

The housing stock in the Parkside area of New Haw is of non-traditional build which has a reduced lifespan and generally poor thermal insulation. The majority of the properties are constructed of prefabricated reinforced concrete panels and are nearing the end of their operational life span.

In total the area that it is intended will be regenerated for residential occupation is circa 9.72ha. The overall site also includes circa 6.77ha of land that may be used for flood attenuation, biodiversity net gain and/or a ground source heat pump.

There are potentially more than 265 dwellings within the proposed regeneration area. One key aim of the regeneration project is to increase the number of dwellings. We acknowledge that this project will affect not only those within the regeneration area but also those that live close by as well as local businesses.

Key aims of the regeneration project

- Replace the existing housing with a highly energy efficient homes.
- Increase the number of homes available on the site.
- Create a desirable mixed tenure community that is able to make the most of the area.

This communications plan is designed to help to reduce the impact of the regeneration on local people and businesses along with other interested parties.

Aims of this Communications Plan

- Set a template for how all delivery partners (e.g., the Council itself, our consultants and construction partners) communicate with local residents, businesses and stakeholders.
- Ensure residents and businesses are kept informed regarding the progress of the project as well as information about how their views can be fed into the plans.
- Comply with GDPR and record communication preferences, with a desire to make communications digital where possible.
- Minimise the impact on residents and businesses through the construction phases.
- Encourage future residents to make the most of the opportunities available in the area in terms of the efficiency of the new homes and their design features as well as making the best use of local amenities.

This plan will evolve through the course of the regeneration project and will be updated with specific actions as they become timely.

## Channel Plan

We are aware that different stakeholders will want to receive information regarding the regeneration in various ways. To make information as accessible as possible a number of communication channels will be utilised. The following outlines our commitment to keep residents, business and other stakeholders informed.

Channel	Aims	Detail	Timescale
<p><b>New section of Runnymede Borough Council's website</b></p>	<p>Keep residents and businesses informed.</p> <p>Provide one stop shop for all information including links to sources of other relevant information.</p> <p>Provide information on best use of future homes and community assets.</p>	<p>A dedicated section of the Council's website to provide up to date information as well as details of when further information will become available.</p> <p>To include the option to sign up for e-mail updates.</p> <p>Links to local and national sources of information such as local businesses, public transport information, other information about reducing carbon use, etc.</p>	<p>The webpages were launched on 21st October 2022. Updates have been made following the public events.</p> <p>In time QR codes will be included on other correspondence and placed in prominent positions within the Parkside area, providing a link to the website.</p> <p>Easily accessible videos to be uploaded January 2023.</p>
<p><b>Project e-newsletter</b></p>	<p>Keep residents and businesses informed.</p> <p>Opportunity to promote the aims of the project and future aspirations for the area.</p> <p>Links to website and other sources of further information.</p> <p>Links to consultation possibilities.</p>	<p>An e-newsletter will allow for ad-hoc updates as well as regular updates to a published timescale.</p> <p>An e-newsletter will be used to provide information but to also humanise the aims with good news stories.</p> <p>As a visual update it can be more accessible to people (when compared to letters or even the website).</p> <p>Residents will be encouraged to sign up for the newsletter via the website.</p> <p>An identical print version will be available.</p>	<p>A quarterly e-newsletter to be e-mailed.</p> <p>First newsletter to be sent January 2023.</p>

<p><b>Parkside residents' newsletter</b></p>	<p>Keeping residents informed in a way that is accessible to everyone.</p> <p>Opportunity to promote the aims of the project and future aspirations for the area.</p> <p>Links to website and other sources of further information.</p> <p>Links to consultation possibilities.</p>	<p>A newsletter will be used to provide information but to also humanise the aims with good news stories.</p> <p>As a visual update it can be more accessible to people (when compared to letters or even the website).</p>	<p>A quarterly newsletter to be posted.</p> <p>First newsletter to be sent January 2023</p>
<p><b>Community Charter</b></p>	<p>To set out clearly the commitment that RBC will make to residents directly impacted by the regeneration.</p>	<p>The offers to RBC tenants (e.g., secure tenants, temporary tenants) in terms of re-housing, home loss payments, etc.</p> <p>The offer to owner occupiers within the regeneration area.</p> <p>The commitment to the wider community in terms of the approach to construction works and the potential for the impact on the recreation ground and/ or allotments.</p>	<p>Shortly after it is established that the project is feasible.</p>
<p><b>Dedicated e-mail</b></p>	<p>Provide an opportunity to residents to maintain a two-way dialogue throughout the process.</p> <p>Enable a record of frequently asked questions.</p>	<p>A dedicated e-mail address will allow a number of officers to access and answer queries and maintain a two-way dialogue with residents, businesses and other stakeholders.</p> <p>Publish FAQs to website.</p>	<p>E-mails will be answered in line with our service standards.</p> <p>FAQs will be routinely updated depending on frequency of enquiries.</p>
<p><b>Social Media</b></p>	<p>Provide up to date information quickly and to a wide audience.</p> <p>Direct people towards the website for more information.</p> <p>Promote pride of place and help to unlock the benefits of the area.</p> <p>Promote public events.</p>	<p>RBC's social media output will be utilised to promote and provide information to the public about the regeneration.</p> <p>Owing to the nature of social media, the audience will be referred to the website for more information.</p>	<p>Significant milestones, events and regular updates will be published through the Council's social media output.</p>

<p><b>Letters</b></p>	<p>To write to individual households, businesses and other stakeholders based on insights regarding their needs.</p> <p>Keeping residents, businesses and stakeholders informed.</p>	<p>Letters will be sent to affected residents, owner occupiers within the regeneration area, neighbouring residents, businesses and other stakeholders to update them, invite their views and invite them to public events.</p> <p>Copies of letters will be sent to relevant resident groups, local Ward Members and published on the website for information.</p> <p>Letters will encourage the use of the website and signing up for the e-newsletters. Some correspondence will need to be posted.</p>	<p>Throughout the process when information needs to be disseminated.</p>
<p><b>Hoardings and banners</b></p>	<p>Opportunity to promote the aims of the project and future aspirations for the area.</p> <p>Minimise impact on streetscape during construction to avoid wider area feeling like a building site.</p>	<p>Site hoarding will clearly state that the regeneration is a Runnymede Borough Council project with reference to partners.</p> <p>We will use the hoarding and banners to promote the aims of the regeneration and provide sources of alternative information, including links and QR codes to encourage use of the website.</p>	<p>As hoardings are erected for each construction phase of the project.</p>
<p><b>Face-to-face briefings and resident meetings</b></p>	<p>Keeping residents informed in a way that is accessible to everyone.</p> <p>Opportunity to promote the aims of the project and future aspirations for the area.</p>	<p>We will host briefings with residents and local stakeholders to communicate the plans and developments of the regeneration project.</p> <p>Opinions and questions will be encouraged to continue the two-way dialogue.</p>	<p>Ahead of major consultations, works or phase launches.</p> <p>First public events held 31<sup>st</sup> October/ 1<sup>st</sup> November 2022</p>
<p><b>Press releases, launch events and site tours</b></p>	<p>Keeping residents informed in a way that is accessible to everyone.</p>	<p>Press releases will be produced for major milestones, following reports to committee(s), before</p>	<p>As applicable and as needed.</p>

	<p>Opportunity to promote the aims of the project and future aspirations for the area.</p> <p>Promote pride of place and help to unlock the benefits of the area.</p> <p>Increase sales opportunities.</p>	<p>consultations, for official openings, etc.</p>	
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## Stakeholder engagement

The following table outlines the key stakeholders within the Parkside Regeneration area and those that are neighbours to it. It details the strategy for engaging with them using the above communication channels. Stakeholders will be asked for their channel preferences and where possible we will communicate to them in that way (N.B. on occasion formal notices may need to be provided in a way other than has been selected).

We acknowledge that a project of this size is also of interest to the wider community and therefore we will provide information to others via our social media output, website and press releases.

<b>Audience (stakeholder)</b>	<b>How are we going to communicate with them?</b>	<b>Key messages What are we going to tell them?</b>	<b>Deadline When are we going to tell them?</b>	<b>Responsibility Who is going to tell them?</b>
Decant RBC Tenants	Website Project e-newsletter Dedicated regeneration project e-mail Social media Letters Notices Residents' Newsletter Hoarding and Banners Face-to-face briefings and meetings Press releases	Highly impacted by regeneration.  Ensure residents are aware of the project and how it will affect them at every stage.  Provide information on the benefits and opportunities made possible by the development.  Information regarding suspension of RtB, moving, assistance with moving, home loss payments,	21/10/2022 - 1st letter hand delivered following full Council plus website launch. Date TBC - First public event online in evening. Date TBC - First public event face-to-face. w/c Date TBC - Follow up letter with FAQs from public events. Update website.	Housing Development Manager Web Team (HDM to request) Communications Team (HDM to request)
O/O in site area	Website Project e-newsletter Dedicated regeneration project e-mail Social media Letters Notices Residents' Newsletter Hoarding and Banners Face-to-face briefings and meetings Press releases	Highly impacted by regeneration.  Ensure residents are aware of the project and how it will affect them at every stage.  Provide information on the benefits and opportunities made possible by the development.  Information regarding buyback offer, purchasing elsewhere options (shared equity?), Compulsory Purchase Orders,	21/10/2022 - 1st letter hand delivered following full Council plus website launch. Date TBC - First public event online in evening. Date TBC - First public event face-to-face. w/c Date TBC - Follow up letter with FAQs from public events. Update website.	Housing Development Manager Web Team (HDM to request) Communications Team (HDM to request)

Heathervale Way Residents Association	Website Project e-newsletter Dedicated regeneration project e-mail Social media Letters Notices Residents' Newsletter Hoarding and Banners Face-to-face briefings and meetings Press releases	Representative of residents that will either be directly impacted (if Heathervale Way is regenerated) or neighbours of regeneration area.  Ensure residents are aware of the project and how it will affect them at every stage.  Provide information on the benefits and opportunities made possible by the development.  Possibility of re-configuring the static homes within the current location to allow for some new build.	21/10/2022 - 1st letter following full Council plus website launch. Date TBC - First public event online in evening. Date TBC - First public event face-to-face. w/c Date TBC - Follow up letter with FAQs from public events. Update website.	Housing Development Manager Web Team (HDM to request) Communications Team (HDM to request)
Homes England	e-mail Telephone Video meetings In person meetings	Regular updates regarding the project and potential grant level that will be requested.	03/10/2022 - Quarterly Teams meeting with HE 12/12/2022 - Quarterly Teams meeting with HE	Housing Development Manager/ Head of Housing Services and Business Planning
Borough Councillors	Reports to committees e-mail In person meetings	Regular updates regarding the project.  Reports seeking decisions at key milestones.  Budget/ Risk/ Time Frame updates.  Specific issues of a political nature.	18/10/2022 - Report to Special Housing Committee 20/10/2022 - Report to Full Council 21/10/2022 - Invitation to public events Reports to Housing Committee and others in line with Committee cycle.	Housing Development Manager/ Head of Housing Services and Business Planning/ Corporate Head of Housing
Surrey CC	e-mail Telephone Video meetings	Consultation through Planning process.  Details of highways issues.  Increase in number of residents/ demand for services.	Once feasibility studies completed.  As part of planning application.	Housing Development Manager/ Design Team
Environment Agency	e-mail Letters Planning consultation documents	Details of flood mitigation.  Details of protected species.  Air quality plan.	Once feasibility studies completed.  As part of planning application.	Housing Development Manager/ Design Team

Local Residents (not in site area)	Website Project e-newsletter Dedicated regeneration project e-mail Social media Letters Residents' Newsletter Hoarding and Banners Face-to-face briefings and meetings Press releases	Ensure residents are aware of the project and how it will affect them at every stage.  Provide information on the benefits and opportunities made possible by the development.	21/10/2022 – First letter posted to explain regeneration being explored and more information to follow – i.e. no invitation to events at this stage.	Housing Development Manager
Natural England	e-mail Letters Planning consultation documents	Details of flood mitigation.  Details of protected species.	Once feasibility studies completed.  As part of planning application.	Housing Development Manager/ Design Team
Local MP	Letters e-mail Invitation to in person and online meetings	Updates regarding the project.	Invitation to on-line and in person meetings in October 2022. Regular updates at key milestones.	Housing Development Manager/ Head of Housing Services and Business Planning/ Corporate Head of Housing/ Chief Executive
Surrey County Councillor for New Haw	Letters e-mail Invitation to in person and online meetings	Updates regarding the project.	Invitation to on-line and in person meetings in. Regular updates at key milestones.	Housing Development Manager/ Head of Housing Services and Business Planning/ Corporate Head of Housing
Local landlords	Website Project e-newsletter Dedicated regeneration project e-mail Social media Letters Notices Residents' Newsletter Hoarding and Banners Face-to-face briefings and meetings Press releases	Private landlords will be asked to sell their properties to RBC, ideally with a planned move on for tenants to avoid homelessness and excessive disruption.  If landlords are not willing to sell information regarding the Compulsory Purchase Order process will need to be provided.	After the owner of the property is established (early November).	Housing Development Manager

Garage licensee	Website Project e-newsletter Dedicated regeneration project e-mail Social media Letters Notices Residents' Newsletter Hoarding and Banners Face-to-face briefings and meetings Press releases	That the licence they hold for the garage may end.	Not so urgent. Contact once feasibility study reveals options for storage/ garages within new site.	Housing Development Manager/ Design Team
Police	e-mail Letters Planning consultation documents	Input into secure by design.  Increase in number of residents.	Once feasibility studies completed.  As part of planning application.	Housing Development Manager/ Design Team
DLUHC	e-mail Telephone Video meetings In person meetings	Updates regarding the project.  Potential source of funding.	Regular updates in routine meetings.	Head of Housing Services and Business Planning/ Corporate Head of Housing?
Scouts	Website Letters Notices Face-to-face briefings and meetings	Closure of both Scout huts is likely. The Scouts will need to be informed regarding the closure and given an alternative meeting place.	21/10/2022 – Different 1st letter to residents following full Council and offer meeting.	Housing Development Manager
UKPN	e-mail Telephone Video meetings In person meetings Planning consultation documents	Seek assistance with removing pylons.  Seek assistance with capacity of power grid in the area.	Meeting requested with UKPN, anticipated for late October.	Housing Development Manager/ Design Team

Parkside Social Club	Website Project e-newsletter Dedicated regeneration project e-mail Social media Letters Residents' Newsletter Hoarding and Banners Face-to-face briefings and meetings Press releases	Ensure businesses are aware of the project and how it will affect them at every stage.  Provide information on the benefits and opportunities made possible by the development.	Not intended to be informed as early as those in the regeneration site area.  First letter early November 2022.	Housing Development Manager
Residents Association	Website Project e-newsletter Dedicated regeneration project e-mail Social media Letters Residents' Newsletter Hoarding and Banners Face-to-face briefings and meetings Press releases	Representative of residents that will either be directly impacted or neighbours of regeneration area.  Ensure residents are aware of the project and how it will affect them at every stage.  Provide information on the benefits and opportunities made possible by the development.	Not intended to be informed as early as those in the regeneration site area.  First letter early November 2022.	Housing Development Manager
Highways England	e-mail Letters Planning consultation documents	Impact on national road network.	Once feasibility studies completed.  As part of planning application.	Housing Development Manager/ Design Team
Woodham Lane Allotment Association	Website Project e-newsletter Dedicated regeneration project e-mail Social media Letters Hoarding and Banners Face-to-face briefings and meetings Press releases	Inform them that the allotment might be used for flood mitigation/ biodiversity net gain.  Temporary closure of some or all of the allotment space.	21/10/2022 - 1st letter following full Council plus website launch. Offer separate opportunity to meet with them.	Housing Development Manager
Fields in Trust	e-mail Letters Planning consultation documents	That any works to the Recreation ground would only be temporary and the reinstated park will see improvements.	Letter early November 2022 to introduce project.  More information once feasibility studies completed.	Housing Development Manager/ Design Team

			As part of planning application.	
Schools (Education)	e-mail Letters	Likely increase in demand for school places. Site safety.	Letter early November 2022 to introduce project.  More information once feasibility studies completed.  Updates at key milestones.	Housing Development Manager/ Design Team
GPs	e-mail Letters	Likely increase in demand for GPs services. Potential impact on residents.	Letter early November 2022 to introduce project.  More information once feasibility studies completed.  Updates at key milestones.	Housing Development Manager/ Design Team
Accent Housing	e-mail Telephone Video meetings Letters In person meetings	Ending lease on units.	Dependant on construction phases.	Head of Housing Services and Business Planning
Heathervale Baptist Church	Letters e-mail Invitation to in person and online meetings	Impact on local residents.  Increased demand for Church.	Letter early November 2022 to introduce project.  More information once feasibility studies completed.  Updates at key milestones.	Housing Development Manager/ Design Team
Fire Service	Letters e-mail	Fire Risk Assessments.  Potential for increased demand on services.  Building heights to ensure appropriate local fire appliances.	Letter early November 2022 to introduce project.  More information once feasibility studies completed.  Updates at key milestones.	Housing Development Manager/ Design Team

Citizens Panel	Website Project e-newsletter Social media Letters Face-to-face briefings and meetings	Project updates.  Impact on local community.  Provide information on the benefits and opportunities made possible by the development.	Not intended to be informed as early as those in the regeneration site area.  First letter early November 2022.	Housing Development Manager Communications Team (HDM to request)
Local Press	Press releases Invitation to opening events	Project updates.  Good news stories.  Information regarding the benefits of the development.	At key milestones.	Communications Team (HDM to request)
Health	e-mail Letters	Potential increase in demand for services.	Letter early November 2022 to introduce project.  More information once feasibility studies completed.  Updates at key milestones.	Housing Development Manager/ Design Team
Woking BC	e-mail Teams calls Face to face meetings	Updates on the project.	Updates at key milestones.	Housing Development Manager
Basingstoke Canal Society	Website Project e-newsletter Social media Letters Face-to-face briefings and meetings	Flood risk mitigation and impact on canal.	Letter early November 2022 to introduce project.  More information once feasibility studies completed.  Updates at key milestones.	Housing Development Manager/ Design Team
Heathervale Bowls Club	Website Project e-newsletter Social media Letters Face-to-face briefings and meetings	Impact on bowls club (envisaged to be very low).  Increased demand for club services?	Not intended to be informed as early as those in the regeneration site area.  First letter early November 2022.	Housing Development Manager/ Design Team

<p>Teddies on a Rainbow</p>	<p>Website Project e-newsletter Social media Letters Face-to-face briefings and meetings</p>	<p>Impact on business (considered to be very low).  Increased demand on services.  Site safety for children.</p>	<p>Not intended to be informed as early as those in the regeneration site area.  First letter early November 2022.</p>	<p>Housing Development Manager/ Design Team</p>
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