

## Local Plan Issues and Options (Stage 2) - Engagement Strategy

In preparing a new Local Plan the Council is required by legislation to produce a Statement of Community Involvement (SCI). The SCI sets out the activities the Council must legally undertake when preparing a plan. This engagement strategy builds upon the basic requirements of the SCI and presents a comprehensive list of engagement and communication activities that will be undertaken during and following the public consultation period on the Local Plan Issues and Options (Stage 2) document.

**Public consultation will commence on Wednesday 12 December 2018 and run until Friday 22 February 2019.**

### ACTIVITIES TO BE UNDERTAKEN DURING THE PUBLIC CONSULTATION PERIOD

Event type	Specific activity	Desired outcome/s
<b>Activities designed to meet our statutory consultation requirements</b>	<b>Make document available</b> Formal consultation document and comments form made available at libraries, community hubs, online and at the Your Place, Your Voice: Local Plan Issues and Options (Stage 2) events.	<ul style="list-style-type: none"> <li>Statutory consultation requirement – awareness of and participation in the consultation.</li> </ul> <b>Lead:</b> Growth and Strategy Team Supported by a Communication Plan
	<b>Duty to Cooperate workshop/s</b> Formal workshop/s with Duty to Cooperate Bodies including adjacent Local Authorities and key infrastructure organisations	<ul style="list-style-type: none"> <li>To ensure that the authority fulfils its legal duty to cooperate with the relevant bodies/agencies.</li> </ul> <b>Lead:</b> Growth and Strategy Team
	<b>One to one Duty to Cooperate meetings with relevant bodies/agencies</b>	

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<p><b>Your Place, Your Voice' Community Planning Events (YPYV) – to take place in January and February</b></p>	<p><b>Fill in the &lt;blank&gt; boards</b> - Freestanding boards with a question on each side staggered so participants can snake their way through and vote for the options they think are right for their area.</p> <p>Sample question 1: We need more homes for &lt;BLANK&gt;? Potential options:</p> <ul style="list-style-type: none"> <li>- Older people</li> <li>- Young families</li> <li>- People who want to build their own home</li> <li>- Executives</li> <li>- Single person households</li> <li>- Other</li> </ul> <p>Sample question 2: We need more &lt;BLANK&gt; in our town centre? Potential options:</p> <ul style="list-style-type: none"> <li>- Leisure activities</li> <li>- Variety of shops</li> <li>- Restaurants</li> <li>- Housing</li> <li>- Community uses</li> <li>- Other</li> </ul>	<ul style="list-style-type: none"> <li>• Increased awareness, understanding and participation in the consultation</li> <li>• Wider participation by residents who may not normally engage on strategic planning issues</li> <li>• Promote discussion about how certain areas could develop and change over the plan period</li> <li>• To gain a deeper understanding of the types of development that are needed in an area</li> <li>• Promote a more open and transparent decision making process and create a sense of shared ownership of the plan</li> <li>• Opportunity to ask questions of Growth and Strategy Team and complete consultation comment form</li> </ul> <p><b>Lead:</b> Growth and Strategy Team Supported by Planning for Real, Community Development and Communications</p> <p>Outcomes as above across all YPYV</p>

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	<p><b>Development issues and opportunities model/map</b> – Stylised map of the local area including where relevant space is around settlements. Surrounding the map will be a range of development issues and opportunities cards. Participants will be asked to place cards down on the map in relevant locations. There will also be blank cards if the participant doesn't see any cards that are relevant to the comments they would like to make.</p> <p>Sample cards:</p> <ul style="list-style-type: none"> <li>- Opportunity for new live/work units</li> <li>- Opportunity for a small scale urban extension</li> <li>- Important strategic green space/park</li> <li>- Good location for a trim trail or outdoor gym</li> <li>- Good location for a new hotel</li> <li>- Need for a new primary school here</li> <li>- Need for a new bypass here</li> <li>- Opportunity for a new train station</li> </ul>	<p>activities – session to be led by Planning for Real</p>

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	<p><b>YPYV Visual Minutes</b> Share outcomes from previous sessions and action taken – you said, we did/will be doing...</p> <p>Identify and signpost opportunities for community action where relevant and not tied to planning or other council processes. Signpost to existing local opportunities, activities and groups for resident participation.</p>	Supported by Community Development
<b>Stakeholder forums</b>	<p><b>Local Plan Youth Forum</b> – Knowledge and skill building session with young people aged 13-18. Invitations will be sent to youth cabinet and secondary schools.</p>	<ul style="list-style-type: none"> <li>Increasing knowledge and understanding about planning matters in core communities to enable them to respond to planning consultations more effectively</li> </ul>
	<p><b>Local Plan Residents Forum</b> - Knowledge and skill building session with local residents. Invitations will be sent to community forums and advertised through social media/other channels.</p>	<ul style="list-style-type: none"> <li>Gain a different perspective on key topics</li> <li>Promote a more open and transparent decision making process and create a sense of shared ownership of the plan.</li> </ul> <p><b>Lead:</b> Growth and Strategy Team Supported by Community Development</p>

Event type	Specific activity	Desired outcome/s
	<p><b>Local Plan Developers Forum</b> - Workshop sessions to discuss the emerging plan and key evidence documents.</p> <p><b>Infrastructure Providers Forum</b> - Workshop sessions to discuss the emerging plan and key evidence documents.</p>	<ul style="list-style-type: none"> <li>• Create a sense of shared understanding between the Council and the 'Market'</li> <li>• Gaining a 'real world' perspective in terms of viability, deliverability</li> <li>• Limit the number of unanticipated objections in later stages of plan making.</li> </ul> <p><b>Lead:</b> Growth and Strategy Team</p>
<b>Online only</b>	<p><b>Local Plan survey</b> - Online only survey using some of the key questions put forward in the consultation document and at the YPYV events – heavily supported by social media activity both promoting the consultation and events as well as encouraging discussion on these channels.</p>	<ul style="list-style-type: none"> <li>• To provide an opportunity for people who are not able to attend an event to respond to some of the key elements of the 'Your Place, Your Voice' events and the consultation document without the need to read it in its entirety.</li> <li>• Encourage social media activity and engagement in the consultation – evaluation of comments and reach.</li> </ul> <p><b>Lead:</b> Communications Team Supported by Community Development re use of consultation portal.</p>

## ACTIVITIES TO BE UNDERTAKEN FOLLOWING THE PUBLIC CONSULTATION PERIOD

Event type	Specific activity	Desired outcome/s
<b>'Your Place, Your Voice' community planning event</b>	<b>Place planning workshops</b> – A series of workshops with residents in the main location groups looking at the findings of the YPYV events in more details and working with the Council and other key stakeholders to refine a preferred development option for their area in the context of the borough as a whole.	<ul style="list-style-type: none"> <li>• Wider participation by people who wouldn't normally engage with planning</li> <li>• Promote discussion about how certain areas could develop and change over the plan period</li> <li>• To gain a deeper understanding of the types of development that are needed in an area</li> <li>• Promote a more open and transparent decision making process and create a sense of shared ownership of the plan</li> </ul>
<b>Stakeholder forum</b>	<b>Local Plan Youth Forum</b> – Knowledge and skill building session with young people aged 13-18. Invitations will be sent to youth cabinet and secondary schools.	<ul style="list-style-type: none"> <li>• Increasing knowledge and understanding about planning matters in core communities to enable them to respond to planning consultations more effectively</li> <li>• Gain a different perspective on key topics</li> <li>• Promote a more open and transparent decision making process and create a sense of shared ownership of the plan.</li> </ul>

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	<b>Infrastructure Providers Forum</b> - Workshop sessions to discuss the emerging plan and key evidence documents.	
<b>Activities designed to meet our statutory consultation requirements</b>	<b>Duty to Cooperate workshop/s</b> - Formal workshop/s with Duty to Cooperate Bodies	<ul style="list-style-type: none"> <li>• To ensure that the authority fulfils its legal duty to cooperate with the relevant bodies/agencies.</li> </ul>
	<b>One to one duty to cooperate meetings with relevant bodies/agencies</b>	

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<b>Local Plan Planning Performance Agreement (PPA) meetings</b>	<p>Local Plan PPA meeting would be used as project management tool to enable all development partners/site promoters to be clear about what is required of them at all stages of the plan making process. These meetings would be chargeable and the cost of a PPA will depend on the scale of the proposed site, the resources required and input from officers for the project. It will be based on daily rates for officers, including overheads. We may need to bring in additional expertise or temporary staff, which will be funded by the site promoter.</p>	<ul style="list-style-type: none"> <li>• Create a sense of shared understanding between the Council and the 'Market'</li> <li>• Ensure that proposals being worked up by developers and site promoters address the local context and appropriately reflect the needs of local communities.</li> </ul>