

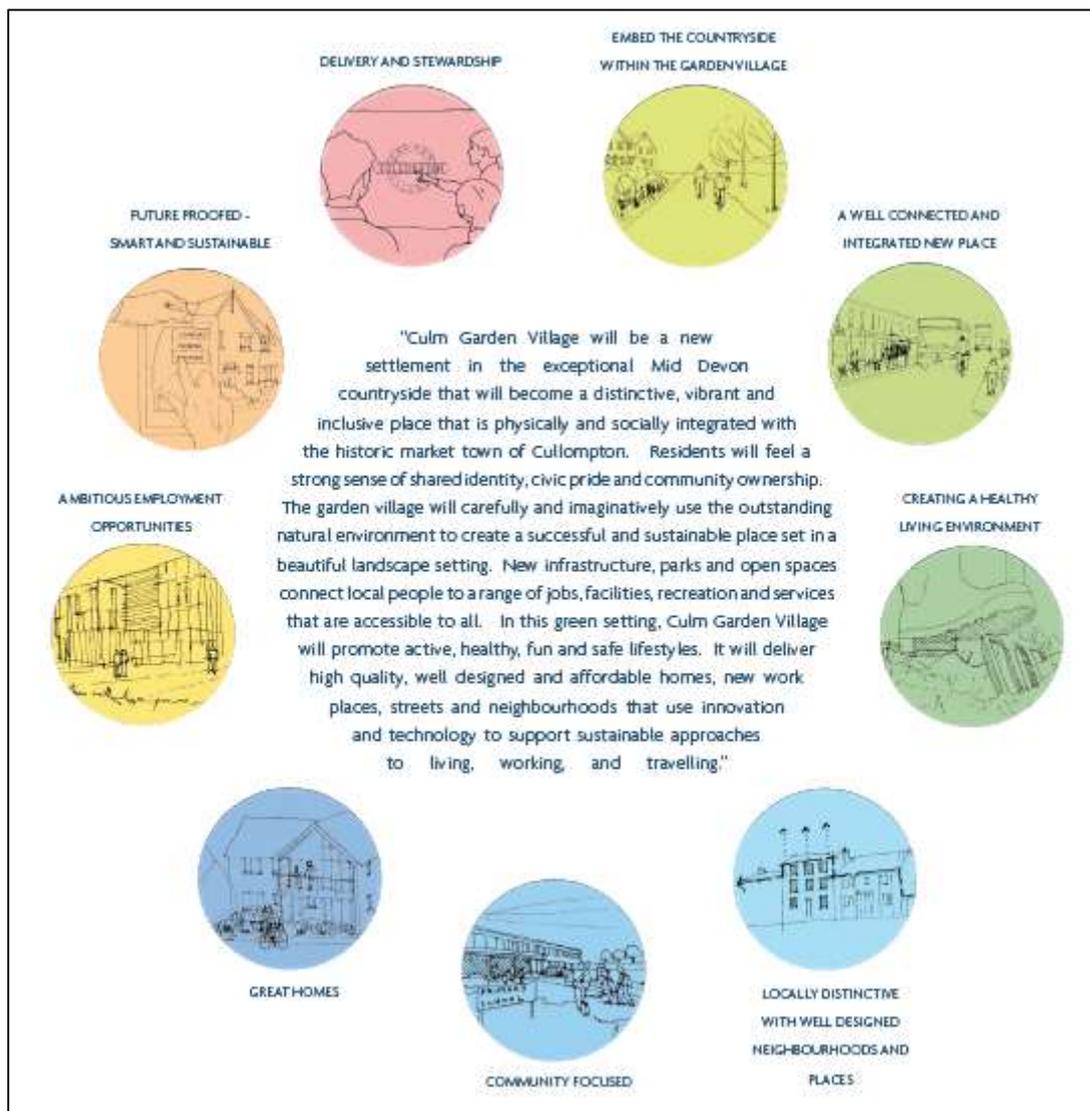
Culm Garden Village Communications & Engagement Strategy

October 2019

1. About Culm Garden Village

On 2nd January 2017, the Government announced the first 14 new Garden Villages across the country, including Culm Garden Village. These new settlements are to provide a modern take on the traditional Garden Cities movement that has its roots in the late 19th Century. Garden villages are meant to be different. They are new communities rather than just housing developments on the edge of existing communities and are designed around a number of key principles. For the 21st Century, Garden Villages continue to focus on providing excellent access to services and jobs within a healthy, well connected and green environment.

The development of Culm Garden Village will be locally-led and the project will establish a clear vision and principles for the new community through extensive engagement with stakeholders and the public. Consultation has taken place on a draft Vision and Principles:





Culm Garden Village is proposed to be developed on land to the east of the M5 motorway at Cullompton. The long term plans for the garden village are to deliver up to 5,000 new homes, as well as employment, shops, schools, healthcare facilities and leisure opportunities including the potential for new sports facilities and a country park.

The garden village will help to deliver M5 J28 motorway improvements and the long-awaited town centre relief road, and will provide benefits in terms of natural flood management. There is also an ambition to re-open Cullompton railway station and improve bus transport. Sustainability of the new settlement in all areas of its development is essential to help combat climate change and create a cohesive community.

[Mid Devon's Local Plan Review 2013-2033](#) sees Cullompton becoming the strategic focus of new development in the medium to long term, reflecting its accessibility, economic potential and environmental capacity. Part of the garden village (1,750 houses, employment and infrastructure, plus 850 houses beyond the plan period) is proposed to be allocated for development by the emerging Mid Devon Local Plan Review (Policy CU1 East Cullompton), which is envisaged for adoption by the Council by early 2020. The remainder of the garden village is intended to be allocated through the emerging Greater Exeter Strategic Plan.

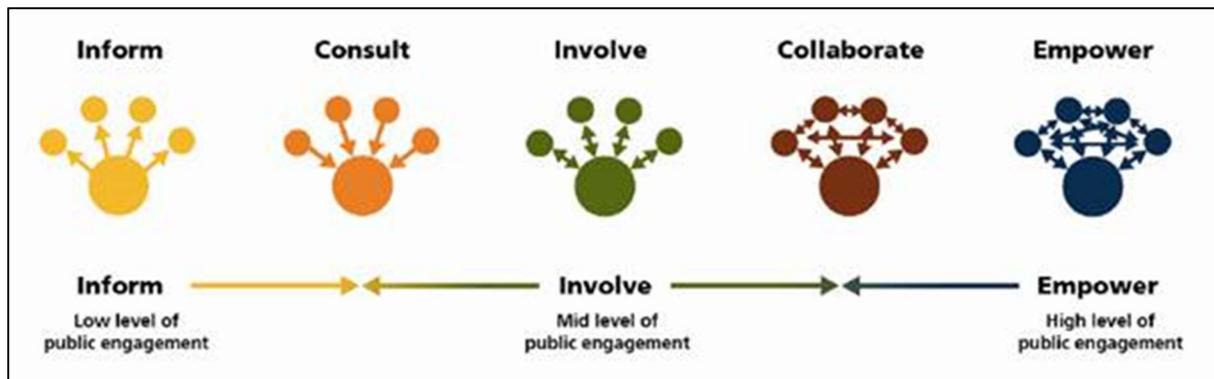
The whole of the garden village will be masterplanned, and a Masterplan Supplementary Planning Document (SPD) produced for the Local Plan Review allocation (Phase 1).

2. Purpose of the Strategy

The strategy aims to ensure all stakeholders and local communities are aware of the garden village, its vision, how it affects them, and how they can contribute to the delivery of the garden village ambitions.

Mid Devon has an adopted [Statement of Community Involvement \(SCI\)](#) which sets out how the Council will consult and engage communities and key stakeholders at various stages of developing planning documents and in respect of planning applications.

However, it is recognised that the delivery of the garden village will go beyond the development of policy and planning applications and will be linked to growth and ambitions for the wider Cullompton area. Therefore, this strategy looks beyond the SCI and requirements of planning policy in aiming for comprehensive and ambitious community and stakeholder engagement, making it as easy as possible for people to be involved through a range of engagement techniques and approaches.



The resulting strategy aims to support the ambitions in the [Mid Devon's Expression of Interest](#) to the Government for Garden Village status, and the expectation of local communities in Cullompton and Kentisbeare that the project will continue to be locally-led, with comprehensive engagement throughout the project.

3. Communication and Engagement Principles

Mid Devon recognises that there are different strands to communication and that engagement goes beyond consultation. There is no one-size-fits-all approach that would support Mid Devon's aim that the project be locally-led, involving the community.

Mid Devon's Statement of Community Involvement (SCI) sets out a number of principles for involving the community in the preparation of planning documents and in making planning decisions. These include adopting an inclusive approach to community involvement ensuring all sections of the community can be involved; documents to be written in plain English avoiding jargon, and providing information in different formats where possible; and promoting the earliest possible consultation with and involvement of interested parties, promoting consensus where possible.

For the garden village project, the following principles will be used to communicate with and engage stakeholders and the community which reflect the principles in the SCI but go further in their aim to ensure the garden village project is locally-led.

Communication principles

- Ease of access to information
- Simple and straightforward language – including minimising jargon in technical documents
- A range of communications methods to involve as many people as possible and ensure no-one is excluded
- A single point of access for all garden village-related activities

Engagement principles

- Seek the contribution of ideas to develop and deliver the garden village Vision
- Seek the active involvement of communities and stakeholders in developing emerging masterplans and shaping formal proposals
- Provide feedback on how ideas have been incorporated and if not, why not
- Structure forums to ensure regular engagement and to reflect the community in their membership



A table setting out engagement methods for target audiences and levels of engagement is shown in Appendix 1.

Potential barriers to effective communication and engagement

There are a number of potential barriers to effective engagement that need to be recognised and taken into account in developing and reviewing the engagement strategy.

- Jargon busting – communications need to be written in Plain English.
- Resourcing – limited communications and ICT support for the project.
- Length of project – this is a long-term project and the communications strategy will need to be continually evolved as new communications methods become mainstream.
- Accessibility – need to ensure communications methods are accessible to all.
- Consultation overload – need to schedule consultations to avoid confusion and failure to engage.
- Project timescales – need to ensure effective communication in the light of the potential timescales.

Ongoing feedback on methods of public consultation and engagement is important to ensure that the Project Team and others are getting it right.

4. Communication and Engagement Objectives

The strategy will necessarily need to adapt as the project evolves and will need to be reviewed and potentially updated on a regular basis (at least annually). The objectives set out below are likely to be applicable for the short to medium term as the masterplanning and planning stages of delivering the garden village progress. However, they will be updated as and when considered necessary.

1. Create a communications action plan to promote the garden village and run media and social media campaigns as well as identify future engagement and consultation opportunities.
2. Continue to develop constructive relationships with key delivery partners and stakeholders through the Delivery Board, Member Forum, Community & Stakeholder Forum and Landowner Forum.
3. Set up subject specific working groups to include participants from the local communities and relevant organisations.
4. Champion Culm garden village through engagement with Neil Parish MP and other Government representatives.
5. Raise the profile of the garden village through publishing articles in journals, speaking at conferences and to local communities, businesses and other groups.
6. Promote a locally-led focus and secure grass roots participation in the development of the garden village through various forms of engagement including public drop-in sessions, website, newspaper articles, video and social media.
7. Develop a bespoke website including, as the project progresses, interactive features and a consultation module.
8. Run masterplanning workshops with technical stakeholders and community groups, including with design review input.
9. Continue to develop close working relationships with the Greater Exeter Strategic Plan teams.



To achieve these objectives, we will put in place a strong culture of clear communication, based on our commitment to genuine interaction with stakeholders and local communities.

5. Communication and Engagement Methods

At the start of any important engagement exercise the Council will provide:

- a timeline of the process;
- the purpose of the engagement and how we will feedback to participants;
- feedback that clearly explains what we did with contributions from the public and if relevant, why we did not act on the feedback received.

Mid Devon will also provide timely feedback on comments made outside these main engagement exercises, e.g. through the website, by email and via social media. The engagement and consultation findings and reporting are crucial to the project to ensure it is delivered with the support of the wider community. The garden village project is unique in that it has substantial support from within the existing community and it is vitally important that this support is maintained during the planning and delivery phases of the garden village.

Dedicated website

Culm Garden Village has a dedicated website: www.culmgardenvillage.co.uk, hosted by Mid Devon District Council. The website is a communications tool that:

- provides access to information on the garden village;
- provides an opportunity for all to provide suggestions and comments;
- provides a central portal to access all garden village-related news and information;
- provides information on progress on delivering the garden village ambitions
- keeps people informed of upcoming activities and events and how they can get involved.

Longer term, the website will include interactive features to encourage participation and an easy to use consultation platform. The Project Team will evaluate website feedback to inform whether there is a need to involve people in a different way to maximise opportunities for local communities to engage. Website usage and feedback will be monitored and a timescale produced to refresh the website at key points in the progress of the garden village towards delivery.

Potential engagement methods are set out in more detail in Appendix 1 but will include:

Public exhibitions and drop-in sessions

Mid Devon will engage with the public by holding events in Cullompton and Kentisbeare to provide information and to gain feedback on emerging documentation such as a Vision for the garden village and at key stages in the masterplanning process. In addition, where possible, the Project Team will attend existing events such as Cullompton Spring Fest to take advantage of greater and more diverse attendance. Mid Devon District Council will also attend Town and Parish Council meetings to provide information, answer questions and listen to local people's ideas and concerns.



Social media and video

The Project Team will provide information and gain feedback using social media focused on Facebook and Twitter. A rolling programme of social media posts will be developed to ensure key messages are delivered throughout the progress of the garden village towards delivery. At key stages of the project, video will be used to increase participation.

Press briefings

The Council will engage with the local media to provide them with regular updates and briefings on garden village activities and progress to raise awareness of the garden village and its ambitions. The Council will use video on newspaper platforms to reach a wider audience.

Statutory consultations

Consultation on planning policy documents and on individual planning applications, once submitted, are required to be undertaken within nationally set regulations. The approach is set out in Mid Devon's Statement of Community Involvement.

6. Garden Village Stakeholders and Related Engagement & Governance

Stakeholders

Cullompton Town Council was instrumental in identifying the site to the east of Cullompton for strategic growth and is supportive of the garden village project. Cullompton as a town is being proactive in developing its neighbourhood plan, which embraces the garden village concept. Both groups, as well as representatives from Kentisbeare Parish Council, are involved in the garden village project with representation on the Delivery Board and Stakeholder Forum.

The garden village has a substantial number of stakeholders reflecting the breadth and complexity of the delivery of its ambitions. As a garden village designated by central government, from whom we have received capacity funding, we will seek to maintain close working relationships in particular with the Ministry of Housing, Communities and Local Government (MHCLG), and through MHCLG, with other government departments including HM Treasury, Department for Transport, Department for Environment, Food and Rural Affairs, Department of Health, Department for Work and Pensions, Department for Business, Innovation and Skills and the Department for Education.

Mid Devon has undertaken stakeholder mapping and analysis and will continue to review this to help build and develop understanding of the stakeholders as the project develops (Appendix 2).

Governance

Delivery Board meetings

The Delivery Board makes recommendations for particular courses of action to be followed and will seek to steer, monitor and guide the project towards those key milestones and decisions. This will involve making some operational decisions, such as the approval of an engagement strategy or consultation that is not part of an existing statutory process, or to procure expertise or studies. The Board will also take a view on project funding such as any future capacity funding bids or other similar revenue based funding awards.

The core functions of the Delivery Board as set out in the Terms of Reference are:

- To champion the Garden Village and its delivery and to report to respective corporate management teams and elected members to ensure corporate support and buy-in.
- To facilitate and promote joined-up delivery and to engage with and secure support at a strategic level from key stakeholders and partners for the delivery of the Garden Village.
- To set the overall direction of the project/programme, its objectives and priorities; to monitor overall progress; and to review and update the objectives and priorities at least annually.
- To monitor and ensure implementation of the project engagement and consultation strategy.
- To ensure that appropriate resources are in place to deliver against the agreed project plan and programme and to coordinate the public-sector contribution to the delivery of key elements of the project including the use of available Garden Village capacity funding secured from DCLG.
- To make decisions on strategic issues and resolve any ‘showstoppers’
- To provide a coordinated position/response to consultations and policy announcements that impact or effect the delivery of the Garden Village project and to co-ordinate and ensure ‘upwards’ high level liaison into existing and/or emerging sub-regional forums.

The Delivery Board has no statutory decision-making powers and statutory decisions (e.g. approval of planning documents) are made through the usual processes of the relevant authority. For clarity, the table below sets out a decision making framework. This clarifies the level and of nature of the input from the Delivery Board into Mid Devon’s statutory decision making processes.

Area/Type of decision	Culm Delivery Board	MDDC Planning Committee	MDDC Planning Policy Advisory Group	MDDC Cabinet	MDDC Council for approval of policy document for adoption
Supplementary planning document	Recommendation	No	Yes	Yes	Yes
CGV planning policy	Recommendation	No	Yes	Yes	Yes
Consultation in connection with formal planning policy process	Recommendation	No	Yes	Yes	No
Planning applications	Comment	Yes	No	No	No

Delivery Board meetings are held in private and agendas and minutes sent to participants only. The project is at a stage where participants must have confidence to discuss and resolve complex and sometimes commercially sensitive issues. Delivery Board meetings are not committee meetings of the Council and so are not subject to the rules that mandate public access. Board meetings are attended by community representatives including Kentisbeare Parish Council and Cullompton Town Council. It is part of their brief to seek and represent the diversity of views in their communities and also to feed back about the work on the project and its general progress.

Member Forum

The Member Forum is open to County, District, Town and Parish Councillors representing Cullompton, Kentisbeare and neighbouring areas of Willand (Lower Culm Ward) and Bradninch. The meeting is chaired by the MDDC Cabinet Member for Planning & Regeneration and allows Councillors to discuss progress, make suggestions and highlight areas of concern with the Project



Team. The Forum includes updates on other closely-related Cullompton projects, for example the Cullompton Town Centre Masterplan, however, the main focus of the meeting is Culm Garden Village. Meetings are held quarterly with the frequency and scope open to review as the project progresses.

Community & Stakeholder Forum

The Community & Stakeholder Forum is the key route for engagement with local community groups on the garden village project. Communication and engagement through the Forum involves:

- Dissemination of information on the work of the project team and Delivery Board
- Liaison with local community groups on projects/issues/concerns relevant to the garden village
- Involvement in developing the vision and principles for the garden village
- Involvement in masterplanning the garden village
- Identifying areas for further work and individuals/groups to participate in project areas
- Exploring the possibilities of community ownership and long term stewardship of assets
- Raising the profile of the garden village project with local communities.

Membership of the Stakeholder Forum is open to representatives of community and stakeholder organisations, as well as Mid Devon District Council elected members for Cullompton, Cullompton Town Council and Kentisbeare Parish Council. Stakeholder Forum meetings are also held in private and agendas and minutes sent to participants only.

Landowner/promoter/developer Forum

The Landowner/developer Forum allows engagement between Mid Devon and those delivering the project to seek consensus and buy in on the approach to delivery of the garden village, initially in relation to development of the vision and masterplanning, as well as resolution of landowner project related issues. Membership of the Forum is open to landowners, land promoters and developers with an interest in land in the garden village area. Landowner Forum meetings are also held in private and agendas and minutes sent to participants only.

More information on governance arrangements, memberships of the various groups, and decision taking processes can be found on the [Culm Garden Village website](#).

7. Monitoring and evaluation

The project team will monitor and evaluate communication and engagement activity in a number of ways so that we can measure the impact of activities and recognise gaps in the approaches:

- by recording variations in website hits and social media activity
- by recording variations in the number of local people involved with engagement activities
- by seeking participant feedback on the effectiveness of our engagement initiatives, e.g. on the consultation forms
- by developing mechanisms that capture the effectiveness of our public engagement activities.

Mid Devon will produce and publish an annual summary of communication, consultation and engagement activities and provide regular feedback to the Delivery Board on the effectiveness of the



engagement process. The engagement strategy will be reviewed, monitored and updated on an annual basis following the publication of the annual summary.

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Appendix 1 – Engagement methods

Engagement methods for target audiences and levels of engagement

Target = the whole community

Hard-to-reach groups

Particular consideration should be given to inform / engage with

- Physical inaccessibility - older people (especially frail and/or isolated older people), people with disabilities
- Language - minority ethnic communities
- Cultural views and traditions - faith communities
- Social expectations – commuter town/residents (non-engaged residents), children and young people – they will be growing up with it – may even live/work in the development, young working age (18-30yrs)
- Other - people who travel or commute into the area, small businesses

Level of engagement	Methods	Target audiences	Specific activity
Inform	<ul style="list-style-type: none"> • Press release • Cullompton Crier (CTC publication which goes to every household – twice a year) • Dedicated website • Radio / news coverage • Facebook campaign • Twitter • Regular updates in the 'Link' so staff are able to update residents when in the community 	Whole community Including hard to reach groups	<ul style="list-style-type: none"> • Older people / disability – newspaper / the Crier / local news coverage / send links to disability groups – Cllr E Andrews runs Cullompton disability group • Ethnic communities – use information boards in the staff room at the Two Sisters and other large employers • Gypsy & traveller communities: contact via G&T Forums and liaison officers • Faith groups – send groups links to articles for their newsletters • Commuter residents (non-engaged) – Facebook campaign, twitter, radio, exhibition at food and drink events. Information at Culm Valley leisure centre and various other meeting places. • Children and young people – updates in the school newsletters, pupil workshops, competitions e.g. poster competition - what will the garden village look like in 10 years' time?

Appendix 1 – Engagement methods

			<ul style="list-style-type: none"> Schools are key to reaching working parents / younger families (non-engaged residents): by setting children a project to take home, the parents become aware of what is happening Young working age – Facebook campaign People commute into the area, small businesses – send regular updates to Culm Valley in Business for distribution / twitter for Cullompton employers. Target campaign for businesses – how your business will benefit from the GV.
Consult	<ul style="list-style-type: none"> Questionnaires/focus groups Public meeting Staffed exhibitions at local events / Roadshows 	Whole community including hard to reach groups	<ul style="list-style-type: none"> Older people / disability – book exhibitions in accessible buildings Faith groups – book exhibitions in accessible buildings Commuter residents (non-engaged) – pop ups at different events – opinion polls Children and young people – survey what their priorities are for the area, what do they want it to look like? CCC – do they plan to live and work in Cullompton – school debate / workshops? Young working age – polls through Facebook People who commute into the area, small businesses – quick survey / invite to exhibition
Involve	<ul style="list-style-type: none"> Workshops/stakeholder dialogue Meetings 	Stakeholder groups	<ul style="list-style-type: none"> Delivery Board Stakeholder Forum Landowner Forum Topic focused working groups
Delegate / Empower	<ul style="list-style-type: none"> Partnership Facilitation Stewardship 	Community groups/ Stakeholders	<ul style="list-style-type: none"> Partnership building with sports clubs, interest groups, churches – involve them from the beginning Facilitate and enable development of community groups and organisations to manage community assets Involve volunteers / children in planting and looking after green spaces

Appendix 2 – Stakeholder mapping

External Stakeholders

Stakeholders	Role	Engagement methods	Workstreams
Central Government Departments: Homes, Community and Local Government (principal), Transport, Health, Business, Energy and Industrial Strategy, Culture, Media and Sport, Education, Environment, Food and Rural Affairs	Informing/influencing/funding/ delivery	Formal communication, Delivery Board e.g. Government Agencies (Homes England, Highways England) and Neil Parish MP; Member/officer attendance at events, direct contact	All
Homes England	Informing/influencing/funding/delivery	Delivery Board, meetings, direct contact	Housing, Infrastructure, Climate change
Highways England	Informing/influencing/delivery/ statutory body	Delivery Board, meetings, direct contact; consultations	Transport infrastructure, Climate change
Heart of South West Local Enterprise Partnership	Influencing/funding	Delivery Board, meetings, direct contact	Economy & Employment, Energy & Innovation, Climate change
Network Rail	Influencing/delivery	Meetings, direct contact	Transport infrastructure
Devon County Council (Highways, Education, Public Health, Heritage, Waste, Lead Local Flood Authority)	Informing/influencing/delivery/ statutory body	Delivery Board, Stakeholder Forum, consultations, meetings, direct contact	Transport, Health & Wellbeing, Education, Waste, Heritage, GI/BI, SUDS, Climate change
Greater Exeter Strategic Plan Authorities (Exeter, East Devon, Teignbridge)	Duty to co-operate/delivery	Delivery Board, Stakeholder Forum, Landowner Forum, joint working, consultations, direct contact	All

Appendix 2 – Stakeholder mapping

Landowners/promoters	Influencing/delivery	Delivery Board, Landowner Forum, consultations, meetings , direct contact	All
Sport England	Influencing/funding/statutory body	Consultations, meetings, direct contact	Sports Facilities, Health & Wellbeing
Environment Agency	Influencing/statutory body/funding	Consultations, meetings, direct contact	Flood Risk and Drainage, GI/BI, Climate change
Historic England	Influencing/statutory body	Consultations, meetings, direct contact	Heritage, GI/BI
Devon and Somerset Metro Project Group	Influencing/delivery	Meetings, direct contact	Transport Infrastructure
Bus companies (Stagecoach, Others)	Influencing/delivery/funding	Stakeholder Forum, consultations, meetings, direct contact	Transport Infrastructure
Environmental groups (Devon Wildlife Trust, National Trust)	Influencing/delivery	Stakeholder Forum, consultations, meetings, direct contact, delivery	Biodiversity, GI/BI, Community stewardship, Climate change
Education Providers (existing and potential school providers)	Influencing/delivery	Stakeholder Forum, consultations, meetings, direct contact	Education; Employment
Skills Providers	Influencing/delivery	Stakeholder Forum, consultations, meetings, direct contact	Education; Employment
Health Providers	Influencing/delivery/statutory body (NHS)/funding	Stakeholder Forum, consultations, meetings, direct contact	Health & Wellbeing
Utility Companies	Influencing/delivery	Consultations, meetings, direct contact	Infrastructure

Appendix 2 – Stakeholder mapping

Digital Infrastructure Providers	Influencing/delivery	Consultations, meetings, direct contact	Infrastructure
Housebuilders/Developers	Influencing/delivery	Landowner Forum, consultations, meetings, direct contact	Housing, infrastructure, climate change
Registered Providers	Influencing/delivery	Direct contact	Housing
Agents	Informing/influencing	Website, social media, consultations, direct contact	Housing
Major Employers	Informing/influencing	Meetings, website, social media, direct contact	Economy & Employment, Climate change
Inward Investors	Informing/influencing/delivery	Meetings, website, social media, direct contact	Infrastructure , Economy & Employment
Business Groups (e.g. Culm Valley in Business)	Informing/influencing	Stakeholder Forum, consultations, meetings, social media, website	Economy & Employment
Small Businesses	Recipient/community link	Consultations, website, social media	Economy & Employment

Community Stakeholders

Stakeholders	Role	Engagement methods	Workstreams
Member of Parliament	Influencing/community and government link	Delivery Board, meetings, direct contact	All
Town and Parish Councils	Influencing/delivery/community link	Delivery Board, Stakeholder Forum, consultations, meetings, website, social media	All, Community stewardship

Appendix 2 – Stakeholder mapping

Neighbourhood Plan Group	Influencing/delivery/ community link	Stakeholder Forum, consultations, meetings, website, social media	All
Existing Residents (including residents associations)	Recipient/influencing	Consultations, website, social media, direct contact	All
New/Future Residents	Recipient/influencing	Consultations, website, social media	All
Visitors	Recipient	Consultations, website, social media	All
Youth Groups	Informing/influencing	Website, social media, consultations	All, Community facilities & stewardship
Voluntary Sector	Informing/influencing/ delivery	Stakeholder Forum, consultations, meetings, social media, website	According to interests, Community facilities & stewardship
Faith Groups	Informing/influencing/ delivery	Stakeholder Forum, consultations, meetings, social media, website	All, Community facilities & stewardship
Leisure, Sports, Arts and Culture Groups	Influencing/delivery	Stakeholder Forum, consultations, meetings, website, social media	Sports facilities, Health & Wellbeing, Community facilities & stewardship
Media e.g. Mid Devon Gazette	Influencing	Website, social media, direct contact	All
Local Interest Groups e.g. cycling, walking, horse-riding	Influencing/recipient/ community link	Consultations, website, social media	According to interests, Community facilities & stewardship, GI/BI
Local Opposition Interest Groups e.g. RACE	Influencing/recipient/ community link	Website, social media, direct contact, consultations	According to interests

Appendix 2 – Stakeholder mapping

Internal Stakeholders

Stakeholders	Role	Engagement methods	Workstreams
Leader/Cabinet Member for Planning & Regeneration	Decision-maker, influencing	Reports, meetings, briefings, direct contact	All
Cabinet	Decision-maker	Reports, meetings, briefings	All
Ward Members	Influencing/community link	Reports, meetings, briefings, Stakeholder Forum	All
Opposition Members	Scrutiny/challenge	Reports, meetings, briefings	All
Planning Committee	Decision-maker	Reports, meetings, briefings	Planning applications
Scrutiny Committee	Scrutiny/challenge	Reports, meetings, briefings	All Mid Devon District Council recommendations/decisions
Leadership Team	Delivery/influencing	Delivery Board, meetings, direct contact	All
Council Services (Housing, Leisure, Estates, Public Health, Environmental Health)	Delivery	Consultations, meetings, Stakeholder Forum, direct contact	According to interests
Financial Services	Supporting	Direct contact	Where financial decisions are to be taken or whether there are financial implications for the Council
Legal Services	Supporting	Delivery Board, direct contact	Where there may be legal implications
Communications Team	Supporting/promoting	Direct contact	All
Planning Policy/Development Management	Supporting/promoting/engaging/delivery	Direct contact, meetings	Development of policy and guidance, planning applications

Appendix 2 – Stakeholder mapping

Economic Development	Supporting/promoting/ engaging/delivery	Direct contact, meetings	Economy & Employment, Energy & Innovation
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