

LDF Project Management Board

Workshop 15 – 30th April 2012

Proposed Submission South Somerset Local Plan (2006-2028) – Consultation Strategy

Report by Jo Wilkins

Introduction

It is proposed to consult on the Proposed Submission Local Plan for a 6 week period.

The proposed approach to consultation is considered to be in accordance with The Town and Country Planning (Local Planning) (England) Regulations 2012 and the Council's adopted Statement of Community Involvement (2007).

Recommendation

1. That PMB note and agree the proposed Consultation Strategy for the Proposed South Somerset Local Plan (2006-2028).

Report

The table below sets out the consultation vehicles to be used, any comments and gives an indication of the resources that will be required to undertake the task.

It is proposed to carry out a limited number of small scale targeted events in locations where it is recognised that there are outstanding issues i.e. Yeovil, Langport, Somerton, Ilminster, Chard, Castle Cary and South Petherton.

A summary leaflet building on the one produced for the draft plan will be produced as well as a fact sheet explaining the next stages to Examination.

Consultation Vehicle	Comments	Resources
INovem System	In putting submission document on to the system in preparation for the consultation	Jackie Hamblin / Charlotte Fry
INovem System: Emails / letters to all consultees Online response facility Comments form	Consultees on database include: Town and Parish Councils Local organisations and businesses Statutory Consultees Agents / developers Members of the public Neighbouring authorities Emails and letters to include a copy of the summary leaflet (see below) Specific consultation bodies need to be sent a copy of the submission documents and a statement of the representations.	Planning Policy / JH & CF

Notices in local news papers	Blackmore Vale Magazine Chard and Ilminster News Western Gazette Fosse Way Magazine	Planning Policy and planning admin
Summary Leaflet	<p>Document should include a map and clear indication of how much employment and housing is proposed and where including directions of growth.</p> <p>Whilst South Somerset News is due to be delivered by Royal Mail during the week beginning 26th June 2012 – documents would need to be with the printer on 8th June. Given the desired dates for the consultation this is too late to be of use. Additionally issues regarding coverage and delivery arose previously.</p> <p>As an alternative the leaflet should be placed as an advert/insert in the Western Gazette (and other local papers) and copies sent to Town and Parish Councils for display and circulation.</p> <p>Chard and Ilminster News Prices:</p> <ul style="list-style-type: none"> • Half page advert = £298.75 plus VAT • Whole page advert = £545 plus VAT • A4 insert £480 plus VAT <p>Western Gazette price list attached as Appendix 1.</p>	<p>Planning Policy Officers</p> <p>Communications Officer</p>
SSDC web site	Front page link to: Full document INovem Summary leaflet	Planning Policy / JH & CF Bruce Soord
PR Campaign	Press releases Radio / TV	Planning Policy / Communications Officer
Council Offices and Libraries	Documents to be made available for inspection at all District Council offices and local libraries	Planning Policy / area development
Public exhibitions	Considered to be optional – no requirement in SCI to do public exhibitions however there may be an expectation from places like East Coker and Barwick that such events will be taking place. Could do a limited exercise	Planning Policy Officers / Area Development

	focussing on the issues of contention and making the case for Council proposals in submission plan e.g. small scale exhibition at Yeovil dealing with scale of growth for town, development within Yeovil and scale and location of urban extension, exhibitions at Somerton, Langport, Castle Cary regarding market town designation and appropriateness of scale of growth, exhibition at Ilminster regarding agreed change of growth option, exhibition at South Petherton regarding opportunities for growth and possible event at Chard.	
Social media	Use of Facebook and twitter in order to engage a younger audience.	Communications Officer
Equalities Group	Attendance of a meeting to set out key proposals may be required in order to engage with hard to reach groups.	Jo Morgan / Planning Policy
Process Fact Sheet	Fact sheet to include information regarding the next stages to Examination e.g. how objections will be dealt with, will the Inspector get the whole representation or a summary and in what form etc. It might be more appropriate to produce this when we formally submit the plan as everyone will have to be notified then.	Planning Policy

Consultation Brief

The consultation brief is attached as Appendix 2.

Other Issues

- Personal safety – address by no lone working, advance warning to security and telephone contact
- Budget – costs are likely to be in the region of £6,000 (to be confirmed). Funds will come from the local plan reserve. Some indicative costs are set out below:
 - Formal Notices in local newspapers: £1300
 - Printing of summary leaflets: 4p each x 2000 = £80
 - Exhibition venue hire: £500
 - Foamex exhibition boards cost approx £68 each – overall cost will depend on how many boards we use estimate that approx 28 – 30 boards will be required (7 locations 4 boards each) = approximately £2000
 - Adverts / pull out in local newspapers – cost will depend on the option taken and how many editions the advert appears in. To appear in one edition would cost between approx £300 and £1,400
- Staff resources will be required during and beyond the consultation period to record and input comments received. Those comments not made directly on to INovem will

need to put into the system, this will require admin resources towards the end of the consultation period and will require an estimated 2 FTE for 4 weeks.

Conclusion

It is considered that this approach strikes the balance between meeting statutory requirements and meeting community expectation.

♥ RATES

Western Gazette ROP Rates

Mono per cm

£6.00 for all editions
 £5.00 for 2 editions
 £4.00 for Yeovil edition
 £3.00 for single edition (excluding Yeovil)

Colour per cm

£6.60 for all editions
 £5.50 for 2 editions
 £4.50 for Yeovil edition
 £3.30 for single edition (excluding Yeovil)

Full page

£1,360 + VAT

Half Page

£748 + VAT

Quarter Page

£400

Premium ROP positions £476 for all editions 17 x 4 Pages 5,7,9,11

Front Page Strap

£200 for 1 edition 4 x 8
 £300 for 2 editions

ROP Straps

£211.20 for all editions 4 x 8
 £176 for 2 editions
 £144 for Yeovil edition
 £105.60 for single edition (excluding Yeovil)

Discount

Generous discounts are given for consecutive, bi-weekly and monthly commitments.

To ensure that our title is of the highest standard, the above sizes and others available on different pages are all house styles. Should you require a different size, they will be charged at a premium rate of £7.70 per centimeter.

The rate of £7.70 also applies should you require an advertorial feature.

We have separate rates for our recruitment, property, motors and classified section. Please enquire if these are of interest to you.

♥ LOCAL



this is somerset.co.uk this is dorset.co.uk At the heart of all things local

South Somerset Local Development Framework –South Somerset Local Plan 2006-2028**Brief for community consultation**

Title: South Somerset Local Plan 2006-2028 – community consultation programme	
Link with corporate agenda <ul style="list-style-type: none"> • Required as part of the statutory process. • To publicise and give an opportunity for final community input to the refinement of Core planning policies. • The Local Plan helps to achieve the four core aims of the Council Plan it is an economic led strategy which provides planning policies that enable the delivery of new employment and housing (including affordable housing), new open space and community facilities and which seek to maintain and enhance the environment and hence create a sustainable district in accordance with national planning guidance and the SCS. 	
Background	Having consulted widely on the Draft Core Strategy (incorporating Preferred Options) October 2012, officers and members (through Area Committees DX and Full Council) have given consideration to the representations received. The draft plan has now been amended in the light of the Council's decisions and this is now the opportunity to consult on the proposed final policies and proposals before the document is submitted to government for Examination by an independent Inspector.
Benefits / Outcomes	<ul style="list-style-type: none"> • Compliance with statutory regulations in order to meet the 'tests of soundness' • An opportunity for the community and statutory bodies to see what the Council is proposing as it's final Local Plan and make comments which will be summarised and considered by an independent Inspector • A further opportunity to inform the public about the role of spatial planning in shaping sustainable communities
Objectives	<ul style="list-style-type: none"> • To deliver a programme of public and local stakeholder consultation and involvement in accordance with the South Somerset Statement of Community Involvement, national guidance and SSDC's Equalities Scheme. • Test proposed final policies and directions of growth. • Build upon the Council's reputation for high quality engagement and continuous community involvement in shaping sound spatial planning policies. • To continue to inform those who have already become involved in the process and give those who have yet to engage an opportunity to comment if they wish to.

Deliverables	<ul style="list-style-type: none"> • Series of actions to achieve the objectives and benefits set out above. • Responses to the Proposed Submission Local Plan either in support or raising objection. • Communications materials to support the above. • A summary report to LD, PMB and Core Strategy Inspector on the consultation process, outputs and outcomes.
Approach	<ul style="list-style-type: none"> • A programme agreed by PMB to be delivered by the Spatial Policy Team - Lead Officer Andy Foyne in a dialogue with Helen Rutter Assistant Director Communities. • Staffing from in house service teams primarily Spatial Policy Team and input from Area Development if public exhibitions are to be held. • Communications materials will be produced internally. • Delivery will be varied depending on the media channel being utilised.
Inclusions	<ul style="list-style-type: none"> • Target groups for public engagement using Proposed Submission Local Plan and materials drawn from it as basis for feedback and involvement.
Exclusions	<ul style="list-style-type: none"> • Minerals and Waste & Transport Planning dealt with by Somerset County Council
Success criteria	<ul style="list-style-type: none"> • PMB accepts final report and gets Council support. • Process fulfils the legal requirements and final submitted Local Plan is found sound by the Conformity with SCI by the Inspector. • Positive feedback from the community.
Constraints	<ul style="list-style-type: none"> • Time – 6 week consultation process aiming to consult on plan in June / July 2012. • Officer resources (planning policy, admin, potentially area development). • Procurement rules for commissioned work – if necessary (publications etc)
Key dependencies	<ul style="list-style-type: none"> • Programme cannot begin until Proposed Submission Local Plan is published on the web site. • Approval by Full Council on 23rd April without major change
Key assumptions	<ul style="list-style-type: none"> • Officer time available in kind from appropriate teams for input during the lead in time and during the consultation process.

Risks	<ul style="list-style-type: none"> • Ability to incorporate changes from the National Planning Policy Framework (NPPF) in time (currently have 2 weeks slippage built into timetable) • Non compliance with statutory regulations and SCI. ACTION: Check Regulations and SCI • Raised expectations from stakeholders not realised. ACTION: use of communications to manage expectations • Use of INovem system may be off putting to some, particularly hard to reach groups. ACTION: ensure multiple routes for input including letters or reports on behalf of organisations or groups. • Consultation running over summer holidays leading to complaints over opportunity to comment
Next Steps	<ul style="list-style-type: none"> • Agreement of brief • Definition of scope / breadth of consultation • Confirm consultation programme and prepare material • Draft programme of events as required