

Perranzabuloe Neighbourhood Plan

Communications Strategy

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Scope:

A Neighbourhood Development Plan¹ (NDP) is a community-led framework for guiding the future development, regeneration and conservation of an area. The foundation of a good neighbourhood plan is a robust programme of consultation and engagement.

Effective community involvement is essential right from the beginning of the process. It will create a well-informed plan and a sense of ownership. Getting the recognition, views, assistance and support of a whole range of other interested bodies and parties is also essential if the plan is to have authority and credibility. A successful Communication Strategy is a prerequisite.

Aims:

The aims of the Communications Strategy are:

- Ensure utmost transparency and Inclusion
- Effective communication, leading to better feedback and decision-making ☒
- Effective information and communication channels to enable community participation ☒
- Ensure consultation evidence is gathered to reinforce any policies
- Increased community awareness and understanding of the Neighbourhood Plan, its purpose and☒relevance ☒
- Ensure all evidence gathered during the NDP process is available for the Communications Statement that accompanies the NDP.
- Set out timings and responsibilities to meet the above aims.

¹ As introduced by the Localism Act 2011

Principles [?]

Our Communications Strategy is based on four key principles:

- The right information,
- To the right people,
- In the right medium,
- 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 participants
 - Information must be relevant and in plain English [?]
 - Consideration needs to be given to the needs of people with disabilities and
 - [?]The process must be transparent [?]

Target Audiences. [?]

We want to reach everyone with a stake in the future of the area including people living, working or doing business here, those who deliver services to the local communities and people who have influence over the future of the area. We want to continue the dialogue with communities based on where they live and people in communities based on common interests. We want to communicate and listen to people who others have traditionally found hard to reach and hard to hear. [?]

Messages

It is important that all our communications have as much impact as possible. To avoid dilution of the message or contradiction, the following will be the main messages that we will attempt to relay in our communications:

- The Neighbourhood Plan reflects community opinion ☐
- The Neighbourhood Plan is a framework for the development of our area ☐
- We want to hear your opinion ☐
- We need the participation and support of the community and partners. ☐The messages we send out should be:
 - Short and to the point ☐
 - Not conflicting ☐
 - In plain English ☐
 - Focusing on involvement ☐

Tools and Activities ☐

We shall use a variety of methods based on what reaches people most effectively and has most credibility. These include: ☐

- Leaflets and Flyers
- Posters
- Consultation Events
- Exhibitions
- Website www.perranplan.com
- Emails
- Social Media
- Minutes of Meetings
- Networking
- Stakeholder and Partner Outlets

The messages will be relayed using different methods for different groups. A communications matrix has been developed as an integral part of our communications strategy.

Communications Strategy Matrix

How we will communicate:

Parish Council	Steering Group Minutes/Reports/Website
Steering Group	Emails / Monthly Meetings / Minutes / Website
Focus Groups	Emails / Regular Meetings / Minutes / Website
Parish Residents	Consultation events/website/Social Media/Emails/Posters/Letters
Young Residents	Consultation events – Targeted/Social Media/Website
Elderly Residents	Consultation events – Targeted
Residents without Internet Access	Consultation events – Targeted / Library copies
Community & Voluntary Groups	Consultation events/Social Media/Website/Emails
Residents with Disabilities or Special Needs	Consultation events – Targeted
Schools	Consultation events – Targeted
Businesses/Employers/Retailers	Consultation events – Targeted/Social Media/Website
Service Providers	Letter/Emails/Meetings
Major Landowners	Letter/Emails/Meetings
Developers with interest in the Parish	Letter/Emails/Meetings
County Council	Letter/Emails/Meetings
Neighbouring Parishes/Councils	Letter/Emails/Meetings

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:

- Steering Group & Focus Group Members
- Parish Councillors
- Community Notice Boards
- Library
- Local Papers
- Website
- Social Media
- Mail

Timescales

Preparing a neighbourhood plan is a 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:

Nov 2017	Launching the NDP
Feb/Mar 2018	Set up SG Emails and Website
Apr/May 2018	First Mail Shot to the Community
Apr-Dec 2018	Focus Groups Consultations with Community
Jan 2019	Consultation Results Analysis with Focus Groups
Feb 2019	Draft a Community Survey
Apr 2019	Mail & Engage Survey to Community
Jun 2019	Analyse Survey Results with Focus Groups
Aug-Dec 2019	Formulate Focus Group Policies
Jan 2020	Write NDP

Evaluation and Amendment

After the first 3 months of Public Consultations, the NDP Steering Group should carry out a communications audit to assess the effectiveness of the strategy with both 'internal' and 'external' audiences. We should consider in particular, who has not responded or reacted to our communications? We should discuss the evidence/results carefully and use them to amend and improve the Strategy going forward.

Communication & Responsibilities

Along with this Communications Strategy Document, a parish or town council MUST produce a consultation statement to accompany the draft plan proposal when formally submitting the document to the Local Planning Authority as set out in the neighbourhood planning regulations 2015 (2)

The document MUST include evidence of ALL consultations (with the public or external bodies), along with agendas and minutes of ALL meetings. To this end, every action taken for or on behalf of the NDP MUST be documented and retained for examination.

The Communications Officer must be the central point for the retention of evidence to submit in the Consultation Statement document. It is the responsibility of the Steering Group members and Focus Group leaders to ensure the Communications Officer is furnished with all evidence.

In addition, evidence of transparency must be produced. Therefore, it is important that the public and external bodies must be aware of any meetings that they can participate in and evidence of those meetings must be placed in the public domain.

The Communications and Responsibilities Matrix below, sets out how we will achieve this. It defines the communication type, responsibility and times that the information should be received by the responsible parties, to ensure we meet the Communications Statement requirements.

Communication & Responsibilities Matrix

Communication/Action:	Responsibility	Timing
Steering Group (SG)		
Meeting Dates & Location to be decided at the monthly Meetings	Chairman	At Meeting
Meeting dates & location announced on Website and Social Media	Communications Officer	Min of 7 days before Meeting
Minute taking, Preparation and email to SG	Secretary	Max 21 days after Meeting
Minute proof read & return to Secretary	Random Group Member	Max 7 days
Uploading minutes to website	Communications Officer	Max 7 days
Agenda for next meeting email to SG	Secretary	Min of 7 days before Meeting
Uploading to website	Communications Officer	Max 7 days
Hard copy to Library file	Communications Officer	Monthly
Focus Group (FG)		
Meeting dates, location and agenda on Website/Social Media and emailed to SG & FG	Focus Group Leader	Min of 3 days before Meeting
Minute taking, Preparation and email to SG & FG	Focus Group Leader	Max 21 days after Meeting
Uploading minutes to website	Communications Officer	Max 7 days
Hard Copy to Library file	Communications Officer	Monthly
Community / Business Consultations		
Consultation dates, location and agenda on Website/Social Media and emailed to SG & FG	Focus Group Leader	Min of 7 days before Consultation
Evidence taking, Preparation and handed to Communications Officer	Focus Group Leader	28 days after Consultation