



COMMUNITY ENGAGEMENT

“Our chance to dream of a city re-imagined”

– Truro Voice, November 2020

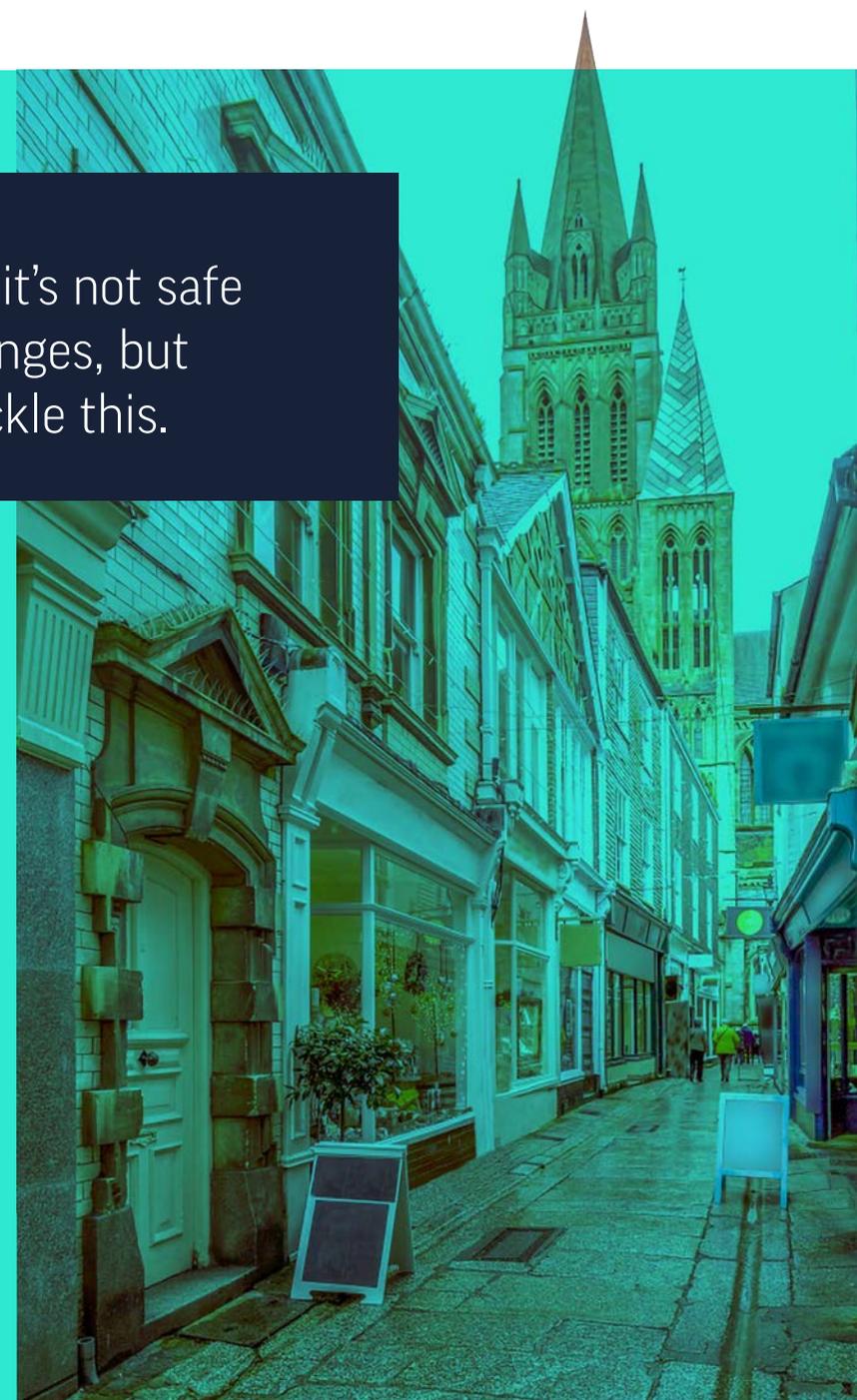
TRURO
A CITY CONNECTED

Delivering solid community engagement in a world where it's not safe to interact with people face-to-face certainly has its challenges, but the Truro Towns Fund team was in a strong position to tackle this.

Truro is a city that's experienced plenty of community consultation – from 2018's Truro Placeshaping Project to more recent surveys to explore city centre pedestrianisation. This means we were able to adopt themes and priorities that the people of Truro really care about. Opportunities to remodel and enhance some of our city's most cherished facilities, such as Lemon Quay, Boscawen Park and to reconnect with our rivers, have already gained solid public support.

The team are particularly proud of our work with local media partners to share our plans, which has been instrumental in winning the hearts and minds of the public. Newspaper the Truro Voice and Cornwall Live have firmly got behind us and supported us to gain feedback.

And it doesn't stop here – as part of our ongoing communications and community engagement, we're looking forward to getting out there onto the streets and into public spaces to keep asking the question – what do you want for Truro's future?



OUR STARTING POINT

The Government's MyTown campaign generated more than 100 responses from people in the community. This reflected many popular ideas that are now represented in the Truro Towns Fund project portfolio.

www.mytown.communities.gov.uk

**"CONVERT
EMPTY RETAIL
SPACES INTO
HOMES"**

**"BUILD A LOCK TO
KEEP WATER IN
THE RIVER"**

**"RIVER
MARINA"**

**"SUSTAINABLE
TRANSPORT
IMPROVEMENTS"**

**"CLEAN, GREEN
AND OPEN FOR
BUSINESS"**

**"REGENERATE
LEMON QUAY"**

**"MAKE BETTER
USE OF THE
PIAZZA"**

**"CYCLING
INFRASTRUCTURE"**

TRURO PLACE SHAPING PROJECT

'Truro 2030 - Thriving River City' (Jan 2018)

The purpose of this consultation was to identify:

- What is great about the City?
- What is missing in the City?
- How could it be improved?

Carrying out the consultation in 2018 in a pre-COVID world, the "Love Truro" team were able to carry out physical consultations over a six-month timeframe, meeting over 60 individuals face to face and reaching 120 organisations. A 'festival of ideas' was held over the May bank holiday in 2018, reaching young people and families in Truro, an audience who often do not engage in consultations.



Key feedback included the need to:

- Encourage more people to live in the City and reduce car use and reliance
- Reconnect the City with its rivers creating more people focused activity at the water's edge and celebrating natural assets
- Create more reasons to visit Truro, creating 'memorable experiences'
- Create facilities for everyone such as halls or meeting places
- Strengthen the cultural offer in Truro including food, music and performance opportunities
- Improve sustainable transport and promote opportunities for walking and cycling
- Recognise the importance of green spaces in the City and create more colour and interest in the public realm
- Support new types of flexible workspace in the City
- Enhance the built environment, reinforcing the beauty and diversity of the City



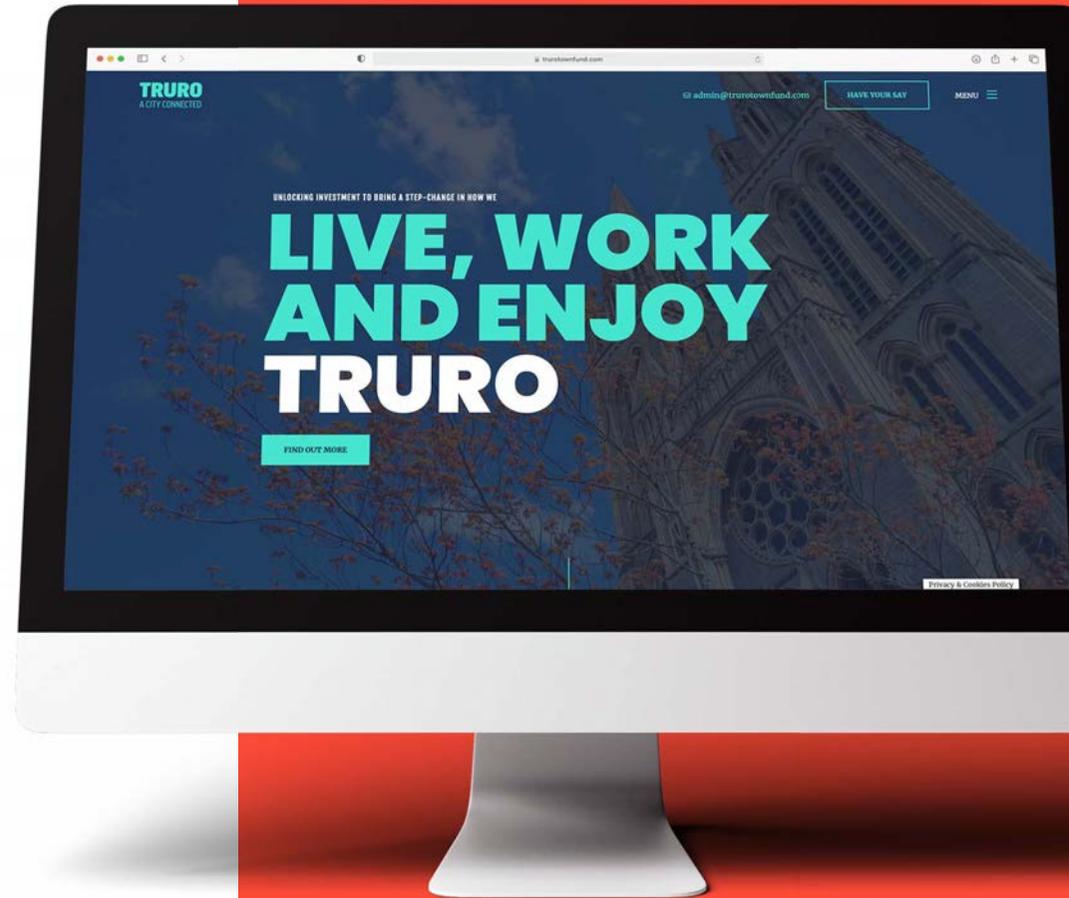
COMMUNICATIONS & ENGAGEMENT PLAN - 2020

Given the challenges of physical engagement during the pandemic, a targeted, digital-first approach to stakeholder engagement was applied that sought specific feedback across projects and was subsequently used to gather quantitative and qualitative feedback and to shape project development.

Website

Set up a dedicated website www.trurotownfund.com

This website gave people the opportunity to engage with the process, give feedback on project ideas or suggest new ones as well as shaping the Truro Vision through the 'Have your say' page. As part of this we also asked if people supported our Vision for the Future.



1,328
SESSSIONS

1,100
USERS

3,538
PAGE VIEWS

TRURO
A CITY CONNECTED

Proactive Engagement – Developed a stakeholder map of groups and individuals to proactively approach. This was representative of Truro by sectors, geography and demographics (businesses including SMEs as well as major employers, residents including those in outlying estates, charities and community groups including those linked to sports and wellbeing, arts and culture and hard to reach groups who don't traditionally engage, young people through to the elderly)

Social Media – Promoted Towns Fund and the opportunity to engage via social media – across Facebook, Twitter, Instagram, LinkedIn.

Media and Digital Communications –

We used media and digital communications to reach stakeholder groups, highlighting and driving opportunities for feedback on projects and overall vision. Media coverage included several front-page articles in the West Briton and Truro Voice newspapers including a double page spread featuring projects and initial funding awards from the accelerated funding scheme.

Pivoting through Covid – To gain feedback on project themes, we had planned to execute physical engagement in Truro during late October/November using retail and business partners that naturally have high footfall. We planned to install feedback boxes and distribute leaflets with tear-off questionnaires. However when lockdown 2 occurred in November, we had to pivot.

We worked with our media partners to execute an advertising campaign using banners and a cut out feedback coupon was also used to allow people to engage in a traditional way and to complement digital feedback.



STAKEHOLDER MAPPING

We applied a 4-stage approach to stakeholder mapping for Truro Towns Fund: **Identify, Analyse, Prioritise, Engage.**



1. Identify

During the formation of the board, certain key stakeholders were invited to join or included covering public, private and voluntary sectors. These included organisations such as Truro City Council, Truro BID, Newham BID, Truro Chamber of Commerce and Truro & Penwith College.

The community engagement team went on to work with board members to identify stakeholders via themes and projects using a digital whiteboard.

2. Analyse

The power and interest matrix attached demonstrates how we have prioritised key stakeholders – please see page 8.

3. Prioritise

We created a targeted list of up to 100 key stakeholders for concentrated community engagement and one-to-one meetings, for example Truro Cathedral, Truro & Penwith College students, Truro School plus working with the city council’s community engagement officer to work with community areas.

This list acts as a database of contact – keeping a record of engagement and indicates where stakeholders have formally supported the Board’s vision and themes.

4. Engage

Engagement continues through our ongoing communications plan, using an integrated approach of online and offline engagement.

POWER/INTEREST MATRIX



RESULTS & EVALUATION

OUTPUTS	ENGAGEMENT	OUTCOMES
<p>WEBSITE</p> <p>13,266 page views</p> <p>SOCIAL MEDIA</p> <p>TWITTER: 29,355 impressions (reach)</p> <p>FACEBOOK: 31,603 audience reach</p> <p>LINKEDIN: 2,034 impressions</p> <p>EMAIL NEWSLETTER: 233 contacts</p>	<p>3,771 users</p> <p>TWITTER: 88 mentions</p> <p>FACEBOOK: 26,869 post engagement</p> <p>73.7% open rate, 27% clicks</p>	<p>103 ideas generated on MyTown campaign page</p> <p>455 pieces of feedback, at least 92% supportive of vision of Truro and 82% supportive across the projects</p>

Q: ARE YOU SUPPORTIVE OF OUR VISION OF THE FUTURE FOR TRURO?



Q: ARE YOU SUPPORTIVE OF THIS PROJECT?

THEME	NO OF COMMENTS	YES	NO	% SUPPORTIVE
SUSTAINABLE TRANSPORT	98	91	7	93%
NEW LIFE FOR CITY CENTRE BUILDINGS	56	51	5	91%
TRURO HARBOUR & LEMON QUAY	117	108	9	92%
BOSCAWEN HEALTH & WELLBEING HUB	51	42	7	82%
TRURO COMMUNITY HUB	89	84	5	94%
GENERAL	32			
	433			

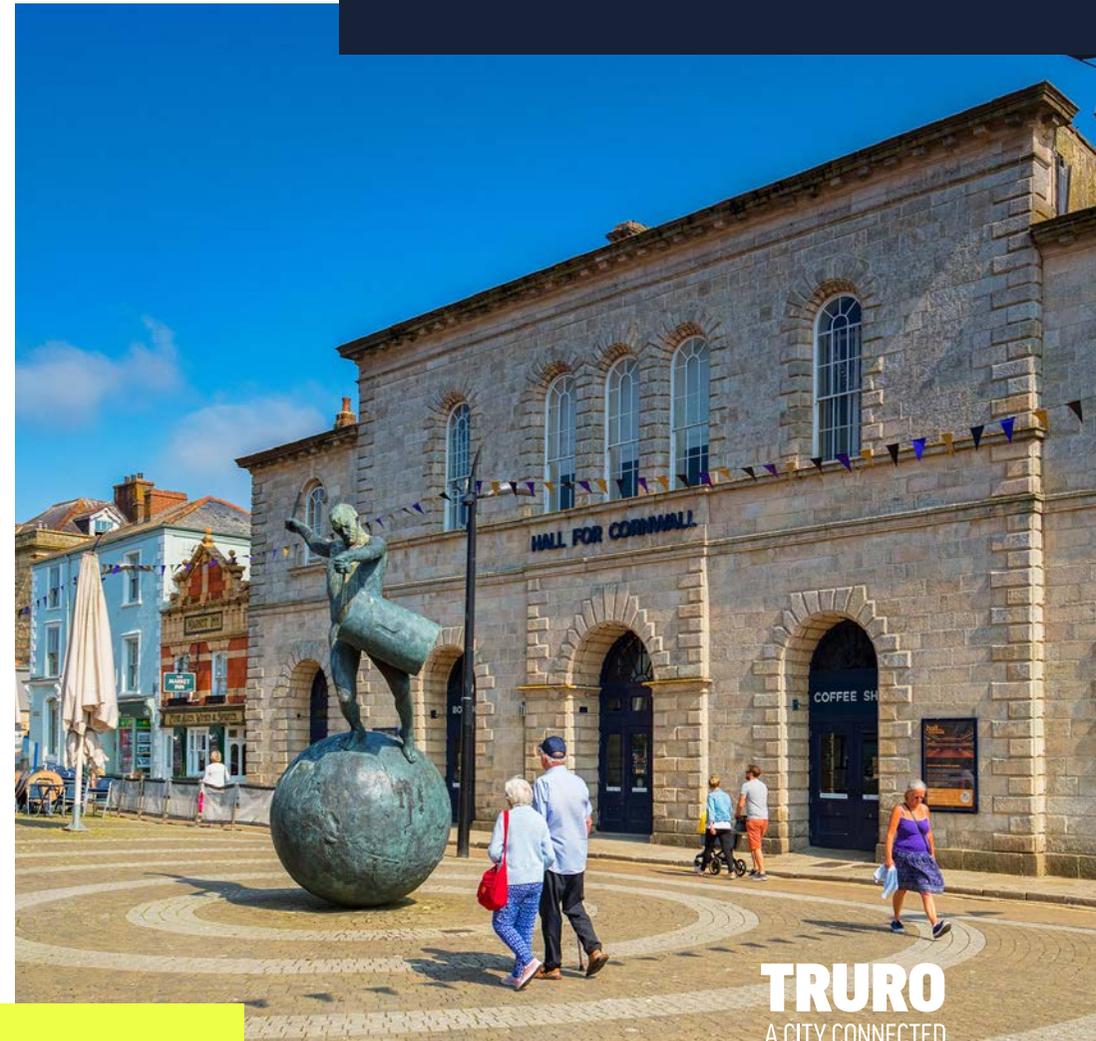
Q: HOW DID PEOPLE LIKE TO GIVE FEEDBACK?

FEEDBACK FORMAT	NO OF FEEDBACK FORMS
WEBSITE FORM	278
COUPONS	33
EMAILS	12
LETTERS	10

ONGOING ENGAGEMENT – KEEPING THE MOMENTUM GOING

Truro Towns Board is committed to ongoing engagement activity beyond the submission of the TIP. This will be achieved through:

- Ongoing media relations and work with media partners around key milestones, whom have been supportive so far.
- Maintaining our website www.trurotownfund.com
- Social media updates across our channels, increasing frequency around key milestones.
- Bi-monthly or monthly email newsletters
- Continued partnership work with our partners: Truro City Council's community engagement officer, Truro BID, Newham BID, Truro Chamber of Commerce.
- Working with Truro Community Hub to create a physical base and presence for Truro Town Deal.



ENGAGEMENT RESULTS - VISION

A draft vision was published on our website and in local media as part of our community engagement work. We asked for feedback on this and if people supported the vision.

“We welcome the opportunity for Truro City, as the administrative heart of Cornwall, to receive funding to help shape and develop life in this critical part of Cornwall.”

Kieran Topping, Business Director, Truro School

“Employing local talent and creating inspiring career opportunities in the music and creative industry is at the heart of our growth strategy. We need investment in our city to support businesses like ours to grow and continue to offer high quality jobs.”

Steve Finch, CEO, Routenote

“The proposed range of projects for Truro back up this commitment to a more balanced and sustainable type of growth. By linking up and maximising use of the existing footprint, it is an inherently sustainable approach that supports a more compelling workspace. Such a commitment would create a sense of ambition and purpose which would encourage further inward investment.

Peter Beaumont, Managing Director, Cornish Mutual

“This opportunity has come at a brilliant time – we have seen a catalyst of acceleration and innovation for many businesses off the back of the global pandemic. In many ways, the Covid-19 crisis has quickly exposed weaknesses in our high streets which gives us a chance to have a good view of how to move forward.

Truro has passed a massive test in the past year of moving in and out of lockdowns, and when retailers have been able to open, we have had strong trade. We can now use this experience to build a high street offer that’s relevant for the next 10-20 years.”

Kristian Fleming, Inhabit, Chair, Truro BID

ENGAGEMENT RESULTS

GREEN TRANSPORT

98 pieces of feedback, of which 93% were supportive.

“We believe it will be transformational for quality of life in the city. Although Truro is located on a river, there are currently very few opportunities to enjoy the setting other than views as you drive past. The proposals to develop leisure uses on the quays, support river recreation, develop walking and cycling routes and build a bridge together will open out this side of the city and use the ingredients that are there to create somewhere enjoyable. We also believe the package will be transformational for active travel in Truro.

Mark Trevethan, Truro Cycling Campaign

“As a keen runner and cyclist, I’m delighted to see the rising bridge at Newham still on the drawing board. I have been championing this for many years to connect our business quarter with Boscawen Park and the riverside.”

Melinda Rickett, Commercial property owner, Newham

What people like:

“This is an excellent proposal that will make cycling around the river a desirable activity for recreation and health.”

“I am a keen walker and new to cycling so the connection between Boscawen Park and Newham is eagerly awaited.”

“It would really open up the riverside and help more people enjoy one of Truro’s best features. Plus it looks like a much safer way to get to the park for families.”

How the project could be improved:

“Consideration of safer cycling between Boscawen Park and Trafalgar roundabout.”

“Can it join up with the coast to coast cycle track?”

ENGAGEMENT RESULTS

NEW LIFE FOR CITY BUILDINGS

56 pieces of feedback, of which 91% were supportive.

“Truro is blessed with buildings of great style and substance at ground level but also higher levels. When did you last look up? All too often the upper parts are not utilised.

The Town Fund is a great opportunity to re purpose these charismatic spaces and in doing so add to the vitality of the city centre.”

Giles Horne, Commercial property agent

“The project New Life For City Centre Buildings sounds like an absolutely incredible idea that not only brings new life to our historic architecture but also supports those local communities, but businesses and visitors too! We’re 100% in support of this project.

With Truro and the surrounding areas growing at an exponential rate, it’s important to have the amenities and infrastructure to support that.”

Kirsty Richards, Lemon Street Lettings

“The future of the high street is not going to revolve around the shops we attract, but in the shops revolving around the community we build. The overall theme of connectivity I see reflected in the project themes is critical to our city’s success.”

Kristian Fleming, Inhabit, Chair, Truro BID

What people liked:

“The environmental benefits of re-purposing existing buildings is a very easy win and removes the potential for empty high streets.”

“It will advertise Truro as a modern, well equipped city ready for the 21 Century whilst still keeping its uniqueness and encouraging people to stay in/return to the city centre.”

How the project could be improved:

“Not to provide endless housing without car parking space.”

“Planned retreat of the retail area with re-purposing of retail space on the edge of town must be included. Will Truro really need the amount of retail space it currently has in 10 years time?”

ENGAGEMENT RESULTS

TRURO HARBOUR & LEMON QUAY

117 pieces of feedback, of which 92% were supportive

“It’s an opportunity to bring new business and people into Truro. To breathe new life into what has become somewhat of a ghost town over the past few decades.”

Paul Richards, Commercial Photographer – PR4 Photos

Lemon Quay is an incredible space that could be transformed to become more vibrant and a pull for shoppers to enjoy the city.

Nicky Whittaker, Hotelier, Merchant House

“As a keen runner and cyclist, I’m delighted to see the rising bridge at Newham still on the drawing board. I have been championing this for many years to connect our business quarter with Boscawen Park and the riverside.”

Melinda Rickett, Commercial property owner, Newham

What people liked:

“I really love this project, the vision for it is going to make a big upgrade to Truro... it reminds me of Bristol Harbour.”

“Bringing the harbour back to life would rejuvenate the centre of the city which would benefit residents, business and retail and encourage even more tourists to Truro unlike now when we tend to be a rainy day option.”

What could be improved:

“I’ve only said I don’t support this idea because it’s not been thought through. The technicalities are very complicated. For example bus station, where? You could open up the quays but they are tidal and who wants to park their yacht on the mud outside Wetherspoons?”

ENGAGEMENT RESULTS

BOSCAWEN SPORT AND RECREATION HUB

51 pieces of feedback, of which 82% were supportive.

“During lockdown, I’ve seen all sorts of people enjoying Boscawen Park: families, adults, children. It’s a fantastic space – things to see all round, from the trees on the hill to the Cathedral. It’s been of huge benefit to people’s wellbeing during this difficult year.

“Not everyone wants to go to the gym, and facilities such as a decent hard-standing and some undercover space would enable people to exercise in all weathers.”

Jez Mancer, PT and fitness instructor, Motive8me

“In particular I welcome Boscawen Park Health and Wellbeing Hubs, as well as Truro Harbour and Lemon Quay. Truro currently doesn’t make the most of its water connections. I like living in Truro and enjoy running, and I’m all for cycling. Health and wellbeing is an important part of my lifestyle in the city.”

Trevor Lee, Trevor Lee Media

What people liked:

“Truro needs more areas for activities and sports provision, particularly water sports and indoor areas for children. This looks an excellent project. Like the idea of extending the wildlife area.”

How the project could be improved:

“Many of the proposals privatise land that is currently free to access. For example, the hospitality and indoor play area requires payment. This will mean this is out of bounds for many families. The park is popular and well used, it doesn’t need to be made into yet another business venture.”

“It is not a good idea to attract more hardcore and hardstanding in this area and the road can’t support a huge increase in traffic.”

ENGAGEMENT RESULTS

TRURO COMMUNITY HUB

89 pieces of feedback, of which 94% were supportive.

“The project looks very exciting and will add tremendously to both the facilities and the community offering for the people of Truro and its surrounding area.”

David Hendry, Chair, Cornwall Music Festival

“To provide them [Truro Community Hub/ Truro Methodist Church] with an opportunity to expand on their current programme of valuable community support and enabling them to offer even more services to increased numbers in the district would be marvellous.”

Sally Woollacott, Chair, Cornwall Symphony Chorus

What people liked:

“The whole community will benefit from this forward thinking project. Ideally situated in the centre of Truro, this modern, energy efficient facility will provide welcome, friendship, support and hospitality for all.

“The changing places toilet will mean the building is truly accessible to all.”

“The vision for a new modern project supporting specific and much needed local requirements enabling existing groups to expand and which meets the needs of the present age and beyond.”

How it could be improved:

“Ensuring that there are sufficient funds to regularly review the use and suitability of the facilities and if necessary upgrade these to meet requirements.”

“By maintaining communication once the project is underway.”

“There should be more focus on people especially due to the effects on people’s lives due to the pandemic.”

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www.trurotownfund.com