

York Central Engagement Framework

Why an Engagement Framework for York Central?

The York Central Partnership is making a clear public commitment to engagement for the lifetime of the York Central project through this Engagement Framework. We want to ensure as many people engage with the development of the site as possible through extensive and diverse engagement in a conversation that will last throughout the development. This framework provides the overarching principles for engagement, the themes and our long term commitments to engagement.

Key Principles

To ensure consistency through the lifetime of the project all engagement on York Central will be based on the following **six key principles of engagement**:

- *Establish trust in the process and the project*
- *Transparency as default*
- *Sensitivity in building relationships and providing consistency:*
- *Clarity on the processes and stages of engagement, what is discussed when and how it informs the design*
- *Clear communications which are accessible and appropriate*
- *Interesting formats to encourage people to engage*

More detail on each of these principles is given in Annex 1 at the end of this Framework.

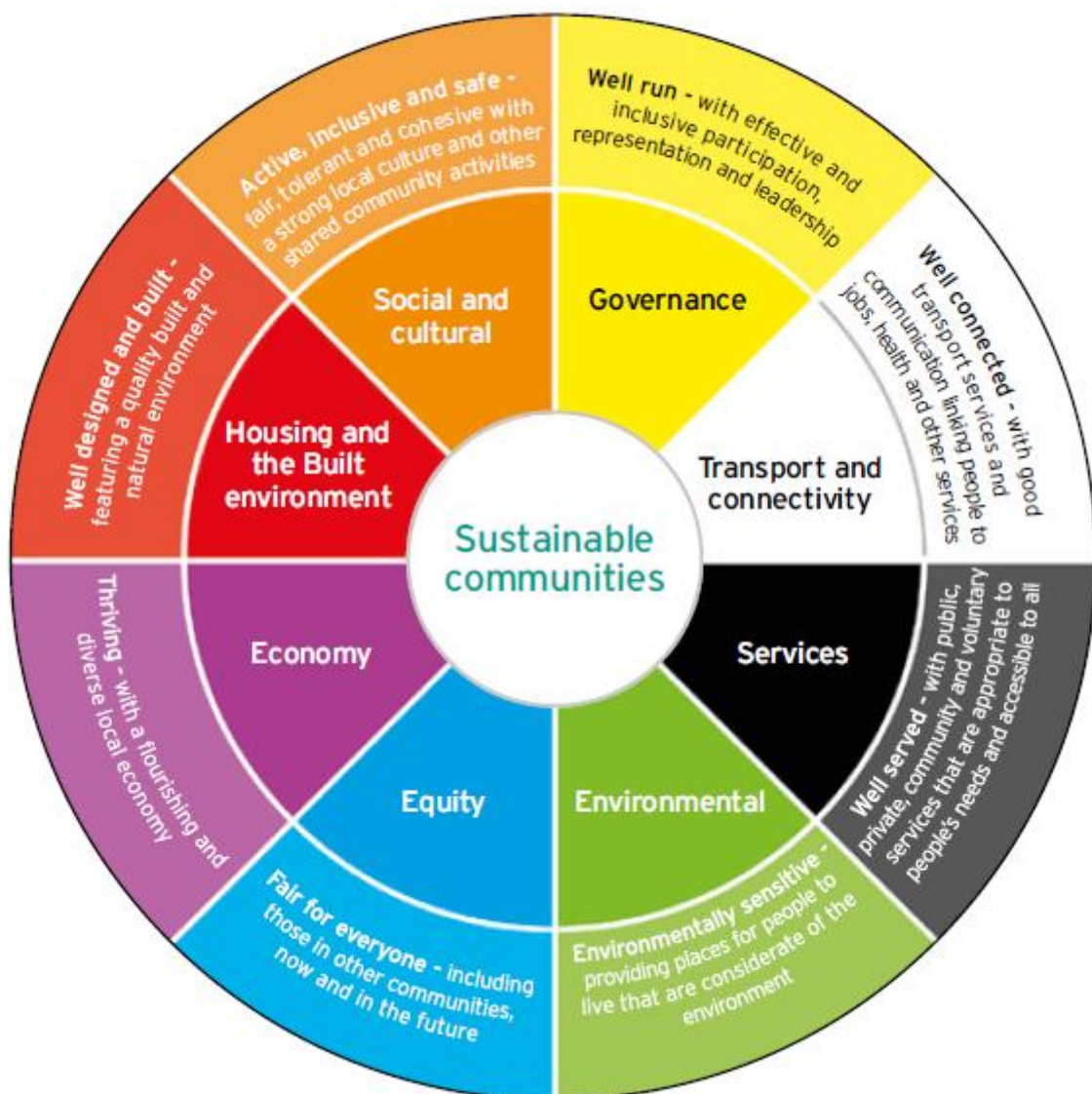


Pop-up event at York Residents Festival January 2018

Components of a Sustainable Community

To support the engagement a structure has been identified to prompt discussion and begin a conversation which is relevant for the lifetime of the project.

This structure is based on the **eight components of a sustainable community** as identified in the wheel shown below, which provides us with key themes to engage and build the project on. This is not to say that engagement can't be on topics outside or going across these themes though, this simply provides a framework to start the conversation.



Our Engagement Charter

Our long term commitments to engagement are set out below in our engagement charter:

1. We commit to engaging on York Central in a conversation that lasts for the lifetime of the project.
2. We commit to engaging based on our six key principles of engagement.
3. We commit to building knowledge and understanding of the York Central site itself, which could be through site tours and other on-site activities and/or digitally through film and photography.
4. We commit to providing opportunities to enable people to engage with, and build knowledge and understanding around, the planning and development process and place making.
5. In addition to providing forums and methods of engagement ourselves we commit to supporting and encouraging communities to engage with York Central in their own ways.
6. We commit to engaging on York Central in the context of all proposed development in the locality, being clear on those proposals and how they fit with York Central and aligning engagement where possible.
7. We commit to ensuring interested people and organisations are kept up to date regularly. This could be through a monthly newsletter and regular “updates” on the website, proactively using the website to share as much as possible as soon as possible, as well as the Community Forum.
8. We commit to monitoring and evaluating the engagement process regularly, seeking feedback on how it’s going and collating demographic and geographic data and analysing it to assess whether we’re reaching all communities, responding to any identified gaps.

Annex 1 – Six Key Principles of Engagement

- *Establish trust in the process and the project:*
 - Transparency, clarity and sensitivity form the basis of rapport and trust
- *Transparency as default:*
 - We share as much as possible as soon as possible
 - Comprehensive reports from each stages of the engagement process
 - Clear summaries of information for easy access and full transcripts for detail
 - Clear audit trail from engagement to outcome
- *Sensitivity in building relationships and providing consistency:*
 - The proposals relate to homes and people
 - It takes time to build relationships through the project
 - Engagement will last the lifetime of the project and will include a number of steps
 - Consistent points of contact should be maintained through the project
- *Clarity on the processes and stages of engagement, what is discussed when and how it informs the design:*
 - Clear process with stages of engagement
 - Being clear how and when will we engage with people
 - Clarity on what aspects of the project will be debated at each stage and how engagement informs the outcome
 - Allow adequate time for people to absorb and feedback
- *Clear communications which are accessible and appropriate:*
 - Accessible engagement
 - Appropriate language and graphics
 - Range of methods to meet range of demographics
 - Creative approach to engagement formats
 - Clear reporting
- *Interesting formats to encourage people to engage:*
 - Tailored, diverse, distinctive techniques which also include some fun
 - Appropriate methods which are flexible and responsive to the needs of stakeholders
 - Contribution to capacity building and general up-skilling where possible