

ANNEX D – Public Consultation Plan

Sanderson House Public Consultation Plan – Lease for Westfield Project

Background

This plan describes the Council's intention to consult with residents of Westfield Ward in relation to the leasing of Sanderson House for the delivery of a new project. The 'Westfield Centre' (holding title) is a partnership approach lead by the University of York as described in detail in the Executive report.

As the Council currently operates Sanderson House as a community venue and has 100% control, it's important that residents understand what the impact of leasing the venue to the University of York to deliver this partnership project will be and the Council is interested to understand the local feeling behind this proposal.

As described in the full Executive report, Sanderson House is underutilised at present, and this is a proposal that would bring the venue to life and have significant benefits to the whole community, with the venue being programmed for a range of activities at different times.

Purpose of Communications

To engage with a sample of Westfield residents, speak with existing users of Sanderson House and specifically families. The communications will focus on explaining the background and narrative of the 'Westfield Centre' whilst being clear to residents about the future operation of the community venue should the Council decide to lease Sanderson House to the University of York.

Methodology

The method chosen to be most effective is to focus on face-to-face conversations. This will allow a two-way discussion to ensure the Westfield Centre is understood before seeking views from residents of whether they

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support the Council’s proposal to lease Sanderson House to Project Team (employed by University of York). Interviewers will use the same information, process and questions, as well as having a staff ‘frequently asked questions’ guide to ensure consistency when staff are answering questions.

The face-to-face conversations are proposed to be over an intensive two-week period with a team of 4 to 5 interviewers and will be collated using a survey monkey input method.

The table below sets out how the key message above will be communicated to different audiences and the timeline of implementation:

Audience	Methodology	When	Lead
General residents of Westfield	Interviews to take place outside the shops on Bramham Road and or in front of Sanderson House. Interviewers to have ID.	Between 19-30 June 2023	Communities Team
Immediate residents to Sanderson House	Interviewers to door knock to ensure those who live right by Sanderson House have an opportunity to offer feedback.	Between 19-30 June 2023	Communities Team
Parents and families of Westfield Primary School	Interviews to take place outside the school gates (or inside with permission from the school). Interviewers to have ID.	To be agreed with the school between 19-30 June 2023	Communities Team
Chapelfields Community Association	Interviews to take place with association members and with permission attendees of the community hub.	Between 19-30 June 2023, by attending activity sessions.	Communities Team

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Gateway Church	Interviews to take place with group leaders and with permission with group attendees.	Between 19-30 June 2023, by attending activity sessions.	Communities Team
Inspire Youth Bus	Interviews to take place with group leaders and with permission with group attendees.	Between 19-30 June 2023, by attending activity sessions.	Communities Team
Birthday party customers	Interviews to reach out to previous families that have booked birthday parties.	Between 19-30 June 2023, by attending activity sessions.	Communities Team