

Report to the Cabinet

Report reference: C-019-2016/17
Date of meeting: 1 September 2016



**Epping Forest
 District Council**

Portfolio: Planning Policy

Subject: Draft Local Plan Consultation Strategy

Responsible Officer: Cassandra Polyzoides (01992 564119).

Democratic Services: Gary Woodhall (01992 564470).

Recommendations/Decisions Required:

- (1) **To agree the consultation strategy for the Draft Local Plan as set out in Appendix 1.**

Executive Summary:

This report seeks agreement to the consultation strategy for the forthcoming Regulation 18 consultation on the Draft Local Plan scheduled for 31 October 2016 to 12 December 2016. Following the Local Plan Issues and Options consultation the Council has reviewed the methodologies used and comments received. In deciding the best consultation approaches for the Draft Local Plan, lessons learned and previously used and useful engagement practices were considered. Members requested that officers commission a PR consultancy (Remarkable consultants) to offer specialist support and to review the Council's engagement methods to date, the adopted Local Plan consultation strategy, and Statement of Community Involvement (SCI). The outcome of the review has resulted in the proposed Draft Local Plan consultation strategy submitted for approval, which has been used to guide the approach to be taken for the upcoming statutory consultation.

Reasons for Proposed Decision:

The Council is required to follow the engagement methods as outlined in the Statement of Community Involvement adopted in 2013. In addition and in order to ensure that the consultation for the Draft Plan is successful, consultants have been commissioned to update the Council's consultation strategy ensuring that is in line with the SCI, the Councils' adopted Local Plan consultation strategy and takes into account the lessons learned from previous engagement exercises.

Other Options for Action:

To not approve the Draft Local Plan consultation strategy

Report:

1. The preparation of the Local Plan for Epping Forest District is an on-going and complex process. The level of expert evidence that is required to support the emerging Local Plan is significant. The guidance on exactly what this should cover continues to evolve in light of the National Planning Policy Framework and its associated Guidance, and emerging Inspectors'

reports into other Local Plan Examinations around the country. There is a requirement for the Council to prepare an SCI which outlines the minimum required approach to be followed during the Local Plan consultations. This document was used in addition to officer and Member input, to prepare the Draft Local Plan consultation strategy. Epping Forest District Council has appointed PR consultants Remarkable to lead on the production of the consultation strategy and a timetable for its implementation as outlined in the main document.

2. Epping Forest District Council is committed to effective consultation and is seeking to build on the engagement undertaken as part of the Issues and Options consultation (Community Choices) in 2012 which received 3,556 responses, representing a total of 5,989 people. The consultee database used for the Community Choices consultation now contains 11,813 records. The consultation on the Draft Plan proposes to build on this and work towards the following objectives:

- (a) be clear, timely, meaningful and inclusive;
- (b) build on the lessons learnt from previous consultations;
- (c) tell the story of the Local Plan so far and the process moving forward;
- (d) promote and raise awareness of the consultation period and the opportunities to have your say;
- (e) outline the preferred options, how they have been determined and why;
- (f) achieve a greater level of response from a wider proportion of stakeholders;
- (g) use digital platforms and innovative content to engage a wider audience; and
- (h) involve the local community and listen to their comments.

3. The consultation strategy for the Draft Local Plan (attached at Appendix 1) broadly outlines the following approaches to be used:

- (a) A new, improved and dedicated website, to be used for background evidence, provide updates, social media feeds, video and for the submission of consultation questionnaires;
- (b) media briefings;
- (c) information leaflet distribution;
- (d) Tube station postcard handouts;
- (e) static information points across the District;
- (f) staffed exhibitions;
- (g) Member and resident association toolboxes; and
- (h) one-to-ones with Town & Parish Councils and developers;

4. There are three Phases proposed for the current consultation as outlined in the strategy.

Phase 1: 'Raising Awareness'

5. In this phase the emphasis is to tell the story so far, outlining the context and purpose to the Local Plan, re-emphasising the emerging vision for the District and the process undertaken so far. This will be complemented by explaining the process moving forward and promoting the ways and means of getting involved. It will be implemented using the following tools:

- Revised Key Messages;
- Website;
- Video;
- Infographics;
- Councillor toolbox;
- Media relations; and
- Preparation of consultation materials.

6. The preparation of the above tools be completed in July and August 2016 for promotion from September onwards.

Phase 2: 'Securing Engagement'

7. Once the initial 'raising awareness' steps, are completed a series of public exhibitions both staffed and unstaffed will be arranged during the statutory consultation period. This will ensure that the local community has an opportunity to speak face-to-face with the EFDC officers. A Full Council meeting will take place on the 18 October 2016 for members to agree to the consultation of the Draft Local Plan. If agreed, the Draft Plan consultation is scheduled to run for six weeks between 31 October 2016 and 12 December 2016. Key events for this phase include:

- (a) media launch event;
- (b) broadcast media and one-to-one sessions;
- (c) adverts in press;
- (d) press releases and interview;
- (e) information leaflet to every household (potentially via royal mail);
- (f) design of the leaflet;
- (g) consultee letter;
- (h) commuter postcards;
- (i) email mailings;
- (j) project website;
- (k) video;
- (l) infographics; and

- (m) Twitter / Facebook.

Phase 3: 'Feedback and Staying Informed'

8. To ensure there is every opportunity for stakeholders to provide their feedback, multiple methods will be provided. However, we will be encouraging as many people as possible to submit their comments online, so that it is easy for them to be considered and for analysis to take place efficiently.

9. Following the conclusion of the statutory public consultation period, the consultants will collate the feedback into a comprehensive Consultation Report with initial analysis undertaken so that officers can assess and make any necessary amendments to the Draft Plan. The Consultation Report is fundamental in detailing and evidencing the consultation that has been undertaken. The consultation report will be pulled from feedback secured via the website and by post. Darzin – a consultation analysis tool will be used to analyse the data. In addition to the Consultation Report, Remarkable Engagement will produce a short summary of the results which will be published via:

- (a) the local media;
- (b) updates to the website;
- (c) social media posts and infographics; and
- (d) further e-shot.

10. It will be important to keep people informed, therefore once the consultation report is completed; Remarkable will review the forward strategy with Epping Forest District Council in supporting the pre-submission publication and Local Plan submission stages. As an indicative measure it is envisaged that we would undertake the following to keep people informed:

- E-newsletter update;
- Council bulletin update;
- Member briefing; and
- Website and social media updates.

11. Planning Policy Officers will also be available to support stakeholders (residents and developers) at set times during the consultation period, to field questions and offer support on submitting the consultation questionnaire.

Resource Implications:

The costs for the consultant's fees are included in the Local Plan budget.

Legal and Governance Implications:

The Council is required to prepare an SCI but not a detailed consultation strategy. It however has been deemed important that over time consultation strategies be developed to ensure the best approaches are followed during the statutory Local Plan consultations.

Safer, Cleaner and Greener Implications:

The delivery of a Local Plan, informed by a robust evidence base, will contribute to safer, cleaner, greener objectives by planning for sustainable development.

Consultation Undertaken:

N/A.

Background Papers:

Local Plan Statement of Community Involvement (February 2013)

Local Plan Consultation strategy (2013)

Risk Management:

Preparation of the Local Plan is a key priority for the Council and it is important that our approach to public consultations is reviewed and updated in line with best practice and the needs of our stakeholders.

Due Regard Record

This page shows **which groups of people are affected** by the subject of this report. It sets out **how they are affected** and how any **unlawful discrimination** they experience can be eliminated. It also includes information about how **access to the service(s)** subject to this report can be improved for the different groups of people; and how they can be assisted to **understand each other better** as a result of the subject of this report.

S149 Equality Act 2010 requires that due regard must be paid to this information when considering the subject of this report.

The consultation strategy has taken into account comments from the previous statutory consultation (Issues & Options) in order to improve the methods of engagement e.g better website, improved and simplified questionnaire.

EFDC has followed a thorough and extensive consultation approach taking into account the needs of all stakeholders, including those harder to reach groups.

An EqIA was prepared for the Community Choices statutory consultation and will be reviewed for the Draft Plan consultation.

AUGUST 2016

COMMUNICATIONS STRATEGY:

**EPPING FOREST DISTRICT LOCAL PLAN,
DRAFT PLAN CONSULTATION**

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Overview



Remarkable Engagement ('Remarkable') was appointed in April 2016 to provide public relations and communications advice for Epping Forest District Council's ('the Council') Draft Local Plan consultation. This strategy has been produced to comply with the Government's regulations on Local Plan engagement and the Council's Statement for Community Involvement adopted in February 2013.

It has also been produced to align with Epping Forest District Council's Local Plan Communications Strategy agreed in March 2013 and the Local Development Scheme adopted in July 2015, with a programme to consult on its Draft Plan for a 6 week statutory period from 31 October – 12 December 2016. The guiding principle of this consultation is to reach as many people as possible, to inform them about the consultation and encourage them to ask questions, seek information and submit their comments in response to the Draft Plan.

This document outlines Remarkable's proposed strategy and a timetable of implementation for stakeholder engagement and public consultation to meet the requirements set out in the invitation to tender. This strategy document has been subject to feedback from council officers and local councillors.

Principles of consultation



A series of principles of engagement have been developed by the Council, which Remarkable has sought to meet through the strategy document:

- Public involvement should be transparent and accessible and seek to reach as many local residents and businesses as possible.
- Engagement with the local community should form part of a continuous programme, not be a one-off event.
- Consistent branding should be used across all Local Plan media. The Planning Our Future logo is being used on all communication material.
- Consultation and communication methods used should be appropriate to the communities concerned.
- Work closely with other Directorates within the Council. There may be opportunities to link in with other consultation activities and use the feedback received.
- Information gathered through other consultations should be used wherever possible – e.g. the Local Strategic Partnership consultation for a revised Sustainable Community Strategy in the past, has formed part of the Local Plan evidence base.
- The level of community involvement should be appropriate to the role of the plan or study in question.
- Accessible report summaries of planning documents should be produced where appropriate.
- Any consultation method should be designed to ensure that meaningful feedback is achievable within the Council's resources and Local Plan timescales.

- All communication throughout the Local Plan consultation should be directed through generic telephone and email contacts rather than named team members. e.g. “**Contact the planning team on 01992 564517, email us on LDFconsult@eppingforestdc.gov.uk.**”

Objectives



The Council is committed to effective consultation and is seeking to build on the engagement undertaken as part of the Issues and Options consultation (Community Choices) undertaken in 2012 which received 3,556 responses, representing a total of 5,989 people. The consultee database used for the Community Choices consultation now contains 11,813 records. The Draft Plan stage should build on this and work towards the following consultation objectives:

- Be clear, timely, meaningful and inclusive
- Build on the lessons learnt from previous consultations
- Tell the story of the Local Plan so far and the process moving forward
- Promote and raise awareness of the consultation period and the opportunities to have your say
- Outline the Draft Plan, how sites have been determined and why
- Achieve a greater level of response from a wider proportion of stakeholders
- Use digital platforms and innovative content to engage a wider audience
- Involve the local community and listen to their comments.

Consultees



The Council maintains an up to date database of relevant consultees. The consultee database used for the Community Choices consultation contained 11,813 records. As the Local Plan has progressed the database has grown and the updated version will be used for the Draft Plan consultation.

In previous consultations the consultees have been categorised as below. The programme of activity outlines the forward approach for the Draft Plan consultation which will maintain the consultee categories identified.

The Council has a statutory duty to consult a range of consultees, some of which are residents and businesses, others named as specific bodies in the 2012 Plan Making Regulations and others that fall into the category of 'general consultation bodies'.

- a) **Specific and technical consultees** – Consultees in this group include adjoining local authorities, Parish Councils, English Heritage, Natural England, Highways England and Thames Water. All of these groups are involved during the proposed consultation and some are also invited to specialist technical workshops. The groups are identified in Appendix 2.
- b) **General consultees and residents** – The Council has discretion over precisely which general consultees it consults but they represent people with an interest in the local area. They fall into categories outlined in Appendix 2. These contacts include local residents, schools, commuters, local voluntary bodies, religious groups, residents' associations, local businesses and action groups.

It is each groups' responsibility to notify the Planning Policy team that they want to be on the general consultee list.

- c) **Other interested parties excluding residents and businesses** – In some cases this would include residents or businesses in neighbouring authorities expected to be directly affected by proposals in the plan. Others can include regional/national bodies, Friends of the Earth, etc.

Consultation phases



Remarkable has produced a programme of activity for the Draft Plan consultation which is aligned to three key phases. This involves highlighting the Epping Forest District Local Plan story so far and raising awareness about the upcoming Draft Plan consultation with a number of promotional activities.

This is with a view to securing strong engagement with all stakeholders throughout the consultation period through a variety of consultation activities and events.

Keeping people informed about the Epping Forest District Local Plan and the next steps through a variety of methods will be important in ensuring stakeholders continue to feel engaged in the process.

Phase 1 - Raising awareness

Phase 2 - Securing engagement

Phase 3 – Feedback and staying informed

We have outlined these three key phases against the following Epping Forest District's planning team's key dates for the delivery of the Draft Plan consultation.



Phase 1 Raising awareness

Creating a buzz about the Local Plan

In this phase we will seek to tell the story so far, outlining the context and purpose to the Epping Forest District Local Plan, re-emphasising the emerging vision for the district and the process undertaken so far. This will be complemented by explaining the process moving forward and promoting the ways and means of getting involved. It will be implemented using the following tools:

- Revised key messages
- Website
- Video
- Infographics
- Councillor toolbox
- Media relations
- Preparation of consultation materials.

The preparation of the above tools will be completed in July and August 2016 for promotion from September onwards.

Preparation and promotion

In September and October 2016 we will undertake a series of activities to promote the Epping Forest District Local Plan and the forthcoming consultation; this will be centred on the launch of the website and the promotion of the video.

Creation of a dedicated website

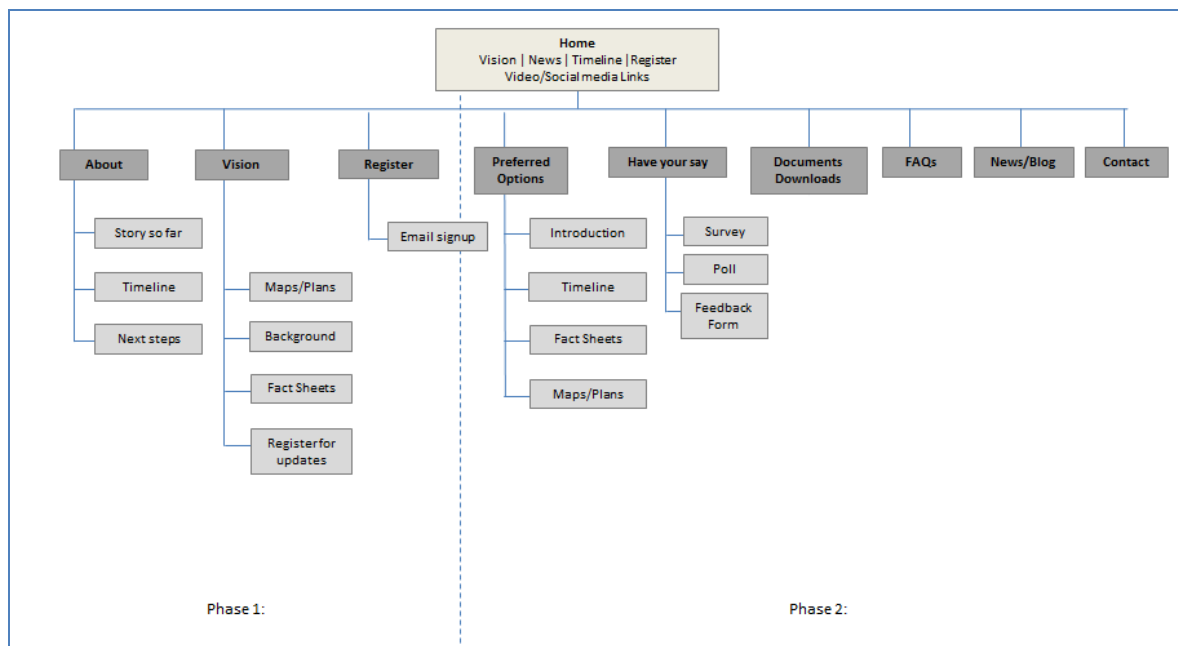
In line with the lessons learnt from the previous consultation, a separate Epping Forest District Local Plan website will be created which will navigate from the current Epping Forest District Council website. The website will retain the same address that residents have become used to (www.eppingforestdc.gov.uk/planningourfuture) and will retain the same Planning Our Future straplines and branding. However, it will be designed to be clearer and easier to navigate, seeking to ensure people can find the relevant information in a short period of time, whilst providing the necessary technical detail and documentation if visitors are interested in further reading. The website will incorporate:

- A homepage including video and social media links
- A summary of the story so far, timeline, next steps
- A dedicated area to register for updates

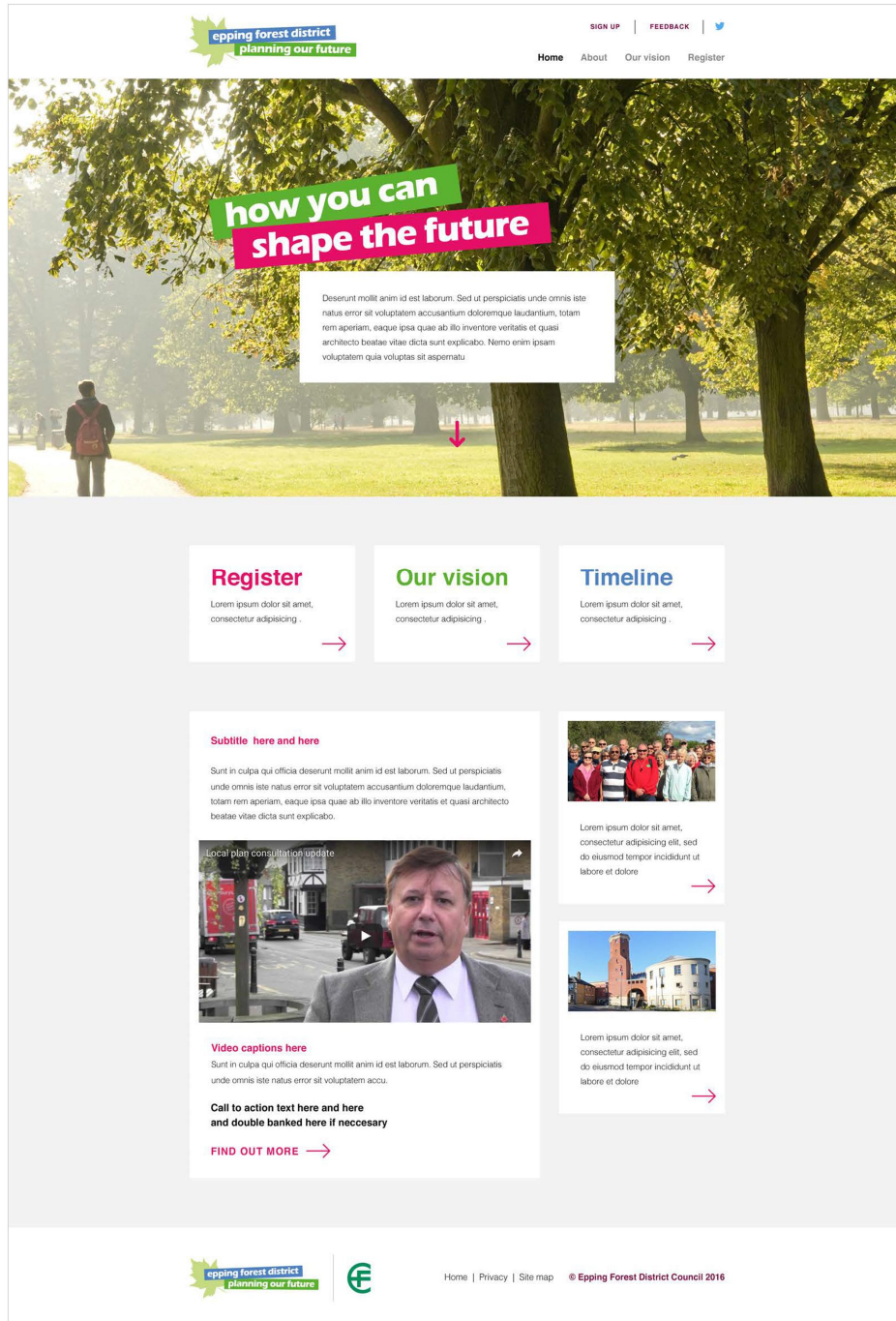
- Draft Plan with relevant maps
- Access to documents and the supporting technical studies and evidence
- Online version of the feedback form to allow stakeholders to provide comments on the Draft Plan
- Frequently asked questions area.

The new website would be made live ahead of the Draft Plan consultation being agreed by the Full Council on 18 October 2016. The new website launch will be used as a hook to encourage the local community to visit the website and revitalise interest in the Local Plan process.

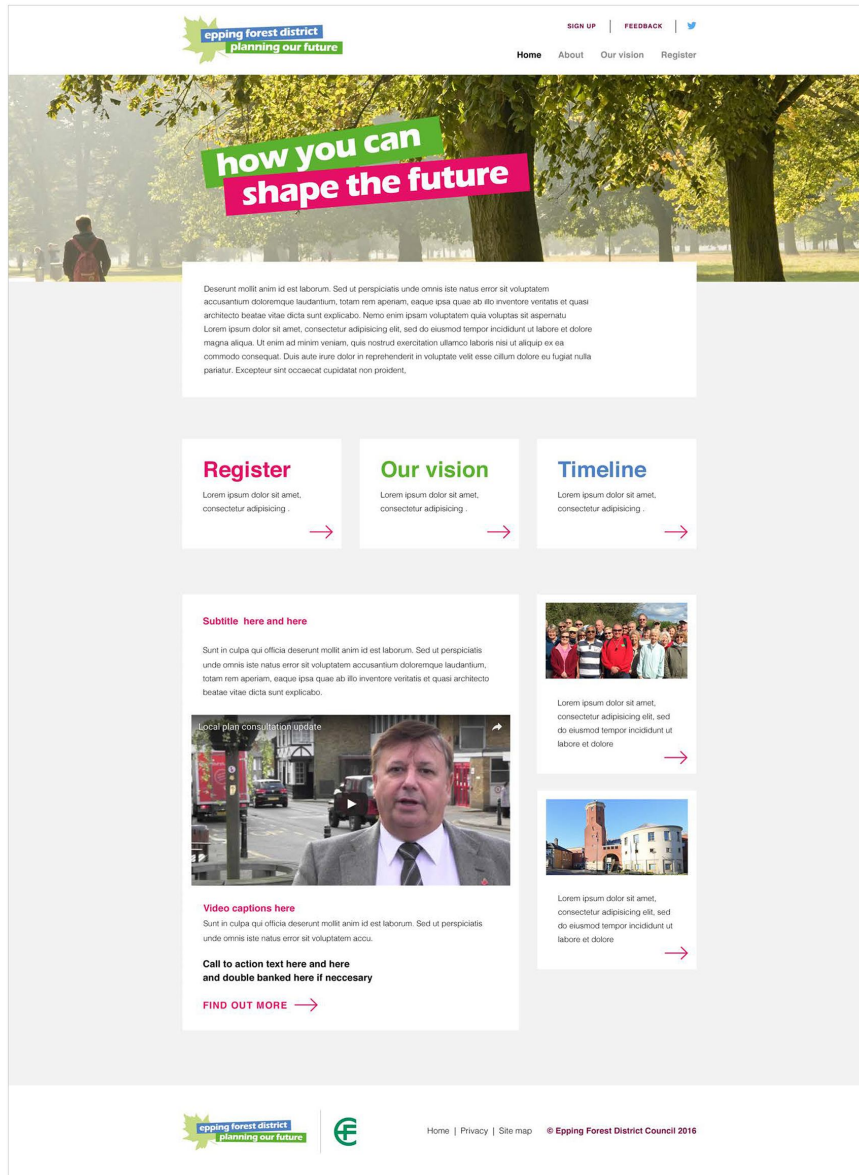
The website address will be published on all consultation literature and promotional materials.



Indicative structure of website – subject to confirmation



An example design concept for website – please note content not final.



An example design concept for website – please note content not final.

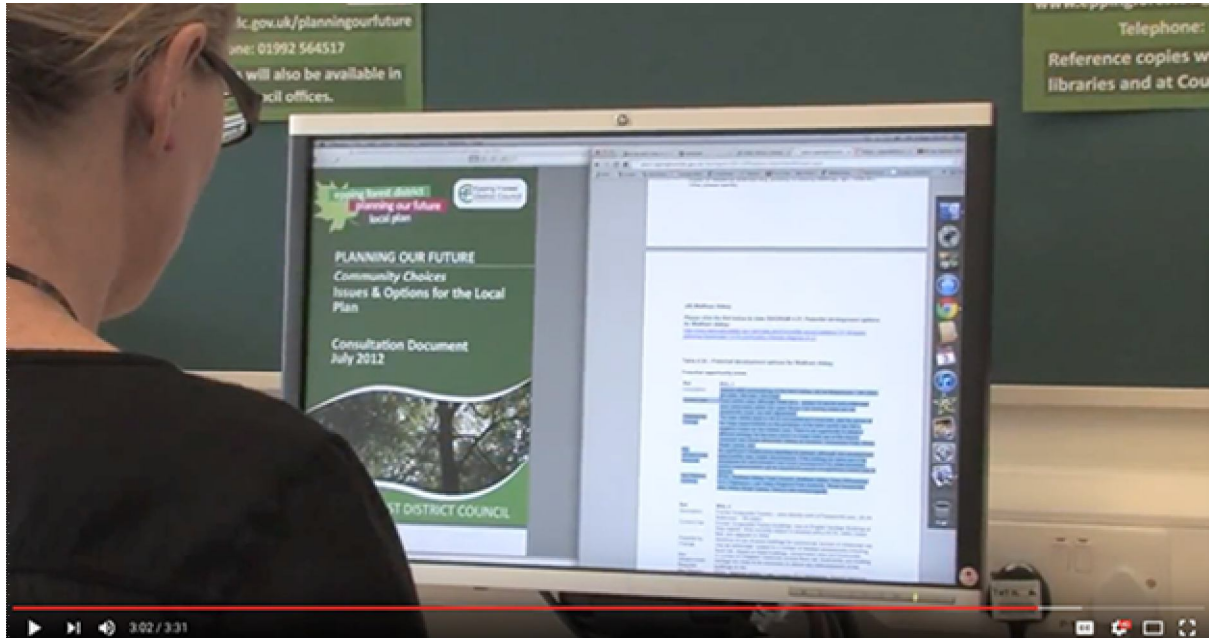
Social Media and Content

The promotion of the Epping Forest District Local Plan should include the use of the Council’s Twitter and Facebook handle as in line with previous consultations. However, more emphasis should be placed on producing engaging content to ensure people interact with the consultation and are pointed to the website as a feedback tool.

Remarkable will produce a series of infographics and clips from a video to use as promotional tools on the website during the raising awareness phase. Direct engagement and tweets will be completed by the Council’s communications team.

People will be encouraged to use the hashtag #efdcplanningourfuture when discussing the Epping Forest District Local Plan and Draft Plan consultation.

Production of Video



Building on the previous video already produced by the Council, Remarkable will create a further video which seeks to deliver the identified key messages in a visual manner. The video will include:

- Infographics to explain key figures and facts to tell the story so far and the next steps
- Footage from the local area to reinforce key messages
- Interviews with local residents, businesses, councillors and community groups on why the Local Plan is important and why their peers should get involved
- Appropriate music and voice over
- Editing of 30 second clips to encourage these are shared on Twitter and Facebook as part of the promotion and throughout the consultation.

The video will be launched with the new website and will be shared across the Council's Twitter and Facebook accounts to help remind residents what has happened so far in the Local Plan and reinvigorate interest. Existing followers will be encouraged to share the content on their own accounts. The video and infographics will also be shared with the local media to try and encourage them to share amongst their followers and readership, extending the reach of the content.

Infographics



An example design concept for the infographics – please note content (venues) is not reflective of the proposed consultation.

Infographics are an effective means of distilling complex information in a format which is easy to digest through the predominant use of imagery. This is eye-catching content for residents and stakeholders to share across their own social media accounts and increase our audience.

Remarkable's in-house design team will produce a series of infographics of varying detail to assist in telling the story so far for the Epping Forest District Local Plan and to keep the local community informed and interested in the next step.

The infographic will be used across the consultation website and the Council's Facebook.

Raising awareness - promotion

In September and October 2016 we will undertake a series of activities to promote the Epping Forest District Local Plan and the forthcoming consultation; this will be centred on the launch of the website and the promotion of the video. The following will need to be undertaken:

Member E-bulletin - Members will be briefed on the launch of the website and video with a view to sharing the information via their social media platforms and councillor leaflets etc. An electronic briefing note via email will be distributed to the relevant councillors (parish, town, district, county) and local community groups.

Media Local Plan presentation – A presentation will take place between the Council’s public relations team, Planning Policy team and Remarkable and local media outlets well ahead of the consultation. The purpose of the briefing will be:

- The story so far - provide media outlets the opportunity to recap on the Local Plan with the Council’s Public Relation team and Planning Policy team
- Highlight the launch of the video and the website
- Answer any outstanding questions
- Reiterate the importance of, the Local Plan and getting involved
- Reaffirm commitment to working with the local community and what is coming up
- Local Plan next steps.

Press release – A press release will be issued following the Local Plan presentation which reaffirms the information provided and the Council’s key messages surrounding the Draft Local Plan.

Developer Local Plan presentation will take place between the Council’s Planning Policy team and the relevant developers ahead of the consultation (the purpose of the briefing will be as noted above under the media plan presentation).

Phase 2 securing engagement

Once Remarkable has completed the initial 'raising awareness' steps, Remarkable will undertake with officers from the Council a community roadshow through a series of staffed public exhibitions and static information points. This will ensure that the local community has an opportunity to speak face-to-face with the Council Officers.

A Full Council meeting will take place on the 18th October 2016 for Members to agree to undertake the consultation of the Draft Plan. If agreed, the Draft Plan consultation is scheduled to run for six weeks between 31 October 2016 - 12 December 2016.

Preparation and promotion

Media launch event

A second briefing will take place between the Council's public relations team, Planning Policy team and Remarkable. This will be with local media outlets which will act as a launch of the Draft Plan consultation. The event will outline:

- the purpose of the events, providing further background information as necessary
- the importance the Council places on stakeholder engagement
- the clear intention of the consultation and relevant consultation material as appropriate.

Broadcast media and one to one sessions

In addition to the launch event, we would seek to ensure coverage on local radio and television, through pre-planned interviews and the provision of "human stories".

Adverts in press

Special one off adverts will be taken out in the local press to further advertise the consultation and providing useful information. The placement, size and design of the advert will be important to the effectiveness of this means of advertising.

Press releases and interviews

A further press release will be issued and liaison with the local press will take place. This press release will provide context to the Draft Local Plan, what this consultation will relate to and inform, and outline the consultation event details, contact details of the team and how to find out more information. The press releases and media liaison will take place through the Council's Public

Relations department, given the existing relationships that the department has with media outlets in the District.

A spokesperson from the Council should be available and prepared to give interviews to local radio and television outlets. Remarkable is able to give media training, as an additional extra, if interviews are requested.

Information leaflet to every household

All addresses (approximately 58,726 addresses) within Epping Forest District will receive a hand delivered, designed leaflet outlining an update on the Epping Forest District Local Plan process, the story so far, the next steps and how to get involved in the consultation.

It is suggested that the leaflet is approved in advance of the 18 October 2016 and issued the day after the members agree to the consultation of the Draft Plan, therefore aiming for print on the 19 October and delivery commencing the week beginning 24 October 2016.

We would suggest that a notification period of between 10 days – 14 days is an optimum timeframe to provide to the local community. This ensures that enough time is given for people to mark in their diaries, but not too long that it is not at the forefront of residents' minds and forgotten about.

The newsletter will advertise the different means of contacting the project team and where you can find further information and reading materials about the Draft Plan.

Design of the leaflet - Remarkable will utilise the skills of our in-house design team to review existing literature to ensure it is eye-catching and easy to consume.

Existing branding of 'Planning Our Future' will continue on future literature so that there is a consistency and instantly recognisable brand to the next step in the Epping Forest District Local Plan process. However, there is an opportunity through a few simple changes to redesign the last leaflet issued by the Council so it is more effective in attracting engagement and understanding of the Draft Plan consultation process.

We will do this through simplifying the use of shapes within the document; therefore removing unnecessary blank spaces, breaking the text up to improve the flow of information, improving the use of imagery, spreading content more evenly across the document.



Previous EFDC information leaflet

Consultee letter

A tailored letter will be issued to statutory consultees, businesses and technical consultees to notify them of the consultation once the Full Council agrees to the Draft Plan consultation.

Commuter postcards

To ensure that we are promoting the consultation process as far as possible, and trying to encourage involvement among members of the community less likely to get involved, we will be arranging for consultation information postcards to be handed out during the morning and evening commuter rush at Epping Forest District's London Underground and train stations. It is suggested this takes place a week after the information leaflet is issued, and a week before the consultation events take place.



Previous EFDC commuter postcard

- 31st October a.m. peak - Loughton Underground
- 31st October p.m. peak - Epping Underground
- 1st November a.m. peak - Chigwell Underground
- 1st November p.m. peak - Buckhurst Hill Underground
- 2nd November a.m. peak - Roydon Station
- 2nd November p.m. peak - Buckhurst Hill Underground
- 3rd November a.m. peak - Roding Valley Underground
- 3rd November p.m. peak – Debden Underground
- 4th November a.m. peak – Theydon Bois Underground
- 4th November p.m. peak - Waltham Cross Station

Email mailings

An e-shot will be issued to all email addresses provided to the Council during previous stages of the Local Plan process. The e-shot will contain similar information to the information leaflet. This e-shot will be extended to the Council's existing database of businesses in the district. These will encourage people to submit feedback online and to directly register for updates via the website.

Project website

The project website will be updated throughout at key points in the consultation process with relevant information.

Video

The second video clipping will outline how the local community can get involved in the consultation process and why it is important to do so. It will be launched as soon as the information leaflets are distributed to the public.

The video will be used across the consultation website and the Council's Twitter and Facebook accounts. They will also be shared with the local media outlets and stakeholders to encourage them to share them to their network to increase the audience.

Infographic

Remarkable's in-house design team will produce a set of infographics launching the Draft Plan consultation to encourage involvement, highlight why the Epping Forest District Local Plan is important to the resident, list the consultation events and how to find further information and provide feedback.



Example infographic

The infographic will be used across the consultation website and the Council's Twitter and Facebook accounts. They will also be shared with the local media outlets and stakeholders to encourage them to share them to their network to increase the audience.

Twitter / Facebook

Utilising social media profiles is now vital to any large-scale community consultation. Remarkable Engagement sees this as a key method as social media has the ability to target hard to reach groups and a non-traditional demographic.

A weekly schedule of Twitter and Facebook posts will be agreed with the Council's Public Relations team in order to highlight the work of the Council so far on the Local Plan and what is happening next, this will also include the video and infographics.

Consultation events

Consultation materials

Remarkable suggests that the following materials should be available for the staffed exhibitions and static information points during the consultation.

Staffed exhibition:

- A generic exhibition display board to be used for each event
- A tailored exhibition display board for each of the areas within the Draft Plan consultation (e.g. Epping, North Weald Bassett, Waltham Abbey, Chipping Ongar, Buckhurst Hill, Loughton, Theydon Bois, Chigwell, Roydon, Nazeing and Lower Nazeing, Thornwood, Sewardstone)
- Printed copies of the exhibition display boards will be available to take away
- Questionnaire

- A visitors book, for registering attendance
- Freepost envelopes for the questionnaire
- A ballot box to deposit completed questionnaire
- Banner to display outside of the exhibition venue.

Static information points:

- A generic pop up display board – to include directions to website and Draft Plan information
- Copies of Draft Plan literature
- Questionnaire
- Ballot box
- Frequently Asked Questions leaflet
- A4 posters
- Direction to library computers for access to consultation website feedback facility.

Staffed Exhibitions

It is suggested that the staffed events/exhibitions take place from the week commencing 7th November 2016 to ensure maximum time for residents to digest the information presented, ask follow up questions and prepare their feedback to the Council's Planning Policy Team. A suggested timeline and locations are set out below (this is dependent on both time and venue availability).

| Staffed exhibition | | |
|---------------------|--------------------------------|--|
| Location | Consultation venue | Suggested dates |
| Epping | Epping Hall | Monday 7 th November. 3.30pm-8pm. |
| Waltham Abbey | Waltham Abbey Town Hall | Tuesday 8 th November. 3.30pm-8pm |
| Loughton | Lopping Hall | Wednesday 9 th November. 3.30pm- 8pm. |
| Chigwell | Chigwell Parish Council Office | Thursday 10 th November. 3.30pm-8pm |
| Ongar | Budworth Hall | Friday 11 th November. 3.30pm-8pm. |
| North Weald Bassett | North Weald Village Hall | Saturday 12 th November 3pm-5pm. |

Please note final venues and dates are subject to confirmation of availability

The following areas suggested for a staffed exhibition reflects the areas and communities most likely to be affected by the proposals in the Draft Plan being put forward.

Static information points

The static information points will be available in public venues throughout the six week period to ensure maximum opportunities to review the Draft Plan information. Project team contact details will be available, along with 'take away' literature.

| Static information displays | | |
|-----------------------------|----------------------------------|---------------------------------------|
| Location | Consultation venue | Suggested dates |
| Epping | Epping Library & Council Offices | 31 October 2016 - 12 December 2016 |
| Ongar | Ongar Library | 31 October 2016 - 12 December 2016 |
| Waltham Abbey | Waltham Abbey Library | 31 October 2016 - 12 December 2016 |
| North Weald Bassett | North Weald Library | 31 October 2016 - 12 December 2016 |
| Loughton | Loughton Library | 31 October 2016 - 12 December 2016 |
| Buckhurst Hill | Buckhurst Hill Library | 31 October 2016 - 12 December 2016 |
| Chigwell | Chigwell Library | 31 October 2016 - 12 December 2016 |
| Sheering | Sheering Village Hall | 31 October 2016 - 12 December 2016 |

| | | |
|--------------|------------------------------|---------------------------------------|
| Roydon | Roydon Marina Village | 31 October 2016 - 12 December 2016 |
| Nazeing | Bumbles Green Leisure Centre | 31 October 2016 - 12 December 2016 |
| Theydon Bois | Theydon Bois Village Hall | 31 October 2016 - 12 December 2016 |

Civic office - Static Information Point

A static exhibition will be available at the Civic Offices in Epping for the whole of the consultation period, with banners, hard copies of consultation documents for review and a ballot box to leave comments available. Attendees will also be able to access technical and evidence documents on a computer made available to them at the Planning Department Reception in the Civic Offices, should they wish to view copies of further information.

Parish & Town Council Briefings

Appointments for parish and town council representatives to be briefed and ask questions on the local plan with Council Officers will be made available by prior appointment on a dedicated day during the week commencing 31st October.

Meeting with the Youth Council

A presentation will be offered to Epping Forest's Youth Council. This will provide an opportunity to engage a group less likely to get involved in the traditional consultation process, and spreading the information about the consultation amongst their network.

Member engagement



It will be important that Members of the Council and the Town and Parish Council's within the District are fully briefed and equipped with all the information regarding the Draft Plan consultation.

This will enable members to talk confidently about the consultation process with members of their local community and also promote the consultation events through their own resident contact, whether that is face-to-face, social media, blogs or community newsletters / leaflets.

During the raising awareness stage, the following will be undertaken:

- **All member briefing** on consultation communications strategy – to provide feedback
- **Raising awareness email** outlining the launch of the website and video and how to engage stakeholders
- **EFDC councillor workshops** outlining technical detail of preferred options.

During the securing engagement stage, the following will be undertaken:

- **Member Toolbox creation** - An electronic and hard copy briefing pack will be provided to members outlining the key information on the consultation in order for them to feel confident in promoting the Draft Epping Forest District Local Plan. This will include:

- Concise summary sheet on the process
 - Outline of the timeline
 - Posters
 - Consultation leaflets/questionnaire
 - Social media infographics to promote
-
- **Parish & Town Council Briefings** - Appointments for parish and town council representatives to be briefed and ask questions on the local plan with Council Officers will be made available by prior appointment on a dedicated day during the week commencing 31st October.

During the consultation itself, the following day to day activity will be undertaken:

- Weekly update emails to members on the consultation providing an update on exhibitions, video and infographic updates and feedback numbers
- Dedicated member telephone hotline available at set times of the day for council officer's to answer questions and provide further information.

Phase 3 feedback & staying informed

To ensure there is every opportunity for residents to provide their feedback, multiple methods will be provided. However, given the previous difficulties experienced using the questionnaire, we will be encouraging as many people to submit their comments online, so that it is easy for them to consider and respond.

| | |
|----------------------------|--|
| Online Consultation System | An online version of the questionnaire will be made online via the website, which makes submitting comments easy and accessible allowing people to consider what they want to say in their own time. |
| Hard copy questionnaires | Hard copies of the questionnaires will be made available at all events and from the council offices to help people structure their responses to the consultation. |
| Email and Freepost | A new email address and Freepost postal address will be set up to allow for questions and feedback. |
| Information line | An information line will be available, so any technical questions can be answered. Any feedback provided through this method of contact will be fed through to the consultation team. |
| Council Offices | Council officers will be available on set days at the council offices. |

| | |
|----------------------|---|
| Facebook and Twitter | <p>We will encourage anyone who shows interest in the Local Plan process to provide their formal feedback through the website questionnaire.</p> <p>However, we will undertake a monitor and listening exercise to ensure we are clear of the conversations taking place around the Local Plan. This will not be considered as formal feedback.</p> |
|----------------------|---|

Analysis

Following the public consultation event and the collation and analysis of questionnaires and other feedback received, Remarkable would provide a comprehensive Consultation Report. The Consultation Report is fundamental in detailing and evidencing the consultation that has been undertaken.

In addition to the Consultation Report, Remarkable would produce a short summary of the results which would be published via:

- The local media,
- Updates to the website
- Social media posts and infographics
- Further e-shot

This also aids the Council in keeping Members briefed on the developments and outcomes of the Draft Plan consultation.

Remarkable will ensure that the Consultation Report is robust, includes all necessary evidence, and demonstrates that the Council has met all its obligations with regard to undertaking statutory consultation.

This report will include descriptions of all consultation activity undertaken throughout the process, record all feedback received, highlight key issues and respond to all points raised. It will be for Council officers to undertake the technical assessment of comments received and to advise whether amendments are needed to the Draft Plan prior to publicising the pre-submission plan.

Keeping people informed

Once the consultation report is completed, Remarkable will review the forward strategy with the Council in supporting the pre-submission and Local Plan submission stages. As an indicative measure we would envisage undertaking the following:

- E-newsletter update

- Council bulletin update
- Member briefing
- Website and social media updates.

Suggested consultation timetable

Raising awareness

| Raising Awareness Timetable | | |
|--|---|------------------------------------|
| Draft documentation | Consultation strategy briefing to all Council members | 28 July 2016 |
| | Consultation strategy report to Cabinet | 1 September 2016 |
| Promotion of website and video launch Briefings on story so far/work undertaken | First stakeholder email bulletin | 18 August 2016 |
| | Developer briefing on site selection methodology - one day for all developers | 9 September 2016 |
| | Media Local Plan presentation, press release distributed | w/c 12 September 2016 |
| | Stakeholder email/bulletin promoting website and video launch | 14 September 2016 |
| | Website Phase 1 goes live | w/c 14 September |
| | Infographic, video, social media | w/c 12 September - 18 October 2016 |
| | Electronic member toolbox distributed | 7 October 2016 |
| Sign off | Local Plan papers published on website | 26 September 2016 |
| | Cabinet meeting - Local Plan | 6 October 2016 |
| | Full Council meeting to agree Draft Plan for consultation | 18 October 2016 |
| | Hard copy of member briefing distributed after full council | 18 October 2016 |

Securing engagement

| Briefings on preferred approach consultation | Suggested dates |
|---|--|
| Media launch event | 20 October 2016 |
| Parish council and Resident Groups slots – by prior appointment | w/c 31 October – 1 day to be set aside |
| Youth Council briefing | w/c 31 October 2016 |
| Developer briefings on Draft Plan - by prior appointment | w/c 21 November 2016 – 1 day to be set aside |

| Promotion | Date |
|--|---------------------------------------|
| Adverts in press | w/c 24 th & w/c 31 October |
| Press releases and interviews | 19 October onwards |
| Information leaflet to every household | w/c 24 October |
| Statutory consultee letter | 19 October onwards |
| Commuter postcards | w/c 31 October |
| Email mailings | Weekly update |
| Project website and social media | Updated throughout |
| Video – 2 nd part | 19 October |

Local plan consultees

For full details refer to [The Town and Country Planning \(Local Planning\) \(England\) Regulations 2012](#)

Regulation 18 explains that a local planning authority must notify each of the bodies or persons specified below and invite them to make representations:

- The specific consultation bodies that the local planning authority consider may have an interest in the subject of the proposed plan
- The general consultation bodies that the local planning authority consider appropriate
- Such residents and other persons carrying on business in the local planning authority from which the local planning authority consider it appropriate to invite representations.

The Local Planning Authority must also take into account any representation made in response to invitations.

Specific and technical consultees:

- The Coal Authority
- The Environment Agency
- The Historic Buildings and Ancient Monuments Commission for England (known as English Heritage)
- The Marine Management Organisation
- Natural England
- Network Rail Infrastructure Limited
- The Highways Agency
- A relevant authority any part of whose area is in or adjoins the local planning authority's area, namely
 - A local planning authority
 - A county council
 - A parish council
 - A local policing body
- Any person to whom the electronic communications code applies
- Any person who owns or controls electronic communications apparatus situated in the local authority's area
- If it exercises functions in the local area:
 - A Primary Care Trust
 - A person holding a license under the Electricity Act 1989 or Gas Act 1986

- A sewerage undertaker
- A water undertaker
- The Homes and Communities Agency

General consultees and residents:

- Voluntary bodies some or all of whose activities benefit any part of the local planning authority's area
- Bodies which represent the interests of different racial, ethnic or national groups in the local planning authority's area
- Bodies which represent the interests of different religious groups in the local planning authority's area
- Bodies which represent the interests of disabled persons in the local planning authority's area
- Bodies which represent the interests of persons carrying on business in the local planning authority's area.