



Communication and Engagement Plan

Project name	Public exhibition of Draft Bangalow Village Plan
When	Thursday 9 August to Thursday 20 September 2018 (6 weeks)
Background	<p>The Draft Bangalow Village Plan (Draft BVP) sets out an aspirational vision to guide future growth and change in the village of Bangalow over the next 10 to 15 years, with a particular focus on the town centre.</p> <p>The draft plan is the outcome of a 2 year engagement process with the Bangalow Guidance Group comprised of 19 representatives from various interest groups in Bangalow and 3 Councillors.</p> <p>The plan seeks to understand and anticipate the needs and aspirations of current and future residents. It applies urban planning and design principles at the village scale with the intent of presenting flexible and responsive strategies (in Part A of the plan) and a supporting implementation framework (in Part B) which can evolve as the needs of the community change over time.</p> <p>This new “place plan” is needed as the current growth management strategy for Bangalow, <i>The Bangalow Settlement Strategy 2003</i>, is now 13 years old and many of the visions and actions identified in it have been realised. The new plan will guide sustainable development of the Bangalow urban village into the future.</p>
Governance	<p>The Draft BVP is a Council initiative in response to requests from community leaders. There are no statutory requirements for community engagement other than under the <i>Local Government Act 1993</i>, where Council has obligations in relation to participation, consultation and engagement.</p>
Objectives	<ol style="list-style-type: none"> 1. In accordance with the IAP2 Public Participation Spectrum, the community consultation process for this project has sought to <i>involve</i> community leaders in order to: foster stakeholder understanding of the decisions made; gain agreement and improve relationships between various groups; and develop potential partnerships for implementing the plan. This has been successfully achieved through a workshop process with the Bangalow Guidance Group (GG) held from March 2016 through to December 2018. Outcomes of the workshop process were reported to Council on 14 December 2017 who noted the outcomes and thanked the GG members for their efforts. 2. Staff have since prepared a Preliminary Draft BVP (Parts A and B) and a final round of consultation with the Guidance Group, internal stakeholders and the Arakwal Corporation Board is scheduled, before the Draft BVP is finalised and reported to Council seeking endorsement for public exhibition. 3. It is intended to place the Draft BVP (Parts A and B) on public exhibition to obtain feedback from the broader Bangalow community on the issues and ideas that have been identified and developed by Council and the Bangalow Guidance Group. 4. It is intended to report a summary of the submissions and feedback received during the public exhibition, to the Guidance Group before reporting to Council.

Challenges	<ol style="list-style-type: none"> 1. Ensuring that the exhibition engages with key groups and demographics who have not been well represented on the Guidance Group eg. school kids, young families. 2. Managing community expectations as there is no budget allocated for the majority of the actions identified in the plan. 3. The Guidance Group may have some concerns about how the recently adopted Community Solutions Panel priorities will influence the priorities they have previously identified as part of the collaborative planning process with Council staff. 4. The broader community may not agree with the priorities or actions identified by the Guidance Group. 	
Key messages	<ol style="list-style-type: none"> 1. The Draft BVP is intended to be a statement of the community's aspirations for how their town will develop over the next 10 to 15 years, in order to define a shared vision for the future and assist with co-ordination in the delivery of the actions identified in the plan ie to get everyone rowing in the same direction (including Council, community groups and developers). 2. Whilst council funding is limited the plan will support grant applications. Once endorsed by Council, the BVP is a strategic planning tool that will help Council and community groups to access alternative sources of funding, such as grants, to implement the actions identified in the plan. 3. Everyone has a role to play in delivering the plan 4. The plan is a living plan - new actions/projects are possible after the plan has been adopted, so long as they accord with the plan's aspirations and visions. 	
Media spokesperson	<p>Simon Richardson (Mayor) Basil Cameron (Deputy Mayor) Shannon Burt (Director, Sustainable Environment and Economy) Annie Lewis (Communications Manager)</p>	
Work contact	<p>Fiona Sinclair Acting Coordinator Place Planning T: 02 6626 7118 E: fiona.sinclair@byron.nsw.gov.au</p>	
Emergency Services	Do not need to be notified	
Potential level of impact	Level 3 – High impact on local area or group	
IAP2 Public Participation Spectrum	<ul style="list-style-type: none"> ✓ Consult – general public ✓ Involve – Guidance Group only 	
Stakeholders	Internal <ul style="list-style-type: none"> ✓ Staff ✓ Customer service ✓ Councillors 	External <ul style="list-style-type: none"> ✓ Guidance Group ✓ Property owners in CBD ✓ Residents – urban and rural ✓ Traders in CBD

		<ul style="list-style-type: none"> ✓ Emergency Services – Police, RFS ✓ Bangalow community groups ✓ Indigenous groups - Arakwal Corporation, Ngulingah Land Council (Lismore LGA) ✓ State government – RMS, OEH, DPI Fisheries and Lands ✓ Local media – Bangalow Herald, Bangalow Heartbeat 	
Our promise	<p>CONSULT – General public</p> <p><i>We will work with you to ensure that your concerns and aspirations are directly reflected in the alternative developed and provide feedback on how public input influenced the decision.</i></p> <p>INVOLVE – Bangalow Guidance Group</p> <p><i>We will work with you to ensure that your concerns and aspirations are considered in the alternatives developed and provide feedback on how public input influenced the decision.</i></p>		
Evaluation	<p>Success will be measured by:</p> <ul style="list-style-type: none"> • A broad cross section of the community, representative of various interest groups and demographics, have their say on the draft plan. • Guidance Group members actively participate in engaging with their community on the draft plan they have developed. 		
Internal staff	<p>Notified</p> <p>Yes</p>	<p>Tasked to whom?</p> <p>Acting Place Planning Coordinator - Fiona Sinclair</p>	<p>When?</p> <p>Notify All Staff of public exhibition dates, via All Staff email, advising that there is still time to provide comments.</p>
Submitted to Director or Manager	Yes		21 June 2018
Reported to ET	Yes - Preliminary outline of public exhibition process and timeframes		30 May 2018
Reported to Council	Not yet		2 August 2018

Communication/engagement action plan					
Method and intent		Quantity	Stakeholders	Further information	Indicative Cost \$ (excl GST)
	Guidance Group consulted for input into planning the community engagement process for the public exhibition	1	Guidance Group	At meeting to be held on 22 June 2018	Staff time
	Summary Flyer/FAQ/Fact Sheets - to inform stakeholders of the public exhibition dates, times, venues and key aspects of the Draft Plan.	300	emailed to the 19 members of the Bangalow Guidance Group to distribute to their relevant community group: <ul style="list-style-type: none"> • Chamber of Commerce • Progress Association • A&I Hall Management Committee • Parklands Group • BBOSA • Heritage Society • Parks and Showground Trust • Children's Centre • Public School • DAP • Planning Network • Bowling Club 		Staff time
			hand delivered to Traders in the Bangalow town centre	Staff to hand deliver and chat	Staff time
			distributed to the general public	Copies of flyers/plan in shops and cafes in Bangalow town centre Hand out at parklet, Farmers Market	3,000 Printing and distribution

Communication/engagement action plan

Method and intent	Quantity	Stakeholders	Further information	Indicative Cost \$ (excl GST)
			and public meetings	
Website notice	1	General public	From Wed 8 August to Thurs 20 September	Staff time
Online Have Your Say page for feedback	1			Staff time
Phone hotline	Yes	Contact for enquiries – Place Planning Team		Staff time
Weekly Ad in Byron Shire News		Ad 1 – Wed 8 August Ad 2 – Wed 15 August Ad 3 – Wed 29 August Ad 4 – 12 September	250 X 4	1,000
Media release / articles in local newsletters/papers		Bangalow Herald Bangalow Heartbeat		500
Radio interview - ABC North Coast	1	General public		Staff time
E-news general	1	Subscribed community in Shire		Staff time
Media release	1	General public	Prior to public exhibition	Staff time
Parklet in main street Bangalow – drop in and view the plans and talk with a Council Planner and member/s of the Guidance Group	1 day/ fortnight	Bangalow residents and visitors	s138 Roads Act application required Guidance Group members to assist in parklets & farmers markets	150 Staff time
Farmers Market stand - drop in and view the plans and talk with a Council Planner and member/s of the Guidance Group	Yes – 2 Saturdays	Bangalow residents and visitors	Bangalow Farmers Market -	Nil for community consultation

Communication/engagement action plan					
Method and intent		Quantity	Stakeholders	Further information	Indicative Cost \$ (excl GST)
	Scheduled walking tours around the town centre guided by a Council Planner and member of the Guidance Group	As part of parklet and community meeting events	Bangalow residents, CBD traders and property owners	to point out and explain the main strategies/ recommendations of the plan	Staff time
	Community Access Point		General public	Hardcopy of Draft Plan & FAQs etc made available at Bangalow Post Office	Printed internally – costs nil
	Social Media	Yes	General public	Facebook / Instagram	Staff time
	Public meeting (open)	2	To inform community / key stakeholders of the public exhibition and invite feedback	To be held in Bangalow at A&I Hall, in the evening	500
	Engagement with key stakeholder groups	1	Arakwal Corporation Board	Half day workshop - Staff present Preliminary Draft BVP for feedback, prior to public exhibition.	Staff time
		1	Ngulingah Local Aboriginal Land Council	Half day workshop - Staff present Draft BVP for feedback.	Staff time
			Children Teenagers Parents with young families	<ul style="list-style-type: none"> info in school newsletters Council Planner or Guidance Group member stand outside school gate - at the Bangalow Public School and Children's Centre (preschool) so parents and kids can engage as they drop off/ pick up 	Staff time

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				<ul style="list-style-type: none"> Council Planner and Guidance Group member visit the skatepark 	
		1 each	State government agencies (RMS, OEH, Dept Planning)	<ul style="list-style-type: none"> Email draft plan for comment with covering letter 	Staff time
	Letter via email to other government agencies	1	General public	From Thurs 8 August to Thurs 20 September inclusive Draft Plan printed in house	Staff time
	Engagement activities targeting different community sectors, especially young people and families who are not well represented on the Guidance Group	1	Guidance Group	Following public exhibition, staff present summary of feedback received, prior to reporting to Council	250
	Hard copy Plan (A3 colour bound booklet) in Council's Customer Service Centre	2	Councillors and general public	Report 1 - Seeking public exhibition Report 2 - Summary of submissions	NIL
	Report back to Guidance Group	2	Councillors and general public	Report 1 - Seeking public exhibition Report 2 - Summary of submissions	NIL
	Council reports	2	Councillors and general public	Report 1 - Seeking public exhibition Report 2 - Summary of submissions	NIL
INDICATIVE TOTAL					\$5,500

❖ \$32,000 has been allocated in the 2018/19 budget to finalise and commence implementation of the Bangalow Village Plan.