

APPENDIX 3: Gascoigne Engagement & Communications Action Plan

Objective	Key Activities	Desired outcomes
Engagement and Communications Strategy	<ul style="list-style-type: none"> • Agree engagement and communication approach • Finalise the strategy • Establish information and communications infrastructure 	<ul style="list-style-type: none"> • Clear strategy with detailed next steps • Establishing that we have the right relationships, mechanisms and systems in place to facilitate extensive engagement. • Residents are informed about the regeneration process and proposed development timescales • Clear lines of communication enable ongoing engagement between residents and Be First/LBBD • Creating and sustaining momentum so that residents and the local community remain involved throughout the different regeneration phases
Establish stakeholder group	<ul style="list-style-type: none"> • Draft and agree the overarching vision for the estate • Establish clear 'Terms of Reference', purpose of group and its governance. • Define membership • Set up regular meetings 	<ul style="list-style-type: none"> • A shared vision for the future development of the area • The group will oversee the projects on Gascoigne • The group will ensure that there is joined up working between Be First and LBBD • Joined up communications between LBBD departments, Be First, My Place, Reside and residents
Establish and support resident forum	<ul style="list-style-type: none"> • Establish clear 'Terms of Reference', purpose of forum and roles and responsibilities. • Recruit the panel to be representative of Gascoigne • Introductory sessions with an overview of developments to date, current and future plans • Build members knowledge and understanding of the estate regeneration process • Build skills and capacity of residents to engage in more deliberative discussions including participatory/ co-design 	<ul style="list-style-type: none"> • The group will not be a decision-making body but will have significant influence and will make direct recommendations, as well as provide local residents with information and updates. • Residents know how they can get involved, and feel up to date about time frames and key decisions. • Residents are actively engaged and supported in developing options for the future. • Residents are confident that Be First/LBBD are listening to them and incorporating their views. • Residents champion the estate and its regeneration • Residents actively organise events and activities that develop community cohesion and a sense of pride
Establish community network	<ul style="list-style-type: none"> • Continue to build links with groups and partner organisations to enable inclusive engagement of all residents • Continue to build a wider network of active residents • Stakeholders liaison - newsletter/email group and twice-yearly event (multi-agency approach) • Work with specialist groups and agencies – to help us engage residents who are less often heard. 	<ul style="list-style-type: none"> • Widening our reach and engagement • Inclusive engagement • Develop a wider network of interested residents, to help ensure we 'hear' from the widest range of voices as possible throughout our engagement programme. • The network will complement the Residents Forum and act as a further 'sounding board', providing feedback on both the process as well as the regeneration proposals. • Community groups, voluntary organisations and local services act as valuable partners in helping to deliver targeted engagement with young people, older people, vulnerable people and those who speak English as an additional language.

		<ul style="list-style-type: none"> Coordinated activity from the voluntary sector to support residents, develop social cohesion and inclusion and help to deliver the vision for the area
Community centre relocation / establish Gascoigne temporary hub	<p>Establish Gascoigne Temporary Community Hub</p> <ul style="list-style-type: none"> Design Internal space for info/exhibition about the area Work with RF to promote and launch the space (tbc) Develop a programme to launch the community space – could include an exhibition, series of events (dependent on Covid-19), promotional communications (tbc) Develop this as home for one-off and engagement/consultation activity and displays Develop Activity programme (linked to social outcomes - jobs, health/activity, cycling, environmental) (tbc) 	<ul style="list-style-type: none"> Real opportunity for this to become a community space/hub for residents to access services, workshops etc via LBBB Com Sol, Reside and also a place for information, discussion and consultation about the future of the estate Base for relevant BF staff group providing visible and accountable leadership Include contractors' liaison and decants
Meanwhile projects	<ul style="list-style-type: none"> Establish sites for potential meanwhile projects Develop a strategy and plan for meanwhile projects Work closely with the Residents' Forum to explore opportunities and develop projects 	<ul style="list-style-type: none"> To involve residents in the design and future of the area Involve local stakeholders in the design and future of the area To generate excitement, activity and to start to change perceptions of the area and generate community pride
Engagement – ongoing	<ul style="list-style-type: none"> Provide ongoing opportunities for engagement for residents and stakeholders Ensure residents and stakeholders receive regular communications 	<ul style="list-style-type: none"> Continue to build trust between residents, stakeholders and Be First All residents are kept up to date and have opportunities to contribute at all stages. Residents/stakeholders are aware of how the design process is progressing.
Communications - ongoing	<ul style="list-style-type: none"> Area-based website focussed on events and key information Quarterly newsletters to residents and neighbours Commission place-making brand/marketing agency Stakeholders briefing 	<ul style="list-style-type: none"> All residents are kept up to date and have opportunities to contribute at all stages. Residents/stakeholders are aware of how the design process is progressing.
Gascoigne branding and marketing strategy	<ul style="list-style-type: none"> Develop a brief for a branding strategy for Gascoigne Appoint an agency 	<ul style="list-style-type: none"> Residents feel pride and sense of ownership of the area they live in Potential residents are attracted to live in the area The area has a positive, authentic reputation Values are increased
Gascoigne Gazette	<p>Quarterly newsletters to residents and neighbours</p> <ul style="list-style-type: none"> Establish timetable for newsletter 	<ul style="list-style-type: none"> Residents are informed about the regeneration process and proposed development timescales
Consultations	<ul style="list-style-type: none"> Joined up consultation activity on East, West, School and placemaking. 	<ul style="list-style-type: none"> Coordinated and joined up consultation activity on East, West, School and

	<ul style="list-style-type: none"> • Move towards co-design of next phases of development • Develop an area-wide vision and exhibition 	<p>placemaking; providing clear information with timelines.</p> <ul style="list-style-type: none"> • Residents and stakeholders are sufficiently informed about the regeneration process and proposed development timescales without feeling overwhelmed • Residents and stakeholders are involved in the design and future of the area.
Placemaking projects	<ul style="list-style-type: none"> • Establish placemaking projects • Provide opportunities for co-design • Work closely with Residents Forum • Work with residents and stakeholders 	<ul style="list-style-type: none"> • Residents and stakeholders are involved in the design and future of the area.
Gascoigne Arts & Public Realm Strategy	<ul style="list-style-type: none"> • Establish opportunities for art in the public realm for local and national artists/creatives to be involved in • Develop a strategy and plan • Launch competitions/commissions 	<ul style="list-style-type: none"> • Residents and prospective residents feel that this is an exciting, dynamic place to live • External audiences associate the Gascoigne area as an exciting and attractive place to live
Decant policy	Publicise and promote right to return for decant residents.	
Social values	<ul style="list-style-type: none"> • Develop a strategy and plan for contractors for community engagement • Introduce local engagement and comms plan for each contractor to complete and update regularly, set up a review mechanism • Introduce guidelines for comms and engagement to support local plans 	<ul style="list-style-type: none"> • Joined up approach from Contractors managed by Be First • Contractors working collaboratively on local projects and initiatives set by and with Be First • Continue to build trust and relationships with stakeholders and residents, process managed by Be First