

Notes from the Engagement Workshop, run for West Hampstead NDF by Biljana Savic of the Princes Foundation on Monday 15 April 2013.

Present: Mark Stonebanks, Patricia Cook, Pamela Frazer, Nick Jackson, Mark Hutton, Sue Measures, James Earl, Mary Lyons, Jonathan Turton, Nancy Jirira, Biljana Slavic (Prince's Foundation)

Biljana gave a presentation of how several other Forums (Highgate, Kentish Town and Wolverton in Milton Keynes) had tried to increase engagement. The presentation slides are available on the ndpwesthampstead.org.uk website

Her key topics were:

Stakeholder analysis

- Identifying who needs to be involved.

Outreach Methods

- Emails / questionnaires
- Leaflets
- Interviews
- Small group meetings
- Local press announcement
- School projects/ game
- Bespoke web site or existing community or local authority web sites
- Suggestions boxes / boards
- 'Buy into your future' stall at market and /or railways station
- Social media - Facebook, Twitter, etc
- Promotional events

Engagement methods

- Walkabouts
- Role play
- Board games
- Mapping / drawing
- Post-it notes on issues or maps
- Ideas competition
- A day in a life...
- Video soapbox
- Picture analysis
- Storytelling
- Design review
- Photo surveys
- Choice catalogues
- Community/place profiling
- Problem tree
- Transect
- Activity lists / maps

A description of the key methods that seemed to work for the other NDFs Including:

- Four key questions on leaflets delivered to all homes in the area.
- Leaflets describing initial issues asking for comment
- Maps zoning the area and highlighting liked and disliked areas (red and green spots)
- Walkabouts in groups
- Street Soliciting. (Asking, explaining and listening, especially explaining)
- Engaging businesses (give me three ideas to improve the area)
- I wish this was ... (posters/stickers on disliked sites asking people to suggest improvements. Then using experts to help define how to achieve improvements)
- "Making days" at which props for street soliciting were made in groups

- Workshops and open meetings to get people to express general likes, hates and preferences in the Area..
- Workshops to get specific opinion on proposed policies etc
- Development of visual aids for the whole area and specific solutions to problems (probably needs professional input to achieve impact and clarity)

In the ensuing discussion, the workshop derived the following plans to achieve engagement in West Hampstead using Biljana's forms. (These actions are in addition to or support existing methods such as maintaining good relations with LB Camden and local resident associations, and all the ideas expressed in the NDF's Community Involvement Strategy.)

	Focus	Target Groups	Tools/Methods	Timeline
1	ALL BELOW	ALL	Campaign starting in April leading up to the Jester festival	By 6 -7 July 2013
2	Find ambassadors	Members of forum	Beg	immediate: meeting on 22 April 2013
3	Develop tools	local designers amateur and pro	competition for local designers - 5 things to encapsulate in a logo.	Complete by mid May
4	Develop tools	all	First draft leaflets. Seek cheap source of printing. Maps, plans and drawings. Advance info on planning proposals from LB Camden. Find local architect/planner/artist	immediate: ask Camden for maps etc again.
5	Increase awareness of the NDF and NDP	all	leaflet whole area email, notices at stations etc, market stall, Jester Festival (more than one leaflet is good)	May through to Jest Fest
6	Ensure far reaches are contacted	the far reaches	walkabouts. Sue & Nancy go to Templar House	May through to Jest Fest
7	Engagement	Anyone	Walkabouts in Groups; Noting eyesores , nice bits showing people other parts of WH Record with photos. One weeend several tours.	May through to Jest Fest
8	educate people in what is going to happen in intensification area etc	all	leaflets and street soliciting	May/June 2013
9	explain what is planning and what is not, what is possible for NDP and what is not.	all	leaflets and street soliciting, and Jest Fest	May/June 2013
10	explain benefits of engagement	the unengaged	leaflets and street soliciting, invitations, email, meetings, workshops and Jest Fest	May/June 2013
11	engage and inform business	All business, not just retail. Not just West End Lane	Visit individually	June 2013

12	engage and inform landowners	landowners	use LB Camden data and contact	June 2013
13	Engage younger transient residents	younger transient residents	Jonathans workshop	May 2013
14	engage young parents	Young parents	Contact PTAs/ School Governors	May/June 2013
15	engage school children /schools	Hampstead school (Rebecca Duncan), Emmanuel Cof E, Beckford	selective class involvement	May/June 2013
16	Get opinion on policies	those engaged	Workshops to opine on plan	September 2013
17	Pull final plan together	those engaged	Workshops to opine on plan	September 2013

Other issues to be followed up:

Check where our issues clash/support LB Camden's policies

Pursue funding