



**EASTERN
SOLENT**

**COASTAL
PARTNERSHIP**

EASTOKE POINT COAST DEFENCE SCHEME

TECHNICAL NOTE NO 8 ON Communications

Table of Contents

1.0 INTRODUCTION	4
2.0 BACKGROUND	4
3.0 OBJECTIVES	5
3.1 Overall Business Objective	5
3.2 Communication Aims	5
3.3 Communication Objectives	6
3.4 Level of influence	6
3.5 Key messages	7
4.0 BENEFITS OF ENGAGEMENT	8
4.1 Engagement Methods	8
4.2 Why we need to work with the community and others	8
4.3 Why the community and others will want to work with us	8
4.4 Local issues that could affect the project	9
4.5 Project Team Structure	9
5.0 PHASES OF ENGAGEMENT	13
5.1 Phase 1 – Establishing a Steering Group	13
5.2 Phase 2 – Inform Portfolio Holder of scheme design progress	13
5.3 Phase 3 - Inform Cllr Members of progress for Scheme design and intent to go to public exhibition	13
5.4 Phase 5 - Inform stakeholders of proposed scheme and invite to public exhibition	14
5.5 Phase 5 – Public Exhibition to propose scheme and listen to ideas	14
5.6 Phase 6 – Maintain relationships with steering group members	15
5.7 Phase 7 – Feedback to portfolio holder and stakeholders from the Consultation Phase	15
5.8 Phase 8 – Apply for Planning Permission	15
5.9 Phase 9 – Produce PAR for works	15
5.10 Phase 10 – Maintain relationships with key stakeholders	15
5.11 Action Plan for Engagement	16
6.0 REACTIVE COMMUNICATIONS MATRIX FOR PRESS ENQUIRIES	20

Tables

Table 1: Project Team Directory	7
Table 2: Action Plan	11

Appendices

Appendix A: Step-by-Step Engagement Planning Process

Appendix B: Communication Matrix

Appendix C: Project Plan

Appendix D: Glossary

Appendix E: Public Exhibition Results

1.0 Introduction

This Communications Plan sets the communications framework for this project. It will serve as a guide for communications throughout the life of the project and will be updated as communication needs change (this will be reflected in the Revision number of the document). This plan sets out how the project team will spend time and resources, identifying and defining the roles of the people involved. It also includes a matrix which maps the communication requirements of this project. A project team directory is included to provide contact information for all stakeholders directly involved.

As a result Havant Borough Council should be seen as an honest, transparent and efficient Local Authority that communicates and achieves its purpose and priorities effectively.

2.0 Background

The Eastoke coastline on Hayling Island has a long-term history of retreat and varying plan shape, as a result of rising sea levels, variations in the wave climate and changes in the position and alignment of both the deep channel through the entrance to Chichester Harbour and the banks of the ebb-tidal shoals that form on either side of that channel. In 1992, a breach occurred in the defences around Eastoke Point and emergency works were undertaken. These works involved the construction of 150 metres of rock revetment and rock stub groynes. At present, beach levels along much of the southern coastline of the Eastoke peninsula are being managed to provide an adequate standard of defence against coastal flooding and erosion however, the present standard of protection against coastal flooding and erosion around Eastoke Point is considered to be too low. 400no. properties have been identified as currently at risk from a 1 in 200 year event along this frontage.

The project team work within the Eastern Solent Coastal Partnership (ESCP) which is formed by Havant Borough Council, Gosport Borough Council, Fareham Borough Council and Portsmouth City Council. The Coastal Partnership project team will be acting within Permissive Powers under the Land Drainage Act 1991 with the primary objective of developing a sustainable coastal defence scheme to a standard of protection of 0.5% AEP (Annual Exceedance Probability) to manage coastal erosion and flooding risks along the Eastoke Point frontage.

3.0 Objectives

3.1 Overall Business Objective

The principle aim is to develop the preferred coastal defence proposal to manage flood and erosion risk at Eastoke Point, building on the Eastoke Point Coastal Defence Study.

The objectives of the scheme are as follows:

1. To build on the work of the Eastoke Point Coastal Defence Study 2009. This study has appraised and developed the strategies preferred defence options, considering technical, economic and environmental parameters and has identified the preferred defence option for this complex frontage.
2. To ensure that full environmental consideration is given during the design of the scheme, with the aim of producing minimal impact on the environment in order to comply with the Environmental Impact Assessment Regulations (2010), Habitat Regulations (1994) and Water framework Directive (2003).
3. To develop the full design for the preferred defence option, update scheme costing to reduce cost uncertainty and to produce construction contract documentation.
4. To obtain full planning permission for the scheme
5. To obtain licenses and consents required for the works; MMO License and Chichester Harbour Works License
6. To undertake key stakeholder and public consultation as appropriate.

The outputs of the project will provide the required information to complete the FRM2 application and supporting Project Appraisal Report, allowing the scheme to be progressed to the construction stage.

3.2 Communication Aims

The principle Aims of the communications plan for the development phase of this project are as follows;

To draw on local knowledge of the area, to promote the project and promote buy in from key stakeholders for the project and to deliver key messages set out by this plan.

3.3 Communication Objectives

The principle communication objectives for the development phase of this project are as follows;

1. Identify all stakeholders and the Key Stakeholders for the project,
2. encourage involvement and interest from local communities, businesses and public bodies in the proposed flood and coastal erosion risk management strategies
3. raise awareness and understanding of coastal flood and erosion risk,
4. promote resilience, how residents can adapt their properties,
5. inform stakeholders of coastal management options through engagement,
6. provide clarity of the scope of the project and its impact,
7. ensure consultations are clear on what is being proposed, the scope of influence stakeholders have, the cost (financial, environmental and risk) and the benefits of proposals,
8. provide accessible consultation exercises to ensure the targeted audiences are involved,
9. avoid burden of consultation, aim to keep consultation materials clear and concise and free of jargon to avoid consultation fatigue,
10. identify opportunities for and seek potential financial contributions,
11. to seek and identify opportunities for broader outcomes,
12. and to analyze carefully all consultation responses and provide clear feedback to stakeholders on the outcome of consultation within a reasonable period after consultation.

3.4 Level of influence

What others **can** influence:

- The amount of funding available to carry out the project (e.g. EA and other opportunity for contributions),
- The importance placed on Environmental Issues and opportunities throughout the project (e.g. habitat requirements),
- The cost required to develop the project (e.g. the number of meetings required to carry out the project and amount of contributions available),
- Obtaining Planning Permission for the project,
- The design of the coastal defences, including the height, width, visual appearance and amenity features for coastal defences,
- Importance placed on maintaining navigations routes for the approach to the Harbour, the Harbour entrance and within the Harbour,
- The success of the project.

What others **can't** influence:

- The Coastal Management Policy for the frontage (Hold the Line), this has been set by the North Solent Shoreline Management Plan in 2010.
- The type of coastal defence, the preferred proposal of the Eastoke Point Coastal Defence Study 2009 has defined this.

3.5 Key messages

The following key information has been agreed with the Project Manager and will be used consistently in all project communications, internal or external, including press releases, letters to stakeholders, consultation documents, display panels, newsletters, website updates, display boards and informal engagement with stakeholders.

Key Information for Key Messages:

Who: Havant Borough Council, through the Eastern Solent Coastal Partnership, is working to manage flood and erosion risk along the Eastoke Point frontage.

What: To design a sustainable and adaptable coastal flood and erosion risk management scheme to a standard of protection of 0.5% Annual Exceedance Probability (1 in 200 year event) to manage coastal erosion and flooding risks along the Eastoke Point frontage. This design will include rock revetment, rock groynes, possible splash wall improvements, shingle beach and beach Renourishment.

Why: There is an existing and historic flood risk at Eastoke Point with 400no. properties identified at current flood risk. If no coastal defences were built/managed at Eastoke Point, then c. £52 million of assets and infrastructure would be at risk.

Also not providing these coastal defences would eventually mean:

- Loss of terrestrial SSSI/SPA/RAMSAR habitats and species due to flooding and erosion;
- Increased flooding of properties, increasing risk to life and human health;
- Eventual need to abandon homes at Eastoke;
- Loss of local amenities and tourism assets (beach/caravan park);
- Accelerated coastal erosion as existing defences deteriorate;
- Safety issues associated with derelict structures;
- Potential local water pollution from failing infrastructure;
- Appearance of flooding/derelict buildings would detract from the local landscape character in an AONB; and
- Possible siltation of navigational access channel to Chichester Harbour.

When: The Design Stage of the project from October 2010 – August 2012.
Communication, engagement and consultation from December 2010 – August 2012.

Where: Eastoke Peninsula, Hayling Island

4.0 Benefits of Engagement

Within the Eastern Solent Coastal Partnership, we have established an effective step-by-step process to identify who, how, when and why we need to engage. Please refer to Appendix A for the Step-by-Step process used to ensure an inclusive, transparent and accountable engagement planning process.

4.1 Engagement Methods

This project needs to work with others in order to:

- Inform. *To let others know about something.*
- Gather information. *To gather views/ advice to inform our work.*
- Involve. *To work closely with others given an opportunity for genuine discussion.*
- Form partnerships. *To share decision-making and responsibility with others.*

4.2 Why we need to work with the community and others

- To progress the defence works from outline recommendations to scheme level,
- To gain valuable information and advice on issues associated with the scheme,
- To help people understand what the proposed works will be/ look like and why it is needed, explaining the level of flood and erosion risk they face (both now and in the future),
- To gain the appropriate approvals and support needed to progress the scheme forward,
- To encourage public and professional support for our recommended management option and to avoid adverse reactions,
- To minimise public challenge to the outputs of the coastal defence scheme.

4.3 Why the community and others will want to work with us

- To understand what flooding risk means to them and why the Eastoke Scheme is needed,
- To understand how the scheme will affect them,
- To understand how the coastal defence options have been determined and to ensure these are the best suitable defence options,
- To know that the scheme provides practical actions to reduce the risk of flooding / erosion without creating avoidable adverse significant impacts in the process,

- To seek reassurance that the necessary steps are being taken to protect lives, homes and way of life,
- To ensure safe navigation of Chichester Harbour is maintained and not threatened by the scheme,
- To ensure the preservation and potential enhancement of the International, National and Local environmentally designated habitats within the Harbour, the Eastoke Frontage and local areas (e.g. conservation groups such as Natural England, County Rangers),
- To challenge current and past decisions and to apportion blame,
- To voice their views and influence outcomes.

4.4 Local issues that could affect the project

Known local issues:

- 1 Hayling Island Sailing Club concerned with the scheme leading to silting of their slipway,
- 2 Environmental Designations, SPA/ SAC/ SSSI/ Ramsar/ LNR, scheme must show that it will not 'significantly adversely affect' these designations or have to seek IROPI,
- 3 CHC concerned with navigational hazards at Ness and Chichester Bar,
- 4 Helping to keep the promenade clear of beach deposits,
- 5 Improve disabled access to the promenade,
- 6 Address risk of flood boards being in place during the winter periods,
- 7 Why a shingle beach? Why can't it be sandy?
- 8 The scheme must not cause deterioration of the water bodies as defined under the WFD.

4.5 Project Team Structure

The Project Manager will take a proactive role in ensuring effective communications on this project. The communications requirements are documented in the Communications Matrix presented in this document. The Communications Matrix will be used as the guide for what information to communicate, who is to do the communicating, when to communicate it and with whom to communicate.

Roles

Project Executive

The project executive is the project champion and has authorized the project by signing off the business case to the Environment Agency. This person is responsible for gaining funding for the project and is ultimately responsible for its success. They are also responsible for making recommendations on the project and reporting these to the Local Authority Head of Service and the Portfolio Holder for Coastal Engineering. Since the Project Executive is at the executive level, communications should be presented in summary format unless the Project Executive requests more detailed communications.

CDM co-ordinator

The role of the CDM co-ordinator is to provide the client with a key project advisor in respect of construction health and safety risk management matters. They should assist and advise the client on appointment of competent contractors and the adequacy of management arrangements; ensure proper co-ordination of the health and safety aspects of the design process; facilitate good communication and co-operation between project team members and prepare the health and safety file¹ (Approved Code of Practice for Construction (Design and Management) Regulations 2007, Regulation 9, Section 84)

Project Manager

The Project Manager has overall responsibility for the execution of the project. The Project Manager manages day to day resources, provides project guidance and monitors and reports on the overall program costs and the success, as defined in the Project Plan. As the person responsible for the execution of the project, the Project Manager is the primary communicator for the project distributing information according to this Communications Plan. The Project Manager is also responsible for ensuring the Project Team completes task to standard, within budget and within the allotted timescale.

Project Team

The Project Team is made up of all people who have a role working on the project. The project team needs to have a clear understanding of the work to be completed and the framework in which the project is to be executed. Since the Project Team is responsible for completing the work for the project they played a key role in creating the Project Plan including defining its schedule and work packages. The Project Team report directly to the Project Manager and require a detailed level of communications which is achieved through day to day interactions with the Project Manager and other team members.

Steering Group

A steering group has been set up with representatives from selected identified Key Stakeholder Groups with an interest in this section of coastline. The steering group has been involved from outline recommendation stage to scheme stage to provide input to the project team on the project and design, to influence the direction of the project and to champion the project.

Portfolio Holder for Coastal Engineering

The Portfolio Holder for Planning and Built Environment, which coastal engineering is a part of, is responsible for maintaining an understanding of the issues involved in delivering coastal services. The Portfolio Holder will provide direction on and ensure the development of the vision for this service whilst facilitating the effective communication of Council policies and strategies to all Councillors, employees, residents, partner organizations and other stakeholders.

Project Team Directory

The following table (Table 1) presents contact information for all persons identified in this communications management plan.

Role	Name	Email	Phone
Project Executive	Lyall Cairns	lyall.cairns@havant.gov.uk	023 9244 6453
CDM co-ordinator	Matt Hosey	matt.hosey@havant.gov.uk	023 9284 1931 023 9244 6472
Project Manager	Clive Evans	clive.evans@havant.gov.uk	023 9244 6617
Project Team			
- Coastal Technician	Caroline Timlett	caroline.timlett@havant.gov.uk	023 9244 6247
- Coastal Engineer	Marc Bryan	marc.bryan@havant.gov.uk	023 9244 6463
- Coastal Surveyor	Simon Stapleton	simon.stapleton@havant.gov.uk	023 9244 6621
- Coastal Engineer	Clive Moon	clive.moon@havant.gov.uk	023 9244 6641
- Coastal Engineer	Gavin Holder	gavin.holder@havant.gov.uk	023 9244 6121
- Technician	Brian Riggs	brian.riggs@havant.gov.uk	023 9244 6458
Portfolio Holder	Cllr David Guest	david.guest@havant.gov.uk	023 9247 0022
Steering Group			
- Eastern Solent Coastal Partnership	Lyall Cairns	lyall.cairns@havant.gov.uk	023 9244 6453
- Hampshire CC (HCC) Environment	Stephen Blyth	stephen.blyth@hants.gov.uk	01962 846777
- Hampshire CC (HCC) Culture Communities and Rural	Peter Potts	pete.potts@hants.gov.uk	

Affairs			
- Chichester Harbour Conservancy	Richard Craven	richard@conservancy.co.uk	01243 512301
- Environment Agency (EA)	John O'Flynn	john.oflynn@environment-agency.gov.uk	01962 764800
- Natural England	Simon Thompson	Simon.Thompson@naturalengland.org.uk	02380 286 412

Table 1: Project Team Directory

5.0 Phases of Engagement

5.1 Phase 1 – Establishing a Steering Group

A steering group has been established with key stakeholders in order to provide opportunity for them to work in partnership with the Eastern Solent Coastal Partnership (ESCP) in developing the design of the Eastoke Point Coastal Defence Works. The first steering group meeting was held on 8th November 2010 to introduce the steering group members to the project and to give them the opportunity to raise any issues or concerns they may have regarding the proposed project. Representatives from the Eastern Solent Coastal Partnership, Environment Agency, Natural England, Hampshire County Council and Chichester Harbour Conservancy were in attendance.

5.2 Phase 2 – Inform Portfolio Holder of scheme design progress

Information and regular updates on the scheme's progress have been given to the Local Authority Portfolio Holder for Planning and Built Environment since April 2011. This information has been presented regularly through Portfolio Holder Briefing Papers.

The ESCP presented to Havant Borough Council's Coastal Defence Panel on 28th June 2011, to update on the proposed project plan, progress to date on the scheme and that ESCP intend to go to public exhibition to promote the schemes and to gain feedback on the designs. Elected members of the panel, including the Local Authority Portfolio Holder for Planning and Built Environment (Cllr David Guest), were present during the meeting.

5.3 Phase 3 - Inform Cllr Members of progress for Scheme design and intent to go to public exhibition

On the morning of the 4th October 2011, the Coastal Defence Panel and Hayling Ward Councillors met on site and were shown the problems with the current

defences and the outline scheme design which includes access and drainage points on to the beach and improved disabled access to the promenade.

A letter was sent on 22nd March 2012 to individual Ward Councillors of Hayling Island, members of the Coastal Defence Panel and the Planning & Built Environment Portfolio Holder, inviting them to attend the Public Exhibition due to be held in April 2012. This was sent along with an information leaflet of the proposed scheme.

- 5.4 Phase 4 - Inform stakeholders of proposed scheme and invite to public exhibition
- Various mediums for raising awareness of the scheme has been used throughout the developing of design stage. Posters have been displayed in display boards located along the Eastoke Southern Frontage with information of the scheme, the web site address for the schemes and any significant updates (including dates for the exhibitions). The Eastoke Point Coastal Defences Works web page (<http://www.havant.gov.uk/havant-12431>) on Havant Borough Council's web site has been kept up to date with progress of the scheme. The ESCP have already raised awareness of the scheme through local newspaper articles. Press releases advertising the scheme were released in August 2010, February 2011, November 2011, October 2011 and April 2012. Articles were placed in 'Serving You' advertising the scheme and were released in Summer 2011 and Spring 2012. 'Serving You' is Havant Borough Council's own magazine and is sent to all households within the Borough.

A second steering group meeting was held on 25th January 2012, with representatives from the Eastern Solent Coastal Partnership, Environment Agency, Natural England, Hampshire County Council (including representatives from the Estates Department, Countryside Rangers and Environment Department) and Chichester Harbour Conservancy were in attendance and confirmed their support for the proposed design. Steering group members were informed of ESCP's intent to go to public exhibition and it was suggested that the EA Flood Incident Management team are invited to attend also.

Steering Group members were invited to attend the Public Exhibitions via email on 20th March 2012.

- 5.5 Phase 5 – Public Exhibition to propose scheme and listen to ideas
- The outline scheme was presented to the HBC Coastal panel on the 27th February 2012 and with their agreement, public consultation exhibitions were held on the 18th and 19th April 2012. The first exhibition was held at the Hayling Island Sailing Club and the second at St. Andrews church hall. There was a reasonable attendance at the exhibitions including several Councillors. Those that attended were asked to fill in a questionnaire in order for ESCP to gain a better understanding of stakeholders opinions for the scheme. Support for the scheme was overwhelming with 77% of those that filled in a questionnaire being fully supportive of the scheme with 16% being mostly supportive and 10% being undecided. Nobody that filled in a questionnaire objected to the scheme. During informal discussions, a few minor issues were raised that will be addressed but overall the feedback was very positive. Please see Appendix E for a summary of the questionnaire results.

Advertise Project through 'Serving You'

The public exhibitions were advertised in the 'Did you know' section of 'Serving You' (Local Council Magazine) which was issued on 5th March 2012. A second article was then issued in the Summer 2012 Edition of 'Serving You' stating that the proposed designs were well received by the residents (as suggested by the questionnaire results) and that the finishing touches to the designs are well underway, proposing to submit a planning application in the summer months of 2012.

5.6 Phase 6 – Maintain relationships with steering group members

Following the two Public Exhibitions, steering group members who expressed an interest in the exhibitions were updated to the success and outcome of these events.

On completion of the detailed design and the necessary environmental reports, steering group members will be informed via letter/ email to update of the outcome of the Public Exhibitions and to inform them of the likely date ESCP will be applying for Planning Permission for the scheme. As some steering group members are also statutory consultee's of the planning process, this will provide them with notification of the planning application in order to allow for a efficient and prompt response.

5.7 Phase 7 – Feedback to portfolio holder and stakeholders from the Consultation Phase

A Portfolio Holder Briefing Note updating to the success and outcome of the Public Exhibitions has been made available to Portfolio Holder, Cllr Guest in June 2012.

The Eastoke Point Coastal Defence Scheme web page <http://www.havant.gov.uk/havant-12431> has also been updated with the questionnaire results following the exhibitions.

5.8 Phase 8 – Apply for Planning Permission

Currently, it is likely that Planning Application for the schemes will be submitted in September 2012.

5.9 Phase 9 – Produce PAR for works

This is an internal phase, producing a Project Appraisal Report to take the proposed scheme (with planning permission) to the Project Assurance Board (PAB) at the Environment Agency.

This phase will involve presenting to the PAB, seeking technical approval of the proposed scheme from the Environment Agency. Without technical approval, funding from Flood Defence Grant in Aid through the EA to construct the scheme will be unachievable.

5.10 Phase 10 – Maintain relationships with key stakeholders

Once a decision from PAB has been given, a 3rd Steering Group meeting will be held to disseminate the decision to the steering group members. If approval of the

scheme has been achieved, information on likely dates for scheme construction (either in phases or in one stage) will be discussed at the meeting as well as lessons learnt throughout the process of the detailed design phase.

The ESCP will also present to the Coastal Defence Panel to update the Portfolio Holder, Cllr Guest and the other Coastal Defence Panel members. This information will also be disseminated to the Hayling Island Ward Councillor's via letter, explaining the Environment Agency's decision and likely progression of scheme construction.

Provide updates on strategy progress

Once a decision has been given by PAB regarding approval of the scheme, the ESCP will disseminate this information via updating Posters within the Coastal Display Boards, updating the web page, issuing press releases in local papers and submitting an article in following 'Serving You'.

5.11 Action Plan for Engagement

NB:

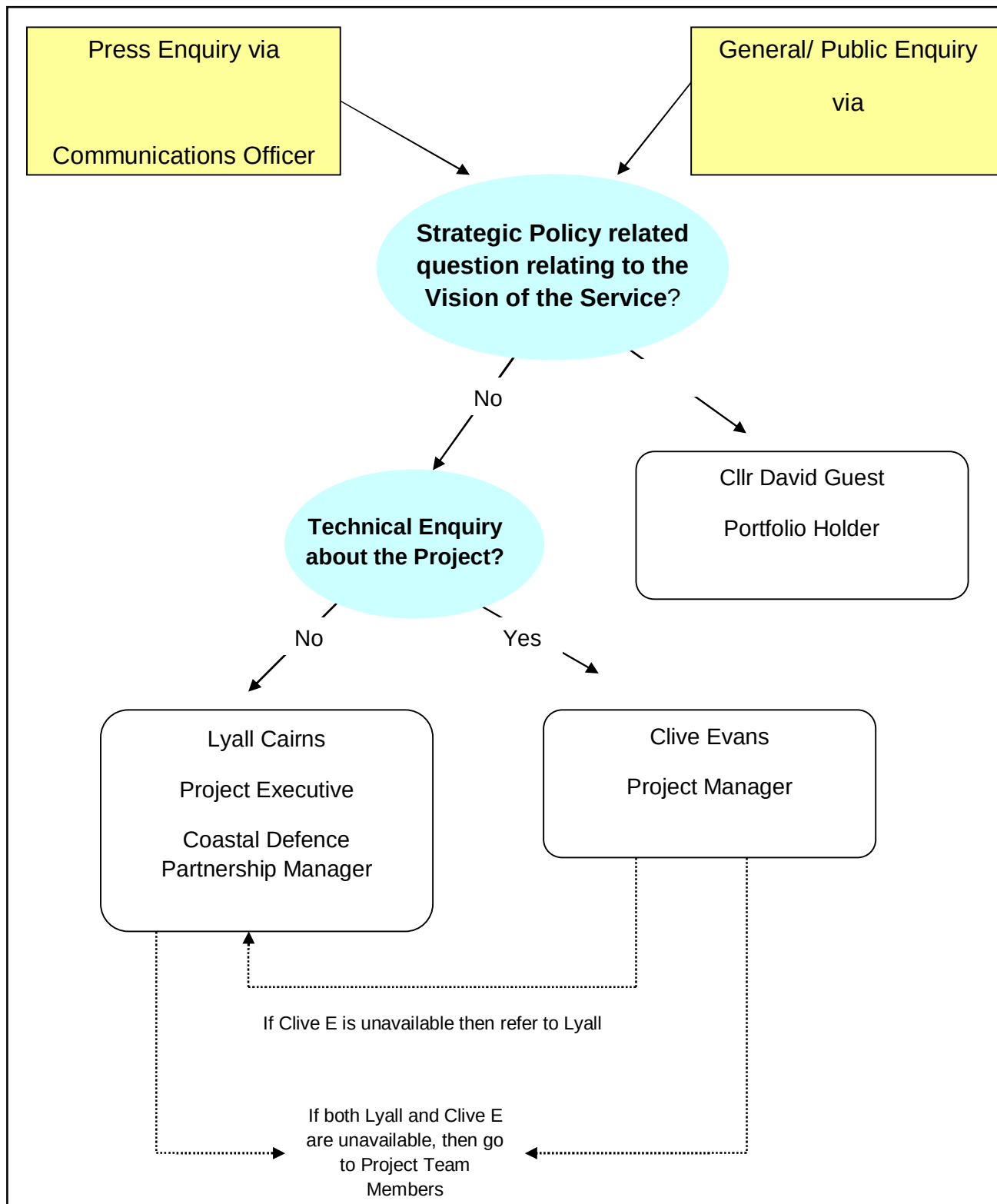
- The timing set out in the **When** column should correspond to the project programme in order to ensure that we are engaging people at the right time.
- **Engagement Phase** highlights the key stages which need to be carried out in order to achieve successful engagement and consultation.
- **Engagement Activity** column results from project team discussion on why we are engaging these stakeholders and why they want to be engaged - see section 2 above.
- **Contributes to Project Objective** column highlights which communication objective will be met through each phase.
- **Outcome** column sets out how the project team know that this action has been successful e.g. "they will be aware of our view of flood risk" "they will understand how they can be involved" "They will have a chance to have a say in the scheme" "we will better understand local knowledge on historical flooding in this area".
- **See Appendix B for detailed Communication Matrix and Appendix C for the Project Plan**

When	Engagement Phase	Engagement activity	Lead responsibility	Contributes to Project Objective:	Outcome
October – November 2010	<i>PHASE 1</i> <i>Establish Steering Group and host initial Steering Group Meeting</i> <i>Identify Steering Group members support for preferred options and their willingness to provide support/ advice for the key works</i> <i>Identify those people who want to be kept informed of future work</i>	<i>Approach Key Stakeholders and invite to meeting via telephone/ email/ letter. Explaining to those invited the benefits to their interested of being on the steering group.</i>	<i>Caroline Timlett/</i> <i>Clive Evans</i>	<i>1, 2, 6, 7, 10 & 11</i>	<i>Key Stakeholders agree key problems and objectives and to discuss key aims of design for the project.</i> <i>Establish relationships with steering group members.</i>
16 th June – meeting on 28 th June	<i>PHASE 2</i> <i>Inform Portfolio Holder (Cllr David Guest) of the progress for scheme design for Eastoke Point Defence Works and intent to go to public exhibition.</i>	<i>Contact via telephone/ email to update on design progress and to inform intent to host as a 'Coastal Panel Meeting Item'</i>	<i>Caroline Timlett/</i> <i>Clive Evans</i>	<i>1, 2, 3, 4, 6, 7, 8, 9 & 10</i>	<i>Cllr David Guest will be up to date on project progress</i>
October 2011	<i>PHASE 3</i> <i>Inform Cllr Members of progress for Scheme design and intent to go to public exhibition</i>	<i>Members Briefing Note once taken to Coastal Defence Panel</i> <i>Attend an on-site meeting to discuss proposed scheme and shows designs.</i>	<i>Clive Evans</i>	<i>2, 3, 4, 6, 7, 8 & 10</i>	<i>Cllrs will be up to date on project progress prior to Press Release and public exhibition</i>

January 2012	PHASE 4 Inform stakeholders of proposed scheme and invite to public exhibition Approach individual stakeholders which we need information/ advice from (RNLI/ Southern Water etc)	2nd Steering group meeting to update on detailed design and environmental works progress. Also, inform of intent for Public Exhibition. Update HBC Website Press release through James Pusey Update Coastal Boards along Hayling Island Letter drop to the Local Residents Send an article in the 'Serving You' news bulleting. Invite to meeting	Caroline Timlett/ Clive Evans as Critical Support Caroline Timlett/ Clive Evans as Critical Support	2, 3, 4, 6, 7, 8 & 10	Stakeholders are aware of the scheme and attend public exhibition Stakeholders are aware of the scheme and offer info on potential issues
Mid April 2012	PHASE 5 Public Exhibition to propose scheme and listen to ideas Advertise Project through 'Serving You' Collate gathered information from Stakeholders from Event Feed consultation ideas into design	Host public exhibition in location accessible to interested parties. Usually an idea to host in the evening and close to the Eastoke Point area. Article in the 'Serving You' summer news magazine (distributed 5th July). Deadline for articles is 10th May.	Clive Evans/ Caroline Timlett as critical support	1, 2, 3, 4, 5, 6, 7, 8, 9, 10 & 11	Stakeholders will have a chance to 'have a say' in the scheme The public exhibition is well attended and we receive feedback
July 2012	PHASE 6 Maintain relationships with steering group members Provide updates on strategy progress	Via email/ letter/ telephone correspondence	Clive Evans/ Caroline Timlett as critical support	6, 8, 9, 10 & 11	All steering group members attend meeting and are in agreement with design
July 2012	PHASE 7	Update website Press release	Caroline Timlett/	6, 8, 9, 10 & 11	Stakeholders are aware of

	<i>Feedback to portfolio holder and stakeholders from the Consultation Phase</i>	<i>Letter drop to local residents Leaflet to Cllrs via pigeon hole drop</i>	<i>Clive Evans</i>		<i>how their consultations have been considered and how the scheme design will progress.</i>
<i>September 2012</i>	<i>PHASE 8 Apply for Planning Permission</i>	<i>Submit Planning Application. Statutory Consultee's are engaged as part of the planning application process.</i>	<i>Clive Evans/ Caroline Timlett as critical support</i>	<i>Achieving 1 – 11 will aid this process.</i>	
<i>September 2012</i>	<i>PHASE 9 Produce PAR for works</i>	<i>Produce PAR to be taken to PAB</i>	<i>Clive Evans</i>	<i>Achieving 1 – 11 will aid this process</i>	<i>Achieve approval for works.</i>
<i>To be confirmed</i>	<i>PHASE 10 Maintain relationships with key stakeholders Provide updates on strategy progress</i>	<i>3rd Stakeholder meeting once funding for the construction phase has been approved</i>	<i>Clive Evans/ Caroline Timlett as critical support</i>	<i>2, 6, 7, 8, 9, 10 & 11</i>	<i>All steering group members attend meeting and are in agreement with design</i>

6.0 Reactive Communications Matrix for Enquiries



Appendix A
of
Technical Report 8: Communications Plan:
Step-by-Step Engagement Planning Process



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Stakeholder Engagement Planning

A step by step process

Introduction

This document has been put together to provide a guidance on planning stakeholder engagement. The idea is to follow this step by step process to help develop ideas and form a more structured approach to Stakeholder Engagement Planning. It is important to structure and tailor the engagement approach to the local area. It is also important that the engagement process is *inclusive*, *transparent* and *accountable*.

Background

Stakeholder Engagement is important to raise awareness, gather knowledge and to get 'buy-in' of a project. There are 3 main issues for engagement in coastal planning, and these are;

- **Increase awareness** of key issues facing that stretch of coastline and how decisions are arrived at that impact that stretch of coast
- **Increase involvement** in planning for adaptive coastal change
- **Embed engagement** through more conversations and agreements between key stakeholders, local communities and coastal planners.

With the three main issues above in mind, there are six core principles of stakeholder engagement:

1. Adaptation Planning is a Journey:

To involve stakeholders adequately, we must know and understand their relevant concerns and if possible, adapt the policy to address these. To do this, we need to understand the 'starting point' of, and our relationships with, the stakeholders.

There are three main starting point situations effecting coastal stakeholders;

Situation 1. No agreement on the problem (i.e. lack of agreement of causes, nature and/or speed of coastal change – erosion/ sea level rise)

Situation 2. No agreement of how to address the problem (i.e. there's agreement that there is a problem but not how to adapt and manage it)

Situation 3. No agreed or trusted decision making process (i.e. agree that there's both a problem and solution but no agreement on, or trust in, the decision making process)

2. Social Justice and Support:

(i.e. those that are most affected to have the most support)

It's important to note that the stakeholders most affected by coastal policy have a right to information, explanation and to be heard.

3. Open Honest Information

It is important through stakeholder engagement that stakeholders;

- have good access to information and that that information is readily available
- have confidence in the information you are giving out



- get involved, preferably from the start, to better understand the project and reach a consensus of the implications

4. Integrated Coastal Planning

It is important that spatial, corporate and coastal/ environmental planning processes are integrated to ensure they are mutually compliant with each others schemes and development plans. For example, the North Solent SMP, Local Development Framework and South East Plan should compliment each other.

Integrated planning is important because long term coastal change planning also needs to meet short term needs as well as long term needs of local communities, businesses etc.

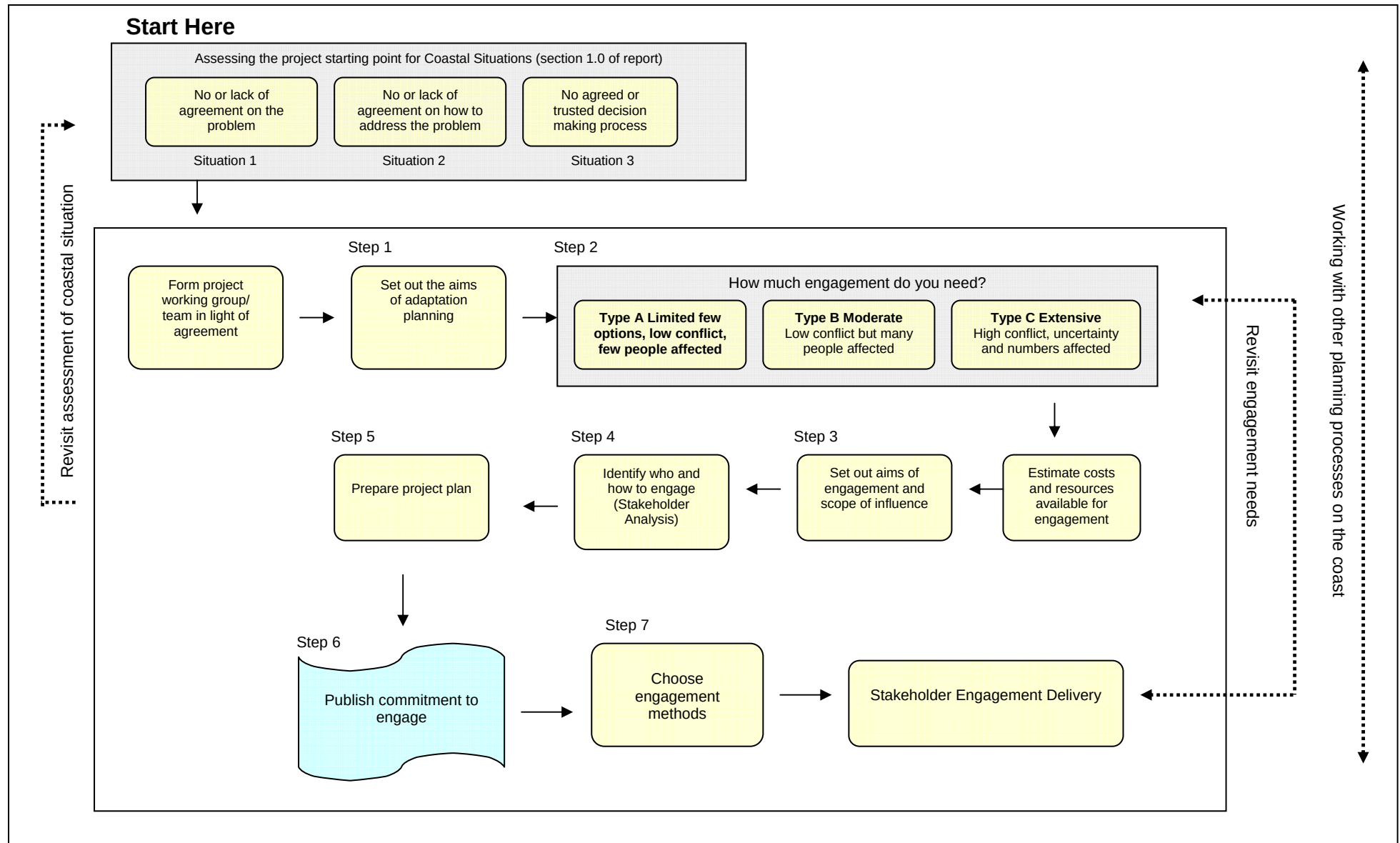
5. Successful Partnerships

To have a successful partnership with stakeholders, you need **time**, **strong leadership**, and **resources**.

6. Vibrant, Empowered Communities

Through empowering local communities through stakeholder engagement, you can help to create a vibrant and sustainable place, where people will want to live and visit.

Step by Step Engagement Process - Road Map



1.0 Assessing the project starting point

From the three main starting point situations affecting coastal stakeholders identified in the 'Background' section, choose the starting point Situation of best fit.

Situation 1. No agreement on the problem (i.e. lack of agreement of causes, nature and/or speed of coastal change – erosion/ sea level rise)

These are common signs that you're in Situation 1:

- Stakeholders not aware of need to adapt
- Disagreement of science (i.e. coastal change is not occurring or differently to how the policy states)
- Lack of involvement from certain stakeholders
- Apportioning blame to the coastal team for the coastal changes
- Difficulty getting stakeholders to consider issues beyond their knowledge

Situation 2. No agreement of how to address the problem (i.e. there's agreement that there is a problem but not how to adapt and manage it, for example, the SMP states *Managed Realignment*, where as local residents/ businesses will want you to protect them, they can then become hostile/ sceptical towards project)

These are common signs that you're in Situation 2:

- Stakeholders not seeing how their views have been taken into consideration during the development of the project.
- Lack of trust from our motives
- Protest groups getting involved and coming up with their 'own' solutions
- Stakeholders feels their views aren't being heard

Situation 3. No agreed or trusted decision making process (i.e. agree that there's both a problem and solution but no agreement on, or trust in, the decision making process)

These are common signs that you're in Situation 3:

- There are a number of different/ overlapping decision making processes
- Lack of engagement works/ resources resulting in only the 'loudest voices' being heard
- Stakeholders feeling 'ineffective' thus not engaging in process
- Over consulting stakeholders giving a feeling of contradictory views or views of minimal influence
- Stakeholders complaints on taking too long to make decisions
- Delays in developing coastal project resulting in blocking development and planning decisions
- Appearing that integrating coastal management with other planning is not working effectively and just 'adding another layer' to the decision making process.

All three of the above situations will stand in the way of effective partnership working!

2.0 Form a project working group/ team

It is important to designate a 'Lead Officer' to the project who will be able to make a deep impression as engagement will call for close working relationships with local councillors, coastal group chairs, planning officers, community development officers, press officers, and key agencies such as the Environment Agency and Natural England.

Project Executive	Lyll Cairns	Lyll.Cairns@havant.gov.uk	023 9244 6453
Project Manager	Clive Evans	Clive.Evans@havant.gov.uk	023 9244 6617
Project Team			
- Coastal Technician	Caroline Timlett	Caroline.Timlett@havant.gov.uk	023 9244 6247
- Coastal Engineer	Marc Bryan	Marc.Bryan@havant.gov.uk	023 9244 6463
- Coastal Surveyor	Simon Stapleton	Simon.Stapleton@havant.gov.uk	023 9244 6621
- Coastal Engineer	Clive Moon	Clive.Moon@havant.gov.uk	023 9244 6641
- Technician	Brian Riggs	Brian.Riggs@Havant.gov.uk	023 9244 6458



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Step 1: Clarifying aims, drivers and scope of decisions

In this stage it is useful to identify why the project is needed, i.e. what are the main problems? This will help others understand why you are doing the project. Try not to focus on the solutions to the project here, instead lay out the following;

- What are the main problems? Why is the project needed?
- What are the main aims, drivers and scope of the project?

The stakeholder engagement aims can be either **process orientated** or **action orientated**.

Process orientated aims: Stakeholders have a lack of awareness on coastal issues so the aim would be to raise awareness and educate in coastal change issues.

Action orientated aims: The current rate of erosion will threaten assets along the coastal frontage. Therefore the aim would be to identify the assets at risk and identify some prefer options to deal with the potential loss.

These aims be should written in sentences describing the situation and setting out each individual aim (see example below)

Along the Eastoke Frontage, 400 properties have been identified as currently at risk to flooding from a 1 in 200 (0.5% AEP) year event.

The adaptation aims are:

- To build on the work of the Eastoke Point Coastal Defence Study 2009. The study has appraised and developed the strategy preferred defence options, with consideration to technical, economic and environmental parameters, and has identified the preferred defence option for this complex frontage.
- To ensure that full environmental consideration is given to the scheme and minimal impact on the environment is achieved to comply with the Environmental Impact Assessment Regulations (2005), Habitat Regulations and Water framework Directive (2003).
- To develop the outline design for the preferred defence option and update the option costs to reduce cost uncertainty.
- To obtain full planning permission for the scheme
- To obtain licences and consents required for the works; FEPA, CPA (section 34), Chichester Harbour Works License
- To undertake key stakeholder and public consultation as appropriate.

Step 2: How much engagement do we need?

This will depend on which coastal situation was identified and how much resource (time/ money) is available for the engagement process. If the coastal situation identified that there is no, or lack of agreement, then it is likely that extensive engagement will be required. If the problems are well understood by the key stakeholders, then it is more likely that the engagement process could be less extensive.

There are three different types of engagement;

Informal Engagement also known as 'developing/ scoping engagement'. This is often used as a prerequisite to formal consultation with stakeholders to define the problem, investigate and scope the issues and to generate options prior to formal dialogue.

Formal/ written consultation is an essential part of the democratic process

Feedback and implementation phase which set out what decisions were made from the consultation phase. This could be easily forgotten but is a good idea to publicise before moving on and taking further action.

See the table below which will help to identify how much stakeholder engagement is required for your project. Circle the answer for each of the five features which 'best fits' with your project.

Decision type	A: Limited	B: Moderate	C: Extensive
Feature 1: How affected will others be by the adaptation planning decision (s)? How many will be affected?	The decision may have very little effect on few people's public interest, health, livelihoods	The decision may have some effect on some people's public interest, health, livelihoods or , very little effect, but on many people or , severe effect but on a few people	The decision may have severe effect on many people's public interest, health, livelihoods
Feature 2: How many perspectives/politics will there be?	There is likely to be no significant different perspectives on adaptation planning (to ours) and no/ containable politics	There is likely to be a number of different perspectives on adaptation planning (to ours) and some politics	There is likely to be a wide range of different perspectives on adaptation planning (to ours) and significant politics
Feature 3: How much support or ownership of the adaptation planning decision(s) or implementation by others is required?	The 'best' decision(s) is known (lead body has strong opinion). And we can implement alone (with or without support)	The 'best' decision(s) is open to influence, but limited options . And we can implement more easily if others work with us	The 'best' decision(s) is open to influence and there are multiple options (or lead body has no opinion). And we can implement only with sufficient support, or only with others
Feature 4: Understanding of risk and uncertainty?	Risk and uncertainty relevant to the adaptation decision(s) is low: understood by most	Risk and uncertainty relevant to the adaptation decision(s) is medium: understood by us (and some) but not by all others	Risk and uncertainty relevant to the adaptation decision(s) is high: poorly understood
Feature 5: Timescale?	Actions or decisions need to be made and implemented immediately/ very quickly	Actions or decisions need to be made and implemented over months	Actions or decisions need to be made and implemented over years

Mostly 'A's then see 'Type A' decisions, mostly 'B's then see 'Type B' decisions and if mostly 'C's then see 'Type C' decisions below:

Type A decisions: Requiring limited engagement/consultation. These decisions are characterised by:

- low conflict, controversy or uncertainty about the need to adapt and the options for adaptation;
- few or no options due to the decision being constrained by time, procedure or resources; and
- limited impact from changes and/or the numbers of people and organisations affected will be low.

Engagement here will need to be focussed on getting details right to ensure *the community understands issues and risks*. For example: *why a cliff top path was closed after a sudden coastal slip*.

Type B decisions: Requiring moderate engagement/consultation. These decisions are characterised by relatively low controversy about the adaptation problem or the potential solutions. However, the issue under consideration will have significant impact on many people or organisations and there is a need to:

- obtain buy-in or understanding from a limited number of stakeholders (individuals, organisations and/or communities) to ensure that the adaptation plan is well informed and deliverable; and
- make trade-offs and compromises particularly as some stakeholders may have strong emotional reactions to loss or change implied in adaptation.

Engagement here will need to manage the different preferences and emotions amongst stakeholders in terms of options. For example: *A changing coastline affecting a relatively small number of landowners, properties, conservation or other interests such as ramblers*

Type C decisions: Requiring extensive engagement/consultation: These decisions are characterised by (potential or actual) high conflict, controversy and uncertainty about the problem (for instance people may be unaware about or not believe the impacts of coastal change) or disagreement about whether adaptation is the best option. The situation or decision is likely to affect many and typical challenges will include:

- Coastal issues that have significant impact on many people or organisations;
- Specific groups, people or habitats will be affected (e.g. by a Shoreline Management Plan);
- Significant risk of opposition which is strong enough to derail any scheme unless people are part of finding the solution;
- One set of interests gaining while others lose out; and
- A good deal of uncertainty about the problem to be solved (and whether it exists in the first place), and many different options for the way forward.

Step 3: Clarify aims and scope of engagement

So you have identified why the project is happening and the key problems (why engagement is needed) in Step 1, and also identified how extensive the engagement process is likely to be in Step 2. This step is to set the clear aims of the engagement. It is worth noting that different coastal situations affect the scope of influence that can be done (see examples below).

Examples of situations of scope to influence

Very limited opportunity to influence	Some scope to influence	Open to influence
Increasing coastal erosion requiring several properties to be re-located. Thus inter-tidal compensatory habitat needs to be found	There is a need to relocate caravan park thus this will need to be incorporated into the Local Development Framework to find suitable plots	Tap new or alternative sources of funding to increase options

It is important when setting aims of engagement that they are clear and written in sentences which are easy to understand.

The principle Aims of the Communications Plan for the development phase of this project are as follows;

- draw on local knowledge of the area,
- raise awareness and an understanding of the project,
- encourage involvement and interest from local communities, businesses and public bodies in the proposed flood and coastal erosion risk management strategies,
- deliver the key messages set out by this plan,
- identify opportunities for and seek potential financial contributions,
- and to seek and identify opportunities for broader outcomes.

Step 4a: Identify who to engage

Before you carry out the stakeholder mapping exercise with your team, it is useful to identify the key categories of Stakeholders to ensure a full spread of interests is covered. The six main categories are listed below, also please see flow diagram '**Stakeholder Engagement Plan Categories**' which should help identify the key stakeholder groups.

Categories of Stakeholders

- Sector
- Function
- Issue/ Topic
- Geography
- Socio-economic
- Effect

Once you have identified the main categories of stakeholders, have a team meeting to brainstorm as many stakeholders as you can. Background knowledge of the local areas will be invaluable at this stage. Then, try to populate the **level of influence chart** (see attached) by deciding whether they have 'high' 'medium' or 'low' influence and whether they will be a 'blocker', 'undecided' or a 'champion'.

High Influence: These stakeholders may want to help 'shape' the strategies or to be part or the partnership/ liaison groups.
These will need to be given involvement opportunities.

Medium Influence: These should have access to all types of engagement offered to 'low' stakeholders. They will also need additional input opportunities for decision making.

Low Influence: Need to be offered ways of keeping them informed.
They can also help form decisions in a 'light' way i.e. public exhibitions/ surveys.

As a rule of thumb, groups tend to have more weight than individuals, and livelihoods at risk have more importance than employment at risk.

Also, it is helpful to record the individual stakeholders level of involvement, did they attend events etc?

PLACE STAKEHOLDERS (INDIVIDUALS OR GROUPS OF PEOPLE ON THE GRID AS OBJECTIVELY AS POSSIBLE

HIGH

**LEVEL OF
POWER &
INFLUENCE**

LOW

H B C - Planners (D C) H B C - S W Hayling Island Members Hayling Islander - Press Hampshire County Council - L N R Hampshire County Council - Land Owner Natural England Environment Agency - N R G Hayling Island Sailing Club H I Residents Assoc. - Paul Fischer Chichester Harbour Conservancy Alan Priddy	MFA Chichester District Council	H B C - Cabinet H B C - Management Team - Tech' Services H B C - Portfolio H B C - Coast Defence Panel ENVIRONMENT AGENCY - John O'Flynn ENVIRONMENT AGENCY - L A Liason
	DEFRA Local Residents R N L I Countryside Agency H I O W T R S P B Local Business Caravan Park H I Sandy Beach Estate New Marine Flats Ltd - Heather National Trust	Huggins Residence West Wittering Estate Cakeham Tower PLC - Stella
	H B C Forward Planning Trinity House Water Sport Users Fishermen - Speak to CHC Anglers Crown Estate Beach Users H M Coastguard Dog walkers Portsmouth City Council Hampshire County Council - Highways	English Heritage Royal Yachting Assoc. Sailing Clubs - Speak to CHC Southern Water West Sussex County Council

LOW

LEVEL OF SUPPORT

HIGH

BLOCKER

UNDECIDED

CHAMPION

PROJECT TITLE:- EASTOKE POINT 2009



Civic Offices, Guildhall Square,
Portsmouth, Hants. PO1 2AG
Telephone: (023) 9263 4869
Email: cityhelpdesk@portsmouthcc.gov.uk
Internet: www.portsmouthcc.gov.uk



Civic Offices, Civic Centre Road,
Havant, Hants. PO9 2AX
Telephone: (023) 9247 4174
Email: customer.services@havant.gov.uk
Internet: www.havant.gov.uk

Step 4b: Identify how to engage

Once the stakeholders and 'key stakeholders' have been identified, populate the 'Stakeholder Engagement Plan' excel spreadsheet (as shown in Appendix B) which can be found at:

[01fpr:\Coastal\COASTAL_TEAM\Borough_Coastal_Management\Projects\Eastoke\Eastoke_Pt\Eastoke Pt Coastal Def Works 2009_2011\CONSULTATION\Consultation Action Plan_May11.xls](#)

This involves identifying the following;

- Contact details
- What we think they will want from the project
- What we feel they can offer to the project
- Type of engagement we want to offer (Inform, Gather Information, Involve, Partnership or Stat Consultee)
- The best suited engagement method (Giving information, consulting/ listening, exploring/ innovating/ listening, judging/ deciding together and delegating/ supporting)
- The action of how this will happen either: Informal (telephone), Formal (media) or Feedback (both informal and formal) etc.



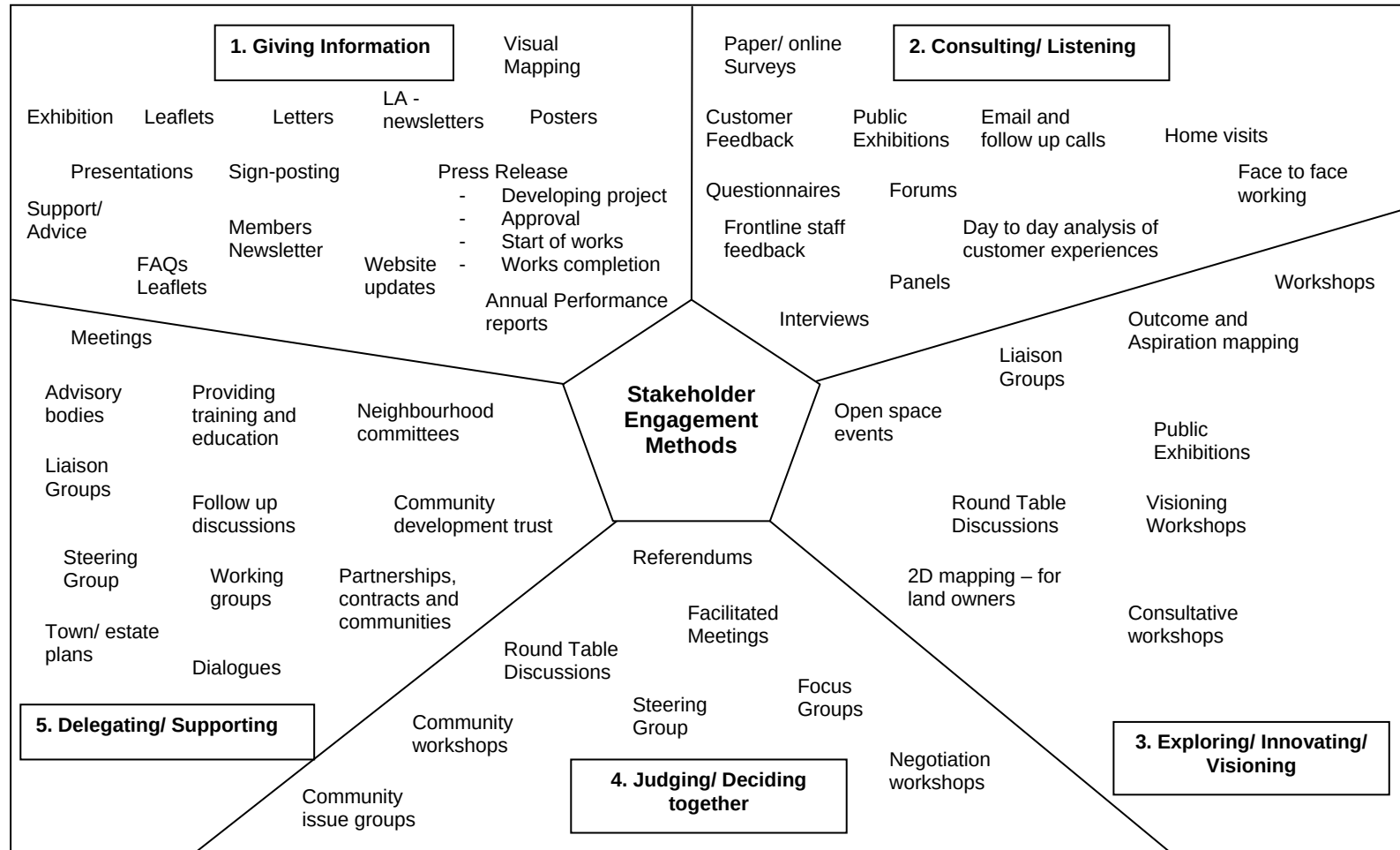
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See the Stakeholder Engagement Methods diagram to aid this process



Overall Stakeholder Engagement:

Day to day workings

Coordinating/ networking:
Maintaining relationships, sharing information, ensuring coordination

Shared web pages
(GBC/ FBC/ HBC)

Networks,
conferences, informal meetings

Step 5: Drafting an integrated engagement and project plan

'Who' and 'How' stakeholders are to be engaged have been established in Step 4. This step is to identify 'When' the stakeholders will need to be engaged. This can be done by integrating the engagement into an existing project plan. The table below gives an example from the CAPE document, Appendix 2.

The following table sets out the different things that need to be considered for each phase of the adaptation plan.

Month	Decision making process	Engagement activity	Technical or statutory (typical programme) activity or process	Comments and major changes in how 'typically' done
	Phase 1. PROBLEM DEFINITION, Getting understanding and buy in to the issue/need (e.g. that there is a problem to be solved), and working through emotional, technical and awareness-related issues, both internally and externally	E.g. Public exhibition setting out view of risk and problem to be solved: consult on their flood experience and views	E.g. Confirm design parameters (design freeze) E.g. Clarify SMP parameters	E.g. Adding social/economic considerations to design parameters (from public exhibition) will demonstrate this is not just an engineering question
	Phase 2. Collating the results and publicising (including setting out the PROCESS: how stakeholders can get engaged in next part of the engagement process)			
	Phase 3. SOLUTION FINDING. Generating and exploring all possible solutions/options (and permutations of those options)			
	Phase 4. Reducing any uncertainties or filling gaps in information			
	Phase 5. Evaluating options and deciding what goes ahead			
	Phase 6. Explaining the choice against feedback received, and how comments have or haven't been taken into account			
	Phase 7. Implementation and review			

Step 6: Publish your commitment to engage (optional step)

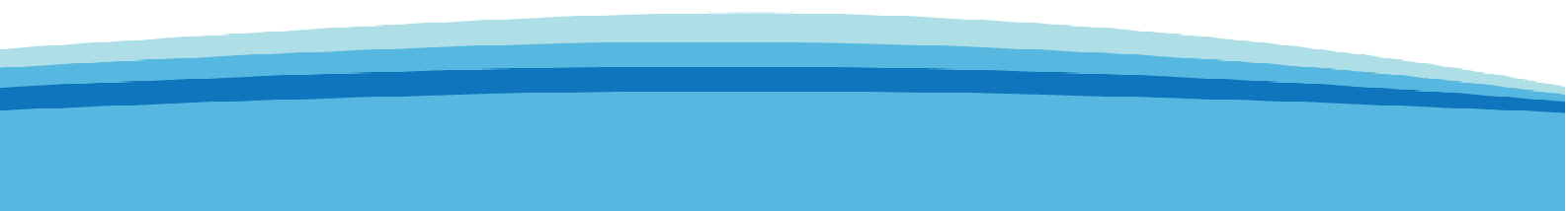
Once the communication plan has been agreed and signed by the Project Executive and Project Manager, it then needs to be distributed to the project team members, interested parties (Communications Teams of the Local Authority) and key stakeholders (listed in the report).

The aims and objectives of the Engagement Process (Section 3.2 and 3.3 of this Communications Plan) should then be published on the Local Authority website after consulting with the Communication's Officers for each Authority.



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Appendix B:
of
Technical Report 8: Communications Plan:
Communication Matrix

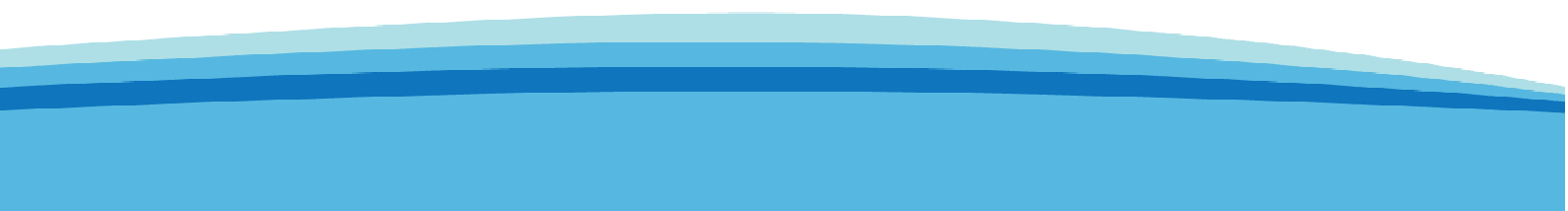


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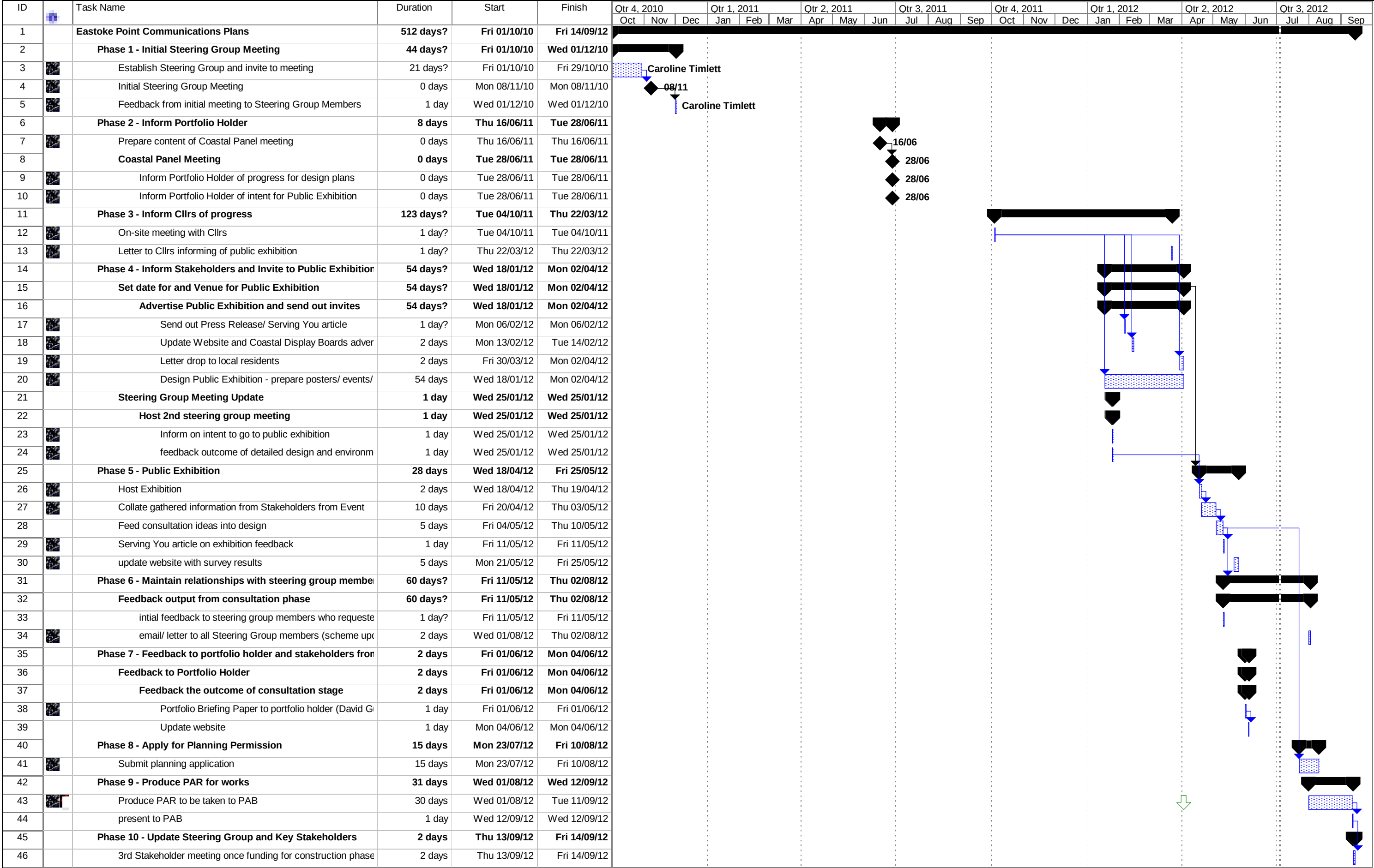
STAKEHOLDER ENGAGEMENT PLAN

STAKEHOLDER	CURRENT GRID POSITION	TARGET GRID POSITION	LEVEL OF INFLUENCE	STAKEHOLDER DETAILS STATUS (WHAT DO WE KNOW OR NOT KNOW)	NEEDS/ OFFERS: WHAT MIGHT THEY WANT FROM (OR TO CONTRIBUTE TO) COASTAL MANAGEMENT? NOTE CAREFULLY WHAT WE DO OR DO NOT KNOW	WHAT DO WE WANT FROM THEM? (E.G. LOCAL FLOOD INFO)	TYPE OF ENGAGEMENT WE'D LIKE TO OFFER (INFORM, GATHER INFORMATION, INVOLVE, PARTNERSHIP OR STAT CONSULTEE)	ENGAGEMENT METHOD	ACTION	COMPLETED	BY WHO	MEASURE OF SUCCESS	CONTACT & DETAILS (see Project Contacts sheet)
High Influence													
HBC - Management Team	CHAMPION / HIGH	CHAMPION / HIGH	HIGH		Success/ Income	Approval/ Support	Partnership	Judging/ deciding together					
			HIGH		Success/ Income	Approval/ Support	Partnership	Giving Information	Formal - Members Briefing Note once taken to Coastal Defence Panel - Flyer in clr pigeon hole informing them of press release (leaflet referring to more info on website - invite them to contact us if they want more info)		CE		Councillor Anthony Briggs - leader of the Council Strategy and Resources Portfolio Councillor Cheshire - Marketing & Development Portfolio Councillor David Collins - Environment & Neighbourhood Quality Portfolio Councillor Mike Fairhurst - Economy & Communities Portfolio Councillor David Guest - Planning Built Environment Portfolio Councillor Jenny Wide - Governance & Logistics Portfolio
HBC - Cabinet	CHAMPION / HIGH	CHAMPION / HIGH	HIGH		Success/ Income	Approval/ Support	Partnership	Giving Information	Formal - Panel meeting item		CE		Councillor David Guest - Planning Built Environment Portfolio
HBC - Portfolio	CHAMPION / HIGH	CHAMPION / HIGH	HIGH	Clr John Smith is ward Clr for Eastoke, knows about the scheme, offered to be a contact and can be involved in detailed design.	Success/ Income	Approval/ Support	Partnership	Giving Information	Formal - Panel Briefing Note. Someone will need to present this item at the panel - Members Newsletter? - Panel meeting item - 27th Sept 2010 - Flyer in clr pigeon hole? (leaflet referring to more info on website - invite them to contact us if they want more info)		CE		Councillor David Guest - Planning Built Environment Portfolio Councillor Branson Clr Pierce-Jones Clr John Smith Clr K Smith Clr V Wilson-Smith
HBC - Coast Defence Panel	CHAMPION / HIGH	CHAMPION / HIGH			Success/ Income	Approval/ Support			Formal - Members Briefing Note once taken to Coastal Defence Panel - Flyer in clr pigeon hole informing them of press release (leaflet referring to more info on website - invite them to contact us if they want more info)		CE		
HBC - SW HI Members	UNDECIDED / HIGH	CHAMPION / HIGH	HIGH		Adequate sustainable defences	Approval/ Support	Partnership	Judging/ deciding together	Informal - Telephone/ email to discuss project and who to attend steering group Formal - Letter to invite to steering group Formal - Steering group - Meeting 1 - Agree problems and objectives - Agree an involvement plan Feedback: Informal - Telephone/ email to confirm NRG results Formal - Steering group - Meeting 2 (feedback from NRG and discuss strategic project)		CE		
Environment Agency - LA Liason	CHAMPION / HIGH	CHAMPION / HIGH	HIGH		Adequate sustainable defences	Approval/ Support	Partnership	Judging/ deciding together	Formal: Letter - Who do they want to see in Steering Group? Informal: Discussion with steering group rep prior to meeting 1 Formal - Steering group - Meeting 1 - Agree problems and objectives Feedback: Informal - Telephone/ email to confirm NRG results		CT/ CE		John O'Flynn? To be confirmed
Environment Agency - AFRM	CHAMPION / HIGH	CHAMPION / HIGH				approval of PAR	Inform	Giving Information	Completion of FRM7 to produce PAR for works			Approval/ Funding	John O'Flynn? To be confirmed
Environment Agency - NRG/ PAB	UNDECIDED / HIGH	CHAMPION / HIGH	High	Ramsar, SPA, SAC, SSSI onsite	To have Env Designations requirements factored into the design scheme. Don't want adverse significant effects on Env.	Letter of approval	Partnership	Partnership	Informal: Invite to initial steering group Formal: Steering Group - Meeting 1 Discuss Aims of Design Problems and Objectives Arrange 2nd Meeting		CE	Approval/ Funding	
Natural England	UNDECIDED / HIGH	CHAMPION / HIGH			Flood protection to residents without causing adverse significant effects to the key areas of interest.	Advice	Stat Consultee	Consultation/ Listening	Informal: Invite to initial steering group Formal: Steering Group - Meeting 1 Discuss Aims of Design Problems and Objectives Arrange 2nd Meeting		CT/ CE	Letter of Support	
HBC - Planners (DC)	UNDECIDED / HIGH	CHAMPION / HIGH	HIGH		Media coverage	Dissemination of information	Inform	Giving Information	Feedback - Press release		CT/ CE	Grant Planning Permission	Aaron Wright and Stephen Cartwell
Hayling Islander / Press	UNDECIDED / HIGH	CHAMPION / HIGH			general landowner issues and loss of amenity						CT	Positive media coverage	
			HIGH		May want compensation?	Agreement that they will not be persuing compensation	Partnership	Judging/ deciding together	Informal: Invite to initial steering group Formal: Steering Group - Meeting 1 Discuss Aims of Design Problems and Objectives Arrange 2nd Meeting		CT/ CE	Agree with design scheme and not seek compensation	Stephen Blyth
Hampshire CC - Land Owner (estates)	UNDECIDED / HIGH	CHAMPION / HIGH			advice on maintainance of habitat and translocation of protected species	Preferred timing of construction works	Partnership	Judging/ deciding together	Informal: Invite to initial steering group Formal: Steering Group - Meeting 1 Discuss Aims of Design Problems and Objectives Arrange 2nd Meeting		CT/ CE	Agree with design scheme	Pete Potts
Hampshire CC - LNR	UNDECIDED / HIGH	CHAMPION / HIGH	High	Local Nature Reserve							CT/ CE		
Chichester District Council	UNDECIDED / HIGH	CHAMPION / HIGH	High		not to have sand on slipway after construction	approval	Involve	Consultation/ Listening	Formal: Public exhibition		CE/MB/CT		Mark Wood
Hayling Island Sailing Club	UNDECIDED / HIGH	CHAMPION / HIGH			2 key points of concern, ness and chichester bar (navigational hazards)	Safe Navigation	Advice/ knowledge	Partnership	Informal: Invite to initial steering group Formal: Steering Group - Meeting 1 Discuss Aims of Design Problems and Objectives Arrange 2nd Meeting				Paul Fisher
Chichester Harbour Conservancy	UNDECIDED / HIGH	CHAMPION / HIGH	HIGH		What is his current position?			Judging/ deciding together			CT/CE	Richard Craven	
Alan Priddy	UNDECIDED / HIGH	CHAMPION / HIGH											
Marine Fisheries Agency	UNDECIDED / HIGH	CHAMPION / HIGH	Medium		Flood Defences but not interfering with their local amenity or interference to properties during construction	agreement on design, local knowledge	Involve	Consultation/ Listening	Formal: Website - update website, adding on press release saying we are now starting detailed design, any comments contact Clive E Formal: press release after steering group to input into design of scheme Formal: Public Meeting to explain the detailed design of defences prior to LPRG submission Feedback: website/ press release for feedback of MPRG				
Local Residents	UNDECIDED / MEDIUM	CHAMPION / MEDIUM	Medium	Large pumping station north of Eastoke Point	Detailed plans of pumping station and agreement on maintainance?		Gather Information	Consultation/ Listening	Informal: Invite to meeting Formal: meeting to discuss involvement following steering group		CE/ MB		??? Steve Mountain may have contacts
Southern Water	UNDECIDED / LOW	CHAMPION / MEDIUM	Medium		Local knowledge	Gather Information	Consultation/ Listening	Informal: Talk to RNLI to see about land ownership in area and operational problems Formal: Website - update website, adding on press release saying we are now starting detailed design, any comments contact Clive E Formal: press release after client steering group to input into design of scheme Formal: Public Meeting to explain the detailed design of defences prior to LPRG submission Feedback: website/ press release for feedback of LPRG		CE		Nigel Roper - Lifeboat Operations Manager	
RNLI	UNDECIDED / MEDIUM	CHAMPION / MEDIUM	Medium	Coastal defences	Local knowledge	Gather Information	Consultation/ Listening	Formal: Website - update website, adding on press release saying we are now starting detailed design, any comments contact Clive E Formal: press release after client steering group to input into design of scheme Formal: Public Meeting to explain the detailed design of defences prior to LPRG submission Feedback: website/ press release for feedback of LPRG		CE/ EB			
Local Businesses	UNDECIDED / MEDIUM	CHAMPION / MEDIUM	Medium		Preservation of existing areas with environmental designations	agreement on design, local knowledge	Gather Information	Consultation/ Listening	Ask Steering Group the best way forward to inform of the coastal defence works and to keep on board. (add to agenda of Steering Group Meeting 1).		CE		
HIOWT	UNDECIDED / MEDIUM	CONTENT / MEDIUM	Medium		Preservation of existing areas with environmental designations	agreement on design, local knowledge	Gather Information	Consultation/ Listening	Ask Steering Group the best way forward to inform of the coastal defence works and to keep on board. (add to agenda of Steering Group Meeting 1).		CE		
RSPB	UNDECIDED / MEDIUM	CONTENT / MEDIUM	Medium		Preservation of existing areas with environmental designations	agreement on design, local knowledge	Gather Information	Consultation/ Listening	Ask Steering Group the best way forward to inform of the coastal defence works and to keep on board. (add to agenda of Steering Group Meeting 1).		CE		
National Trust	UNDECIDED / MEDIUM	CONTENT / MEDIUM	Medium		agreement on design, local knowledge	Inform	Giving Information	Formal: Website - update website, adding on press release saying we are now starting detailed design, any comments contact Clive E Formal: press release after client steering group to input into design of scheme Formal: Public Meeting to explain the detailed design of defences prior to LPRG submission Feedback: website/ press release for feedback of LPRG		CE			
West Witterings Estate	UNDECIDED / MEDIUM	CONTENT / MEDIUM	Medium		agreement on design, local knowledge	Inform	Giving Information	Formal: Website - update website, adding on press release saying we are now starting detailed design, any comments contact Clive E Formal: press release after client steering group to input into design of scheme Formal: Public Meeting to explain the detailed design of defences prior to LPRG submission Feedback: website/ press release for feedback of LPRG		CE			
Cakeham Tower PLC - Stella	UNDECIDED / MEDIUM	CONTENT / MEDIUM	Medium		agreement on design, local knowledge	Inform	Giving Information	Formal: Website - update website, adding on press release saying we are now starting detailed design, any comments contact Clive E Formal: press release after client steering group to input into design of scheme Formal: Public Meeting to explain the detailed design of defences prior to LPRG submission Feedback: website/ press release for feedback of LPRG		CE			
Caravan Park	UNDECIDED / MEDIUM	CHAMPION / MEDIUM	Medium		agreement on design, local knowledge	Inform	Giving Information	Formal: Website - update website, adding on press release saying we are now starting detailed design, any comments contact Clive E Formal: press release after client steering group to input into design of scheme Formal: Public Meeting to explain the detailed design of defences prior to LPRG submission Feedback: website/ press release for feedback of LPRG		CE/ EB			
Sandy Beach Estate	UNDECIDED / MEDIUM	CHAMPION / MEDIUM	Medium		agreement on design, local knowledge	Inform	Giving Information	Formal: Website - update website, adding on press release saying we are now starting detailed design, any comments contact Clive E Formal: press release after client steering group to input into design of scheme Formal: Public Meeting to explain the detailed design of defences prior to LPRG submission Feedback: website/ press release for feedback of LPRG		CE/ EB			
Hugins Residence	UNDECIDED / MEDIUM	CHAMPION / MEDIUM	Low				Inform	Giving Information	Formal: ask CHC to liase with coastguard and RNLI at steering group		CE/ EB		
HM Coastguard	UNDECIDED / LOW	CHAMPION / LOW	Low				Inform	Giving Information	Formal: Website - update website, adding on press release saying we are now starting detailed design, any comments contact Clive E Formal: press release after client steering group to input into design of scheme Formal: Public Meeting to explain the detailed design of defences prior to LPRG submission Feedback: website/ press release for feedback of LPRG		CE/ EB		
General Public	UNDECIDED / LOW	CHAMPION / LOW	Low				Inform	Giving Information	Formal: write a letter to check for listed buildings etc in area		CE		
Portsmouth CC	UNDECIDED / LOW	CHAMPION / LOW	Low				Inform	Giving Information	Formal: ask CHC to liase with coastguard and RNLI at steering group		CE		
English Heritage	UNDECIDED / LOW	CONTENT / LOW	Low				Inform	Giving Information	Formal: ask CHC to liase with coastguard and RNLI at steering group		CE		
Trinity House	UNDECIDED / LOW	CONTENT / LOW	Low				Inform	Giving Information	Formal: ask CHC to liase with coastguard and RNLI at steering group		CE		
Royal Yachting Association	UNDECIDED / LOW	CONTENT / LOW	Low				Inform	Giving Information	Formal: ask CHC to liase with coastguard and RNLI at steering group		CE		
Water Sports Users	UNDECIDED / LOW	CHAMPION / LOW	Low				Inform	Giving Information	Formal: ask CHC to liase with coastguard and RNLI at steering group		CE		
Fishermen (boats)- Speak to CHC	UNDECIDED / LOW	CHAMPION / LOW	Low				Inform	Giving Information	Formal: ask CHC to liase with coastguard and RNLI at steering group		CE		
			Low				Inform	Giving Information	Formal: Website - update website, adding on press release saying we are now starting detailed design, any comments contact Clive E Formal: press release after client steering group to input into design of scheme Formal: Public Meeting to explain the detailed design of defences prior to LPRG submission Feedback: website/ press release for feedback of LPRG		CT		Dave Adams (Club Chairman)
Hayling Island Angling Club	UNDECIDED / LOW	CHAMPION / LOW	Low			Approval?	Inform	Giving Information	Do we need crown estates approval?		CE		
Crown Estate	UNDECIDED / LOW	CONTENT / LOW	Low				Inform	Giving Information	Find out boundary		CE		
Wessex Sussex CC	UNDECIDED / LOW	CHAMPION / LOW	Low								CE		

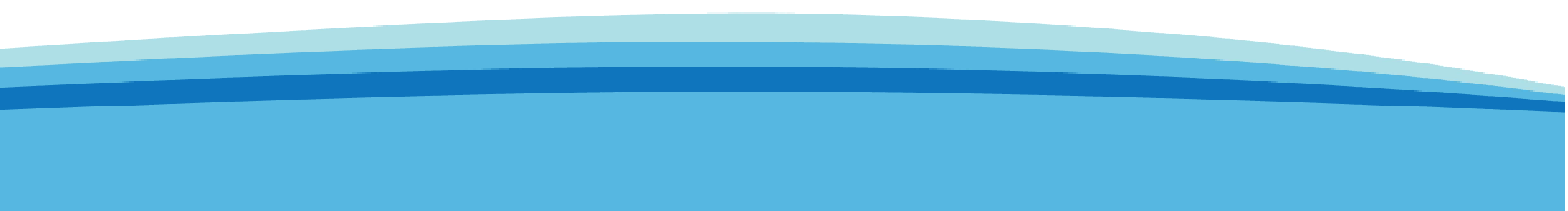
Appendix C:
of
Technical Report 8: Communications Plan:
Project Plan



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Appendix D:
of
Technical Report 8: Communications Plan:
Glossary



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Glossary

Accessible Consultation	Providing the opportunity for consultation which is accessible to stakeholders through appropriate venue choice, timing/ opening hours, media (both written and verbal) and location of venue.
AONB	Area of Outstanding Natural Beauty, designated by the Countryside Agency where the primary purpose is the conservation and enhancement of natural beauty including flora, fauna, geology and landscape.
Annual Exceedance Probability	The probability of a flood event occurring each year, breaching the flood defence. For example a 1 in 200 year Standard of Protection is 0.5% AEP, that each year, there is a 0.5% probability of breach.
AFRM	Area Flood Risk Manager – Environment Agency
Beach Renourishment	Is the placing of material from offshore onto the beach, in order to raise the standard of protection along the beach frontage.
CAPE	Community Adaptation Planning and Engagement, this is a guidance note (FD2624) – Joint Defra/ EA Flood and Coastal Erosion Risk Management R & D Programme
CHC	Chichester Harbour Conservancy
Cllrs	Councillors
Community Engagement	Is a process for building relationships with the local community, for increasing awareness of coastal flood and erosion risk, increasing involvement of coastal communities in coastal defence design, and achieve 'buy in' to projects.
Consultation	Procedures for assessing public opinion about a plan or major development proposal, or in the case of a planning application, the means of obtaining the views of affected neighbours or others with an interest in the proposal.
Consultation Fatigue	Over consultation by providing too much information, using jargon or giving information at inappropriate timing (i.e. too early and then repeat the same information) can result in stakeholders no longer listening/ caring/ believing, thinking 'what's the point' and becoming numb to the subject.
DEFRA	Department for Environment, Food and Rural Affairs is the Government department which has overall policy responsibility for flood and coastal erosion risk in England.

EA Environment Agency



Havant
BOROUGH COUNCIL



BOROUGH COUNCIL



Portsmouth
CITY COUNCIL

Ebb-tidal shoal	A deposit of material formed seaward of a tidal inlet either side of the main channel, usually exposed during low water and covered during high tide. The size and position of the shoal is controlled by the interaction of waves and currents, and an adequate supply of material.
HBC SW HI Members	Havant Borough Council South West Hayling Island Councillors
HCC	Hampshire County Council
HIOWT	Hampshire and Isle of Wight Wildlife Trust
Hold the Line	A HTL policy intends for defences and beach management activities to be maintained or improved to provide protection from coastal flood and erosion to important assets or features at the coast.
HSE	Health and Safety Executive is an independent regulator and act in the public interest to reduce work-related death and serious injury across Great Britain's workplaces.
Key Stakeholders	Normally Stakeholders includes all individuals and organizations who are impacted by the project. For this project we have identified a subset of the stakeholders as 'Key Stakeholders'. These key stakeholders are whom we need to communicate and form partnerships with in order to effectively progress the scheme. The key stakeholders include major landowners in the area, and key users identified in the 'stakeholder mapping exercise' for participation in the project.
LDF	The collective name for the suite of documents that will replace the current Local Plan system. This will include Local Development Documents which comprise of Development Plan Documents (DPDs) and Supplemental Planning Documents (SPDs) setting out policy areas. It will also contain specific LDDs such as Area Action Plans and Land Allocations.
LNK	Local Nature Reserve - Sandy Point Nature Reserve: on the south-eastern corner of Hayling Island, this site is a unique mixture of coastal habitats found nowhere else in Hampshire (a complex mixture of sand dune, shingle, heath, grassland and mixed scrub)
LPRG	Large Projects Review Group is a formal group set up in the Environment Agency for reviewing all flood and coastal erosion risk management submissions nationally. The group will make recommendations to gain its approval for the submissions.
MFA	The Marine and Fisheries Agency was an executive agency of the United Kingdom government that controlled sea fishing in seas around England and Wales. Responsibilities included enforcement of sea fisheries legislation, licensing of UK commercial fishing vessels,

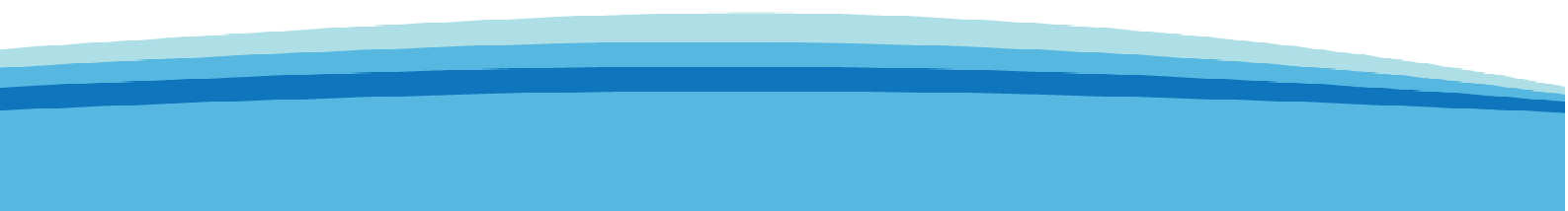
sampling of fish catches, management of UK fisheries quotas and an advisory role and general liaison with the fishing industry. It was replaced by the Marine Management Organisation on April 1 2010.

MMO	The Marine Management Organisation (MMO) is an executive non-departmental public body established and given powers under the Marine and Coastal Access Act 2009
NRG	The National Review Group was the formal group set up in the Environment Agency for reviewing all flood and coastal erosion risk management submissions nationally. This has now been renamed Large Projects Review Group.
PAB	Project Assurance Board
PAR	Project Appraisal Report
RAMSAR	Designated under the 1971 Ramsar Convention on Wetlands of International Importance especially as Waterfowl Habitat. The objective of this designation is to stem the progressive encroachment onto, and loss of wetlands.
Rock Revetment	Shore protection structure made with stones/ rock laid on a sloping face.
Rock Stub Groynes	A rigid structure made of rock, perpendicular to the shore line which is designed to manage littoral drift of sediment along the coast.
RNLI	Royal National Lifeboat Institution
RSPB	Royal Society for Protection of Birds
Scheme	A project delivering coastal flood and erosion risk management through engineering options such as building defences, as an outcome of a previous study, strategy or shoreline management plan.
SAC	Special Area of Conservation: designated under the EC Habitats Directive (92/43/EEC Conservation of Natural Habitats and of Wild Fauna and Flora), this designation aims to protect habitats or species of European importance and can include Marine Areas, and form part of the Natura 2000 site network. All SAC sites are also protected as SSSI, except those in the marine environment below Mean Low Water
SPA	Special Protection Area: designated under European Community Directive 79/409 on the Conservation of Wild Birds, requiring the UK government to take special measures to conserve the habitat of rare or vulnerable birds (listed under the directive) and all regularly occurring

migratory birds. The government is required to avoid pollution or disturbance to SPA's.

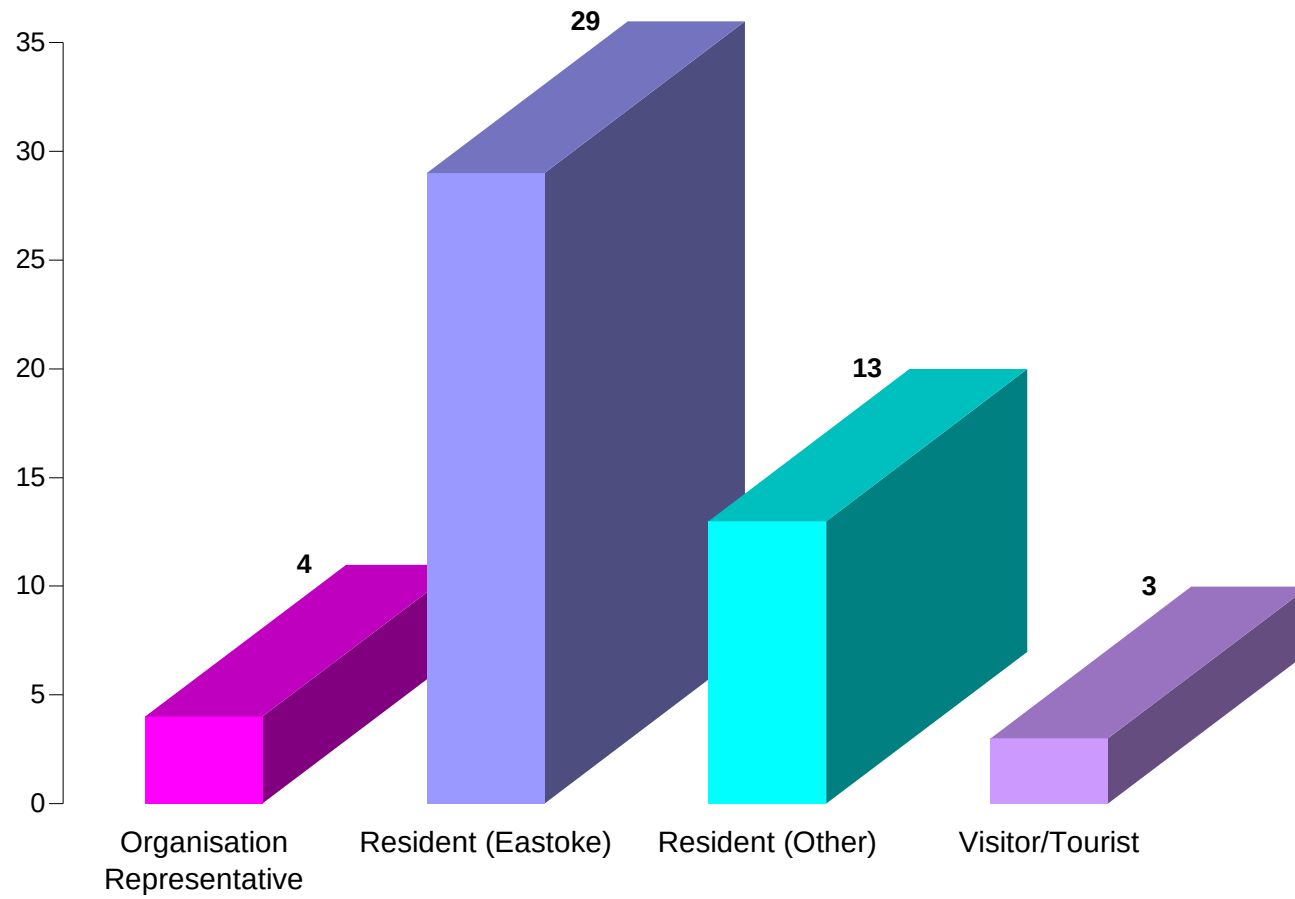
SSSI	Special Site of Scientific Interest: an area identified by Natural England for protection by reason of the rarity of its nature conservation or wildlife features.
Stakeholder	A person or organisation with an interest in the project area or affected by the design produced. This broad interpretation has been taken to include agencies, authorities, organisations and private persons. Also, see "Key stakeholder".
Stakeholder Engagement Plan	A document identifying all known stakeholders, listing their likely interest in the project, their level of influence, any details in which we may know or would want to know, their contact details, the type of engagement proposed, when it is proposed and how we are likely to engage. It also listed who is to lead action on the engagement process.
Standard of Protection (SoP)	The level of protection afforded by a structure or coastal defence, usually against flooding or coastal erosion. The SoP is usually expressed as a return period, e.g. 1 in 200 years, meaning that the structure is designed to withstand an event with an Annual Exceedance Probability of 0.5%. For coastal flooding and erosion the SoP is assessed relative to the appropriate wave and water level return periods at the given location.
WWF	World Wildlife Fund

Appendix E:
of
Technical Report 8: Communications Plan:
Public Exhibition Results

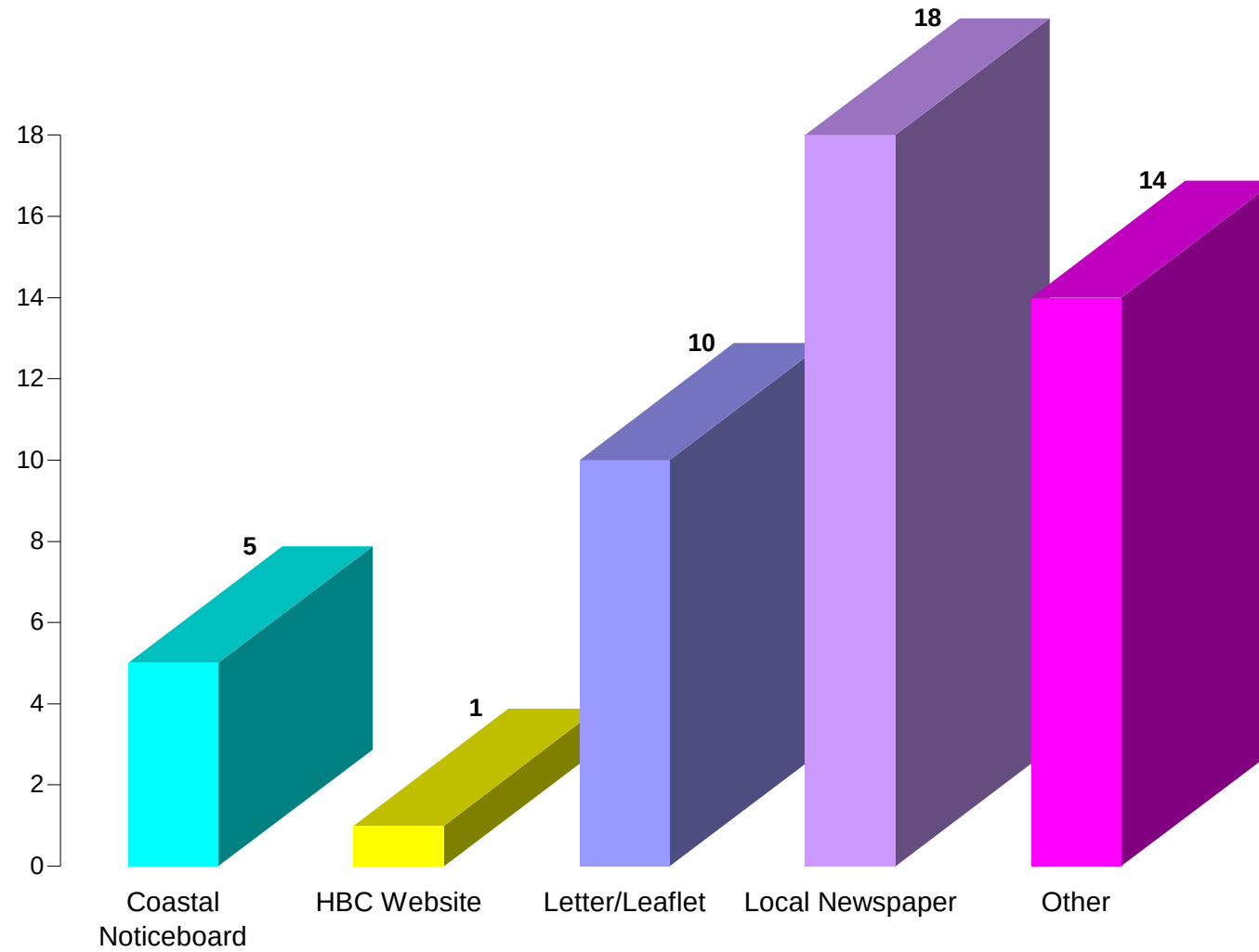


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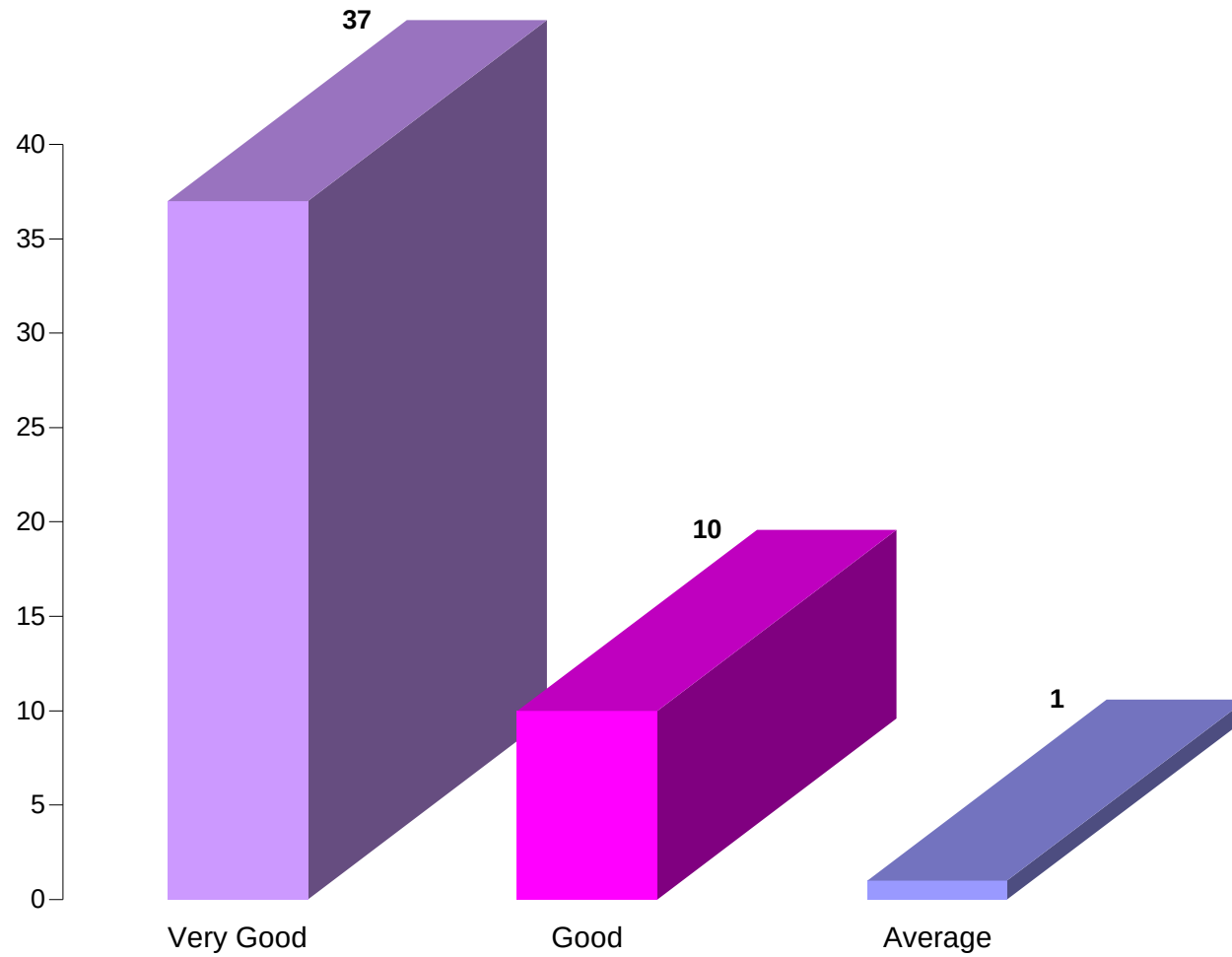
What is your interest in this exhibition?



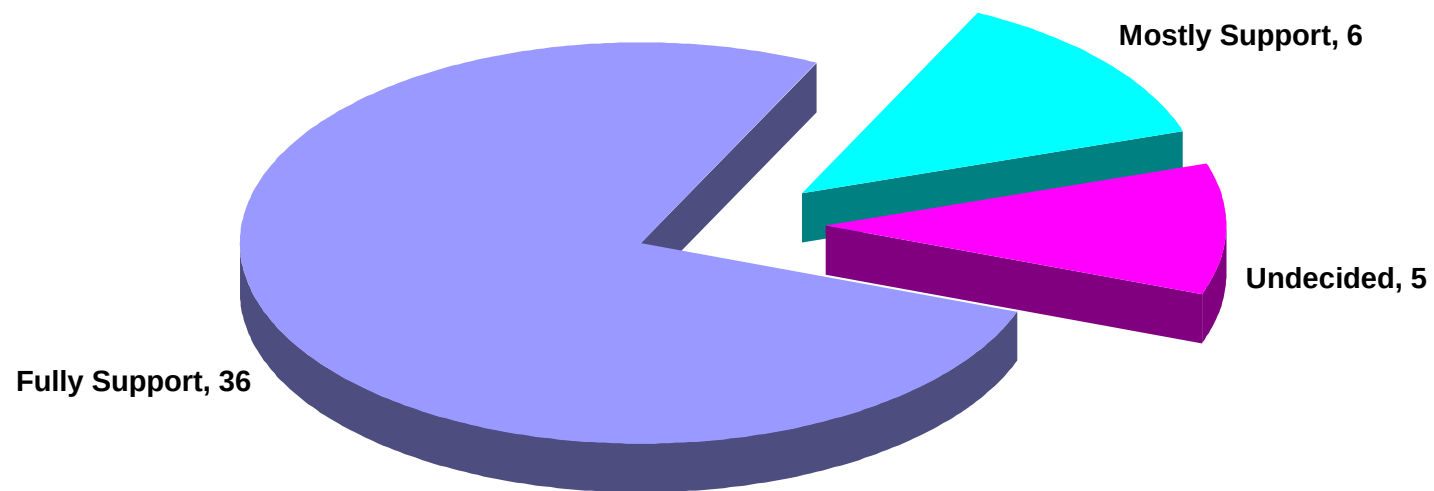
How did you hear about this exhibition?



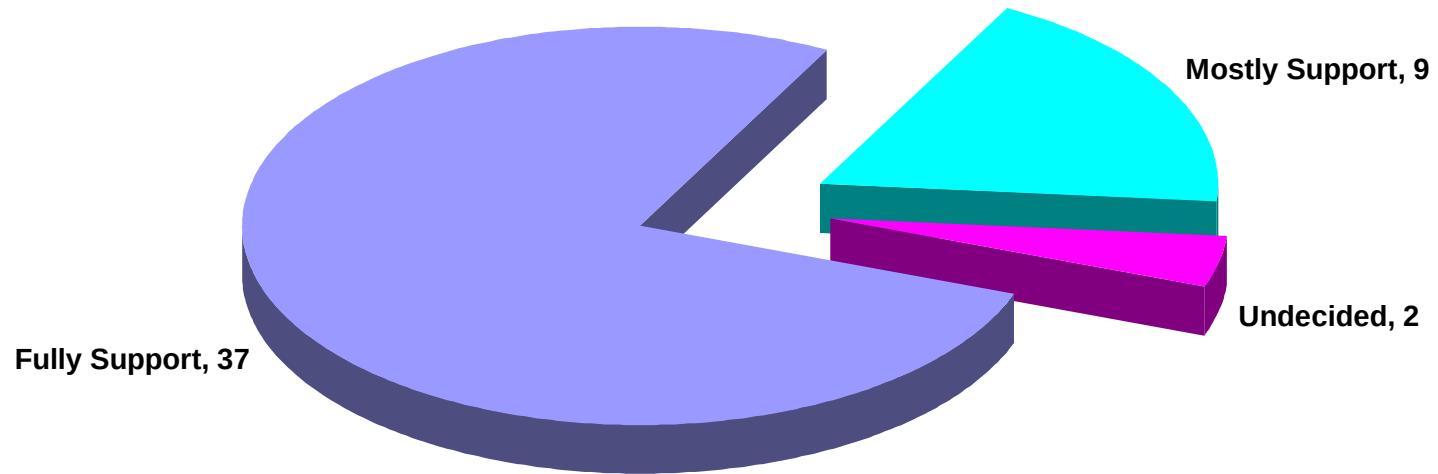
What was the quality of information provided by this exhibition?



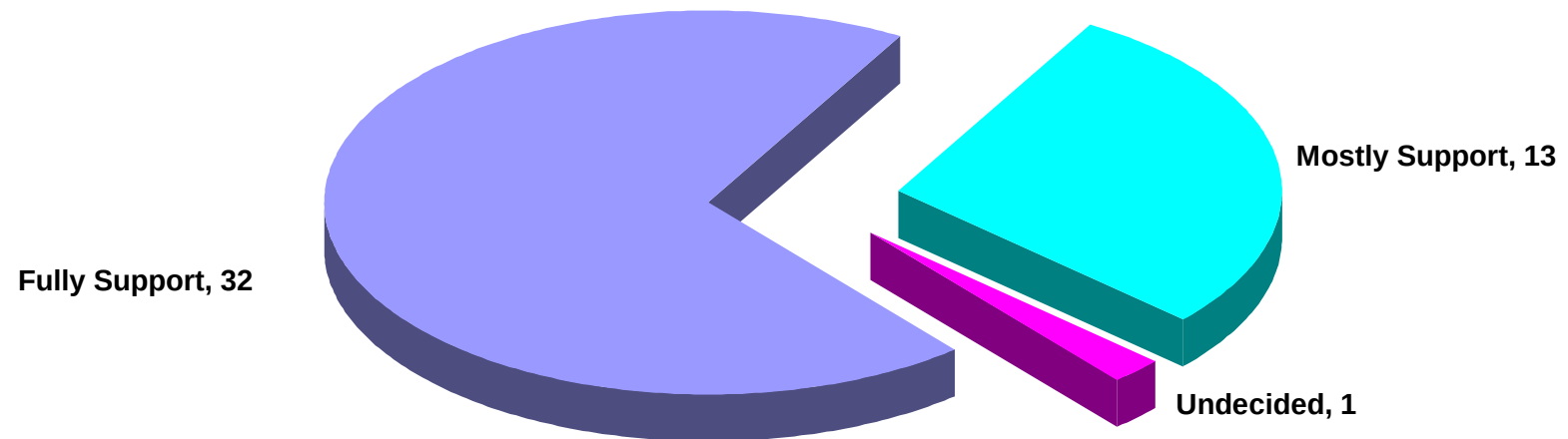
What is your level of support for the proposed defences at Eastoke Point?



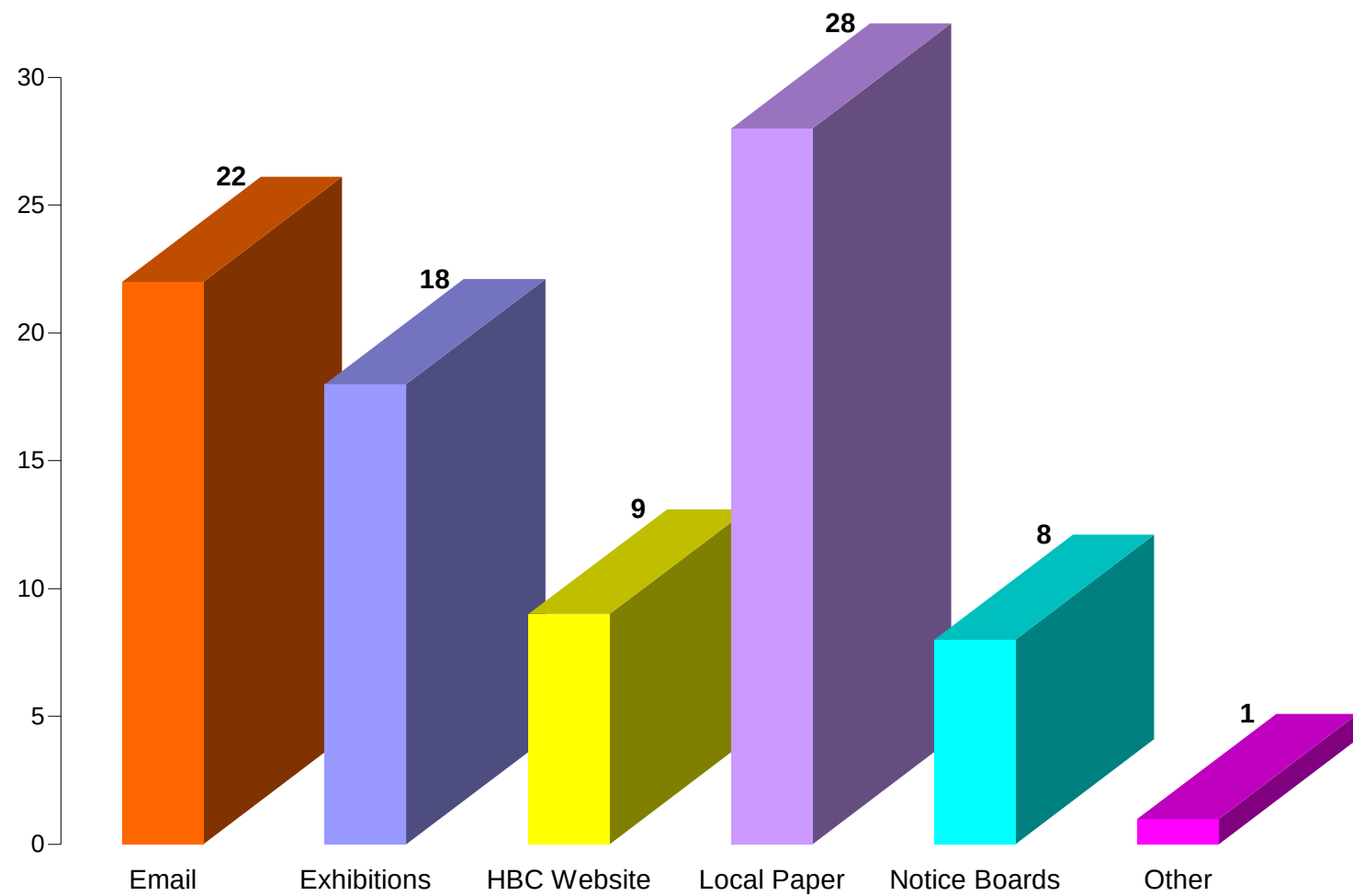
What is your level of support for the access ramp at the promenade access point of Nutbourne Road and flood boards at the promenade access point of Bosmere Road?



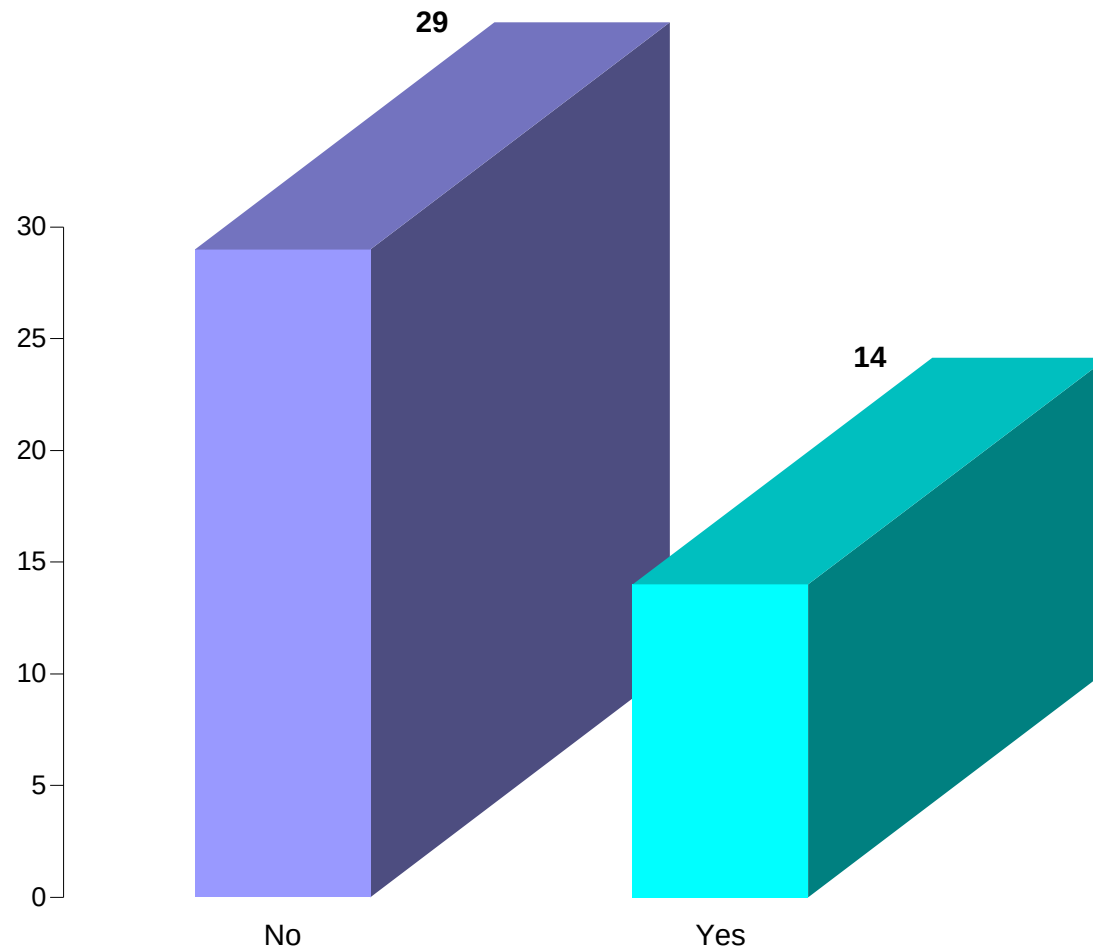
**Are you supportive of the proposed back slope to the rock revetment of
1 in 4?**



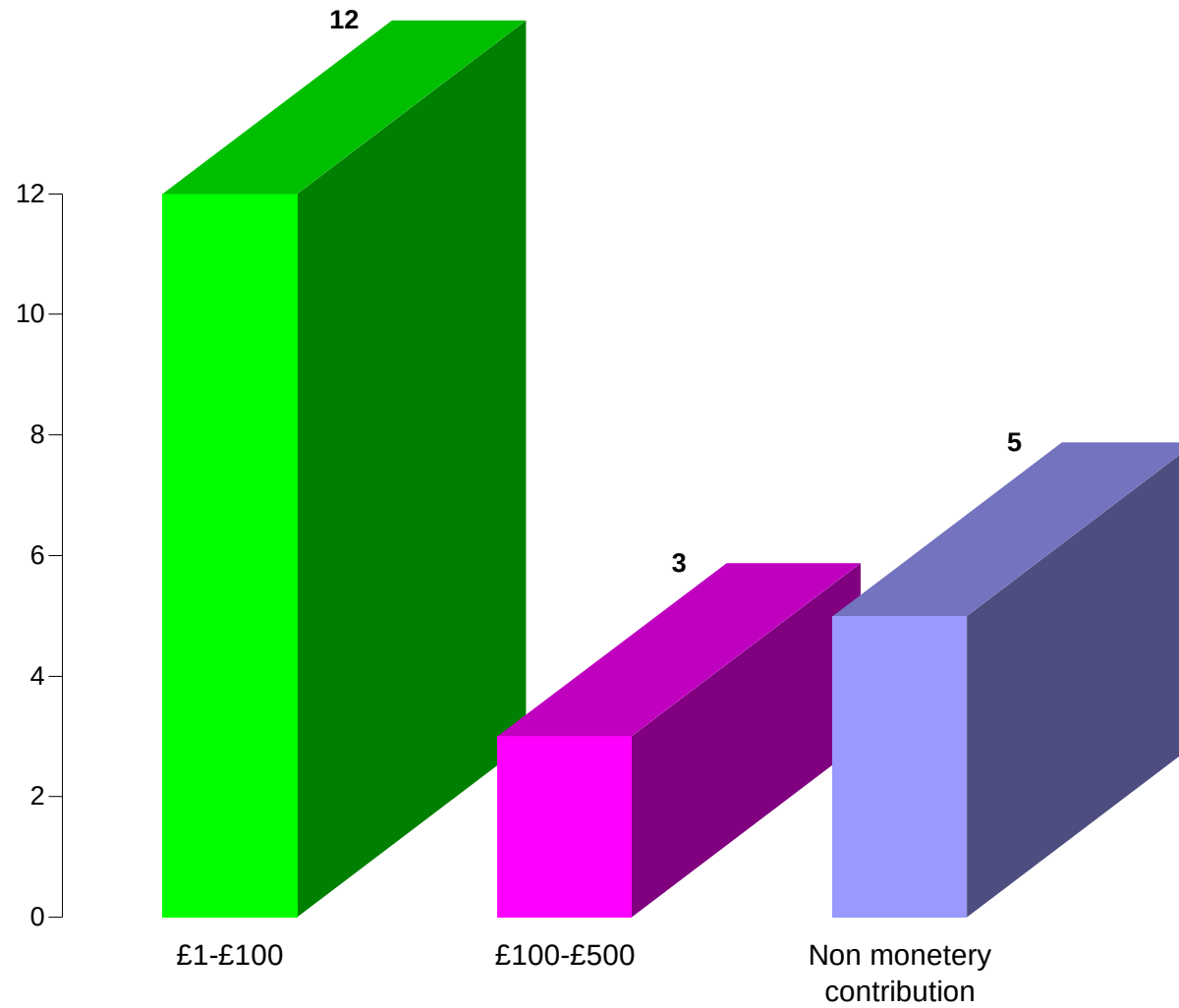
How would you like to be kept informed about the scheme?



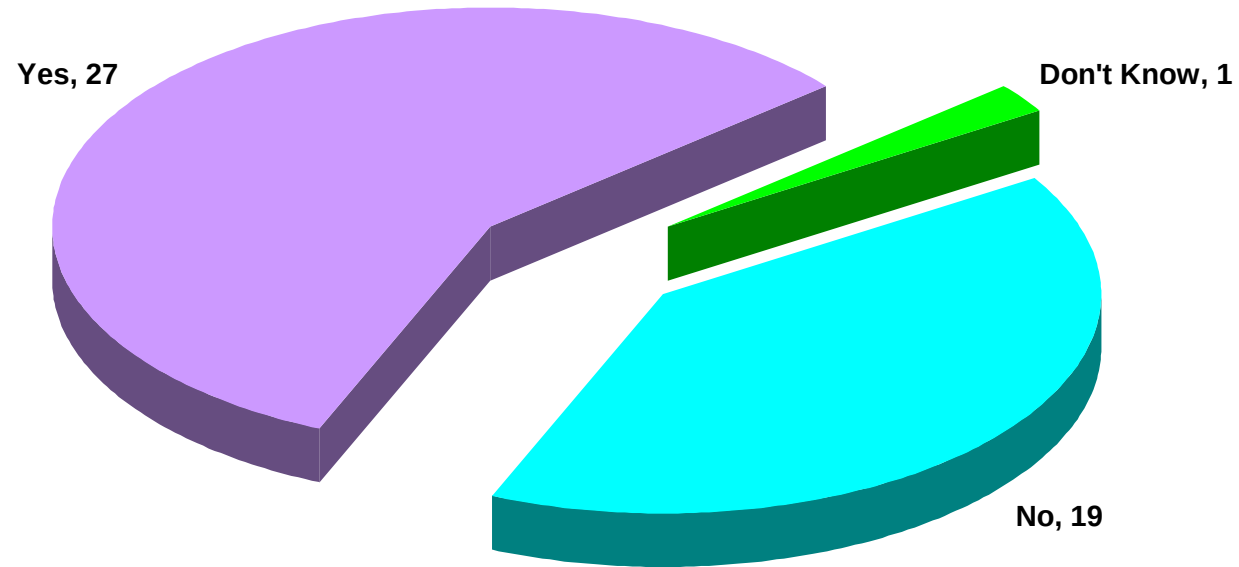
Contributions can help us secure funding for this scheme, are you willing to contribute?



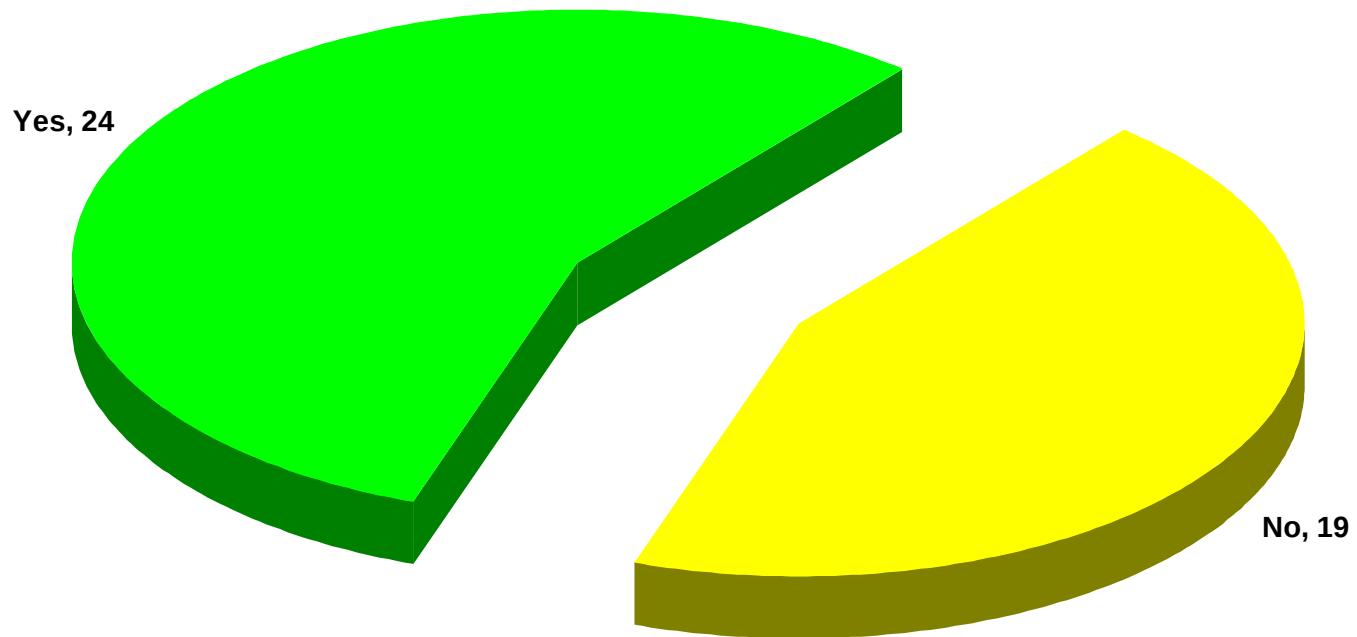
How much would you be willing to contribute?



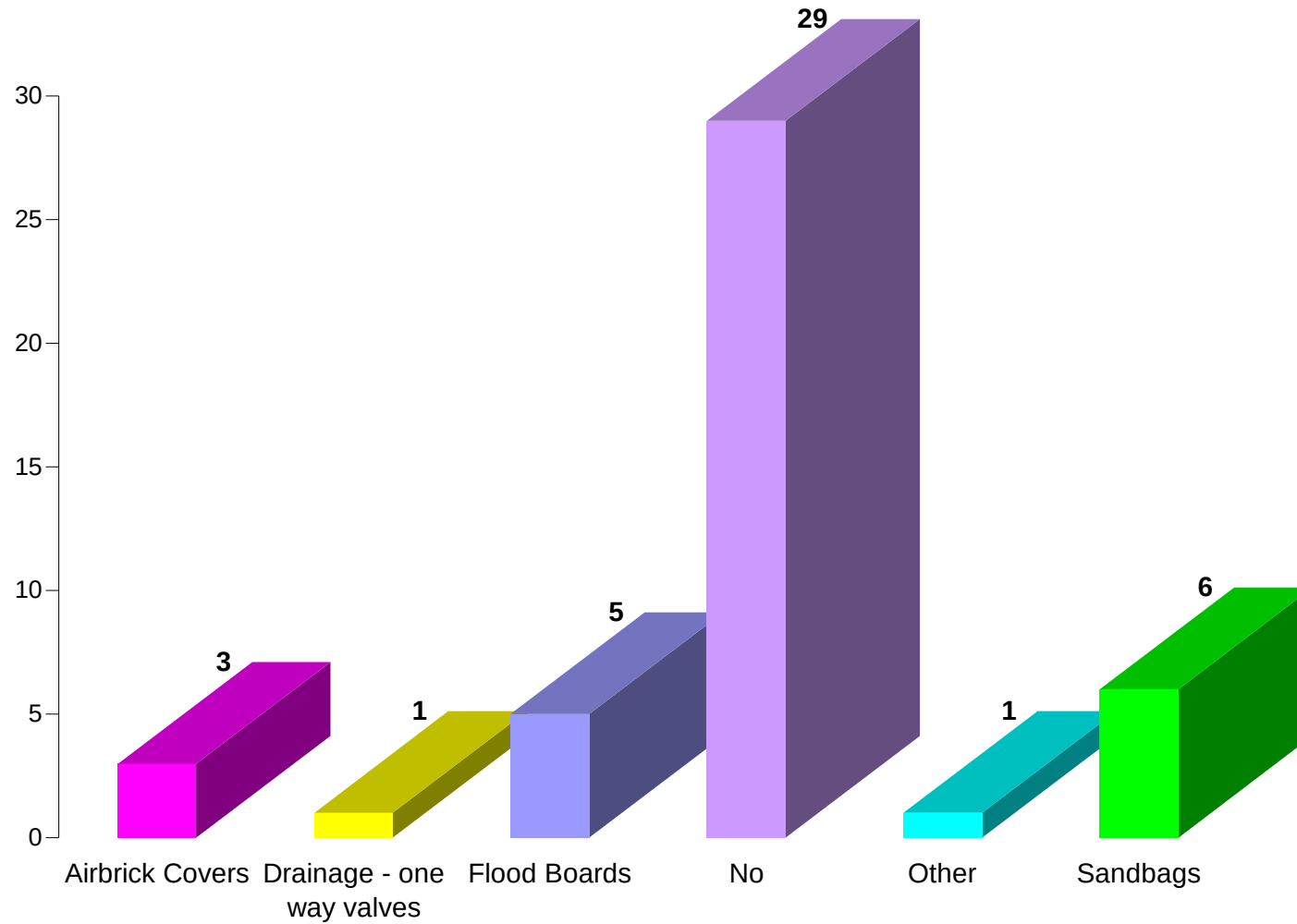
Do you live in a floodplain as shown on the Environment Agency Flood Maps?



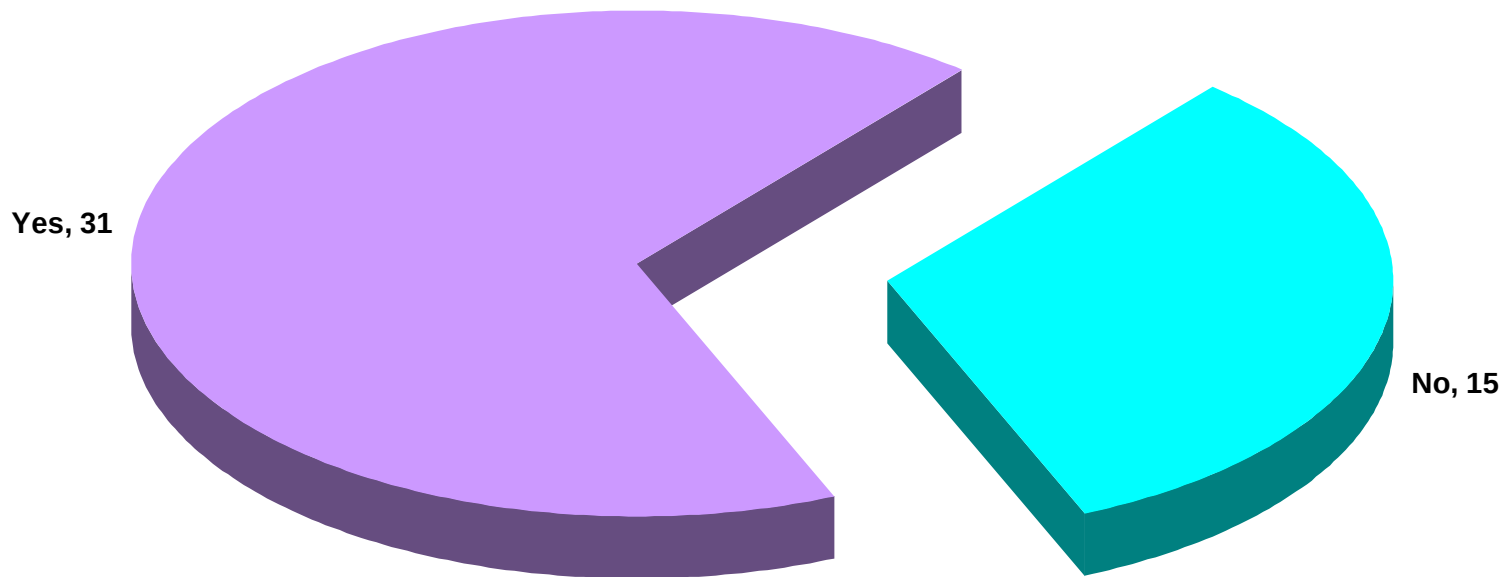
Are you signed up to the Environment Agency's Flood Warning Service?



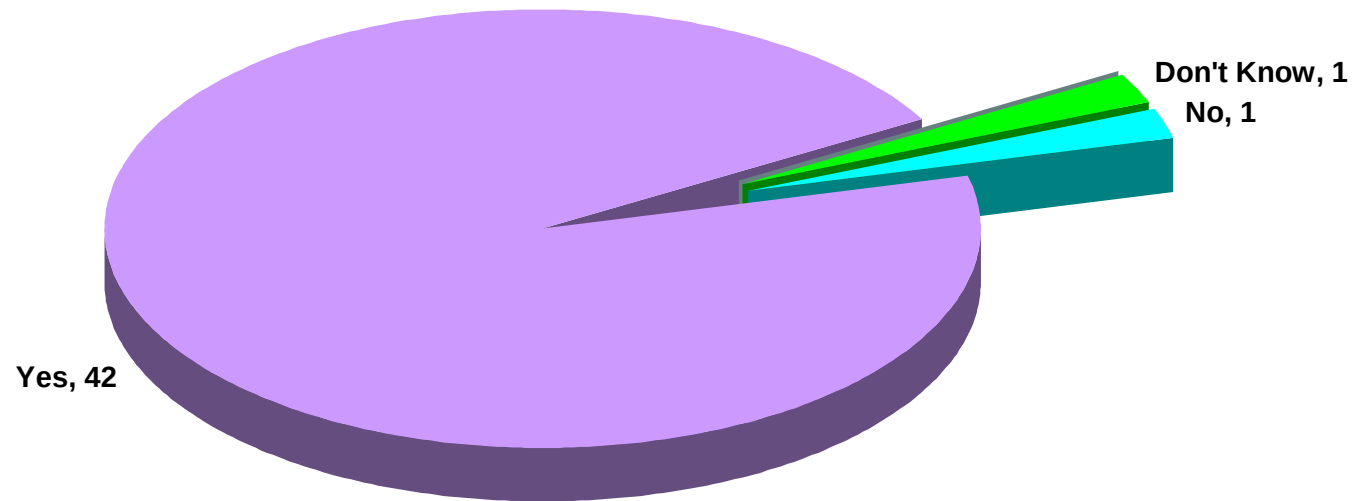
Do you take any measures to protect your property from flood risk?



Were you aware of the service provided by the Council's Coastal Partnership prior to this exhibition?



Do you think that this is important for the Council's Coastal Partnership to continue to manage the flood and erosion risk along our coastline?



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