



# INTRODUCTION

## Purpose of this document

An engagement plan has been put together to ensure that the Place Plan proposal is guided by the views and priorities of strategic and community stakeholders as well as the wider public, residents and visitors. The engagement plan is subject to client approval to proceed.

## Covid-19

In light of current guidelines and lock-down restrictions, all proposed activities will be planned using virtual tools. Opportunities for activities to be held in person, particularly the final public event, will be reviewed according to the latest government guidance.

## Stakeholder register

Folkestone & Hythe District Council have been compiling a database of stakeholders, groups and individuals who have already expressed interest in the Place Plan's development. There will be a particularly focus to engage these voices at an early point in the project process.

## Key things to consider

- Consent of groups we're trying to engage
- Appropriateness of digital tools; considering digital divide & access to equipment
- Process planning and sign off before engaging stakeholders
- Research and mapping
- Keeping the wider public informed & providing clarity over how they can shape the Place Plan
- Coordination with other programmes & networks
- Combination of physical & digital tools to extend reach to 'The Seldom Heard' where possible
- Integration with current business support package programme to support Covid recovery
- Support through promotion on existing platforms
- Support and engage under-represented groups where possible
- Opportunities to support local suppliers and businesses in public event preparation

**NB: this document is subject to review as the project develops.**

## Revisions tracker:

First draft issue to FHDC	25-01-2021
Revision A	03-02-2021
Revision B	04-02-2021

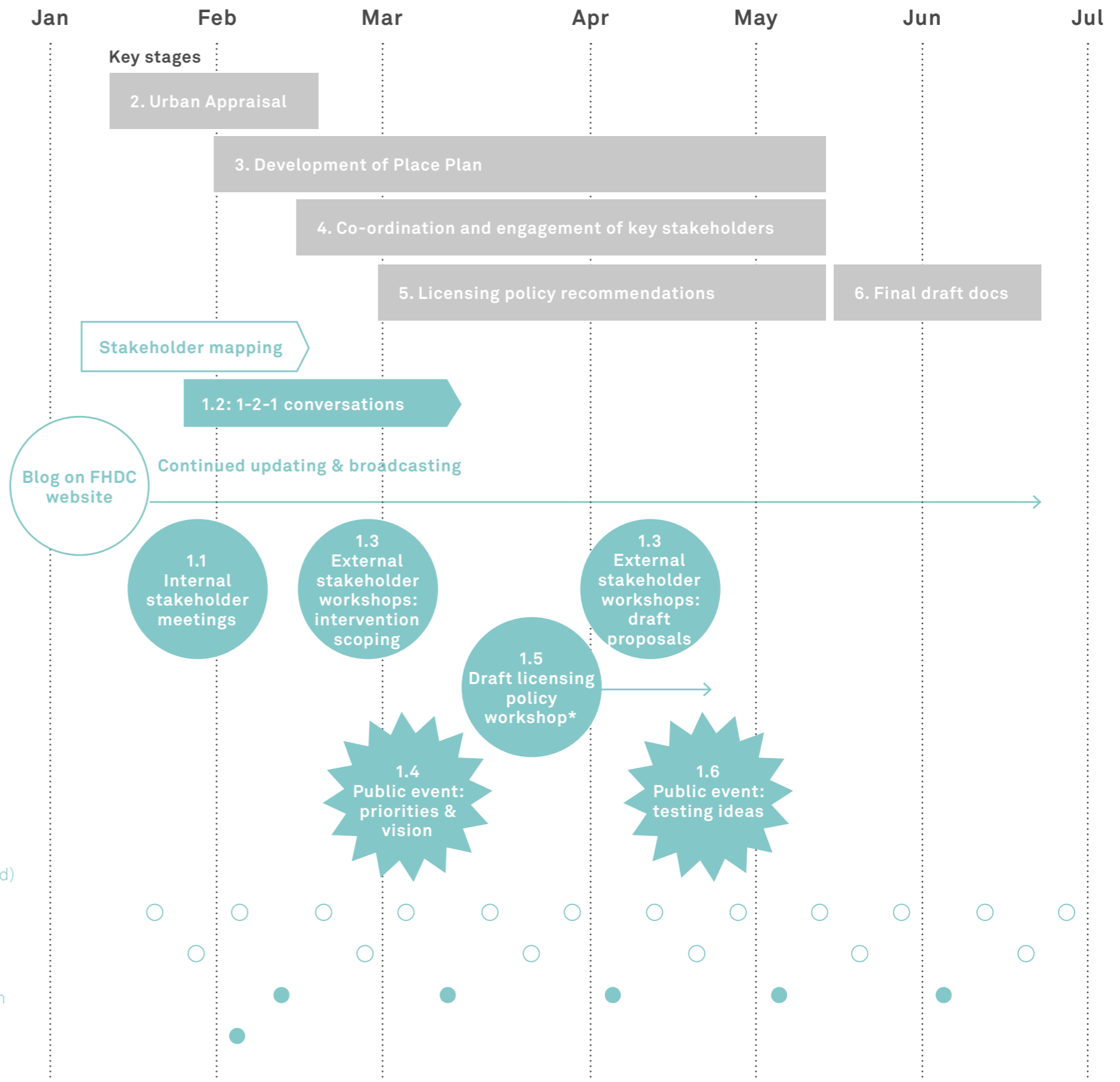
**Stakeholder meetings**  
(FHDC to confirm timescales of statutory consultation, if required)

Client & consultant team lead

Client & wider consultant team

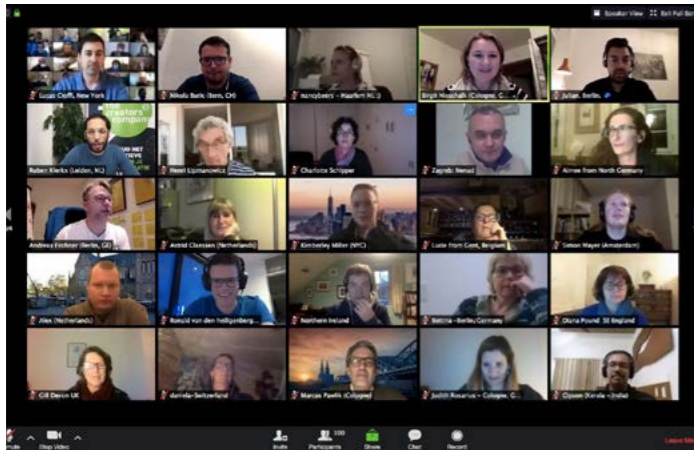
Working Group & Place Plan team

Presentations to CLT, Cabinet Members & Scrutiny Committee when required



# 1.0 ENGAGEMENT ACTIVITIES

## 1.1 Internal stakeholder meetings



**What:** Introduction to project and design team. To start informing the development of the Place Plan, these meetings will help gain a greater understanding of internal stakeholder insights and priorities.

**When:** Now - end February

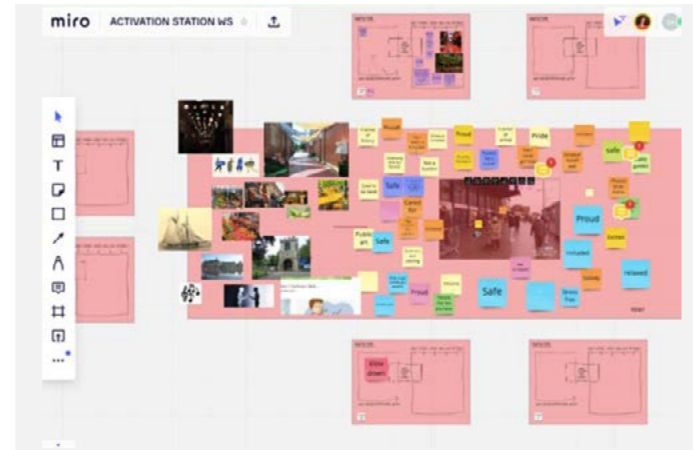
**Who:** To be confirmed by FHDC. Contacts include:  
 — FHDC Licensing Policy Officers  
 — FHDC Development & Regen Officers  
 — FHDC Infrastructure Policy Officer  
 — Kent County Council (KCC)  
 — Working Group  
 — FHDC to identify other contacts and meetings

**Led by:**  
 — FHDC (WMT/Consultant team in attendance)

**How & where:**  
 — FHDC invite only  
 — Invites to workshops as appropriate  
 — Introductory meetings help over virtual video conferencing such as Zoom/Microsoft Teams  
 — Meetings with Working Group occur monthly

PRIORITY STATUS: PROPOSED

## 1.2 1-2-1 conversations



**What:** Conversations with individuals or small groups who have expressed interest in being involved. This is aimed at understanding priorities and gauging interest in attending a workshop event.

**When:** Now - end February

**Who:**  
 — Key groups & individuals who have previously expressed interest about Place Plan  
 — Contacts gathered by FHDC so far, including: Strategic Partners (eg Network Rail/KCC/Homes England), Creative Folkestone, Seafrost Development Company, Business Groups, including Folkestone & Hythe Business Advisory Board, FIRRG, Team, Ellandi, Roger De Haan, Guy Hollaway.

**Led by:**  
 — WMT

**How & where:**  
 — WMT invite only (FHDC to share contacts)  
 — Telephone or virtual video conferencing

STATUS: PROPOSED

## 1.3 External stakeholder workshops



**What:** These will be run at two points in the programme: at the intervention scoping stage in February to identify priorities, and at the draft proposals stage in early April to test early ideas. These events could start bringing different opinions together & sharing priorities, followed by breaking out smaller groups. Themes for sub-groups to be confirmed and could include: Business, skills & enterprise, Heritage, spaces & places, Transport, active travel & leisure, Community & culture, Planning & Development

**When:** end February/beginning of March and April

**Who:**  
 — Individuals/groups who expressed interest to FHDC & any others from research at Stage 1.1/1.2  
 — Invite extended to Working Group members & those who express interest during the 121s  
 — NTIA to initiate discussions with stakeholders & authorities about Licensing, such as the Police

**Led by:**  
 — WMT

**How & where:**  
 — WMT invite only virtual conferencing event eg Zoom  
 — Virtual methods can be accompanied by physical content, depending on digital literacy

PRIORITY STATUS: PROPOSED

## 1.4 Public event 1: priorities & vision



**What:** Webinar or presentation to share priorities, vision and sites (long list) that have been gathered during research and initial conversations with stakeholders. An opportunity for wider public to feedback and questioning.

**When:**  
 — March  
 — Opportunities to 'piggy-back' off other community events to be identified

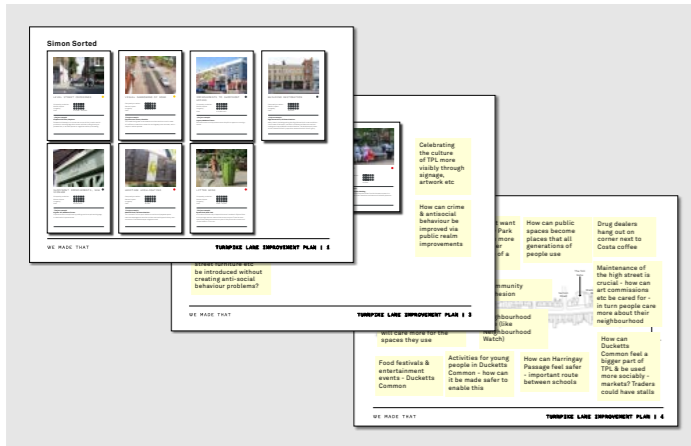
**Who:**  
 — Wider public & stakeholders

**Led by:**  
 — WMT

**How & where:**  
 — Webinar presentation; recorded for FHDC website  
 — Virtual exhibition & online survey, such as Google Forms (see examples in section 2.0)  
 — Broadcasting through FHDC blog, stakeholders platforms/social networking sites  
 — Potential for physical presence or posted flyers/postcards to publicise event  
 — Invited by WMT; contacts gathered during stages 1.1 - 1.3. FHDC to help research wider contact list  
 — Opportunity for local commissioning

STATUS: PROPOSED

1.5  
Draft licensing policy  
workshops



**What:**  
Workshop focused on discussing the draft licensing policy and it's development.

**When:**  
Beginning April (FHDC to confirm date to coordinate with stages of licensing policy statutory process)

**Who:**  
To be confirmed by FHDC client team:  
— FHDC officers, including Licensing Policy, Development & Regeneration  
— CLT (Leadership Team)  
— Working Group  
— Cabinet  
— Strategic Partners

**Led by:**  
— NTIA (consultant team attending)

**How & where:**  
— WMT/NTIA invite only  
— Virtual video conferencing such as Zoom/ Microsoft Teams

PRIORITY STATUS: PROPOSED

1.6  
Public event 2:  
testing ideas



**What:**  
Wider public engagement event to test Place Plan design ideas. Webinar or presentation reflecting back the insight gathered at Public Event 1 and raising awareness of the developing design proposal for the Place Plan.

**When:**  
— End April  
— Opportunities to 'piggy-back' off other community events to be identified

**Who:**  
— Wider public & stakeholders

**Led by:**  
— WMT

**How & where:**  
— Webinar presentation; recorded for FHDC website  
— Virtual exhibition & online survey, such as Google Forms (see examples in section 2.0)  
— Potential for physical site occupation, depending on Covid-19 guidelines  
— Broadcasting through FHDC blog, stakeholders platforms/social networking sites  
— Potential for physical presence or posted flyers  
— Potential to procure services and goods from local businesses where possible, for example printing  
— Potential for activity pack or guided tour

PRIORITY STATUS: PROPOSED

1.7  
Project blog & website



**What:**  
Project blog to be hosted on FHDC corporate website, providing accessible feedback in the form of regular updates, contact information, progress updates & engagement event invitations.

**When:**  
Throughout project

**Who:**  
— General public

**Led by:**  
— FHDC Comms team to lead  
— WMT to help prepare blog posts  
— FHDC to manage enquiries

**How & where:**  
— Website address tbc

STATUS: IN PROGRESS

1.8  
Project stakeholders



**What:**  
Presentations and engagement with project stakeholders as and when required.

**When:**  
FHDC to confirm when required

**Who:**  
To be confirmed by FHDC client team:  
— CLT (Leadership Team)  
— Working Group  
— Cabinet  
— Strategic Partnership Group  
— FHDC Officers  
— Scrutiny committee

**Led by:**  
— FHDC

**How & where:**  
— FHDC invite only

STATUS: IN PROGRESS

## 2.0 DIGITAL ENGAGEMENT EXAMPLES

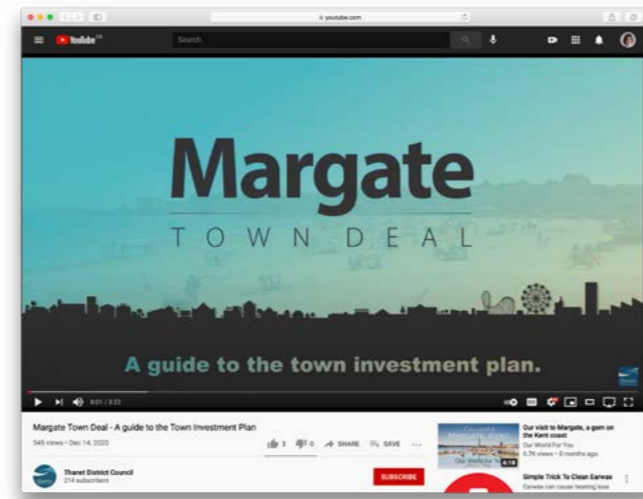
### Digital exhibition & interactive platforms

Applicable to the following engagement plan stages:

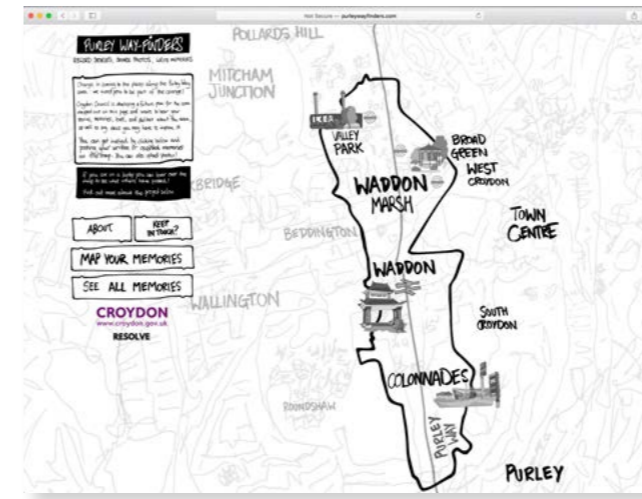
- 1.4 Public event 1: priorities & vision
- 1.6 Public event 2: testing ideas

Examples:

- Existing client website/platform
- PDF publication
- Pre-recorded video
- (Physical exhibition could be used in combination with digital exhibition)
- Project website/blog



↑ Pre-recorded presentation, Youtube



↑ Project specific website and identity

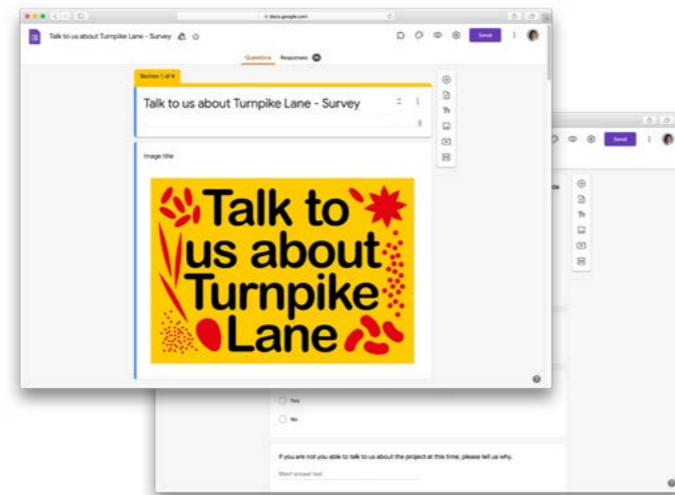
### Online survey

Applicable to the following engagement plan stages:

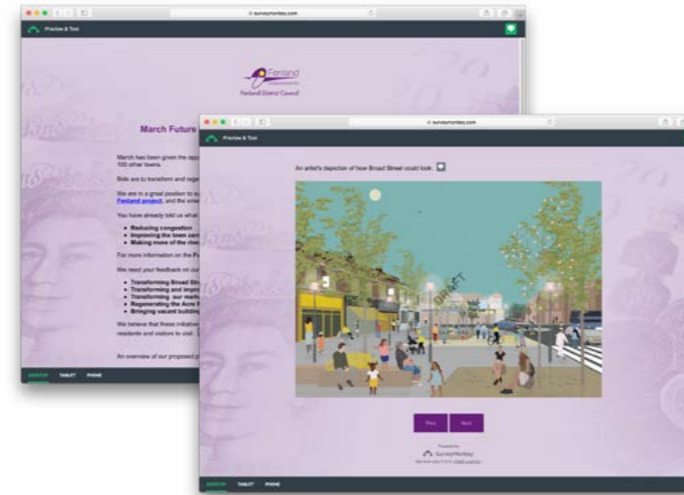
- 1.4 Public event 1: priorities & vision
- 1.6 Public event 2: testing ideas

Examples:

- Existing client platform
- Google forms
- Physical hard copy



↑ Google Forms survey



↑ Fenland District Council, survey for FHSF application, Survey Monkey\*



↑ Croydon South End, shop window exhibition

**Video conferencing & phone communication**

Applicable to the following engagement plan stages:

- 1.1 Internal stakeholder meetings
- 1.2 1-2-1 conversations
- 1.3 External stakeholder workshops
- 1.5 Draft licensing policy workshops

Examples:

- Zoom
- Telephone
- Miro

There are many additional tools available that can help with workshops such as whiteboards for live markups and breakout rooms for smaller groups.



↑ Plumstead High Street public workshop, make:good & Royal Greenwich, Miro

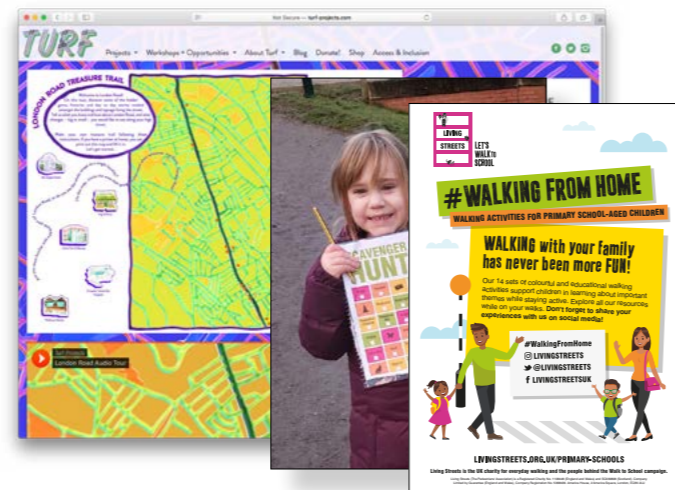
**Participative activity & social media platforms**

Applicable to the following engagement plan stages:

- 1.1 Internal stakeholder meetings
- 1.2 1-2-1 conversations
- 1.3 External stakeholder workshops
- 1.5 Draft licensing policy workshops

Examples:

- Downloadable walking tour
- Printable activity for school children
- Physical posters and surveys and physical site occupation to complement online engagement
- Youtube video / pre-recorded presentation



← London Road online treasure trail & guided tour  
→ Walking activity pack, Streetspace



↑ Basildon Town Centre masterplan, outreach activity for young people at home

## 3.0

### STAKEHOLDER ENGAGEMENT CATEGORIES

#### Stakeholders to engage with on a 1-2-1 basis (1.2)

- KCC highways
- Folkestone Town Council
- Network Rail
- Folkestone College
- Creative Folkestone
- Strand House
- Ellandi
- Folkestone & Hythe Business Advisory Board
- Guy Hollaway
- Folkestone Harbour and Seafront Development Company
- Key landowners and businesses such as: Saga, Radnor Estate, Aldi, Stagecoach, MPL Group

These individuals & groups will be invited to the themed workshops (1.3).

#### Stakeholders to be invited to External Stakeholder Workshops (1.3)

Relevant members and officers  
KCC  
East Kent College  
Kent Adult Education  
Creative Folkestone  
Homes England  
Otterpool Park  
Head of Primary Care Estate - East Kent  
Pillory Barn  
Environment Agency  
Folkestone Town Team  
The Workshop  
FIRRG  
Shepway Sports Trust  
TedX Folkestone  
East Cliff Creatives  
Hotel and Catering Association  
The Bayle Residents Association  
The Leas Resident's Association  
Friends of the Leas Pavilion  
Heritage and Arts Tourism Forum (HEART)  
Shornecliffe Trust  
Go Folkestone  
Stagecoach  
Retail Inspired/Town Centre Animator  
Folkestone Music Town  
Folkestone Works  
Folkestone Local Centre  
Locate in Kent  
Visit Kent  
SPOKES; East Kent Cycling Campaign  
Folkestone & District Local History Society  
Folkestone Research & Archaeology Group (FRAG)  
High Street Fund Applicants  
F51 skatepark  
SE LEP & KMEP  
Chair of Remembrance Line Assoc Ltd  
Other relevant professional practices and consultancies

We will continue to review invitees based on continuing stakeholder research, FHDC feedback & 121 conversations.

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