

Agenda Item No: 10
Report To: Cabinet
Date of Meeting: 7th December, 2017



Report Title: Adoption of An Early Community Development Strategy for Chilmington Green (Jan 2018 to Dec 2020)
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Portfolio Holder Cllr. Shorter, CMO Project Lead & Cllr Bennett, Portfolio
Portfolio Holder for: Holder for Culture

Summary: Chilmington Green is one of the Council's corporate priority projects and aligns with three of the corporate plan priorities. Quality is at the heart of Chilmington Green and in order to achieve this, a Community Development Strategy is required. Substantial community consultation has taken place, with the Strategy amended to reflect this.

This Strategy adopts an early approach which aims to 'educate, engage and empower' existing residents and the growing population and sets a framework for community development activity for a wide range of delivery partners.

There is £250k within the Chilmington S106 for community development work. It is proposed that this sum be provided to the Community Management Organisation (CMO) to lead and delivery community development action.

Key Decision: **YES**

Significantly Affected Wards: Singleton South, Great Chart With Singleton, Washford and Weald South

Recommendations: **The Cabinet is recommended to:-**

- I. Note the consultation, its outcomes and endorse the approach, recommending that Council adopt the Early Community Development Strategy for Chilmington Green; and**
- II. Agree for the Director of Place and Space, in consultation with relevant Directors, to put in place a legal contract with the Chilmington Green Community Management Organisation to lead and coordinate delivery of community development action, using as appropriate the relevant S106 contribution.**

Policy Overview: Chilmington Green is one of the Council's corporate priority

projects and aligns with three of the corporate plan priorities.

Financial Implications:

A sum of £250k plus indexation is to be granted to the Council through the S106 agreement and the first payment is due in December 2017. The contributions will be passed onto the CMO (once created) as agreed within the legal agreement to best support community development action over the next five years and indeed beyond. The S106 Working Group will consider the proposals for use of this sum as appropriate and against an annual action plan. Ward members have signed off this approach.

Legal Implications

The Strategy has been constructed with full knowledge of the detail and commitments for the council, KCC and Developers within the S106. The contract between the council and the CMO will reflect the delivery needs of the Early Community Development Strategy and subsequent reviews and action plans alongside the requirements of the S106.

Equalities Impact Assessment

See Attached

Other Material Implications:

None

Exempt from Publication:

NO

Background Papers:

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Report Title: Adoption of An Early Community Development Strategy for Chilmington Green (Jan 2018 to Dec 2020)

Introduction

1. Chilmington Green is one of the Council's corporate priority projects and aligns with three of the corporate plan priorities. Members have made a commitment to create an exceptional development which is of the highest quality. Simply creating a place that looks great, has quality homes and a range of facilities is not enough. The success of Chilmington will be judged by the strength of its community and the pride people have being part of that community. In order to achieve this, a community development strategy is required to foster engagement as new residents move in as well as the involvement of the existing community.
2. The community development strategy aspires to ensure that the built infrastructure and public realm is complemented and supported by a community which is educated, engaged and empowered.
3. The draft Strategy (attached as Appendix A) sets out a framework for community development action at Chilmington, based on the early site development. It provides a framework for community development action that local delivery partners can utilise and sets a benchmark for quality.
4. Led by the Council, the draft Strategy has been developed in partnership with the CMO Partnership Working Group and involved the three parish councils, the CG Community Stakeholder Group, Kent County Council and other local delivery partners to shape the principles, approach and framework to respond to the unique requirements of the development. Local residents have also contributed.
5. This Strategy covers the early development and community activity that should be delivered. Whilst there are no *new* residents at present, there are residents who reside in the Hamlet (centre of the development site), at Brisley Farm and around the periphery who have a growing interest in the site, want to know what is happening and want to get involved. The first new residents will potentially take up occupation in early 2019 so it will be important for a community development worker to be in place to help drive forward action and respond to early residents' needs.
6. By the end of the Strategy period (Dec 2020) the infrastructure for phase 1 will be complete, the CMO premises will be in place and will include a community space and the first primary school will be open. Both the CMO and The Stour Community Trust (operator of the first primary school) will play a key role in developing the community and will set an early tone for engagement, with clear, regular and consistent communication.
7. Appendix D of the Strategy is the Delivery Approach which has six themes;
 - a. The Planning and Delivery Process

- b. The CMO and Its Base
 - c. First Primary School and Community Hub
 - d. Early Active Travel
 - e. Open Space, Play and Landscaping
 - f. Public Art, Heritage and Archaeology
8. These themes set down the headlines for an annual action plan that will need to be agreed and implemented. Measuring success and evaluating individual projects will be pivotal and will inform future working. The CMO will lead this as part of a Service Level Agreement related to the spending of the allocated Section 106 for community development.
 9. Much of the early delivery will be focused on the first primary school, the CMO set up and first premises, public art, the residents Welcome Pack and the community archaeology project. Overlaying that we will be setting up channels for residents to get involved and have their say, and setting up approaches for communication. Directly linked to the Strategy is the branding of the development and any marketing/communications work that results.

Framework of the Strategy

10. The Strategy has reflected on other research from large-scale development sites, as well as in-house experience and well-known community development approaches. More importantly the Strategy responds to and encompasses the unique circumstances and aspirations of Chilmington Green.
11. The Strategy provides a community development framework around '3E's' - 'educate, engage and empower'. Evolved from theoretical community development approaches, this includes the various ways in which the community can be involved, that is
 - The 'Educate' element is about informing people - predominantly from key delivery organisations to the community e.g. a community newsletter, media release or information leaflet.
 - The 'Engage' element is about a level of involvement by the community, whether that be responding to a consultation or encouraging active participation in the running of a community group, for example.
 - The 'Empower' aspect is where local people take more control. Lead organisations take a step back and increasingly hand decision making to local people. They are 'empowered' to lead and direct what happens in their community. At Chilmington, this could mean the running of a new community group or the leadership role anticipated for the CMO.
12. The three elements do not have to be delivered sequentially. Any one project or action could use one of the three elements and never move on to another.
13. Once the CMO is created (anticipated May 2018), it is proposed that the Council will look to put in place a Service Level Agreement that devolves responsibility for the delivery of the Strategy, future reviews and annual action plans to the CMO. Funding to support this will be provided through the £250k

sum to be received by the Council from the developers. In the meantime, Culture and the CMO Team will continue to drive forward delivery and coordinate early action where required.

Implications and Risk Assessment

14. There are limited risks for the Council associated with this project. It is a positive approach to early delivery and drives forward the Councils' agenda for quality and community engagement and stewardship on site.
15. If housing delivery on site is delayed, there are implications for the creation of the CMO and therefore knock on impacts for the delivery of the Strategy. Culture and the CMO Team would need to continue to coordinate delivery and take a leadership and coordination role with partners and may need to pull down some of the Section 106 sum. Delivery of the annual action plan will also be supported and monitored via the partner working groups being set up to deliver the development.

Equalities Impact Assessment

16. Members are referred to the attached Assessment.

Consultation Planned or Undertaken

17. Since January 2017, there has been considerable community consultation. Over 175 people were involved at some level. Workshops with key delivery partners, the Community Stakeholder Group and public consultation took place. Following this, a report and revised strategy was pulled together which was presented back to key delivery partners, parish councillors and partners.
18. A delivery partners workshop in January helped to cement the approach to the strategy. Regular communication with and presentations to the Community Stakeholder Group took place including a workshop in July which brought forward some great outcomes and considerations which have now been included. One key piece of feedback suggested that existing community groups are under immense pressure, with some struggling with funding, membership and volunteers. The request was that no new community groups should be created until the existing ones had been supported. This is a common sense approach and forms the basis of need for an audit of existing groups.
19. A public exhibition was held in July which was complemented by an online survey and a postcard for feedback, all of which were promoted through a range of media. Please refer to the summary of the consultation which is included in the Strategy.
20. Ward members have been involved in the consultation process throughout with Portfolio Holders also involved and regularly briefed on progress and approach.
21. Following the community consultation, a report and the draft strategy were presented to Kingsnorth, Great Chart with Singleton and Shadoxhurst Parish

Council. All three have endorsed the Strategy and are keen to work together in delivery. The Community Stakeholder Group also supports the Strategy.

22. Kent County Council has a broad range of responsibilities under the S106 such as the first primary school and community archaeology project and are keen to work in close partnership with the Council to ensure efficient, joined up delivery.
23. The annual action plan which will be developed following adoption will be shared with the early delivery partners for input and implementation.

Other Options Considered

24. There is an argument that might suggest a community development strategy is not needed before the first residents take up occupation. However, without an agreed approach to this, the output would be random, disparate and uncoordinated across the number of key stakeholders who are active or involved in the site. The reason for developing a community development strategy early is therefore beneficial for many.
25. The Council could deliver the community development work itself utilising the sum provided by the S106. However, this does not sit well with the approach to Chilmington which sees the CMO as a central pin to developing and supporting the community.
26. Alternatively, another voluntary sector provider could have been utilised, but this again does not sit well with the Chilmington approach and will confuse residents. It would also see a duplication of some work given the CMO's role.

Next Steps in Process

27. An annual action plan will be drafted if the Council is minded to adopt the Strategy. This will be shared and agreed with key early delivery partners for the Director of Place and Space to sign off in consultation with the Council's S106 Working Group. It will form a key part of the Service Level Agreement with the CMO, which will be drafted and agreed in early summer 2018.
28. Following adoption by the Council, a leaflet will be produced which will be for use with the community. It is likely to form part of the Welcome Pack for new residents and will enable residents to clearly understand how, when and where they can expect to be involved.
29. A second action plan will be developed towards the end of the first year which will reflect on progress and outcomes and respond to the focus for the coming 12-24 months. It is felt that the pace of development is still too unknown at this stage to be able to develop a full three to five year action plan.

Conclusion

30. It is proposed that Ashford Borough Council adopt the Strategy given its responsibilities to local residents and the Councils' commitment to ensuring a

high quality development, following garden city principles, which sees community engagement and stewardship at its heart.

31. The Councils' commitment to supporting the development of the CMO as part of the quality agenda makes it well placed to drive forward this early Strategy and take a leadership role to ensure local engagement, involvement and empowerment is a central part of delivery from the outset.
32. Members are recommended to adopt the Strategy and commit the S106 sum of £250k to community development action with the CMO as the primary leader and coordinator of this important and complex work.

Portfolio Holder's Views

33. 'Given the aspirations at Chilmington for a high quality development and the multiplicity of partners involved in some way on developing the site, it is vital for local residents and delivery partners to be provided with a framework for action which defines how, when and where residents can expect to be educated, engaged and empowered in the community. This Strategy aims to do this and I fully support the approach presented here'.

Cllr Neil Shorter, Portfolio Holder for Finance and IT (CMO Project Lead)

34. 'We need to involve and communicate with existing residents from the earliest point of activity on site and there needs to be an agreed approach in place for the first residents when they take up occupation. This will drive the quality agenda, a consistent approach across the partners and ensure residents feel part of something that is unique and special. I very much hope the Council will adopt this early Strategy and support its delivery.'

Cllr Mike Bennett, Portfolio Holder for Culture

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Building A Community at Chilmington
The First Three Years
(January 2018 – December 2020)

An Early
Community Development Strategy



FINAL VERSION

PRESENTED TO ASHFORD BOROUGH COUNCIL'S CABINET

AUTUMN 2017

Supported and endorsed by;

Shadoxhurst Parish Council....the woodland gateway to the countryside

Kingsnorth Parish Council



THIS STRATEGY

This strategy aims to provide a joined up approach which delivery partners can adopt to ensure clear communication and participation with residents and others so they will understand how they can expect to receive information and feedback, how they can get involved and how their views and ideas will be used to shape the Chilmington Delivery Programme.

It aims to provide residents with the routes to empowerment, where they can play a role in decision making in these early three years.

As part of the development of this Strategy, potential delivery partners suggested ideas and approaches to community development, and provided valuable insight into the early challenges and opportunities. A programme of community public consultation has also taken place which has helped to refine the strategy further.

More work to hone the delivery of suggested actions is needed but this strategy and the proposed delivery approach do provide a sound and informed framework for future discussion and more importantly, stress the need for early community development action.

This Strategy:

- ***Provides the development context in which the strategy aims to sit***
- ***Describes what community development can achieve given the ambition of the development***
- ***Explains the challenges and opportunities that the early years development creates***
- ***Provides a framework in which to consider a delivery approach to community development action***
- ***Suggests key tasks that will need to be coordinated and delivered through multiagency support.***

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Appendices:

- Appendix A - The Chilmington Vision
- Appendix B – Case Studies
- Appendix C - Early Years Infrastructure
- Appendix D - The Delivery Approach
- Appendix E - The Community Development Leader/Worker Function
- Appendix F – Strategy Consultation Process and Outcomes
- Appendix G - Further Research

EXECUTIVE SUMMARY

The Chilmington development is ambitious: 5,750 homes over a 20 year build-out period with high quality homes and community infrastructure. In order to be successful, the community must be strong, sustainable, healthy, vibrant and, most importantly, active.

The development will see the creation of a Community Management Organisation (CMO) who will own and manage all community assets usually endowed to the borough council and who will lead community development action. There are a number of areas of key learning to be applied at Chilmington which have influenced the proposed approach to community action. In summary these are: early action by an accountable champion; flexibility to the approaches applied; ensure a broad approach to integration and promotion beyond the boundaries of the development.

Mindful of this learning, there are key challenges that have been identified including maximising existing resources effectively; being flexible in delivery; and ensuring actions involve a wide cohort of residents as well as responding to the existing, growing and changing population. These are described more fully below.

This Strategy seeks to lay down some early principles and a framework for community development **action** and is aimed at key stakeholders and partners involved in delivery. This will support the evolution of a sustainable community through positive and

collaborative approaches which will see local stakeholders working in partnership to provide maximum benefit to the Chilmington community.

The Strategy has been through a period of consultation with local residents and key stakeholders who have signed up to this approach. The outcomes of this consultation have been built into this Strategy and include a need to focus more on community integration, supporting existing community groups first and foremost and communication about the principles and early construction of the development. Whilst this second point is not strictly a community development function, it is clear that there is a need to '*educate*' local residents and that until a better understanding is achieved, it will be difficult for them to '*engage*'.

This Strategy covers the first three years of development. For the first nine-12 months of delivery, there will be no residents within the development boundaries. There are, however, residents surrounding the development site who will be integral to early engagement and success. Action will also build on successful work with the Chilmington Community Stakeholder Group and the quickly evolving CMO Board (Partnership Working Group in the first instance).

A true picture of the likely demography of the first residents is still to emerge, but we know that the District Centre is one of the first

areas to be developed and that will have a number of buildings with flats (likely to be occupied by young professionals/young families) and an extra care unit for older people. This, together with the likelihood of three and four bed housing at Brisley Farm and The Hamlet, suggests that in the early days there is likely to be a clutch of families as the first residents. This is further evidenced by the commitment for a primary school set to open in September 2019.

A community development framework is proposed which applies the '3Es of Participation: **Educate, Engage** and **Empower**. Each one of these modes of action has a role to play and involvement can move from one to the other and back again throughout a single project. Equality will be a thread through all work ensuring transparency and inclusivity. A delivery framework is included which will continually evolve and adapt during the next three years. Action plans for individual projects will sit beneath this. It is hoped that partners and stakeholders will shape the action plans to meet local need using the '3Es as the principle and framework for action.

A management group will drive forward this Strategy and actions associated with the Delivery Approach. The management group will include representation from the developers, local authorities, voluntary and community sector, parish councils and social housing provider/s. The resources to deliver this Strategy are secured within existing Borough Council resources (for the short term) and then, as funding comes on line through the S106, through dedicated community development worker/s who are likely to be employed by the CMO. It is also

expected that leaders of projects will build in capacity within their own teams and secure funding to support community action, aligning and pooling resources accordingly, where relevant.

The next three years will see a period of delivery of a range of complex matters and projects; from the A28 improvement works and the first reserved matters applications to the first school and CMO base. This broad range of community projects requiring community development action will need to adopt timely, efficient and effective ways of capturing the views of local people and that will include opportunities for a diverse and broad range of people to have their say.

PART ONE: SETTING THE SCENE

The Development

The Chilmington development will see the provision of 5,750 homes over a period of 20+ years as an urban extension to the west of Ashford town. A population of circa 15,000 is expected by the end of the build out. The ambition has always been to provide a high quality, sustainable community which utilises many of the garden city principles created by Ebenezer Howard, early in the 20th century. This was confirmed in the Area Action Plan for Chilmington (adopted July 2013).

The existing community includes the Chilmington Hamlet (circa 30 properties) and residents of Singleton and Brisley Farm together with those living in the villages of Shadoxhurst, Stubbs Cross, Kingsnorth and Great Chart.

The developers (led by Hodson developments and including Jarvis Homes, Pentland and BDW) have created a vision for the Chilmington development which can be found at Appendix A. The Design Code (2013) and The Quality Charter (2016) were adopted to further embed the quality agenda and intention that Chilmington Green will be a community that it feels good to be a part of: a community of choice for new and existing residents.

Planning permission was granted and the S106 signed in early 2017.

Delivery Programme

Development in the first phase (and beginning work in the first three years) is across four locations with four developers expected on site including the District Centre, Chilmington Green Hamlet, Access A on the A28 and Brisley Farm extension.

The early residents are likely to occupy the following types of dwellings and are typically therefore going to attract families, young professionals and older people:

- Flats at the district centre
- Extra care unit at the district centre for older people
- 3-4 bedroom homes at Brisley Farm
- 3-5 bedrooms homes at The Hamlet

In the first three years a range of community infrastructure will be planned and built (refer Appendix B for a description of these community assets). These include:

- First CMO premises including community development workers
- Landscaping and open space
- Public art
- Primary school
- Transport links

Key Delivery Partners

There are key delivery partners who have obligations through the S106 or who are committed to supporting the delivery of these obligations. All of the organisations will need to embrace the community development function as part of successfully delivering community infrastructure over the coming three years. These partners include:

- Ashford Borough Council
- CMO (The Partnership Working Group will take on this role prior to the CMO being set up)
- Developers
- Health Authority
- Kent County Council
- Parish Councils
- Social Housing providers
- Voluntary and Community Sector

The Ambition

The Area Action Plan (AAP) for Chilmington focuses on the spatial elements and the need for high quality design and infrastructure to provide the building blocks towards a sustainable community.

It considers what will make the community at Chilmington distinct from others in the borough and wider afield and therefore what will make Chilmington a place that people aspire to live and work. It reflects the need to be ambitious and deliver high quality infrastructure and public realm together with a vibrant and active community.

Chilmington needs to be a place where residents are integrated with existing communities and new community groups emerge and people come together. This enables collective action and generates solutions to common problems which improve the wellbeing of those living locally.

It is well understood that living in a community which is positive, inclusive and supportive has a long term impact on people's lives. It is as much about the built environment and connectivity between spaces as it is about the people who live there and how they interact with their neighbours.



The Community Development Function

The community will evolve over time and it will need to be encouraged and motivated to live, play and work together, for the good of everyone's wellbeing. The community development function can support this growth and evolution as well as providing a channel and voice for the community.

The ambition is that residents will know their neighbours, seek support from each other, be active in their community and feel empowered to make decisions about community matters, whether that is the development of a new facility or their role as a member of a local club or community interest group.

Such participation can also help individuals develop skills, build self-confidence, build social networks and thereby reduce health inequalities, social isolation, crime, etc. Individuals will need to be helped to see the value of their input and where their passion can be best applied to achieve an outcome which is of value to them and others.

The function of community development needs to be an inherent part of the delivery programme - not seen as an 'add on' or distraction. It must be a thread in all that relates to Chilmington and be applied creatively and appropriately to ensure inclusivity for all those who want to participate.

Learning from Others

There is significant research and theory based work which demonstrates the value of community development in creating safe, healthy, cohesive, sustainable and engaged communities.

There are good case studies (see Appendix C) that either have or are demonstrating how to create a sustainable community i.e. Letchworth, Graylingwell and Camborne. These also helped direct the design of a Community Management Organisation (CMO) for Chilmington.

Starting small and growing has been a key learning point from research and advice from stakeholders but there are other challenges to consider when deciding, planning and delivering the community development function.

Key Challenges and Opportunities

Integration with those already living locally and those who have or are thinking of moving into the area is key. The community consultation emphasised the need to utilise and support existing community groups rather than create new from the outset,. The consultation also highlighted a need to 'piggy back' on existing events and to research and build relationships with existing groups/events to help the delivery of activities and aid information sharing.

Thought should also be given to creating a wider cohesive community i.e. including engagement and participation with adjacent neighbourhoods to the development such as Singleton and Brisley Farm. Included in this is how the residents living in the four early communities on site can be brought together to form one larger community and feel 'a part of the whole.' There is a risk that some residents, particularly at the Brisley Farm extension, will feel isolated given the physical challenges to accessing community facilities in the early years.

There is a need to be mindful of the ebb and flow of changes to both existing residents, newcomers, visitors and those working at Chilmington as the development progresses.

We need to focus on the early years where we can be clear on the immediate community infrastructure that will support the community development function and add real value to decision making.

From a broader perspective, it will be important in the early days (when the first community facilities are under development) that residents understand the wider offer within the neighbouring villages, town and borough. Such promotion could include communicating work opportunities, leisure facilities, community groups and shopping opportunities in both Chilmington and the wider borough for the benefit of all.

There are a range of projects and initiatives that are associated with the community development function. Such community development actions need to be appropriate, relevant and offered at the right time.

Innovative ways to communicate and engage residents on community matters will need to be developed that keep pace with current trends e.g. You Tube clips. The use of technology to communicate (as one of many mediums) is important. Information must be current and easily accessible. Broadband access needs to be enhanced for existing residents to enable them to keep pace and fully participate.

These challenges and opportunities require managing and coordinating. A clear delivery plan, jointly adopted, will help match available resources as well as coordinate community development action by other partners and stakeholders. The delivery partners' support and skills will be crucial as the CMO develops its ability to deliver.

PART TWO: A DELIVERY APPROACH

Community Development Action

What early community development action must do is set a tone of engagement and a quality of delivery that encourages a culture of participation.

Three key outcomes are possible if community development action is applied successfully. These are:

- **An Educated community, knowing what is happening in the area and aware of the impact on them**
- **A community that is Engaged in the design of places and activity**
- **A community that is Empowered to make decisions and lead.**

The 3Es Framework

These outcomes have been translated into the 3Es to provide a framework that can be used when considering what community development actions are needed, at what stage and for which project, build development and initiative.

It is important to understand that this approach is not linear, thus it is best shown as a wheel. A project or initiative may need all three elements or just one; equally, action can jump from one to the other several times across the lifetime of a project.

- **Educate**

This passive stage of engagement is about imparting information and knowledge through newsletters, web pages, social media, formal letter, etc. There is no expectation of a response or any further involvement from the individuals or groups of individuals.

Community members often need to pass through this stage to become involved and empowered to enable them to develop the knowledge and skills to participate on a meaningful level. Within this stage, there are two elements which are distinct: *Informing* (driven by the need to inform the community of a particular action which may affect them) and *Communicating* (where community members already have some knowledge of an activity or subject and will involve imparting information through a website, newsletter, face book page, or flyer to which they can choose to respond or not).

At this point it is important to highlight the role of volunteers. They are a key part of *Engage* and *Empower* and their interest is often sparked at the *Educate* stage.

Volunteers bring a wealth of skills and knowledge to a community and are central to a successful, active and vibrant community. The creation of a pool of volunteers is a key outcome for a community development strategy.

This stage is particularly important in Year 1.

- **Engage**

This is an active response but within firm boundaries and usually driven by a particular task in mind; e.g. consultation on the design of a play space. *Engagement* is tightly bound to that project and is likely to have a short start and end point. There are two elements to this stage: *consulting* (the coming together of individuals to be informed of a particular approach or provision of a facility for which their views are sought. It is a two way process of briefing, listening, responding and adapting next steps based on feedback) and *participation* (participation goes one step further; community members are made aware of the boundaries of their input and are engaged in creating and bringing together collaborative solutions from which the authorities must make appropriate decisions).

- **Empower**

This is the opportunity for members of the community to lead collective action, make decisions and drive forward initiatives, including the management of facilities that allow them directly to meet the needs of local people. This is an empowered resident base who have ownership of their community and who have control of their assets. There are two stages to *empowerment*; collaborating and partnering (decision making between the community members and those with authority is shared) and enabling leadership and control (community members take control of decision making, delivery and action).

Equality will wrap around all aspects of community development action.



Mediums for Educating and Engaging:

- A website where people can promote local activities, request help from the community, and offer to contribute their time or expertise to help someone else.
- Social media supports widespread engagement and is a key tool for communication and consultation.
- Workshops and focus groups: local interest groups are likely to emerge based on the needs of the first residents
- Feedback through the web/social media avenues
- Exhibitions at key community venues
- Public forums
- Door knocking
- Community events which draw attendance and seek opinion at the same time (cake and chat, fish and chat, community BBQ etc)
- Presentations/sessions with schools/community groups
- Consultation questionnaires, including online tools
- Use of 'You Tube' or other emerging tools to communicate and consult
- Training for volunteers
- Engagement projects.

Mediums for Empowering:

- Commissioning groups
- Grant giving to small groups
- Volunteer training and recruitment
- Community organising
- 'Meanwhile Spaces':- vacant spaces in properties offered for community projects and cooperative workspaces
- Time credits
- Volunteering awards
- Creation of new groups such as resident forums, societies and clubs.

Applying the 3Es Framework

Real opportunities, where residents and stakeholders can be *educated, engaged* and *empowered* will flow from the early years' delivery programme and hence it can be effectively used to structure a programme of community development action.

Our Delivery Approach (at Appendix D) adopts the principles of *educating, engaging and empowering*. It is intended to be a working document allowing flexibility within an ever changing environment. It will be used to shape delivery and investment by both the CMO and stakeholders, based on the 'community development challenges' and 'what needs to be done' over the next three years. This will direct an annual action plan requiring a fully coordinated approach and partner support, together with resident involvement.

There will be other reviews and individual development management plans for specific infrastructure and areas including the CMO's own Marketing and Communications Strategy which will sit alongside and link in with this delivery approach.

As mentioned in Part One, the community infrastructure (people and assets) in the first three years from early 2017 to the end of 2019 will include the A28 highway improvements and construction of the access points to the site, provision of the first premises for the CMO as well as the first open spaces (formal and informal), construction of the first primary school and of course, the first houses! A more detailed description of the early infrastructure planned is provided in Appendix C.

Within the early years' timeframe it is expected that the existing community (i.e. those living in the Chilmington Hamlet - approximately 70 people/30 dwellings - together with a few scattered dwellings elsewhere) will be joined by a further circa 200 dwellings (circa 480 people) within the Chilmington development area, by the end of 2019. The first new residents are expected early 2019.

Individuals and groups of people who are residents from within the development or the surrounding community will be the focus of community development action.

Who will deliver?

The Developer Consortium, Ashford Borough Council, Kent County Council and its partners (who will be part of the CMO Board) are clear that the CMO will be the champion for the community development function.

It will be an accountable champion starting community development pre-first occupation but is also there for the longer term to provide consistency and to ensure delivery and that the voice of the community is heard.

In the early years this will help ensure existing residents are engaged and involved and are being supported through significant building works and changes to their environment.

There are a number of other delivery partners who play a central role in developing Chilmington and who will need to agree to adopt this strategy and support the delivery approach. Each has a particular role to play and their input will ebb and flow, as the development builds out.

Role of the CMO

Where the role of the CMO will be vitally important is in bringing together the collective (or opposing) views of interest groups to shape developments at key sites such as the Discovery Park and the community hub and with key projects which span the development; public art, heritage, archaeology, etc. The CMO must find a way to support the creation of these groups, engage with them and empower them to take real ownership of their community. By the end of the three year period, some are likely to play a key role in delivering community development functions e.g. a management committee of a constituted community group consults residents on the focus to its work or an allotment society is formed in preparation to operate the first site due later in Phase 1.

The CMO must find ways for these forums to feed into the CMO Board and other key forums with the Community Development Worker (CDW) providing vital support and a route through. The trustees will also play a key role in creating these avenues. The Board will be encouraged to think about how it is accessible to residents, is listening and acting on ideas and concerns and is empowering local people to make decisions.

The CMO must also build relationships with existing community groups to build their capacity and support the integration of new residents with those who are already there.

Over the three-year period of this strategy, community development workers (CDWs) will be employed to support the community development function. They will play a central role in supporting the delivery of the action plans which emerge under the Delivery Approach and providing support to the lead organisation. A community development leader is likely to be employed by the CMO prior to first occupation. The CDWs will also be responsible for supporting emerging community groups and forums. They will also be central to communications with existing and new residents and building long term relationships with existing and new groups. A key role will be to help in the creation of the 'door stop' community, where neighbours know and support each other and where residents feel safe and involved in their immediate community. They will be 'out and about' working with the community from the outset, facilitating and enabling residents to drive forward their own initiatives. Their impact on the development will be significant, with CDW's playing a vital role in coordinating action, providing a holistic view and supporting a reduction in duplication through the coming together of common or similar agendas.

A detailed account of *what* the community development workers will be focused on can be found at Appendix E.

PART THREE: RESOURCES & MEASURING SUCCESS

Mobilising Early Resources

This Strategy seeks to cover all bases at this early stage and provide a platform for coordinated community action which will, through its very nature, help to align and make best use of available resources. Once adopted by the borough council, the Partnership Working Group will 'own' the Strategy and its delivery working closely with the CMO Team at the Council.

Early on, six months from commencement of work on site, some specific funding for community development will flow from the developers which will provide for dedicated expertise and resource. However, it is important that partners leading major projects, such as the first school and first play-space build in time, capacity and funding for community action. A community development leader will be employed in the autumn of 2018. In the meantime, the Ashford Borough Council CMO Team will lead on delivery. As part of the community development work, it is recommended that a small grant pot (eg. max bids up to £300) be created which will be administered by the community development workers and will be available to groups of residents or partners to help enable community action. The decision making for grants could be supported by a group of interested residents who

recommend to the CDWs projects to support. This fund will be set up in 2018/19.

Community Development Funding from the S106;

- £250k total sum for community development paid as follows;
- £50k within six months of commencement and a further £50k on each of the first, second, third and fourth anniversaries of the date of the first payment.

The use of the funding is defined in the S106 as follows:

...use of monies received for the purposes of a community development programme (s) for the residents and future residents of the Development, which may include the cost of dedicated staff and consultants and setting up and running a community website.

This funding will be received by the Borough Council and is likely to be passed to the CMO once it is operational.

The S106 community development funding will be vital to setting early action in progress and for the community development workers to coordinate work across all the work streams. They will particularly work alongside the community archaeologist who will be supporting the delivery of heritage work across the site. They will also be able to work with community groups and partners to access external funding to underpin and bolster existing resources.

Monitoring Delivery

Those leading community development must have a real understanding of what will be deemed a success for residents and what will help them to be engaged and empowered in their community development action. Regular assessment of processes and approaches used is vital so that improvements can be made to ensure the best possible impact and outcomes for the residents and stakeholders. Setting SMART objectives at the start together with 'A Delivery Approach' shows what action will be measured. The subsequent annual action plan will detail the measures and targets to be achieved that will enable us to:

- Know what has changed and what works about an intervention or funding programme
- Know the extent and intensity of the change
- Benchmark and make comparisons
- Learn and make improvements
- Test assumptions
- Provide evidence of value for money
- Detect any unintended impacts.

Measurement tools

There are a range of measurement tools available which can be used directly or adapted. There are some tools such as Outcome Stars (outcomestars.org.uk) which are primarily used for measuring the progress and change for individuals and others which measure the impact of the activity in a community. Such tools include Social Return on Investment and Social Cost Benefit Analysis. See Appendix F for more examples.

There is no one tool which works for every programme so this strategy does not set down the specific measurement tools to be used, but adopts the principle that measuring impact will be a vital component for delivery and measurement of success.

Early outputs

A brand for the development site which allows local people to synergise with the values and principles of living at Chilmington

A web site for Chilmington which provides information and captures;

- Easy access to current Planning applications and Masterplans
- Information on the CMO for potential purchasers and residents
- Development sales information for potential purchasers
- A 'what's on' area which captures community activity, events and current community consultations
- Local community facilities and services (on and off site) and how to access them
- Information on the Quality Monitoring Team and its role
- The CMO 'going live' and based in the first premises onsite
- Employment of community development professional/s to drive forward the delivery of this Strategy
- Community involvement in early capital projects is appropriate and timely with outcomes incorporated into the relevant project brief.

Review and Progress Reporting

An annual action plan will be developed which will be coordinated by the CMO on behalf of all the delivery partners and progress recorded.

Individual tasks will be delivered through a mix of delivery partners' action and potentially some joined up multi-agency task groups.

A Management Group will be created and coordinated by the Ashford Borough Council (ABC) CMO team initially and then by the CMO Development Manager, reporting to the CMO Board. The Management Group could include representation from;

- Ashford Borough Council
- Developer team
- Kent County Council
- Parish Councils
- Social housing provider (once identified)
- The Community Stakeholder Group
- Voluntary and community sector (eg. Environment, Conservation and Heritage Task Group, Ashford Volunteer Centre)

It is well understood that delivery will evolve and change over time and as the development gathers pace.

Membership of the Management Group will therefore also change to accommodate live projects and priorities for delivery.

This Strategy is expected to flex and adapt and it is therefore expected that a review of progress against the Delivery Approach by the Management Group will be required on an annual basis. A light touch review of the Strategy will also take place annually as a sensor check. This will be reported through to the CMO Board (or PWG in the first instance).

Key stakeholders (whether on the Management Group or not) will be engaged in this review process with progress, achievements and challenges captured at each stage. Learning will be applied to the following year. Alongside this strategy, a Chilmington Joint Working Protocol between Ashford Borough Council and Kent County Council has been agreed that looks to strengthen further the strong relationship between the two authorities and to build on the success we have already achieved in the negotiations for the CMO through the S106. The Protocol makes reference to this strategy and encourages officers to work to its Delivery Approach in a flexible and collaborative manner to ensure maximum local benefit.

A peer review group could be created to assess the lessons learnt against other developments nationally and/or other local projects to ensure the widest possible application of learning.

Towards the end of the three year period a full review will take place, with a new community development strategy expected to emerge, befitting to the place and approach needed at that time.

APPENDIX A - THE CHILMINGTON VISION

Source; <http://chilmington-green.co.uk/index.php/vision/>

- Chilmington Green will look good and be a great place to live. It will set the benchmark for high quality design. It will become a place of special and varied character, with sustainability integrated into all aspects of design.
- Chilmington Green will respect and integrate heritage buildings, landscape features and wildlife habitats as part of a well planned layout.
- Chilmington Green will offer a lively and fun place to be, with an attractive High Street that meets local peoples' daily needs.
- Chilmington Green will in a joined up way, be for people of all ages and will provide the range of community, school, health and other services.
- Chilmington Green will offer a range of local jobs but also cater for those working in the town centre and elsewhere with regular, high quality bus connections.
- Chilmington Green will have its own, strong identity in a landscape setting, closely linked to the urban area to be able to offer new opportunities to other residents of Ashford, in particular those nearby in Brisley Farm, Singleton, Shadoxhurst and Stanhope.
- Chilmington Green will foster pride and a local community that develops a strong sense of local 'ownership' and the capacity to help manage Chilmington Green on a day to day basis.
- Chilmington Green will be flexible in design and resilient to change, and able to respond positively to advances in technology and changing working and daily lifestyles.

APPENDIX B - CASE STUDIES

LARGE SCALE DEVELOPMENTS - COMMUNITY DEVELOPMENT

Chichester Community Development Trust, (the Graylingwell and De Roussillon developments)

<http://chichestercdt.org.uk/>

Both developments include approximately 1,300 new dwellings on an old hospital site on the edge of Chichester town. The community trust is a membership organisation with membership paid by residents. The site has been developed out by Linden Homes and Affinity Sutton, who is the social housing provider.

The Trust has been endowed with a range of community assets from historical churches which are converted for community use to spaces for start up businesses. The Trust runs programmes which engage the local community. There is a focus on creating a sustainable community through volunteering, supporting young people and skills development. The community development programme is run in partnership with Affinity Sutton and is very successful in listening and acting on the voice of the local people. It has an active membership and its board is made up of developers, council reps, social housing reps and local residents.

The Trust is funded by its members, the council and many other funders including Heritage Lottery Fund and Awards for All.

Key Learning Points:

- Start small and stay local
- Residents are at the heart of the Trust and the community
- Offer a range of activities to interest different people
- Partnership with the social housing provider provides a route in to those residents who may be less engaged/more difficult to reach. It also provides for early capacity.

North West Bicester (part of the Bicester Extension programme), Cherwell District Council

<http://nwbicester.co.uk/>

North West Bicester is one of the UK's Eco towns. The Bicester extension is a phased development with separate large scale developments delivered over a significant period of time. Rather than set up their management organisation (Local Management Organisation or LMO) from the start, the Council and social housing provider (A2Dominion) are taking a different approach which sees existing local people and stakeholders participate in workshops and early consultations relating to the evolution of the development. As new residents take up occupation they are encouraged to be part of working groups which will eventually merge and form the LMO. This will not happen until there is a quantum of residents. A2Dominion will run the LMO in the first instance, eventually stepping back to create an independent organisation when the community is ready.

There are community builders (community development workers) for each 1,000 dwellings who engage with new residents and encourage them to become involved with community activities. This model sees those community builders move on after a period of time to support newer, emerging neighbourhoods.

The LMO will be endowed with a number of small assets (community hall, play spaces) and will be gifted an endowment to manage these facilities into the long term. There is no service charge on residents and the LMO will not manage any landscaping. This function will be retained by Cherwell DC.

Key Learning Points:

- Everything takes time
- Seek early stakeholder engagement (there are concerns that the LMO could take over the role of the Town Council. Time must be taken to reassure and comfort stakeholders of the remit and purpose of the LMO)
- One-to-one interviews with residents and stakeholders have worked very well and been crucial to understanding local fears and concerns that would not have been aired in a workshop/consultation setting
- Community builders are a valuable asset, building early relationships with the first residents and access to facilities, services and knowledge
- Find new ways of communicating with residents. Each household receives an i-pad to manage its energy usage – this provides opportunities for wider communication too.
- A community wellbeing strategy aims to embed art and cultural wellbeing from the outset, ensuring artists are engaged in the design and form of community buildings and activities.

The Green Estate Trust & Manor and Castle Trust, Sheffield

<http://greenestate.org.uk> and <http://www.manorandcastle.org.uk/>

The Manor Estate was labelled, 'the worst estate in Britain' in the mid 90's. In 1996, the Manor and Castle Trust was set up to respond to the deprivation and disadvantage. The Green Estate Trust and Manor and Castle Trust deliver exceptional work to support the regeneration of the community and provide work based opportunities from within the immediate locality to enable local people to find and sustain work. Building long term stewardship is key to their success.

Whilst the synergies to Chilmington are few when comparing existing housing, levels of deprivation and the provision of existing poor quality housing, the enterprising approach taken to provide long term sustainable solutions are exemplary and ones which the Chilmington approach can adopt.

The Manor and Castle Trust has set about rebuilding housing using SRB3 funding and regenerating poor value open space to provide for a healthy environment for its residents, which has had significant impacts on their health and wellbeing. Combine this with the wide range of community development programmes including, getting local residents active, building skills for employability, educating on healthy lifestyles and providing safe spaces for children and young people to meet, provides a recipe for success.

The business model at Manor and Castle combines public sector and other funding with the letting of commercial office space (which is in itself a hub for supporting new local business) and income generation through use of its community venues. This sustainable approach provides sufficient funding to underpin the community development activities.

The Green Estate Trust emerged from an 18 month project to regenerate, manage and maintain the green spaces in and around Manor and Castle. The Trust was created in 1999 and is independent from the Manor and Castle Trust. They work very closely together to ensure a coordinated approach to supporting the community.

The Green Estate Trust operate on a social enterprise model and are committed to managing green spaces in Sheffield in a way that maximises social, environmental and economic benefits for the neighbourhood.

Instead of receiving core funding to support ongoing green space management the Trust had to develop core commercial activities that could support a reasonably sized 'green' organisation still capable of addressing the areas environmental issues.

This approach has resulted in the mix of commercial sales and services and social / environmental activities that are now delivered and can be read about on their website.

Despite the improvements to the physical fabric of the area and the investment in community development, many of the issues are deeply rooted and the remediation strategies that are now in place will take many years to bear fruit.

The Trust website cites:

‘Against the odds most of our original ambitions have been achieved which on a good day makes us feel really positive. We have provided some of the leadership and vision and have taken lots of risks but the reality is that these achievements are the sum of many different people and organisations working mostly together.

The value of having the right people around you, some ambitious joined up thinking, a lot of persistence and not a little luck have all been essential ingredients in getting to where we are now – a better looking, much more resilient place to live, work and enjoy life from.’

Cambourne, Cambridgeshire

<http://www.cambourneparishcouncil.gov.uk/>

A very different approach to most other sites researched, the community development function here is delivered at a very local organisational level i.e. by individual sports, youth and other clubs, supported by the Parish Council.

The Parish Clerk is an inspiration, providing enormous support and advice to those operating and living in the Parish. The Parish Council delivers its role as the closest tier of local government to local people well, going beyond its statutory duties to ensure new community provision are of high quality design, consulted on and provide for the needs of its parishioners.

The Parish Council owns most of the community assets and leases/hires them to local organisations at low/nil rents. The Parish Council also has a community grant fund which provides funding for local activities.

APPENDIX C - EARLY YEARS INFRASTRUCTURE

In the context of Chilmington, the early avenues for community engagement can be linked to distinct themes which are held together as key deliverables through the S106 planning agreement in the early years. These can be defined as follows.

Engagement in the Planning

This will include but is not limited to:

- A28 construction works (led by KCC) – community involvement likely via workshops and exhibitions
- Individual Reserved Matters applications (led by Planning) – community involvement through the usual channels
- Construction management issues (led by Planning with support from KCC Highways) – via clearance of conditions and onsite by Developer named contact for complaints
- Improvements to the channels in which the community can be kept in touch with planning submissions and latest developments, including an interactive map of live applications, briefing sessions for Parish Councils on how to deal with applications, a mailing list of residents/stakeholders who wish to be kept informed and regular updates to the community stakeholder group.

Community development and engagement on priority projects

This includes but is not limited to:

- Open space management (including the first advanced planting areas, ecological mitigation land, public open space, play spaces maintenance (led by the CMO Team/CMO Board) – advice will be required through working with key partners and experts to decide the best way to manage these key spaces. Local people will have the opportunity to become involved in this debate through consultation at events and workshops where timely and relevant to do so.
- Creation of a public art strategy (led by the Council) – community engagement through exhibitions, workshops and events.
- Development of a Discovery Park Masterplan (led by the Council) – community engagement through exhibitions, workshops and events including the delivery of a sports hub and pitches.
- Early community development worker posts, their role and remit (led by the Ashford BC Cultural Services, the CMO Team and PWG/CMO Board).
- Heritage and archaeology; building an understanding of the history of the site in terms of its agricultural uses, links to World War 2 and the RAF, Iron Age burial site and Roman Road. Bringing together the historic links and embedding them into the design of the public realm will help to create a sense of place and ownership for the new community.

This understanding can be proportionally threaded through community development work, public art and physical structures.

- The opening of the first primary school – the first permanent community building to be provided - the primary school will play an important part in early community engagement. It will also help to create a vibrant and active community through the natural focus and energy of local families with children attending a new school. The community development function should embrace this opportunity, with key partners working together to inform, engage and consult residents not only about community activities which could be delivered from the school but wider community projects too.

The Community Assets

The early physical community assets expected to come forward in the three year lifespan of this Strategy include:

- First CMO operating premises – likely to be located near the ‘gateway’ to the site, on the spine road and adjacent to the first marketing suite - this temporary building will be instrumental in connecting new and existing residents to the emerging community and its assets. The premises will be approximately 200 sq m and include a room for community use and at least one meeting room. It is hoped an outside space can be created which can evolve into a small community garden and area for community BBQs, etc. The building will include the offices of the CMO and be the place where residents can meet trustees and staff to discuss any concerns, get involved in the community and comment on the latest plans.
- Public art – the first installation is expected in the first phase. The detail to this piece is currently unclear but could be a sculpture, temporary structure or other project which embraces the principles of the emerging public art strategy.
- First open spaces (informal and formal) – open space will be provided from the outset and managed by the developers in the first instance. The CMO will take on open space once it is established. Early spaces include:
- Chilmington Gardens – a small urban park at the district centre, adjacent to the Market Square and community hub, with mature trees and a watercourse - this space will provide for a recreation and relaxation area for residents and visitors.
- Northern Gateway (Access A) – the main access road to the site will be designed to provide a high quality frontage to the site, which will include open space, pedestrian and cycle routes into the district centre and connections to other adjacent communities and wider cycle routes. There will be space for recreation.
- First primary school – proposed opening onsite in 2019, the primary school will provide a central meeting place for new residents with children. The design of the building/s will follow similar lines to that of other recent new schools in the borough and include some spaces which can be used by the community outside of core school times e.g. school hall. Located at the heart of the district centre, adjacent to the community hub and first allotment, the school will be the first permanent community building.

APPENDIX D: A DELIVERY APPROACH FOR COMMUNITY DEVELOPMENT IN THE EARLY YEARS

Introduction

This delivery approach responds to the *Building a Community at Chilmington Green and, the First Three Years (2018-2020)*. Agreed by the Partnership Working Group (PWG) (the advisory board to the developers) in March 2017, and here on called the Community Development Strategy, it states the Chilmington Community Management Organisation's (CMO) and its partners' community development ambition that is to:

- Ensure the provision of early facilities meets community need and are valued because residents and the wider immediate community and wider borough community are aware, consulted, informed and part of decision making;
- Promote and build long term relationships with existing community groups and encourage new community groups to emerge. Help people come together to take collective action and generate solutions to common problems;
- Enable residents (on a day-to-day basis) to know their neighbours, seek support from their neighbours, be active in the community and be empowered to make decisions about community matters whether that be the development of a new facility or their role as a member of a local club or interest group.

Our delivery approach adopts the principles of *Educating, Engaging and Empowering*. It is intended to be a working document allowing flexibility within an ever changing environment. It will be used to shape delivery and investment by both the CMO and stakeholders, based on the 'community development challenges' and 'what needs to be done' over the next three years. This will direct an annual action plan requiring a fully coordinated approach and partner support, together with resident involvement.

There will be other reviews and individual development management plans for specific infrastructure and areas including the CMO's own Marketing and Communications Strategy which will sit alongside and link in with this delivery approach.

Priority Areas (places and projects)

The Community Development Strategy summarises the delivery and timetable for community infrastructure at Chilmington comprising buildings, open space and parks, schools, public art, as well as establishment of the CMO in the Early Years.

The priority areas that will assist community development include:

1. The Planning and Delivery Process
2. The CMO and its Base
3. First Primary School and Community Hub
4. Early Active Travel
5. Open Space (including Parks, Allotments, Conservation Areas), Play and Landscaping
6. Public Art, Heritage and Archaeology.

Each area of the above are considered separately in our approach but clearly some ideas and actions join up. The community development action suggested under 'what needs to be done' aims to add value to the successful delivery of these priority areas and in turn help meet the ambitions of the CMO to create an *Educated, Engaged and Empowered* community that is healthy and vibrant.

Delivery and Evaluation

Local stakeholders are key to delivery and, together with the CMO, will be key to build activity and provision which is responsive to need and utilises the skills and expertise available from across the borough. Local residents will be at the heart of the work, with avenues created, bespoke to each project, which capture their ideas and promote their active involvement.

The CMO will be employing a community development worker in 2018 who will help with delivery. The CMO will also be responsible for supporting and evaluating the programme to ensure it is meeting local need. This will include collecting resident feedback and highlighting successes and challenges.

1. THE PLANNING AND DELIVERY PROCESS

The Borough and County Council's Planning functions already have statutory processes concerning the community on planning applications. A Council Communications Strategy will look at the key milestones and how best to communicate these to residents.

This section looks at how the CMO can add value and delivers new channels for engagement as well as informing people about the delivery programme and how it affects them.

Community Development Challenges

- Local residents and stakeholders could miss the opportunities to formally respond and understand what is going on.
- A wider pool of local people may not be aware of planning developments and the delivery programme for community assets.
- Residents may not be aware of the different channels in place to deal with concerns as work progresses (e.g. construction and highway improvements).

What needs to be done

- a) Distribute a flyer which educates and provides information to residents on 'how to get involved and stay informed' – part of the Welcome Pack.
- b) Create a regular update newsletter/ communication flow, clearly dated, on i) the overall development; ii) what's happening on the ground NOW; iii) and the different roles of the partners.
- c) Create and promote the existence of a Chilmington mailing list to alert residents of planning applications.
- d) Explore options for digital communications and test ideas/pilot with existing residents.
- e) Develop bespoke web messages on stakeholder websites (the Developers, Ashford BC, Kent CC, Parish Councils and in time, the CMO) providing key information e.g. current and approved planning applications, live construction traffic news on KCC's website and a dedicated phone line provided by the Developers for concerns on construction impacts.
- f) Consider social media campaigns and community events to promote key stages in the delivery programme for community assets.
- g) Advocate the importance of broadband enhancement for the Hamlet and other surrounding properties
- h) Regularly review communication channels and their effectiveness.

2. THE CMO & ITS BASE

The CMO is producing a Marketing and Communications Strategy which sets out early actions in creating an identity of openness, transparency and inclusivity. A flexible base with community space will provide the CMO's office and space to support early resident communication, engagement and activity.

Community Development Challenges

- Unknown and invisible CMO with a limited track record.
- Fragmented early builds (across four locations) and the surrounding the sites, which need to be seen as one community.
- Respond to the local demographic to shape activities, information and marketing literature and use feedback to understand what is working (and what is not)

What Needs To Be Done

- a) Build relationships with existing community groups, event organisers and forums in the locality, promoting their offer and (where appropriate) securing their future ahead of duplicating new groups at Chilmington
- b) Agree the content of a Welcome Pack (including gift) for new residents, test with existing residents, distribute and include a summary leaflet of the Community Development Strategy and wider borough facilities.
- c) Meet and greet new residents (within four weeks of moving in). Consider innovative welcome 'gifts' such as a sustainable garden pack or vegetable starter pack with growbag.
- d) Create an engagement programme at the CMO base which includes 'drop-in's' or surgeries with various stakeholders and the CMO trustees; have internet access points, display design drawings and consider models to support key consultations
- e) Work with local service providers and residents to identify appropriate early services that bridge the gap before the Community Hub, Health Facility and School e.g. breakfast/afterschool clubs.
- f) Create a Community Chest Grant fund (managed by the Community Development Worker) focused on supporting existing and new groups/community activities which meets the needs of the residents and generates participation and stewardship, and looks to build local capacity such as volunteering.
- g) Deliver specific programmes of activity that support the needs of the disadvantaged, vulnerable and unemployed.
- h) Explore the creation of a volunteer strategy and the need to identify local community champions.

3. FIRST PRIMARY SCHOOL AND COMMUNITY HUB

The first primary school serving Chilmington aims to open in 2019. The Community Hub will provide for a large number of services in the community including health and social care, library facilities, community social and indoor sports and outdoor spaces but not until the occupation of 1,800 homes. Please also refer to The CMO and Its Base at No.2 of the Delivery Approach.

Community Development Challenges

- Information, advice and space for services in the early years will be limited.
- Residents may go elsewhere for services e.g. GP.
- Valuable and meaningful involvement in aspects of design needs to respect statutory processes and budget constraints.

What Needs To Be Done

- a) Ensure the Welcome Pack provides information about the school and hub and what (at least in the short-medium term) is provided off site.
- b) Continue to work with KCC Education (and/or its promoter) to identify opportunities for community and stakeholder involvement as the primary school develops.
- c) Work with Health providers to identify services required by the community which can be provided on site.
- d) Maintain strong communication channels with residents that promote involvement in the shape and design of early services and facilities encouraging early stewardship so that when services are provided on site, there is already a desire to 'stay local'.
- e) Utilise the school community as a vehicle to promote and distribute information eg school gate campaigns.

4. EARLY ACTIVE TRAVEL

Through the Planning process, routes are designed that provide for connectivity and easy travel across the site and into the wider borough. Some of these will incorporate running routes, cycle ways and green links that support health and active travel.

Community Development Challenges

- Limited offer and choice in the early years for the first residents i.e. bus routes, some pedestrian routes and minimal cycle ways.
- Changing the culture where sustainable travel is the preferred choice of residents, visitors and workers.
- Providers do not work in isolation and are not aware of the communication objectives.

What Needs To Be Done

- a) Creatively promote (e.g. through pop ups, stunts, activities, etc) the opportunities for people to respond to active travel proposals.
- b) Work with providers to distribute a flyer on the options for travel, the routes available and promote the active travel benefits, including the residents' bus vouchers.
- c) Deliver a green transport engagement project that helps introduce the Active Travel brand, and test, consult and generate further ideas.

5. OPEN SPACE (INCLUDING PARKS, ALLOTMENTS, CONSERVATION AREAS), PLAY & LANDSCAPING

There is a mix of open spaces, parks, play areas, ecology sites and the first allotment site to be designed and in part delivered in the early years. This requires input from the community and key stakeholders. ABC has a commitment to produce a masterplan for the Discovery Park which will be a strategic park for the borough.

Community Development Challenges

- Low number of residents when designs and masterplans are needing to be consulted on.
- Valuable and meaningful involvement in aspects such as highway verge landscape design will need to respect statutory requirements.
- Unrealistic expectations by residents on timings and delivery of assets.
- Conflicting uses and needs eg. strategic nature of the Discovery Park against local resident need.
- Different amenity spaces and play areas need strong identities to help place making.
- A number of different stakeholders will be creating, managing and maintaining assets - joined up communication is key.
- Timely involvement of volunteers.

What Needs To Be Done

- a) Agree with stakeholders the process for community consultation on key sites to ensure involvement is timely and meaningful.
- b) Provide clear information through various stakeholders to educate residents about the phasing, delivery programme and nature of the different assets.
- c) Explore with residents and stakeholders the 'Chilmington Story' (see Heritage) and incorporate in designs.
- d) Ensure the Discovery Park masterplan includes local engagement and once adopted, discussion and creativity continue.
- e) Set up a themed stakeholder working group to advise the CMO for longer term community involvement in the management of open space such as the timely creation of an allotment association.

6. PUBLIC ART, HERITAGE & ARCHAEOLOGY

Chilmington will be a creative place which will be reflected in its public realm and project delivery supported by a Public Art Strategy. Public art will work to focus on contemporary new design as well as to reflect its past. Heritage will major on its natural links to the Iron Age, Romans, World War 2 and the agricultural heritage.

Community Development Challenges

- Limited time and residents to provide opportunities for community engagement, involvement and influence in the Public Art Strategy before adoption.
- Ensuring the Public Art Strategy is seen as an important element of encouraging resident and borough-wide engagement in Chilmington.
- Capturing the history of the site and use it in the best way possible within the design of the public realm, open spaces and other community assets.

What Needs To Be Done

- a) Engage with existing residents and stakeholders on the Public Art Strategy.
- b) Ensure new residents are aware of and can contribute to public art design and installation.
- c) 'Tell the Chilmington Story' (past, present and future) and promote it borough-wide.
- d) Maximise the different historic aspects in community participation and educational programmes, working closely with the community archaeologist.
- e) Embed 'the story' in design work streams, ensuring a cohesive approach to interpretation on site.

APPENDIX E - THE COMMUNITY DEVELOPMENT LEADER/WORKER FUNCTION

The CDW's core function will fundamentally be to help to create a sense of place and belonging for local residents. They will be 'out and about' working with the community from the outset, facilitating and enabling residents to drive forward their own initiatives. This could be achieved through;

- Being accessible to potential buyers
- A home visit within four weeks of moving in, informing new residents of the CMO, its work, ethos, structure and remit to support local residents. This home visit could be further supported by a joint visit with the Quality Monitoring Team, providing residents with an opportunity to share any thoughts about their house purchase and how and who to raise concerns to.
- Administer a small grants pot (up to £300) to generate local activity and support their operation
- Coordinate and potentially lead wider community consultation (on behalf of the Developers) on community assets to be adopted by the CMO prior to reserved matters applications being made to the Council.
- Hold community events which bring together residents which can be used as an opportunity to build social cohesion and allow space to consult residents on what matters to them.
- Coordinate regular communication providing updates on Planning matters, activities, opportunities to get involved and the work of the CMO through newsletters, media, social media and web updates.
- Coordinate local interest groups, bringing together agendas where relevant and ensuring they are connected to each other, the wider community and stakeholders as and when appropriate.
- Signpost to and help to secure funding for the functions and activities of local interest groups.
- Be the first point of call for residents and local interest groups, providing two way communication channels for residents to the CMO Board and other stakeholders.
- Provide or signpost to relevant training sessions for volunteers.
- Help new groups to form to meet local need eg. an allotment society, sports clubs and parent and toddler groups.

APPENDIX F – STRATEGY CONSULTATION PROCESS AND OUTCOMES

The community development strategy has been through a rigorous process of consultation with residents, key stakeholders and delivery partners. This process took place from December 2016 to September 2017 and included;

- A stakeholder and delivery partners workshop to agree the principles to the strategic approach
- A workshop with the Community Stakeholder Group and key partners
- A programme of public consultation activity which was promoted through local schools, leaflets drops and other avenues and invited residents to attend an exhibition at The Environment Centre and/or respond via an online survey, postcard responses and email
- Presentations to the Community Stakeholders Group, Parish Councils and Partnership Working Group which sought endorsement to the amended strategy ahead of adoption by the borough council.

Key Outcomes

The consultation was broadly a success with a reasonable response from the wider public. The stakeholder workshop was a great success, delving into the challenges and opportunities for community development in the early years.

A surprising outcome was the **lack of understanding of the broader development principles and aspirations**. This has led to a reassessment of the first year priorities for the CDS Action Plan, which must focus more on ‘educating’ residents about the development before they can be expected to engage meaningfully in shaping community development action. Of course some of the ‘educating’ can be achieved through community development action eg through the creation of a public art strategy or early work of the community archaeologist.

Communication is key to success and **technology and access to it** plays a huge part in ensuring equality of access to information and activities. The first action plan must therefore seek to address how to make this possible when existing residents have currently no access to high speed broadband.

Community integration was a further key theme where a number of ideas were brought forward, most notably the need to support existing groups before duplicating with new at Chilmington, creation of community champions and to ‘piggy back’ on existing groups and events.

These ideas and more have been built into this Strategy and its Delivery Approach and will provide focus for the first annual action plan (and beyond).

Overall, local people, partners and stakeholders agreed with the approach to the community development strategy and welcomed the opportunity to get involved.

APPENDIX G - FURTHER RESEARCH

What is Community Engagement: HCA Tool Kit; http://www.equality-ne.co.uk/downloads/856_toolkit-community-engagement.pdf

S Davidson, Spinning the Wheel of Empowerment: 1998
<http://www.sarkissian.com.au/wp-content/uploads/2009/06/Davidson-Spinning-wheel-article1998.pdf>

Neighbourliness and Empowerment = Wellbeing: Is there a formula for happy communities?: Mandeep Hothi with Nicola Bacon, Marcia Brophy and Geoff Mulgan
http://youngfoundation.org/wp-content/uploads/2015/04/N_E_W_web.pdf

An Action Plan for Community Empowerment: Building on Success: Local Government Association: October 2007
<http://webarchive.nationalarchives.gov.uk/20120919132719/http://www.communities.gov.uk/documents/communities/pdf/actionplan>

Pathways through participation: What creates and sustains active citizenship?: September 2011: Ellie Brodie: NCVO, Institute of Volunteering Research: Involve; Big Lottery. <http://pathwaysthroughparticipation.org.uk/resources/summaryreport/>

The International Association of Public Participation: IAP2 Spectrum of Public Participation: 2007:
<http://c.ymcdn.com/sites/www.iap2.org/resource/resmgr/imported/spectrum.pdf>

[Measuring Impact Tools and Approaches](#)

The BIG Lottery Fund 'An Introduction to Impact Measurement' document;

<https://www.biglotteryfund.org.uk/about-big/publications?containing=measuring%20impact>

HACTS Social Value Bank Tool

<http://www.hact.org.uk/social-value-bank>

Nesta's and the Social Innovation Partnership – Guidance for Developing a Theory of Change for your Programme

https://www.nesta.org.uk/sites/default/files/theory_of_change_guidance_for_applicants_.pdf

Valuation Techniques for Social Cost Benefit Analysis

<https://www.gov.uk/government/publications/valuation-techniques-for-social-cost-benefit-analysis>

Equality Impact Assessment

1. An Equality Impact Assessment (EIA) is a document that summarises how the council has had due regard to the public sector equality duty (Equality Act 2010) in its decision-making. Although there is no legal duty to produce an EIA, the Council must have **due regard** to the equality duty and an EIA is recognised as the best method of fulfilling that duty. It can assist the Council in making a judgment as to whether a policy or other decision will have unintended negative consequences for certain people and help maximise the positive impacts of policy change. An EIA can lead to one of four consequences:

- (a) No major change – the policy or other decision is robust with no potential for discrimination or adverse impact. Opportunities to promote equality have been taken;
- (b) Adjust the policy or decision to remove barriers or better promote equality as identified in the EIA;
- (c) Continue the policy – if the EIA identifies potential for adverse impact, set out compelling justification for continuing;
- (d) Stop and remove the policy where actual or potential unlawful discrimination is identified.

Public sector equality duty

2. The Equality Act 2010 places a duty on the council, when exercising public functions, to have due regard to the need to:
- (a) Eliminate discrimination, harassment and victimisation;
 - (b) Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
 - (c) Foster good relations between persons who share a relevant protected characteristic and persons who do not share it (ie tackling prejudice and promoting understanding between people from different groups).

3. These are known as the three aims of the general equality duty.

Protected characteristics

4. The Equality Act 2010 sets out nine protected characteristics for the purpose of the equality duty:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership*
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation

*For marriage and civil partnership, only the first aim of the duty applies in relation to employment.

Due regard

5. Having 'due regard' is about using good equality information and analysis at the right time as part of decision-making procedures.
6. To 'have due regard' means that in making decisions and in its other day-to-day activities the council must consciously consider the need to do the things set out in the general equality duty: eliminate discrimination, advance equality of opportunity and foster good relations. This can involve:
- removing or minimising disadvantages suffered by people due to their protected characteristics.
 - taking steps to meet the needs of people with certain protected characteristics when these are different from the needs of other people.
 - encouraging people with certain protected characteristics to participate in public life or in other activities where it is disproportionately low.
7. How much regard is 'due' will depend on the circumstances. The greater the

potential impact, the higher the regard required by the duty. Examples of functions and decisions likely to engage the duty include: policy decisions, budget decisions, public appointments, service provision, statutory discretion, decisions on individuals, employing staff and procurement of goods and services.

8. In terms of timing:

- Having 'due regard' should be considered at the inception of any decision or proposed policy or service development or change.
- Due regard should be considered throughout development of a decision. Notes shall be taken and kept on file as to how due regard has been had to the equality duty in research, meetings, project teams, consultations etc.
- The completion of the EIA is a way of effectively summarising this and it should inform final decision-making.

Case law principles

9. A number of principles have been established by the courts in relation to the equality duty and due regard:

- Decision-makers in public authorities must be aware of their duty to have 'due regard' to the equality duty and so EIA's must be attached to any relevant committee reports.
- Due regard is fulfilled before and at the time a particular policy is under consideration as well as at the time a decision is taken. Due regard involves a conscious approach and state of mind.
- A public authority cannot satisfy the duty by justifying a decision after it has been taken.
- The duty must be exercised in substance, with rigour and with an open mind in such a way that it influences the final decision.
- The duty is a non-delegable one. The duty will always remain the responsibility of the public authority.
- The duty is a continuing one so that it needs to be considered not only when a

policy, for example, is being developed and agreed but also when it is implemented.

- It is good practice for those exercising public functions to keep an accurate record showing that they have actually considered the general duty and pondered relevant questions. Proper record keeping encourages transparency and will discipline those carrying out the relevant function to undertake the duty conscientiously.
- A public authority will need to consider whether it has sufficient information to assess the effects of the policy, or the way a function is being carried out, on the aims set out in the general equality duty.
- A public authority cannot avoid complying with the duty by claiming that it does not have enough resources to do so.

The Equality and Human Rights Commission has produced helpful guidance on "Meeting the Equality Duty in Policy and Decision-Making" (October 2014). It is available on the following link and report authors should read and follow this when developing or reporting on proposals for policy or service development or change and other decisions likely to engage the equality duty. [Equality Duty in decision-making](#)

Lead officer:	Christina Fuller
Decision maker:	Cabinet
Decision: <ul style="list-style-type: none"> • Policy, project, service, contract • Review, change, new, stop 	Chilmington Green Early Community Development Strategy (Jan 2018-Dec 2020)
Date of decision: The date when the final decision is made. The EIA must be complete before this point and inform the final decision.	7 th December, 2017 (Cabinet)
Summary of the proposed decision: <ul style="list-style-type: none"> • Aims and objectives • Key actions • Expected outcomes • Who will be affected and how? • How many people will be affected? 	The principles of the Community Development Strategy are based on engagement and involvement from ALL of the community. Methods of community, marketing and engagement will reflect the local demographic and encourage active participation through a range of means to accommodate a diverse range of needs.
Information and research: <ul style="list-style-type: none"> • Outline the information and research that has informed the decision. • Include sources and key findings. 	Community development theories and approaches have been applied to the proposals which revolve around inclusive engagement and involvement by local people.
Consultation: <ul style="list-style-type: none"> • What specific consultation has occurred on this decision? • What were the results of the consultation? • Did the consultation analysis reveal any difference in views across the protected characteristics? • What conclusions can be drawn from the analysis on how the decision will affect people with different protected characteristics? 	<p>A robust consultation process for the development of the Strategy was adopted that involved over 175 people. The consultation was accessible through public exhibitions, postcard responses and online survey.</p> <p>The evolving action plan will consider how best to involve residents and use a diverse range of methods and opportunities to encourage and enable them to get involved.</p> <p>The consultation has not flagged any potential impact on those with protected characteristics.</p>

Assess the relevance of the decision to people with different protected characteristics and assess the impact of the decision on people with different protected characteristics.

When assessing relevance and impact, make it clear who the assessment applies to within the protected characteristic category. For example, a decision may have high relevance for young people but low relevance for older people; it may have a positive impact on women but a neutral impact on men.

Protected characteristic	Relevance to Decision High/Medium/Low/None	Impact of Decision Positive (Major/Minor) Negative (Major/Minor) Neutral
<u>AGE</u> Elderly	The Strategy is only applicable to residents of Chilmington and surrounding area. High	Positive (major)
Middle age	High	Positive (major)
Young adult	High	Positive (major)
Children	High	Positive (major)
<u>DISABILITY</u> Physical	High	Positive (major)
Mental	High	Positive (major)
Sensory	High	Positive (major)
<u>GENDER RE-ASSIGNMENT</u>	High	Positive (major)
<u>MARRIAGE/CIVIL PARTNERSHIP</u>	High	Positive (major)
<u>PREGNANCY/MATERNITY</u>	High	Positive (major)
<u>RACE</u>	High	Positive (major)
<u>RELIGION OR BELIEF</u>	High	Positive (major)
<u>SEX</u> Men	High	Positive (major)
Women	High	Positive (major)
<u>SEXUAL ORIENTATION</u>	High	Positive (major)

Mitigating negative impact:	None
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Where any negative impact has been identified, outline the measures taken to mitigate against it.	
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<p>Is the decision relevant to the aims of the equality duty?</p> <p>Guidance on the aims can be found in the EHRC's Essential Guide, alongside fuller PSED Technical Guidance.</p>	
Aim	Yes / No / N/A
1) Eliminate discrimination, harassment and victimisation	No
2) Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it	Yes
3) Foster good relations between persons who share a relevant protected characteristic and persons who do not share it	Yes

<p>Conclusion:</p> <ul style="list-style-type: none"> Consider how due regard has been had to the equality duty, from start to finish. There should be no unlawful discrimination arising from the decision (see guidance above). Advise on whether the proposal meets the aims of the equality duty or whether adjustments have been made or need to be made or whether any residual impacts are justified. How will monitoring of the policy, procedure or decision and its implementation be undertaken and reported? 	<p>Consideration has been given to Equality Duty through consultation and generation of the strategy. The purpose of the strategy is to promote engagement and involvement by all the community at Chilmington Green and surrounding community.</p> <p>No adjustments have been made to accommodate the Equality Duty to date.</p> <p>Monitoring of the Strategy, and its delivery as well as the Equality Duty will be carried out through ongoing monitoring of the Strategy. This will be led by Culture and carried out by the Community Management Organisation through a contract with the council.</p>
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	<i>The council's revised policy register will assist services to meet this</i>
EIA completion date:	7/11/2017