

Lydney Neighbourhood Plan Review

Communication and Engagement Framework

Process & Methods | January 2023

Introduction

This document sets out a suggested communications and engagement framework to be integrated into the process of making Lydney Parish Neighbourhood Plan.

Terminology

This Communication and Engagement Framework covers the whole Lydney Neighbourhood Plan review process from inception to the referendum. Each stage is identified and a bespoke process of engagement identified.

It breaks tasks and activities into two components:

1 Communications

This is publicity and provision of information and updates.

2 Engagement

Engagement is to obtain information and feedback that will inform and influence the drafting and resolution of the reviewed neighbourhood plan. It may be considered in two elements:

- **Evidence Building Dialogue**

To obtain evidence, views and priorities from partners, stakeholders and people in the local community about particular circumstances, characteristics and values placed on the local environment, community life and economy. These will contribute to building evidence to support community led policies in the LNDP.

- **Draft Proposal Consultation**

This is to identify areas of support, objection and suggestions for improving the draft NDP, and policies and to enable a critique of the evidence bases and legal compliance of the draft LNDP, prior to it being submitted to FoDDC. This must include the formal Regulation 14 consultation on the draft LNDP to be undertaken by the Town Council,

and Regulation 16 consultation to be undertaken by FoDDC. It may also include informal elements of consultation on emerging draft elements of the LNDP prior to Regulation 14, e.g. Vision and Aims.

The Communications and Engagement framework sets out recommended streams of communication, dialogue and consultation that are considered necessary or beneficial to each stage of the LNDP review process (as defined by the LNDP project and process plan). Whilst the framework identifies communication and engagement tasks distinctly, they are likely to be integrated where the LNDP review stage requires both.

Structure of this Framework

For each stage the framework sets out:

- The purpose for undertaking the activity
- The recommended content
- The channels, methods or media of communication, dialogue and/or consultation that can be used
- The target audience(s) to be engaged

Integration within LNDP Review Project and Process Plan

The Communication and Engagement framework will be integrated within the LNDP review project and process plan. This will be reviewed and updated as work progresses.

Leadership and Responsibilities

The Steering Group and Topic Groups will be responsible for managing Communications and Engagement throughout the LNDP review process. However, following the submission of the draft LNDP to FoDDC, FoDDC will take full responsibility for undertaking Regulation 16 formal consultation stage, the examination process and the referendum. The Steering Group can have an informal role in ensuring stakeholders and the community are aware of and engage in these stages.

As part of its support, Place Studio can provide assistance in scoping and shaping activities. It can assist in providing content and engagement toolkits and methodologies.

Guidance & Reference Documents

National Planning Policy Framework 2021 (NPPF)

With regards to engagement in plan making, Paragraph 16c of the NPPF states:

“Plans should:

c) be shaped by early, proportionate and effective engagement between plan-makers and communities, local organisations, businesses, infrastructure providers and operators and statutory consultees;”

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1005759/NPPF_July_2021.pdf

FoDDC Statement of Community Involvement

<https://www.fdean.gov.uk/media/wm5gndi4/statement-of-community-involvement.pdf>

Locality Toolkit ‘Neighbourhood Planning Community Consultation’

This Locality toolkit provides advice on approaches to engaging with different groups, organising events, engagement events, making the most of community assets and talents. It can be used to build refined approaches to delivery of this communications and engagement framework.

https://www.portreathndp.org/_UserFiles/Files/Resources/Neighbourhood-planning-community-consultation-final.pdf

Communications and Engagement Framework

STAGE 1 (Completed)

Context

The review of the Lydney Neighbourhood plan came hot on the heels of the Lydney Forward initiative, a town centre focussed series of engagement that asked the local community to identify and comment on the issues and opportunities facing Lydney town centre. This engagement produced a robust evidence base and one of the primary outcomes was that a review of the Neighbourhood Plan would be one of the most effective ways to effect change and tackle some of the challenges that were identified by the Lydney Forward initiative. Details of this initiative and the results of the engagement can be found in the Lydney Forward Consultation Feedback Report.

At the time of drafting, Stage 1 of the Communications and Engagement framework for LNDP review has been completed. Activities have been recorded below, but are greyed out to indicate completed activities.

1 Review Launch Drop in (20/04/2022)

Communication

Purpose:

- Launch the Review of Lydney's Neighbourhood Plan within the community
- Inform Stakeholders of the existing NDP and the Review Purpose, Objectives and Process
- Engage Stakeholders in starting to refresh, update and add priority themes, issues and ideas
- Seek volunteers to be further involved in supporting or informing the NDP review

Content

- Forthcoming NDP (Review) launch
- What is the LNDP
- Need for Review
- Importance to get involved/have your say
- How to get involved (link & paper copies info)
- When
- Get in contact
- Find out more
- What are your priorities for change
- What do you treasure about Lydney

Channels

- Letters sent to stakeholders from town council list

Target Audience

- Councillors
- Partners & Stakeholders

Stage 2; Validating Vision and Objectives & Building the Evidence Base

Purpose:

- Continue to raise awareness
- Provide update on feedback and key priorities
- Provide clarity for next stages
- Maximise engagement in the evidence building process

Content

- Launch Feedback – Thanks Issues and Priorities Engagement Feedback
- Next Steps – Building the Evidence
- Get involved – why, how & when (link)
- Online / social media channels only - sequenced topic engagement pulses / event programme announcements (link).

Channels / Events

- LNDP Review Website (permanent “get involved” tab)
- Lydney TC Social Media (permanent page & info / link)
- Local Media TC Notice Boards
- Direct Mail: Stakeholder List (email / letter)
- Potential community event (on-street / drop-in / fete)

Target Audience

- Partners & Stakeholders
- Community
- Community outreach (e.g. schools)

Engagement / Dialogue: Sequenced Evidence Building Programme

Purpose:

- To secure stakeholder and community input to provide local evidence and direction to help inform the review of WNDP policies across its four topics & associated policy areas (to be added to technical evidence and on-site analysis and surveys).

Content

Interactive engagement activities. Tailored to topic and policy area.

- Environment, Heritage and Design
 - Green Spaces
 - Heritage Assets
 - Valued Landscapes and Views

- Character and Local Distinctiveness
- Town Centre and Economy
 - Town Centre Issues and Priorities
 - Local Economy and Employment Needs
- Getting Around
 - Local Transport Survey
 - Local Walking and Cycling Network
- Housing and Communities
 - Local Housing Needs Survey
 - Approach to Addressing Housing in NP
 - Community Facilities Needs Survey / Mapping

Channels / Events

- WNDP Review Website (permanent “get involved” tab)
- Paper forms at local facilities / mail out
- Potential comprehensive community event / drop-in

Target Audience

- Partners & Stakeholders
- Community
- Community outreach (eg schools)

2 Drafting the Policies and Plan

Communications

Purpose

- Update on Building the Evidence Base
- Inform of next steps

Content

- What is the WNDP
- Relevance to local people
- Need for Review
- Building the Evidence Base feedback – thanks and feedback numbers
- Key facts and data of interest

- Next steps
- Contact

Channels

- Warminster TC Meeting (information)
- WNDP Review Website (permanent “get involved” and “news” tabs)
- Warminster TC Website (permanent page & info / link)
- Warminster TC Social Media (permanent page & info / link)
- Local Media (Wilts Times / Warminster Journal etc)

Target Audience

- TC Members
- Partners and Stakeholders
- Community

Stage 4 Regulation 14 Plan (Six week Formal) Consultation

This stage should;

- Undertake a sound formal consultation process
- Enable all interested parties to make formal representation
- Provide feedback to enable revisions to be made to draft submission plan

Communications

Purpose:

- To inform statutory consultees, stakeholders and the community about the Regulation 14 formal consultation process
- To inform how and when to make representation
- To provide links to draft Lydney Neighbourhood Plan material

Content;

- Regulation 14 consultation info: purpose, dates, material
- How to have your say information (& links)
- Next steps

Channels

- LTC Website
- LTC Social Media
- Local Newsletter
- Local Media

Target Audience

- Town Council Members
- Partners & Stakeholders
- Community

Engagement: Regulation 14 Consultation (Formal)

Purpose:

- To discharge formal Lydney Neighbourhood Plan consultation requirement soundly
- To enable formal representations to be made by statutory consultees, partners and stakeholders and the public / community
- To provide feedback to inform revisions to the Reg 14 Draft Lydney Neighbourhood Plan to form the Submission Draft Plan

Content / Channels & Methods

- Refer to Place Studio Regulation 14 Toolkit (to be shared later)

Timescale

- (see programme - aimed for 2024/ 2025)
- Six week minimum period

Stage 5 Plan Submission

This stage should;

- Thank community
- Publish submission plan material
- Keep community informed of next steps & timescale
- Highlight **Forest of Dean District Council** role

Communications

Purpose: As above

Content

- Regulation 14 Feedback – process re-cap & thanks
- Summary of revisions made in light of Regulation 14 comments
- Submission Plan & Potential NDP 'Mini-guide' (see one we produced for Melksham by [clicking here](#))

Channels

- All communication channels

Target Audience

- Parish Council Members
- Partners & Stakeholders
- Community

Timescale

- 2025

Stages 6&7 Regulation 16 Consultation & Examination Stages

These two stages should;

- Ensure PC members and community are informed

Communications X2

Purpose:

- To informally notify Members, stakeholders and community of Regulation 16 consultation

Content

- Notification of Forest of Dean District Council Regulation 16 consultation (responsibility & dates)
- Links to Forest of Dean District Council consultation
- Links to submission plan material
- What happens next

Channels

- All channels

Target Audience

- Town Councillors
- Partners & Stakeholders
- Community

Stage 8A Referendum Lead in

NB Referendum managed by Forest of Dean District Council

This stage should;

- Secure the greatest community turn out to vote in the referendum.
- Ensure maximum awareness of the LNDP

Communications

Purpose:

- To (informally) notify of referendum
- Raise community awareness of NDP and need to vote
- To provide facts about Lydney NDP
- Inform of when and how to vote

Content

NB Town Council cannot promote a 'yes' or 'no' vote

- Announcement of Referendum Date (link to Forest of Dean District Council)
- When and how to vote (Link to Forest of Dean District Council)
- Link to NDP (& potential mini-guide)
- Find out more (link)

Channels

- All channels

Target Audience

- Town Councillors (inform)

- Timescale
- All Community and Stakeholders
 - Subject to Forest of Dean District Council

Stage 8B Referendum Result / Making (Announcement)

This stage should;

- Celebrate the making of the LNDP!

Purpose:

- To publicise the referendum result
- Thank community and those involved
- Inform community of next steps in bringing plan into force
- Provide link / access to Made Lydney Neighbourhood Plan

Content

- Referendum result
- Making announcement
- Link to Made LNDP

Channels

- All channels

Target Audience

- Town Councillors
- Community

Timescale

- Subject to Forest of Dean District Council