

Aberdare Town Centre Strategy

Engagement Plan

Produced November 2022



Engagement Plan

In order to develop and deliver a town centre strategy that can initiate positive change within the town, it is vital that the view of the local and wider communities are considered and to achieve this the Council will:

- Seek to engage with a diverse cross-section of Aberdare's community to better understand local needs and opportunities;
- Have a co-ordinated but flexible approach that meets the needs of all our services and ensures a consistent approach across the Council;
- Work in partnership with others where appropriate to ensure effective joined-up engagement activities;
- Undertake engagement activities in line with clear standards and good practice;
- Ensure our consultation and engagement is open, accessible and inclusive.

Stage 1: Early Engagement (Pre-Cabinet)

PURPOSE: To establish relationships and connections with Aberdare's local communities to develop a shared understanding of local needs, challenges, opportunities and priorities for investment in the area.

STAKEHOLDER:	APPROACH:	METHOD:	KEY OBJECTIVES:	TIME FRAME:
Internal Stakeholders	Face-to-Face Communication either in person or via Microsoft Teams.	Arrangement of workshop style session in which internal stakeholders are asked to prioritise potential 'Investment Themes,' discuss challenges/opportunities and identify potential crossovers with current live projects.	To inform internal stakeholders of the development of a Regeneration Strategy for Aberdare. To understand the type and scale of live projects currently in Aberdare and to learn about internal stakeholders' thoughts about prioritisation of investment in Aberdare.	Commenced late October 2022 and concluded in February 2023.
External Stakeholders	Face-to-Face Communication either in person or via Microsoft Teams. Online Consultation & Communication	Initial meetings with key external stakeholders. Creation of an online 'Snap Survey' which is circulated via email to residents and online via the Council's Social Media/Websites and in person via circulation of printed copies, and QR code.	To inform external stakeholders of the development of a Regeneration Strategy for Aberdare. To understand what is most important to the local community and to generate ideas for improvements.	Commenced late October 2022 and concluded in February 2023. Online survey was live for 6 weeks between December 2022 and January 2023.

Stage 2: Consideration of Findings from Early Engagement

PURPOSE: To analyse the information collected during the phase of early engagement and present the findings in a clear 'Findings Report' for internal consideration. Following which a draft strategy will be prepared, informed by the findings.

STAKEHOLDER:	APPROACH:	METHOD:	KEY OBJECTIVES:	TIME FRAME:
Internal Stakeholders	Present early engagement findings report internally at a Senior Leadership Team Meeting and to the Scrutiny	In-person presentation of the findings report to the RCTCBC Scrutiny committee.	To share the findings from the phase of early engagement and to ask councillors to consider the findings and share their own thoughts regarding the town centre.	Undertaken late January and early February 2023.

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Stage 3: Formal Consultation (Post Submission of Strategy to Cabinet)				
PURPOSE:		To share the Draft Strategy to the public and gain feedback.		
STAKEHOLDER:	APPROACH:	METHOD:	KEY OBJECTIVES:	TIME FRAME:
All Stakeholders	Online Consultation	<ul style="list-style-type: none"> Snap Survey. Web page online text and links to all documents/plans/maps. Web logo Box. 	To find out what people think about the Draft Aberdare Regeneration Strategy and to gain suggestions for how the strategy can be improved.	Formal consultation to begin Summer 2023 and conducted over a 6-8 week period.
	Communication	<ul style="list-style-type: none"> Promotion via press release. Social media campaign throughout 6 weeks. Poster/flyer to be placed in key buildings where events taking place, all businesses in Aberdare, Public Library, Community Buildings, GP Surgery, Council Offices (for staff information) Bilingual email to all Councillors Letter/email to local businesses/others that will be impacted 	To ensure that as many people as possible are informed about the consultation events and how they can share their thoughts about the strategy.	Formal consultation to begin Summer 2023 and conducted over a 6-8 week period.
	Face-to-Face Consultation	<ul style="list-style-type: none"> 2 x Public Events held within Aberdare 4 x Outreach Events at locations in nearby communities to Aberdare 	To learn, first-hand, what people think about the strategy and how it can be improved.	Formal consultation to begin Summer 2023 and conducted over a 6-8 week period.
Stage 4: Review & Reflection				TIME FRAME:
PURPOSE:		<ul style="list-style-type: none"> To review and reflect on the findings from the formal consultation and to make any amendments to the draft strategy. The final strategy, along with the findings from the early engagement, will be presented to Scrutiny and then Cabinet for sign off. 		To be undertaken in September 2023.

