

Supporting the planning process  
through smarter engagement

**LICHFIELDS**



# Smarter engagement

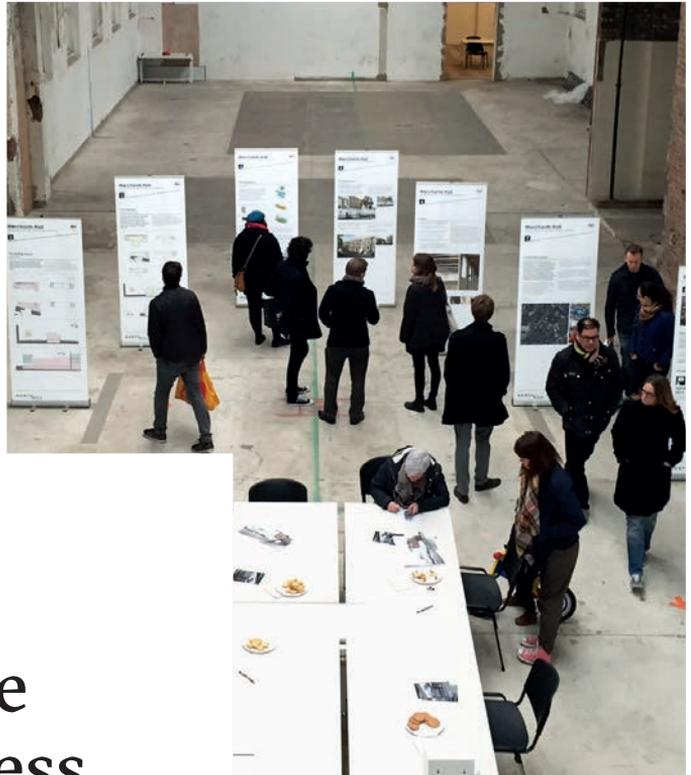
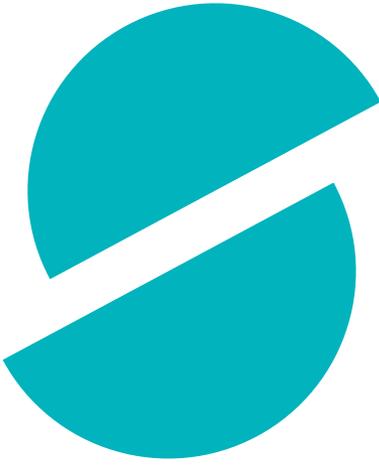


**LICHFIELDS**

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pre-eminent planning  
and development  
consultancy in the UK**

We've been helping create great places  
for over 50 years.

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# Smarter engagement

## Supporting the planning process through smarter engagement

Smarter engagement is an approach that Lichfields uses to tailor and carry out effective consultation and engagement strategies, which are compliant with the data protection regulation. Our five point plan consistently delivers for our clients.

Consultation and engagement are vital parts of the planning process. Garnering local support and responding to objectors' concerns are often fundamental to maximising the prospects of a successful planning outcome.

### National context

#### England

The National Planning Policy Framework encourages applicants to engage and collaborate with the local community before submitting planning applications.

#### Scotland

There is a legal requirement for applicants making 'national' and 'major' applications to carry out pre-application consultation with communities based on a formal, prescribed procedure.

#### Wales

There is a legal requirement for applicants submitting major planning applications to undertake a prescribed minimum level of pre-application consultation with the public, the community and specialist relevant statutory consultees.

# How Lichfields can help

We take a smarter approach to consultation and engagement to help our clients achieve their objectives.

We have a range of tools at our disposal to ensure we engage in the right way and at the right time. We also have processes in place to ensure that personal data is collected and processed in a way that is compliant with the General Data Protection Regulation, protecting the interests of everyone involved.

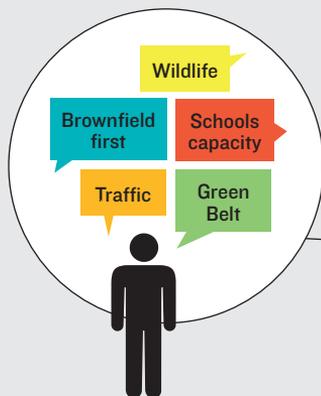


Public exhibitions	Questionnaires/surveys	Pop-up events
Newsletters	Focus groups / message workshops	Press and social media
PE kit	Stakeholder audits	Stakeholder briefings

## Example outputs

Lichfields Positive Engagement toolkit (PE kit) uses sophisticated mosaic modelling to identify the hesitations and concerns of the community insofar as these relate to development. This can help to inform proposals and ensures we engage those that have most to gain from them.

Key = The site  
 = Walking distances



## Our five point plan for smarter engagement



**First of all a compliment and that is to the applicant for their consultation process. I think that it has been a shining example of what other applicants coming forward with large scale development should do.**

Cornwall Council Strategic Planning Committee Meeting

### 01 Define your objectives



We start by defining your objectives; what you want to achieve and by when. Our processes always respect data protection law providing confidence to all involved from the outset.

### 02 Identify stakeholders and the determining issues



We gain an understanding of who you will be engaging with and why, which is crucial to informing your strategy.

We undertake stakeholder audits to ensure we capture all those who need to be involved in the consultation process.

### 03 Formulate and implement the smarter engagement strategy



Our strategy is tailored to meet the needs of any given project and targeted to ensure that the project is clearly communicated to identified stakeholders.

We have a hands-on approach working closely with client teams and with stakeholders to immerse ourselves in every project and build relationships with local stakeholders based on trust and jargon-free communication.

### 04 Articulate your response



We effectively articulate your response to the consultation process to stakeholders.

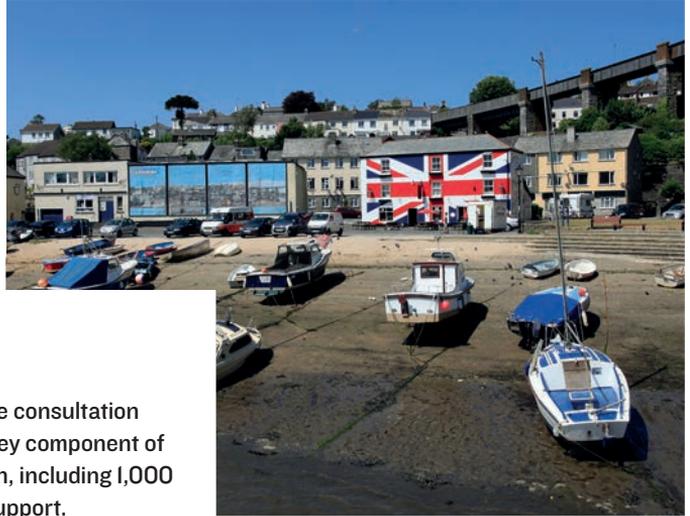
Whether it's modifying a scheme design, explaining why this can't be done or pursuing further engagement, it's this stage of the project which drives value for all concerned and can result in a better scheme.

### 05 Deliver your objectives



Whatever the nature of your project, the engagement strategy is designed to provide you with the support, endeavour and expertise needed to deliver your business objectives.

# Smarter engagement in action



## West Saltash CEG

Lichfields had an important role to play in the consultation and engagement activities which formed a key component of a major, residential-led mixed use application, including 1,000 homes. Permission was granted with local support.

## Swains Lane, Highgate Earl of Listowel

In the face of strong local opposition, Lichfields forged a relationship with the Swains Lane Steering Group and officers. This led to planning permission being granted with unanimous support from councillors.

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## Central Square, Transport Interchange, Cardiff Rightacres Property Company Limited

Lichfields successfully coordinated one of the first strategic planning applications submitted after the change in Welsh Regulations, which introduced new minimum requirements for pre-application consultation.



## Knockroon Learning and Enterprise Campus East Ayrshire Council

Working closely with the Local Authority and the design team, Lichfields helped facilitate a series of consultation events, including public drop-ins and meetings with stakeholder groups. Despite apparent public opposition, the majority of those who attended were supportive of the proposals. Planning permission was granted with unanimous support from councillors.

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# Five reasons to use smarter engagement

- 01 We create **bespoke smarter engagement strategies**, tailored to meet your budget and timescales
- 02 We integrate **smarter engagement** with our planning expertise to inform the wider strategy
- 03 **The planning process is supported** by identifying and addressing key determining issues at an early stage
- 04 We understand the **statutory and policy context across the UK including the data protection regulation**
- 05 We can **plan and deliver** your consultation strategy, supported by our in-house graphic design expertise



**Our success is measured by your success; we have an established track record across many different sectors and are well-placed to assist with your engagement needs.**

Pauline Roberts  
Planning Director

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