

**FIRST DRAFT**

West Northamptonshire Joint Core Strategy:  
Communications and Consultation Plan

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Communications and Consultation Plan

Contents

## 1. Introduction

To be drafted ...

What the JCS is ...

Why the three Ipas have joined together to produce it ...

What we are seeking from it- joined up planning, innovative strategy, showing others how to do a spatial plan and a joint one ....

## 2. Key Aims

General

- To promote West Northamptonshire joint planning work generally and the Joint Core Strategy specifically
- To ensure there is effective engagement in the joint core strategy preparation process
- To use the joint planning work as a catalyst to improve the national reputation and profile of the three local councils
- To highlight the role of the joint core strategy in bringing growth to and transforming West Northamptonshire for the better

## 3. Stakeholders

The stakeholders are split into three categories:

- Those who we need to influence the preparation and content of the JCS
- Those who we need to promote successful joint working to
- Those in the Ipas who need to be aware of the joint planning work and how it impacts on their work/role

*Those who we need to influence the preparation and content of the JCS*

- Residents and businesses of West Northamptonshire
- Other stakeholders in the development plan process eg parish councils
- Department of Communities and Local Government (DCLG)
- Government Office for the East Midlands (GOEM)
- Local MPs and MEPs
- Councillors
- Local media
- Voluntary agencies, forums as well as interest, pressure and welfare groups
- WNDC

*Those who we need to promote successful joint working to*

- Department of Communities and Local Government
- Government Office for the East Midlands
- Councillors in the three Ipas
- Planning Advisory Service
- Improvement and Development Agency (IDeA)
- Audit Commission
- Local Government and Planning Media
- WNDC
- EMRA

*Those in the Ipas who need to be aware of the joint planning work and how it impacts on their work/role*

- Staff in the three Ipas, beyond planning policy

#### **4. Protocols**

All communication from the Joint Planning Unit or from the Ipas relating to the joint core strategy will need to:

- be clear, understood by all, factual, objective, balanced, timely, accurate and delivered through the appropriate channels
- understand the context of the three Ipas and of the need to show effective partnership in joint planning (staff and councillors seek relevant authorisation before communicating externally on contentious issues)
- promote the success of West Northamptonshire joint planning

Need to agree who commissions/ authorises communications & consultations

Engagement documentation from the JPU will:

- be in accordance with the three SCIs
- follow the principles of plain English
- represent good value for money
- promote the West Northamptonshire Joint Planning brand but not neglect individual council's branding ?
- Foster pride in West Northamptonshire and of its key role in delivering national growth

We will be pro-active in anticipation of the need to communicate. In all communications we will adhere to the following principles:

- Understand the intended result of the communication
- What needs to be communicated
- Who does it need to be communicated to
- When does it need to be communicated
- Who should communicate it

## 5. Key Messages

To be drafted ...

Key Aims

## 6. Consultation

Draw from Statements of Community Involvement ...

Front loading of engagement is a fundamental element of the new planning system. At the same time the Joint Core Strategy is a relatively high level document covering three local planning authority areas and where there is limited site specific information of the sort that tends to encourage local involvement.

How Ipas will engage with their community and out of area stakeholders in the preparation of local development framework documents has to be set out in a Statement of Community Involvement which itself needs to be consulted on and found to be a 'sound' document at an independent examination.

Different groups of people may need to receive different information based on their collective and common needs and interests. Audiences will be segmented in order to achieve this.

Different areas may need to receive different information ...

Add further explanation ....

## 7. Channels for communication

### 7.1 *Publications*

### 7.2 *Engagement documentation*

### 7.3 *Internet*

The issue is whether a dedicated joint core strategy website is established that has links from the individual Ipas and other partners websites or whether three sets of pages from each Ipa is individually maintained.

### 7.4 *Briefings*

At significant points in the joint core strategy preparation, briefings will be given to wider groups of councillors and other stakeholders including the media. These will be....

## 7.5 *Media*

To promote the JCS and its consultation stages so that the local community and other stakeholders can engage in the process:

- local press
- TV
- radio
- council magazines of the three Ips

To promote the innovative nature of the JCS and what is happening in this key growth area:

- local government publications
- local government supplements of the quality press
- Planning-related specialist and technical publications

Should briefings be joint ?

## **8. Responsibilities for communication**

- 8.1 Joint Planning Manager – responsible for applying this plan to the project and identifying (in advance) key milestones for communication. Assistance in supplying communications content.
- 8.2 Programme Board/ Programme Director – responsible for articulating key messages, providing approvals and authorisations for major communications initiatives and managing the review and formal adoption of this plan.
- 8.3 Heads of Planning/ Heads of Planning Policy at the three Ips – responsible for identifying all project and feeding into communications risks and significant developments as well as giving guidance on communications content on all initiatives.
- 8.4 Respective Communications Teams at the three Ips -
- Need to be clear about who is doing what across the Councils.

## **9. Resources**

This is a key issue.

## **10. Assessment and review**

- 10.1 The Joint Planning Manager will present a progress report on the implementation of this plan at each West Northamptonshire Programme Board meeting.
- 10.2 This plan will be the subject of continuous improvement and will be reviewed by the board at intervals of six months.

