

**Engagement Strategy Template**

This document is intended to support the development of an Engagement Strategy for projects within the London Borough of Richmond. Based on the [Raising the Bar](https://www.richmond.gov.uk/media/gj0fh0s5/raising_the_bar_guidance.pdf) guidance, this template outlines key considerations necessary to creating an effective engagement strategy.

This document serves as guidance, it is encouraged that users of this document try to exceed the requirements suggested within it.

**1.Project information**

**1.1. Provide a summary of your scheme.**

Use this section to describe your proposal, where it is located and key contextual considerations.

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| **Site Address:** |
|  |
| **Development type:** |
|  |
| **Proposed number of units:** |
|  |
| **Description of the Proposal:** |
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**1.2. Identify areas of your scheme that could attract public interest**  
Examples could include: site access, opportunities for new community facilities or building heights.

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| --- | --- |
| **Areas of public interest** | **Reasons for public interest** |
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**2. Site and community**

**2.1 Stakeholder mapping**   
Use this section to identify and list the stakeholders who may be affected by your scheme.

*Consider the following:*

* Ensure you consider the wider effects for different groups and audiences.
* Look beyond the site boundary and immediate area.

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| **List of stakeholders** |
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**2.2 Identify which of those stakeholders will be involved in the process**  
How will you engage with the stakeholders you have identified?  
*Consider the following:*

* Which community members or groups have insights that could benefit your project?
* Consider how stakeholders could be involved in your design process by running a collaborative design or co-design process for part of your scheme.
* Not all stakeholders need the same opportunity for influence.

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| **Stakeholder** | **Opportunity for influence** | **Expected impact of engagement process**  (Inform / Consult / Involve / Collaborate / Empower – See chapter 7 of [Raising the Bar](https://www.wandsworth.gov.uk/media/4z0hhw1v/raisingthebar_guidance.pdf) for further guidance) |
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**3. Team and delivery plan**

**3.1 Who is in your team?**  
List the team members involved in this project and their relevant experience.   
*Consider the following:*

* Include engagement consultants or collaborative design specialists within your team.
* Demonstrate how your team is equipped to undertake a successful engagement programme.

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| **Organisation** | **Role** | **Relevant experience** |
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**3.2 How do you plan to deliver your engagement strategy?**  
Describe the activities you plan to undertake and the key milestones (such as date for planning submission) they are linked to. Each task should include information about the target stakeholders, the team members undertaking the task and when the activity will be taking place.

*Consider the following:*

* Ensure the programme is tailored to suit different audiences.
* Ensure it is clear to participants how they input will be valued.
* Ensure the engagement activities align with the project objectives.

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| **Approximate date** | **Action** What activities are you planning to do? | **Audience**  Who do you intend to reach? | **Method**  How do you intend to reachyour target groups? | **Purpose**  Why have you selected this approach? | **Method and level of impact** Will you:Inform / Consult / Involve / Collaborate / Empower |
|  |  |  |  |  |  |