

Stakeholder Engagement Plan Leyland Town Deal

South Ribble Borough Council
Leyland Town Deal Board

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Revision 1

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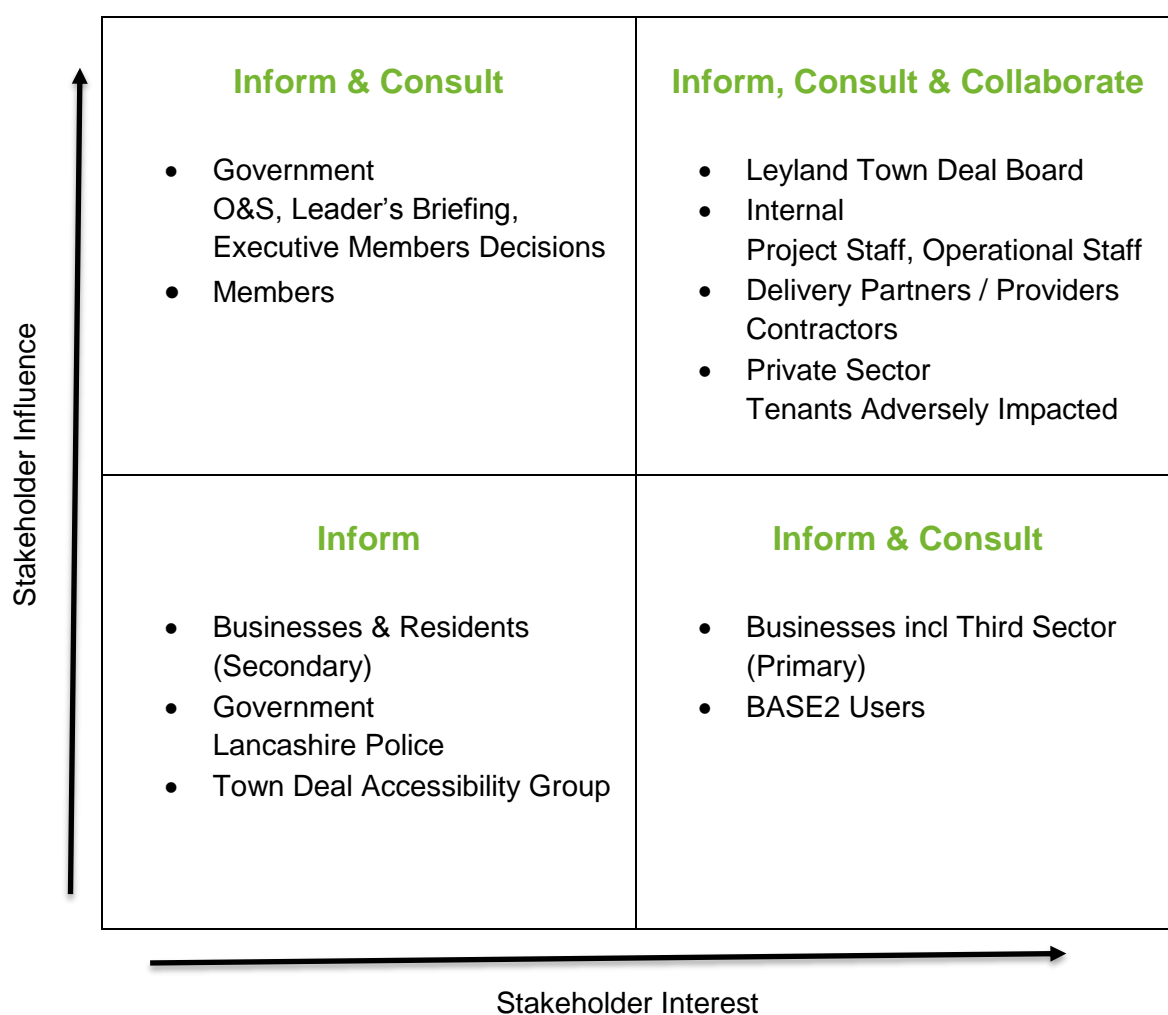
1. BACKGROUND

- 1.1. In October 2020 South Ribble Borough Council in conjunction with the Leyland Town Deal Board submitted a Town Deal Investment to propose a regeneration project for Leyland Town Centre. The submission proposed a £25 million investment from Town Deal. This funding submission was successful subject to submission of a business case for the proposed projects. The Leyland Town Deal Investment Plan describes Leyland as being dispersed without a clear centre. The aim of the project is to create a high-quality central heart to Leyland, with investment in strategic connections to the north and south to improve connectivity. The Plan proposes 3 key projects including Project A: Town Centre Transformation; Project B: Market Regeneration and Project C: The BASE2.
- 1.2. The objective of the Town Deal is to drive the economic regeneration of towns to deliver long term economic and productivity growth through:
 - **Urban regeneration, planning and land use:** ensuring towns are thriving places for people to live and work, including by: increasing density in town centres; strengthening local economic assets including local cultural assets; site acquisition, remediation, preparation, regeneration; and making full use of planning tools to bring strategic direction and change.
 - **Skills and enterprise infrastructure:** driving private sector investment and ensuring towns have the space to support skills and small business development.
 - **Connectivity:** developing local transport schemes that complement regional and national networks, as well as supporting the delivery of improved digital connectivity
- 1.3. The Leyland Town Deal is led by the Leyland Town Deal Board who have participated in workshops and actively involved in defining, shaping and providing advice throughout the development stages of the project proposals. The authorising body for Leyland Town Deal is South Ribble Borough Council.
- 1.4. During the run up to and the development / refinements to the Leyland town Deal investment plan submission, the local community have been engaged /consulted. Forms of engagement have included several public engagements and consultations such as the Leyland Town Centre Masterplan Consultation Workshops in March 2019 and the Public Consultation on the Leyland Town Investment Plan Project Proposals in September/October 2020.
- 1.5. A key element of the next stage of the Leyland Town Deal project is to clearly define the engagement with the Town Deal Board and the wider stakeholder engagement. This Stakeholder Engagement Plan identifies key stakeholders

for the next and future stages of the project for the purpose of identifying the level of engagement for stakeholders. The plan sets out a programme of engagement sessions, how any feedback will be captured and documented to ensure that all feedback is carefully considered as part of the process. An accompanying Communication Plan has also been devised to monitor and ensure smooth communications throughout the project.

2. STAKEHOLDER ANALYSIS / MAPPING

- 2.1. A Stakeholder Engagement Matrix has been devised based on a ranking of interest and influence to determine the best strategies and channels to communicate and engage with each group / quadrant.



- High interest, high influence – Inform, Consult & Collaborate
This zone is the closest to the project and interactions/impacts on stakeholders will be on a very frequent basis.

- High interest, low influence – Inform & Consult
Stakeholders of zone 2 deal frequently with the project interactions/impacts however the impacts are not as significant as in zone 1 but still important.
- Low interest, high influence – Inform & Consult
A stakeholder interaction with your project will be limited in time and potentially restricted to a specific phase of the project however these are powerful stakeholders we need to engage with
- Low interest, low influence – Inform
Interactions could occur on an incidental or occasional basis with these stakeholders, and impacts are either very limited or inexistent.

3. STAKEHOLDER REGISTER & MONITORING

- 3.1. The proposed dates for Town Deal Board and wider stakeholder engagement groups has been included at Appendix 1. As working document these dates may change or additional dates may be included as required.
- 3.2. A Stakeholder engagement and feedback log has been established to capture details on the stakeholders' interests and expectations based on the above matrix, to record their feedback. This register also records key information including contact name, position, email and phone number (where available) and how their comments have been considered in the project development.
- 3.3. The accompanying Stakeholder engagement and feedback log can be found at Appendix 2 below which provides a platform for monitoring stakeholder engagements for the Leyland Town Deal project. All engagement will comply with the corporate stakeholder engagement policy – this can be located at Appendix 4 of the SMT report.

4. STAKEHOLDER ENGAGEMENT PLATFORMS

- 4.1. Several platforms will allow clear communications with stakeholders alongside residents and potential investors; this will include a dedicated micro-site; dedicated email address; dedicated hashtag amongst other mediums. Business Engagement will be ongoing by the Investment and Skills team, South Ribble Borough Council. This document provides a summary of communications, a detailed communications plan supports this document.

Specific Town Deal Board Feedback Sessions

- 4.2. The initial engagement will be held with the Board and they will be encouraged to attend and promote the public facing stakeholder engagement events to promote Leyland Town Deal.

Leyland Town Deal Micro-site

- 4.3. A Leyland Town Deal micro-site has been established to promote the brand and provide useful information to businesses, residents and potential investors. The website hosts an investment plan summary, images, town deal delivery timescales, town deal board meetings dates and minutes, news, updates and an enquiry webform for stakeholders. The website address: <https://leylandtowndeal.com/>

Leyland Town Deal Email

- 4.4. A dedicated Leyland Town Deal email address has been established for direct communications with the delivery team for businesses, residents and potential investors, which includes a number of stakeholders. This central depositary for Leyland Town Deal related communications provides a data source for reporting enquiries from sources including stakeholders, potential investors, and residents. The dedicated email address (info@leylandtowndeal.com) and enquiries via the website are issued to Jonathan Noad and Jennifer Clough, SRBC who log and coordinate enquiries / responses.

Direct Meetings

- 4.5. For those businesses adversely affected, dedicated staff will be assigned and direct meetings undertook to provide a direct point of contact for these businesses for enquiries related to the relocation and to enable the provision of bespoke business support in identifying premises.

Leyland Town Deal Hashtag

- 4.6. A dedicated Leyland Town Deal hashtag will be established to enable engagement with as wide an audience as possible in delivering the project. It is recognised that many of our stakeholders, particularly businesses, may be on social media therefore it is proposed this hashtag is used in any social media posts communicated so they can keep updated with the project. The proposed hashtag #LeylandTownDeal.

Utilising the Above Platforms (Regular News Updates)

- 4.7. Utilising the above platforms by publishing regular news updates via the website and across socials frequently, and email as appropriate depending on the nature of the news /update issued, is key to ensure good level of stakeholder engagement.

‘Drop In’ Sessions

- 4.8. Drop in sessions at a suitable venue will be held to allow stakeholders to drop in and review the scheme updates and an opportunity to discuss any concerns or ask any questions about the project. All sessions will invite stakeholders to complete a questionnaire to record their feedback.

Letters

- 4.9. Following an exercise undertaken by Officers to collate contact numbers and email addresses for stakeholders, not all of this information is readily available. Therefore, letter correspondence may be required for some forms of engagement.

Internal Communications (Meetings, Emails, Yammer, Reports)

- 4.10. For internal stakeholders within the Council and Town Deal Board organisations, the relevant communication platform for each stakeholder may include face-to-face or virtual briefings / meetings and intranet updates.

Member Engagement

- 4.11. For Members, engagement will take place via Member meetings as appropriate.
- 4.12. The stakeholder engagement dates are included at Appendix 1. The dates defined include review and approval required in accordance with South Ribble Council Governance Procedures and the Town Deal Board Terms of Reference. This is a working document therefore dates will be added / changed to the process as required. The stakeholder engagement process is summarised at Appendix 4.

5. APPENDIX 1 – STAKEHOLDER ENGAGEMENT EVENTS CALENDAR

Status	Date	Time	Venue	Review or Discussion Item	Review or Approval	Target Audience	Format
2021							
Confirmed	Wed 20 Oct	-	-	Stakeholder Engagement and Communications Plan and Board Terms of Reference	Approval	Senior Management Team	Meeting
Confirmed	Mon 25 Oct	-	-	Stakeholder Engagement and Communications Plan and Board Terms of Reference	Approval	Leader Briefing	Meeting
Proposed	Mon 1 Nov	4pm-5pm	Virtual	Stakeholder Engagement and Communications Plan and Board Terms of Reference	Approval	Leyland Town Deal Board	Meeting
Proposed	Fri 5 Nov	-	-	Stakeholder Engagement and Communications Plan and Board Terms of Reference	Approval	Executive Members Decision	Report
Proposed	Thu 11 Nov	-	-	Stage 2 Design	Review	Transformation Board	Meeting
Proposed	Thu 11 Nov	1 – 3pm	TBC	Stage 2 Design	Review	Internal Staff	Meeting
Proposed	Tue 24 Nov	TBC	Leyland Market	Stage 2 Design	Review	Market Traders	Drop In
Proposed	Wed 24 Nov	8 – 10am	TBC	Stage 2 Design	Review	Businesses Impacted (Primary)	Formal (Presentation)
Proposed		10am – 12pm	TBC	Stage 2 Design	Review	Town Deal Accessibility Group	Formal (Presentation)

Proposed	Thu 25 Nov	1 – 3pm	TBC	Stage 2 Design	Review	Business Impacted (Primary)	Formal (Presentation)
Proposed		3 – 5pm	TBC	Stage 2 Design	Review	Leyland Farrington Hub	Drop In
Proposed		11am – 12pm	TBC	Stage 2 Design	Review	Secure by Design & Counter Terrorism	Meeting
Proposed		1 – 2pm	TBC	Stage 2 Design	Review	BASE2	Meeting
Proposed		3 – 4pm	TBC	Stage 2 Design	Review	Planning & LCC Highways	Meeting
Proposed		5 – 7pm	TBC	Stage 2 Design	Review	Businesses & Residents (Secondary)	Drop In
Confirmed	Wed 1 Dec	-	-	Procurement Strategy	Review	Senior Management Team	Meeting
Proposed	Thu 2 Dec	-	-	Procurement Strategy	Review	Transformation Board	Meeting
Confirmed	Mon 6 Dec	-	-	Procurement Strategy	Review	Leader Briefing	Meeting
Proposed	Wed 8 Dec	8am-9am	Virtual	Procurement Strategy	Review	Leyland Town Deal Board	Meeting
Confirmed	Wed 15 Dec	-	-	Stage 2 Design	Review	Senior Management Team	Meeting
Confirmed	Mon 20 Dec	-	-	Stage 2 Design	Review	Leader Briefing	Meeting
2022							
Proposed	Thu 6 Jan	8am-9am	Virtual	Stage 2 Design	Review	Leyland Town Deal Board	Meeting
Confirmed	Thu 6 Jan	-	-	Procurement Strategy	Approval	Informal Cabinet	Meeting
Confirmed	Wed 19 Jan			Procurement Strategy	Approval	Formal Cabinet	Meeting
Proposed	Mon 31 Jan	-	-	Stage 2 Design	Approval	Executive Members Decision	Report
Proposed	Tue 15 Feb	-	-	Stage 3 Design	Review	Transformation Board	Meeting
Confirmed	Wed 16 Feb			Stage 3 Design	Review	Senior Management Team	Meeting
Proposed	Thu 17 Feb	1 – 3pm	TBC	Stage 3 Design	Review	Internal Staff	Drop In
Confirmed	Mon 21 Feb	-	-	Stage 3 Design	Review	Senior Management Team	Meeting
Proposed	Tue 22 Feb	-	-	Stage 3 Design	Review	Special Cabinet (To Be Requested)	Meeting
Confirmed	Wed 23 Feb	-	-	Business Case (Sign Off)	Approval	Senior Management Team	Meeting

Proposed	Wed 23 Feb	8 – 10am	TBC	Stage 3 Design	Review	Businesses Impacted (Primary)	Formal (Presentation)
Proposed		10am – 12pm	TBC	Stage 3 Design	Review	Town Deal Accessibility Group	Formal (Presentation)
Proposed		1 – 3pm	TBC	Stage 3 Design	Review	Business Impacted (Primary)	Formal (Presentation)
Proposed		3 – 5pm	TBC	Stage 3 Design	Review	Leyland Farrington Hub	Drop In
Proposed	Thu 24 Feb	11am – 12pm	TBC	Stage 3 Design	Review	Secure by Design & Counter Terrorism	Meeting
Proposed		1 – 2pm	TBC	Stage 3 Design	Review	BASE2	Meeting
Proposed		3 – 4pm	TBC	Stage 3 Design	Review	Planning & LCC Highways	Meeting
Proposed		5 – 7pm	TBC	Stage 3 Design	Review	Businesses & Residents (Secondary)	Drop In
Proposed	Fri 25 Feb	TBC	Leyland Market	Stage 3 Design	Review	Market Traders	Drop In
Confirmed	Mon 7 Mar	-	-	Business Case (Sign Off)	Approval	Leader Briefing	Meeting
Proposed	Wed 9 Mar	8am – 9am	Virtual	Business Case (Sign Off)	Approval	Leyland Town Deal Board	Meeting
Proposed	Thu 10 Mar	TBC	TBC	Business Case (Sign Off)	Approval	Special Cabinet (To Be Requested)	Meeting
Confirmed	Wed 16 Mar	-	-	Stage 3 Design (Sign Off)	Approval	Senior Management Team	Meeting
Proposed		8am – 9am	Virtual	Business Case (Sign Off)	Approval	Leyland Town Deal Board	Meeting
Confirmed	Mon 21 Mar	-	-	Stage 3 Design (Sign Off)	Approval	Leader Briefing	Meeting
Confirmed	Thu 31 Mar	-	-	Stage 3 Design (Sign Off)	Approval	Executive Members Decision	Report

6. APPENDIX 2 – KEY DATES / BOARD MEETINGS – INPUTS & APPROVALS (LEYLAND TOWN DEAL BOARD)

Proposed Leyland Town Deal Board Meeting	Key Activity / Item	Date - Input Required	Date - Sign-Off Required
Mon 1 Nov 2021	LTB Stakeholder Engagement Plan, Communications Plan, Proposed Consultation Dates / Venues & Proposed Board Meeting Dates and Terms of Reference	Monday 1 November 2021	Monday 1 November 2021
Wed 8 Dec 2021	Procurement Strategy	Wednesday 8 December 2021	Wednesday 8 December 2021
Tue 21 Dec 2021	Stage 2 Designs	TBC	TBC
Wed 23 Feb 2022	Stage 3 Design (Consultation)	TBC	TBC
Wed 9 Mar 2022	Business Case (Sign Off)	Wednesday 9 March 2022	Wednesday 9 March 2022
Wed 16 Mar 2022	Stage 3 Designs (Sign Off)	TBC	TBC

7. APPENDIX 3 - STAKEHOLDER ENGAGEMENT AND FEEDBACK LOG

	Stakeholder	Project Focus	Engagement Approach	Date	Feedback Summary	Actions	Closed Out
1.	Leyland Town Deal Board	Delivery	<ul style="list-style-type: none"> - Face to face / virtual meetings - Emails 				
	<p>Engagement Activity Status Report Lead Officer – TBC Jennifer Clough, Investment & Skills Manager (SRBC)</p> <p>27.09.21 – Leyland Town Deal Board (LTDB) meeting undertaken place 27.09.21, 5.15pm. Schedule of future meetings proposed for SRBC Leader to approve.</p> <p>14.10.21 – Proposed LTDB meetings included based around time requirements of key inputs / approvals for upcoming projects (Appendix 2).</p>						

APPENDIX 4 – CONSULTATION / APPROVALS PROCESS

