

Appendix 3: Leeds Innovation Arc SPD – Summary of Public Engagement

1.0 Engagement Approach

- 2.2 In addition to the consultation methods outlined within the report, the Council also carried out a range of engagement activities to encourage interest and participation from members of the public.

“Engagement is the process of encouraging the public to be interested in the work of the Council, ensuring that people want to be involved in any decision-making.”

(Paragraph 1.1.4 – Leeds City Council Statement of Community Involvement)

- 1.2 The programme of engagement spanned the full breadth of the Public Consultation running from 24th October to 12th December 2022.

2.0 Engagement Methods

- 2.2 The programme of engagement primarily consisted of the following activities:

- Drop-in Information Events
- Walking Tours
- School Activities & Focus Groups with Young People
- Targeted Stakeholder Engagement Sessions
- Digital Communication & Social Media
- Physical Publicity Materials

- 2.2 A brief summary of each method is provided below.

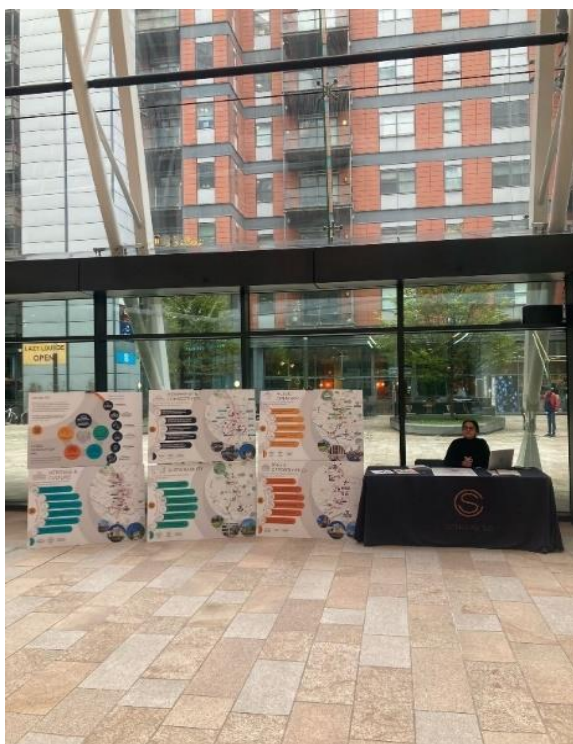
2.0 Drop-In Information Events

- 2.1 Ten Drop-in Information Events were planned and carried out within the consultation period. These events were hosted at a range of venues, both within and outside of the SPD boundary, on a variety of days and times throughout the week:

Venue	Date	Time
Leeds Art Gallery	Friday 28 th October 2022	10am-1pm
Burley Lodge Community Centre	Saturday 12 th November 2022	09:30am-12:30pm
Central Square, Wellington Street	Monday 14 th November 2022	11am-2pm
Nexus – University of Leeds	Friday 18 th November 2022	11am-2pm
The Merrion Centre	Wednesday 23 rd November 2022	11am- 2pm

Little London Community Centre	Tuesday 29 th November	5pm – 8pm
The Rose Bowl – Leeds Beckett University	Tuesday 29 th November	8am – 10am
Leeds Central Library	Thursday 1 st December	11am-2pm
Leeds City Station	Friday 9 th December	8am – 10am
Leeds City Station	Friday 9 th December	4:30pm-6:30pm

- 2.2 The aim and purpose of the Public Drop-in Information Events was to promote and raise awareness of the public consultation while also providing members of the public to discuss the SPD with officers in person and ask any questions.
- 2.3 Across the ten events, approximately 70 members of the public attended and spoke to officers about the consultation.
- 2.4 From this, 33 postcards were completed by members of the public detailing their thoughts about the area, ideas for the future and views on the proposals set out within the SPD. The postcards can be viewed at Appendix 4.



Images from Drop-in Information Events at Central Square, Wellington Street, and Nexus, University of Leeds campus.

3.0 Walking Tours

- 3.1 The Council collaborated with 'Leeds City Walking Tours' to host two free public events during the consultation period:

Date	Time	Attendance
Thursday 3 rd November 2022	12 noon – 2pm	14 attendees
Saturday 12 th November	2pm – 4pm	6 attendees

- 3.2 The aim and purpose of the Walking Tours was to raise awareness and interest in the SPD public consultation, to discuss the SPD and its proposals in person, and for members of the public to familiarise themselves with the area if required.

- 3.3 In addition, the Council hosted a third walking tour centred upon heritage in response to the significant heritage-led regeneration opportunities within the SPD area. A range of heritage specialists were invited, including Leeds Civic Trust and Historic England, with a total of 19 people in attendance.





Images from Walking Tour on 3rd November 2022 hosted by Leeds City Walking Tours.

4.0 School Activities and Focus Groups with Young People

- 4.1 In accordance with paragraph 3.1.2 of the SCI, officers contacted 3 primary schools adjacent to the Innovation Arc to seek opportunities to directly engage with Children and Young People during the public consultation.
- 4.2 As such, on Thursday 24th November, officers visited Rosebank Primary School and discussed the SPD at an assembly for approximately 75 pupils, age 9-11. The assembly was followed by a short classroom-based activity where pupils were asked how they currently use the area and how they would like to use it in the future. Pupils were asked to draw their ideas for new greenspaces and the waterfront, new spaces for sharing ideas or design a Welcome Sign showcasing the area.
- 4.3 Officers also hosted an online workshop in partnership with the Council's Voice, Influence and Change team within the Children Services directorate. An invitation was sent to every child and young person signed up to the mailing list explaining the topic of the workshop, how they could influence the Leeds Innovation Arc and stating that they could win an Amazon gift card through their participation.
- 4.3 The workshop was held on Tuesday 22nd November with 9 young people in attendance. For each theme of the SPD, the participants voted for the intervention that they considered to be the most important. The participants were also encouraged to share any additional thoughts and ideas regarding the vision for the Innovation Arc.

5.0 Targeted Stakeholder Engagement Sessions

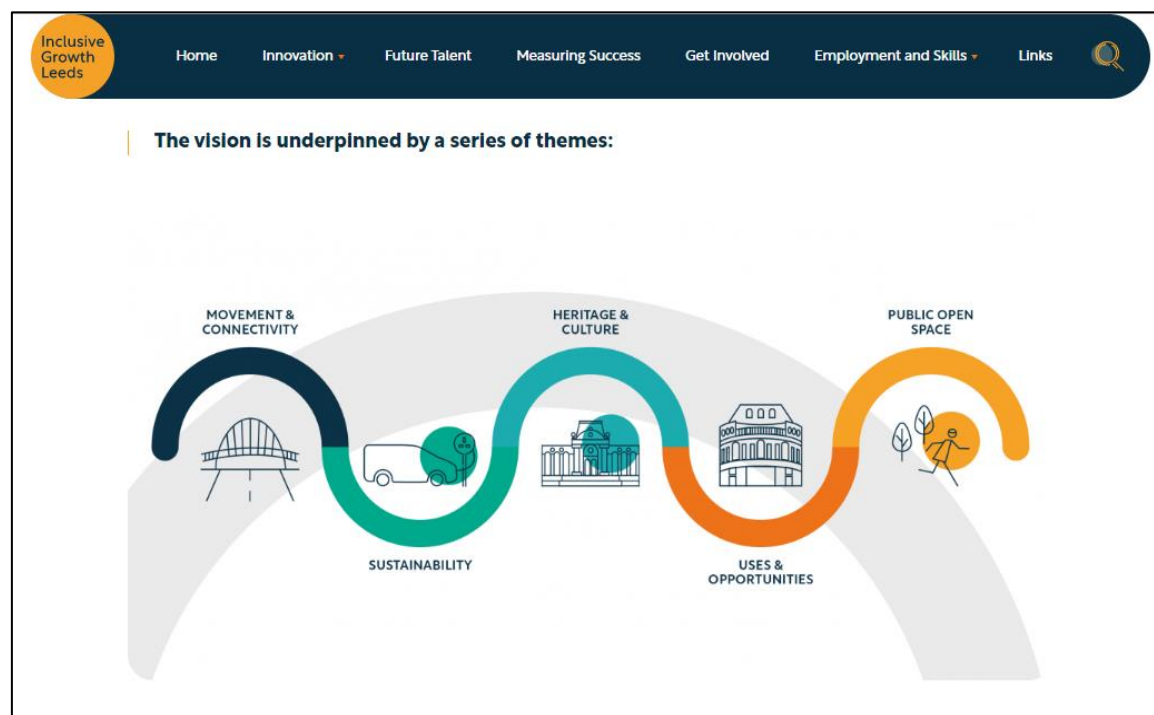
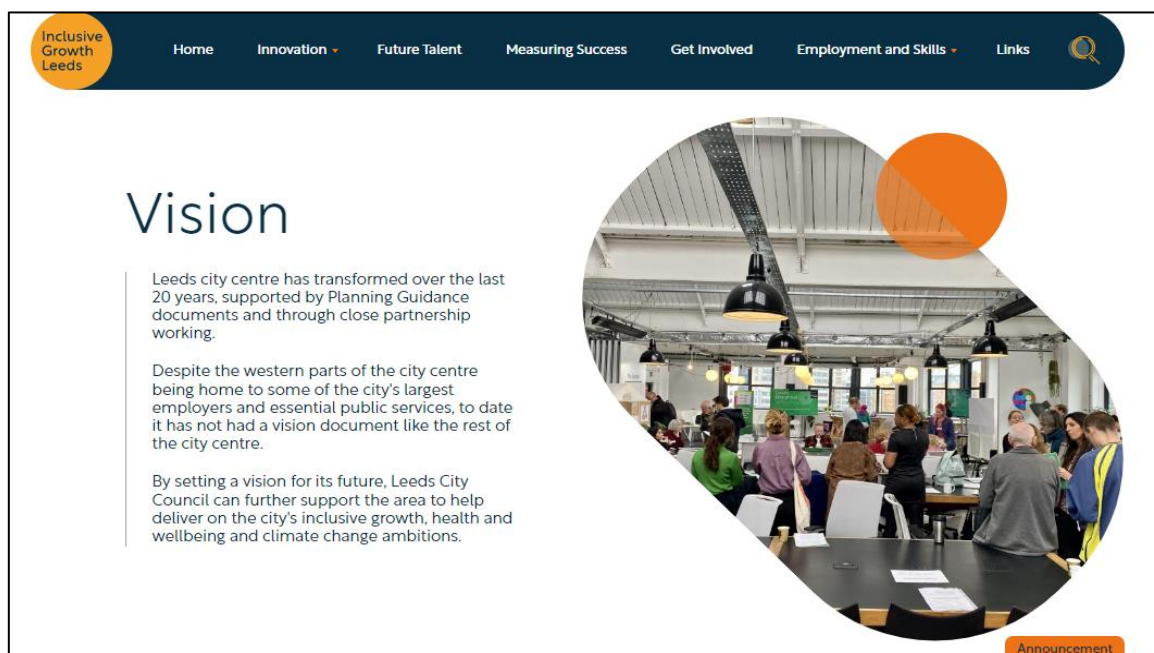
A number of bespoke engagement sessions were held during the consultation period with a range of stakeholders as summarised below:

Little Woodhouse Neighbourhood Forum	Officers were invited to attend a Little Woodhouse Neighbourhood Forum meeting in November 2022. Officers provided a short verbal presentation and carried out a 'Question and Answer' session with the members.
Leeds Civic Trust	Officers were invited to the Leeds Civic Trust Planning Committee session in November 2022. Officers delivered a short presentation and carried out a 'Question and Answer' session with the members.
Quality Places & Spaces Group	Officers were invited to attend the Quality Places & Spaces committee meeting in November 2022. Officers delivered a short presentation and carried out a 'Question and Answer' session with the members.
Leeds Property Forum	Officers were invited to attend the Leeds Property Forum in November 2022. As part of a wider update by the Head of Regeneration, officers delivered a short presentation regarding the SPD with an opportunity for questions and answers.
Innovation Partnership	Officers were invited to attend the 'Delivering the Leeds Innovation Vision' workshop in December 2022. The Chief Officer of Asset Management & Regeneration provided a short presentation regarding the SPD and officers hosted an information drop-in.

5.0 Social Media & Digital Communication

- 5.1 The Leeds Innovation Arc SPD consultation materials were hosted on the Leeds Inclusive Growth website. The content on the Leeds Innovation Arc web page was designed to provide members of the public with a bite-size summary of the document, breaking down the key information which makes up vision, themes and objectives of the SPD.
- 5.2 Over the duration of the public consultation, the Leeds Innovation Arc web page had 12,257

views, 64% of which were from residents of Leeds.



5.3 In addition to the website, the Council also promoted the public consultation via its Leeds City Council Social Media Channels:

@LeedsCityCouncil	Facebook
@LeedsCouncil	Instagram
@LeedsCC_News	Twitter
@LeedsCityCouncil	LinkedIn

5.4 This included targeted advertisements to residents living within and nearby to the SPD boundary which received approximately 61,000 impressions.

5.5 In addition to this the Leeds Innovation Arc SPD public consultation was also promoted within the regional press, with an article published by the Yorkshire Post on 19th November 2022.



Image of Social Media Advertisement

6.0 Publicity Materials

6.1 A range of publicity materials were also produced, including:

#	Material	Venue
1	Visual Display Boards summarising the vision and key proposals within the SPD	Displayed at 10x Public Drop-in Events and additional stakeholder workshops
2	A2 Foamex Board Map illustrating the boundary area and key proposals	Displayed at 10x Public Drop-in Events and additional stakeholder workshops
3	Posters promoting the consultation	Displayed at community venues in and around the SPD Boundary as well as Residential buildings
4	Postcards promoting the consultation and for recording feedback	Handed out at Public Drop-in Events and additional Stakeholder Workshops
5	Digital Flyer to promote Walking Tours	Shared via social media and sent directly to key stakeholders within the SPD area
6	Paper copies of the SPD	Paper copies of the SPD were made available for the duration of the consultation period at a range of publicly accessible venues, this included Merrion House, Leeds Central Library, Burley Lodge Community Centre & Little London Community Centre.



Images of Publicity Material on display at Public Information Drop-In Events.