hours worked shows that around 1,128 people worked for 49 hours or more, a significant number of residents that may not have time to engage easily into neighbourhood plan activity at traditional times. With economic recovery since 2011 this issue may recently have grown. Offering engagement opportunities via a variety of channels and at convenient times will assist.

In 2011 Falmouth had 4,515 people holding managerial, professional and administrative posts (47.2% of residents in employment compared to 52.6% nationally). In terms of qualifications some 3,174 (17.1%) were unqualified and the highest level qualification held by another 1,963 (10.6%) was Level 1, a lower proportion in both cases than is common in Cornwall and England. This was balanced by greater numbers holding Level 3 (3,760

or 20.2%) and Level 4 (5,299 or 28.5%). Although somewhat skewed by the presence of University students, the implication for engagement and consultation are that there is proportionally speaking, a greater pool of skills and experience to call upon compared to many other towns, and likely to be more active and informed participation in the engagement response.

No data from the 2011 Census on commuting in and out of Falmouth are not yet available. However, Falmouth has a longstanding employment inter-relationship with Truro and to a lesser extend with Camborne/Redruth, and clearly is a residential base for University staff as well as students. This means that there are probably a significant number of out-commuters that will have restricted time to be engaged in the Plan, and a significant number of in-commuters whose views are relevant as they have a stake in the future of Falmouth as they are users of it.

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[illegible]