



Draft Bicester Delivery Team Communications & Engagement Strategy

2016-2018

Action Plan

2016-18

Bicester Delivery Team Engagement Strategy - Action Plan

Strategic Objectives

1. .Raise the profile of Bicester for the benefit of current and future residents and existing local businesses and to attract new businesses and visitors to the town.

Action	Output/Outcome
Facilitate visits to the town by interested parties e.g. International delegations; regional and national bodies such as the TCPA.	<ul style="list-style-type: none"> • Ensure that Bicester is promoted as a great place to live and work. • Enhanced profile can support successful funding applications which will benefit the town.
Promote a Marketing Prospectus in conjunction with Economic Development Team.	<ul style="list-style-type: none"> • To attract new businesses to the town.
Work with Economic Development, Bicester Vision and Independent Retailers Group to promote the town.	<ul style="list-style-type: none"> • To increase footfall to the local shops.
Liaise with other CDC departments and Bicester Town council and other organisations to ensure that projects in Bicester are joined up and well publicised.	<ul style="list-style-type: none"> • Attend meetings of other organisations and parishes to capture projects and plans for the town.

2. Communicate a coherent and positive set of messages about Bicester and the various projects undertaken in the town and provide a point of reference for all information relating to Bicester's development and future.

<p>Be proactive in ensuring that "good news stories are noted by the team, circulated to the Comms. Team and promoted widely.</p> <p>Communicate a set of "you said, we did" messages following the Garden Town Masterplan engagement.</p>	<ul style="list-style-type: none"> • Combat sensitivity around new developments and transport issues that can cause negative feedback from some pressure groups and residents in the town.
<p>Use the Growing Bicester website and newsletters to be the main source of information about the town, working in partnership with the CDC Comms. team.</p>	<ul style="list-style-type: none"> • People will feel informed about the issues that affect them and value the community they live in.

<p>Bicester Town Council, Oxfordshire County Council and Bicester Vision.</p> <p>Promote the Growing Bicester website using postcards and stickers at engagement events (Big Lunch, Bike day etc.) Growing Bicester tee shirts are also available to be worn.</p>	<ul style="list-style-type: none"> • If people feel informed it will increase confidence and improve relationships with residents and businesses. • Promote the branding of Growing Bicester.
<p>Issue media releases and promotional material via partner organisations including through the Cherwell Link magazine and Garth Gazette.</p>	<ul style="list-style-type: none"> • The Garth Gazette is delivered to every home in Bicester, so is an important way of disseminating information and news to residents.
<p>Ensure that all communications should be easy to read and jargon free.</p>	<ul style="list-style-type: none"> • Communication is fit for purpose and accessible to all.
<p>Convene a new "What's on in Bicester" meeting to gather information from internal & external partners regarding plans and events in the town. Ensure team information is circulated <u>in advance of</u> event where possible.</p>	<ul style="list-style-type: none"> • Information is current, and advance notice is given of planned events.

3. Develop strong partnerships within the town and local parishes to ensure a coordinated and sustainable approach to community engagement.

<p>Continue to communicate regularly with key partner groups in Bicester – including Grassroots Bicester, Bicester Green, Bicester Green Gym, Town Retailers etc.</p>	<ul style="list-style-type: none"> • Circulate information about funding opportunities for groups and look to support joint funding applications.
<p>Identify groups in the town who are not currently connected to us and make links with new communities/developments.</p>	<ul style="list-style-type: none"> • Liaise with the CDC Community Services Team who organise Parish Liaison Forum and the Connecting Communities events.
<p>Liaise with other teams and organisations undertaking engagement/consultation events.</p>	<ul style="list-style-type: none"> • To avoid duplication of effort and maximise effectiveness.

4. Attend, plan and support local engagement and consultation events in the town to ensure local people engage more fully in decision making for shaping the future of Bicester.

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Organise widely accessible engagement events, run at times suitable for the general public to attend, not just in 'normal locations' during working/peak hours.	<ul style="list-style-type: none"> Increased uptake in engagement, especially with those who previously have not participated in consultation. Improved opportunity for communities to be involved.
Establish a small group of residents who have expressed an interest in becoming more engaged with us through the Love Bicester Survey. To become a 'testing group' for emerging ideas, projects and activities (e.g. Wayfinding Signs; public art etc.)	<p>Voice for independent groups.</p> <ul style="list-style-type: none"> Residents feel supported to play an active role in the town. Ensure customer feedback and evidence from consultation and engagement work informs service plans and bids for service development or growth.
Set up a Community Forum in conjunction with Bicester Town Council involving voluntary and 3 rd Sector Groups – in respect of Bicester Healthy New Town, but also wider topics concerning Bicester,	<ul style="list-style-type: none"> People are involved in planning and supporting key projects in the town and have a greater stake in local decision-making process,
Set up a Bicester Outlook Calendar to ensure that all events are noted.	<ul style="list-style-type: none"> To avoid duplication and double-booking of events.
Collaborate with Community Services Team to participate in a Connecting Communities Faith Event in Bicester in November 2016.	<ul style="list-style-type: none"> Connecting Community Events involve the services of the council as well of those offered by our partner agencies and voluntary groups, targeted to meet the needs of the community.
<p>Ensure that projects have an element of engagement included from the planning stage where possible.</p> <p>Establish mechanism and record statistics about consultation and engagement in all projects in the town ensure all parties, including local councillors are updated on consultation responses/feedback.</p>	<ul style="list-style-type: none"> Input of residents will inform planning and lead to more successful engagement. Enhanced relationships between Delivery Team, Councillors and the public. Ensure that engagement is considered at planning stages and in funding applications where appropriate. To evidence and monitor spread of engagement. Ensure consultation findings will be fed back to those who took part in the consultation activity and those affected.
Maintain local partnership networks to help ensure that consultation and engagement activities are well planned publicised and do not lead to consultation fatigue.	<ul style="list-style-type: none"> Ensure information about planned consultations and engagement events is available to CDC partners, Parish Council's and local voluntary groups.