


Practice Guide – Community Engagement Planning Annex 1

Sample Engagement Planning Matrix

Level of Land Management Activity	Description	Example	Appropriate Engagement	Engagement benefits
Day to day management	Day to day activities and routine management of land or buildings where impact to people in the local community is small or non-existent	<ul style="list-style-type: none"> - Day to day management of agricultural land, businesses or residential accommodation - Most deliveries - Restoration of existing woodland - Day to day deer management - Pesticide spraying and muck spreading 	<p>There is no presumed need to engage, but keeping open and ongoing methods of communication open with the community are recommended</p> <p>Examples might include keeping up keeping an up to date website, local interest posts on social media, local newsletters, occasional open days, helpful notices, or taking part in local events</p>	<p>Keeping people up to date about what is happening can help to build relationships that are beneficial if more structured engagement is required on other occasions, and it may help prevent problems arising</p> <p>People are better informed and mutual respect and trust is developed. Thoughtless or inappropriate activities such as uncontrolled dogs, damage to crops, or fly tipping, for example, are reduced</p> <p>Sharing information about activities helps to reduce the risk of people making mistaken assumptions about what is happening and how it might affect them</p>

Moderate Impact

Decisions made that will result in moderately significant impacts on the local community

These include:

Activities that are short-term but may be disruptive

Activities carried out in irregular circumstances

Changes to regular activities

- Temporary impacts of construction, restoration or demolition projects – such as disruption to normal transport, access routes or businesses.

- Activities that cause significant light, smell or sound pollution, that are carried out at unusual times or cause more disruption than normal.

For example:

- scaffolding erected for repairs to a tenement building,

- a new attraction that will increase traffic and people in an area

- unusual events such as a festival or other large one-off event.



There is an expectation that the land owner / manager will engage openly and effectively with the community about the options / decision being considered and its potential impact on the community

Examples include any of the examples included for day to day activities, along with courtesy emails, phone calls, visits, local notices, social media updates and other ad-hoc opportunities to share information and be part of informal discussions and conversations

Members of the community find out first-hand about proposed changes, and have an opportunity to ask questions or find out more

Regular communication, even when no significant decisions are being undertaken, can help to prevent problems arising, and build good neighbourhood relations.

Local circumstances or concerns about a potential impact that have not been predicted by the land owner / manager / developer can be heard and explored

People are better informed about the decisions made and reasons for them

More ideas may be brought forward

Communities feel more involved and better connected to local land

Significant Impact	Decisions which may significantly impact on the social, economic or cultural development of a community, access to a good quality environment, and/or community viability	Long-term and significant changes in land use or access to it - for example changes from agricultural to forestry, creation of nature reserves, changes to water courses, renewable energy development, creation of urban green spaces, industrial or residential development or redevelopment	The landowner / manager / developer implements a bespoke engagement plan. Local views are sought and listened to, and the outcomes / decisions are fed back to the community at the end of the engagement	Members of the community find out first-hand about proposed changes, and have an opportunity to ask questions or find out more
	<p>This includes:</p> <p>Long-term or permanent changes with significant impact</p> <p>Long-term disruptive activities</p> <p>Activities which impact significantly on the local economy, society, culture or environment</p> <p>Decisions likely to alter the local population level or structure, including through intergenerational impact</p>	<p>Creating developments that will significantly increase the number of people visiting or living in an area or might result in long-term changes to community culture, demand for facilities, traffic flow, population structure, environment or economy</p> <p>Decisions that will impact on access to the local environment, such as creating or closing footpaths, bike trails or traffic routes</p> <p>Decisions impacting on the viability of local services and institutions such as schools, surgeries, sports facilities and cultural centres</p> <p>Plans for estate management where a significant proportion of land in a community is controlled by one party</p>		<p>Local circumstances or concerns about a potential impact that have not been predicted by the land owner / manager / developer can be heard and explored</p> <p>Evidence about local needs and aspirations are identified to support the case for a project or development</p> <p>There may be other mutually beneficial opportunities that also support sustainable community development and make best use of available resources</p>