

Uttoxeter Neighbourhood Plan

Regulation 14 Consultation Strategy

(15th February – 28th March 2016)

The following sets out a strategy for consultation (Regulation 14) on the first draft of the Uttoxeter Neighbourhood Plan. This note sets how we will be engaging local stakeholders in the process and ways to ensure useful feedback is retrieved which can help in taking the Neighbourhood Plan to the next stage.

The majority of this work is included within stage 6 of the original scope of works, as agreed in September 2014. This note details where additional costs may occur (e.g. printing and distribution of leaflets) and a number of options which the Steering Group may wish to undertake in order to target certain groups. Where additional fees apply this will be made clear.

Consultation Support

Exhibition Boards

BPUD will prepare approximately 3 exhibition boards at A1 which present a brief summary of the policies in the plan and how stakeholders can give feedback in a plain English style. Boards will be designed internally by BPUD and printing either undertaken by the clients suggested printer or by BPUD local printers / suppliers. These boards will also be printed at A2 (x2) and A3 (x6). A2 boards will be used by members of the Steering Group to take on the roadshow (see details below) and the A3 boards can be displayed for the public to view in key locations such as the library, town hall, leisure centre, local schools and empty units in the town centre.

Design and compilation based on 2 day's work. The approximate cost from our supplier for the production is £50 per board produced at A1 – we envisage for a plan of this type approximately 10 boards would be required. Copies can also be printed at a smaller scale to allow them to be more easily transported if a roadshow is undertaken.

Market Consultation Event (27th February 2016)

The consultation period will begin with a highly publicised launch of the draft plan with an exhibition in a well-known venue. BPUD will staff the event supported by members of the steering group. The provision of light refreshments and a range of ways in which people can engage with the plan (sitting and reading the document as a whole, reading the exhibition boards, reading a summary) helps people to engage in a way which suits them – making them more likely to take the time to give their views.

Roadshow

The Steering Group will take the exhibition boards and the plan around to a number of key groups, organisations and meetings following the launch of regulation 14. If these are well planned and publicised the word will spread easily. This is also a way of distributing any leaflets, questionnaires or other information.

As discussed with the Steering Group, it is envisaged that this will involve visits to the following groups; U3A, local schools, the library, community groups and other contacts made during the preparation of the Neighbourhood Plan.

Questionnaire

A short questionnaire could be designed to collate feedback on the neighbourhood plan. BPUD will design it to collect feedback on a policy by policy basis as this would allow the feedback to be categorised easily for analysis. Key questions could be linked to the draft neighbourhood plan and could be included in relevant sections within the main document to encourage readers to give feedback. The questionnaire will also be made available online using 'Survey Monkey'. The survey will be provided in hard copy and online.

Electronic Presentation

BPUD will develop a PowerPoint presentation with accompanying commentary to support consultation activities. The PowerPoint will be published via YouTube or similar to help people who may not attend events or meetings to access, understand and give feedback on the plan. A link to this presentation will be publicised through social media outlets and in the other materials used to spread information about the consultation period.

Leaflets, posters and publicity

BPUD will assist the steering group by providing a series of posters and leaflets for publicising the consultation period and any / all of the above events / materials. Our team will produce a design for an A4 poster for shop and resident's/members of the Steering Group's windows. This poster will include details about the consultation period, publicise the market consultation event and explain how stakeholders can view the exhibition boards and comment on the plan.

In addition to this press releases will be sent to the local press and radio stations in addition to utilising Uttoxeter focused social media tools such as Your Uttoxeter.