

Consultation Statement - Appendix i (Communications Strategy)

Introduction

The Rt Hon Greg Clark wrote a book called “Total Politics” which eventually resulted in the Localism Act 2011. The act set out to “help people and their locally elected representatives to achieve their own ambitions”. Under this act local areas can produce a development plan, which takes full account of the characteristics of the local area, and, if “adopted” (made), requires that planning applications have to take note of the policies within the adopted plan.

The Battle Civil Parish Neighbourhood Plan, has been in the formulation process since July 2015. Its key aims are to:

- Through a process of spatial analysis formulate local planning policies for the Battle Civil Parish.
- To identify the Community Aspirations for facilities and infrastructure developments.

To achieve these aims engagement with the local community during the process is vitally important. Two-way communication with all the stakeholders helps smooth the path through to the referendum ensuring that it fully reflects the needs of the community from every corner of the Parish. A consistent strategy must therefore initially be developed which gives direction to all but is constantly under review to incorporate changes as and when they occur.

It must provide the framework which determines how all media, online, marketing, publications, internal and public relations communications relating to the Battle CP NP Steering Group are formulated and presented. Our channels of communication with our stakeholders which includes residents, employees, businesses, community partnerships and various levels of Government, must be appropriate.

We must ensure that our messages are clear, concise and easy to understand and that they reflect the key messages that we wish to get across throughout the process at all the Battle CP Neighbourhood Plan milestones. It is essential that various methods of providing feedback are offered to our stakeholders.

Objectives

Communication is at the heart of the process and the objectives of the Communication Strategy are:

- Provide communications which meet the needs of the target audience, ensuring an understanding of their requirements
- Encourage the community and other interested parties the opportunity to help formulate the plan

- Ensure that all stakeholders are aware of how the process works and who is taking the plan forward on their behalf
- Provide appropriate consultation and communications to all stakeholders on the progress of the Neighbourhood Plan at each and every stage

Principles

Our key principles are information:

- that is relevant and appropriate
- that is targeted at the right people
- that is via the right channel of communication
- that follows the key milestones and stages as set out in the plan

These principles have the following primary elements;

- Communications must meet the requirements of the message to be conveyed
- Information must be available to view
- Methodology of delivery should meet the highest possible standards
- Delivery of information should be appropriate and in plain English
- People with disabilities and where English is not their first language should be considered in the delivery options on request
- Transparency must be a key element

Delivery Options

The following options will be considered as appropriate for communicating with the various stakeholders:

Method	Delivered to date (y/n)
Website (NP)	y
Website (BTC)	y
Local Newspaper	y
Press releases (BTC)	y
Minutes of meetings	y
Parish Magazines	n
Consultations / Exhibitions	y
Sports Centres	n
BTC Newsletters	y
Direct Mail	y
Emailing in response to queries	y
Consultation Drop-ins	y
Leaflets, Flyers, Posters and Banners	y
Social Media	y
Local Information Boards	y
Parish Assembly events	y
Surveys (including schools)	y
Developer / landowner meetings	y
Call For Sites (landowners, developers, retailers and employers)	y

NOTE (July 2020): This is a revised version of the Communication Strategy, which was under development from Oct 2015 and first made public on the Neighbourhood Plan website Mar 2018. The original website version can be located in the Battle Neighbourhood Plan website archive section.