

# Economy and Growth Committee

18<sup>th</sup> January 2024



High Peak Borough Council  
*working for our community*

# Introduction

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Two key agenda items:

- Community consultation and stakeholder engagement strategy
- Development Partner – Next Steps



# Community consultation and stakeholder engagement strategy

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Outlines how the Council will involve and empower residents and local stakeholders to help shape the Revitalising Buxton town centre project.

Lead by Filigree, on behalf of the Council, during 2024 and until the development team are in a position to commence pre-planning consultation.

# Vision and objectives

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Our vision is for the regeneration project, Revitalising Buxton, to be **shaped by town centre needs and championed by local people.**

We will achieve this vision by observing the following objectives:

- Ensure our community consultation and stakeholder engagement is clear, concise, open and two-way
- Be inclusive, planning for both breadth and diversity of consultation
- Gather insights that help shape the proposals in a meaningful way
- Communicate in a timely and honest way
- Articulate the benefits of the proposals



# Audiences

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**Wider community**  
with a particular  
focus on those living  
working or visiting  
Buxton

**Statutory  
consultees** for  
instance Historic  
England, DLUHC  
etc.

**Stakeholders**  
local representative  
groups and  
partnering  
organisations

**Seldom-heard  
groups**  
specifically those  
communities or  
people who do not  
usually engage

Any thoughts or feedback on these groups?

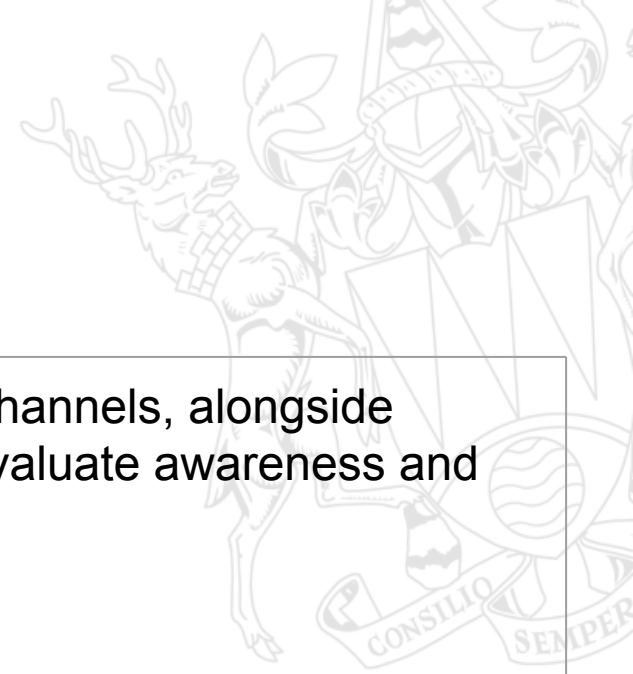


# Measuring Success

Ensuring reach within established catchment area	Based on the population within the catchment area we will measure reach to ensure comprehensive coverage based on receipt of leaflets, newsletters, social media and attendance at consultation events.
Gathering meaningful feedback on key topics	Monitoring engagement levels and tailoring our feedback approaches and consultation questions to ensure consistent, quality responses to the project proposals
Reflecting characteristics of the local community through engagement	Monitoring attendance at in-person and virtual events and via digital feedback will allow us to iterate new approaches to seldom-heard groups and ensure we are gathering feedback from across our target audience.
All questions are answered accurately in jargon-free language	Accurate responses within a set time frame, managed comprehensively to ensure joined-up messages.

# Measuring Success

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<p>Informs the project team on changing sentiment, levels of community awareness and key feedback themes</p>	<p>Regular monitoring across channels, alongside feedback analysis, we will evaluate awareness and sentiment</p>
<p>Mentions of Revitalising Buxton are accurate</p>	<p>With consistency through our communications, we will rebut misinformation and seek to secure an honest reflection of community sentiment in our communications.</p>



# Tiers of Involvement

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## Co-design

Working alongside the project team to reach a collective outcome

## Consultation

Actively shaping the proposals by sharing views, ideas and suggestions as the plans evolve.

## Communication

Sharing updates, explaining decisions with content designed to appeal to a wider audience and encouraging others to share within networks and communities.

## Engagement

Regular opportunities to comment upon emerging proposals, opportunities to ask questions through dedicated briefings.



# Seldom-heard Groups

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We propose to set targets to involve those communities and groups who are likely to be seldom-heard:

- **Tourists and visitors to Buxton** who are transitory in nature and thought to be unlikely to participate
- **Children and young adults (aged 12-18)** through involvement of Buxton Community School, Buxton and Leek College and St Thomas More Catholic Voluntary Academy
- **People who are vulnerable or have disabilities** through involvement of groups such as Connex, High Peak Access, Derbyshire Federation for Mental Health, High Peak Writers.

# Timeline

## Scoping and planning

Project website, content for display / gallery and planning seldom-heard activities and public consultation.

2024

Late  
Spring

Summer

## Launch and engagement activities

Launch of project website / communications, community newsletter. Stakeholder meetings and workshops.

## Public consultation – creative theme

In-person and virtual consultation events to coincide with Buxton International Festival.

2025

## New development team

Pre-planning consultation begins. Ongoing involvement in direction – statutory consultees and stakeholders.

# Stakeholder Panel - Purpose

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The Stakeholder Panel is an external consultative body representing key interests within the town centre.

Its purpose is to:

- Provide guidance and advice that supports the project lead to deliver the expected outcomes.
- Share expertise and insights from communities or interest groups from across Buxton.
- Review project delivery, support and inform deliverables and offer critical challenge and ideas to bring value to the project.
- Support communication and engagement by cascading project updates within community networks.

# Stakeholder Panel – Role of Individual Members

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The purpose of each stakeholder panel member is to:

- Share their expertise and knowledge
- Attend meetings and progress action items recorded in the meeting action list
- Consider the perspectives of others on the panel
- Display leadership through engaging proactively and productively in discussions and assisting in identifying solutions
- Report progress or concerns to the Chair of the Stakeholder Panel



# Stakeholder Panel – Representation

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**Town centre**

**Environment**

**Education**

**Culture, Arts  
and Heritage**

**Community**

**Political**

**Transport**

**Leisure and  
tourism**

**Accessibility**



## Development Partner – Next Steps

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- HPBC is about to embark on soft market testing with the development sector. This is the first phase of engaging with the sector.
- An opportunity to obtain an insight into the overall level of market interest and how potential partners might approach the delivery of the site in question.
- Once the feedback is collated and considered, we would seek to invite more formal proposals from developers that can meet our requirements and aligns with our vision and values.
- HPBC has developed a questionnaire that they would like interested parties to complete.

# Development Partner – Next Steps

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## Questions for the developers:

- Please provide a short overview of recent mixed-use comparable projects you have completed / are undertaking.
- Is a project of this scale and nature of interest to you and how does it fit with your wider portfolio of projects?
- Do you have local knowledge and a local supply chain?
- How would you structure your team – ie. What services do you provide in house, what services are subcontracted?
- What is your initial impression of the masterplan and Council objectives?

# Any Questions

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