

The Shoreham Society polled its **500+ members** to understand their experiences of consultations, and combined this with anecdotal feedback from **architects and professionals**. The activities and methods below are suggestions, for guidance only.

Desired Outcomes – People feel they have been listened to and taken seriously, developers and their design teams obtain useful information they can act on.

1. **Identify and target your key stakeholders** – neighbours, people who work locally, community groups etc.
2. **Don't under estimate the level of communication required** – raise awareness of the project and consultation events as early as possible. Use media relevant to your stakeholders – e.g. Facebook for the wider community, mail-drops for neighbours, local council network for community groups, posters on high-footfall routes near the development.
3. **Get the number and frequency of consultations right** - consult, review, feedback to stakeholders, then adjust – the number and frequency should be proportional to the scale and potential impact of the development.
4. **Use material that will be meaningful to your target audience** - non-technical language that will engage and enhance understanding, but have up-to-date technical information and statistics ready for those who want it – never underestimate the level of expertise in the community!
5. **Work with the council to understand the lay of the land** - key resisters to change, enablers, contentious aspects; then engage key stakeholder groups before wider consultation.
6. **Engage infrastructure providers as early as possible** – collaborate to understand and pre-empt potential issues.
7. **Plan engagement sessions to maximise value** – large sessions are good for broader community engagement, small sessions will help focus on specific needs and interests. A series of sessions provide feedback to key stakeholders, and help adjust and refine the approach. Resource appropriately, so everyone gets a chance to talk to your representatives.
8. **It's a conversation** – listen to what locals have to say, demonstrate you understand, capture their feedback and factor relevant aspects into future communications to demonstrate you have listened.
9. **Don't blame other groups** – the council, county council, local pressure groups etc.
10. **Explain how disruption will be minimised during development** – e.g. address environmental concerns (brown field)
11. **Explain how you will communicate and engage throughout the life of the project.**

Consultation - Attendee feedback

Key takeaways from recent consultations held in Shoreham.

- We need more notice of consultation events.
- Events need to be publicised more widely.
- Hold more than one event, including outside working hours.
- Illustrations need to be realistic.
- Representatives need good local knowledge.
- We need representatives present with knowledge of all aspects of the development – Sewage, transport, materials etc.
- We need to see they have appropriately considered infrastructure related issues.
- Record questions and provide a FAQ after the event.
- Have a member of the Adur planning committee present.
- Provide early visibility of developer's ideas before their plans are too advanced.