**Communication Strategy for Alvington Neighbourhood Development Plan**

**(NDP)**

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# Section 1: Introduction

A Communications Strategy is a means of ensuring that you have considered who the NDP group will need to engage with, when and how this will be done.

The document is linked to the NDP project plan which outlines the main steps of undertaking the NDP.

Groups will have detailed action plans for consultation stages and content for websites, publicity etc.

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| **NDP Process step** | **Communications purpose/message** | |
| Step 1: Getting started | * Inform of NDP and its requirements * Community consultation to decide whether or not to undertake a NDP * Communication with district/borough council to apply for designation of Neighbourhood Area * Recruitment of steering group members and volunteers * Inform community and partners of steeringgroup membership, Terms of Reference, Communications and Project Plan plus budget. Approval from parish/town council * General information about the process and ‘where we are’. | |
| Step 2: Identifying issues that the NDP should address plus assets to capitalise on- information gathering- getting to know your neighbourhood and its context. | * Consultation with community to identify important issues to address- communication to encourage participation and involvement, plus encourage new recruits to steering group/working groups * Discussions with partners to identify important issues to address * Explore available evidence with partners * Communications with district council to establish planning constraints and requirements for specific appraisals (eg sustainability, wildlife) * Communications with district council to share issues arising and check for potential conformity with Local Plan * Encourage people to come forward to participate in theme groups | |
| Step 3: Developing vision and Objectives for the NDP | * Consultation with community to check that the vision and objectives reflect their aspiration * Clarify that some areas will not be included in the NDP policies but will be reflected through an accompanying, or parallel, action plan. | |
| Step 4: Generate and test solutions | * Encourage involvement in theme groups * Inform of solutions being explored and gain feedback on those potential solutions (checking ‘direction of travel’. | |
| Step 5: Drafting the  NDP | Before policies are composed, check ‘direction of travel’ with:   * Community (residents, businesses, groups) * District/borough council * Other stakeholders- eg water companies | |
| Step 6: Consultation on the Draft Plan and submission | * Formal statutory consultation carried out by the NDP group with Parish/town council at draft NDP Stage- at least 6 weeks - to encourage formal written responses * Relay feedback received and any subsequent changes made to NDP as a result. * May require major changes to the plan – in which case re-testing of solutions may be necessary and further consultation. | |
|  |  | Further formal statutory consultation at Submission Version NDP Stage- at least 6 weeks and organised by the District/Borough Council |
| Step 7: Examination |  | **[Formal notification of arrangements for examination is the responsibility of the District Council].** |
|  |  | Individuals may be given the opportunity to attend a hearing and put forward their points |
|  |  | NDP group may inform community about relevant dates |
| Step 8: Referendum |  | **[Formal notification of arrangements for referendum is the responsibility of the District Council].** |
|  |  | Communicate with those entitled to vote at the referendum |
|  |  | Encourage turnout and encourage (within the referendum rules’ constraints) a positive vote |

# Section 2: Summary of statutory consultation requirements

Statutory consultation by the NDP group will be undertaken at Step 6 of the NDP- a minimum of 6 weeks’ consultation on the draft NDP for the community plus statutory consultees. However the NDP examiner will also be looking for evidence to link policies and statements in the NDP with community aspiration and opinion.

The district/borough council is responsible for statutory consultation at designation stage and submission stage, as well as for any consultation/publicity in relation to examination and referendum.

# Section 3: Analysis of audience and potential channels of communication

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| **AUDIENCE (who) and**  **WHY** | **How** | | |  | | **Notes/considerations** |
| NDP steering group members (inter  communication) | Email and telephone contacts. | | |  | | Parish council clerk who will hold a database of contact details for all members of working party and volunteers helping with specific tasks. |
| NDP sub group members (eg consultation sub group), publicity sub group | The working party for the NDP is a su group of the parish council and theref reports to each parish council meetin | | | b ore  g. | | PC member on group will be responsible for reporting |
| NDP theme group members (eg themes such as economy, environment) |  | primary school - Meet parents/carers | |  | | Discussions with Head teacher how  best to do this      Find out dates/ times of NFU meetings and contacts |
| outside school Leaflets to parents/car | | ers |  |
| in school bags | |  | | --- | | -Email & Face to Face | |  |
| Farmers Clubs   |  | | --- | | Add others | |
| Parish/Town Council | Regular reporting to the council at meetings  Email updates and information via the | | |  | | Parish Council to approve project plans, budget and consultation versions of documents. |

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| Residents eg age groups and organisations in the community,  geographical locations) | Young people through social media Email contacts re consultations and signpost to website for information Face to face where applicable display posters / information on their notice boards |  | Database of contacts to be | | |  | |
| populated |  | |
| Village Hall ;Church; Cricket Club; | | | |  |
| walking club | |  | |
| Add to the list | |
| Businesses | Contact business by email / leaflet/ letter | List of businesses | | | | | |
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# Section 4: Summary of communication methods to be used

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| **Method** | **Notes** |
| Website | To contain:   * Information on purpose of NDPs * List of steering group members * Meeting dates and notes * How to get in touch with the NDP group * Stages of NDP progress and ‘where we are’ in the process * Results of any consultation and evidence gathering |
| Social media | Facebook targeted at young people |
| Newsletter/  fliers | Hand delivered to all households |
| Media/press | Press release before / after consultation |
| Parish Boards | Posters with information and signposting to website |
| Village Hall board | Permanent board for NDP information to include poster and fliers |
| Fliers / posters | Where applicable - In 2 pubs, garage, village hall, please add |
| Email | To contacts collected on database especially organisation leaders and businesses |
| Face to Face | Organisations/ business leaders and meetings |
| Consultation Events | Community drop in events x2 to:  Publicise the NDP  Circulate information around development issues e.g FOD Core Strategy, Allocations Plan, etc.  Find out issues concerning development, character, distinctiveness etc. Present evidence |