

Communications and Engagement Plan

HARINGEY DRAFT LOCAL PLAN

Tell us
your
thoughts

Communications & Engagement Plan: Haringey Draft Local Plan

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A) Purpose

This Communications & Engagement Plan has been developed to guide Regulation 18 consultation on the Council's Draft Local Plan. The consultation is a key step in the progress of preparing a New Local Plan and in ensuring the plan is shaped in a meaningful way by residents, communities and stakeholders in accordance with the Haringey Deal.

What is the Local Plan?

Haringey's Local Plan is a key statutory document that sets out the Council's planning policies and land use allocations for the borough. It forms a crucial part of the regulatory framework relating to new development and informs decision making on all planning applications. Local Plans must be robustly evidenced and prepared in accordance with national and regional planning policy.

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Haringey Council is currently preparing a New Local Plan. Once it is adopted, the New Local Plan will fully replace the following four documents which currently make up the adopted Local Plan:

- Strategic Policies Development Plan Document (2017)
- Development Management Development Plan Document (2017)
- Site Allocations Development Management Plan Document (2017)
- Tottenham Area Action Plan (2017)

The consolidated New Local Plan will form the key component of Haringey's Development Plan, alongside and supported by the London Plan (2021), Neighbourhood Plans, the North London Waste Plan (2022) and any National Development Management Policies published by the Government.

Why do we need a New Local Plan?

A New Local Plan is required in order to:

- A. Reflect the Council's latest strategic aspirations, including the vision for Haringey in 2035 and the Haringey Deal
- B. Reflect the Council's declaration of a Climate Emergency
- C. Respond to changes to National Planning Policy and Guidance
- D. Respond to the London Plan 2021 and the emerging next London Plan
- E. Respond to housing delivery challenges
- F. Meet the legal requirement to review Local Plans every five years
- G. Futureproof the Local Plan having regard to proposed changes to the planning system

The Haringey Deal

The Haringey Deal outlines the Council's ambition to change the way we work with communities. It makes a commitment to both designing services and developing positive relationships with residents and partners.

There is a key focus in the Haringey Deal on working in partnership with communities to address residents' priorities. The consultation on the Draft New Local Plan will embrace the principles of the Haringey Deal by adopting inclusive and collaborative methods of engaging with and listening to the community.

Haringey's Placemaking Framework

The Draft Local Plan sets out a Haringey Placemaking Framework. Placemaking is at the heart of the document, guiding development to contribute to a fairer, healthier, and greener borough. It recognises that great places are shaped by people and aims to empower communities to influence change and deliver the commitments of the Haringey Deal.

Having a placemaking framework strengthens the Council's ability to secure inclusive, high-quality development. It will help to ensure that planning decisions reflect local aspirations and support long-term resilience.

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B) Responsible Cabinet Member and Officers

Responsible Cabinet Member	Councillor Sarah Williams	Cabinet Member for Housing and Planning
Responsible Manager	Bryce Tudball	Head of Spatial Planning
Responsible Team Lead	Timothy Solomon	Planning Policy, Conservation & Design Team Manager
Responsible Officer	Helen Evans	Principal Planner

C) Legislative and Policy Context

Legislation

The process for preparing a Local Plan is set out in the **Town and Country Planning (Local Planning) (England) Regulations 2012**. At least two rounds of consultation are required prior to submission of a Local Plan for examination.

Regulation 18 requires the local planning authority to notify the following groups and invite them to make representations on what the local plan should contain:

- Specific consultation bodies as the local planning authority consider may have an interest in the subject of the new Local Plan;
- General consultation bodies as the local planning authority consider appropriate; and
- Residents or other persons carrying on business in the local planning authority's area from which the local planning authority consider it appropriate to invite representations

The Council undertook a 'First Steps Engagement' pre-Regulation 18 consultation from November 2020 until March 2021. This was the initial phase of public consultation on our emerging New Local Plan, which is sometimes referred to as an 'issues and options' consultation. The purpose of the consultation was to identify key issues and challenges facing the borough before beginning to develop a Draft Local Plan with draft policies and proposals.

Over 10,000 comments were received from over 1,500 individuals and organisations and the Council won national and regional awards for the First Steps Engagement which was described by the Royal Town Planning Institute as an "imaginative, innovative, inclusive industry-leading approach to planning consultation." The digitally focussed consultation was undertaken during the pandemic and the engagement strategies used saw high levels of representation, notably from people in the east of the borough and younger people, two groups that had traditionally been significantly underrepresented. The consultation provided an early opportunity for the community to help shape the direction of the New Local Plan before a draft Plan had been prepared.

Haringey's Planning Policy team have since developed a first draft New Local Plan, drawing on the feedback received from the 2021 First Steps Engagement. The next step is to undertake a further consultation under Regulation 18, enabling the community to review and respond to our Draft Local Plan. The feedback received to the Draft Local Plan will

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inform the next iteration of the plan which will be known as the Proposed Submission Local Plan.

Under **Regulation 19**, before submitting the Proposed Submission Local Plan for examination in public the Council must make a copy of the proposed submission documents available for the public to make representations on.

During the local plan examination, major modifications arising out of the examination process may also need to be consulted on.

Section 33A of the Planning and Compulsory Purchase Act 2004 makes clear that the Council is under a 'Duty to Co-operate' with its neighbouring boroughs, the GLA and other prescribed bodies or persons in preparing its New Local Plan, as far as it relates to a strategic matter. The prescribed bodies are set out in **Part 2 of the Town and Country Planning (Local Planning) (England) Regulations 2012**.

To support the preparation of the Local Plan the Council is required to prepare an Integrated Impact Assessment (IIA).

The IIA is designed to ensure that through the development of the Local Plan the effects of its policies, need for any mitigation and reasonable alternatives are adequately considered so that the decision-making process is an informed one. It is comprised of three different assessments:

- **A Sustainability Appraisal** – A systemic process required under the Planning and Compulsory Purchase Act 2004 and by EU Directive that is carried out during the preparation of the Local Plan. Its purpose it is to promote sustainable development by assessing the extent to which the emerging plan will help to achieve relevant environmental, economic and social objectives when judged against reasonable alternatives.
- **An Equalities Impact Assessment** – Aims to ensure that through preparation of the Local Plan the Council is complying with its duty as set out in the Equality Act 2010 to eliminate unlawful discrimination in carrying out its functions, promote equality of opportunity between different genders, racial groups and other equality groups and foster good relations between people who shared a protected characteristic and those who do not share it. Although low-income groups are not identified within the 'Protected Characteristics', they will be considered as part of this assessment as low income and deprivation typically overlap with other equalities characteristics.
- **A Health Impact Assessment** – Helps ensure the plan promotes health gains for the local population, reduces inequality and avoids activity damaging health. Not a statutory requirement but is good practice.

The assessment also takes into account the responsibilities placed on local authorities by **Section 17 of the Crime and Disorder Act 1998** to do all that they reasonably can to prevent crime and disorder.

The Council is expected to consult the consultation bodies identified in the **Environmental Assessment of Plans and Programmes Regulation 2004** when defining the scope of the sustainability appraisal. It is will also need to seek representations from consultation bodies and the public on the sustainability appraisal report (incorporated in the IIA report) prior to submitting these documents for examination alongside the draft Local Plan.

National Policy

The **National Planning Policy Framework 2024** states that plans should be:

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- Shaped by early, proportionate and effective engagement between plan-makers and communities, local organisations, businesses, infrastructure providers and operators and statutory consultees; and
- Be accessible through digital tools to assist public involvement and policy presentation.

Further guidance is provided in **National Planning Practice Guidance** on Plan-Making.

Haringey Policy

Haringey's commitment and approach to inclusive consultation is set out on the [Council's website](#). A number of practical commitments are detailed, including that we will:

- co-ordinate our consultation programme with other organisations wherever possible
- monitor our consultations and avoid duplication and repetition
- communicate clearly about the purpose of the consultation, who is being consulted, the way we are consulting, when decisions will be taken and what happens next
- use Plain English
- translate documents into other languages and formats (e.g. Braille) and providing interpreters at meetings when they are needed
- use appropriate consultation methods
- follow good practice and legal requirements that relate to equality and social inclusion

The Council's adopted [Statement of Community Involvement](#) (SCI) sets out how the planning service will engage with the community by ensuring that consultation is: *Effective, Transparent, Proportional, Inclusive, Accountable and Coherent*.

D) Consultation Phases

Haringey's [Local Development Scheme \(LDS\)](#) sets out the timetable for preparation and review of the Council's planning policy documents. Cabinet approved the LDS in March 2025, approving the following key dates for the preparation and review of the New Local Plan:

Phase	Purpose	Timeframe	Length
First Steps Engagement (Pre Regulation 18 consultation)	<i>The first opportunity for residents, businesses and other local stakeholders to help shape the new Local Plan from the beginning, identifying key issues the borough faces and preferences for various possible options.</i>	November 2020 to February 2021	11 weeks (completed)
Draft Local Plan (Regulation 18)	<i>The Council will consult on a full draft of the Local Plan to consider refined options before the final version is published.</i>	July to September 2025.	Minimum 6 weeks – targeting 10 weeks.
Proposed Submission Local	<i>The Council will publish the Local Plan which is followed by a minimum 6 week period of</i>	May to June 2026	Minimum 6 weeks

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Plan (Regulation 19)	<i>consultation where formal representations can be made to it.</i>		
Submission and Examination (Regulations 22-25)	<i>The Council will submit the Local Plan to the Secretary of State via the Planning Inspectorate. A Planning Inspector will examine the document to check for compliance with the legislation and tests of soundness. The Council may need to consult on the Proposed Modifications.</i>	July to November 2026	TBD
Adoption (Regulation 26)	<i>The Council will adopt the Local Plan following consideration of the Inspector's recommendations.</i>	February 2027	TBD

E) Characteristics of the Borough

The [State of the Borough Profile](#) provides Haringey's stakeholders with access to data to understand the unique characteristics of the borough. The most recent profile was published in July 2025. Key findings include the following:

- Haringey has a **young population**.
 - Children between 0-17 years comprise 21% of the population.
 - Young adults (18-34) make up the largest proportion of residents (27%).
 - The older age groups (65+) are expected to experience the largest percentage group by 2030, however, will still only comprise 13% of the total population by then.
- Haringey has an ethnically **diverse population**.
 - 38% of residents belong to Black, Asian and minority ethnic groups. 26% identify as ethnically white other than British. (64% total from Ethnic Minority and Other White backgrounds)
- **Numerous languages** are spoken in Haringey.
 - 180+ languages are spoken in the borough.
 - 30% of residents do not speak English as their main language. Of those, 24% do not speak it well or at all.
- Haringey has the **9th largest proportion of LGBT residents** (6%) of all local authorities. 25% of all homeless youth are LGBT.
- **10% of the population between 16 and 64 have a physical disability**.
 - Almost 5,000 people have sight loss which impacts on daily living and 15,700 have a moderate or severe hearing impairment.
- The proportion of residents that are renting from the local authority or housing association (22%) or privately renting (31%) has increased since 2011 while home ownership has dropped.
- **Deprivations levels remain high**, particularly in the northeast of the borough.
 - 2,630 households (23.7 per 1,000) are living in temporary accommodation. This is the 9th highest rate in London.

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- Haringey has a **diverse household composition**.
 - 14% are workless households, 57% working households and 29% mixed households.
 - 31% are one person households, 35% are single family households and 15% are households with a lone parent and dependent children.
- **Job density in the borough is low**.
 - The borough's population decreases by about 16% during the workday, indicating that residents leave the borough for work.
 - There are 2,700 creative and cultural industry (CCI) enterprises in Haringey, which are estimated to employ over 5,220 people who generate nearly £211m of added value (GVA).
- **Haringey has good facilities, with a range of cultural events, sporting venues and transport links**
 - There are over 120 venues where cultural activity takes places and over 70 events occurring annually from community theatre to large scale music events.
 - There are clear clusters around Alexandra and Finsbury Parks, Noel Park, Crouch End and Tottenham Green, but cultural venues are well spread across the borough.
 - Haringey is also home to the Tottenham Hotspur Stadium, a world-class multi-use stadium capable of staging major sporting and non-sporting events.

F) Previous Consultations

Haringey Council previously undertook an initial 'First Steps Engagement' consultation which ran from November 2020 until February 2021.

The consultation identified key issues and opportunities facing the borough and informed a vision for Haringey in 2041, including how new development can accommodate growth while enhancing the wellbeing and climate resilience of our communities.

The feedback received from the First Steps Engagement has informed our Draft Local Plan which sets out the Council's proposed planning policies, as well as a neighbourhood-led spatial strategy that puts placemaking at the heart of future development.

Despite being undertaken during the pandemic which meant it had to be 100% online, the consultation was highly successful. We want to build on the success of this engagement and aim to achieve at least as many, if not more, responses for the consultation on the Draft Local Plan.

We will continue to strive to reach underrepresented groups to ensure they have their say. The following groups were under-represented in the responses to the 2021 First Steps Engagement consultation:

- Business forums
- Contractor/developer forums
- Ethnic minorities
- Disability groups
- Neurodiverse people

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In addition to the above, we will also continue to take a targeted approach to other seldom heard groups who we previously received feedback from in response to the First Steps consultation, including:

- Children and young people
- LGBTQ+
- People with limited English proficiency (LEP)
- Groups with limited access to internet
- People living in areas of higher deprivation
- Religious groups
- Gypsies and travellers
- Young families/maternity
- Women and girls
- People aged 65 and over

Since the Council undertook the First Steps Engagement, it has also completed a wide range of other consultations including in relation to: the Housing Strategy, Opportunity Haringey, Shaping Tottenham, Shaping Wood Green and the Parks and Greenspaces Strategy. The Planning Policy Team has had regard to all of this feedback in the development of the Draft Local Plan.

G) Objective and Strategies

The **overall objective** for this stage of consultation is to achieve effective, representative engagement with the public and key stakeholders to:

- A) Provide the public with opportunities to shape the emerging New Local Plan
- B) Inform development of the next iteration of Draft Local Plan
- C) Ensure the Council complies with its statutory requirements as well as its own aspirations for consultation

To achieve this objective, we will employ the following strategies:

Strategy		Method
1	Clear, concise, accessible, and engaging messaging	<ol style="list-style-type: none">A. Consistent branding.B. Use of plain English, short easy to read documents in an accessible format.C. Clear focal point of information provision – website.D. Use infographics and videos to engage audience.E. Clearly state the purpose of consultation, who it is for, when decisions will be taken and what happens next.
2	Long term focus on building relationships with key stakeholders	<ol style="list-style-type: none">A. Clear tracking of responses through the different stages of consultation.B. Timely responses to consultation feedback.C. Establish clear points of communication and work with wider Council to ensure established relationships with key stakeholders are used where appropriate.D. Acknowledge what our communities have already said through previous consultations.
3	Achieve a representative response	Develop new approaches to target groups that we may not reach through traditional consultation methods: <ol style="list-style-type: none">A. Children and young people

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		<p>B. LGBTQ+</p> <p>C. People with limited English proficiency (LEP)</p> <p>D. Groups with limited access to internet</p> <p>E. People living in areas of higher deprivation</p> <p>F. Religious groups</p> <p>G. Gypsies and travellers</p> <p>H. Young families/maternity</p> <p>I. Women and girls</p> <p>J. Ethnic minorities</p> <p>K. Disability groups</p> <p>L. Neurodiverse people</p> <p>M. People aged 65 and over</p> <p>Work with other Council departments to ensure the views of local businesses are obtained including from business forums and contractor/developer forums</p> <p>To support the above we will:</p> <ul style="list-style-type: none"> • Complete an Equalities Impact Assessment • Ensure people know how all information is managed, used and stored in accordance with the Data Protection Act 2018. • Compile demographic information from responses in accordance with Haringey's corporate EDI Action Plan. • Provide additional training and information packs for staff undertaking engagement where required.
4	Work collaboratively across the Council and across the community	<p>A. Ensure consultations are co-ordinated with others across the Council.</p> <p>B. Work with relevant Council teams to develop consultation material and ensure clear and consistent messaging across the Council.</p> <p>C. Make use of existing Council facilities and community events where appropriate.</p> <p>D. Engage collaboratively with community groups and organisations to distribute messaging to their members and contacts.</p>
5.	Achieve efficient consultation	<p>A. Set out what can and cannot be achieved through the Local Plan.</p> <p>B. Provide enough information about the consultation and subject areas to ensure people can make an informed decision and provide meaningful feedback.</p> <p>C. Use consultation as an opportunity to promote existing guidance material where appropriate.</p> <p>D. Collect information on the perceived quality of the engagement exercise.</p>
6.	Use digital tools to assist public involvement and policy presentation	<p>A. Focus consultation on an accessible and engaging main webpage.</p> <p>B. Investigate opportunities to use digital tools improve accessibility, attractiveness, and ease of consultation.</p> <p>C. Make use of social media platforms.</p>

H) Wider Consultation Team

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In addition to the table of key project officers below, the Planning Policy team have liaised with officers across Placemaking, Housing, Inclusive Economy, Parks, Carbon Management, Development Management, Transport and Culture and Communities teams to initiate a collaborative approach to engagement events and to maximise opportunities to host joint events and pool resources wherever possible.

I) Consultation on the Draft New Local Plan (Regulation 18)

The Regulation 18 consultation will be the first opportunity for residents, businesses and other local stakeholders to review and comment on the Draft Local Plan.

How will we publicise the consultation?

The advertising strategy will be based on our approach for the First Steps Engagement. The campaign will be planned to ensure a broad outreach across all demographics and areas of the borough to give the consultation the best possible chance of a high response rate. We will use a combination of social media campaigns, printed posters, press releases and newsletter and email campaigns to get the message out, as illustrated in the following table, and will consider use of supplementary digital advertising is required:

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Advertising method (description)	Details	Digital content (DC) / Printed materials (PM) / Press release (PR)?
Posters in key public locations across the borough	Locations including but not limited to: <ul style="list-style-type: none"> ○ Libraries ○ Better gyms ○ Park noticeboards ○ Café noticeboards ○ Youth centres ○ School noticeboards ○ Supermarkets ○ Connected Communities Hubs ○ Lampposts in town centres and next to public transport nodes 	PM
Website	<ul style="list-style-type: none"> ○ Council website ○ Commonplace dedicated engagement website 	DC
Social media campaign	<ul style="list-style-type: none"> ○ Instagram ○ Facebook ○ X 	DC
Promotional videos	<ul style="list-style-type: none"> ○ Youtube ○ Council website 	DC
Press release to local newspapers & magazines	<ul style="list-style-type: none"> ○ Haringey Community Press ○ Tottenham & Wood Green Independent ○ Ham & High Broadway ○ Haringey People Magazine (special feature?) 	PR
Press release to Resident Associations	<ul style="list-style-type: none"> ○ Send out to Resident Associations via the Council's Resident Engagement team 	PR
Newsletters	Announcement in Council newsletters, including: <ul style="list-style-type: none"> ○ Haringey People Extra ○ Business Bulletin ○ SEND Newsletter ○ Active Communities ○ Housing News ○ Employment and Skills 	PR

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	<ul style="list-style-type: none"> o Bruce Castle Museum & Archive o London Borough of Culture 2027 o School bulletins 	
Announcements via Council partners	Briefings and emails circulated to key partners including: <ul style="list-style-type: none"> o Haringey Climate Forum o Friends of Parks o Highgate Neighbourhood Forum o Highgate Society o Crouch End Neighbourhood Forum o Finsbury Park and Stroud Green Neighbourhood Forum o Haringey's Conservation Area Committees 	Briefings & emails
Promotion via Voluntary and Community Sector (VCS) networks	Briefings and emails circulated to key partners including: <ul style="list-style-type: none"> o Haringey Association of Voluntary and Community Organisations (HAVCO) o Bridge Renewal Trust o Selby Trust o Mind in Haringey 	Briefings & emails
Internal promotion	Internal promotion including via: <ul style="list-style-type: none"> o Council website o Member briefings o Viva Engage posts o Digital banners o Let's Talk 	Digital content (DC), briefings & emails
Email campaign	Website/ questionnaire link sent directly by email to Local Plan Consultation Database (+500 contacts)	Emails

How will we engage?

The Draft Local Plan consultation will be a hybrid online and in-person consultation, including:

- In-person public consultation events held across the borough
- Online webinars
- Social media polls
- Commonplace consultation website with online survey
- Targeted meetings and events with seldom heard groups

How will we reach seldom heard groups?

The team hosted an internal launch event with +60 officers from across teams within the Council, many of whom are in regular contact with seldom heard groups. Officers will advise the Planning Policy Team on its approach to engaging with such groups, including tailoring surveys to suit target groups, and where appropriate, officers from different services will work together to deliver focussed in-person consultation events.

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The team will progress a detailed plan for engagement with target groups, supported by additional training for officers delivering in-person engagement events including best practice guidance on how to engage with vulnerable groups.

In addition, we will be reaching out to groups via email to arrange meetings where we will offer to 'bring the consultation to them', rather than expecting seldom heard groups to come to us as part of our main programme of public consultation events.

Key message of the consultation

The **Key Messages** for this consultation are:

- Great places are shaped by people
- Help shape the future growth of your borough
- Shape the Draft Local Plan's policies on housing, climate resilience, town centres, biodiversity, open space, culture, employment, community facilities, built heritage and transport to help create a fairer, healthier, and greener borough.
- Have your say on placemaking in your neighbourhood

The quantitative target for this Phase is to exceed 1500 responses to build on the success of, and do even better than, our award-winning 2021 First Steps Engagement.

When will the consultation take place?

Subject to cabinet approval, our target launch date is the start of October 2025. We anticipate a 10-week consultation which would mean the consultation closing just before the Christmas break.

Whilst the minimum statutory requirement is for a 6-week period of consultation, based on our experience for the First Steps Engagement we believe additional time is required to in order to deliver a hybrid consultation that delivers upon the Haringey Deal and the Council's objectives.

How will we deliver value for money for the Council?

To ensure a cost-effective approach to the consultation we will:

- Collaborate with colleagues to host joint events
- Maximise use of Council venues and other free spaces owned by Council partners, where appropriate
- Carefully plan the number and location of digital and physical adverts and posters to minimise waste and maximise impact

J) Risks Log

Risk	Severity	Mitigation
The proposed plan is resource-intensive and implementation relies heavily on input from a small number of staff.	Medium	Implementation will focus on key components of the consultation i.e. development of the website and meeting legal requirements. Although other aspects of the plan will continue to be implemented, this approach will help to ensure that the consultation will proceed if resource constraints arise.

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Risk	Severity	Mitigation
		<p>An implementation plan will be kept up to date in case of key staff absences.</p> <p>Working in collaboration with colleagues across other teams in the Council and preparing briefing packs for all officers involved in delivering in-person events will further help to mitigate this risk.</p>
Voices of the seldom heard will not be able to be accessed	High	The plan prioritises a targeted approach to reach these groups, based on the advice of colleagues who are already working with these groups. If these approaches do not appear to be working the Council will need to investigate additional measures, seeking advice from other representative organisations.

K) Scoring/Evaluation

Have we implemented the strategies?

Strategy		Method	Achieved (Y/N)
1	Clear, concise, accessible and engaging messaging	A. Consistent branding	
		B. Use of plain English, short easy to read and accessible documents	
		C. Clear focal point of information provision - website	
		D. Use infographics and videos to engage audience	
		E. Clearly state the purpose of consultation, who it is for, when decisions will be taken and what happens next	
2	Long term focus on building relationships with key stakeholders	A. Clear tracking of responses through the different stages of consultation	
		B. Timely responses to consultation feedback	
		C. Establish clear points of communication and work with wider Council to ensure established relationships with key stakeholders are used where appropriate.	
		D. Acknowledge what our communities have already said through previous consultations.	
3		A. Children and young people	

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	Achieve a representative response	B. LGBTQ+	
		C. People with limited English proficiency (LEP)	
		D. Groups with limited access to internet	
		E. People living in areas of higher deprivation	
		F. Religious groups	
		G. Gypsies and travellers	
		H. Young families/maternity	
		I. Women and girls	
		J. Ethnic minorities	
		K. Disability groups	
		L. Neurodiverse people	
		M. Business forums	
		N. Contractor/developer forums	
		To support the above, have we? O. Completed Equalities Impact Assessment	
		P. Ensured people know how all information is managed, used and stored in accordance with the Data Protection Act 2018.	
		Q. Compiled demographic information from responses in accordance with Haringey's corporate EDI Action Plan.	
		R. Provided additional training and information packs for staff undertaking engagement where required.	
4	Work collaboratively across the Council and across the community	A. Ensure consultations are co-ordinated with others across the Council.	
		B. Work with relevant Council teams to develop consultation material and ensure clear and consistent messaging across the Council C. Make use of existing Council facilities and community events where appropriate	

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		D. Engage collaboratively with community groups and organisations to distribute messaging to their members and contacts.	
5.	Achieve efficient consultation	A. Set out what can and cannot be achieved through the Local Plan	
		B. Provide enough information about the consultation and subject areas to ensure people can make an informed decision	
		C. Use consultation as an opportunity to promote existing guidance material where appropriate	
		D. Collect information on the perceived quality of the engagement exercise	
6.	Use digital tools to assist public involvement and policy presentation	A. Focus consultation on accessible and engaging main webpage.	
		B. Investigate opportunities to use digital tools improve accessibility, attractiveness and ease of consultation.	
		C. Make use of social media platforms.	

Measurable Targets

- +1500 unique representations
- 80% satisfaction with the quality of engagement
- +3000 unique visitors to the Local Plan Webpage
- Reach and engagement of social media posts
- Amount of media coverage throughout consultations

L) Equalities Impacts

The consultation on the Draft Local Plan provides an opportunity for individuals and groups with protected characteristics to be involved in the development of the New Local Plan and help ensure that equalities issues and opportunities are adequately considered and addressed in the Plan.

Age	The Draft Local Plan consultation will seek the feedback of individuals and groups of all ages, taking steps to actively engage young people who are often not engaged in this process
Disability	The Draft Local Plan consultation will actively seek the feedback of representative groups and will ensure that key engagement material is able to be accessed in an accessible format

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Gender reassignment	The Draft Local Plan consultation will not discriminate on the grounds of gender reassignment. It will actively seek the feedback of representative LGBTQ+ groups, including those representing transgender people.
Marriage and civil partnership	The Draft Local Plan consultation will not discriminate on the grounds of whether a participant is married or in a civil partnership
Pregnancy and maternity	The Draft Local Plan consultation will not discriminate on the grounds of pregnancy and maternity
Race	The Draft Local Plan consultation will seek the feedback of individuals and groups of all ethnic groups, taking steps to actively engage minority groups that are often poorly represented in similar engagements
Religion or belief	The Draft Local Plan consultation will seek the feedback of individuals and groups of all religions and belief and will actively look to promote the engagement through religious organisations
Sex	The Draft Local Plan consultation will not discriminate based on sex
Sexual orientation	The Draft Local Plan consultation will not discriminate on the grounds of sexual orientation and will actively seek the feedback of representative groups
Socio-economic background	The Draft Local Plan consultation will not discriminate based on socio-economic background