Bruce Grove West Green Low Traffic Neighbourhood Project Communications and Engagement Plan

1. Communications and Engagement Plan

1.1 Aim

The aim of this plan is to outline the communications and engagement strategy for the Haringey Low Traffic Neighbourhood programme, including the management of communications with stakeholders and planned engagement activities.

1.2 Objectives

The overarching objective is to provide informative, relevant and engaging information to stakeholders through a variety of communication and engagement methods including the vision and benefits of the project as a whole and our programme of activities.

- 1. To list and prioritise stakeholders within the key audiences and user groups to be identified by Haringey Council.
- 2. To ensure stakeholders are kept informed and are invited to relevant planned engagement activities, both online and on-site.
- 4. To inform and engage the wider public about the Haringey LTN proposals, and get their feedback via the Commonplace map and survey, and a series of engagement activities, ensuring a two way flow of information.
- 5. To establish clear communication pathways with Haringey Council, necessary for partnership working.

1.3 The Benefits of Stakeholder and Community Engagement

Undertaking effective engagement with stakeholders will allow us to:

- Develop a design that is, at least in part, shaped and developed by local communities and stakeholders.
- Gain advocates for the scheme.
- Ensure the programme is understood by stakeholders and residents.

- Highlight potential disruption so that positive relationships are maintained.
- Provide feedback from stakeholders on the project design.
- Help ensure the reputation of Haringey Council is safeguarded.
- Manage the expectations of stakeholders throughout the programme.
- Utilise the networks of stakeholders to reach wider audiences.
- Strengthen existing stakeholder relationships and facilitate new relationships, which can benefit all organisations after the project

2. Roles and Responsibilities

2.1 Key Personnel

The key personnel with roles and responsibilities or closely related to this stakeholder plan are outlined below.

TITLE	ORGANISATION	NAME	CONTACT DETAILS	ROLE
Project Manager (PM)	Haringey Council	Neil Goldber g	Neil.goldberg@haringey.gov.uk	Overall responsibility for all strategic communicatio ns and updates regarding the scheme in general, and identifying key audiences. Initial sign off of stakeholder list and engagement plan.

Project Sponsor (PS)	Haringey Council	Maurice Richard s & Simi Shah	Maurice.richards@haringey.gov .uk Simi.Shah@haringey.gov.uk	Overseeing and revisin initial drafts strategic communica n, informati and reports made by Pl
Project Coordinator	Sustrans	James Taylor	James.Taylor@sustrans.org.uk	Overseeing Sustrans engagemer design and monitoring throughout project.
Collaborativ e Design Senior Project Officer	Sustrans	Ami Udeshi	Ami.Udeshi@sustrans.org.uk	Project lead for engagemen
Collaborativ e Design Senior Project Officer	Sustrans	Becca Shiel	becca.shiel@sustrans.org.uk	Support engagemer
Collaborativ e Design Project Officer	Sustrans	Irene Tortajad a	irene.tortajada@sustrans.org.u k	Support engagemer
Head of Built Environmen t	Sustrans	Giulio Ferrini	giulio.ferrini@sustrans.org.uk	Lead Design.

Engineer	Sustrans	Zeina Hawa	zeina.hawa@sustrans.org.uk	Deliver Design.
Senior Evaluation Officer	Sustrans	Will Wright	Will.Wright@sustrans.org.uk	Lead on Research and Monitoring.

3 Communication and Engagement Process

3.1 Project Delivery Communications and Strategic Communications

- Sustrans and Haringey Council will meet weekly, at least in the initial stages, to discuss engagement and comms. A standing agenda item will be a review of enquiries, issues and upcoming activities.
- A single point of contact from Haringey Council to be updated and provide sign-offs about the engagement side of things is needed in order to ensure an easy flow of communication and enable partnership working (Neil and Dorota for now)
- Sustrans takes responsibility and ownership for the planning and delivery of **Project Delivery Communications** (communications relating to the engagement activities and online engagement proposed)
- This means Sustrans will own a separate stakeholder list, and is to have the **autonomy** to contact stakeholders in this list regarding engagement activities, provided an initial approval of the engagement plan and stakeholder list by Haringey Council.
- Haringey Council is to lead and have ownership of Strategic Communications regarding the scheme. This includes updates about the scheme in general, key messages, FAQs about the scheme, implementation notices, press around the scheme, etc. These high level strategic comms are to be shaped and delivered by Haringey Council with input and support from Sustrans as required.

• Haringey Council to help define key audiences and own the **Equalities Impact Assessment** exercise that we propose in order to identify how groups with protected characteristics will be impacted by the scheme and how they are to be involved.

4. Strategic Communications Plan

To be completed by Haringey with Sustrans support:

- Websites that will be used to communicate about the scheme.
- Commonplace plan what information will be on it, how regularly it will be updated, how it will be managed.
- Your list of stakeholders and what communications are you planning for them, which method and timeline.
- Email inboxes, phone numbers and how they will be managed, how often they'll be checked etc.
- Mail-outs that will inform the general public or specific stakeholders about the scheme.
- Implementation notices and how they will be managed.
- FAQs document.
- Key messages document.
- Use of social media (i.e. Twitter, Facebook).

3.2 Engagement Activities

Sustrans have been commissioned to deliver a range of stakeholder, cabinet member and councillor briefings, online drop-ins and communications across the Haringey LTN areas. The aim of these engagement activities will be to inform people living, working and travelling through the area about the proposals, and invite their comments and feedback. The activities below will be designed to reach as wide an audience as possible, and will include particular efforts to reach user groups that tend to be excluded from consultations, to be identified by Haringey Council. The events will utilise tools such as information boards, online workshops, and creative/interactive engagement methods such as an on-street post box. Below is the engagement plan for Haringey. We will provide costs for the additional activities suggested.

Inception January / February 2021

Tailored FAQs

Owner: Haringey Council with Sustrans support

Strategic Comms

Owner: Haringey Council with Sustrans support

Sustrans to provide support as required with strategic communications about the LTN (social media, press releases, etc.)

Pre-engagement May 2021

Mail-out to residents

Owner: Haringey Council with Sustrans support if required

Initial mail-out to inform residents of the LTN scheme and upcoming co-design process, and invite them to initial Public Meeting and Q&A

Public Meeting and Q&A

Owner: Haringey Council with support from Sustrans

Online drop-in for residents to ask general questions about the scheme and the engagement process. Sustrans have supported and produced Q&A write-ups

Comms Equality Impact Assessment

Owner: Sustrans with support from Haringey Council

Identify potential impacts of the scheme and the engagement process on groups with protected characteristics and plan for their inclusion and to minimise negative impacts

Here is the first draft, awaiting feedback from Haringey: <u>https://docs.google.com/document/d/1q54PJrbKjUP_x_5u2iEfuFpE3aHp8hUBHOzWaPb__I8/e</u> <u>dit</u>

Stakeholder listing and mapping

Owner: Sustrans with support from Haringey Council

List and prioritise stakeholders to involve, based on the key audiences and user groups identified. See the list produced by Sustrans in section 5.

Engagement with residents April and May 2021

Strategic comms support

Owner: Haringey Council with support from Sustrans

Sustrans to support with creating social media content, press release write ups, posters and any other engagement materials, as needed.

Mailout to residents

Owner: Haringey Council with support from Sustrans

Informing residents of Engagement phase, feedback gathered in the Pre-engagement phase, community board and post box installation, and inviting them to general meetings.

Email to groups representing those with protected characteristics and those whose voices are heard less often, as identified in comms EqIA

Owner: Sustrans with support from Haringey Council

Asking for their feedback and also inviting them to the General Meetings.

Councillor Briefing

Owner: Haringey Council with Sustrans support

Sustrans to support with facilitation and producing briefing notes and any follow up documents.

Haringey General Meeting x2

Owner: Sustrans with support from Haringey Council

Details of its structure and content below.

Meeting with stakeholders

Owner: Sustrans with support from Haringey Council

Local faith groups, schools, nurseries, grassroot groups. Present designs and ask for their feedback.

Meeting with disability access groups

Owner: Sustrans with support from Haringey Council

About all the Haringey LTNs, to identify key accessibility issues.

- Ensure tailored, accessible ways for people with different disabilities to contribute, according to their advice. This might involve calls and adapting engagement materials, on top of the workshop
- Organise a walkabout of the LTN once it is installed

Meeting with Emergency Services

Owner: Haringey Council with support from Sustrans

Meeting to identify any impact on Emergency Services.

Consultation phase 5th July 2021

Councillor Briefing - w/c 23rd June

Owner: Haringey Council with Sustrans support

Sustrans to support with facilitation and producing briefing notes and any follow up documents.

Third letter drop to the residents (notification of scheme implementation and phasing) - 5th July

Sustrans to write content - booklet with final designs, survey questions, FAQs, info

On-street Engagement: Postboxes x 4, Posters, Engagement boards

Sustrans to design and produce these materials

Pop-ups

Owner: Haringey Council with support from Sustrans if required

Face to face business engagement and online survey

Owner: Sustrans with support from Haringey Council

Pre-LTN implementation Business Surveys

Owner: Sustrans with support from Haringey Council

Include business walk-about as part of this - asking for feedback in person.

Engagement with schools and young people

Owner: Sustrans with support from Haringey Council

• If restrictions allow and we have capacity, organise a an **in-school workshop**

Councillor Briefing

Owner: Haringey Council with Sustrans support

Sustrans to support with facilitation and producing briefing notes and any follow up documents.

Implementation phase July and August 2021

Post-implementation business survey

Owner: Sustrans with support from Haringey Council

Fourth letter drop to the residents (notification of scheme implementation and phasing)

Owner: Haringey Council with support from Sustrans if required

3.3 Timeline of engagement activities

Activity	Start date	Owner				
Mail-out to residents	05/02/2021	Haringey Council				
Tailored FAQs	w/c 25/01/2021	Haringey Council				
Online Councillor Briefings x2	Feb	Haringey Council				
Pre-engagement	Pre-engagement					
Comms Equality Impact Assessment	March 2021	Sustrans				
Stakeholder listing and mapping	March 2021	Sustrans				
Public Meeting and Q&A	February 2021	Haringey Council				
Support for strategic communications	Throughout	Haringey Council				

Engagement with residents						
Second letter drop to residents	April 2021	Haringey				
Councillor briefing	April 2021	Haringey				
Email to other groups as identified in comms EqIA	April 2021	Sustrans				
Meeting with Emergency Services	28th April 2021	Haringey				
Haringey Public Meeting x2	25th and 27th May 2021	Sustrans				
Meeting with disability access groups	19th May 2021	Sustrans				
Consultation Phase	Consultation Phase					
Meeting with Stakeholders	w/c 7th June					
Councillor Briefing	w/c 28th June 2021	Haringey				
Pre-LTN implementation Business Surveys	w/c 7th June 2021	Sustrans				

Third letter drop (design consultation)	5th July 2021	Haringey
On-street posters	W/C 5th July 2021	Sustrans
Worksheet with schools and young people	W/c 14th June 2021	Sustrans
Pop ups	W/C 5th July 2021	Sustrans
Community Board - Updated, and Postboxes	W/c 5th July 2021	Sustrans
Design Equality Impact Assessment	21st June 2021	Sustrans
Implementation		
Fourth letter drop (6 months review)	September 2021	Haringey Council
Post-implementation business survey	July 2021	Sustrans

3.4. Public meeting structure (Engagement Phase)

- Facilitators needed: 4 10, depending on attendee numbers (min. 1 facilitator for every 7 people)
- Duration: 1h 30 min

- Platforms used: ZOOM and Miro Board
- Cap number for each area?
- Potential workshop dates and times
 - Haringey and Enfield x2 25th and 27th May, 6pm 7:45pm

1. Welcome everyone - Cabinet Member from Haringey

Explain the format for the evening, etiquette, including when and how people can speak (e.g. attendees can speak in breakout rooms only but can use the chat function throughout) 10 mins

2. Introduction - Sustrans

Sustrans will introduce their team and their role in the project 3 mins

3. Project Overview and pre-engagement feedback summary - Sustrans

Sustrans will introduce the project including background and wider policy context, and will summarise feedback gathered in the pre-engagement phase 12 mins

 Broad overview of project and what we have done so far - recap why this is happening

• Cover workshop objectives:

- Share information about the types of interventions being considered. We will
 presenting the three different design options based on the Commonplace /
 looking at Enfield LTN options and want to get an understanding from people
 about what their preferred option is and any issues that they may foresee arising
 in terms of local travel.
- 2. Generate informed debate about the different options available
- 3. Understand and gather info about preferences for different options (this will include different filter plan options.

4. RMU Executive Summary and Design options

Sustrans (Design Team)

- Sustrans will share the main highlights from the Commonplace.
- Sustrans will then go through the three design options and talk through the rationale for each one.

10 mins

5. Activity 1 breakout - Sustrans and Haringey Sustrans introduce the first activity and put attendees into breakout rooms - divide by area. Assign Sustrans and borough officers to breakout rooms to facilitate (5 mins to intro the activity)

- Each room facilitator goes over filter options briefly to remind people what they are. Then begin a discussion about how people feel the different options would work for them. People can speak or put comments in the chat. 15 mins
- At the end of the breakout session the facilitators of each room will feedback the main points to the whole group
 10 mins

30 mins total

- Activity 2 breakout Sustrans and Haringey Sustrans put attendees into breakout rooms - divide by area (same groups as Activity 1). Assign Sustrans and borough officers to breakout rooms to facilitate. Continue to discuss options, focussing on design areas which had not been discussed. People can speak or put comments in the chat 20 mins
 - At the end of the breakout session the facilitators of each room will feedback the main points to the whole group
 10 mins

30 mins total

7. **Next steps - Sustrans and Haringey** Inform attendees of next steps e.g. consultation etc. and explain how the workshop will be used to feed into designs.

10 mins

7.

4. Stakeholder Management & Messaging

4.1 Identifying and managing stakeholders

Identifying and managing stakeholders is key to success of the communication and engagement activities undertaken. Sustrans has produced their own stakeholder list (see below) in the "Pre-engagement phase" of the project. This list is based on an initial Equality Impact Assessment that has been produced by Sustrans. The stakeholder list will be continuously updated.

4.2 Key messages and branding

Haringey Council to identify and produce the key messages and branding for the project including:

- Branding guidelines for promotional and comms materials. For promotional materials regarding engagement activities, Sustrans branding can be used if preferred by the Council.
- Clarify which logos are to be included in all promotional and comms materials
- Key messages document outlining the vision, benefits and reasoning behind the scheme, aligning them with overall goals and aims that Haringey Council is committed to, to be produced by the Council with the support of Sustrans as required.

5. Stakeholder List

Bruce Grove EQIA stakeholder list

Characte ristic	Group name	Website	Contact	Postcod e
Age	Bruce Grove Primary and Nursery School	https://www.brucegrov eprimary.com/	admin@brucegrove.haring ey.sch.uk	N17 6UH
	The Willow on Broadwaters	https://www.thewillow. haringey.sch.uk/	admin@thewillow.haringey .sch.uk	
	The Grove School (SEND)	https://thegroveschool. co.uk/	office@thegroveschool.co. uk	
	Belmont Junior	http://www.belmontjuni or.org/	office@belmontjnr.haringe y.sch.uk	
	Harris Primary academy Coleraine park	https://www.harrisprim arycolerainepark.org.u k/	info@harrisprimarycolerain epark.org.uk	N17 9XT
	Harris Primary Academy Philip Lane	https://www.harrisprim aryphiliplane.org.uk/6/c ontact	info@harrisprimaryphiliplan e.org.uk	N15 4AB
	Harris Academy Tottenham	https://www.harristotte nham.org.uk/	info@harristottenham.org.u k	N17 9LN
	Age UK Haringey & Enfield	admin@ageukenfield.o rg.uk	https://www.ageuk.org.uk/e nfield/	EN1 1DW
	DRS Care Homes	<u>N/A</u> <u>https://www.nhs.uk/ser</u> <u>vices/Careproviders/O</u> <u>verview/DefaultView.a</u> <u>spx?id=60357</u>	<u>2088854954</u>	N17 6SS
	Trinity Heart Care homes	https://www.trinityhom ecare.co.uk/	<u>020 8885 1898</u>	N17 6XH

		https://housingcare.org/ housing-care/facility- info-20444-edmansons-		
	Edmanson's Close retirement housing	<u>close-tottenham-</u> england		N17 6XD
Disability	Disability Action Haringey	https://www.inclusionlo ndon.org.uk/directory/li sting/disability-action- haringey/	disabilityactionharingey@g mail.com	N22 5RP
	Haringey Learning Disabilities Centre	https://www.whittington. nhs.uk/default.asp?c=2 0404		
	Haringey Autism	http://haringeyautism.p ort5.com/parentspack/ chapter8.htm	HLDP@haringey.gov.uk	N22 8HQ
	The Alzheimer's society Enfield	http://n21online.com/b usiness- directory/item/the- al.html	enfield@alzheimers.org.uk	N21 1RJ,
	Markfield Together for Inclusion	https://markfield.org.uk /sendiass-2/	familyadmin@markfield.org .uk	N15 4RB
	Jackson Lane	https://haricare.haringe y.gov.uk/adults/cat/ven dor/379	admin@jacksonslane.org.u <u>k</u>	N6 5AA
	Mind Haringey	https://haricare.haringe y.gov.uk/adults/cat/ven dor/363	admin@mih.org.uk	N4 3QF
	HAIL's autism club	https://haricare.haringe y.gov.uk/adults/cat/pro duct/920	admin@hailltd.org	N15 4RY
	JDA - deaf and hard of hearing	https://haricare.haringe y.gov.uk/adults/cat/ven dor/385	mail@jdeaf.org.uk	N12 8RP
	Haringey Wheelchair User Group	https://haringey- wheelchair-user- group.org.uk/	haringey.wheelchair- service@nhs.net	N11 2HD
	Venture Club for the Blind and Partially Sighted	https://haricare.haringe y.gov.uk/adults/cat/pro duct/809	Library.Service@haringey. gov.uk	N15 5PU
Ethnicity	Lordship Hub Co-op	<u>https://lordshiphub.org.</u> <u>uk/</u>	hello@lordshiphub.org.uk	N17

				6NU
	Avril's Walks and Talks	https://www.avrilswalks andtalks.co.uk/	info@avrilswalksandtalks.c o.uk	
	BUBIC (Bringing Unity Back Into the Community)	https://www.bubic.org. uk/	info@bubic.org.uk	N17 6RA
Gender	Bruce Grove Residents Network Twitter	https://twitter.com/bruce groveres?lang=en		
	Bruce Grove Residents Network Facebook	https://www.facebook.c om/groups/bgrnmembe rs/		
	Women in Tottenham	https://www.womeninto ttenham.com/	https://www.womenintotten ham.com/get-involved	
Gender reassignm ent	Wise Thoughts	https://wisethoughts.or g/	info@wisethoughts.org	N22 6XD
	Haringey LGBT Forum	https://lgbthistoryuk.or g/wiki/Haringey_LGBT _Network	info@wisethoughts.org	N22 6XD
Pregnancy / maternity	Gingerbread Haringey	https://fisd.haringey.go v.uk/families/cat/vendo r/529	info@gingerbread.org.uk	NW5 2LX
	Haringey Families	https://www.singlepare nts.org.uk/organisation /haringey-families	membership@haringeyfam ilies.co.uk	N4 4PH
Religion / belief	Miller Memorial Methodist Church	http://newrivercircuit.or g.uk/?page_id=113	rupert1157@hotmail.co.uk	N17 6TG
	Edmansons Close Chapel		020 8808 9140	N17 6XD
	St Philip the Apostle, Tottenham		020 3844 8724	N15 4HJ
	Grace Baptist Chapel		<u>020 8801 5890</u>	N17 6XX
	Christ Apostolic Church Outreach DDC HQ	http://www.cacoutreach .com/	020 8808 0520	N17 6RD
	Igreja Evangelica Avivamento Da Fe	https://www.facebook.c om/AvivamentodafeLon dres	<u>07500 009193</u>	N17 6RA
	Potters House Christian Fellowship		<u>07782 833076</u>	N17 6SB
	Assunah Islamic Centre	info@assunnah.co.uk	info@assunnah.co.uk	N17 6SB

Sexual orientatio		https://wisethoughts.or		
n	Wise Thoughts	<u>g/</u>	info@wisethoughts.org	N22 6XD
		https://lgbthistoryuk.or		
	Haringey LGBT Forum	g/wiki/Haringey_LGBT Network	info@wisethoughts.org	N22 6XD
Other marginalis		https://www.allpeopleal	info@allpeopleallplaces.or	
ed groups	All people all places	lplaces.org/	g	N8 7EL
	North London action for the	https://www.nlah.org.u	alah uk@alah anguk	
	homeless	<u>k/</u>	<u>nlah_uk@nlah.org.uk</u>	N16 7UE
		https://haricare.haringe y.gov.uk/adults/cat/ven	office@thecommunityhub.o	N11
	The Community Hub	dor/3224	rg.uk	2QH
		https://haricare.haringe		
		y.gov.uk/adults/cat/ven	admin@bridgerenewaltrust	
	The Bridge Renewal Trust	<u>dor/2669</u>	<u>.org.uk</u>	N15 5AZ
	Cororo First Llavia ser	https://www.carersfirst.	halla@aararafirat array	
GENERAL	Carers First Haringey	org.uk/haringey	hello@carersfirst.org.uk	
STAKEHOL				
DER LIST	Broadwater Farm residents		broadwaterfarmra@outlook	
Communit y	association		.com	
		https://www.thecaresfa		
		mily.org.uk/get-	fiona.bevans@thecaresfa	
	The Cares Family	involved	mily.org.uk	
		https://tottenham.londo		
		<u>n/sites/default/files/hy</u> hfh_bfarm_newsletter_j		
	BWF Estate Services Team		glenn.turner@homesforhar	
	Leader (cleaning)	.pdf	ingey.org	
		http://www.lawrenceho		
		usegroup.co.uk/broadw ater-farm-medical-		
	Broadwater health centre	practice/contact	020 8885 2723	
	Better Streets for Bruce			
	Grove & West Green		BGWG.streets@gmail.com	
		Area between Belmont		
	Ducketts Green Healthy Streets	Road and Westbury	cooppolmor00@cmoil.com	
		Avenue	seanpalmer99@gmail.com	
	Haringey Defend Council Housing	https://wheelytots.com/ projects/	booking@wheelytots.com	
	_	<u>+</u>		
	haringey Defend Council		haringey dch@outlook.co	

	Housing		<u>m</u>	
	Down Lane Park cycling	http://www.livingunder onesun.co.uk/who-we- are/#directors	info@livingunderonesun.co .uk	N17 9EX
	Haringey Living Streets	https://alexandraparkn eighbours.org.uk/local- groups/alexandra-low- traffic-group	haringeygroup@livingstree ts.org.uk	
	Haringey Cycling Campaign	http://www.haringeycyc lists.org/	<u>haringeycyclists@gmail.co</u> <u>m</u>	
	Bruce Grove Residents Network	<u>https://en-</u> gb.facebook.com/grou ps/bgrnmembers/	<u>https://twitter.com/brucegro</u> <u>veres?lang=en</u>	
	Healthy Streets Bruce Grove / West Green	https://twitter.com/BG WG_Streets	BGWG.streets@gmail.com	
	Broadwater Farm and Community Centre	https://www.fusion- lifestyle.com/centres/br oadwater-farm- community- centre/contact-us/	https://www.fusion- lifestyle.com/centres/broad water-farm-community- centre/contact-us/	
	Our Tottenham	http://ourtottenham.org .uk/about/contact-us/	ourtottenham@gmail.com	
	Friends of Belmont Rec Broadwater Farm Medical	https://twitter.com/belm ont_rec	https://twitter.com/belmont rec	
	Practice Lordship Lane Primary Care			
	Centre Lordship Hub	<u>https://lordshiphub.o</u> <u>rg.uk/news/</u>	hello@lordshiphub.org.u k	N17 8AA
Council	Broadwater Farm regen project	https://tottenham.londo n/explore/broadwater- farm/get-involved-and- stay-active#your-bike	shelleyna.rahman@haring ey.gov.uk	N17 8AA