

# APPOINTMENT OF ENGAGEMENT SUPPORT - FILGREE COMMUNICATIONS

## **About Us**

### ***What makes us special?***

*Our strength is our ability to quickly grasp the finer technical details and to articulate complex information into compelling stories to engage stakeholders.*

### ***Why we're so excited to be working with you?***

*Catford is our home. Filigree Communications is based in the Old Town Hall and we're Lewisham residents. We are genuinely passionate about this project!*

### ***Why we're different?***

*We're an agile team and we have all the relevant skills in-house (community engagement, digital, social, film-making, photography and design). We guarantee hands-on, senior support throughout and work closely with a team of consultation facilitation experts, whose complementary skills we will draw in as required.*

# TEAM CATFORD

*‘Team Catford, a small group of passionate Catford residents, is about to launch a major community engagement on behalf of Lewisham Council. Team Catford speaks up for the community, champions local views and will encourage everyone who lives, works, socialises, commutes or runs a business to have their say as Catford goes through its biggest change in decades.’*

# Engagement Strategy

## Team Catford are executing an engagement strategy that will:

- Ensure that engagement is clear, meaningful, and two-way, understanding the knowledge, interests and concerns of all stakeholders
- Create realistic expectations with regards to timescales, scope and constraints
- Reduce misunderstanding and misperceptions about the scheme and its impacts, by providing the right amount of information in appropriate detail at the right time



Engagement can be dominated by small vocal interest groups, rather than the 'silent majority', therefore we will be pro-active in gathering the views from a range of stakeholders including:

- Elected members
- Strategic stakeholders
- Internal stakeholders
- Strategic stakeholders
- Partner organisations
- Residents
- Residents associations
- Housing associations
- Local businesses and representative business groups
- Local workforce
- Voluntary groups
- Community/amenity groups
- Landlords
- Faith groups
- Nurseries, schools and colleges
- Young people
- Children
- Commuters
- Estate agents
- Users or clients of specific services (or their carers or relatives)

# TIMETABLE

<b>Sept 2017</b>	Phase One: building momentum and enthusiasm.	<p>#Catfordconversation – narrative on emerging issues from Commonplace supported by photos/graphics/film. Tease local people to find out what’s being said in their area, encourage participation, promote forthcoming engagement events.</p> <p>Start of monthly engagement events – 2/3 pop-up sessions to coincide with Film Festival and Arts Trail.</p> <p>Steering themes for 72-hour film challenge and capturing ‘behind the scenes’ film footage to share and promote engagement.</p>
<b>Oct – Nov</b>	Phase Two: community engagement to determine issues and priorities	<p>Monthly engagement events - Catford Library, Little Nan’s, Civic Suite, Ward Assembly meetings</p> <p>Walk and talk the masterplan: guided walkabouts for interest groups such as people with reduced mobility or cyclists.</p> <p>On Assignment - youth-led media course in filmmaking journalistic style. Taught to use GoPro cameras and basic filmmaking and interviewing techniques, they will each be assigned a story to find and tell within the Catford Town Centre</p>
<b>Dec</b>		Monthly engagement events – to coincide with Christmas Fair.
<b>Jan</b>		Feedback analysis and development of summary narrative. Development of Catford Character (part one) content and film.
<b>Feb - Mar</b>	Phase Three: defining the vision	<p>Launch Catford Character (part one) – content and upbeat film compilation to reflect the unique, distinctive and creative core of Catford and the emerging themes.</p> <p>Regular engagement events</p>
<b>Apr – May</b>	Phase Four: creating a feeling of community ownership in the master plan.	Feedback analysis and development of summary narrative. Development of Catford Character (part two) content and film to share feedback and rationale for preferred option.
<b>Jun – Aug</b>		Launch of Catford Character (part two) at Lewisham People’s Day.

# Methods

- **Face-to-face community engagement** - every month, there will be opportunities for local people to chat to Team Catford at pop-up exhibitions and events where we'll encourage members of the community to express their views on issues and priorities for the town centre. We'll establish an urban room as a hub for engagement activity and community-led activities. All feedback will be captured via Commonplace and analysed to understand emerging themes.
- **Stakeholder relations** - we're developing a stakeholder matrix to ensure we have regular contact with the key groups, associations and representatives
- **Shareable content** – to encourage participation, we're developing shareable content that will be promoted on social media, the Commonplace platform and via the digital (and print) newsletter.
- **Social media** – Team Catford will strengthen its role on Twitter and Instagram as well as Facebook. We'll coordinate the team to post and respond in line with our content planner and a tone of voice consistent with all communication channels.
- **Newsletters** – digital newsletters will be distributed quarterly via email and printed versions hand-delivered to local businesses.
- **Media relations & thought leadership** – as well as using local news to publicise the engagement programme and the CRP milestones, we'll explore themes related to place-making in detail in order to provide a steady stream of topical content, comment, opinion, interviews and profiles that will be used to establish Lewisham Council as a thought leader in London-wide and trade media.

**#CatfordConversations**  
Portraits, vox pops and film clips will be uploaded to the website and shared on social media to encourage others to speak up about how they feel about Catford.



**Theresa Dadies**  
on the Catford Centre: “I would like the building to be changed to a shopping centre... where you can go in, and you can sit down and you can drink coffee, buy cakes and things to eat and relax a bit before you continue your journey.”



**Claire Stirling**, on priorities for Catford: “To really get a sense of community going and some nice places for people to go and to sit within a community.”

**Dervise Kocayigit**

On working in Catford “I’m a solicitor and have business here . All the businesses in the area look after each other. That’s what I like most - the community spirit”





**TeamCatford** @TeamCatford

We've teamed up with @CatfordFilm @electricpedals @raastawala @StreetGrillandK @CatfordCClub for this Saturday's event. It will be AMAZING!  
[pic.twitter.com/jzWogeTyzE](http://pic.twitter.com/jzWogeTyzE)

Calling out local businesses works! 7,665 people looked at this and retweeted 28 times

**TeamCatford** @TeamCatford

Interesting comment: 'Catford doesn't need big stores, it needs to be an area for small traders to be inventive'  
<http://bit.ly/2v11isY>

This tweet drove 68 people to Commonplace, retweeted 14 times



**TeamCatford** @TeamCatford

We're talking to people about the future of Catford. See what they're saying & share your ideas <http://ow.ly/eUyl30eysVi>  
**#Catfordconversation**  
[pic.twitter.com/EQV89FFbzd](http://pic.twitter.com/EQV89FFbzd)

Highest engagement: 102 people opened the photo and 59 prompted to go to Commonplace

Followers

**938** ↑70

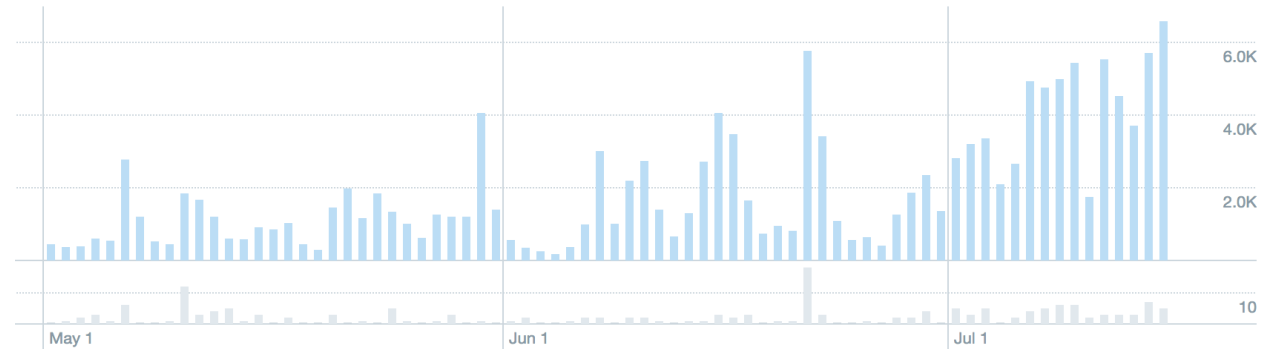


## TWITTER SNAPSHOT

Number of @teamcatford followers increasing by average of **7%** per month.

Typically tweeting **60+** times per month.

Up to **79,000** individuals viewing tweets and **250** mentions in any one month.



This graph shows @teamcatford's growing twitter profile over summer (May – July 2017).

**146,700** individuals saw @teamcatford tweets over this three month timeframe – that's an average of **1,900** per day.

Engagement is growing too with **510** link clicks, **522** retweets, **1,300** likes and **173** direct replies.

# Online Engagement Tool – Commonplace

<https://catfordtowncentre.commonplace.is/>

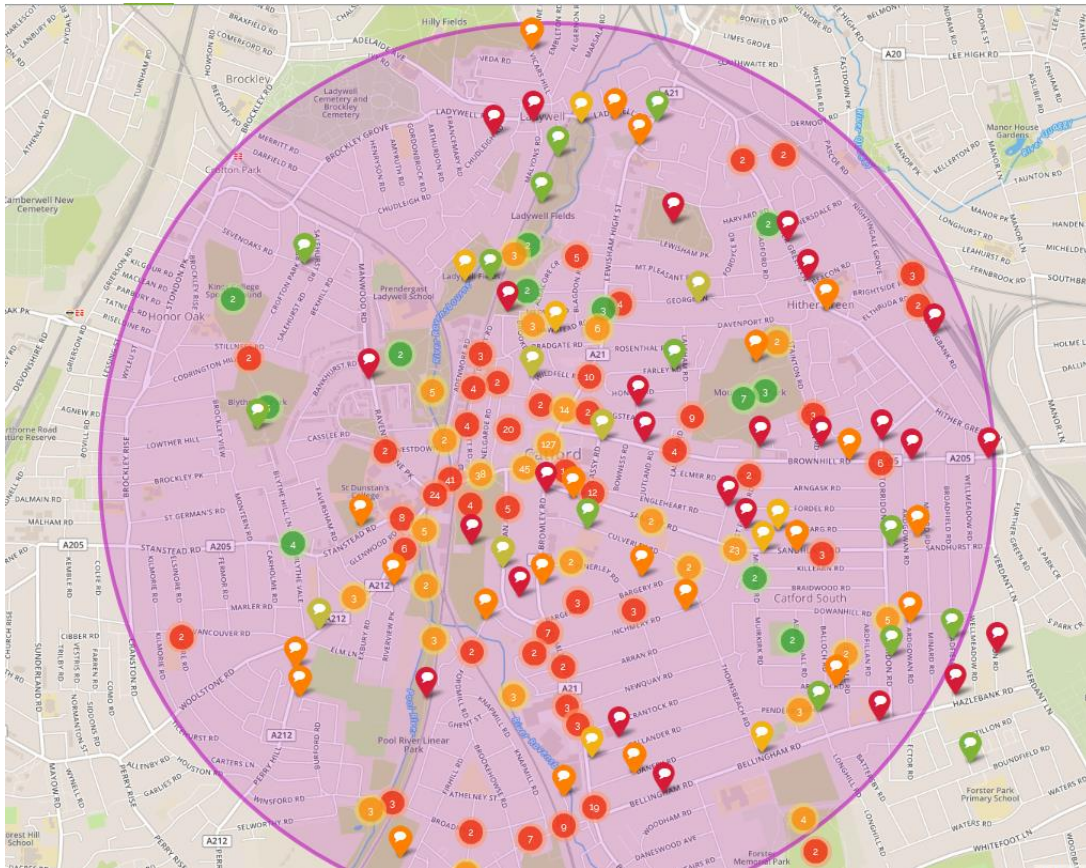
The platform supports established methods of face-to-face engagement with a web application and integration with social media, both of which are critical for achieving meaningful and comprehensive engagement

It enables the Council to engage a larger cross-section of the community, promoting open transparent dialogue. Benefits include:

- Reduced risks relating to planning processes and eventual approval
- Increased trust from within the community, hearing many more representative voices
- High quality of engagement demonstrated to the public with clear data analytics
- A single, consistent engagement data platform from pre-planning through to post-occupancy

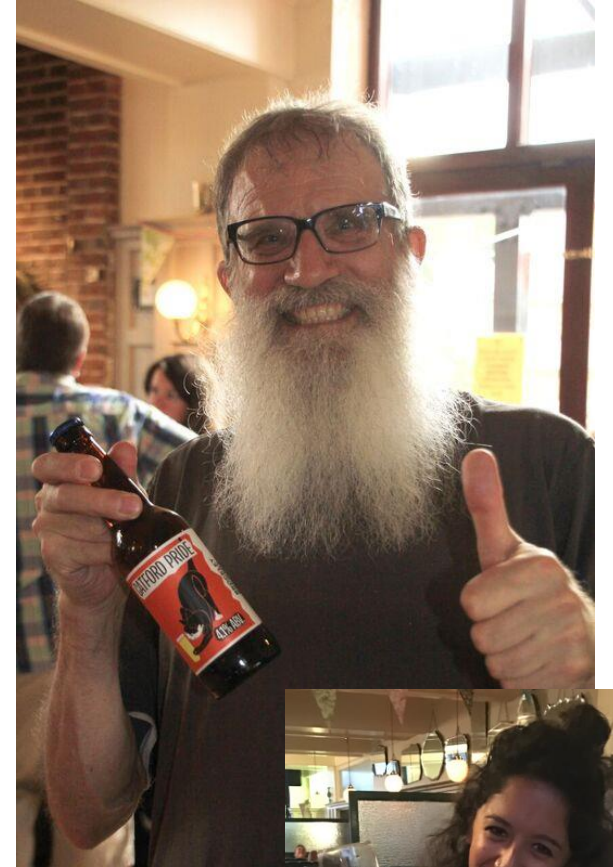
There are three elements to the tool:

- The Needs Analysis: essential in gathering an understanding of what local people feel about their neighbourhood. It is useful for community and stakeholder mapping, understanding people's needs, and creating a benchmark against which people's responses to subsequent plans can be compared. It also provides an indication of what local people will perceive as benefits from the development
- The Design Feedback Tool: allows the Council to publish plans or ideas, and get immediate feedback from the community. This can be useful for development of more detailed proposals for infrastructure and construction in collaboration of local people
- 3. Social Sustainability and Customer Feedback Tools: allow the Council to with engage the community during construction phases of the project and beyond.  
This allows you to manage communications around disruption experienced by local people due to construction, and to track changes in the perception of local people over time, to measure the impact of a development on local people





# PLACE-MAKING EVENTS



# urban narrative - CATFORD FUTURES

## Summary of initial discussions with members and field trips

### Headline responses:

- Catford will be a modern civic centre for Lewisham
- Possible collocation with other public agencies- flexible working
- Catford will not be a major retail centre
- It needs to serve the local convenience needs of workers and local community
- Need to improve quality and diversity of offer
- Need to provide more evening and night time attractions
- Improve the market
- The existing housing in the areas outside the central area will remain largely unchanged
- There is potential for many more homes in central Catford
- The preference is for mid-rise (up to ten storeys) apartments of many types
- The theatre provides a strong starting point for considering arts and culture in Catford
- Temporary use of unused spaces should be an essential part of the transformation process
- Attracting the artistic and creative community to Catford has major potential

