



Town Centre Masterplan

Consultation and Communication Plan

July 2022 to October 2022

Summary

This appendix sets out the engagement, consultation and marketing arrangements for the draft Woking Town Centre Masterplan. A variety of **consultation methods will be employed, as set out in the table below, to ensure that the objectives set out within the Council's Woking for All 2022 – 2027 Corporate Strategy are met.**

Overview

Following approval by the Executive at its meeting on 14 July 2022, the draft Masterplan will be consulted on for a period of 12 weeks from 25 July 2022 – 16 October 2022. It is intended that the final Masterplan report will go to Executive on 19 January 2023.

Key dates

- | | |
|------------------------------------|--------------------------------|
| • Resident Panel feedback session | 12 July 2022 |
| • Consultation period | 25 July 2022 – 16 October 2022 |
| • Acknowledge and analyse feedback | October - December 2022 |
| • Member briefing | TBC |
| • Executive | 19 January 2023 |
| • Council | 9 February 2023 |
| • Publication | TBC |

Consultation and engagement

The consultation methods put forward are considered to go above and beyond both the actions set out within the Statement of Community Involvement and the Town and Country Planning (Local Planning) (England) Regulations 2012 (as amended) which provides guidance on consultation requirements for the preparation of Supplementary Planning Documents.

Twelve week consultation period

Week 1: 25 July	Week 5: 22 August	Week 9: 19 September
Week 2: 1 August	Week 6: 29 August	Week 10: 26 September
Week 3: 8 August	Week 7: 5 September	Week 11: 3 October
Week 4: 15 August	Week 8: 12 September	Week 12: 10 October

Calendar of Events

Date	Activity	Specifics
12 July 7 – 8.00pm	Residents Panel Feedback Session	Session for residents who previously attended the Masterplan engagement sessions: <ul style="list-style-type: none"> • Feedback on how residents' views have influenced the Masterplan • Details of consultation • Not a Q&A session – information given • 176 residents attended the previous sessions
Mon 25 July	Consultation launch	Consultation will sit as a hub on Woking Community Forum with each section set as an individual project: <ul style="list-style-type: none"> • Sustainable construction • Green infrastructure and biodiversity • General infrastructure • Flood risk and surface water drainage • Leisure and culture • Transport • Housing • Heritage assets • Economy • The Townscape strategy
Week 1 and throughout consultation	Masterplan video	Showcasing details of the Masterplan plan that resident's will be interested in. <ul style="list-style-type: none"> • Intro to Masterplan • Summary of each section • How to take part
Thu 28 July 6 – 8.30pm	Roadshow: St Mary's Byfleet	<ul style="list-style-type: none"> • Drop in event for residents to discuss the Masterplan with the planners • 15 per hour (plus extra £10 per hour for kitchen facilities) • Provisionally booked
Mon 1 Aug 7 – 8.30pm	Virtual Q&A session	<ul style="list-style-type: none"> • Presentation on what the Masterplan is about, highlighting key points • Q&A section
Wed 3 Aug 6 – 8.30pm	Roadshow: Moorcroft Westfield	<ul style="list-style-type: none"> • Drop in event for residents to discuss the Masterplan with the planners
Mon 8 Aug 6 – 8.30pm	Roadshow: St. Andrews Church Goldsworth Park	<ul style="list-style-type: none"> • Drop in event for residents to discuss the Masterplan with the planners • Downstairs provisionally booked
Wed 10 Aug 6 – 8.30pm	Roadshow: Parkview Sheerwater	<ul style="list-style-type: none"> • Drop in event for residents to discuss the Masterplan with the planners • £27 per hour • Provisionally booked
Wed 17 Aug 6 – 8.30pm	Roadshow: Christ Church Woking	<ul style="list-style-type: none"> • Drop in event for residents to discuss the Masterplan with the planners • Provisionally booked • £30 - £40 per hour depending on room. (Kitchen facilities extra)
Sat 20 Aug 11 – 3pm	Shop: <ul style="list-style-type: none"> • Transport • Townscape strategy 	<ul style="list-style-type: none"> • Drop-in session - open to all • Themed to allow people to discuss the topics in more detail • One planner available at every session to discuss the Masterplan in general
Mon 22 Aug 11 – 3pm	Shop: <ul style="list-style-type: none"> • Housing • General infrastructure 	<ul style="list-style-type: none"> • Housing <ul style="list-style-type: none"> ○ Woking Town Centre housing ○ New Town Centre wide residential development guidance ○ Affordable housing
Wed 24 Aug 3 – 7pm	Shop: Business Session	<ul style="list-style-type: none"> • Q&A for businesses <ul style="list-style-type: none"> ○ 3-5pm for hospitality ○ 5-7pm for other businesses ○ Invite previously interviewed
Fri 26 Aug 11 – 3pm	Shop <ul style="list-style-type: none"> • Economy • Construction 	<ul style="list-style-type: none"> • Drop-in session - open to all • Themed to allow people to discuss the topics in more detail • One planner available at every session to discuss the Masterplan in general
Sat 27 Aug 11 – 3pm	Shop: Greener Solutions <ul style="list-style-type: none"> • Infrastructure and biodiversity • Flood risk and surface water drainage 	<ul style="list-style-type: none"> • Drop-in session - open to all • Themed to allow people to discuss the topics in more detail • One planner available at every session to discuss the Masterplan in general
Wed 31 Aug 11 – 3pm	Shop: <ul style="list-style-type: none"> • Leisure and culture • Heritage assets 	<ul style="list-style-type: none"> • Drop-in session - open to all • Themed to allow people to discuss the topics in more detail • One planner available at every session to discuss the Masterplan in general

Thu 1 Sep 7.00 – 8.30pm	Virtual Q&A session	<ul style="list-style-type: none"> • Presentation on what the Masterplan is about, highlighting key points • Q&A section
Fri 2 Sep 11 – 3pm	Shop: Greener Solutions <ul style="list-style-type: none"> • Infrastructure and biodiversity • Flood risk and surface water drainage 	<ul style="list-style-type: none"> • Drop-in session - open to all • Themed to allow people to discuss the topics in more detail • One planner available at every session to discuss the Masterplan in general
Sat 3 Sep 11 – 3pm	Shop: <ul style="list-style-type: none"> • General infrastructure • Housing 	<ul style="list-style-type: none"> • Drop-in session - open to all • Themed to allow people to discuss the topics in more detail • One planner available at every session to discuss the Masterplan in general
Mon 5 Sep 2 – 5.00pm	Shop: Stakeholder event with Allies and Morrison	Stakeholders invited to private event with Allies and Morrison for an opportunity to discuss the Masterplan in detail.
Wed 7 Sep 11 – 3pm	Shop: <ul style="list-style-type: none"> • Economy • Construction 	<ul style="list-style-type: none"> • Drop-in session - open to all • Themed to allow people to discuss the topics in more detail • One planner available at every session to discuss the Masterplan in general
Fri 9 Sep 11 – 3pm	Shop: Greener Solutions <ul style="list-style-type: none"> • Infrastructure and biodiversity • Flood risk and surface water drainage 	<ul style="list-style-type: none"> • Drop-in session - open to all • Themed to allow people to discuss the topics in more detail • One planner available at every session to discuss the Masterplan in general
Sat 10 Sept 11 – 3pm	Shop: <ul style="list-style-type: none"> • Leisure and culture • Heritage assets 	<ul style="list-style-type: none"> • Drop-in session - open to all • Themed to allow people to discuss the topics in more detail • One planner available at every session to discuss the Masterplan in general
Mon 12 Sept 11 – 3pm	Shop: <ul style="list-style-type: none"> • Transport • Townscape 	<ul style="list-style-type: none"> • Drop-in session - open to all • Themed to allow people to discuss the topics in more detail • One planner available at every session to discuss the Masterplan in general
Wed 14 Sep 11 – 3pm	Shop: <ul style="list-style-type: none"> • General infrastructure • Housing 	<ul style="list-style-type: none"> • Drop-in session - open to all • Themed to allow people to discuss the topics in more detail • One planner available at every session to discuss the Masterplan in general
Fri 16 Sep 11 – 3pm	Shop: <ul style="list-style-type: none"> • Leisure and culture • Heritage assets 	<ul style="list-style-type: none"> • Drop-in session - open to all • Themed to allow people to discuss the topics in more detail • One planner available at every session to discuss the Masterplan in general
Sat 17 Sep 11 – 3pm	Shop: <ul style="list-style-type: none"> • Economy • Construction 	<ul style="list-style-type: none"> • Drop-in session - open to all • Themed to allow people to discuss the topics in more detail • One planner available at every session to discuss the Masterplan in general
Sep date TBC	Woking Sixth Form College	Event held at Woking College to discuss the Masterplan.
19 Sep – 16 Oct Dates TBC	Outreach sessions	<ul style="list-style-type: none"> • Outreach sessions at community centres, churches etc • Dates dependent on centre
25 July – 16 Oct	Mobile exhibition	<ul style="list-style-type: none"> • Moveable information boards with condensed Masterplan information designed to be left up in public spaces unmanned • Information on consultation and drop in events • Paper copies of consultation and SAE to be left on site • Sites include: <ul style="list-style-type: none"> ○ Parkview Sheerwater ○ Moorcroft Westfield ○ The Vyne Knaphill ○ St Mary's Centre Byfleet ○ Woking library ○ Asda Sheerwater ○ Leisure centre ○ Churches