Partnership and Engagement Strategy

River Chess Smarter Water Catchments Project

Date 20/01/2023

River Chess Smarter Water Catchment

Working in partnership

Report title			
Author(s)	Steph Horn CCB		
Project	River Chess Smarter Water Catchments Project		
Theme & milestone	Che077	Involving People	Develop public engagement strategy
	Che035a	Working Together	Develop a strategy for partnership and engagement
	Che080	Working Together	Partnership network represents identified priority groups and actions
	Che081	Working Together	Review and adopt urban stakeholder engagement measures
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Document history and revisions			
Author	Description	Revision	Date
Steph Horn		Updated with theme lead comments	20/01/23

Authorisation and assurance record		
	Name & organisation	Date & signature
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Reviewed by	Tom Beeston CS Nicola Thompson Bucks NEP	16/11/22
Approved by		

Executive summary

This document has been prepared by Steph Horn of the Chilterns Conservation Board. The document is aimed at being a tool enabling partnerships to be built and retained though engagement. This is the first version created in year 2 of delivery, it is suggested that 6 monthly reviews of this document would be highly beneficial to ensure it is still relevant. Its function is multifaceted: a tool to build upon the year 1 stakeholder identification, prioritise groups, set targets and allow the external and internal project dissemination of the project, this plan will be updated and expanded upon on a continuous basis.

The CSWC sees the general public as a key stakeholder in the SWC project delivery. Engagement with the public will be vital tool in assessing the success of the initiative. As a result partners have agreed to merge the 'public engagement strategy' with the 'engagement and partnership strategy' this will ensure cohesion between deliverables.

The milestones this document will address are:

Milestone unique ID	Theme	Detail	Location
Che035a	Working Together	Develop a strategy for partnership and engagement	Throughout
Che077	Involving People	Develop public engagement strategy	Throughout
Che080	Working Together	Partnership network represents identified priority groups and actions	Page 10 section 3.1.1 – Page 10 3.1.3
Che081	Working Together	Review and adopt urban stakeholder engagement measures	Page 16 section 2.2 table 1 & 2 Additional information included the annexed

The CSWC partnership is built upon a historic partnership developed in 1997 by the Chiltern Conservation Boards – Chilterns Chalk Streams Project. In the 25 years of the project which delivers chalk stream restoration schemes, education programmes and landowner advise across the whole of the Chilterns AONB has been a partnership between local authorities, regulators, charities and water companies which has grown from strength to strength. Smarter Water Catchments is a pilot project, funded by Thames Water which has created a 10 year catchment management plan for the Chess. A critical host, the Chilterns Chalk Streams Project and its partners were paramount in writing the plan. The additional funding provided by Thames Water is aimed at strengthening and resourcing this partnership to deliver the management plan.

'Many of the issues facing Chalk Streams in 1997 are still relevant today, and through increased investment and funding, we see this as a powerful endorsement of the project and will help chalk streams face their future, increased threats and protect them for future generations to enjoy" – Elaine King CEO Chilterns Conservation Board.

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1. Where are we now?

The 'River Chess Smarter Water Catchment' (CSWC) project, is a partnership project, funded by Thames Water, and directed by local organisations such as the Chilterns Conservation Board, River Chess Association, Herts and Middlesex Wildlife Trust, Buckinghamshire Council, Sarratt Parish Council and Affinity Water. The project is looking to improve six key theme within the Chess Valley with the primarily focus on improving the water quality and aquatic habitat of the river as well as creating habitat improvements in the wider landscape of the catchment. In order to achieve this goal it is looking to engage a number of key stakeholders and partners within the catchment.
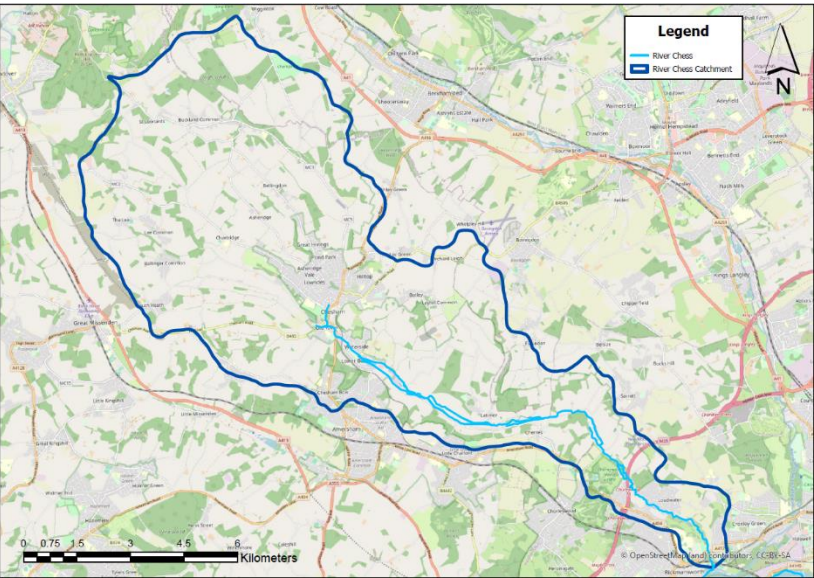
Figure 1: The River Chess Catchment

The project has received funding for 5 years, totalling £3 million pounds. To understand how the partnership engages internally it is important to understand the internal structure (Figure 2)
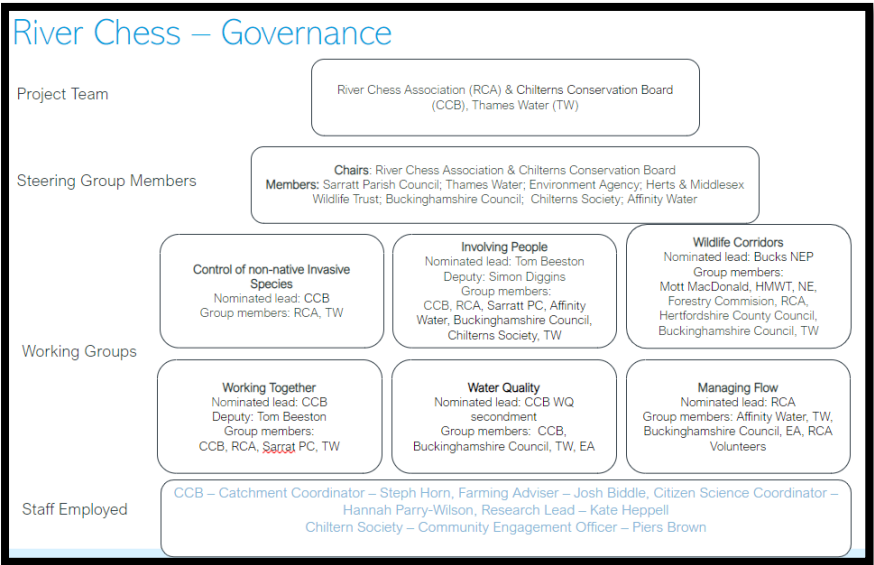
Figure 2: CSWC internal Structure

A review of the internal communications and the purpose of each group has been conducted (Figure 3: Internal Communications). The aim of this process is to ascertain the engagement pre-existing with partners. Figure 3: Internal Communications outlines the groups which form the internal structure of the CSWC, those who will be attending and the frequency of the meetings.

INTERNAL COMMUNICATIONS

Working Group
Purpose –
To discuss projects on going with in the catchment align and share relevant resources/best practice.

Attendees – Chosen by theme leads – Must have a representative from the Milestone delivers of the specific theme PLUS Anyone who has a relevant interest/stake within the catchment & Steph Horn

Frequency of meeting – At the discretion of the Theme Lead

Theme Group
Purpose –
To discuss themes direction, update on milestone, share contacts, resources and best practice across the SWC project

Attendees – Kate Heppell, Paul Jennings, Nicola Thomas, Allen Beechey, Tom Beeston, Simon Diggins, Steph Horn, Rosie Nelson

Frequency of the meeting – every 8 weeks

Smarter Water Catchment
Address multiple issues to achieve multiple benefits within the Chess Catchment

Host Group
Purpose -
To ensure the centralised project concepts are running to schedule

Attendees - Simon Diggins, Rosie Nelson, Allen Beechey, Paul Jennings, Steph Horn

Frequency of meeting - every 2 weeks

Steering Group
Purpose –
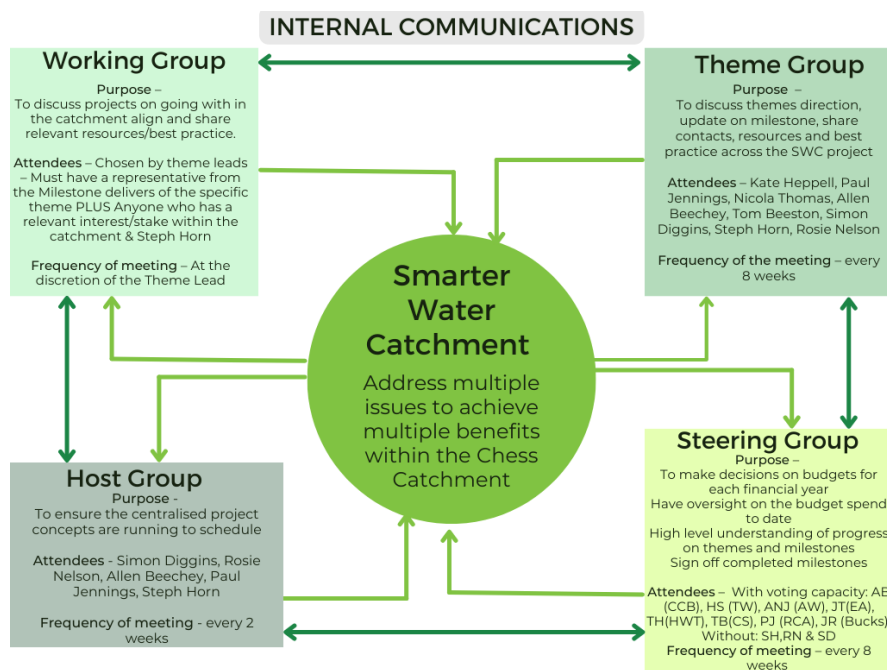To make decisions on budgets for each financial year
Have oversight on the budget spend to date
High level understanding of progress on themes and milestones
Sign off completed milestones

Attendees – With voting capacity: AB (CCB), HS (TW), ANJ (AW), JT(EA), TH(HWT), TB(CS), PJ (RCA), JR (Bucks), Without: SH,RN & SD
Frequency of meeting – every 8 weeks

Figure 3: Internal Communications

The Theme Group, meets one week before the Steering Group in order to allow theme leads to exchange ideas and workstreams, also to complete a document entitled: 'Update Document' which is a tool to enable the steering group to assess the progress made by each theme. These meetings are critical in ensuring that the partnership of multiple organisations are aware of what the collaboration is delivering on the ground.

In addition to reviewing the way the internal project team communicate and engage with each other a review of the external communications was also conducted. This was particularly relevant in enabling the group to map and understand the relevant role of the 'public' as a stakeholder.

Figure 4: External Communication, outlines the types of outward communications with partners, stakeholders and the public. The frequency of each channel and the responsibility for each falls to a variety of different officers within the internal CSWC staffing.
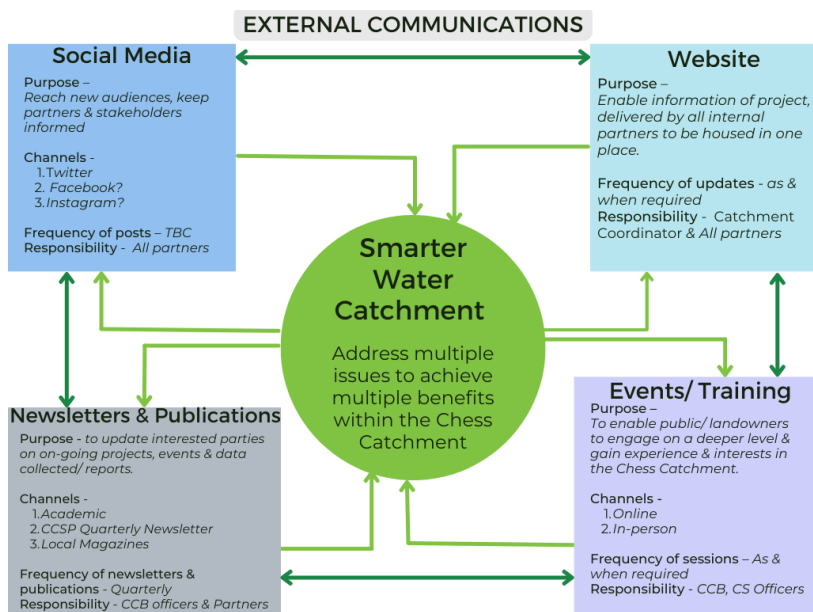

EXTERNAL COMMUNICATIONS

Social Media
Purpose –
Reach new audiences, keep partners & stakeholders informed

Channels -
1.*Twitter*
2. *Facebook?*
3.*Instagram?*

Frequency of posts – *TBC*
Responsibility - *All partners*

Website
Purpose –
Enable information of project, delivered by all internal partners to be housed in one place.

Frequency of updates - *as & when required*
Responsibility - Catchment Coordinator *& All partners*

Smarter Water Catchment
Address multiple issues to achieve multiple benefits within the Chess Catchment

Newsletters & Publications
Purpose - *to update interested parties on on-going projects, events & data collected/ reports.*

Channels -
1.*Academic*
2.*CCSP Quarterly Newsletter*
3.*Local Magazines*

Frequency of newsletters & publications - *Quarterly*
Responsibility - *CCB officers & Partners*

Events/ Training
Purpose –
To enable public/ landowners to engage on a deeper level & gain experience & interests in the Chess Catchment.

Channels -
1.*Online*
2.*In-person*

Frequency of sessions – *As & when required*
Responsibility - *CCB, CS Officers*

Figure 4: External Communications

1.1 Situation analysis

The Chess Smarter Water Catchment initiative aims to build a partnerships to enhance the delivery of the projects public and partner engagement programme.

We will form partnerships that enable us to:
- Enhance our ability to reach and engage with our target audiences
- Acquire funding and funding in kind to increase and amplify the scale and quality of our activities
- Utilise where appropriate and necessary external expertise to develop our activities, enhance our skills and support CSWC staff and partners.
- Raise the profile and reputation of the CSWC
- To measurably contribute to the implementation and development of national policies that support the development of more sustainable freshwater management.
- To spread and embed the projects results and tools to the industry, managers and other stakeholders so that the knowledge, products and recommendations generated by the project can be applied and have real and tangible impacts.
- To share knowledge and understanding with the academic community as well as the wider public to increase general public and consumer awareness.

In exchange we will provide opportunities for individuals, businesses and partners to attend:
1. Events – directly reaching and engaging with a diverse range of audience to develop skills, experience and knowledge building confidence, networking, reaching audiences
2. Training - developing skills, experience and best practice
3. Funding – support and enable access to match funding
4. Provide value to our partners by offering access to :
    a. Our internal knowledge and expertise
    b. Our capacity and ability to develop and deliver projects that benefit the natural world and society
    c. Our communication platforms to reach and share partnership projects and objectives

Building on the year 1 River Chess SWC Engagement Strategy 2022,

- Internal Focus

Each key theme has their own focus for intervention and an action plan, but with an overarching strategic partnership working ethos, which means each key theme does not work in a silo. The focus of this engagement strategy is a strategic view of the SWC plan and how collaboration with the other key themes is fostered. Internal members of staff will be key in ensuring disengagement with the project does not occur.

- External Focus

Building the number of stakeholders and our engagement network with local people and businesses with the project objective being localised and current with a diverse range of stakeholders and partners.

1.1.1 SWOT

Strengths	Weaknesses
- Strong internal stakeholder engagement - Internal network of connections at all levels - Catchment Coordinator to enable cohesive engagement across themes **Good reputation** amongst many key stakeholders and partners	- Lack of capacity - Lack of protocol = **Inefficiencies** due to processes and policies being unclear, not fully implemented - Brand identity and profile still being developed = **Low profile** amongst the public

• Strong **leadership and influence** through partnerships and trusted relationships • Good at securing external **funding** • Track record of successful **projects and programme delivery** • Motivated and experienced team • Impactful external **communications**	• Internal staff team of partnership spread thinly and **under significant pressure** from competing priorities • **Insufficient resources** (people) to deliver all commitments • Long-term **finances** not secure • Relationships with some **funders** not strong enough • Projects and programmes are **time-limited**, with legacy and continuation funding hard to secure • EDI – Internally & externally
Opportunities	Threats
• To use resources already created to address quick wins • Improve staffing to increase capacity for delivery • To expand partnership into other local stakeholders • New emergent technology (ie:PGIS) • Potential match **funding** from a wide range of sources • Possibility of increasing funding through external match funding • Amplification of individual projects delivered by partners • Develop and Improve EDI	• Political factors – changes in government policy and legislation • Economic factors – cost of living crisis, inflation • Social factors – cultural values • Technological factors – not all technology is inclusive • Environmental factors – climate change, ecological impacts of tourism • Legal factors – data sharing, GDPR • Partner/stakeholder **disengagement** • **Political decisions** might impact our future, including funding • **Competition** for funding from private sector (Thames Water) and match funding avenues • Pressure from **development and infrastructure projects**

1.1.2 SWOT analysis (Key issues)

Key strengths and biggest threats that need mitigation:

Internal engagement is our biggest strength, disengagement of partners/stakeholders is therefore our biggest threat as this would ultimately effect delivery of the 10-year management plan and our ability to amplify the successes of the approach CSWC is using.

2. Where we want to be?

As stated in the Year 1 baseline study – 'The state of the River Chess' – The collective vision and aim of the Chess SWC project is that the Chess catchment is a jewel in the heart of the Chilterns landscape. 'We want to create a place where people are working together to protect and improve the water environment for everyone. From the headwaters in Chesham to its confluence with the River Colne in Rickmansworth. We want to create an natural and attractive amenity for people to enjoy and improve social wellbeing for present and future generations.'

In order to achieve this aim, the 6 themes set out the goal of each. For clarity a 'goal' in this instance is defined as a specific statement of intent, quantifying the desired progress. 1. Improve water quality, 2. Manage flows, 3. Improve wildlife corridors 4. Manage Invasive Non-Native Species, 5. Involve people and 6. Work Together.

Stakeholder engagement is key to obtaining and maintaining broad stakeholder support for the project, as the views, concerns and interests of stakeholders are being heard, understood and taken into account in the CSWC design and execution The 10-year management plan co-written by internal partners will be crucial in the execution of CSWC delivery, looking at multiple issues to bring about multiple benefits. Strong stakeholder engagement and public engagement is a key objective of the initiative. In order to achieve this, this document will highlight a strategy developed to identify priority groups, develop focused messaging in-line with specific needs of certain groups and draw together an initial action plan of KPI's to measure the success of this process.

2.1   Objectives

The overall success of projects using the SWC approach will be measured using the following:

- Assessing the extent to which a wider catchment based approach can help deliver ecosystem services[1] to the catchment in a cost-effective way.
- Looking at the impact of working with key stakeholders – catchment partnerships in particular – in achieving the outcomes of the projects.
- Identifying the cost/benefit of catchment interventions compared to more conventional 'hard engineering' solutions.
- Evaluating the extent to which the projects are able to bring together opportunities within and outside water company business to provide multiple benefits.

The objective of Partnership and Engagement Strategy:
- Provide the framework for ongoing stakeholder identification, analysis, mapping and prioritisation; consultation and engagement, risk and issue identification, information sharing and documentation of engagement and required follow up actions.
- Define roles, responsibilities and resources necessary to implement the Partnership and Engagement Strategy.
- Ultimately enabling the delivery of the 10 year catchment plan

3. How do we get there?

3.1   Strategy

In order to develop a strategy to deliver the SWC objectives it is necessary to build on the stakeholder mapping exercise completed as part of the Stakeholder Workshop in 2022. This exercise produced an extensive list of potentially interested parties from national organisation, to local businesses and local advocacy groups.

The diversity of stakeholders is vast which can be challenging when having to develop engagement methods that suit a range of different characteristics. There was good local knowledge imparted from participants as some of the stakeholders identified were very specific including local people, businesses within the geographic catchment of the River Chess (Chesham Town Council, Chilterns Chalk Stream project, Chesham Tennis Club and Friends of Chorleywood House Estate) meaning that contacting them should not prove too challenging. However, there were some generic stakeholders identified (TFL, mother and baby groups and all landowners across the catchment) which indicates that further work is needed to explore these stakeholders and find out which department or who exactly to contact. Sections 3.1.1 – 3.2.4 outline the approach CSWC will take to 'managing' the list of stakeholders, through to the key messages, channels, plans and evaluation of effort.

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[1] The term "ecosystem services" is widely used in the more recent Exploring Delivery of Multiple Benefits by Catchment Partnerships January 2021 Page 20 CaBA partnership documents to describe our relationship with natural resources, whereas the older documents talk about river systems and natural features. Terminology continues to evolve, with "nature based solutions" increasingly being discussed as a way to mitigate certain pressures or achieve multiple benefits.

3.1.1   Segmentation – groups

In order to enable the partnership network to represent identified priority groups and actions it was suggested during the Stakeholder Mapping Workshop of 2022, to divide the list of the potential SWC stakeholders identified by the Workshop into 3 groups – Society, Business and Government will enable prioritisation across sectors. Developing this understanding will then help the project team to create stakeholder management plans for each group, detailing the most effective and appropriate methods of engagement. The aim of this being to identify a clear direction for how and why we want to engage each sector, to inform the best way to do that, and to enable the sector to support the project in the way that suits their needs and abilities; at the same time as achieving the aim and objective of the catchment plan. This will encourage generally raising awareness for the project and the river catchment, facilitating understanding and involvement of the sectors on an ongoing basis

3.1.2   Targeting

By understanding the level of involvement stakeholders will have, this will help inform the most appropriate and effective methods of engagement. Targeting the involvement of stakeholders with high interest and high influence, as outlined in section 3.2, will be the key focus of the catchment coordinator.

3.1.3   Core message to groups

The CSWC has agreed through the 'Involving People' and 'Working Together' theme working group, a set of criteria and commitments when completing engagement with any group identified. These commitments will be the first point of call for any engagement conducted by the project partners.

CSWC Engagement Commitments:
- Promoting meaningful engagement
- Ensuring content and actions are understood by all stakeholders
- Ensuring key local, national and regional relevant issues are covered – impacts, benefits and opportunities
- Disclosing relevant project information to stakeholders
- Promoting awareness and understanding
- Ensuring transparency and two-way flow of information and accountability

Secondly the 'Involving People' and 'Working Together' theme working group, has workshopped the core messages each sector should be targeted with. These core messages, listed below, are relevant and appropriate to each segmented group.

Society

Increase water efficiency

Enable local people to feel empowered

Advertise what can be achieved with private investment

Promote education

Provide transparency

Highlight plight of chalk streams

Promote projects delivered by SWC

Promote Health and Wellbeing benefits of nature-connectedness

Promote volunteering opportunities within the catchment

<u>Businesses</u>

Highlight plight of chalk streams

Enable local businesses to feel empowered

Advertise what can be achieved by private investment

Advertise partnership working

Promote projects delivered by SWC

Enable more businesses to have an understanding of and engage with SWC as partners

<u>Government</u>

Highlight plight of chalk streams

Promote catchment based approach

Promote Chalk Streams First (https://chalkstreams.org/chalk-streams-first/)

Lobby government policy makers to do more/ make changes

Lobby for more funding

Attempt to influence planning policy

Promote projects delivered by SWC

3.1.4 Content Strategy – what content will we use to engage

<u>Audience 1 – Society</u>

Messaging –

- We will communicate the overreaching project objectives and relevance of the CSWC to fascinate, enthuse and through education promote awareness and empower public audiences.
- We will help the wider public to understand the challenges facing Chalk Streams including over abstraction, reducing demand by increasing messaging about personal water efficiency
- Raise consumer awareness of the numerous challenges and positive actions, societal impacts of climate change on our freshwater ecosystems.
- We will communicate the benefits to health and wellbeing via nature-connectedness offering both volunteering and citizen science activities which will simultaneously raise awareness of the project and the catchment

Communicating – 'evidence based' messaging of:

1. What the CSWC is
2. What we are trying to achieve as a solution to local and global challenges
3. How individuals can take action to benefit the environment, themselves and society

Priority groups –

Diverse	1. Covering the breath of backgrounds, perspectives, expertise and knowledge 2. Ensuring we do not serve the same audience repeatedly (without strategic and opportunistic reasoning), being flexible in our target audience as needs and priority target audiences change.

Underrepresented Groups	1. With lower than average representation within the natural environment community. This can refer to local scales within the UK and international scales, including geographic, socio-economic, ethnic, or other backgrounds. 1. Demonstrating a commitment to regularly engaging with audiences not being reached and engaged with by others within the environmental sciences and of low science/environmental capital,
Next generation	1. Those who will be the next advocates for the natural world. This does not refer to specific ages, just those who are not currently employed professionals in ecology or actively practicing amateur ecologists. This definition may also justify reaching audiences of higher science capital and active engagement with pursuing ecological education, careers, or actioning ecological science.
Motivators	1. Those who have a large sphere of influence to a wide audience

Accessibility targets: People of all ages, physicality, learning and social needs will be able to participate and benefit.

Platforms - We will use a diverse range of platforms to best reach and engage with our 'Society' audiences. Including digital, physical platforms & materials e.g. commercial and community events, social media and digital streaming, printed resources and interactive activities. (*Reference Figure 4: external communications*)

- Website
- Social media
- Press releases/ conferences
- Newspaper/ general public magazine
- E-learning training courses/webinars and workshops
- In-person training courses/workshop
- Events
- Case studies
- Manuals and educational resources

Expected engagement outcomes –

- Raised awareness of key elements of CSWC
- Prepare material for a well–informed public discussions
- Increased volunteering/ Citizen Science community
- Provide new understanding to the
  - catchment based approach
  - Citizen scientists approach
  - Farm cluster (landscape scale) approach
  - Chalk River restoration work
  - Engage research institutions

Audience 2 – Businesses

Messaging: we will communicate the overreaching project objectives and relevance of the CSWC to enthuse and through education promote awareness and empower local businesses to act either as a direct delivery partners or as an advocate. In order to achieve this we will contact the local LEP (Local Enterprise Partnerships) as a first point of call.

Communicating – 'evidence based' messaging of:

1. What the CSWC is
2. What we are trying to achieve as a solution to local and global challenges
3. How individuals and businesses can take action to benefit the environment, themselves and society

Priority Groups –

Local businesses	1. Within the catchment of Chess
	2. a large sphere of influence
Businesses with a high water footprint	1. Targeted at water efficiency
Motivators	1. Those with a high profile and sphere of influence

Accessibility targets: Businesses from a range of sectors representing the geographical area of the Chess Catchment

Platforms - We will use a diverse range of platforms to best reach and engage with our 'Business' audiences. Whilst this will include digital media (*Reference figure 2: external communications)* It may also involve cross-fertilisation from other project partners and a wider range of meetings and discussions.

Expected engagement outcomes –

- Raised awareness of key elements of CSWC
- Prepared material for a well–informed discussions into for example water efficiency
- Directly involved in achieving the aims of the project. E.g. ongoing volunteer days to conduct restoration CRP days
- Provide new understanding to the
    - Catchment based approach
    - Citizen scientists approach
    - Farm cluster (landscape scale) approach
    - Chalk River restoration work
    - Engage research constitutions

Audience 3 – Government

Messaging:

1. Lobbying for policy change: planning, water abstraction, water saving, designation of protected habitat
2. Highlighting plight of chalk streams
3. Funding changes/ financial sustainability for Environmental Projects

Communicating: through key stakeholders engaged in the Smarter Water Catchment – (CCB, RCA, CS)

Priority Groups:

Key MP's/ Councillors	Gareth William, Sarah Green, Jane MacBean, Gagan Mohindra,
Key sector representatives	Bucks Council, EA, Natural England, CSF, Herts, Three Rivers
Key lobbying members	Chalk Streams First, Chalk Aquifer Alliance

Expected engagement outcomes:

- Motivated local and national backing for issues and concerns at all levels
- Collective agreement/ statements to influence local plans and planning policy
- Influenced change in the water resources are managed

3.1.5 Distribution Strategy – what channels will we use

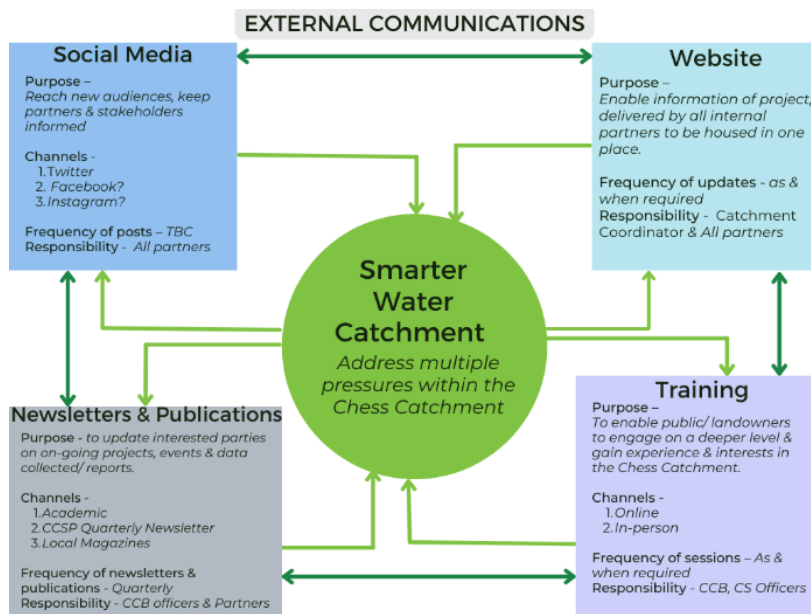*Figure 4: External Communications*

Figure 4: External Communications

Highlights the channels, methods and frequency of which we will distribute content. Table 1 and Table 2 on page 15 also highlight what type of focus the CWCS team need to ensure the partnership is maintained. This is particularly relevant to the various stakeholders identified. *Figure 5: Factors that enable good engagement* . Further outlines possible channels the CSWC are currently exploring.

Figure 5: Factors that enable good engagement

3.2   Tactics/ Actions – actionable plan

As identified by the Stakeholder Mapping Exercise 2022, each group of stakeholders will require a different amount of engagement to ensure their continued and on-going support for the project. Using the below graph (*Table 1: Stakeholder Engagement Management),* this standardised method identifies how often and what type of contact is needed from the CSWC partnership to fully engage with various stakeholder groups. Any new partnership formed will need be assessed to determine influence and interest this will enable to CSWC partnership to ensure they are fulfilling the engagement needs.
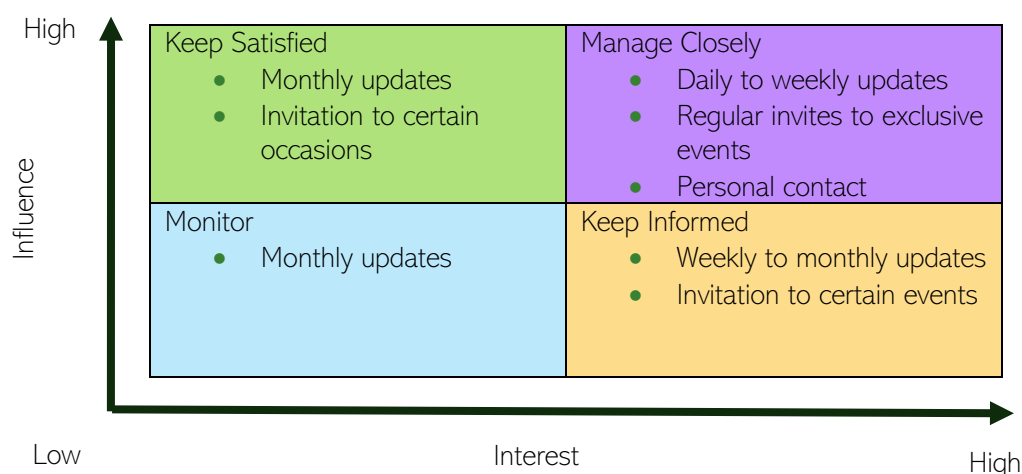
High

Influence

Keep Satisfied	Manage Closely
• Monthly updates • Invitation to certain occasions	• Daily to weekly updates • Regular invites to exclusive events • Personal contact
Monitor	Keep Informed
• Monthly updates	• Weekly to monthly updates • Invitation to certain events

Low   Interest   High

Table 1: Stakeholder Engagement Management

Using the table above the individual groups, both urban and rural from the Stakeholder Grouping exercise have been reviewed and subsequently coded to the relevant amount of engagement required to maintain the relationships identified.

Society	Business	Government
Schools in the catchment	Tourism and hospitality	Local Parish Council
Landowners	Environmental Charities	Local district Council
Underrepresented groups/ communities	Fish communities	Local County Council
Community Groups/ Societies	Local graziers	HS2
University and higher education institutions	Highways England	Policy makers
Local people	Local businesses	TFL
National advocates	Water Companies	Planners
	Private investors	Regulatory bodies
		CSF officer
		FiPL officers

Table 2: Stakeholder Grouping

Table 2: Stakeholder Grouping, corresponds to an annexed, more extensive database of named stakeholders.

3.3   Control mechanism

A mix of qualitative and quantitative methods should be used to monitor the effectiveness of the overall engagement process for the Plan. This could include, but is not exhaustive of:

• Feedback surveys about the different methods used, from stakeholders and partners.

• Identification, possibly using digital software, of the groups not engaging as much as hoped.

• Reaction to media coverage.

• Evaluation functions of any digital tools used.
• Ability to achieve key KPI's
• Regular update reports to the Steering Group to explain progress and justify changes, where necessary.

3.3.1 KPI's measured

The success of projects using the SWC approach will be measured using the following:
- Assessing the extent to which a wider catchment – based approach can help deliver ecosystem services in a cost-effective way.
- Looking at the impact of working with key stakeholders – catchment partnerships in particular – in achieving the outcomes of the projects.
- Identifying the cost/benefit of catchment interventions compared to more conventional 'hard engineering' solutions.
- Evaluating the extent to which the projects are able to bring together opportunities within and outside water company business to provide multiple benefits.

Quantitative targets –

- 1 x Chess Smarter Water Catchment Website
- 3-4 x videos on methodology, information, equipment or techniques etc
- Social media outreach, press releases and other articles as needed (there will be submitted at least 1 major press release or 1 newspaper article or press conference per year which will also be communicated as social media outreach)
- 1 x CSWC public database on flow, contamination, benchmarking
- Training courses/ webinars which allow opportunities for the public to engage with the catchment
- Presentation of opportunities to improve health and wellbeing on key dates
- Several presentations at national symposia/ conferences
- 2 focus group discussions with stakeholders
- Regular input to CCSP quarterly newsletter
- One stakeholder and client database
- Engagement through 'clicks', 'likes' on Social Media
- Engagement through 'clicks' on website
- Number of new partners/stakeholders attained each year
- Number of businesses agreeing to water saving initiatives
- Number of schools engaged
- Match funding obtained

Qualitative Targets –

- Feedback on events, training and videos

3.3.2 Frequency

KPI's will be assessed quarterly by the project coordinator to ensure that the CSWC project is on track to delivered both the targets set and the expected outcomes. A database of outputs will be held and maintained by the project coordinator with relevant data and evaluation collated alongside.

3.3.3 Reported to whom?

The quarterly review of these events will be made available to all Steering Group members and on request from stakeholders. Reports will also be sent to Thames Water in order for regulatory bodies to audit the work Chess SWC has completed and to understand its effectiveness.

3.3.4 Contingency

Should KPIs and engagement targets not be met a contingency fund to enable fast paced actions on up and coming opportunities will be set aside (£10,000) to be held by Thames Water for the financial year 22-23. Any future contingency for subsequent financial years, will need to be allocated via proposal to the Steering Group by December of that specific year.

4. Conclusion

This document is due for review every 6 months the targets and KPI's set are speculative and need to be adapted dependent on the requirement and opportunities. By combining the public engagement strategy with the stakeholder engagement strategy the CSWC aim is to streamline processes and prevent the potential of doubling up on workload and workstreams in-turn this will help to mitigate the risk of a lack of partner capacity.

Step 1 (identify) and Step 2 (understand)were completed as part of the Stakeholder Mapping Workshop 2022, step 3 (plan) is to then use that understanding and information gained to create stakeholder management plans which will specifically direct how stakeholders or stakeholder groups will be engaged. This purpose of this document is to act as step 3 which will enable engagement to commence. It is worth noting that some engagement has already begun to ensure that project does not stall whilst this document has been drawn up.
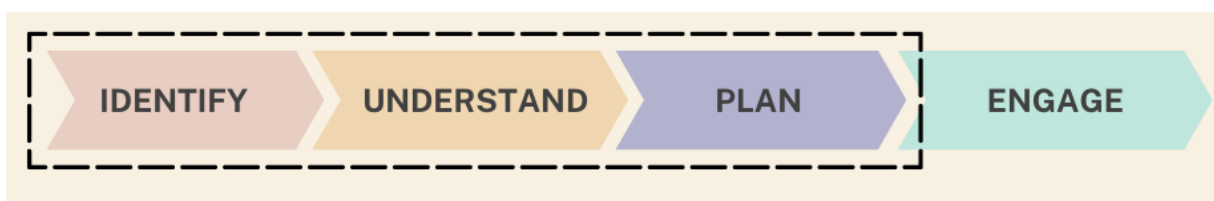
This work is a continuous loop, as not all stakeholders will be involved in all stages of the key theme to the same degree. It is therefore important that stakeholders are regularly monitored to ensure that the stakeholders identified are correct and the management plans produced are fit for purpose. Regular monitoring will also help to identify when a stakeholder could be important to another key theme within the project. It will also be vital to ensure the KPI quantitative targets set are reviewed insuring they are accurate and relevant.