

Communication Strategy for Alvington Neighbourhood Development Plan (NDP)

Produced from a template supplied by GRCC www.grcc.org.uk

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.

NDP Process step	Communications purpose/message
Step 1: Getting started	<ul style="list-style-type: none"> • 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 steering-group 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.	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<p>Before policies are composed, check 'direction of travel' with:</p> <ul style="list-style-type: none"> • Community (residents, businesses, groups) • District/borough council • Other stakeholders- eg water companies



Step 6: Consultation on the Draft Plan and submission	<ul style="list-style-type: none"> • 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.
	<ul style="list-style-type: none"> <input type="checkbox"/> Further formal statutory consultation at Submission Version NDP Stage- at least 6 weeks and organised by the District/Borough Council
Step 7: Examination	<ul style="list-style-type: none"> <input type="checkbox"/> [Formal notification of arrangements for examination is the responsibility of the District Council]. <input type="checkbox"/> Individuals may be given the opportunity to attend a hearing and put forward their points <input type="checkbox"/> NDP group may inform community about relevant dates
Step 8: Referendum	<ul style="list-style-type: none"> <input type="checkbox"/> [Formal notification of arrangements for referendum is the responsibility of the District Council]. <input type="checkbox"/> Communicate with those entitled to vote at the referendum <input type="checkbox"/> 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



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 sub group of the parish council and therefore reports to each parish council meeting.	PC member on group will be responsible for reporting
NDP theme group members (eg themes such as economy, environment)	<p>primary school - Meet parents/carers outside school Leaflets to parents/carers in school bags -Email & Face to Face</p> <p>Farmers Clubs</p> <p>Add others</p>	<p>Discussions with Head teacher how best to do this</p> <p>Find out dates/ times of NFU meetings and contacts</p>
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.

clerk

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	<p>Database of contacts to be populated</p> <p>Village Hall ;Church; Cricket Club; walking club</p> <p>Add to the list</p>
Businesses	Contact business by email / leaflet/ letter	List of businesses

Section 4: Summary of communication methods to be used

Method	Notes
--------	-------



Website	To contain: <ul style="list-style-type: none"> • 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

