

## APPENDIX 3

### Derby Housing Market Area Summary of Consultation and Communications Plan June 2012

#### 1. Introduction

This report provides a summary of the Consultation and Communication Plan that has been devised to support the consultation on the 'Preferred Growth Strategy'. This has been prepared taking into account the need for a joined up approach that ensures;

- a. a consistent message is presented to the community by all three authorities.
- b. resources are managed in an efficient way.
- c. duplication and repetition is avoided, which in turn should reduce consultation fatigue.
- d. that the requirements of each authority's Statement of Community Involvement (SCI) have been met.
- e. that the 'Duty to Co-operate' has been adhered to.

#### 2. Consultation Activities

The following sets out the main activities that will be undertaken:

##### Political Sign-off, Member Briefings & Engagement

- Each authority will secure political sign-off in accordance with their own local procedures
- The method of engaging with elected Members will be tailored to each individual authority

##### Press Releases

- Each authority will produce their own press releases with quotes from the appropriate elected Member and/or the Joint Advisory Board
- Each authority will attempt to produce press releases on the same day two weeks before the consultation is due to begin and half-way through the consultation process.

##### Publicity

- Each authority will send a letter or email to every contact on their respective consultation databases, including statutory consultees and neighbouring authorities.

- Joint HMA posters will be put up in areas affected by development proposals to advertise 'drop-in' events.
- Joint e-shots will be sent out regularly as part of a new HMA website. Derby CC will advertise the consultation through the 'Your City, Your Say'. In addition, it will be publicised through its Twitter feed, the 'Your Derby' magazine and 'In Touch'.
- Three roller-banners will be produced publicising the consultation. One will be permanently located at 1 Albion Street. The others will be rotated at local libraries across the City.

### Websites

- A new HMA website will be launched and an e-shot will be sent out publicising the consultation. The website will include all of the consultation material. There will be a link to individual Council websites with pages updated to take account of the consultation.

### Consultation Material

- Consultation material will be made available at Council offices, local libraries and in multiple locations on the web. In addition material will be taken to joint drop-in events, workshops and public meetings. Anybody who requests the information will be sent it.
- In areas affected by cross-boundary development, the consultation documents from each authority will be made available for examination.
- Consultation material will be provided directly to all of the City's Neighbourhood Partnerships and, where applicable, Planning & Transportation sub-groups.

### Consultation Events

- A joint stakeholder workshop will be undertaken in mid-October. This will focus on engagement with infrastructure providers, the business community and the development industry.
- Joint 'drop'-in events will target communities that may be affected by future growth. Locations and venues TBC, but most likely to include:
  - Chellaston
  - Boulton
  - Sinfin/Stenson
  - Blagreaves
  - Littleover
  - Mickleover
  - Allestree/Mackworth.
- Derby CC will hold two drop-in events at a city centre location (TBC). One event will be held on a weekday, one will be held on a Saturday.

- Derby CC officers will attend any Neighbourhood Boards or Forums if/when requested.

Table 1, overleaf, illustrates how the above activities relate to the requirements of the SCI.

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**Table 1: Derby City Council's Statement of Community Involvement**

Consultation Task	Workshop and/or Seminar	Contact by Letter	Face-to-Face Meetings	Email Circulars	Consultation aimed at hard-to-reach groups	Poster in libraries and other Council buildings	Statutory Press notice	Press release and/or advert	Website	Public exhibition/surgery
Joint press release								✓		
Political sign-off and member engagement			✓							
Joint drop-in events			✓							
Email/letters		✓		✓						
Launch new HMA website									✓	
Update DCC website									✓	
Joint stakeholder events	✓		✓							
City Centre drop-in events										✓
Consultation material at council offices and local libraries						✓				
Posters and roller banners						✓				
Engaging through schools		✓		✓	✓					
Article in Your Derby, e-shots and In Touch				✓	✓					
Engage with neighbourhood partnerships, planning and transportation	✓		✓	✓	✓					

sub-groups and diversity forums										
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