

## Appendix 2

### Stakeholder Engagement Framework

#### 1 Purpose

- 1.1 This document seeks to establish a framework and set of guiding principles, which Havant Borough Council will adopt in respect to partner, community and stakeholder engagement in respect of the Regeneration Ambition document for Hayling Seafront.
- 1.2 It is intended that this document is consistent with the approach used for engagement being undertaken with regards the Havant Regeneration Strategy.

#### 2 Introduction

- 2.1 Engagement with local residents, businesses and key stakeholders will be critical to the success of the delivery of the regeneration aspirations for Hayling Seafront
- 2.2 Engagement is a way to build and sustain relationships between public services, community groups and key partners - helping them both to understand and if necessary participate and take action.
- 2.3 Communication and engagement activities provide the opportunity to inform, update, engage and consult stakeholders - creating a positive and collaborative working relationship, through effective communications.
- 2.4 There are a number of emerging policies and strategies for Hayling Island, including (but not limited to) the Hayling Seafront Strategy work, the Regeneration Ambition, development of the Local Plan as well as the Coastal Management Strategy 2120/Flood and Coastal Erosion Risk Management Strategy. In many cases, there either has already been, is currently or will be engagement with local stakeholders as these plans develop and therefore it may be confusing for stakeholders.
- 2.5 The new Hayling Seafront Strategy will seek to bring these items together and articulate them in a coordinated way. However, in the meantime there is a need to be clear with stakeholders about which matter is subject to consideration, what influence they can have and how these policies and strategies will ultimately work together. This will be managed through a more detailed Stakeholder Engagement Plan.

#### 3 Guiding principles

- ***Two-way communication and engagement*** - stakeholders have the opportunity to make their views, need and ideas heard while giving the Council the opportunity to do the same.

- **Clear and consistent messaging** – ensure messages are clear and consistent in respect of progress and decisions.
- **Open and transparent** – providing stakeholders with access to relevant information, while also recognising the need for confidentiality and/or for treating information sensitively, as appropriate.
- **Approachable** – building trust and confidence and treating people with respect.

## 4 Stakeholders

4.1 For the purpose of this work, stakeholders broadly fall into the following groups:

- **Residents** – including community groups/representatives and special interest groups
- **Businesses** and business groups/representatives
- **Strategic partners** – e.g. Solent Local Enterprise Partnership, Hampshire County Council, Natural England, Environment Agency.

4.2 The above are provided by way of examples for illustration purposes only and are not exhaustive.

4.3 A full stakeholder mapping exercise will be undertaken.

## 5 Engagement approaches

5.1 Engagement is often used as a broad term to cover a range of different approaches and methods. The following sets out some of the methods that may be used. It also describes some of the key terms used in this document.

- **Briefing** – providing information often in a formal manner
- **Updating** - giving the most recent news or information
- **Informing** - imparting knowledge of a fact or circumstance
- **Engaging** - a 2-way process of interacting and listening for mutual benefit
- **Two-way Dialogue** - exchanging ideas and opinions, project team and stakeholders listen and hear what's being said
- **Consulting**- seeking views and feedback on a proposal for consideration in decision making.
- **Collaborating** - working together to achieve a common purpose
- **Participating** - process of groups or individuals having the opportunity to become actively involved in a project.

## 6 Methods of engagement

6.1 A variety of methods can be used to engage stakeholders, including (but not limited to) meetings (online or physical), surveys, presentations, workshops, updates via website and social media.

6.2 An engagement plan will be developed alongside the stakeholder map.