

Appendix 7 – Summary of issues raised during second Pre- Consultation Community Engagement Events December – February 2016

Newsletter mail out

Regular newsletters were sent out to our 700 strong mailing list, which includes the more than 50 organisations affiliated to the Forum (<http://www.highgateneighbourhoodforum.org.uk/reference/affiliates/>) who are encouraged to cascade to their large number of members. In addition, hard copies of the Plan were made available for the period of the Consultation at The Highgate Society, The Highgate Literary and Scientific Society, Jacksons Lane and Shepherds Hill Library.

Letters sent to statutory bodies and owners of property mentioned in our Key Site Allocations.

Formal letters were sent to all the appropriate statutory bodies, as well as the owners of land which was part of our Key Site Allocations. Their responses were duly considered as part of our post-consultation revision of the Plan.

Emails to all our Associate organisations (residents associations, faith groups, schools, community centres, amenity groups etc) and to the 200 people who commented on the first draft of the Plan

In the case of the Associates, they were all encouraged to urge their members to comment on the Plan and vote on the CIL list and we know a number did this via their email newsletters, putting up posters or distributing our publicity postcards.

Pub and coffee house crawls, card distribution at Highgate and Archway tube stations and at primary school gates

People we talked to in ten pubs and nine coffee shops/cafes across the neighbourhood + people streaming out of Highgate and Archway tube stations at 6pm + parents waiting to pick up their children at three local primary schools. Approximately 500 people in total. We handed out publicity postcards and got into conversation where this was welcome (surprisingly often).

MAIN ISSUES AND CONCERNS RAISED

What the Forum was, what was in the Plan, local issues (much as list in workshops listed in Consultation Statement) and spending ideas on our Community Infrastructure Levy (CIL) spending list.

HOW THE ISSUES AND CONCERNS HAVE BEEN CONSIDERED

People were urged to go to the website to read the Plan in detail and comment or vote on the CIL list.

Direct delivery of publicity postcards to households

The publicity postcards were hand delivered to the residents and businesses around the Key Site Allocations, as well as to important target groups within the Forum area i.e. the Hillcrest Estate and traders in Aylmer Parade, Archway Road and Highgate High Street.

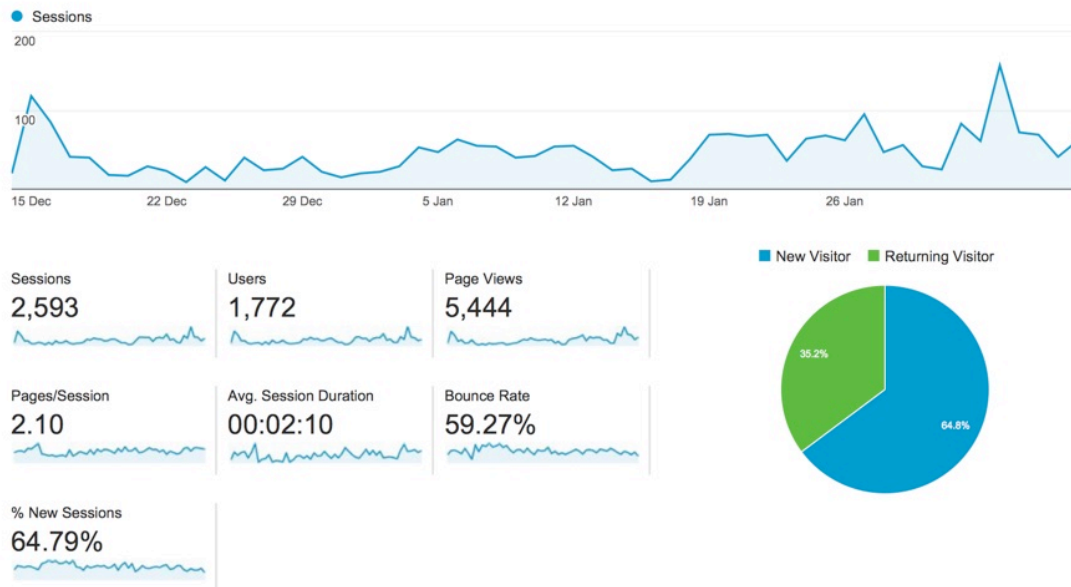
Sustained Facebook and Twitter campaign

Our Facebook followers went up from 155 to 180 and we had a total reach of 2,200 people viewing the 20 postings during the consultation. There were 40 tweets and retweets to our 820 followers on Twitter.

Regular Tweets and Facebook posts using website blogs, press coverage and events to attract attention and all urging people to read and comment on the Plan on the website + vote on our CIL spending list.

Increased traffic on website

All our publicity encouraged people to go to our website where they could read and/or comment on the Neighbourhood Plan. We had 1,772 users during the Consultation period and 5,444 page views.



The comments submitted on our website + the Forum's response to them and resulting action are listed in **Appendix 8: Schedule of Representations, December 2015 – February 2016**