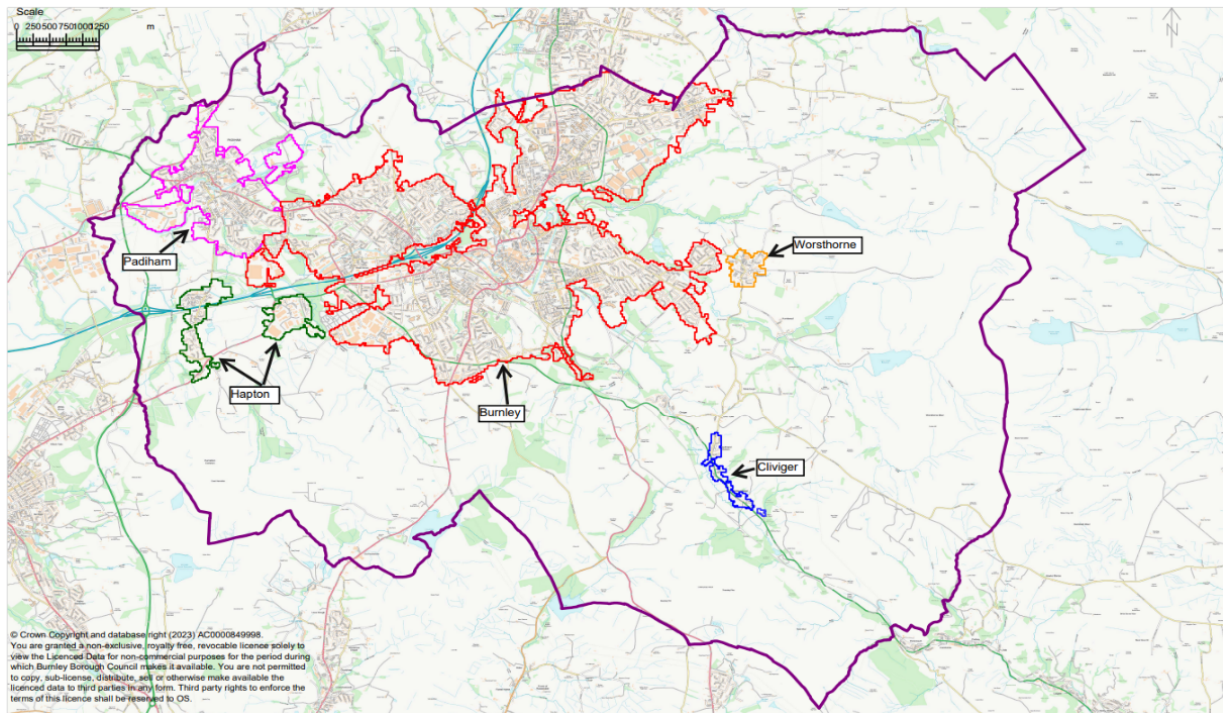


## Burnley Long Term Plan for Towns - Draft Engagement & Consultation Plan

### Introduction

In October 2023, the Department of Levelling up, Housing & Communities (DLUHC) announced that Burnley is one of the 55 towns chosen to benefit from £20 million of “endowment” style funding over a 10-year period, as part of the governments Long Term Plan for Towns Strategy.

The initiative covers the area defined by the ONS as the built-up-area of Burnley – as outlined in red on the map below. Padiham, Worsthorne, Cliviger and Hapton are separate BUA’s and not part of this initiative.



A Town Board has been established to develop a 10 year vision and 3 year implementation plan and to oversee the delivery of the programme over its term. In Burnley this is made up of key stakeholders including community leaders, the voluntary & education sector, employers, cultural, arts & leisure representatives, Burnley Council, and the local MP. Karen Buchanan the Principal of Burnley College has been appointed as the Chair.

The Burnley Town Board is responsible for drawing up a long-term plan including a 10-year vision and a 3-year investment plan around 3 themes – Safety and Security; High Street, Heritage and Regeneration; and Transport and Connectivity. The plan must demonstrate a clear understanding of the area and its needs, the challenges it faces and the opportunities to improve the future of Burnley. The long-term plan guidance is clear that stakeholder and community engagement must be integral to the development of the vision and investment plan.

### The Engagement and Consultation Plan

The aim of this Engagement and Consultation Plan is to outline the Town Board’s approach to engagement and consultation through the lifetime of the 10-year programme but focuses initially on strategy and project development. Its purpose is to outline the WHO, WHAT, HOW and WHEN of our approach, that is:

- **WHO** are the key stakeholders and target audience that we wish to engage with.
- **WHAT** do we want to know,
- **WHEN** are the key stages of engagement and communication in the development and implement of our plan?
- **HOW** best to engage, recognising different methods of engagement will be required to suit different audiences,

Of course, circumstances will change over the lifetime of the program and this plan will evolve and change with it. A sub group of the board will be established to plan and oversee the delivery of engagement activity.

## **WHO – Our Target Audience**

### ***Residents***

Burnley (Town) has a population of 78,255 (2021), that is 83% of the borough's population. Whilst the population of the whole borough grew by 8.7% in the period 2011 to 2021, the population of Burnley (town) grew by 10.1%. Burnley (Town) has a younger age profile than the national average and the whole borough, with 20.9% of the population aged under 16 years and 17.2% over 65. There are significant differences across the Town with a much young population in the town centre and its immediate surrounds with an older population on the periphery. According to the Town Data Pack, provided by DLUHC 79.4% of people identified with a White ethnic group, 17.5% as Asian, Asian British or Asian Welsh, 0.4% as Black, Black British, Black Welsh, Carribean or African, 1.8% with Mixed Multiple ethnic groups, and 1% with other ethnic groups. Different approaches will be needed to reflect these demographics.

There are a range of socio-economic factors facing residents in the area that may impact on levels of resident engagement. Burnley (Town) has a higher than average proportion of adults with no qualifications, that may impact on engagement levels. Research by think tank Onward (2023) shows that Burnley (Town) scores poorly on its "social fabric" matrix ranking 309 out of 365 places, with key challenges around engagement with voluntary and community organisations, religious participations and participation in sports and leisure, low wages, poor educational attainment, high levels of criminality, suicide and substance abuse.

The Burnley Town Board recognise that parts of the borough of Burnley, namely, Padiham, Worsthorne, Cliviger and Hapton have been excluded from the boundaries of the long-term plan for towns, but that is not to say their views, particularly around the town centre, transport and connectivity and key assets, are not important.

### ***Businesses***

Given the nature of the long-term plan fund and the 3 themes of safety & security, high street, heritage & regeneration and transport & connectivity, it is important that the businesses community, particularly Town Centre businesses particularly are engaged in the process. Burnley is fortunate to have well established business networks including the Burnley Bondholders and the Burnley Town Centre Business Improvement District.

### ***Visitors***

Burnley (town) also functions as a significant travel to work, learn and shop destination. Approximately 270,000 people live within a 15 minute drive of Burnley Town Centre. Burnley Town Centre attracts circa 800,000 visitors per month. The town's two educational institutions, Burnley

College and UCLAN have circa 6000 students between them, not all of them are resident in Burnley. Key visitor attractions include Crow Wood Spa, Towneley Hall and HAPPA. It is also important to understand the perspective of this audience and how they experience the town.

The table below summarises our key audience/target groups, the existing networks, and locations we can use to communicate with them, and the potential barriers to engagement that need to be considered.

Audience/Groups	Existing networks/places to target engagement activities for each group	Potential barriers to engagement for these groups	Who can help
Residents, incl BAME and other minority communities	Homes, public/community buildings, and places of worship	Language barriers  Disabilities such as hearing, mobility, visual impairments  Lack of time  Access to digital platforms	Downtown Burnley Together CVS Building Bridges DWP Faith groups Calico/RSLs Age UK GP's Social Prescribers Neighbourhood Policing Team Burnley Football Club BFC in the Community
Businesses, employers intermediaries/ trade bodies	Town centre & Market Hall businesses Industrial estates Bondholder network Night-time economy Burnley Business Improvement District Chambers of Trade and Commerce	Lack of time –  engagement must be relevant and focused – digital platforms will make accessible at times to suit	Burnley Bondholders Burnley.co.uk Charter Walk Burnley BID Markets Team Burnley College (Industry Board Groups) Sector groups such as Burnley Digital Group
Leisure/culture/arts & heritage	Leisure providers Cultural Consortium Heritage Action Zone Greenspaces Burnley Historical Society Weavers Triangle Trust Artists and performers Canal and Rivers Trusts	Lack of time  Accessibility to digital platforms  Engagement must be relevant  Language barriers	Burnley Leisure Burnley Mechanics Cultural Consortium Mid Pennine Arts Steering Group HAZ Group St Peters Centre Friends of Townley Park etc Walkers/Cycling Groups Beat the Street CVS/Burnley Linked
Young people	Colleges	Lack of interest	Burnley College, UCLan

	Schools University Youth groups Employment & Skills Group	Appropriate channels of communication  Language barriers  Disabilities such as hearing, visual impairment, and mobility	Lancs Adult Learning Burnley High Schools Participation Works Burnley Youth Theatre Burnley boys/girls club L.C.C Youth Zone Burnley Football Club BSEG providers Thrive Youth Hub DWP Connected Futures
Community & voluntary sector	Established networks in the area and community partnership organisations  Networks via the Burnley Town Board members	Access to digital platforms  Lack of time  Disabilities such as hearing, visual impairment, and mobility  Language barriers	CVS Burnley LINKED Burnley Together DownTown Canals & Rivers Trust Family hubs BSEG Sub-groups Parish Councils Refugee programmes
Public service providers	Established networks & partnerships via the Burnley Town Board members.  Burnley Together Lancashire County Council	Engaging & relevant materials  Time constraints – digital platform gives flexibility. On line meetings/workshops Language barriers	Burnley Town Board Members  Burnley Together
Residents and others outside of Burnley including Visitors to Burnley	Public buildings Council newsfeeds Town centre shops, markets & leisure facilities Events in town centre (such as Artisan Market) Visitor Attractions	Language barriers  Digital applications allow access at a time to suit	DWP Down Town Burnley.co.uk Library Burnley BID Charter Walk & Markets Burnley Leisure Visitor Attractions

### When and What?

Throughout the process of developing and delivering the long-term plan for towns, we need to be clear about what we are asking/what we want to know and our timeframe for consultation & engagement.

In line with Government’s principles on consultation the board will only seek to consult people when it is meaningful and prior to any decisions being taken.

The Board will seek to Inform, Consult and Involve people at relevant points in the programme. Engagement should continue during the lifetime of the 10-year long-term plan, building on the initial engagement & consultation process.

Future engagement will: -

- raise awareness of the Long-Term Plan and what the money is/has been spent on.
- continuously acknowledge comments made throughout the consultation process that promote the positive benefits of the projects being developed by the Long-Term Plan, ultimately improving perception.
- Ensure project partners continue engagement via on-line marketing tools, including the dedicated Long Term Plan website and social media channels, as well as other appropriate web & social media platforms. Printed media, including posters, newsletters, press releases and editorial features in relevant publications.

The table below sets out the key stages of developing & implementing the long-term plan, as well as the timeframe and the methods of engagement that will be used to engage our audience/target groups.

Stages of developing the long-term plan Why Engage? - What do we want to Know?	Timescale	Method of consultation/engagement
<p><b>Awareness Raising and Early Information gathering</b></p> <p>Informing residents and stakeholders about LTPT and the Town Board</p> <p>Initial Consultation – far &amp; wide to identify issues and opportunities, likes &amp; dislikes about Burnley.</p> <p>Feed into the context analysis, vision and interventions.</p>	<p>March – April 24</p>	<p>On-line information and survey via the dedicated Burnley Long-Term Plan website and associated social media platforms.</p> <p>Community consultation events</p> <p>Town Centre Pop ups</p> <p>One-to-one engagement with key stakeholders</p> <p>Feature in Burnley Express and on Burnley.co.uk</p>
<p><b>Draft Vision, Strategy, emerging Intervention Plan</b></p> <p>Testing the draft vision and objectives, - do they have a broad agreement &amp; support?</p> <p>Sharing information on the potential long list of interventions to identify broad areas of support.</p> <p>Sharing information on the process by which a short list has been derived and</p>	<p>April – mid-June 24</p>	<p>Information presented and feedback sought through the Burnley Long-term Plan website and use of associated social media channels.</p> <p>Burnley Town Board workshops.</p> <p>Themed subgroups engaging key stakeholders</p> <p>Raising awareness of the opportunity to “Have your say” through existing networks – led by Burnley Town Deal Board members.</p> <p>Use of dedicated space(s) for “physical information” (Charter walk, Downtown, Community centres, Libraries)</p>

encourage stakeholders to have their say on project proposals.		Pop-Up events in the town centre Regular information in the Burnley Express and Burnley.co.uk
<b>Final Draft Long-Term Plan for Towns Investment Plan</b>  Sharing information on the emerging plan & invite stakeholders to have a say	Mid-June – Mid-July 24	Stakeholder engagement – 4-week consultation period – documents sent to all stakeholders.  Produce and publish an easy-to-understand Plan on a Page or infographic  Questionnaire – on-line & traditional paper, working with specific community groups as appropriate.  Use of dedicated space(s) in town centre for “physical information” & drop-in sessions  Updates provided through the long-term plan for towns dedicated website and associated social media channels and Burnley.co.uk.
<b>Post submission of Long-Term Plan for Towns Investment Plan</b>  Updates regarding submission, next steps and the outcome of the assessment of the long-term investment plan	August 24	Publish the long-term plan for towns on the dedicated website as per the guidance.  Keep the long-term plan for towns website up to date, including details of all Burnley Town Board meetings, agendas etc  Publish projects & positive comments on projects as appropriate on the dedicated website and associated social media channels  Continuous open forum on the dedicated website for feedback and comments
<b>Project Development and Delivery</b>  Project proposers will be expected to engage with communities and stakeholders in project design, particularly with target user groups, ensuring that projects reflect community needs  Project sponsors will be expected to keep residents, stakeholders and users informed of project progress.	August 24 onward	Engagement in developing details projects, testing ideas and getting feedback  Engagement in Project delivery – promoting projects
<b>Monitoring/Evaluation &amp; Strategy Review</b>	On-going/ annually	On-going throughout the programme – we will “check-in” with residents to see how we are doing? – Publish feedback & updates on dedicated long-term plan website & social media channels & via printed materials  What has changed, issues & opportunities? – feedback of projects and summary of annual reviews.  Engaging users and the stakeholders in project and programme evaluation.

## HOW will we engage?

Whilst there are many different forms and methods of engagement, particularly with the growth of digital platforms, it is important to ensure that activities reach wide and deep and take into account inclusivity, particularly to address those with a lack of internet access and to those who rely on family/friends to support them with reading and using IT.

Engagement activities should also include methods such as visual ways of passing on information and thinking about presenting information in a way that is not confusing or does not resonate with the user group(s), and that ideally take place in familiar settings to reduce feelings of fear or exclusion.

Specific engagement on the 3 themes will take place tailored to the most appropriate audience/target groups. As this is a local programme, engagement will focus primarily on local engagement activity and local people, with visitors being captured as part of pop-up events in town centres and at various events that encourage people to visit the town.

We recognise that of course, engagement is two way, and the Burnley Town Board is committed to regular on-going information and feedback. This will be done via the dedicated website and social media channels allowing a feedback platform and by way of an annual review.

The table below highlights preferred channels of engagement & communication.

Media	Detail
<b>Digital</b>	<p>Dedicated long-term plan website – this will be the main on-line source and the principal on-line engagement/consultation &amp; feedback portal.</p> <p>Dedicated social media channels such as Facebook &amp; LinkedIn – providing information and updates encouraging comments through the website. When necessary, targeted Facebook ads could be used to capture the views of key groups.</p> <p>Updates and key messages communicated via existing networks/venues/organisation, facilitated by the Burnley Town Board members.</p> <p>Distribution of written materials/ posters/ leaflets to GP's/social prescribers and other community organisations including researchers as a way to share and discuss information and updates</p> <p>Publication of annual review</p>
<b>Digital – face-to-face</b>	Facilitated one-to-one consultations and focus group meetings with key groups using Teams/Zoom etc – i.e digital methods face to face engagement
<b>Physical face-to-face</b>	A dedicated space for “physical” information and face-to-face engagement at suitable venues such as; Charter Walk, Down Town, Building Bridges, Community Centres

	<p>Pop-Up type events to be held in the town centre for face-to-face discussions – such as at the Artisan Market</p> <p>“Let’s Talk” style events – face-to-face discussions/focus groups for people who may not use/have access to digital tools – useful for some community group settings.</p>
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## Barriers to engagement

The Board acknowledges that there are many barriers to people engaging with organisations and with programmes such as LTPT. These include:

**Lack of Information:** residents often feel that they are not well informed or only hear of things when it is too late. We will aim to provide timely information and use a range of platforms and networks to disseminate information.

**Not feeling listened to:** many people feel that there is no point as they won’t be listened to. In line with the Government’s Consultation Principles consultation will take place at formative stages before decisions are made, people will be given sufficient time to respond and the board will be transparent in how it responds and publishes consultation results.

**Literacy and Language Barriers:** we will work with community based organisations to provide them with the tools and resources to assist members of their communities to understand and make their views known.

**Physical Disabilities:** we will provide information in alternative formats where possible. People with disabilities may face difficulties in attending in person events. Where face to face engagement activities the needs of disabled participants will be accommodated.

**Digital Exclusion:** The use of digital materials allows access at any time of day and offers greater scope for those who are time poor, have mobility issues or lack confidence to engage face to face. However, there may be sections of the community who are digitally excluded. A blended approach will be used with digital engagement being supplemented by traditional print media and we will support communities groups and stakeholders to assist people to access digital formats.. Information will be produced in a formats easily accessible by mobile phones.

## Feedback

In line with the Government’s Principles on Consultation the board will aim to publish timely feedback. It is essential that all comments are collated and analysed at each stage and the results summarised with feedback provided at on how they have informed the work of the board. The main methods of providing feedback will be via the dedicated website.