

Engagement Strategy

Rose Garden Café Partnership

21 February 2024

Purpose of issue: Draft for Committee Report



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Introduction

Engagement Summary

The Rose Garden Café Partnership is committed to engaging with the park and café's current and future visitors and as such we intend to consult widely and continuously as the restoration and refurbishment efforts mature.

We recognise the statutory obligations of SCC in any engagement, and we are fully in support of the phases of consultation set out in this plan.

We have already reviewed the hugely helpful comments from the Save the Rose Garden Campaign feedback and the passionate voices of the Friends of Graves Park. We now look forward to the results of the next part of the consultation process to give us further insight into the Rose Garden Cafe and its place in our lives.

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Purpose of Engagement Strategy Document

Contents

- Summarising SCC engagement principles and guidance
- Provide engagement principles beyond local authority guidance
- Understand who to engage with and why
- Understand existing/ongoing engagement and themes to build on
- Set our objectives for engagement
- Establish what we are engaging on, why and what people are able to influence?
- Establish how we will engage – what is our approach and what are the involvement methods?
- What is the timeline, resources and budget required to undertake the engagement?
- Provide aspirational examples of engagement

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SCC Engagement Principles

Ensuring SCC meet public obligations

Key engagement principles are signposted throughout the document in this column

Consultation Principles



Why consult? When making decisions about our services and the [City](#) we need to ensure we seek the views of the people of Sheffield and our stakeholders, especially those who may be directly affected. Carrying out effective consultation has a number of benefits including helping us to plan and deliver services that make best use of our resources and ensuring decisions reflect the needs and priorities of the City.

You will need a clear plan of **how**, with **who** and **when** you will carry out your consultation. This document is not a "how to" guide but should help you think about some key principles.

How?

You need to be aware of any **statutory requirements**, for example these can be in terms of the people you need to speak to or the timescales for your consultation. If you are carrying out consultation around budget proposals you will need to look at our [Budget Consultation Guidance](#).

Remember consultation is not a public vote; it is a way of gathering people's views and ideas. Consultation must be **meaningful**, you and the people you want to talk to need to have a clear understanding of why you want to involve them and what they can influence. You need to be open and honest and set clear expectations. You also need to allow people to say if they agree or disagree with the proposals and make alternative suggestions.

Your consultation should be **proportionate** in terms of the potential impact of the issue, the people you need to try and speak to (you should seek the views of a proportionate number of people who are directly affected), the timescales and also the range and scope of the approaches you use, including the questions you ask – you should only ask questions that you need to know the answers to! Depending on the scale and nature of the consultation you may also need to carry out an [Equality Impact Assessment](#).

Could you **co-ordinate** your activity with an event or consultation that is already taking place? You can find out about community events via the [Local Area Partnerships](#).

When deciding your **approach** you should consider a range of involvement methods e.g. drop in sessions / interviews / online surveys / focus groups and select those that are most appropriate for the issue you are consulting on and the groups you want to speak to; our [Involvement Guide](#) provides some useful tips and guidance. The amount of time and resources available are also likely to be a consideration and you may need to use different approaches for different groups. You also need to decide the best ways to **let people know** about the consultation and give them plenty of notice.

We carry out lots of research about the City and its people, so it's worth checking with the [Performance & Research Team](#) to see if they have any useful **information** about the people you want to talk to e.g. [demographics](#). You also need to find out if there have been any recent consultation activities which are of interest.

Allow time to review the responses you have received to see if there are any **gaps** in terms of the people you wanted to speak to e.g. you may find a low response rate from under 25's. This will give you time to plan some more targeted work with this groups. You can use our [Equalities Monitoring Form](#) to see which groups you have spoken with and to identify anyone you may have missed.

Letting people know what has happened is an important part of any consultation; you need to plan how you will **feedback** the outcome of the consultation and the most appropriate way to do so, both to those who have taken part and to wider groups if necessary, importantly you also need to ensure information is fed back to those making the decisions and is included in any relevant reports.

Who?

You need to identify who you need to talk to; this includes thinking about **people** who are directly affected and those that could potentially be affected both now and in the future.

Inclusive, any information provided should use plain language, be clearly presented and easy to understand and access. If **requested** it should be made available in a range of formats e.g. audio / easy read / large print / translated. Any venues need to be **accessible** and you need to be aware if any out of pocket expenses will need to be reimbursed. The [Equality Hub Network](#) can be a useful way to engage with people who have [Protected Characteristics](#) e.g. age, disability, race, sexual orientation as identified in the [2010 Equality Act](#).

Any consultation activity involving the **Voluntary & Community Sector** needs to meet the standards outlined in the [Sheffield Compact](#), which is a written agreement between Sheffield Council, the NHS and the Third Sector.

When?

Your consultation needs to be **timely** both in terms of when decisions will be made (don't leave it too late!) and the time you need to consult properly. Involve people **early** on in the process. This should be a minimum of 4 weeks and ideally 6 weeks but for some issues there may be a longer statutory requirement. Findings also need to be reported back in time for them to be considered before any decisions need to be made.

We reserve the right to exclude any consultation responses which we feel could cause offensive to others. The Council has a [Hate Crime Policy](#) and where appropriate we will refer incidents onto the Police. For any further advice and guidance please speak to a [member of staff within your Portfolio](#) who can provide support in terms of consultation and engagement.

GUIDANCE

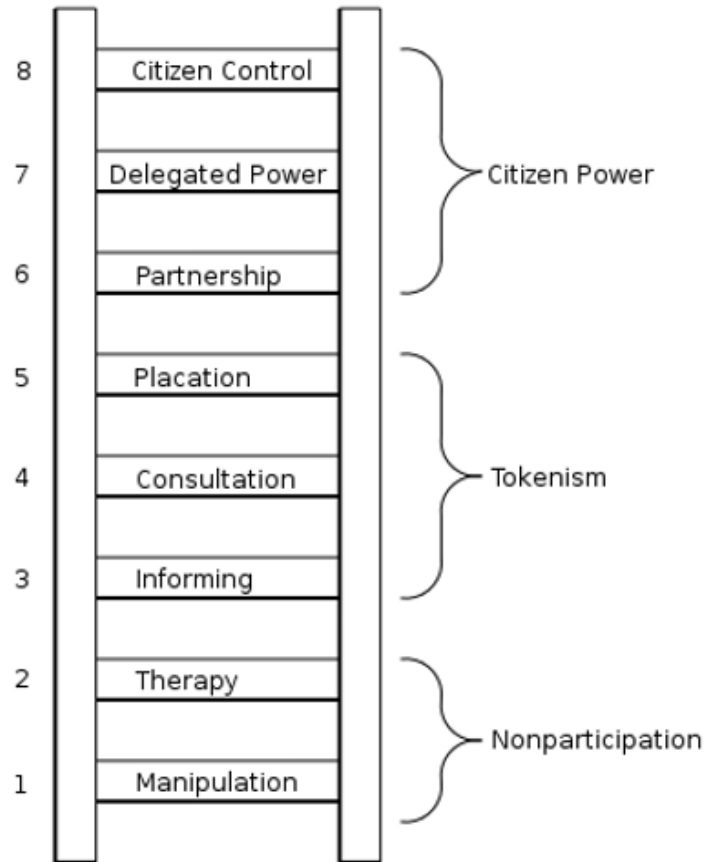
Engagement and the Equality Duty: A Guide for Public Authorities

England (and non-devolved public authorities in Scotland and Wales)

Engagement Principles

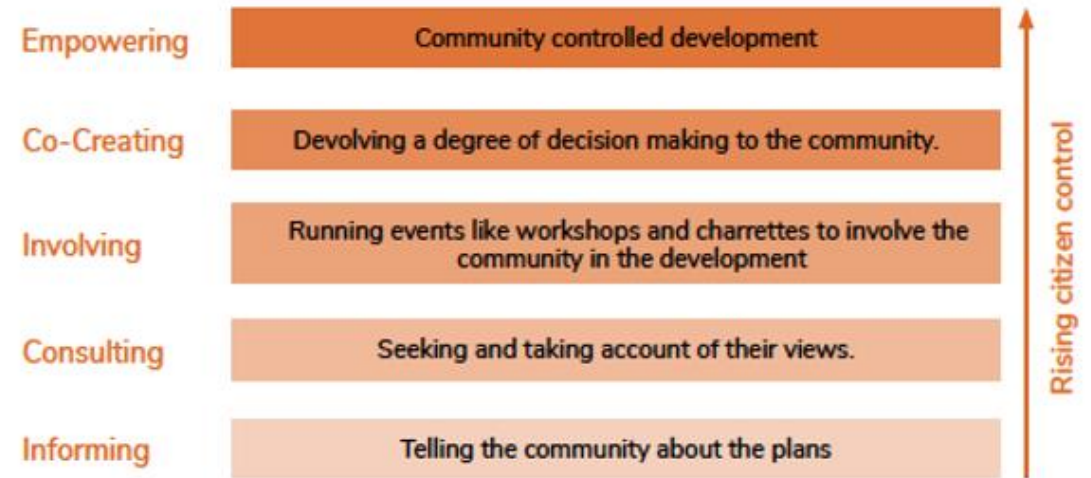
Industry wide

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Sherry Arnstein's **Ladder of Citizen Participation** which emerged from a piece she wrote about the planning system in the US back in **1969**.

The Ladder of Participation



The **Ladder of Participation** by the Quality of Life Foundation with Urbed **2021** offers an interesting and challenging new take on Arnstein's ladder looking at the top rung of the ladder 'citizen control' through the **lens of improving people's quality of life**.

Who? Identify and understand

Who are we engaging with?

We acknowledge that the partnership is not representative of Graves Park Ward, the City or the people who visit the café, we need to engage with a representative demographic.

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People who use the park and café (now and in the future). Graves Park is a destination park and people from across Sheffield visit the Park.



area	Graves Park
code	E36006640
African	226
White	15724
Asian	387
mixed	286
migrants	1475
Bad health	633
Higher	2936
intermediate	3662
skilled	2381
semi_unskilled	1809

Graves Park Ward Census Data 2022

Engagement principles

SCC Consultation Principles:

You need to identify who you need to talk to; this includes thinking about **people who are directly affected** and those that could **potentially be affected both now and in the future.**

Inclusive, any information provided should use plain language, be clearly presented and easy to understand and access. If requested it should be made available in a range of formats e.g. audio / easy read / large print / translated. Any venues need to be **accessible** and you need to be aware if any out of pocket expenses will need to be reimbursed. The [Equality Hub Network](#) can be a useful way to **engage with people who have Protected Characteristics** e.g. age, disability, race, sexual orientation as identified in the [2010 Equality Act](#).

Who? Identify and understand

Petition - reason for signing comments

change.org

Start a petition My petitions Browse Subscription

Log in

Petition details Comments

Make the council repair, not demolish, Rose Garden Cafe, Graves Park.



Started 29 July 2022
Petition to [Sheffield City Council](#)

10,149 Signatures 15,000 Next Goal

Support now

Sign this petition

First name

Last name

Email

Themes for further engagement

Compatible approach	Primary message of reason for signing	Count	
Restoration only	Architectural merit	101	20%
	Local heritage	71	14%
	Icon/ landmark	39	8%
	Social heritage / value - memories across generations etc.	88	17%
	Restoration approach preferred over replacement of existing building (climate/sustainable approach)	35	7%
Restoration or replacement	Café facility / community amenity / park asset	118	23%
Other	Complaint about Council activities	26	5%
	Other	26	5%
	No comment / void	7	1%
Total		511	

Word mentions	Count	
Heritage	42	out of 529
Memories	35	
Historic/historical	26	
Icon/iconic	30	
Landmark	10	
Architecture/Architectural	4	
Lovely building	13	
beautiful building	28	
Community	56	

Officer analysis of reason for signing comments from petition

Who? Identify and understand

The Rose Garden Café Partnership's aspirations for the restoration and refurbishment

Each person then shared their aspirations for the Rose Garden Café, completing the statement 'I'd like to see...'

The Rose Garden Café is fully restored to its former glory, with a fully operational café inside.	Full structural stabilisation and refurbishment of the café at less than the £1.79m independent quotes.
For the front wall to be made safe and a business plan and strategy to be produced.	A cost-effective solution, developed in partnership to suit the needs for the future of the users of the Graves Park community.
The café restored and refurbished by the partnership utilising all the shared funds.	A high quality, accessible café / facility for the community.
Refurbishment; carbon neutral; accessibility; improved offer; maintained / sustainable for coming decades.	Complete restoration in a timely manner. With a budget identified immediately. Working with the volunteers.
A café which serves the community standing for the next 100 years. Full refurbishment inside and out.	Sympathetic restoration, incorporates modern requirements of a park café!
For the reason for the lean to be clarified by council officers.	People using it again, inside – warm and dry.
Number 1 Café on TripAdvisor! Bright, light inside space with more function and options e.g. breakout space for groups and meetings.	The Rose Garden Café building better supporting the creation of community and connections

Why? Setting objectives for engagement

Why are we engaging and what are the objectives?

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develop a shared vision & design brief

Create a safe space to unearth and explore diverse views and opinions

informing people about the aims, parameters and progress of a project

identify & activate collaborators & partners

gathering information & local knowledge about the context

exploring local needs, opportunities & aspirations

mobilise support & funding

mobilise partners & leaders to the long term curation, management and maintenance of spaces being created

unearthing user experience & specialist knowledge

Engagement principles

SCC Consultation Principles:

Remember consultation is not a public vote; it is a **way of gathering people's views and ideas.**

Consultation must be **meaningful**, you and the people you want to talk to need to have a clear understanding of **why you want to involve them** and **what they can influence.** You need to be open and honest and set clear expectations. You also need to allow people to say if they agree or disagree with the proposals and make alternative suggestions.

What?

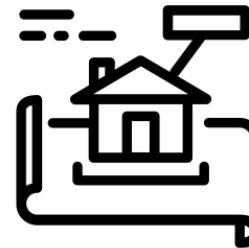
What are we engaging on, why and what can they influence?

informing people about the aims, parameters and progress of a project

unearthing user experience



exploring local needs, opportunities & aspirations



develop a shared vision & design brief



What? Ask people to share memories of visiting the café

Why? To understand how and when the building is used and by who

What can they influence? Inform design proposals and future use/tenure of the building

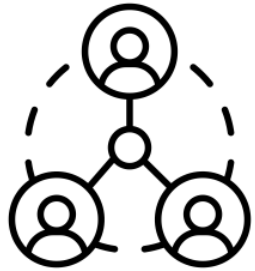
What? Ask people to tell us about their visits to the park and café and what types of activities and facilities they would like to be provided by the building. Ask people to prioritise design aspirations for the restoration and refurbishment under 8 themes.

Why? understand how the building can better support creating a community and connections, and how we can balance and prioritise functional, heritage, aesthetic and sustainable retrofit aspirations.

What can they influence? Inform design proposals and future use/tenure of the building

How? Participation and co-creation

What is our approach and involvement methods?



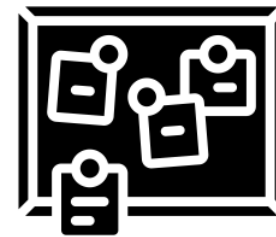
Rose Garden Café
Partnership



The **petition** - build on the themes of the petition and widen participation



Survey
Online and paper copies



Presence in the café
Interactive ideas board at Café

Engagement principles

SCC Consultation Principles:

Provide **equal opportunities and accessibility** throughout the process.

When deciding your approach you should consider a **range of involvement methods** e.g. drop in sessions / interviews / online surveys / focus groups and select those that are most appropriate for the issue you are consulting on and the group/s you want to speak to, our [Involvement Guide](#) provides some useful tips and guidance

You can **encourage a broad range of people to participate** if you are committed and you take the time and effort to plan

Method 1

Survey (online and paper copies)

What? Ask people to tell us about their visits to the park and café and what types of activities and facilities they would like to be provided by the Rose Garden Café building.

Why? understand how the Rose Garden Café building can better support creating a community and connections.

What? Ask people to prioritise design aspirations for the restoration and refurbishment under 8 themes.

Why? understand how we can balance and prioritise functional, heritage, aesthetic and sustainable retrofit aspirations.

What can they influence? Inform design proposals and future use/tenure of the building

How? The survey will be accessible in a variety of ways.

- Online via the Rose Garden Café HaveYourSay page
- Paper copies will be available at local GP reception, dentists, vets and in the café and animal farm
- QR code on posters to link back to HaveYourSay

Ask local stakeholders & networks to promote and share the survey, including: Local Ward Councillors, Local Area Committee, local Schools and on facebook groups?

Budget?

Cost of printing?

Who takes responsibility?

Developing questions: ?

Distributing and collecting paper copies: ?

Who updates Have Your Say?



What? Ask people how they would like the spaces and facilities to be improved and what elements of the restoration and refurbishment are important to them

Why? Understand how we can balance and prioritise functional, heritage, aesthetic and sustainable retrofit aspirations. With a limited budget we need to make choices about how we restore and refurbish the café.

exploring local needs, opportunities & aspirations

develop a shared vision & design brief

informing people about the aims, parameters and progress of a project



Method 2

Interactive Ideas Board at the Café

What? Young people to define

Why? Enable a range of café users to engage with a focus on young people.

What can they influence? Inform design proposals and future use/tenure of the building

How?

Could we involve a group of art students at Newfield (Gertie has contacts) or Meadowhead to design a large whiteboard/s with key questions/simple cartoons to ask questions of the public that they can draw and/or write onto board? Café staff could record via photographs each day and then wipe clean...

Something like this involves café users, teenagers and hopefully children in a fun, interactive way. If the teenagers design these we will also have an understanding of their areas of interest.

Budget?

Fair exchange principles – what could we offer the art students in return?

Board that can be wiped clean

Pens

Who takes responsibility?

Facilitating art students: ?

Collecting responses: ?

Sharing via Have Your Say: ?



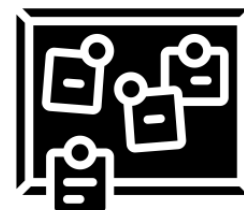
Engagement principles

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Method 3

Sharing Memories

What? Ask people to share memories of visiting the café

Why? To understand how and when the building is used and by who

What can they influence? Inform design proposals and future use/tenure of the building

How? Through community conversations

Online – via Rose Garden Café Have Your Say page

In person – host event at the café / park?

Budget?

Who takes responsibility?

Who updates Have Your Say?

Who hosts event?

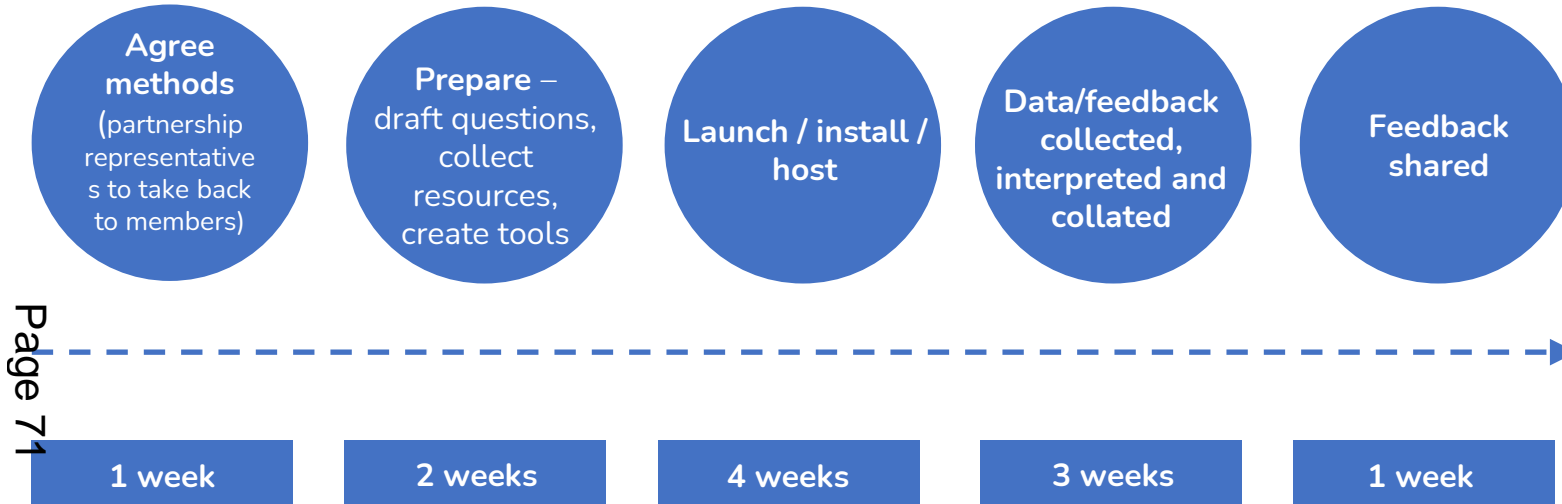


exploring local
needs,
opportunities &
aspirations

develop a shared
vision & design
brief

How and When?

Process and timeline (draft)



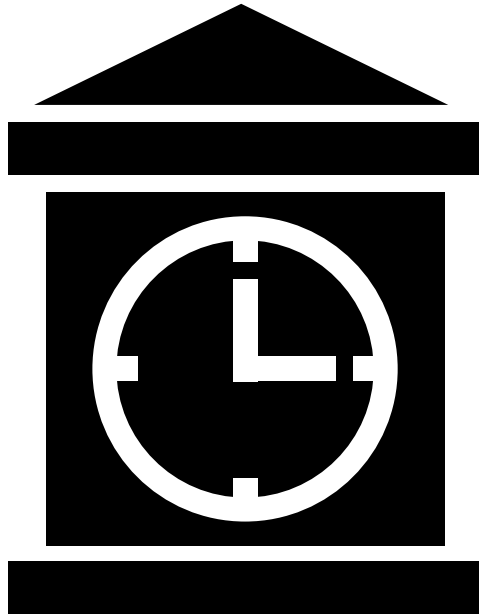
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Engagement principles

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**Rose Garden Café
Partnership**