

# Hardwicke Parish Council

## Neighbourhood Development Plan



### HARDWICKE NEIGHBOURHOOD DEVELOPMENT PLAN

## Communications Plan 2014

# Hardwicke Neighbourhood Development Plan

## Communications Plan 2014

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## **Introduction**

1. Planning is about managing changes to our environment. Through planning we identify what changes we need to make for new homes, places to work, transport, leisure and education and where these should be. We seek to achieve a balance between our need for new development while conserving what we value about our environment. The community has a vital role to play in this through engagement with the process and sharing their views when the opportunity arises.

2. This Communications Plan (CP) sets out the Hardwicke Neighbourhood Development Plan Group (HNDPG) strategy for maximising community involvement in developing the NDP. The CP identifies how we will consult and give feedback to the community on the results.

3. The HNDPG is committed to using as many methods and techniques that resources will allow to maximise involvement. However we would like to hear of any additional methods that might be more effective for individuals within the Hardwicke neighbourhood.

4. Comprehensive involvement of the community throughout the process will improve decision making, lead to greater ownership by the local community and speed up decisions by resolving issues at an earlier stage. This will result in a better-informed community with less misunderstanding thus assisting the development of community spirit.

5. The HNDP will take due regard of other relevant Council strategies and initiatives, particularly those of its delegated Planning Authority at Stroud District Council. This includes the Hardwicke Parish Plan that reviewed the Hardwicke Parish in 2007.

6. The CP introduces a structured approach to communications during the development of the HNDP by identifying who the HNDPG will need to engage with,

when communications will be required and options for achieving effective communication at each step. The actual communications used will be summarised in the Statement of Consultation document that will form part of the NDP Submission.

### **Aims of the Communications Plan**

7. The aim of the CP is to ensure the NDP has the widest possible input from the community with the necessary agreements in the required timeframe with open feedback.

It will do this by providing all sections of the community as well as any other interested parties with the best and equal opportunity to become involved with the plan in the most transparent and efficient manner. It will do this by making it easy to become involved by:

- actively reaching out to a wide range of people when consulting on the plan
- making it clear what you need to do (and when) to make your views known
- holding public events as close as possible to where those most affected live
- making an effort to involve groups that may not have given their views before
- ensuring that people with a disability have the opportunity to access information and events

8. The HNDPG recognises that some members of the community are hard to engage, whether due to working hours, commitments, personal circumstances or disabilities. This plan includes a range of methods employed to maximise the opportunities for these members of the community to become involved. Further suggestions of ways in which we can make the process easier would be welcomed. We will request specialist advice from local charity organisations if appropriate.



## Who will be involved

9. The target engagement population can be broken into three main groups.

- *Residents*
- *Local organisations*
- *Local Businesses*

10. This plan identifies a range of methods and techniques that are available to achieve effective communications. We will encourage any individual or organisation to register their interest to be kept informed of the HNBP process.

### *Residents*

11. The residents grouping includes all members of the community resident in the Hardwicke neighbourhood as defined by SDC for the purposes of the NDP. (See neighbourhood map in annex A)

We are conscious that current developments such as Hunts Grove will result in a continuous influx of population into the community. The communications strategy will provide the opportunity for new residents to participate in the NDP.

### *Local organisations*

12. This grouping includes all non-business groups whose efforts are on behalf of the Hardwicke community or have their main centre in the Hardwicke neighbourhood. These include, but are not restricted to,

- voluntary bodies, interest groups
- religious groups
- landowners
- the service sector (police, health, education, neighbouring local authorities, general consultation bodies)

13. Statutory consultation requirements will be met by extracting applicable organisations from the SDC Statutory consultation listing. These are included in the list in annex B.

*Local Businesses*

14. This grouping includes identified businesses with operating premises that lay within the defined Hardwicke Neighbourhood. The initial list was provided by 'Ask Us' (a reference service for Gloucestershire Libraries). Additions were made from the Hardwicke Matters business advertising entries.

The full list is at annex C.

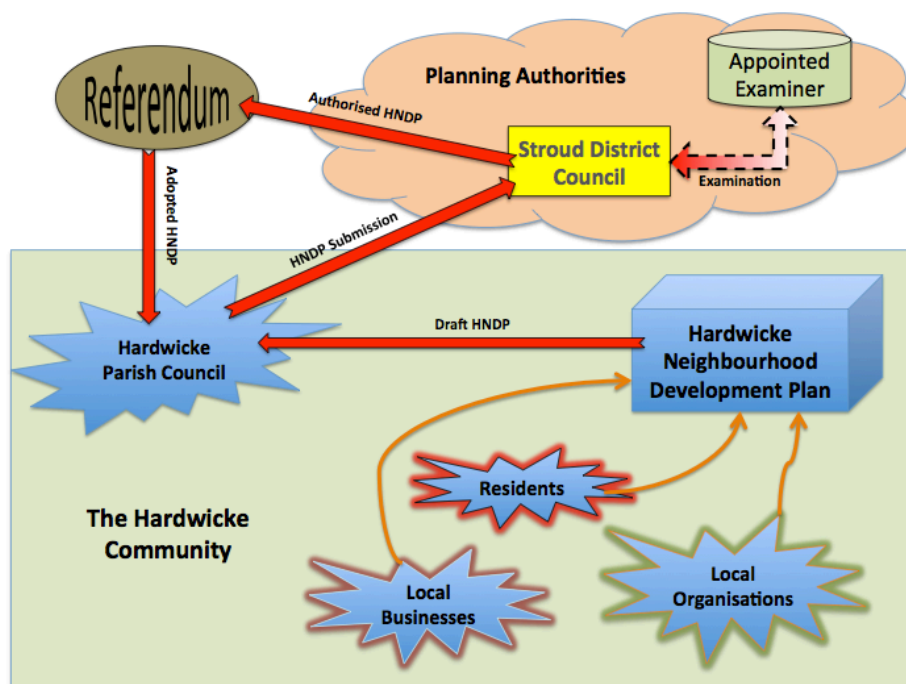


Fig 1 – Flow of the Hardwicke Neighbourhood Development Plan through the planning process



## **When will communications happen**

15. The project plan has identified eight discrete steps to producing the plan. Whilst each stage is discrete in its objective, the work involved will in practice overlap.

### *Step 1: Getting started*

16. In step 1 the requirement for a HNDP is initiated and discussed at Parish Council level. If supported then a formal request is made to SDC for agreement of support and designation of Hardwicke as a Neighbourhood with its own Neighbourhood Development Plan. Agreement will include a formal designation of the area covered by Hardwicke Parish for use in the HNDP.

17. During this time Hardwicke Parish Council (HPC) will identify its aims and periodicity of the HNDP and identify how it will proceed. The community will be informed of the application and its aims to provide visibility and initial tacit support.

### *Step 2: Identifying the issues*

18. This stage is about consulting the community to identify important issues that need to be addressed and encouraging ideas from the public. The output of this stage will underpin the direction of the plan and formulate its aims.

19. It is important at this stage to encourage involvement by requesting people to come forward to participate in the HNDPG and theme groups. The recruitment of steering group members and volunteers will be an important element of this stage.

20. Feedback into the community and keeping partners informed of HNDPG membership, Terms of Reference, Communications Plan, Project Plan and general information about the process and progress will be important.

### *Step 3: Developing vision and Objectives for the NDP*

21. Once the vision and objectives of the HNDP are defined by the HNDPG then agreement and formal approval must be sought from the Hardwicke Parish Council. Some issues identified might not be suitable for the HNDP. By not suitable we mean they cannot be addressed within the remit of a NDP. These will be included in the NDP but will be reflected through an accompanying, or parallel, action plan or submitted to the HPC for inclusion in the Parish Plan Action Plan. The community must be given the opportunity to comment on the vision and objectives to ensure they reflect their aspiration.

22. At this stage the planning authority (SDC) will be contacted to establish planning constraints and requirements for specific appraisals (e.g. sustainability, wildlife). Further communications with SDC will be needed to share issues arising and check for potential conformity with their Local Plan.

23. Keeping the community and partners informed regularly will remain an on-going communication requirement.

*Step 4: Generate and test solutions*

24. This step will concentrate on the gathering of the information, data and evidence required to move the vision and objectives towards NDP policies. This will include the exploration of solutions to the issues raised and testing them. The community, partners and affected organisations will be informed of potential solutions for feedback as they develop. Mature solutions will need to be checked against the SDC Local Plan before they become NDP policies.

25. Before policies are composed a check with the community, SDC and other stakeholders will be conducted to confirm the 'direction of travel' remains valid.

26. Encourage involvement from the community in theme group activities will continue until we approach the completion of step 4.

27. Keeping the community and partners informed regularly will remain an on-going communication requirement.

*Step 5: Drafting the NDP*

28. Whilst given its own distinct step due to its importance, drafting of the NDP will commence as early as practical and overlap other steps. Statute requires a plan proposal to the local planning authority to include

- (a) a map or statement which identifies the area to which the proposed neighbourhood development plan relates
- (b) a consultation statement that
  - (i) contains details of the persons and bodies who were consulted about the proposed neighbourhood development plan;
  - (ii) explains how they were consulted;
  - (iii) summarises the main issues and concerns raised by the persons consulted
  - (iv) describes how these issues and concerns have been considered and, where relevant, addressed in the proposed neighbourhood development plan.
- (c) the proposed neighbourhood development plan
- (d) a statement explaining how the proposed neighbourhood development plan meets the requirements of paragraph 8 of Schedule 4B to the 1990 Act.

*Step 6: Consultation on the Draft Plan and submission*

29. The Neighbourhood Planning (General) Regulations 2012 Part 5 Para 14 requires that the HNDPG must *'...publicise, in a manner that is likely to bring it to the attention of people who live, work or carry on business in the neighbourhood area...'* the NDP for a minimum of 6 weeks during which representations will be encouraged.

30. Feedback received and any subsequent changes made to NDP as a result will be publicised. Should major changes to the plan be necessary then re-testing of solutions may be necessary and further consultation arranged.

31. On completion of the consultation process the HNDDP will be submitted to HPC for approval. Once approved the HPC will submit the plan to SDC for examination.

32. Further formal statutory consultation at Submission Version NDP Stage- at least 6 weeks and organised by the District/Borough Council

*Step 7: Examination*

33. This step is the review of the HNDDP by a Planning Inspector whose aim is to check the soundness of the HNDDP by ensuring that it is compliant with the requirements of the National Planning Policy Framework (NPPF) and is in line with the SDC Local Plan.

34. Formal notification of arrangements for examination is the responsibility of the District Council as the planning authority. Individuals may be given the opportunity to attend a hearing and put forward their points.

34. Communications at this point will largely be in response to SDC and allocated planning inspector requirements.

35. Keeping the community and partners informed regularly will remain an on-going communication requirement including notification of relevant dates.

*Step 8: Referendum*

36. Formal notification of arrangements for referendum is the responsibility of the District Council.

37. Keeping the community and partners informed regularly will remain an on-going communication requirement including the encouragement of turnout and (within the referendum rules' constraints) a positive vote

## **How we plan to involve the community**

38. The processes are intended to be clear to ensure that people know when they will be able to participate on the process and how to do so. We will do our best to ensure that all documents are accurate, brief and clear using plain English. Any person or group that has an interest in a document out for public consultation can make representations on the document.

39. Continued involvement of the community will be the priority aim of communications. Many methods, techniques and types of communication are available, some of which are covered in annex D. Choosing an effective communication will be dependent on the desired outcome of the communication, who the recipient is, whether it is formal or informal, and whether it is a one way or two way communication.

40. Each step identified in paragraph 4 will require various types of communication to achieve its aim. Against each step in Annex E are communications selected from annex D that are most likely to achieve the required outcome. The communications chosen for each step will be identified in the Communication Statement that will form part of the HNDP.

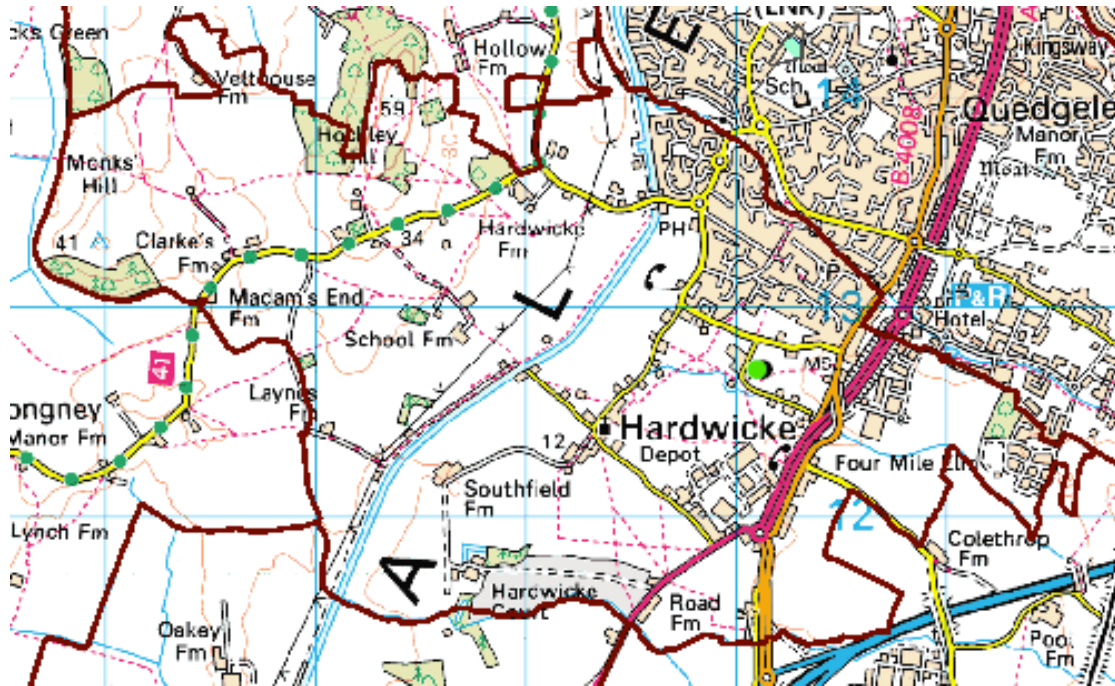
## **Summary**

41. The HNDPG Communications Plan sets out how the group will maximise opportunities for the Hardwicke community to become involved in and contribute to the development of a HNDP. It identifies who should be consulted, when key decisions are required and the types of communication that will be considered to maximise involvement.

42. The HNDPG recommends this communication plan for approval and adoption by Hardwicke Parish Council.



Annex A to the HNDPG Communications Plan



## Annex B to the HNDPG Communications Plan

### Local Organisations

#### **Hard to reach groups**

The silent majority  
Older people  
Young people  
Minority ethnic people  
People who communicate in other languages and by different means  
Travellers  
People with disabilities (including people with mental illness, learning difficulties and visual or hearing impairment)  
Gay, lesbian, bisexual and transgender people  
The socially excluded (including those living in poverty and the homeless)  
People who do not want to engage in the planning process

#### **Voluntary bodies/ interest groups**

Brownies  
Hardwicke Army Cadet Platoon  
British Legion  
Village Hall  
Lunch Club  
The Hardwicke Womens Institute  
Youth Club  
Navy Training Corps  
Village Agent  
Hardwicke Scouts  
Hardwicke Football Club  
Hardwicke Cricket Club  
Hardwicke Players  
Hardwicke Rangers  
Hardwicke Short Mat Bowling  
Hardwicke Toddlers  
Royal British Legion  
Sequence Dancing  
Carers  
Gay-Glos  
Stroud & District Access Group (disability interests),  
Stroud Beresford Group (Women's services)  
Gloucestershire Older Person's Assembly  
Stroud District Youth Council  
The Equalities Advisory Panel

#### **Religious groups**

Churches Together  
Grace Church Quedgeley  
Quedgeley Methodist Church  
English Martyrs Catholic Church

St Nicholas Church

#### **Landowners**

TBD

#### **The service sector**

Police  
Health  
Education  
British Waterways, canal owners and navigation authorities  
Campaign to Protect Rural England  
Cotswold Canals Trust  
Cotswolds Conservation Board  
Fire and Rescue Service  
Gloucestershire County Council, as provider of subsidised Public Transport services  
Gloucestershire Constabulary  
Gloucestershire Primary Care Trust  
Gloucestershire Rural Community Council  
Local Newspapers  
Local Chambers of Commerce  
Stagecoach Stroud  
Wildlife Trust  
English Heritage  
Environment Agency  
Gloucestershire County Council  
Gloucester City Council  
Government Office for the South West  
Highways Agency  
Network Rail  
Historic Buildings and Monuments  
Commission for England (English Heritage)  
Natural England  
NHS South West  
Regional Planning Board  
Severn Trent Water  
South Gloucestershire Council  
Telecommunication Companies  
Transco National Grid  
Wessex Water  
**Parish Councils**  
Elmore Parish Council  
Haresfield Parish Council  
Longney Parish Council  
Quedgeley Parish Council



## Annex C to the HNDPG Communications Plan

### Local Businesses

Signalstorm Innovations Limited	Jess`S Ladies Organic Farm Milk
Beta Marine Limited	E J Taylor & Sons
Severn Controls Limited	J Vaughan
Vision Profiles Ltd	E J Taylor & Sons (Gloucester) Limited
Mawdsley's WL INC	Silvey Engineering Ltd
Summerhouse Education Centre	M & D Welding (Gloucester) Limited
Frampton Autos	Surman-Evans Homes Ltd
Cash Save Cars	C J Newell
Rebecca Orchard Osteopathic Practice	D B Contracting
Mccarthy Homes Limited	KEY 2 Financial Solutions Limited
Summerhouse Equestrian And Training Centre LLP	Bennetts Driving School Limited
MG Markey Group Limited	The Falconry School Limited
Markey Builders (Gloucester) Limited	BEN Long Falconry Limited
SFC Event Logistics Limited	KEY 2 Claims Ltd
Raventree Limited	KEY 2 Wills Ltd
SFC Group.Co.Uk	Jennings Health Care Ltd
PLY Lining Services	David Carter Andrew
Whitson Conference And Events	Total Quality Solutions Limited
Momentous Moving Excellence	DAC Construction Limited
DB Stoves	Nicholl S.T.I. Limited
BTM Developments Limited	L & R Precision Engineering Ltd
Rusty Shilling Developments Limited	F & J Installations Ltd
TPT Investments Limited	Andy Etheridge Plumbing & Bathrooms
Whitson Conference & Events Limited	Colette Etheridge Counselling Service
Stephen Freeman Limited	Foxwood Associates (UK) Ltd
SFC Event Bars Limited	Foxwood Associates (Corporate TAX And Accounting) Ltd
PLY Lining Services Limited	Optalex Optometric Services Limited
SFC Concessions (Holdings) Limited	Gadget Vogue Limited
SFC Event Catering Limited	Power4biz Ltd.
Sfwf Limited	Tiles R Russ
Fordmar Limited	Tarr Electrical Ltd
Premiere Nutrition Limited	EMS
2GR Trustees Limited	Mccadam Transport
2 Gloucester Road (Management) Limited	R S Daine Limited
Ryan-Mar Limited	Epthree Consultancy Limited
Cheltenham Student Lettings Limited	Francois Greyling Ltd
Rural & Country Homes (Upton) Limited	Swift Safety Training Services
Honeybourne Services (Gloucester) Limited	Swift Safety Training Services
Markey Colston Limited	S W C Flooring Contractors
Rusty - Oak Limited	Southfield Shooting School
Markey Building Services Limited	Advanced Insulation Systems Limited
Blaisdon Developments Limited	City Link
Wild West Fitness Limited	Advanced Insulation Contracting Limited
Markey Developments LLP	AI Plymouth Limited
Colston Property Lettings LLP	Advanced Insulation Group Limited
Pentagon Property Developments LLP	Advanced Insulation Holdings Limited
Markey Developments LLP	Window Widgets LLP
Robbie Champion	Eclectic Systems LLP
Mobility Disabled	Gardiner Bros. And Company (Leathers) Limited
Cash Save Cars Ltd	H. Underwood And Sons Limited
Cash Save Cars	C S Robulk
Silvey Engineering	Careway Removals
Pinetree	Dimore Maisonettes Limited
	Mecaidd Ltd

Qualityrelief Limited  
Trigg's Decorators  
Post Office  
Morningtilnight  
Ricketts & Son  
Finch Enterprises Limited  
Wheeling Free Limited  
AGH Enterprises Limited  
D Hill Consulting Limited  
Hardwicke Village Hall  
Air & Port Transfers  
Freeman Welding  
Lexacol Limited  
Total Interactive Solutions Limited  
ABC Children's Homes Limited  
R H Industrial Cleaners  
A B C Scaffolding  
Arken Smith Property Limited  
Anderson Recruitment Ltd  
J.P.U. Services Limited  
J Tyreman  
Footework Home Improvements Limited  
S J Bolton Roofing  
D Kent Fencing  
Nightshift Films Ltd  
GTB Homes Limited  
Kubler-Curve Consultancy Limited  
NKM Limited  
Lets Clean  
Trojan Software Solutions Limited  
Fullscreen Panoramic Tours  
Adam Soble  
Chris Lewis Plant Limited  
Revolution Air Services Ltd  
Better Driveways Ltd  
Ellis Accountants Ltd  
Kingsley Welding Alloys Limited  
Fowler Builders Limited  
Space Centres (Glos) Limited  
Great British Funfair Limited  
Trillium Developments Limited  
VP Risk Management Ltd  
Gascheckuk Limited  
The Challenge Fencing  
Ringtone.Net Limited  
M & D Property Garden Maintenance Limited  
Chris Gooch Consulting Limited  
Eric Vick Transport Limited  
R J B Game Limited  
Puddleduck Hall Childrens Nursery  
Ben's Fencing & Landscaping  
M & D Garden Maintenance  
Westbourne Newsagents  
Hardwicke & Quedgeley  
Fifth Element Systems Limited  
Log On Motion Limited  
Lewber Limited  
Discusq Limited  
Shelving And Partitioning Systems Limited  
Hollier Engineering Limited  
RAD Logic Limited  
Gloster Tooling Supplies Limited  
The Cathay Trade Company Limited  
FAB Build Supplies Limited  
Computerprofiles Limited  
Socialhootz Ltd  
DPH Photography & Framing Limited  
Mike Fawlk Heating Services  
Casa Corporation (UK) Ltd  
Kev's Private Hire  
SPT Painting, Decorating & Property Services Ltd  
JPM Transport Ltd  
MPG Roofing Limited  
A P Keyse & Son Truck Services Limited  
Springbok Engineering UK Ltd  
Jube Software Limited  
G M Fisher & Son Limited  
Booktech Limited  
No.30 Limited  
PCD Accountancy Limited  
Samus Consultancy Limited  
Andy Russell Limited  
Thomas Electrical Systems Ltd  
Hale Technical Services Limited  
Gloucester Damp Company Limited  
Stuart Russell  
M & D Welding  
Pentagon Property Developments LLP  
Colston Property Lettings LLP  
Meadow Tiling Services  
Stage One Gardening  
E E Hardwicke Garage  
Hardwicke & District Royal British Legion Club Ltd  
Mike Fawlk Boiler Services  
SWC Flooring Flooring Contractors  
Stuart Russell Property Maintenance  
Tiles Russ Wall & Floor Tiling Services  
Melanie Hill Child Minder  
Puddleduck Hall Children's Nursery  
Hardwicke Playgroup Playgroup  
H&Q Chiropractic Clinic Chiropractor  
Peter Headland Interiors Bathroom, Tiling & Decorating  
M. Dowdeswell Washing Machines  
Eric Vick UK International Hauliers  
Mary Ham Piano Lessons

## Annex D to the HNDPG Communications Plan

### Methods, Techniques and Types of Communication

	<b>Method</b>	<b>Type of Comm and Target</b>	<b>Comments</b>
1	Make documents available for inspection locally	Can be 1 or 2 way comms Written Audience dependent on recipient knowing docs are available and making effort to see them	Need to specify how and when people should respond. Standard practice to do so. Provides detailed information Can be made available on CDROM. Could exclude people with poor language skills. Reading and responding to documents can be time consuming.
2	Letters	Standard practice. Can be 1 or 2 way comms Can be formal or informal. Can be used for most comms Definitely used for formal comms. Usually used for statutory bodies (e.g. planning authority) and local organisations	Can be used to get specific feedback on particular issues. Organisations can suffer from consultation fatigue or Recipients may not have enough time to comment on specific issues.
3	Email	Can be 1 or 2 way comms Wide audience but recipients need facilities and skills. Can include relevant documents.	Cost effective Quick Can include complex attachments Limited access? Need recipients email address
4	Web site	Usually 'send only' but can be used for receiving. Wide audience but recipients need facilities and skills.	Cost effective. Large amount of information available in one place. Relatively easy to access but access but restricted to those with internet facilities. Uses all forms of media; words, photos, film, sound. Quickly updated. Information needs to be carefully designed for the Internet.
5	Community magazine/ newsletter	'Send' communication only Usually wide, regular local audience. Use is often free	Cost effective Good at publicising events Only issued at set timeframes Can lag between input of item to publication being distributed
6	Local Media TV,radio, press releases and advertisements	Usually 'send only' but can be used for receiving. These methods can explain documents and processes in simple language via press releases and Council related newsletters.	Can be written for specific audiences Can target a particular issue Lack of feedback; May be treated as junk mail and not read TV and radio items can be missed.

7	Leaflets and Brochures	Send only Can publicise an outline of the proposed document, explain the process in simple language and invite comment.	Can be sent to all addresses in the community Can simplify complex topics May be treated as junk mail and not read.
8	Public Exhibitions	2 way comms Useful method for showing proposals visually where changes are proposed.	Gives residents some flexibility in deciding when to visit; Can encourage feedback and comment; can reach rural areas. If the exhibition is manned, may benefit people with reading and writing difficulties. Fairly resource intensive. Attendees are self-selecting. Responses will be skewed towards the information presented. Exhibitions cannot cover all villages.
9	Formal written consultation/ Community Surveys	2 way comms Good introduction to main issues. Responses can help identify key interests and groups Consultation around key issues.	A good method of getting reliable statistical data Can be targeted to a specific audience; Easy to understand and analyse. Low response rates Can exclude people with poor language skills Responding to lengthy documents can be time consuming.
10	Telephone Contact	2 way comms Can provide information for people without internet access.	Allows clarification of issues and allows questions to be asked. Benefits people with reading and writing difficulties. Time consuming Open to abuse by anonymous callers.
11	One to One meetings with Selected stakeholders	2 way comms Identifies key issues and key groups.	Useful method of getting a targeted response Most suitable method for people with reading and writing difficulties. Can record verbal representations from people with such difficulties subject to proof of their identification. Time consuming
12	Public Meetings	2 way comms Useful when area specific proposals are made.	Good method of informing the public and getting their views Benefits those with reading and writing difficulties Those attending may not be representative of the wider community Large meetings can inhibit the expression of all views.
13	Focus Groups (selected groups of participants with particular characteristics)	Useful for area based discussion or certain topics.	Provides opportunity to explore issues in depth. Focus groups can help to involve marginalised groups if the process is externally managed. May need other methods to complement the group objectives. Works best with a Trained facilitator. Question of resource availability.

14	Workshops (interactive)	2 way comms Means of engaging local communities on planning. Criteria against which suitability of proposal for this method would be required.	Need to involve right people Requires significant preparation to allow a structured approach and report back. Useful for identifying and focusing discussion around difficult issues and key themes
15	Area Forums (standing groups with geographical remit)	2 way comms Tailor made groups for local issues, area based policies	Allows use of data collected by members of the group and to pool data from various sources; Helps to get the views of minority groups. Those attending can potentially dominate the discussions with views that are not fully representative of the whole group.
16	Planning Aid	2 way comms Gives free, independent advice and support on development plans to individuals and community groups, particularly those that cannot afford professional fees.	Potential to target disadvantaged groups and increase their ability to take part, Part of the RTPI, independent charity.
17	Steering /Advisory Group	2 way comms Mechanism for getting organisations to act as sounding boards for planning documents	Useful for area action plans or topic based policies Tendency to be quite technical.
18	Workshops e.g. planning for real exercises,	2 ways comms.	Provides a whole independent process for community engagement. Works best with larger community projects.
19	Council meeting	2 way comms	Structured Limited opportunity for public involvement Formal record of decisions taken
20	Village Notice Boards	1 way comms	No direct feedback Message received subject to receivers interpretation
21	Presentations	2 way comms	Direct instant feedback Can be focussed on outcome required by deliverer Allows views of receivers to be voiced
22	Deposit Locations	1 way comms. Deposits a document in a location for viewing as required	No direct feedback Good for enabling wider access to documents
23	Council meeting minutes	1 way only.	Formal recording of events
24	Social media	2 way comms	Allows to discussions on ideas, post news, ask questions and share links. Provides an opportunity to widen contacts. Targets a wide audience, making it a useful and effective recruitment tool. Improves visibility and publicity with minimal use of advertising. Directs interested people to specific web sites. Opens up the possibility for hackers to launch spam and virus attacks.
25	Billboards	1 way comms	Short message only

			People see it for limited amount of time in passing
26	Posters	1 way comms	Low Costs Can promote active response High Visibility Can be used in Strategic Locations
27	Questionnaires	2 way comms	Practical Large amounts of information can be collected from a large number of people in a short period of time Relatively cost effective The results of the questionnaires can usually be quickly and easily quantified Can be analysed more 'scientifically' and objectively than other forms of research Data can be used to compare and contrast other research and may be used to measure change Lacks validity There is no way to tell how truthful a respondent is being There is no way of telling how much thought a respondent has put in The respondent may be forgetful or not thinking within the full context of the situation Responses will have a level of subjectivity that is not acknowledged There is a level of researcher imposition, A good method of getting reliable statistical data Can be targeted to a specific audience; Easy to understand and analyse. Low response rates Can exclude people with poor language skills Responding to lengthy documents Can be time consuming.
28	Run a drop in event over a weekend / day / morning/ evening	2 way comms Allows interested parties a chance to discuss at timing of their choice	Allows attendance at times that may otherwise be inconvenient Immediate feedback Show the community that what they have to say is valued
29	Suggestion boxes	Gathering information from the community it also gives people chance to put their views forward outside	Allows feedback at any time
30	Informal chats in pubs, local shops and outside schools.	Meeting people in their own environment where they feel comfortable, non threatening	Non-planned No control over what is covered

## Annex E to the HNDPG Communications Plan

### Methods, Techniques and Types of Communication Suitable for Each Stage

Stage	Who will be engaged and why?	Suitable types of engagement
Step 1: Initiation and Start-up	Hardwicke District Council – requires a decision to sponsor a NDP	<i>Formal Decisions</i> – Council meeting; <i>Routine Comms</i> – Email; <i>Publicity</i> - HPC website; HM
	Application to Stroud District Council for designation of Neighbourhood Area	<i>Formal Decisions</i> – Formal letter; Email <i>Routine Comms</i> – Email; <i>Publicity</i> – see next step
	Inform community of the application and its aims to provide visibility and initial tacit support	<i>Formal Decisions</i> – Council meeting; <i>Routine Comms</i> – Email; <i>Publicity</i> - HPC website; HM Posters; Village Notice Boards
	Community updates on process and progress	<i>Formal Decisions</i> – Council meeting minutes, <i>Routine Comms</i> – <i>Publicity</i> – Internet; HM; Posters; Web; site; Local Media; Leaflets and Brochures; Village Notice Boards; Presentations; Social media; Posters; Informal chats in pubs, local shops and outside schools.
Step 2: <i>Identifying the issues</i>	Recruitment of steering group members and volunteers	<i>Formal Decisions</i> – Council meeting minutes; <i>Routine Comms</i> – Letters; Email <i>Publicity</i> – Workshop; HM; Website; Local Media; Public Meetings; Workshops (interactive); Council meeting; Village Notice Boards; Run a drop in event; Informal chats in pubs, local shops and outside schools.
	Consultation with residents to identify important issues to address	<i>Formal Decisions</i> – Council meeting <i>Routine Comms</i> – Letters; Questionnaire; workshop; Email; Community Surveys; Public Meetings; Workshops (interactive); Workshops e.g. planning for real exercises; Questionnaires; surveys  <i>Publicity</i> – HM; Web site; Local Media; Village Notice Boards; Social media; Billboards; Posters; Run a drop in event; Suggestion boxes
	Consultation with local organisations to identify important issues to address	<i>Formal Decisions</i> – Council meeting via HNDPG <i>Routine Comms</i> – Letter; questionnaire; Email; Telephone; One to One meetings; Presentations <i>Publicity</i> – Web site; HM; Leaflets; Social media
	Consultation with local businesses to identify important issues to address	<i>Formal Decisions</i> – Council meeting via HNDPG <i>Routine Comms</i> – Letter; questionnaire; Email; Telephone; One to One meetings; Presentations <i>Publicity</i> – Web site; HM; Leaflets; Social media
	Encourage participation and involvement in the project	<i>Formal Decisions</i> – <i>Routine Comms</i> – Letter; Email; Telephone; One to One meetings; <i>Publicity</i> – Web site; HM; Leaflets; Social media
	Encourage new recruits to HNDPG and theme groups	<i>Formal Decisions</i> – <i>Routine Comms</i> – Letter; Email; Telephone; One to One meetings;

		<i>Publicity</i> – Web site; HM; Leaflets; Social media
	Record and explore available evidence	<i>Formal Decisions</i> – HNDPG <i>Routine Comms</i> – Email; Telephone; One to One meetings with Selected stakeholders; Focus Groups (selected groups of participants with particular characteristics); Workshops (interactive); Area Forums (standing groups with geographical remit); Steering /Advisory Group; Workshops e.g. planning for real exercises; Questionnaires; Run a drop in event over a weekend / day / morning/ evening <i>Publicity</i> – Website; HM; Public Exhibitions ; Community Surveys; Village Notice Boards; Social media
	Recruitment of steering group members and volunteers	<i>Formal Decisions</i> – HNDPG; <i>Routine Comms</i> – Email <i>Publicity</i> – HM; Website; Local Media; Village Notice Boards; Informal chats in pubs, local shops and outside schools.
	Publication of HNDPG Terms of Reference, Communications Plan, Project Plan and general information about the process and progress	<i>Formal Decisions</i> – HNDPG; HPC <i>Routine Comms</i> – Email; Website; Council meeting; Deposit Locations <i>Publicity</i> – Make documents available for inspection locally; HM; Social media
	Community updates on process and progress	<i>Formal Decisions</i> – Council meeting minutes, <i>Routine Comms</i> – <i>Publicity</i> – Internet; HM; Posters; Web; site; Local Media; Leaflets and Brochures; Village Notice Boards; Presentations; Social media; Posters; Informal chats in pubs, local shops and outside schools.
Step 3: <i>Developing vision and Objectives for the NDP</i>	Approval of vision and objectives by HPC	<i>Formal Decisions</i> – Council meeting; <i>Routine Comms</i> – letter;; email <i>Publicity</i> – HM
	Consultation with community to check that the vision and objectives reflect their aspiration	<i>Formal Decisions</i> – HNDPG minutes, <i>Routine Comms</i> – Make documents available for inspection locally; Letters; Email ; Leaflets and Brochures; Public Exhibitions ; Formal written consultation/ Community Surveys; Telephone Contact; One to One meetings with Selected stakeholders; Public Meetings; Focus Groups (selected groups of participants with particular characteristics); Workshops (interactive); Area Forums (standing groups with geographical remit); Deposit Locations <i>Publicity</i> – Internet; HM; Posters; Web; site; Local Media; Leaflets and Brochures; Village Notice Boards; Presentations; Social media; Posters; Web site; Local Media; Questionnaires; Run a drop in event over a weekend / day / morning/ evening
	Clarify that some areas will not be included in the NDP policies. These will be included in the NDP but will be reflected through an accompanying, or parallel, action plan or submitted to the HPC for inclusion in the Parish Plan Action Plan.	<i>Formal Decisions</i> – HPC meeting minutes; HNDPG meeting minutes, <i>Routine Comms</i> –Letters; Email; <i>Publicity</i> –HM; Website; Village Notice Boards; Social media;
	Communications with SDC to establish planning constraints and requirements for specific	<i>Formal Decisions</i> – HPC meeting; HNDPG meeting <i>Routine Comms</i> – Letters; Email; 1-2-1- comms with SDC planning officials <i>Publicity</i> – HM; Website; Social media;



	appraisals (e.g. sustainability, wildlife)	
	Communications with SDC to share issues arising and check for potential conformity with SDC Local Plan	<i>Formal Decisions</i> – HPC meeting; HNDPG meeting <i>Routine Comms</i> – Letters; Email; 1-2-1- comms with SDC planning officials <i>Publicity</i> – HM; Website; Social media;
Step 4: : <i>Generate and test solutions</i>	The community, partners and affected organisations will be informed of potential solutions for feedback as they develop.	<i>Formal Decisions</i> – HNDPG minutes, <i>Routine Comms</i> – Letters; Email ; Public Exhibitions ; Public Meetings; Focus Groups (selected groups of participants with particular characteristics); Area Forums (standing groups with geographical remit); <i>Publicity</i> – Internet; HM; Posters; Web; site; Village Notice Boards; Presentations; Social media; Local Media;
	Gathering of the information, data and evidence required to move the vision and objectives towards NDP policies.	<i>Formal Decisions</i> – written consultation; Council meeting; HNDPG meetings <i>Routine Comms</i> – Letters; Telephone; Email; One to One meetings with Selected stakeholders; Website; Focus Groups (selected groups of participants with particular characteristics); Area Forums (standing groups with geographical remit); Workshops (interactive); Run a drop in event over a weekend / day / morning/ evening; Informal chats in pubs, local shops and outside schools. <i>Publicity</i> – HM; Village Notice Boards; Social media
	Mature solutions will need to be checked against the SDC Local Plan before they become NDP policies.	<i>Formal Decisions</i> – HPC meeting; HNDPG meeting <i>Routine Comms</i> – Letters; Email; 1-2-1- comms with SDC planning officials <i>Publicity</i> – HM; Website; Social media;
	Before policies are composed a check with the community, SDC and other stakeholders will be conducted to confirm the 'direction of travel' remains valid.	<i>Formal Decisions</i> – HPC meeting; HNDPG meeting <i>Routine Comms</i> – Make documents available for inspection locally; Letters; Email ; Formal written consultation/; Community Surveys; Telephone Contact; One to One meetings with Selected stakeholders; Public Meetings; Focus Groups (selected groups of participants with particular characteristics); Council meeting; Deposit Locations; Questionnaires; Run a drop in event; <i>Publicity</i> – HM; Website; Local Media; Leaflets and Brochures ; Public Exhibitions; Village Notice Boards; Presentations; Social media; Posters; Informal chats in pubs, local shops and outside schools.
	Encourage involvement in theme groups	<i>Formal Decisions</i> – HNDPG; <i>Routine Comms</i> – Email <i>Publicity</i> – HM; Website; Local Media; Village Notice Boards; Informal chats in pubs, local shops and outside schools.
	Inform of solutions being explored and gain feedback on those potential solutions (checking 'direction of travel').	<i>Formal Decisions</i> – HPC meeting; HNDPG meeting <i>Routine Comms</i> – Make documents available for inspection locally; Letters; Email ; Formal written consultation/; Community Surveys; Telephone Contact; One to One meetings with Selected stakeholders; Public Meetings; Focus Groups (selected groups of participants with particular characteristics); Council meeting; Deposit Locations; Questionnaires; Run a drop in event; <i>Publicity</i> – HM; Website; Local Media; Leaflets and Brochures ; Public Exhibitions; Village Notice Boards; Presentations; Social media; Posters; Informal chats in pubs, local shops and outside

		schools.
	Keeping the community and partners informed regularly will remain an ongoing communication requirement.	<i>Formal Decisions</i> – Council meeting minutes, <i>Routine Comms</i> – <i>Publicity</i> – Internet; HM; Posters; Web; site; Local Media; Leaflets and Brochures; Village Notice Boards; Presentations; Social media; Posters; Informal chats in pubs, local shops and outside schools.
Step 5: Drafting the NDP	Before policies are composed, check ‘direction of travel’ with community, local organisations, local businesses, SDC, neighbouring parish councils, other stakeholders (e.g. water companies)	<i>Formal Decisions</i> – HPC meeting; HNDDPG meeting <i>Routine Comms</i> – Make documents available for inspection locally; Letters; Email ; Formal written consultation;/ Community Surveys; Telephone Contact; One to One meetings with Selected stakeholders; Public Meetings; Focus Groups (selected groups of participants with particular characteristics); Council meeting; Deposit Locations; Questionnaires; Run a drop in event; <i>Publicity</i> – HM; Website; Local Media; Leaflets and Brochures ; Public Exhibitions; Village Notice Boards; Presentations; Social media; Posters; Informal chats in pubs, local shops and outside schools.
Step 6: Finalising HNDDP, Independent Check of HNDDP Consultation	Publicise draft NDP	<i>Formal Decisions</i> – HPC meeting; minutes; HNDDPG meeting minutes <i>Routine Comms</i> – Make documents available for inspection locally; Letters; Email ; Telephone Contact; One to One meetings; Public Meetings; Council meeting; Deposit Locations; Run a drop in event; <i>Publicity</i> – HM; Website; Local Media; Public Exhibitions; Village Notice Boards; Presentations; Social media; Posters;
	Manage written responses	
	Relay feedback received.	
	Publicise subsequent changes made to NDP as a result.	<i>Formal Decisions</i> – HPC meeting; minutes; HNDDPG meeting minutes <i>Routine Comms</i> – Make documents available for inspection locally; Letters; Email ; Telephone Contact; One to One meetings; Public Meetings; Council meeting; Deposit Locations; Run a drop in event; <i>Publicity</i> – HM; Website; Local Media; Public Exhibitions; Village Notice Boards; Presentations; Social media; Posters;
	Formal statutory consultation carried out by the NDP group with Parish/town council at draft NDP Stage- at least 6 weeks	<i>Formal Decisions</i> – HPC meeting; HNDDPG meeting <i>Routine Comms</i> – Make documents available for inspection by SDC; Letters; Email ; Telephone Contact; One to One meetings; Council meeting; <i>Publicity</i> –
	Approval of HNDDP final draft submission by HPC	<i>Formal Decisions</i> – HPC meeting; <i>Routine Comms</i> – Letters; Email ; Telephone Contact; <i>Publicity</i> – HM; Website; Village Notice Boards; Social media;
	Once approved the HPC will submit the plan to SDC for examination.	<i>Formal Decisions</i> – HPC; <i>Routine Comms</i> – Letters; Email ; Telephone Contact; <i>Publicity</i> – updates on HM; Website; Village Notice Boards; Social media;
Step 7: Examination by Planning Inspectorate	NDP group may inform community about relevant dates	<i>Formal Decisions</i> – HPC; HNDDPG <i>Routine Comms</i> – <i>Publicity</i> – HM; Website; Village Notice Boards; Social media;
	Keeping the community and partners informed regularly will remain an ongoing communication requirement including notification of relevant dates	<i>Formal Decisions</i> – HPC; HNDDPG <i>Routine Comms</i> – <i>Publicity</i> – HM; Website; Village Notice Boards; Social media;
	Keeping the community	<i>Formal Decisions</i> – HPC; HNDDPG

Step 8: Hardwicke Neighbourhood Referendum	and partners informed regularly will remain an on-going communication requirement	<i>Routine Comms</i> – <i>Publicity</i> – HM; Website; Village Notice Boards; Social media;
	Communicate with those entitled to vote at the referendum	SDC responsibility
	Encourage turnout and encourage (within the referendum rules' constraints) a positive vote	<i>Formal Decisions</i> – HPC; HNDPG <i>Routine Comms</i> – Make documents available for inspection locally; Letters ; Email; Telephone Contact; One to One meetings; Council meeting; Deposit Locations; Council meeting minutes; Run a drop in event over a weekend / day / morning/ evening <i>Publicity</i> – Web site; HM; Local Media TV,radio, press releases and advertisements; Leaflets and Brochures; Village Notice Boards; Presentations; Social media; Billboards ; Posters; Informal chats in pubs, local shops and outside schools.