

## Local Plan 'have your say'

### Community engagement plan 2015-16

This action plan sets out how we will engage residents and communities<sup>1</sup> and other interested parties as we develop the draft Local Plan.

The action plan has been developed by Planning Policy, Community Focus and Communications team members. Resources to deliver this action plan will be sought from these three teams as a priority with input from other council teams as necessary.

Planning Policy  
Community Focus  
Communications

| Ref. | Target audience (who)   | Activity   | Engagement methods and consultation techniques   |
|------|---|--|--|
| 1.   | Parish and Town Councils  | Update at the Parish Liaison meeting of future plans and opportunities to engage in the process  | <ul style="list-style-type: none"> <li>• face to face engagement</li> <li>• recruiting parishes to register interest in facilitating local consultation sessions in Sept 2015 (an opportunity to find out what support/resources they will need)</li> </ul>  |
| 2.   | Parish and Town Councils<br>Residents<br>Businesses<br>Landowners<br>Developers | Local Plan available for consultation<br><br>Parish Councils formally informed of the draft Local Plan and asked to engage in the consultation | <ul style="list-style-type: none"> <li>• Web-based 'citizen space'</li> <li>• Hard copies available in community venues<sup>2</sup> with feedback forms for completion</li> <li>• Local Plan to be considered at appropriate Parish Council meetings or special meetings - encourage comments/responses to be received via the on-line process (citizen space)</li> <li>• Emails and letters to people on existing databases informing that Local Plan available for consultation, including a link to the website</li> <li>• Press releases, social media</li> <li>• Advertorials in selected community newsletters (cost implications)</li> <li>• Articles in community newsletters (issued July, inclusion in September publications – at the editors discretion)</li> <li>• Business Focus newsletter to include an article on consultation</li> <li>• Personal emails to key businesses contacts (e.g. Chamber, Federation of Small Businesses) to help spread the word amongst businesses</li> </ul> |
| 3.   | Parish and Town Councils  |  | <ul style="list-style-type: none"> <li>• Local Plan to be considered at appropriate Parish Council meetings or special meetings - encourage comments/responses to be received via the on-line process (citizen space)</li> </ul>   |
|      | Parish and Town Councils  | Work with Parish Councils to arrange local consultation sessions and provide resources to support these events                                 | <ul style="list-style-type: none"> <li>• 'do it yourself' resource packs to be sent to Parish Councils</li> </ul>  |

| Ref. | Target audience (who)  | Activity   | Engagement methods and consultation techniques   |
|------|--|--|--|
| 4.   | Parish and Town Councils   |  | <ul style="list-style-type: none"> <li>Local Plan to be considered at appropriate Parish Council meetings or special meetings - encourage comments/responses to be received via the on-line process (citizen space)</li> </ul>         |
|      | Parish and Town Councils<br>Residents<br>Businesses<br>Landowners<br>Developers  | Local consultation sessions, organised by parish councils and supported (as appropriate) by district council officers                        | <ul style="list-style-type: none"> <li>face to face engagement with local residents, raising awareness of how they can get involved and why</li> </ul>   |
| 5.   |  | The Local Plan comes to your community 'have your say' (using the council trailer and 'parking up' in high footfall locations <sup>3</sup> ) | <ul style="list-style-type: none"> <li>face to face engagement with local residents, raising awareness of how they can get involved and why</li> </ul>   |
| 6.   | Young people – Stephenson College<br><br>Timing – tbc<br>Further engagement of young people – opportunities to be explored with LCC – Youth Voice Worker | Local Plan workshop/focus group (x2) with pre-registered young people (approx. 20 per workshop)  | <ul style="list-style-type: none"> <li>tailored workshop, capturing the views and opinions of young people</li> <li>face to face engagement with local young people, raising awareness of how they can get involved and why</li> </ul> |

## Media Campaign

### Mediums

- Local press (newspapers, radio)
- Community newsletters (advertorials and editorial)
- Social media (facebook, twitter)
- Work emails – corporate signature to carry the ‘Local Plan’ message
- Local Plan message in council buildings (District Council reception, leisure centres, housing ‘community’ rooms)

### Materials

- Posters (eight messages, based on the eight chapters ‘do you agree...’) – with the aim of engaging different audiences
- Empty belly posters for Parishes to promote local events
- Leaflets
- Postcards
- Magnetic posters for council vehicles
- Business cards

## Detailed actions

Each activity will be scoped and actions allocated to appropriate teams, all will be planned working to a July 2015 start date, if the process is delayed, each activity timeline will be altered as appropriate.

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<sup>1</sup> Parish councils, civic societies, town centre partnerships, young people and businesses

<sup>2</sup> Libraries, Parish offices (6 in the district), community cafes, Leisure centre, village halls, community offices etc.

<sup>3</sup> Ashby de la Zouch (Market Street), Ashby de la Zouch (Tesco), Castle Donington (Co-op), Coalville (Morrisons), Coalville (town centre/Belvoir Centre), Ibstock (location tbc), Measham (location tbc)