



# Lands Improvement

## Engagement at the heart of great placemaking

Listening to communities is the foundation of great placemaking



### Our engagement approach is:



#### Thorough and Inclusive

We take the time to identify and communicate with all Stakeholders



#### Proactive and Timely

Early engagement with the community helps to define a 'good place' before any design work is submitted



#### Transparent

We are open and honest about what is possible

Our engagement with the local community and key stakeholders starts when we acquire a site, and continues through all stages of design, planning, delivery and occupation.

Our approach to consultation is varied and bespoke to each project we are involved in. We strive to be inclusive by listening to a variety of views.

### Our consultation process covers a number of approaches:

- Regular in-person meetings with stakeholders
- Supporting local community groups and initiatives
- Holding stakeholder workshops on design, mediated by an independent facilitator
- Project exhibitions
- Newsletters to update the community on key activities
- Ensuring we identify everyone to engage with and how best to interact with all groups
- Engaging with political representatives elected by the local community

We are present, approachable and keen to listen. A member of the Lands Improvement Team attends all consultation events to ensure that we fully understand the issues, and are available for face-to-face discussions with the community.



### The importance of listening

Listening is fundamental for successful placemaking, and we value the understanding we gain from hearing everyone's point of view.

We make positive use of the information we gain from our engagement to promote:

- Best practices in urban design
- Improvements to the environment
- Happy and healthy communities
- Economic and social opportunities
- Long-term, sustainable mixed use developments

# Haddenham



**We have been involved in Haddenham since in 2002, developing our landholdings adjacent to the Haddenham and Thame Parkway train station in consultation with the local community. Consultation is on-going and has to-date included:**

- High levels of continued engagement with the Parish Council
- Collaborative involvement in the Local Neighbourhood Plan, resulting in an allocation
- Community consultation events outlining the various proposals with teams members present to assist with questions
- Design charettes to work with key stakeholders and community representatives to evolve the Haddenham master plan
- Extensive engagement with statutory and local bodies, such as: The Environment Agency; Buckinghamshire Council; Natural England; cycle and pedestrian groups; and local schools

**The site currently accommodates 350 homes, a care home, nursery, business park, and local retail outlets.**



# The Frythe

**Extensive consultation was undertaken on the site known as the Frythe, an ex-pharmaceutical site, containing a locally listed Manor House in the Village of Welwyn.**



**The following activities were undertaken during the course of the planning application process:**

- Engagement with local heritage groups resulting in a plaque being put up in the Manor House recognising the building's use during WW2
- Extensive community engagement through community events, held over the course of several days
- Comprehensive engagement with the Parish Council
- Site tours of the Frythe grounds
- Engagement with statutory bodies, including Welwyn Hatfield Borough Council, Natural England, the Environment Agency and Hertfordshire County Council

