

Central Ealing Neighbourhood Forum Community Engagement Campaign brief

This brief has been prepared to invite tenders for a contract to deliver a community engagement strategy for Central Ealing Neighbourhood Forum (CENF), a partnership between Ealing Broadway residents, business and the London Borough of Ealing.

Aim

To deliver a community engagement campaign strategy, which significantly raises the profile of the Central Ealing Neighbourhood Forum and solicits opinion/ideas/responses to proposals submitted to be included in the Plan.

Objectives

- 1) Produce an engagement plan which reaches 6000 people within the catchment of Ealing Broadway town centre**
- 2) Develop a communications and events/marketing plan to deliver this plan**
- 3) Identify key milestones and KPIs to monitor progress towards this target**

Central Ealing Neighbourhood Forum (CENF)

CENF is a coalition of local residents and businesses who have come together to develop a Neighbourhood Plan, a new process to give communities greater say in physical, social and project development in their area.

Once a Plan has been developed, it has to be put to a referendum, where the wider business and resident communities impacted by the Plan will determine whether the Plan can be formally adopted by the local authority. If successful, it will become a core, and legally binding, part of the planning process.

In order to maximize the chances of developing a relevant, representative and legitimate Neighbourhood Plan, which is likely to be successful at the referendum, the CENF want to engage with the widest possible cross section of the community. The Forum has an aspiration to deliver a turnout at the referendum ballot equal to or above the average turnout at local council elections. The Forum estimates a potential 10,000 households will be included within the catchment district of the referendum, and estimates this represents 20,000 voters.

| Local Election Year | Ealing Borough | Ealing Broadway ward |
|----------------------------|-----------------------|-----------------------------|
| 1994 | 49.5% | * |
| 1998 | 33.5% | * |
| 2002 | 31.4% | 31.5% |
| 2006 | 37.7% | 35.7% |
| 2010** | 62.2% | 62.8% |

Discounting the 2010 result, where turnout was dramatically higher as a result of the elections being held on the same day as the general election, the average turnout was approximately 32-34%. In order to achieve our aspiration, the campaign needs to deliver 6,200 – 6,800 returns at the ballot box

To date, engagement with the business community has been good, but engagement with the resident community has not attracted a high response rate. The Forum particularly wants to attract views from

- 1) Young people (16-25)
- 2) Families with young children
- 3) Minority ethnic groups

Required outputs

This contract will be delivered in up to two phases.

Phase one

Develop a community engagement strategy to raise the profile of the Neighbourhood Forum and significantly increase e-updates sign ups, unique visitor trips to website, engagement via social media and participation at the forum/forum subgroups

It is envisaged the campaign may include aspects including

- 1) Developing a community engagement strategy, including
 - a. Target groups, segmented
 - b. Engagement methodology for each group
 - c. Routes to engagement (eg through existing channels, building on existing groups online/offline comms, surveys etc)
 - d. Identifying methods to maintain engagement and elicit responses/interaction with forum
 - e. Online/offline engagement campaign, including identifying how to better engage with existing conversations
 - f. Timeline, with key targets, milestones and KPI's to measure performance and manage progress towards the 6000 individuals
- 2) Events , PR and marketing strategy
- 3) Information gathering methods to encourage informal participation from a broad base including online/offline surveys and
- 4) Resource requirements and delivery recommendations for phase 2

Phase two

If required, a second/follow on contract will be commissioned to support Central Ealing Neighbourhood Forum deliver the resulting campaign.

Your response should include:

- 1) Your approach to delivering this brief
- 2) Initial engagement actions
- 3) Anticipated outputs ie
 - a. # new registrants to newsletter
 - b. # new members of forum
 - c. # new groups set up to
 - d. # social media platforms created/FB likes/twitter followers/other relevant services
 - e. # surveys completed

This is not exhaustive

- 4) Lead contact and team biographies
- 5) Delivery timetable
- 6) Cost

Total submission no longer than 4 pages

Submission

Please submit your proposal to ealingneighbourhood@gmail.com by 12pm Thursday 21st March. Appended to this brief is a synopsis identifying potential engagement opportunities for your information.

If you have any questions on the brief, please contact Matthew McMillan (020 8231 2423; matthew@ealingbroadwaybid.co.uk) or xxxx