

Appendix B

Consultation Plan - Solihull Connected: Town Centre Master Plan

This document sets out the approach for the consultation on the proposed masterplan for Solihull town centre. A masterplan for the town centre will provide a comprehensive strategy for long-term development that will enable Solihull to deliver on its ambitions for managed growth.

The overarching aim of the consultation is to seek opinions, feedback and eventual buy-in for a document which sets out the development future of Solihull town centre including:

- An outline of the sites and physical areas of the town centre where there are opportunities for development,
- An assessment of how effectively road and rail is integrated with the town centre and the uses that would add value for identified future development sites.

This is being done in conjunction with the review of the Solihull Local Plan and has the overall aim of ensuring Solihull meets its full potential as a destination for living, working, leisure and retail.

Approach

The consultation will be essentially two-fold: the focus will be on engagement with key town centre stakeholders, professional partners, transport providers and businesses followed by a wider but less intensive consultation with the general public.

It is anticipated that a draft plan/strategy will be created following workshops with key stakeholders and the document will then be presented to the public alongside a questionnaire allowing for comments.

The Council has recently completed a consultation on Solihull Connected, a transport strategy for the borough for the next twenty years, and there are a number of aspects of that strategy that can be utilised for the Town Centre Master Plan.

The Council's web based 'Stay Connected' stakeholder management software will be used as a tool to engage and build an on-going dialogue with existing stakeholders and the wider public.

One of the key calls to action for all communications around the consultation will be to subscribe to the 'Stay Connected'. We can then manage communications to the various stakeholder/interest groups via the e-mail bulletins. These can be specific topic questions, progress reports, events promotion etc.

The database which was previously established for the Solihull Connected transport strategy consultation, which currently has 940 email addresses, can be utilised and used to promote the eventual strategy/programme, continuing an active dialogue with interested parties.

Further to that database, a key town centre stakeholders list has been collated from a comprehensive list of town centre businesses, residents and community groups, planning consultants and the public sector including statutory regional and local bodies.

The table below summaries the practical steps and communication actions to move the consultation process forward.

Activity	Details	Action	Completed?
Stakeholders			
Internal Meeting 10 March	<p>Meeting with relevant officers from Solihull Council and AECOM to ascertain the scope and main themes of the plan which will be presented as part of the consultation.</p> <p>This includes:</p> <ul style="list-style-type: none"> • Development of a mission statement for a town centre masterplan • Agree on the physical sites to be presented and their uses • Assess the integration of civic, transport and public realm assets • Identify and agree who key stakeholders to be consulted are • Agree on questions which will be asked to plan's key stakeholders and the general public 	SMBC/AECOM	✓
Town Centre Advisory Group 22 March and 11 July	To share emerging plans and seek feedback	SMBC	✓
Invites to Stakeholder workshops sent	Once a list of key stakeholders has been agreed, they will be contacted via email with an invitation to the upcoming workshop(s).	SMBC	✓
Stakeholder and Members workshops – 14 April	Stakeholder workshops will provide an opportunity to engage directly with parties representing a range of town centre interests to help inform and support the development of the draft document, understand challenges, seek their concerns, gather suggestions and cement	AECOM with SMBC support	✓

	<p>engagement.</p> <p>This would take the form of a 2-3 hour session with town centre businesses, delivery partners, education and health representatives, developers and interest and access groups.</p> <p>Stakeholders will also be encouraged to subscribe to 'Stay Connected' as a means of keeping up-to-date and continued engagement with the project.</p>		
Public			
Webpage created	A webpage, located on the Solihull Council website, with referral from UK Central website, will be created which provides information on the draft masterplan and the consultation. This will be regularly updated and will act as the main hub of information available to the general public	SMBC	
Questionnaire	Survey will be created (designed in Survey Monkey) to gather feedback on the draft masterplan	SMBC and AECOM	
Promotion and Collateral material	Leaflets, flyers and information cards will be produced to promote the consultation and located in key town centre locations	SMBC	
Cabinet 11 August	Seek approval to consult on draft masterplan	SMBC	
Public Consultation launch	Provisional date Monday 15 August to Friday 9 September	SMBC and AECOM	
Exhibitions	<p>Events will be held in a public and openly accessible location.</p> <p>Members of the public and stakeholders will be invited to view and comment on the draft masterplan meeting with officer and AECOM and encouraged to complete the questionnaire and promote to their friends and relatives.</p>	SMBC and AECOM	

	<p>Provisional dates for these events are:</p> <ul style="list-style-type: none"> Thursday 25 August The Core Saturday 3 September Touchwood 		
Press release	A press release will be released to local and regional press and media detailing the basic objectives and scope of the master plan and informing of the opportunity to give feedback via the online questionnaire.	SMBC	
Explore wider audiences	Efforts will be made to publicise the consultation to key stakeholders not necessarily located or active within the borough, but who could nevertheless be future investors in the area i.e. BSLEP, planning consultants etc.	SMBC	
Social Media campaign	<p>Once it has been launched the consultation will be consistently promoted on social media via the Council's main and affiliated social media accounts, namely Twitter and Facebook.</p> <p>The link to the online questionnaire will be shared as often as possible in this content.</p>	SMBC	
'Stay Connected' Email	<p>Regular email bulletins, with agreed Town Centre Masterplan branding, will be sent out to the 20,000 subscribers of Solihull Council's 'Stay Connected' service.</p> <p>These will primarily push the online survey but will also be used to feedback on the results of the consultation.</p>	SMBC	
Further public events	If necessary further public events, similar to the launch event can be arranged either on the evenings or weekends to target a wider audience.	SMBC	

Results of Consultation	The results of the consultation will be used to revise the draft masterplan accordingly leading to the final masterplan. It will then form an evidence base for the Local Plan Review and consultation in late 2016/early 2017.	SMBC and AECOM	
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Analysis

All feedback received during the consultation (questionnaire responses as well as comments received face-to-face at workshops/public events or by letter/email/social media) will be analysed thematically to explore opinion on the objectives and aspects of the proposed draft masterplan. It will also identify where there are gaps/issues to be addressed in the final plan.