

Engagement Strategy for Eco Bicester 2011-13

1. Purpose

3346 people participated in engagement and consultation for Eco Bicester in 2010 and 2011, which is around 10 percent of the population of Bicester. Furthermore, local authority engagement and participation has doubled in the last year.

The perception of the term Eco Bicester has begun to change to be about Bicester being more eco-friendly, rather than being solely about housing development. The Eco Bicester project team has made an excellent start, and wishes to build on this success so that residents and businesses work with us to create a more sustainable town, and provide integrated new development with economic and infrastructure provision.

The purpose of this paper is to:

- agree the importance of engagement to guide and direct the work of Eco Bicester demonstration projects including NW Bicester.
- agree an engagement strategy for Eco Bicester.
- provide a record of the level of engagement and communication activities undertaken to date.

2. What is engagement?

There are different types of communication and engagement and sometimes these terms are used interchangeably. It's important to have a clear understanding about the different terms so that we can avoid misunderstanding and be clear about what we are trying to achieve when engaging with communities. Communication and engagement are on a spectrum from informing people to supporting independent community initiatives. The communication and engagement spectrum is outlined below in figure 1.

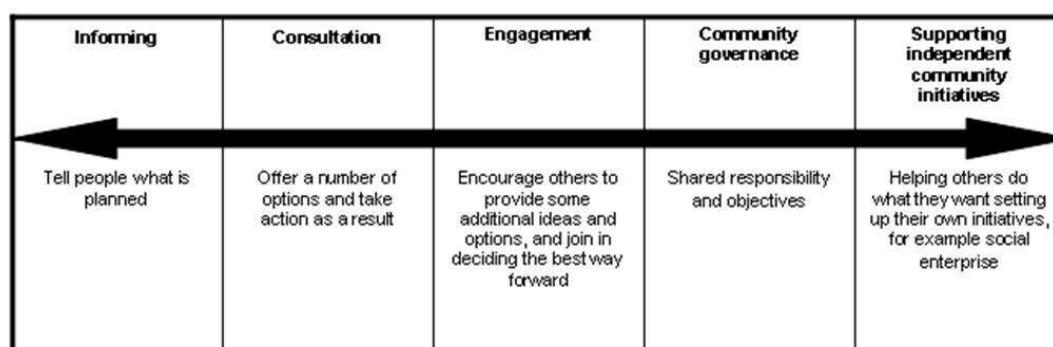


Figure 1 Communication and Engagement Spectrum

This engagement strategy focuses on the first three types of engagement: informing, consultation and engagement.

3. Why is engagement important?

The vision for *Eco Bicester – One Shared Vision* is to make Bicester an even better place to work and live and bring up a family. To do this we must design Bicester in a way that people are involved, because in this way they will be happier (Frey and Stutzer, 2000) and more prosperous (Rogers, Robinson 2004). Prosperity will be built on economic development which is achievable with strong leadership and excellent community engagement (Royds Enterprise Park, 2011). We also want to build a legacy that will last for future generations which means meeting targets to be more eco-friendly, for this we need the participation of local people.

Engagement is also important to Eco Bicester because without it we are in danger of poor urban design (Shapely, 2007). Poor urban design can lead to increased unemployment and antisocial behaviour (Myhill, 2006). Without community-led design, built on solid engagement, the fear of poor urban design may result in understandable opposition to the project, which may cause delays and be costly for developers (CABE 2010). For more detail about the efficacy of engagement please see Addendum 3.

4. Enhanced statement of community involvement for NW Bicester

Having established that engagement is of high importance to Bicester, the parameters for that engagement need to be set in keeping with Cherwell District Council's wider responsibilities for community involvement.

Cherwell District Council is required to prepare a Statement of Community Involvement (SCI) as part of the Local Development Framework (LDF). The Cherwell SCI sets out Cherwell District Council's commitment to engagement on planning matters including on planning applications, but it was not principally written for developments as large as NW Bicester. In addition, the Localism Bill, although not yet law, suggests there will be further requirements for developers to consult local communities for very large developments. The aim is to give local people a chance to comment 'when there is still genuine scope to make changes to the proposal'. (Department for Communities and Local Government, 2011.)

It is suggested, therefore, that an enhanced level of community involvement be sought of NW Bicester (or other very large developments in the town) for three reasons: firstly, NW Bicester is a very large project of up to 5,000 homes, secondly NW Bicester is to be a catalyst for change in the whole of Bicester, as set out in *Eco Bicester – One Shared Vision* and finally, the to be in keeping with the proposed Localism Bill.

Pre-application engagement in NW Bicester

A four stage enhanced engagement process has been recommended for implementation by the applicant P3Eco. The stages are:

- Agree engagement strategy with the Eco Bicester Project Team
- Conduct NW Bicester Masterplan engagement process with residents and businesses
- Make changes to the Masterplan and present alterations to residents and businesses for further consultation.
- Further amendments to Masterplan.

It is anticipated that there will be a need for an iterative process. A detailed summary of the Enhanced Statement of Community Involvement for NW Bicester is found in Addendum 2.

5. What subject areas should form part of the engagement of the NW Bicester Masterplan?

In July 2011 a consultation was held by the Eco Bicester Project team to set the parameters for community engagement in the Masterplan for NW Bicester a summary of which is provided in Addendum A. Subject areas for engagement and consultation were rated in terms of importance to the community. It is expected, therefore, that engagement and consultation should address the following questions:

- Employment: where should it be place, what is the desired type of employment mix? How will we promote the Bicester brand?
- Nature of Green Space (land that is not cultivated or used for development) and Open Spaces. How much green space should be combined for a nature reserve and in which locations?
- What should be spent on public art, music and historical opportunities?
- Where should the community hall(s) be built and what facilities it would need to provide?
- To what extent will transport links be made for the whole town (not just to and from the centre) How will people get from one side of the railway to the other?
- How will residents be incentivized to get involved with energy reduction initiatives?
- Where will the re-use centre be situated?
- What provision will there be for sports facilities? Where should they be located?
- How will we build community cohesion between NW Bicester and existing Bicester?
- What is the best housing density (and the implications of high, medium and low density)?

It is expected that engagement and consultation should at least address the above issues, but is likely to need to include a wider range of topics too which stakeholders may not currently be aware of.

Post application engagement in NW Bicester

It is anticipated that there will be a need for further engagement activity after the masterplan and an outline planning application have been considered. This is likely to revolve around Reserved Matter planning submissions and matters such as design codes, house types and detailed layouts. These like all engagement activity needs to be planned well in advance of delivery. A normal minimal leading-in time for engagement and consultation is likely to be three months. It is essential engagement activity is planned well in advance.

Who will take part in engagement activities?

For engagement to be meaningful a diverse group of people need to meet and given sufficient information to truly understand the issues in order to make informed

decisions. It is good practice to carefully consider sampling relevant populations of the community.

Who will deliver engagement activities?

Eco Bicester encompasses a range of demonstration projects that are involved with engagement to varying extents. These activities will as far as possible be coordinated to ensure consistency and clarity. The demonstration house will be a key focal point for delivering engagement, with the Community Liaison Officer enabling engagement and consultation from the facilities there (for the range of activities taking place in the demonstration house see outcomes for Community Engagement Addendum 4).

A2Dominion is also key to delivering engagement for NW Bicester with the pending appointment of a Strategic Partnership Co ordinator. The post holder will be developing community programmes and strategies to coordinate community involvement in the development of local governance and capacity building for the Exemplar development at NW Bicester development. It is anticipated that this will lay the foundations for community development for the NW Bicester site.

6. Eco Bicester Engagement Strategy and Action Plan

The Engagement Strategy and Action plan is an extension of the communications strategy which was approved by the Strategic Delivery Board in December 2010. The following table sets up the aims, outcomes, responsible officer, timeline for engagement and proposed budget. The intention is firstly, to consolidate the existing communications strategy, which has happened under the banner of 'Eco Bicester be part of it' and has involved forming partnerships and establishing communications mechanisms. Secondly, to build a new programme 'Growing Eco Bicester', this will involve creating a programme of activities to enable communities to get more fully involved with Eco Bicester. The basic strategy is outlined below, with detail provided in the table below.

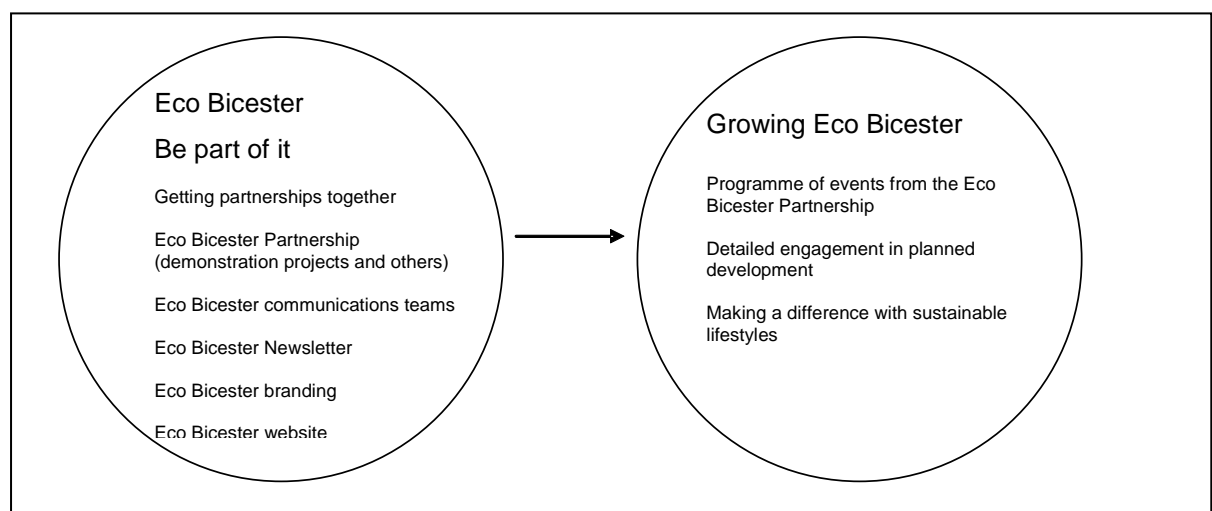


Figure 2 Growing Eco Bicester

Aim	Action	Responsible officer/business	Timeline	Status	Outcome
1. To raise the profile of Eco Bicester with a positive message about the benefits to the whole community	Communications Strategy Approved by Strategic Delivery Board	Michelle Eyre	December 2010	Achieved	Strategy delivery detailed below
	Eco Bicester: Be part of it Meeting to establish partnerships between demonstration projects in order to deliver engagement	Michelle Eyre with demonstration projects	Summer 2011	Achieved	First meeting of all demonstration took place and agreement was reached to Eco Bicester Partnership to coordinate engagement and requested the SCEM led this.
	Setting up a joint quarterly communications group	Michelle Eyre with communications teams	Summer/Autumn 2011	Achieved	Established mechanism for ensuring a range of communications officers across town district and county council work together.
	Establish Communications plan			In progress	
	Launch Eco Bicester Newsletter (bimonthly)	Michelle Eyre	April 2011	Achieved launch and ongoing	Four editions sent, 90 people subscribed, and in future it is hoped that this will increase traffic to our new website and involvement in key projects.
	Create and Agree Eco Bicester Branding	Michelle Eyre	April 2011	Achieved	Created a branding having liaised with town, district and county councils. Branding used across Eco Bicester demonstration projects.
	Publicity for Eco Bicester Partnership (of each of the nine demonstration projects)	Michelle Eyre	Autumn/Winter 2011/12	In progress	Publicity for Eco Bicester Partnership will be linked to website launch and programme of initiatives to 'Grow Bicester'

Aim	Action	Responsible officer/business	Timeline	Status	Outcome
	Growing Eco Bicester Joint engagement projects with Eco Bicester partners to further engage with the public	Michelle Eyre in collaboration with Eco Bicester Partnership	2012-2013	Planned	Aiming to ensure that the work of the demo projects continues to have a high profile.
2. To embed engagement and consultation in all relevant aspects of the development of Eco Bicester in line with Eco Bicester – One Shared Vision	Stage 1: Engagement policy agreed	Michelle Eyre	October 2011	In progress	To be decided at the Strategic Delivery Board
	Setting the Parameters for Engagement in the NW Bicester Masterplan (see Addendum 1)	Michelle Eyre and Eco Bicester Project Team	July 2011	Completed	Views of participants formed the basis of questions to be asked in future engagement exercises and will be sent to P3Eco with the expectation that the views of the group will further inform the development of the Masterplan
	Local authority requirements for NW Bicester Engagement (Addendum 2)				
	NW Bicester Community Engagement Strategy	Michelle Eyre	June 2011	Completed	P3Eco have stated that some preparation has taken place. This work has not yet been shared with the project team.
		P3Eco	Summer 2011	Awaited	
2. To embed engagement and consultation in all relevant aspects of the development of Eco Bicester in line with Eco Bicester – One Shared Vision (continued)	Stage 2: Engagement of community in NW Bicester Masterplan	P3Eco	Oct/Nov 2011 (this timing has been set by the applicant, but may not be achievable)	Awaited	An approach using a Planning for Real or Charettes type has been sought. It is recommended a more realistic timeframe is Spring 2012
	Local authority collaboration with stage 2 engagement activity	Michelle Eyre	Proposed that initial engagement takes place Nov – February 2012	Timescales dependant upon P3Eco	It is recommended that the Eco Bicester Project Team work collaboratively with the applicant for NW Bicester, to maximize effectiveness and efficiency.

Aim	Action	Responsible officer/business	Timeline	Status	Outcome
	Stage 3: NW Bicester applicant to make alterations in line with the wishes of the local community. Discuss amends with public.	P3Eco	Nov 2011 (this timing has been set by the applicant, but may not be achievable)		
	Local authority collaboration with stage 3 engagement activity	Michelle Eyre	Proposed that initial engagement takes place Nov – February 2012	Timescales dependant upon P3Eco	It is recommended that the Eco Bicester Project Team work collaboratively with the applicant for NW Bicester, to maximize effectiveness and efficiency.
	Stage 4 Finalise Masterplan	P3Eco			
2. To embed engagement and consultation in all relevant aspects of the development of Eco Bicester (continued)	Stage 5 Community engagement in reserved matters	P3Eco in collaboration with Project team			
3. To ensure that residents are engaged in the development of NW Bicester	Establish baseline for engagement in Eco Bicester: a) Establish mechanism and record statistics about consultation and engagement in Eco Bicester and populate it b) Undertake consultation exercise as part of 'Eco Bicester Day'	Michelle Eyre Michelle Eyre Bicester Vision and Michelle Eyre	December 2011 Achieved Populating in progress March 2010	In progress In progress (see Addendum 4) Achieved	Outcomes from local authorities collated working with Eco Bicester Partnership to create more data. We now know that local authorities have enabled 3,272 people to participated in consultation and engagement for Eco Bicester in 2010 and 2011. The amount of consultation and engagement in 2011 was double

Aim	Action	Responsible officer/business	Timeline	Status	Outcome
	c) Establish mechanism for recording and reporting on the media response to Eco Bicester	Michelle Eyre and communications group	Winter 2011/12	To be started	that of the previous year.
	Provide good quality engagement activity takes place by establishing a programme of events for 2012.	Michelle Eyre and wide range of partners	From 2012	To be started Autumn 2011	
3. To ensure that residents are engaged in the development of NW Bicester (continued)	Ensure steady flow of good news/human interest stories take place by implementation of communications plan (above)	Michelle Eyre and communications group	From 2012	In progress	It is hoped that by the end of the next communications meeting in November 2011 a detailed plan of communications will be achieved.
4. To provide the public with a point of reference for all information relating to development in Bicester	Stage 1 Launch Eco Bicester website redesign	Michelle Eyre and Rob Hill OCC webteam	Autumn/Winter 2011/12	In progress	Oxfordshire County Council has agreed to host the site as a pilot for the new Drupal site. A plan for content delivery and upload is in place.
	Stage 2 Use the information gathered on the website as a platform for launching events and for engagement	Michelle Eyre	2012	To be started	
	Stage 3 Review for efficiency and usage and amend accordingly.	Michelle Eyre	2012	To be started.	

7. Summary of engagement to date

Recognising success and performance monitoring

Performance monitoring has been established and all those who work for the local authority have submitted their statistics for working in engagement and consultation.

Local authorities have enabled 3,272 people to participate in consultation and engagement in Eco Bicester in 2010 and 2011, around 10 percent of the population of Bicester. 2022 of those took part participated in detailed conversations with local authority members.

The amount of consultation and engagement in 2011 was double that of the previous year, so we are gaining in momentum.

What have we learned from our communication and engagement 2011?

The perception of Eco Bicester is beginning to change. In the past, people thought that Eco Bicester meant 'housing development', but our more recent surveys have found that people think that Eco Bicester is about 'being eco-friendly'. More needs to be done to explain to the public the value and aspirations of Eco Bicester.

Residents concerns and ideas usually group in one of five main headings:

- Employment (especially for young people and mid/high earners)
- Amenities and facilities (shopping, schools, free events, a nature reserve, music, art, reuse centre, community hall, history)
- Environmental issues and opportunities to be more eco friendly
- Travel
- New homes (when will they built and how much will they cost?)

Participants are largely supportive, but there is a real fear that the development will provide housing without sufficient infrastructure.

8. Recommendations

It is recommended that the Strategic Delivery Board for Eco Bicester:

- State clearly its intention that engagement be at the heart of the development of all aspects of Eco Bicester
- Approve the engagement strategy above
- Acknowledge the considerable engagement work undertaken by local authorities in the last two years.

9. References

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Addendum 1 - Setting the Parameters for Community Engagement for NW Bicester

Executive Summary

This is a report of an engagement exercise for Bicester stakeholders and the Eco Bicester project team, which took place in July 2011. The aim of the meeting was to find out what residents think about plans to develop NW Bicester, with particular focus on the Masterplan. The findings will be passed to P3Eco (facilitators of the NW Bicester development) who were present at the meeting and will be asked to consider the key findings of the report.

The engagement exercise involved the group taking part in a series of focus group-style meetings around themes from *Eco Bicester – One Shared Vision*, which is the aspiration for the whole of Bicester agreed by local people and organisations in collaboration with Bicester town, district and county councils. Key themes emerged from the meeting and these were then scored by participants. The full results are provided in this report and are summarised below.

In summary, the group believes that building infrastructure and green infrastructure are the most important goals of the development of NW Bicester. They would like priority to be given to attracting business, sustaining biodiversity, enabling community cohesion through arts and historical projects and providing a range of travel options for the whole of Bicester (not just to and from the town centre). Participants also spoke of the danger that development might be 'encroaching into the countryside' in a way that repeated perceived mistakes in the past to build homes without preserving biodiversity or providing sufficient communities.

Recommendations

These are the top 10 priorities for action:

1. Promote the Eco Bicester brand to attract new employment opportunities, paying particular attention to jobs for young people as well as those in high-level jobs.
2. Provide one large community nature reserve;
3. Provide art, music and historical opportunities to involve the local community with the new development and enable community cohesion.
4. Build a community hall with separate adjoining facilities for young people, good storage for equipment and a toilet with hoist and changing bed.
5. Provide excellent transport links for the whole of Bicester (not just to and from the town centre), with walking and cycling routes designed around public art and other memorable landmarks, so they are easy to remember, as well as inclusive journey bus tickets.
6. Provide incentives for residents to get involved with energy-reducing initiatives: easy recycling, promotion of cost savings and awareness-raising of the negative impact of global warming.
7. Build a reuse centre.
8. Build excellent sports facilities.
9. Produce a Masterplan with character and interesting layout, with house types that 'break boundaries'.
10. Show us how our ideas have shaped and changed Masterplan and let us be involved in further consultation in the future.

Addendum 2 - Enhanced Community Consultation Strategy for the NW Bicester Masterplan

Cherwell District Council is required to prepare a Statement of Community Involvement (SCI), under the planning system introduced by the Planning and Compulsory Purchase Act 2004. This forms part of the Local Development Framework (LDF) The LDF comprises three key types of documents:

Development Plan Documents
Supplementary Planning Documents and
Statement of Community Engagement

The Cherwell Statement of Community Involvement aims to ensure that there is a sufficient level of communication between local authorities and local people before policies are put in place and building development takes place. The Cherwell Statement of Community Involvement sets out minimum standards for community involvement and suggests these are on a sliding scale, with the largest projects having the most detailed intensive community involvement.

The Cherwell Local Development Framework was to cover a range of circumstances including application over 500 dwellings. It is suggested that an enhanced level of community involvement be required of NW Bicester for two reasons: firstly, NW Bicester is a very large project of up to 5,000 homes, secondly NW Bicester is to be a catalyst for change in the whole of Bicester, as set out in Eco Bicester – One Shared Vision.

A list of enhanced community involvement is recommended. The main role of the NW Bicester enhancement is to engage, rather than just consult with residents and business, for all the reasons set out in section 3 above.

Stage 1 Agree engagement strategy with the Eco Bicester Project Team

P3Eco to provide a detailed engagement strategy to the Eco Bicester Project Team at least four weeks before the consultation begins. This is to allow for amendments to be made and so that residents and businesses have reasonable warning about when engagement and consultation events are likely to take place.

P3Eco are to agree baseline information about geographical and other restrictions on the site at the bi-weekly meeting, so that the baseline is agreed before starting consultation. This is important so that we manage expectations for participants about what they can influence and what is already decided.

Stage 2 Initial Masterplan engagement process with residents and businesses

P3Eco are to conduct genuine first level engagement with a wide cross section of residents and businesses. Physical models and plans should be shown to consultees so they can see plans and models. P3Eco will make sure that participants are clear on which issues participants have a genuine choice. This means participants will be offered a range of alternatives about the Masterplan design and layout.

It is expected that the involvement of residents and businesses would occur on different occasions. We would also expect that engagement of residents would take place in a wide range of locations throughout Bicester and accessible to those using public transport.

The type of engagement would include a Planning for Real or Charettes approach, so that in-depth understanding of the needs of residents and businesses could be obtained.

Strategic Community Engagement Manager and P3Eco will conduct a series of workshops at different stages of the NW Bicester development to enable a by key partners who wish to have an ongoing voice in the development of Bicester. The purpose of these groups would be set up a mechanism for local people to have a voice and become a 'testing group' for emerging ideas by architect and urban designers. In time, participants may wish to join the Local Management Organisation. Arrange a meeting of this group and early engagement as above. This should be done in liaison with the Strategic Community Engagement Manager Setting the Parameters for Community Engagement a local authority engagement exercise for NW Bicester.

P3Eco to ensure that the recommendations from engagement are incorporated into designs and to provide evidence of changes they have made. Where ideas from the community are not adopted P3Eco will explain why and suggest alternatives.

Stage 3 Presentation of alterations to Masterplan and further engagement with residents and businesses

P3Eco will consult residents and businesses who took part in the initial engagement exercise concerning the emerging plans. They will explain how the feedback they gained has influenced plans and make further amendments with residents. The further amendments will be documented.

P3Eco will consult new liaison group about the emerging Masterplan with suggested amendments and discuss these further before making final amendments.

Stage 4 Final amendments

Finalise amendments before the application is made to the planning committee.

Monitoring success

It is recognised that the standards of community engagement for the NW Bicester Masterplan are higher than were required for Phase One NW Bicester (exemplar). If engagement process falls behind its objectives then the weekly meeting and steering group will be informed. If engagement fails to reach the required standards for engagement this will delay the proposals

Addendum 3 - Why is engagement important?

There is compelling evidence that we will produce better design, stronger communities and greater support for change by engaging with the local community. To ensure that we make the most of the potential for engagement here are 10 evidence-based reasons why engagement is important:

Community engagement in design can lead to economic recovery

There is an impressive body of evidence that community engagement can support economic development and is a 'mainstay of economic recovery' (CABE, 2010) (Rogers, Robinson 2004). For example, the Royds Community Association (Bradford) helped develop a major new enterprise park, which created around 750 local jobs and developed a number of community businesses. (Royds Enterprise Park, 2011). Furthermore engagement increases informal networks and communities with greatest numbers of informal networks are evidenced to be the most prosperous.' (Rogers, Robinson 2004)

Engagement will bring about good planning and design for Eco Bicester

High quality engagement enables us to listen to the community and design spaces and places that are well designed. 'Collaborating with community members actively 'on the team' helps deliver good planning – and good planning is about good design.' (Taylor, 2011)

Localism involves engaging with local people and doing so makes residents happier

'Research from Switzerland (which has a well-developed system of direct democracy) shows that citizens are happier when there are greater levels of local democracy (Frey and Stutzer, 2000). Two reasons are given for this: firstly, that participatory democracy leads to better decision-making, so that people feel government actions more closely match the people's wishes; and secondly, because people value being directly involved in democracy.'

Bicester will have a better brand (identity) which could lead to greater prosperity through community engagement

Community engagement that leads to a change in identity or, 'branding' 'create an identity for a neighbourhood,' (Town and Planning Association, 2007) Eco Bicester is a vision for the future that has started now, but to see the vision take root it is paramount that the brand/identity is owned and developed by business and the local community and this can only happen through business and community participation.

Good community engagement speeds up design and therefore reduces developer costs which increases efficiency

'Participation helps build consensus (instead of feeding the currently adversarial planning system), so it... speeds things up and cuts the cost of decision making, as well as producing a better product.' (CABE 2010) There will be more support for Eco Bicester if we successfully engage business and communities in the process of realizing Eco Bicester – One Shared Vision.

There will be more support for Eco Bicester if we successfully engage business and local communities

The greater the level of engagement from local people and businesses, the greater the level of support will be. (Living Places, 2011) If we engage people with the project they are also less likely to resist change.

We will fulfill our duty to consult by undertaking community engagement activities

In September, Eric Pickles outline a 'duty to consult' which states the coalition's policy that 'Government and civil society organisations [should] work effectively to achieve common goals and outcomes for the benefit of communities and citizens in England.' (Department of Communities and Local Government, 2011) Therefore, we should use effective engagement as part of our duty to consult.

Engagement can help reduced antisocial behaviour

A scientific review of literature by Myhill in 2006 concluded increased engagement to reduced antisocial behaviour. This built on previous evidence that,

'Strong communities can help reduce crime and anti-social behaviour. By the 1940s, Chicago School sociologists Shaw and McKay (1942) had recognised that if a community is not self-policing and imperfectly policed by outside agencies, some individuals will take the opportunity to participate in delinquent [sic] behaviours. They observed that one of the factors that differentiated low crime areas from high-crime areas was the existence of strong community ties with extensive social networks and high levels of trust or solidarity.'

Lack of consultation has been linked to poor urban design

One of the main factors that lead to poor design in the late 1960's was a lack of consultation (Shapely, 2007). Poor design led to dissatisfaction between the local authority and local people. More recently poor urban design has been linked to sedentary lifestyles. For example, it was found that a decreased number of children walking and cycling to school was linked to poor urban design.

'Poor urban design and safety fears are critical factors in determining whether children walk or cycle to school' (Cooper, 2009).

Since Eco Bicester has many factors that require environmentally friendly behaviours it is important that we aim for resident-led urban design.

Eco Bicester needs engagement from residents in order to meet its energy efficiency targets.

Many of the energy efficiency targets, such as modal shift for transport and saving energy in the home require people to change their behaviour. We need to engage with communities to advise and help people save money, take part in enjoyable activity of their choosing and live in a more eco friendly way.

Addendum 4 - Outcomes for Community Engagement for Eco Bicester 2009-2010

Measuring Bicester Communications and Engagement
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Lead officer	Date	What you did (output)	Aim	Where	Partnerships	Communication channels	Numbers	Age groups	Impact/ Outcomes
Andrew Bowe, Azul Strong, Cllr Wood	02/09/10	Eco Bicester - One Shared Vision - Launton Parish Council presentation (all parish Councils were asked if they would like a presentation)	Presented & answered question on the vision to the parish council	Launton village hall		face to face, presentation boards	12	Adults, older adults	Individuals members of the public commented on the vision consultation
Andrew Bowe, Azul Strong	3/09/10 & 9/09/10	Eco Bicester - One Shared Vision consultation during Friday market	Provided an exhibition of the vision, asked people to comment on the vision, have copies of the vision out	Sheep Street, Bicester		face to face, presentation boards, press release, leaflet distribution, posters - encouraged people to comment with a chance to win an eco goodie bag	500	all	around 50 comments were submitted in the consultation for the vision. Raised awareness of the team and the consultation taking place

Lead officer	Date	What you did (output)	Aim	Where	Partnerships	Communication channels	Numbers	Age groups	Impact/ Outcomes
Jenny Barker, Andrew Bowe	15/09/10	Members workshop on the vision	Engage members with the creation of the Vision document	Littlebury Hotel			15	Adults	Members ideas were recorded and formed the basis for <i>Eco Bicester - One Shared Vision</i>
David Early, Mark Gregory	21/09/2010, 24/09/10, 28/09/10, 29/09/10 & 1/10/10	Community Walking Audits	Audit of walking routes with existing users to find out what improvements they would like to see made to the street environment to improve access and personal safety to encourage others to use them	5 routes - The Cooper school to Town Centre, Bure Park to Town Centre, Exemplar site to Bure Park, Nth Station to town Centre, Bicester Village to Town Centre		face to face, posters social media, local meetings	15	Adults	

Lead officer	Date	What you did (output)	Aim	Where	Partnerships	Communication channels	Numbers	Age groups	Impact/ Outcomes
Simon, Kenton, Azul Strong, Rachel, GK	22/09/10 - ongoing	Green Drinks - which was the start of Grassroots Bicester	Members of the community which had an interest in environmental issues met up to discuss the possibility of creating a community group in Bicester	Littlebury Hotel	Future Resources, OCC, Environmental services,	face to face, posters	25	all	Grassroots Bicester Community Action Group was formed
Azul Strong	12/10/2010 & 13/10/10	Eco Bicester Vision consultation workshop with Bicester Community College & The Cooper School	To consult with the young people of Bicester	Bicester Community College & The Cooper School		face to face, exhibition boards	150	below 18 years old	had comments from young people
Azul Strong, Jenny Barker, Cllr Wood	20/10/10	Consultation with Bicester Youth Council	To consult with the young people of Bicester	Bicester Town Council	P3Eco	face to face, posters, social media	20	below 19 years old	The Youth council felt included in the development of the town
Mark Gregory, David Early	05/11/10	Community Cycling Audit - consultation in Sheep Street about cycle route and route audits	Audit of the cycling routes with existing users to find out what improvements	5 routes –		face to face, posters social media, local meetings	10	all	

Lead officer	Date	What you did (output)	Aim	Where	Partnerships	Communication channels	Numbers	Age groups	Impact/ Outcomes
			they would like to see made to the street environment to improve access and personal safety to encourage others to use them						
Azul Strong, Chiko Wade	18/11/10	Christmas light switch	to launch the insulation scheme	Sheep Street, Bicester	Environmental Services	face to face and leaflet distribution, microphone announcement Mayor Mould	250	all	Promoted the launch of the insulation scheme
Azul Strong	10/12/10	Insulation scheme	to promote the insulation scheme to residents visiting the Friday market	Sheep Street, Bicester	Grassroots Bicester	face to face , leaflet distribution	30	all	Promoted the insulation scheme
Azul Strong/Sue Cavalier/ Chiko Wade	11/12/10	Insulation scheme	to promote the insulation scheme at Swapshop event		Grassroots Bicester	face to face, leaflet distribution		all	Promoted the insulation scheme
Azul Strong, CF	07/01/11	Thermal imaging local insulated home	to show the immediate benefit of cavity	Bicester		face to face, press release	2	adults	Looked at the benefits of insulation

Lead officer	Date	What you did (output)	Aim	Where	Partnerships	Communication channels	Numbers	Age groups	Impact/ Outcomes
			wall insulation by thermal imaging before and after the measure was installed						homes
Azul Strong	18/01/11	Presentation at the Bicester Rotary Club	To make the club aware of the projects we were involved in and look at working together	Littlebury Hotel	Rotary Club	face to face	25	adults	Formed a working relationship with the Rotary Club and met Glory Farm school representative.
Rachel Faulkner, Michelle Eyre	26-Mar-11	Eco Bicester Day	To build partnerships with a range of organisations that work in Bicester and to let people in Bicester know that Eco Bicester is about the whole of Bicester	Sheep Street, Bicester	Bicester Vision, Grassroots Bicester, National Childbirth Trust, Rotary, Waste Management Partnership, OCC Transport team, Insulation Project	Face to face contact, press coverage in Oxford Journal, Bicester Advertiser, Oxford Mail	1359	Adults, young people, older adults	Positive press coverage that Eco Bicester is about the whole of Bicester.

Lead officer	Date	What you did (output)	Aim	Where	Partnerships	Communication channels	Numbers	Age groups	Impact/ Outcomes
Gabi Kaiser & partners	ongoing	Reuse Centre Working group	to set up a reuse and repair centre for Bicester		Oxfordshire County Council, Bicester Town Council, Bioregional, Bicester Chamber of Commerce, Grassroots Bicester, Oxfordshire Waste Partnership		106		
Gabi Kaiser and Jo Colwell	15-Feb-11	Insulate Bicester	Build local awareness about the need to insulate homes. Increase uptake of insulation scheme in Bicester	Council Chamber, Bicester Town Council, The Garth, Bicester	Climate Change Team working with Insulation project	Face to face	8		
Craig Stephens/ Chiko Wade/Paul Mocroft	14-May-11	Compost Giveaway Roadshow	Compost giveaway and sustainability roadshow (recycling, energy, Love Food Hate	Cooper School	Love Food Hate Waste	face to face	250	all	Compost given away and raised awareness

Lead officer	Date	What you did (output)	Aim	Where	Partnerships	Communication channels	Numbers	Age groups	Impact/ Outcomes
			Waste)						
Azul Strong, Michelle Eyre	17-Nov-10	Enrichment Day, Designing an Eco Home at Bicester Community College	To work with young people to promote eco development and inform them about Eco Bicester. To build partnership with Bicester Community College	Bicester Community College	Bicester Community College, Bicester Mayor	Face to face contact, press coverage in Oxford Journal, Bicester Advertiser, Oxford Mail Assembly	40 200	Young people aged 11 and 12 Young people aged 11 and 12	Young people informed about Eco Bicester. Link with Bicester Community College strengthened.

Lead officer	Date	What you did (output)	Aim	Where	Partnerships	Communication channels	Numbers	Age groups	Impact/ Outcomes
Michelle Eyre	20-Jun-11	Eco Bicester Shared Communications Venture	Build partnerships between Eco Bicester Demonstration Projects	Bicester Town Council, The Garth	Bicester Deal Insulation Project, Bicester Vision, BTC, Church of the Immaculate Conception, Climate Change Manager, Cooper School, CDC, Demonstration Building, OCC, OCVC, Travel Behaviour Project	Face to face	16		Commitment to work together, plan for shared communication on website, agreement for an Eco Bicester Partnership launch, other outcomes/impact expected in due course.
Chiko Wade/Azul Strong	23-Jun-11	Work experience day	Highlight eco buildings to work experience student	Eco-demo building (The Garth)		Face to face	1		Student reported information back to his class.

Lead officer	Date	What you did (output)	Aim	Where	Partnerships	Communication channels	Numbers	Age groups	Impact/ Outcomes
Michelle Eyre	29-Jun-11	Eco Bicester Website Redesign	To find out what key segments of Bicester population want in the way of engagement with building development. Link this information to new Eco Bicester website	Bicester Town	Consultation included: residents, local and national government together with the Eco Bicester Project team	Face to face	25	Adults, older adults, young people,	Data that will inform the production of a new Eco Bicester website.
Michelle Eyre	26-Jul-11	Setting the Parameters for Masterplan Engagement	To work with key interest groups and Bicester residents to set parameters for engagement for engagement in the NW Bicester Masterplan	Cherwell District Council	CPRE, Bardwell School (Deputy Head and Pupil), Crime Prevention, BBOWT, Bicester Local History Society, Chamber of Commerce, Member of Youth Parliament, Bio Regional, CAG officer, Grassroots	Face to face	27	Age 19-60, disabled and non disabled, range of ethnic heritages, local residents, special interest groups	Still in progress. The report has been written and sent to P3Eco (Oct 2011). In due course we hope that the suggestions raised will have demonstrable impact on urban design plans.

Lead officer	Date	What you did (output)	Aim	Where	Partnerships	Communication channels	Numbers	Age groups	Impact/ Outcomes
					Bicester, Project Team				
Craig Stephens/C hiko Wade/Paul Mocroft	10-Jul-11	CDC/Love Food Hate Waste Roadshow	Recycling, Love Food Hate Waste and Energy awareness	Bicester Carnival at rugby club	Love Food Hate Waste	Face to face	200	All ages	Awareness raising and free giveaways
Chiko Wade/Azul Strong	27-Jul-11	CDC Greenchampions meet	Inform CDC staff about Demo building	Eco-demo building (The Garth)		face to face	10	Adult	awareness of eco-demo build and ways to be efficient in households
Jo Fellows & Mark Gregory	02/03/11	Display at OCVC 14 -19 course event, promotion of the cycle audits and travel behaviour project	promote the travel behaviour project	OCVC Bicester campus	OCVC	face to face	40	14 to 17 year olds	information given out
Mark Gregory,	23/03/11	Presentation to Bicester youth council on	promote the travel behaviour project	the courtyard youth centre	Bicester youth council	face to face	10	16 to 23 year olds	information given out
TOTAL							3346		