ZERO CARBON RUGELEY
WP7-D3-1: COMMUNITY ENGAGEMENT STRATEGY

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Zero Carbon Rugeley Community Engagement Strategy

1. Introduction

This community engagement strategy outlines the overall approach, ethos and principles underlying community engagement in the Zero Carbon Rugeley project; the goals of the community engagement activities both in broad project objectives and specific work package requirements; indicative activities with the community; and approaches to governance around effective engagement within the community. It is important that this strategy is not seen as 'fixed' or 'final' and that it is constantly reviewed and refreshed as the project progresses, and that action occurs concurrently and as part of the planning and evaluation process. Co-production means that it is important that the community itself also helps shape the community engagement activities, as well as inevitably evaluation of the success of the activities undertaken.

The Community Engagement Strategy aims to avoid surface level consultation with the community, aiming to build trusted relationships within the community, to generate a shared, understandable, and engaging language between the project team and the Rugeley community.

The range of different users within Rugeley is vast as are the different elements of the smart local energy system for which user insights are sought, and the range of different engagement methods required. It is important that priorities are identified in collaboration with work packages, and ownership for particular elements lies with different partners to cover the scope of user insight required, but again these will develop iteratively. Direct engagement from other WPs will also be required in the production of community-facing resources and direct engagement with the community.

The use of the term 'Rugeley community' is used throughout to represent every user of energy within the geographic constraints of the project, although understanding that communities are not always geographically bounded, and have porous boundaries. The term 'customer' is avoided as this reflect simply an interactional relationship. The terms consumer and user are not ideal as these reflect a passive engagement with energy, as well as a one-directional relationship with energy, no longer necessarily the norm in a SLES, where 'prosumers' will be important, although 'user' is inevitably sometime used!

Inevitably COVID-19 will have serious consequences to the community engagement approaches that were originally envisaged for the project, based on significant face-to-face cultural animation activities within the community. The same creative, participatory ethos needs to be transferred into online environments, methods of which are largely under-developed and untested. More online activities create the risk of excluding those less familiar with or unconnected to online methods of communication, likely to be those most vulnerable, and who's voices are often unheard. This highlights the important role for gatekeepers, such as Cannock Chase District Council and Chase Community Solar to ensure the 'hard to reach online' parts of the Rugeley Community still have a voice. Even as the lifting of lockdown measures continues there is still likely to continue to be for the duration of the project, a reticence to attend face-to-face group activities, which is likely to impact certain demographic groups more, while the potential for local lockdowns will also remain. Therefore, throughout the project duration it is necessary to develop both a suite of online/remote and face-to-face approaches, and carefully monitor the reach of these activities into the community. However, the potential for the Covid-19 recovery response, and the desire to 'build back better', may provide unexpected opportunities to excite, and engage the community with plans for visioning a different energy future for Rugeley.

2. WP7 objectives

The overarching objectives of WP7, embodied by the Community Engagement Strategy are:

1) To provide insights from the Rugeley community into the design of the different elements of a Rugeley SLES;
2) To support the development of a shared vision and design of a Rugeley SLES between the community and SLES designers;
3) To develop a 'SLES-ready' community - understanding the implications of a SLES on their own lives and work, and with the motivation to engage in appropriate measures to make a SLES a reality.

In addition to the key objectives, further desirable outcomes emerging from the community engagement process and activities with the Rugeley community include:

i. Catalysing activity in the community beyond the scope of the project, such as enhancing networks, running independent events, development of community 'SLES champions;
ii. Enhancing a 'user' (or community) focussed approach to energy systems design throughout the project team beyond the scope of the project;
iii. Contributing to the academic research community around transdisciplinary and user-centred design processes and user insights in relation to SLES and their components;
iv. Contributing to future policy and practice of user-centred design in SLES.

3. Ethos and underlying principles to the community engagement approach

Rather than rely on traditional community engagement approaches such as focus groups, interviews and surveys, the community engagement approach from the start has intended to be rooted in more participatory methods. Although, there is still a place for some traditional methods of community engagement in the ZCR project. Many tradition methods such as focus groups can be critiqued in terms of creating hierarchical power relationship between the project and the community, a one-way 'data harvesting' approach to the community, and typically excluding particular socio-economic groups within communities. Participatory community engagement approaches aim to build deeper relationships and trust between project teams and communities, emphasise co-production throughout a longer process of engagement, be designed to maximise inclusivity within the community, and an ethos of 'doing *with*' rather than 'doing *to*' the community.

The New Vic Theatre are internationally recognised for their community engagement activities, particularly with what have been traditionally referred to as 'hard to reach' communities, using their cultural animation approaches drawing from the creative arts.

The ZCR Community Engagement Strategy starts from the acknowledging the role of existing networks and groups within the community, and past and existing related dialogues (for example around the Power Station redevelopment) building on these, as well as trying to bring new voices into these dialogues on the future of energy systems in Rugeley.

The following principles underpin the approach to community engagement throughout the ZCR project:

1) *Heart of the system*. The user will shape the performance of any system, therefore must be at the heart of energy system innovations;
2) *Multiple identities.* Each individual may have many different roles, and interact with energy in many different ways;
3) *Valuing difference.* We seek and value different perspectives; all views and voices are equal to others; there is no hierarchy;
4) *Respect and curiosity.* Engagement with the community must be underpinned by respect, curiosity, open-mindedness, and a commitment to deep listening;
5) *Designing with.* As a project team we should see ourselves as part of the system; designing *with* the community, not *for* the community; doing things *with* the community, not *to* the community;
6) *Reflexive and iterative.* Our process of engaging with the community should be reflexive and iterative, continually adapting to our learning and experiences with the community;
7) *Positive, long-term relationships.* Building positive relationships with the community are key, with a consideration for the impacts beyond the life of the project and managing expectations.

4. Target audience and sub-groups for engagement

With the aspiration of a whole-town scale SLES, every individual who lives in, works in, or travels through or to Rugeley will be impacted by a future SLES, and has a role to play in contributing to its design. There are many different ways that these different individual actors could be grouped. It is proposed that the following groups are used as distinct audiences:

a) Rugeley residents
b) Landlords (social housing; private)
c) Small business owners
d) Energy managers for large energy use organisations, public buildings and commercial buildings
e) Community hubs/services (ie. schools; health centres)

Travellers to and through Rugeley who are not residents or employees of Rugeley are omitted from the Community Engagement Strategy.

Clearly there are many further ways to segment, or group, within each of these audiences, which may need to be different for different work packages. Likewise, different audiences may be more or less relevant to the different work packages. Individuals within the Rugeley community may also fall into more than one audience category, due to their different roles within the community. Some of these audiences (such as community services like schools) may be also important as communication *channels* in their own right.

The table below outlines an initial breakdown of each audience. These different groups within each audience may need separate engagement approaches.

Table 1: Groups within each target audience

Audience	Key groups within each audience where relevant	WPs
Rugeley residents	Owner-occupier; social housing tenants; private tenants Socio-economic, and demographic groupings Vulnerable (fuel poor, elderly, disability) Youth Groups Disability Groups Sports Clubs Local resident groups	WP2,3,4,5,6.
Landlords	Mass stock owners (public, private) Private landlords	WP2,3,5,6.
Small business owners	With/without residence By sector	WP2,3,4,5,6
Energy/sustainability managers for high energy users		WP2,3,4,6
Community services (ie schools, health centres)	Schools Churches Community buildings (e.g. village halls; social clubs) Town council Women's Institute Tenant/ resident groups Sports clubs Youth Groups Disability Groups	WP2,3,4,5,6

Key segmentation attributes (ie socio-demographics; housing tenure) will be collected as part of engagement activities and regularly reviewed and compared to assess whether the proportion of those engaged through the activities are representative of proportions in Rugeley (based on a data analysis still to be carried out); geographic representativeness of engagement will be reviewed and specific geographically focused recruitment activities put in place where necessary.

5. Community Engagement Objectives

The Community Engagement activity for ZCR has several different objectives. These are not discrete phases and several different objectives may be achieved through a single engagement approach or activity. The key objectives for cycle 1 of the project are:

1. To raise awareness and understanding of the ZCR project and its goals (including the breadth of the elements of a SLES and the project ie. the different WPs), and generate positive interest and develop positive relationships between project and the community;
2. To generate insights from the Rugeley community to inform the design of different elements (WPs) of the Rugeley SLES;
3. To increase understanding of smart local energy systems and its components, and the implications of a SLES to themselves, as well as to wider society and the environment.

In addition, the second design cycle includes the additional community engagement objective:

4. To test with different community audiences and sub-groups, SLES component designs from Cycle 1, leading to co-design development.

6. Achieving the Community Engagement Objectives

The information below details the proposed approach to achieve the community engagement objectives outlined above, with the exception of Objective 4. It should be noted that the development of this detail is iterative based on evaluation and reflection as the project develops. Detailed dialogue is needed with each relevant WP in the design of each engagement activity to ensure the usability of results and appropriate communication of SLES elements, which will also be a key part of the governance structures outlined below.

6.1 Engagement Objective 1: Project awareness and relationship building

Key messages to be communicated as part of Objective 1 are:

- What the ZCR project aims to do (and what it will not do) and over what timescale;
- What a SLES is and the potential relevance to the audience;
- The 'user-centred' ethos and current and future ways to get involved;
- Processes for getting involved, getting in touch and asking questions;
- The project team are people, and friendly!;
- Community action as a process of becoming SLES ready;
- Managing expectations – the development of an evidence base to seek capital funding;
- Additional messaging as determined by different WPs.

The community interaction sought includes:

- Individuals signing up as being interested in hearing more about the project (either through social media or email newsletter);
- Letting other people in the community know about the project (snowballing);
- Key interested people identifying themselves and starting relationship building with the project team;
- Questions starting to be asked and answered;
- Additional messaging as determined by different WPs.

The community engagement approaches for achieving Objective 1 are approached by consideration of each audience, as outlined below.

Table 2: Community Engagement approaches for CEO1

Audience	Sub group	Recruitment/engagement channel

Rugeley residents	Owner-occupier	-ZCR Facebook -ZCR Twitter -Local print media -Community hubs: schools, pubs, health services, leisure services, transport hubs (rail, bus) – leaflet, poster, Facebook, Twitter link (from community hub social media) Faith groups -Community networks (ie Power for All) -Newsletter to email distribution list (grown through 'contact us') -Snowballing
	Social housing tenants	-ZCR Facebook -ZCR Twitter -Local print media -Communication through social landlord channels (ie meeting, newsletter) -Direct communication from CCS (tailored comms) -Poster if there is a social hub with accommodation -Community networks (ie Power for All) -Newsletter to email distribution list (grown through 'contact us') -Snowballing
	Private tenants	-ZCR Facebook -ZCR Twitter -Local print media -Community hubs: schools, pubs, health services, leisure services – leaflet, poster, Facebook, Twitter link -Community networks (ie Power for All)

		-Newsletter to email distribution list (grown through 'contact us') -Snowballing
	Different socio-economic, and demographic groupings, and geography within Rugeley	As above; capturing key socio-ec, demographic, geographic data as part of 'contact us' process (and through targeting)
	Vulnerable (fuel poor, elderly, disability)	-As above (community hubs likely to be more important than online) -Particularly important is communication through social landlord channels (ie meetings, newsletter) -Direct communication from CCS (tailored comms) -Use of proxies to capture key vulnerability criteria as part of 'contact us' process • Use of advocacy organisations e.g. Salvation Army, Age UK, MIND, etc.
Landlords	Mass stock owners (public, private) (user and communication channel)	-Identification of key mass stock owners (WP5) and direct letter representing their role as user and communication channel -Newsletter to email distribution list (grown through 'contact us', direct contact)
	Private landlords	-Advice from WP5 needed. -Use of Estate Agents as gatekeepers; direct letter through gatekeeper -Newsletter to email distribution list (grown through 'contact us') LA landlord forum, insurance companies and housing officer leads.
Small business owners	With/without residence Sector	-Directory of businesses in Rugeley as well as those identified through community mapping exercise If so direct letter -LinkedIn

		-Newsletter to email distribution list (grown through 'contact us')
Energy/sustainability managers for high energy users		-Identification of high energy users and contact details from WP6 (through the LEPs); direct letter in collaboration with WP6. -Newsletter to email distribution list (grown through 'contact us')
Community hubs/services (ie schools, health centres)	Schools (user and communication channel)	-Identification of Schools in project boundaries completed via community mapping (note it has been suggested that many families commute students to 'better' schools in Lichfield); direct letter representing role as user and communication channel -Newsletter to email distribution list (grown through 'contact us'
	Community buildings (e.g. village halls; social clubs) (user and communication channel)	-Identification of community buildings (including faith buildings and health centres); direct letter representing role as user and communication channel -Newsletter to email distribution list (grown through 'contact us')

6.2 Engagement Objective 2: Generating insights for design elements

Initial discussions with each work package have identified the sorts of areas into which the different WPs would like to gain insights. These are outlined in the table below alongside suggested areas identified by WP7, and the key users of interest, or segments that need to be ensured are included. Based on these discussions initial ideas of community engagement activities are given considering both face-to-face and online options. Further detailed dialogue is needed with WPs regarding the design of each engagement activity to ensure the usefulness of results to the design teams. Due to the areas of overlap between WP5 and WP6 these have been considered together.

Each of these areas needs to be underpinned by a literature reviews of existing knowledge relating to user perceptions and experiences, as well as learning from consultations as part of the Power Station redevelopment planning process, in which the insights from the Rugeley community generated through the ZCR project can be placed.

Further detail on the cultural animation approaches is given in section 8 below.

Table 3. Community engagement approaches for CEO2

	What? (Who? Audience in brackets)	Engagement activity	For whom & recruitment considerations
General/relevant to whole project	1. What knowledge/interest/engagement there is in the zero carbon and energy agenda in Rugeley (All)	Online polling	For residents and small businesses through social media (Facebook; LinkedIn) (likely biased sample if engaging in ZCR social media)
		Group talks and discussions	Existing environmental groups; other community groups/networks
		Cultural animation approaches	Residents; Recruitment through online, community hubs, networks, broadcast and print media, gatekeepers.
		Interviews	Key community gatekeepers (Those identified from community mapping exercise; relevant Council)
	2. What a Zero Carbon Rugeley looks like to people in Rugeley (All)	Online activities	For residents and small businesses through social media (Facebook; LinkedIn)
		Cultural animation approaches	Residents Recruitment through online, community hubs, networks,

			broadcast and print media, gatekeepers.
		Schools activities	Young people; schools; & older demographic through homework activities.
	3. What changes and transitions are possible and desirable for people in the Rugeley community (All)	Online activities	For residents and small businesses through social media (Facebook; LinkedIn)
		Interviews	Vulnerable (through gatekeepers, and with attendant as required); key community stakeholders; community hubs, energy managers; mass stock landlords
		Cultural animation approaches	Residents; Recruitment through online, community hubs, networks, broadcast and print media, gatekeepers.
WP2 Business Models	1. Insights into user attitudes to business models and the degree of participation/ acceptance of various 'business model solutions' developed by WP2 NB; WP2 will be integrated with other work packages (Wp2, 3, 4 and 6) throughout engagement.	Online polling - Questions to be incorporated alongside other WP polls; cultural animation approaches (specific testing/ acting of business model ideas)-	Residents

WP3 Markets	1. Insights into user attitudes towards different market elements (All)	Online polling	For residents and small businesses through social media (Facebook; LinkedIn)
		Surveys	Residents; landlords; small business; community services
		Interviews	Mass stock landlords; energy managers
	2. Motivations/willingness/barriers to opt into an aggregator service (Residents)	Online polls	For residents and small businesses through social media (Facebook; LinkedIn)
		Surveys	Residents; landlords; small business; community services
		Interviews	Mass stock landlords; energy managers
		Cultural animation approaches	Residents
	3. Insights into what users want out of a SLES (ie what areas of energy markets/motivations for involvement may be of interest) (All)	Online polls	For residents and small businesses through social media (Facebook; LinkedIn)
		Surveys	Residents; landlords; small business; community services
		Interviews	Mass stock landlords; energy managers
		Cultural animation approaches	Residents

	4. Insights into the potential barriers to users engaging in different market elements (All)	Online polls	For residents and small businesses through social media (Facebook; LinkedIn)
		Surveys	Residents; landlords; small business; community services
		Interviews	Mass stock landlords; energy managers
		Cultural animation approaches	Residents Recruitment through online, community hubs, broadcast and print media, gatekeepers.
WP4 Mobility	1. Create personas based around the local population, covering demographics, travel patterns and travel preferences, and size of persona group, estimate the size of the demand, which groups would be most receptive.	Survey	Residents. Online survey using online channels for recruitment; hard copy survey through gatekeepers. + data sets
		Interviews	Major transport operators; relevant Council Officer. Identify contacts with WP4 help and direct contact.
	2. Establish what the "customer jobs" are. This is linked to travel patterns / preferences but broken down a bit more e.g. drive to work, find a parking space, park, refuel, drive to supermarket, drive home etc.	Cultural animation approaches	Residents. Recruitment through online, community hubs, broadcast and print media, gatekeepers.
		Interviews	Major transport operators; relevant Council Officer. Identify contacts with WP4 help and direct contact.
		Cultural animation approaches (and online activities)	Residents. Recruitment through online, community hubs, broadcast and print media, gatekeepers.

	3. Understand what the pains points are within those "jobs" e.g. finding a parking space, congestion etc.	Interviews	Major transport operators; relevant Council Officer. Identify contacts with WP4 help and direct contact.
	4. Understand what the mobility wants are e.g. guaranteed availability of charge points.	Cultural animation approaches (and online activities)	Residents. Recruitment through online, community hubs, broadcast and print media, gatekeepers.
		Interviews	Major transport operators; relevant Council Officer. Identify contacts with WP4 help and direct contact.
	5. Attitudes towards different New Mobility Services (barriers, motivations, likelihood to adopt, ability and willingness to change)	Cultural animation approaches (and online activities)	Residents. Recruitment through online, community hubs, broadcast and print media, gatekeepers.
		Survey	Residents. Online survey using online channels for recruitment; hard copy survey through gatekeepers.
		Interviews	Major transport operators; relevant Council Officer. Identify contacts with WP4 help and direct contact.
WP5 Buildings & WP6 Energy Systems	1. Understand the 'levers' and tipping points to action retrofit (motivations to do the work)	Cultural animation approaches (and online activities)	Residents. Recruitment through online, community hubs, broadcast and print media, gatekeepers. Energy suppliers
		Interviews	Key stakeholders identified with WP5 (Council; mass stock owners). Schools,

			private landlords?; energy managers.
	2. Understand the barriers to actioning retrofit	Cultural animation approaches (and online activities)	Residents. Recruitment through online, community hubs, broadcast and print media, gatekeepers.
		Interviews	Key stakeholders identified with WP5 (Council; mass stock owners). Schools; private landlords, energy companies.
	3. Insight into energy behaviours, motivations and priorities	Online polling	For residents and small businesses through social media (Facebook; LinkedIn)
		Cultural animation approaches	Residents. Recruitment through online, community hubs, broadcast and print media, gatekeepers.
		Interviews	Vulnerable (through CCS as gatekeepers, with attendant as required); Community services (e.g. schools); energy managers; early adopters (identified through MCS).
	4. Insight into barriers to making change within energy systems	Online polling	For residents and small businesses through social media (Facebook; LinkedIn)
		Cultural animation approaches	Residents. Recruitment through online, community hubs, broadcast and print media, gatekeepers.
		Interviews	Vulnerable (through CCS as gatekeepers, with attendant

			as required); Community services (e.g. schools); energy managers.
	5. Attitudes towards, willingness to adopt, sustainable energy solutions relevant for small energy users (need direction on what 'solutions from WPs 5&6)	Online polling	For residents and small businesses through social media (Facebook; LinkedIn)
		Cultural animation approaches	Residents. Recruitment through online, community hubs, broadcast and print media, gatekeepers.
		Interviews	Vulnerable (through CCS as gatekeepers, with attendant as required); Community services (e.g. schools, health centres); energy managers; local tenant groups and social housing asset managers.
	6. Attitudes towards, willingness to adopt, sustainable energy solutions in buildings/facilities relevant for high energy users (building retrofit; renewable generation; alternative energy sources (canal, coal) and heat pumps, fuel cells, battery storage)	Interviews	Energy manager as identified by WP6.

6.3 Engagement Objective 3: Increasing understanding

Engagement Objective 3 is interwoven into Objectives 1 and 2 strategies above as increasing understanding can be a key precursor to gaining insights

Table 4 Community engagement approaches for CEO3

	What?	Engagement approach	For whom & recruitment channel
General/relevant to whole project	Increase understanding of principles and components of smart local energy systems	Covered in Engagement Goal 1	Covered in Engagement Goal 1
WP2 Business Models	Increase understanding of different potential business models within a SLES	Case studies (short videos, written case studies). Find stories relevant to all users (diluted across other WP insights). Specific stream on community models	Small businesses; energy managers; community services
		Information sheet	Small businesses; energy managers; community services
		Live Q&A with peers and ZCR team (online or offline). Different events for different audiences.	Small businesses; energy managers; community services
	Increase awareness of relevant policy and related opportunities	Targeted briefing notes	Small businesses; energy managers; community services. Hosted on website; general advertising from FB, Twitter, LinkedIn, newsletter.
WP3 Markets	Increase user understanding of how energy markets could affect them and how they can engage in energy markets (All)	Peer stories (short videos, written case studies). Find stories relevant to all users.	Hosted on website; general advertising from FB, Twitter, LinkedIn, newsletter.
		Live Q&A with peers and ZCR team (online or offline). Different events for different audiences. Priorities TBD.	Online platform for hosting. Recruitment channel depends on desired event audience – general advertising, or direct invitation.
		FAQ. Questions structured for different audiences	Hosted on website; general sign posting from FB, Twitter, LinkedIn, newsletter.

		Information sheet	Hosted on website; general sign posting from FB, Twitter, LinkedIn, newsletter
		Video	Website; linked to from FB, Twitter, LinkedIn, newsletter
		Webinar	Online platform for hosting. Residents and local businesses Recruitment channel depends on desired event audience.
WP4 Mobility	Increase understanding of New Mobility Services and integration of NMS into a SLES	Case studies (short videos, written case studies). Find stories relevant to all users.	Hosted on website; general advertising from FB, Twitter, LinkedIn, newsletter.
		Live Q&A with peers and ZCR team (online or offline). Different events for different audiences.	Online platform for hosting. Recruitment channel depends on desired event audience – general advertising, or direct invitation.
		FAQ. Questions structured for different audiences	Hosted on website; general sign posting from FB, Twitter, LinkedIn, newsletter.
		Information sheet	Hosted on website; general sign posting from FB, Twitter, LinkedIn, newsletter
		Video	Website; linked to from FB, Twitter, LinkedIn, newsletter
		School activities	Work with schools to design appropriate activities
	Increase awareness of relevant policy and related opportunities	Targeted briefing notes	Hosted on website; general advertising from FB, Twitter, LinkedIn, newsletter.
WP5 Buildings & WP6 Energy Systems	Increase understanding of retrofit, implications and process & increase understanding of elements of a SLES and implications	Case studies (short videos, written case studies). Find stories relevant to all users.	Hosted on website; general advertising from FB, Twitter, LinkedIn, newsletter.

		Live Q&A with peers and ZCR team (online or offline). Different events for different audiences. Priorities TBD.	Online platform for hosting. Recruitment channel depends on desired event audience – general advertising, or direct invitation.
		FAQ. Questions structured for different audiences	Hosted on website; general sign posting from FB, Twitter, LinkedIn, newsletter.
		Information sheet	Hosted on website; general sign posting from FB, Twitter, LinkedIn, newsletter
		Video	Website; linked to from FB, Twitter, LinkedIn, newsletter
		School activities	Work with schools to design appropriate activities
	Increase understanding of relevant policy and opportunities	Targeted briefing notes	Hosted on website; general advertising from FB, Twitter, LinkedIn, newsletter.

7. Communication channels

Through the WP7 User Centric Design work package we will open up different communicative spaces utilising existing spaces, networks and communities, as well as establishing new ones. The table below outlines examples of various communication channels that will be used. For a more detailed analysis, please refer to the **community mapping database**.

Social media	Gatekeepers/community representatives	Community hubs	Schools
Facebook	Chase Community Solar	Etching hill Women's Institute	John Bamford Primary School
LinkedIn	Councillors	Rose Theatre	Redbrook Hayes Community
Twitter	MP	Rugeley Leisure Centre	Primary School
Power Station Homepage	Mass stock holders (ie Sneydlands)	Health Centre (Sandy Lane)	Chancel Primary School
	CCDC	St Thomas Golf Course (Hawkesyard Estate)	St Joseph's RC Primary School
			Churchfield Primary School

			Hob Hill Primary School The Croft Primary School Etching Hill Primary School Western Springs Primary School The Hart School Chase View Community Primary School
LEP (For local businesses)			
Print and broadcast media Express and Star Cannock Chase (community radio) BBC WM (radio)	**Community groups** Etching hill Women's Institute Rugeley Cricket Club Trent Valley Cricket Club Rugeley Rugby Club Rugeley Rifle Club Rugeley Tennis Club Rugeley Snooker/Billiards Club Rugeley Poker Club	**Community events (covid permitting)** Outdoor markets (Tues, Thurs, Sat) Fireworks display last weekend of school holidays (town Council organises) Christmas lights switch on Events around the Power Station	**Pubs** **The Crown Inn (Rugeley)** **The Goats Head** **Olly's bar**
Landlords/Mass stock owners	**Churches** St Augustine's		

8. Cultural Animation approaches

The Community engagement approaches in Tables 2-4 include reference to 'cultural animation approaches. These activities will be diverse but be based in the ethos of participatory research. Several of the activities may require the direct contribution from members representing different work packages. A list of indicative activities both in a face-to-face and online format are given below.

Indicative face-to-face activities

- Pop-up events in town

- 'Speed dating' where ZCR WP representatives work around different representative groups of Rugeley
- Away day to other 'smart' communities with multiple ZCR WPs; the need to see things in action, and hear from real people; 'dealing with disbelief'
- Community presentation of ideas for a SLES
- Community asset mapping – shared spaces, transport
- Community vision making and designing
- Specific engagement around themes

Indicative online activities

Use of Social media, predominantly Facebook and LinkedIn (for small businesses) as an interactive platform will be used. It is suggested that rather than being framed around the language of 'Zero Carbon Rugeley' and the expectations and potential bias in interest this will generate, that the social media and other activity is framed around 'a green and pleasant future' for Rugeley. The sorts of activities that could be developed through these platforms include:

- Short videos for introductions to 'faces' of the project; introduction to project and elements (WPs) of SLES. Providing 'faces' to the project and background information
- Invitations to upload photos in response to questions on energy/mobility behaviours/issues/challenges
- Completion of a series of poll questions on attitudes to different elements of SLES
- SLES acronym competition
- 'Question time' with ZCR WP leads and community members.
- Interactive exhibition (requiring additional funding)

Because of the likely importance of an online platform for this project significant initial energy will be put into developing a significant follower base on these platforms before prior to substantial 'data collection' activities (Objective 2) using this platform.

9. Evaluation

Quantitative and qualitative evaluation of the community engagement activities will be carried out throughout, both to contribute to the iterative development of the community engagement strategy and to evaluate the overall impact of WP7 in meeting both the community engagement objectives and overall WP objectives. Key questions to be addressed by evaluation activities are:

i. Who is being included/excluded (compare against a proportionate breakdown of categories in the community)

ii. Are appropriate engagement methods being used in relation to the groups engaged and the community engagement goals?
iii. What is the impact on those engaged? Are the community engagement goals being met?
iv. Is the community engagement contributing to the WP7 objectives?
v. Are community insights being incorporated into design? What is the impact of the community engagement activity on the broader ZCR design process? Is the ethos of 'user-centric design' being met?

There are three discrete evaluation stages.

1) Event/activity evaluation: Each discrete event or activity will be evaluated drawing on the key evaluation questions above (including the numbers of people engaged and who is being engaged, including socio-demographic, geographic information, and the impacts of engagement). Appropriate evaluation mechanisms will be developed for the relevant activity and target audience.

2) Ongoing evaluation: will be considered through the community engagement governance groups covering the questions above.

3) Project end evaluation: will be carried out through interviews with WP leads, and community gatekeepers and advisors; and a survey of the whole consortium, and as part of the online communication channels.

10. Governance

Two groups will be established to oversee the user-centric design activities for the ZCR project.

Community Engagement Management Group

Purpose: This is an internal ZCR group which encompasses representatives from each of the work packages and partners. This group will:

i.   Ensure all WPs and Partners are aware of messaging and communication with the community;
ii.   Approve social media comms (outside of meetings) before being disseminated externally in order to check messaging or add to messaging;
iii.   Monitor and evaluate the community engagement activities against the project, WP7 and community engagement objectives;
iv.   Provide input from the design WPs into the design and development of the community engagement activities;
v.   Facilitate learning from the community engagement activities into the work of the design work packages.

Meetings will be scheduled every ~2 months.

Membership:

- Chris Mazur (Engie, WP2,6)
- Paula Meehan (Opus One, WP3)
- Philipp Thiessen (CPC, WP4)
- Rosemary Coyne (SHAP, WP5)
- Olly Frankland (Regen, WP8)
- Project manager – TBD Chase Community Solar
- Joshua Stimson (Conigital, WP3+4)
- Sue Moffat, New Vic
- Chris Riches (Engie)
- Adam Peacock (Keele, WP7)
- Phil Catney (Keele, WP7)
- Zoe Robinson (Keele, WP7)

A separate WP7 group is not required as all WP7 partners are included in this group.

Community Gatekeeper Advisory Group

Purpose: This is an external group including representatives of key gatekeeper organisations within the Rugeley community, and key project partners. This group aims to:

i. Provide community gatekeeper insights into the development of the community engagement activities (existing groups, activity, networks, community priorities);
ii. Keep community gatekeepers up-to-date with ZCR community engagement activities;
iii. Facilitate learning from ZCR to be utilised by community gatekeepers.

Meetings will be held every ~3 months with some communication in between.

Membership:

- Zoe Robinson (Keele, WP7)
- Adam Peacock (Keele, WP7)
- Chris Mazur (Engie)
- Chris Riches (Engie)
- CCDC (Community Officer – Kevin Hubery and Sarah)
- Rugeley Town Council - To be contacted.
- CCS - project manager to be confirmed.
- Sneydlands Director (and Vicar of St Augustine's Church)
- Community group; individuals identified from community mapping exercise – individuals subject to confirmation.

- Birmingham and Solihull Local Enterprise Partnership