

WEST DEAN & WEST TYTHERLEY

NEIGHBOURHOOD DEVELOPMENT PLAN

COMMUNITY COMMUNICATION AND ENGAGEMENT STRATEGY

July 2016 v1.0

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Introduction

The Localism Act was passed by Government in November 2011 and final regulations relating to the Act and regulating the process came into force in April 2012. The Act allows local areas to produce a spatial development plan for their area and, if 'made' (adopted), future planning applications would have to have regard to the policies within this plan.

West Dean and West Tytherley Parish Councils have decided to produce a Neighbourhood Development Plan which may take between 12 and 18 months to achieve. The Neighbourhood Development Plan (NDP) is a joint Plan being prepared for West Dean and West Tytherley with Frenchmoor in full consultation with the local community.

The key aims of the Neighbourhood Plan are to:

- To create local planning policies for West Dean and West Tytherley which development proposals need to adhere to;
- To protect against inappropriate and speculative development and to shape better development for the area;
- To protect existing sites of outstanding natural beauty, conservation areas and the overall character of the two villages.

Two-way communication with the local community during the Neighbourhood Plan is vital for its success and ultimate support through the referendum; therefore, it is important to develop a coherent strategy of how this will be achieved and plan out key stakeholder engagement.

This strategy sets a framework for communications to develop, promote, and support the West Dean and West Tytherley Neighbourhood Plan. It gives direction to all media, online, internal, marketing, publications, and public relations communications activity undertaken on behalf of the West Dean and West Tytherley Parish Council Neighbourhood Plan Steering Group.

We will use the most appropriate channels of communications to reach our wide variety of stakeholders including residents, employees, businesses, community partners, and all levels of government. We will seek to provide communications services on the most cost – effective basis.

Communication only works when messages are clear and easy to understand and when it is a two - way process. It's not enough to talk – we also have to be able to listen. Therefore, this strategy will set out to ensure that key messages are developed throughout the various stages of the Neighbourhood Plan, are communicated as widely as possible, and stakeholders are provided with multiple methods of providing feedback.

Objectives

The objectives of the Communication and Engagement Strategy are to:

- To achieve the best possible communication, leading to thorough feedback and decision-making.
- Ensure that the implications of the development and making of the Neighbourhood Plan are understood by all stakeholders.
- Allow residents and other relevant stakeholders the opportunity to take part in defining the NDP.
- Ensure that all stakeholders and residents are aware of the NDP process to include:
 - ◆ the roles and responsibilities of the Neighbourhood Plan Steering Group;
 - ◆ the process and schedule for creation of the Neighbourhood Plan;
 - ◆ the governance, approval, and acceptance of the Neighbourhood Plan;
- Ensure appropriate consultation with and communication to all stakeholders and residents, covering:
 - ◆ Input into every aspect of the development and approval of the Neighbourhood Plan;
 - ◆ the current status of the Neighbourhood Plan which should be understood at each stage of its development;
 - ◆ appropriate approval from key stakeholders;
- Ensure acceptance by Test Valley Borough Council and Wiltshire Council by continuous engagement throughout the process and providing, amongst other things:
 - ◆ A Consultation Statement setting out how consultation is carried out;
 - ◆ A Memorandum of Understanding between the two councils including agreement that Test Valley will be the lead authority.

Principles

Our Strategy is based on four key principles:-

1. the right information
2. to the right people
3. in the right medium
4. at the right time

These principles include a number of key factors:

- Communication must be meaningful and appropriate.
- Information must be accessible.
- Quality mediums and methods must be used whenever possible.
- Communication channels must allow information to, through and across all levels.
- Information must be relevant and in plain English.
- Consideration needs to be given to the needs of people with disabilities and those whose first language is not English.
- The process must be transparent.
- A record of all communications should be maintained as evidence

Tools and Activities

We shall use a variety of methods based on what reaches people most effectively and has most credibility. These include and are not limited to:

Tools to be used
Consultation events including survey
Direct mail
Council newspaper/magazine
Email lists
Events
Exhibition
Leaflets & flyers
Local radio
Minutes of meetings
Networking
Newsletter
Parish newsletters / magazine
Posters
Press releases
Social media
Stakeholders' and partners' outlets
Neighbourhood/key known members of the community
Website(s) to be established and promulgated

The communication will be relayed using different methods and combinations for different groups as and when appropriate.

Resources

We shall make best use of the resources we have and strive to increase resources commensurate with the task. Our current resources, those that we have access to and can be applied to the task, are listed below.

List of Available Local Resources:
Group members
Local councillors
Parish Council notice board
Community notice boards
Community networks
Parish newsletters /magazine (Dun Valley News)
Local newspaper
Website (s)
Facebook (West Dean and West Tytherley both have a page)
Benefice of Lockerley Facebook page
Friends of West Dean email message system
WT Newsletter

Timescales

Preparing a neighbourhood plan is a sequential process based upon an agreed project plan. The project plan identifies the following key communication points and the dates in which they should be carried out. The table below summarises the key elements in the production of the Plan and target dates. It does not show specific times at which communication and engagement will occur because we feel that there will be varying forms of engagement throughout the process.

Key Communication Point	Target Date(s)
Area designation	April 2016
Event at WD Fete and in WT Hall	June 2016
Building the evidence base and community engagement including survey	May – September 2016
Identifying projects and writing policies	October/ November 2016
Reg. 14 Pre-submission consultation	January 2017
Reg. 15 Plan submission	March 2017
Referendum	May 2017

It is important to note that these dates are indicative.

Evaluation and Amendment

After the first 6-8 months following the implementation of the Strategy, the NDP Group will carry out a communications audit to assess the effectiveness of the strategy with both 'internal' and 'external' audiences. We shall consider in particular, who has not responded or reacted to our communications and equally who we perhaps have not effectively engaged with. We shall discuss the evidence/results carefully and use them to amend and improve the Strategy going forward.

How we will communicate

Stakeholder (s)	Format
Parish councillors in NDP area	Meeting mins/reports and presentations
Other elected members	Direct e/mail/reports and presentations
Parish Council	Meeting mins/reports and presentations
NDP working groups groups	Meeting mins/reports/workshops and presentations
All residents in NDP area	Consultation events/social media/parish newsletter/website/local press/posters/letters
Young people in NDP area	Consultation events – targeted events and social media
Clubs, community & voluntary groups in NDP area	Consultation events/social media/parish newsletter/website/local press/posters/ Letter/ email
Elderly persons in NDP area	Consultation events/parish newsletter/website/local press/posters
Persons with disabilities and special needs	Consultation events/parish newsletter/website/local press/posters
Hard to reach groups	Consultation events/parish newsletter/website/local press/posters
Schools serving NDP area	Consultation events - targeted
All businesses/employers in NDP area	Consultation events/parish newsletter/website/local press/posters/ Letter/ email
Retailers in NDP area	Consultation events/parish newsletter/website/local press/posters/ Letter/ email
Service providers	Letter/ email /meetings
Statutory undertakers	Letter/ email /meetings
Major landowners	Letter/ email /meetings
Developers with interest in NDP area	Letter/ email /meetings
Test Valley BC and Wiltshire Council	Letter/ email /meetings
Neighbouring parish/town councils	Letter/ email /meetings

Surveys, drop ins and workshops will be held as and when deemed necessary. The methods outlined above are the key formats which will be used but are not limited.

The NDP website will be used as a continuous means of communicating with everyone.

For practical reasons the steering group and working group meetings will not be open but record of the meetings will be made public. However openness, impartiality and inclusivity are to be the general rule of all activities conducted by the NDP groups.

Key local stakeholders

The list below is by no means exhaustive but seeks to identify the key local stakeholders.

List of key local stakeholders
West Dean Parish Council
West Tytherley Parish Council
West Tytherley Primary School
West Dean Youth Club
Busy bees mothers and toddlers group
East Brothers Saw Mill
Dean Hill Park (covering this and adjacent NDP areas)
Black Horse Pub West Tytherley
West Dean Village Hall committee
West Tytherley Village Hall Committee
West Tytherley Community Shop
Norman Court School
Bentley Wood (SSSI for butterflies)
Friends of Bentley Wood
Frenchmoor Racing
Frenchmoor Garden buildings
St Peter's Church, West Tytherley
St Mary the Virgin Church, West Dean
All Local landowners
Friends of West Dean
Network Rail and Great Western
Local Bus companies