



## **Local Plan- COMMUNICATIONS STRATEGY**

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# 1 Overview

This strategy sets out an approach to engaging with key stakeholders, interested parties and the community during the production of the Council's new Local Plan the latter of which will cover the period to 2033. The Council is committed to providing the local community and other stakeholders with opportunities to shape the place in which they live and has developed an approach to engagement designed to make this achievable.

Effective communication is essential in order to engage successfully, particularly with the general public where consultation fatigue and previous negative consultation experiences can act as a barrier.

The Council's Statement Of Community Involvement (SCI) outlines the minimum required consultation methods EFDC is required to carry out with regard to engaging with stakeholders. This strategy builds on the SCI to explore further methods of engagement that are tailored to each consultation period, the needs of the community and other consultees and taking into consideration the timetable and need to deliver a robust Local Plan .

The Government's initiatives including the Localism Act and introduction of Neighbourhood Planning have made it a priority to involve local communities in the planning process and provide them with more say in the decisions that affect where they live. As a result of this and feedback from EFDC Council Members, the production of the Plan had included a Community Visioning exercise, designed to engage and involve stakeholders at the early stages of the process and took place in 2010.

The strategy focuses on engagement for all stages of production and was updated in March 2013 to reflect lessons learned from the Community Choices (Issues & Options consultation) that took place between July and October 2012, prior to the Preferred Options stage in Autumn 2013. It continues to be a live document and will be updated as we move through the production of the Plan including the Preferred Options consultation and be adapted to reflect any changes to National policy, Regulations and emerging best practice.

The devolution of decision making and increased requirements for public participation in policy making and planning is having an impact on officer time, resources and the Local Plan timetable. Therefore the aim is to produce an communication strategy that;

- a) Is focused using both tested and innovative methods;
- b) provides an adopted structure/format for officers, Members and the community to work with but is also flexible and
- c) is cost effective

## 2 Principles

A series of principles of engagement have been developed to ensure a consistent approach that allows the Council to meet and exceed its statutory consultation requirements. This approach also helps to tailor engagement activities to ensure that the Council gets as much useful consultation feedback as possible within the resources available:

- 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.**

## 3 Duty to Cooperate

The Duty to Cooperate (Localism Act 2011) outlines the requirement for local authorities to explore and act on their common strategic priorities and strategic cross boundary issues with their neighbours and statutory bodies. This includes:

- Engaging constructively, actively and on an ongoing basis in any plan making process
- working proactively to consider and actively support each other's strategic objectives and priorities
- taking into account views and needs of neighbouring authorities and showing that key parties have been engaged and consulted with throughout the process of delivery of a Local Plan.

When the Local Plans are being examined the Planning Inspector will need to see sufficient evidence that demonstrates that the requirement to fulfil the Duty to Co-operate has been met. The

interpretation of the fulfilment of this duty is such that authorities need to effectively resolve the strategic cross boundary issues not just discuss them.

A detailed programme of engagement under the Duty to Cooperate is being addressed separately to this document. It is envisaged that the Duty to Cooperate engagement programme will be incorporated in a future updated version of this document.

## 4 Branding

The development of an identity or 'brand' for the Local Plan has been an important element of our Communications Strategy and has raised public awareness around the preparation of the Plan. It has enabled the Forward Planning team to demonstrate linkages between different components of the Local Plan and also provided the opportunity to project a more positive image for the Local Plan and highlight its importance.

All Local Plan materials now incorporate the Planning Our Future logo and colour scheme. Examples of this are:

- Formal letters (during consultation periods)
- Press ads
- Forester special edition, press releases and articles
- Internal Local Plan memos / meeting notes
- PowerPoint templates
- Consultation materials
- Workshop/drop-in session materials
- Exhibitions
- Local Plan website
- Social media-Facebook and Twitter

## 5 Consultees

The Forward Planning team already maintains an up-to-date database of relevant consultees and this will be used to form the groupings set out below. 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 next stage Preferred Options consultation.

Engagement with all consultee groups seeks to understand the key issues for the plan period including what our vision for the future should be, the options on the appropriate level and distribution of growth for this district for the plan period as well as detailed policy proposals. In order to tailor the consultation accordingly and gain maximum input, stakeholders have been divided into groups. 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 and Thames Water. All of these groups are involved during consultations 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. The Council has decided to get as many contacts as

possible under this heading. 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 Forward Planning 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.

The section below sets out appropriate methods that have been used when engaging with each of the groupings. Section six explores additional and improved methods of engagement.

## **A Specific and technical consultees**

**Formal letters** –Explaining the consultation stage we are at, signposting to relevant information on our website or hard copies of consultation and other documents where appropriate, inviting representations at each stage of the consultation process and providing a timetable for the consultations.

The letters will contain web links to the evidence base studies as appropriate and any summaries, underlining their relevance to the delivery of the Local Plan. Hard copies of relevant consultation materials are sent out to all these consultees.

**Technical workshops**- Programme of meetings with appropriate consultees (e.g. neighbouring local authorities) using a pro forma and dedicated workshops and presentations to seek their early input and highlight any concerns.

**Council website**- Will include information contained within the formal letter and links to evidence base reports, indicative timescales, link to Facebook page, future methods of engagement.

## **B General consultees and residents**

**Formal letters to all residents in the district and all businesses and groups on the Local Plan database** –Explaining the consultation stage we are at, signposting to relevant information on our website or hard copies of consultation and other documents where appropriate, inviting representations at each stage of the consultation process and providing a timetable for the consultations.

The letters can contain details of upcoming drop-in sessions, where the consultation will be advertised and will provide the contact details of the Forward Planning team.

The letters will contain web links to the evidence base studies as appropriate and any summaries, underlining their relevance to the delivery of the Local Plan.

A point will be made for disabled groups to contact the Forward Planning team in order to make special arrangements if these are required e.g. one to one meetings and other special arrangements.

**Consultation summary leaflet-** Setting out the process followed so far i.e. timetable to date, outlining important facts and key Q&As and next steps in the process following the consultation end date.

**Stakeholder meetings-** with appropriate general consultees (e.g. forums for disabled people or ethnic groups), when requested, using a pro forma to seek their view on key issues.

**Drop in sessions-** These will be organised in advance, cover the whole district where officer levels allow and be held at appropriate times to ensure high levels of attendance. The sessions will include up to date information boards, consultation documents and questionnaires and background evidence studies as needed. Due to the expected high volumes of attendees Forward Planning will ensure appropriate levels of officer cover. The number of drop in sessions will be subject to the Forward Planning teams capacity at the time the consultation is launched.

**Council website-** Will include information contained within the formal letter and links to evidence base reports, indicative timescales, link to Facebook page, future methods of engagement.

**Council magazine-Forester-** The existing editions will be used as appropriate to keep people informed and ensure on-going engagement with residents and businesses. A special Forester edition is being considered for the Preferred Options consultation in Autumn 2013.

**Commuter post cards-**These have proven successful and are handed out at peak times at all tube stations and train station allowing us to reach a wider range of consultees.

**EFDC directorates-** Special invites via email to be sent to all Directors and Assistant Directors notifying them of consultations and providing information at key stages. District Lines to be used to publicise key events, keep colleagues in the know and gain information input as needed.

## **C Other interested parties excluding residents and businesses**

**Formal letters** –Explaining the consultation stage we are at, signposting to relevant information on our website or hard copies of consultation and other documents where appropriate, inviting representations at each stage of the consultation process and providing a timetable for the consultations.

The letter will contain web links to the evidence base studies and any summaries, underlining their relevance to the delivery of the Local Plan.

**Consultation summary leaflet-** Setting out the process followed so far i.e. timetable to date, outlining important facts and key Q&As and next steps in the process following the consultation end date.

**Council website-** Will include information contained within the formal letter and links to evidence base reports, indicative timescales, link to Facebook page, future methods of engagement.

## D Businesses

Businesses fall under the grouping 'General consultees and residents'

**Formal letters to businesses on our database** – Explaining the consultation stage we are at, signposting to relevant information on our website or hard copies of consultation and other documents where appropriate, inviting representations at each stage of the consultation process and providing a timetable for the consultations.

**Consultation summary leaflet-** Setting out the process followed so far i.e. timetable to date, outlining important facts and key Q&As and next steps in the process following the consultation end date.

**Dedicated business surveys-** Surveys will be devised to ensure engagement with companies on our business database. Special business workshops/events to be held to gain specialist input from businesses regarding their future needs, ideas and vision for the district.

**Council magazine-Forester-** The existing editions will be used as appropriate to keep people informed and ensure on-going engagement with residents and businesses. A special Forester edition is being considered for the Preferred Options consultation in Autumn/Winter 2013.

## E Press

**Launch event/presentation** to be held during designated 'launch week', at the Council offices as appropriate depending on the nature of the consultation and event. Invitations to be sent to local press and blog editors, outlining:

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

**One to one sessions-** In some cases one to one or small group briefings to be held with the local press prior to launch week, to ensure there is appropriate local media coverage at the right time. This has the potential to be more beneficial than just sending out a press release or doing a wider press launch.

At the launch of the Community Choices consultation there was an opportunity to engage with the local press and communicate the intricacies of delivering a Local Plan. It allowed the Council to clearly outline what the intentions were for the consultation, including why it was important to understand the views of local people in order to deliver a sound Local Plan that reflects local aspirations.

**Ads in press-** Special ads to be taken out in local press advertising the consultation and providing useful information.

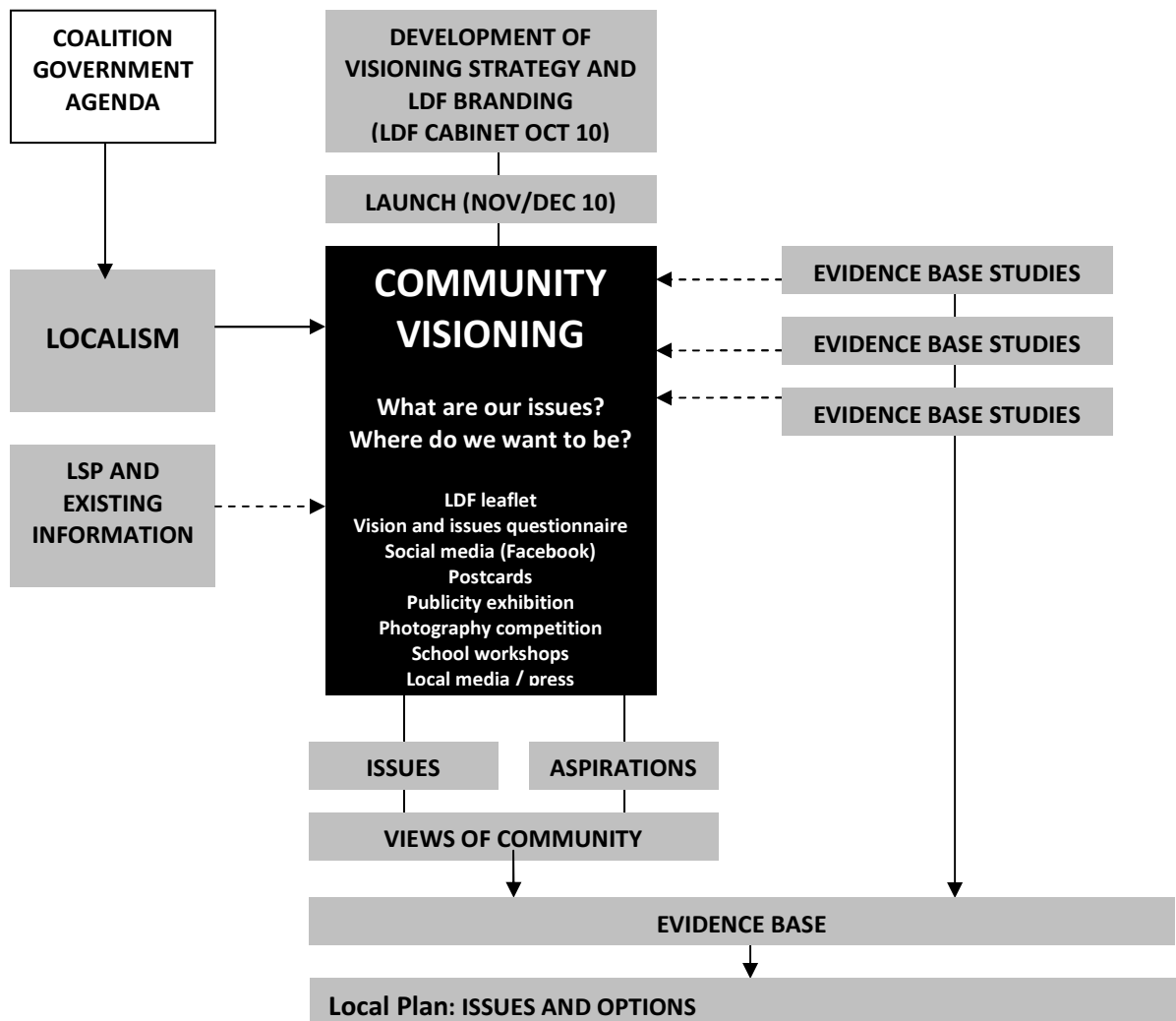
It is envisaged that similar approaches to the above will form part of the Council's engagement during the Preferred Options consultation. All content will be adapted to requirements of the consultation

**Press releases-** Issue of press releases and liaison with the local press takes place through the Council's PR department.

## 6 Consultation Stages

Outlined below are the specific engagement methods used for each of the consultation stages and recommendations for the Preferred Options stage.

### 6 a) Community visioning -complete



The overall aim of the visioning exercise was:

**To receive feedback from the community that allows the Forward Planning team to understand local people’s vision for the future of their area and what they consider to be the key issues for planning and development.**



## Visioning exercise: objectives

This consultation exercise focused its approach on the residents in the District. The objectives of the visioning exercise were:

- To communicate clearly what the Core Strategy (at the time of the consultation EFDC was delivering a Local Development Framework) is and how it will influence the local area
- To communicate clearly the opportunities for local people to get involved
- To understand the views of as wide a range and number of residents as possible
- To understand views on a vision for the future of the area
- To understand views on the key planning issues for the area
- To ensure that consultation is not dominated by the same individuals or groups

The methods of engagement that were used to communicate and engage with local people to achieve the aims of the visioning exercise are outlined below:

- **Leaflet/Questionnaire**-This was sent to all households in district and a special version was in the Forester magazine
- **Postcards/Photography competition**- which was handed out at all stations in the district during am and pm peak hours
- **Launch of Planning Our Future website and new logo**-all material was re-branded and relevant information and consultation material was available online

## 6 b) Community Choices (Issues & Options) consultation-complete

The Local Plan Community Choices consultation took place between 30<sup>th</sup> July and 15<sup>th</sup> October 2012. The following methods of engagement were used and some were tested for the first time:

- a) **Leaflet**- sent via a distribution company to all households and business addresses within the district;
- b) **A summary** of the consultation document was prepared, of which we sent out email/paper copies on 2<sup>nd</sup> August to Parish/Town Councils and residents' associations that we knew of;
- c) **Letters (2-sided)/emails** to anyone who had been involved in a planning policy consultation in the past (via the contact details they gave us at that time), and statutory consultees etc. notifying them of the consultation (over 8,000 people, bodies etc.). These were sent out on the 26<sup>th</sup> July;
  - **Letters (2-sided)/emails** to anyone who owned land within any of the potential development/ opportunity areas within the consultation document (from a Land Registry search), asking whether they are interested in their land being considered for potential future development and inviting their comments on the consultation;
  - **Letters (2-sided)/emails** to all those who submitted land for consideration through the Call for Sites, stating whether or not their site had been included in the consultation at this stage and inviting their comments on the consultation. These were sent out on the 26<sup>th</sup> July;
- d) **Static exhibitions** at the Civic Offices and libraries for the whole of the consultation period, with banners, hard copies of consultation documents and a ballot box to leave comments in;

- e) **Drop-in sessions- held across the district**
- f) **Website- online information and questionnaire**
- g) **Facebook/twitter**
- h) **Press briefing and press releases**
- i) **Information packs/documents to all Town & Parish Councils and known residents' associations**
- j) **Commuter postcards**

Sending the full Community Choices document to everyone in the district would have been very expensive. The Council produced a letter sent via email or hard copy to over 8,000 people and businesses previously registered on the consultation database, as outlined above. A leaflet was sent to the residents/ businesses and other stakeholders outlining the drop-in sessions and included the Forward Planning team's contact details.

Multiple copies of the Community Choices document, questionnaires and supporting documents were prepared for all the town and parish councils for collection. Additional copies of all the consultation material were available at libraries, the Council offices and at the drop-in sessions

The full detail of the Community Choices consultation methods are shown in Appendix 1

## **6 c) Key Lessons from Key Lessons from Community Visioning and Community Choices consultations**

There were some key lessons learnt from the Community Choices consultation:

- a) **Website-** The ease of navigation of the website will need to be improved. In particular the Council's homepage for the duration of the Preferred Options consultation will need to have a static one-click logo to a Local Plan consultation landing page. Access to documents and the supporting evidence should be made easy and online response tools be easy to understand and use.
- b) **Questionnaire-** The consultation software/online questionnaire will need to be simplified, streamlined and be in plain English.
- c) **Consultation documents-** To be simplified and streamlined and where possible in plain English. To contain clear messages about the timescales for the proposed developments, the plan period, and other basic headline messages such as the legal status of the plan at each stage and what will happen next. To be laid out and sign-posted in a manner that easily enables navigation through the document.
- d) **Letter distribution-** The approach of using leaflets will need to be reviewed. It may be more appropriate for a letter to be sent to each household and businesses, with clear markings of its content on the envelope. The use of an alternative distribution company will also be explored
- e) **Publicising the choice of response methods-** Consultation documents and online information to clearly outline all routes for representation submission.

## 6 d) Preferred Options

As the work progresses to complete the Preferred Options consultation material, it will become apparent which approaches and methods will be appropriate to be used during the consultation.

The key consideration is that the consultation programme is tailored to the requirements of the engagement activity at that stage, and guarantees maximum stakeholder input.

The list of consultees has been updated substantially following the Community Choices consultation and this will be used for the circulation of consultation information for the Preferred Options.

In addition to engagement methods outlined in Appendix 1 the following may be pursued:

- a) **Better use of the Forester magazine.** Both its current programmed editions and a special edition can be used to inform and engage with residents. In addition, more intensive media launches and engagement with the local press will be pursued with full ads being taken out in printed and online press and blogs as required.
- b) **Summary document.** This can accompany the letter informing consultees of the consultation launch. Sending the Preferred Options document to everyone in the district would be very expensive. Stakeholders will be advised of where hard copies of all consultation materials can be found. All relevant, supporting information will be made available on the Planning Our Future website at the launch and for the duration of the consultation.
- c) **Area focused consultation activities** – there may be cases where area based intensive consultation such as local workshops, door to door publicity or community presentations for directly affected communities will be suitable at the preferred options stage of the plan where sites will be proposed for allocation. Such approaches will be considered and balanced against the resources available and effectiveness of other, less resource intensive methods.
- d) **Cascade** – Dedicated briefing packs were provided for Town and Parish Councils for the Community Choices consultation. The use of briefing packs to enable Town and Parish Councils and other groups to carry out their own detailed consultation event on the preferred strategy will be considered as this may prove a better way to develop more locally tailored approaches.

As mentioned the consultation questionnaires will need to be carefully developed to engage more widely with the desired audience and provide meaningful feedback. The questionnaire for the Preferred Options consultation will be designed to be helpful, engaging, accessible and user-friendly.

These approaches should ensure that previous difficulties are overcome, stakeholder input increases even further, the format of the feedback is manageable and our methods of engagement are robust enough to undergo scrutiny at the Examination in Public stage

### **Key considerations and scene setting of the Preferred Options consultation document:**

The following matters have been identified as critical to the effectiveness of engagement on the preferred options or draft plan. Many relate to the document itself clearly explaining the thinking behind the proposals contained within it.

- 1) Re-emphasise the emerging vision for the district and each settlement in view of Community Choices feedback and input from all stakeholders including Members;
- 2) Outline key competing demands for land and strategic constraints in planning our future for the district based on all evidence gathered;
- 3) Outline the engagement programme to date and state facts about key evidence used and decisions made by Members, eg priorities for district and settlements, agreement on population figures, preferred growth distribution, preferred outcome for key land assets eg North Weald Airfield;
- 4) From the above show what the preferred options are and how they have been determined and why. Clearly show which options were on the table and considered for each area, how they were considered and why they were, or were not taken forward.
- 5) Find a simple and clear way of consulting on emerging policies- highlighting existing policies that need to be thoroughly reviewed and explaining why.
- 6) Forward Planning to create a diagram as per Community Visioning to show the process of going from Community Choices to Preferred Options.

## **7-Engagement of elected councillors**

Whilst the councillors who sit on the Local Plans Cabinet Committee have a direct role in the approval of the Local Plan as it progresses through the production process this is not the sole area of engagement of councillors.

Councillors are given opportunities to attend briefings during the launch period of consultations to ensure that they understand the process, and content of the consultation.

A more active use of the councillor network for future consultations is being explored based on the idea of further enabling local councillors to cascade information to their constituents and supporting them in doing so.

### **Workshop Programme**

A programme of workshops for elected members of the Council and Parish and Town Councils has been developed for the plan and will continue to be adapted as appropriate. These are not decision making events. The purposes of workshops are:

- To facilitate an in depth understanding of issues in relation to the evidence used to support the plan
- For Members to provide perspectives and steer on issues that the plan aims to address
- For Members to explore the policy choices that the plan aims to resolve
- To provide local perspectives on the potential proposals in the plan and explain the impacts at a local level

Three workshops have been held in the period January 2013 to March 2013 covering:

1. Update on the evidence base
2. Local visions and choices
3. Planning the local area

Another two workshops are already in the programme:

4. Population projections and housing targets
5. Taking the tested options to a preferred strategy

As production of the plan continues it may be that other areas of work would lend themselves to further workshops with elected councillors and these opportunities will be taken and kept under review.

## **8 Consultation programme**

Community Visioning- Nov 2010

Community Choices July-October 12

Preferred Options- TBC

Pre submission publication - 6 week statutory period for representations on soundness prior to submission

Examination in Public

In the upcoming months this item will be updated to contain more detail in line with the Local Development Scheme

## **9 Evidence base studies**

It is not considered best practice to consult the general public on technical evidence base studies, which are factual assessments, as this can be confusing and counter productive.

It is important however to engage with stakeholders in order to explain and outline the key findings of studies. This allows for a better understanding of processes and how emerging evidence informs the production of the Local Plan. The means by which engagement has taken place and will continue include:

### **Stakeholder workshops**

Are held to advise key stakeholders on the findings of certain studies such as the Strategic Land Availability Assessment and the Heritage Asset Review. These have included local amenity groups, Parish and Town Councils and agents for landowners or developers. In some cases separate workshops are held with certain technical stakeholders in order to seek expert views on emerging evidence.

**Elected councillor workshops-** as outlined in section 7 above

## Appendix 1- Engagement methods used for Community Choices Issues & Options

### General methods

- **drop-in sessions** in various locations throughout the district within September, held in the evenings to allow as many people to attend as possible, manned by Forward Planning staff so that local people can ask questions, discuss issues, and take consultation documents. In many cases local people have taken multiples copies of documents to give to neighbours, friends etc. The original 6 sessions arranged were:
  - 4<sup>th</sup> Sept – Sheering Village hall, Sheering
  - 5<sup>th</sup> Sept – Jack Silley Pavilion, Epping
  - 6<sup>th</sup> Sept – Roding valley Hall, Buckhurst Hill
  - 10<sup>th</sup> Sept – Fyfield Village Hall, Fyfield
  - 11<sup>th</sup> Sept – Waltham Abbey Town Hall, Waltham Abbey
  - 12<sup>th</sup> Sept – Abridge Village Hall, Abridge
  - 13<sup>th</sup> Sept – Roydon Marina Village, RoydonA further 7 sessions were arranged following demand, which were:
  - 17<sup>th</sup> Sept – Epping Hall, Epping
  - 18<sup>th</sup> Sept – Loughton Council Chamber, Loughton
  - 19<sup>th</sup> Sept – Bumbles Green Leisure Centre, Nazeing
  - 20<sup>th</sup> Sept – Chigwell Parish Council Offices, Chigwell
  - 25<sup>th</sup> Sept – Ongar Town Council, Chipping Ongar
  - 26<sup>th</sup> Sept – Theydon Bois Village Hall, Theydon Bois
  - 27<sup>th</sup> Sept – North Weald Village Hall Lounge, North Weald
- **letters (2-sided)/emails** to anyone who has been involved in a planning policy consultation in the past (via the contact details they gave us at that time), and statutory consultees etc. notifying them of the consultation (over 8,000 people, bodies etc.). These were sent out on the 26<sup>th</sup> July
- **letters (2-sided)/emails** to anyone who owns land within any of the potential development / opportunity areas within the consultation document (from a Land Registry search), asking whether they are interested in their land being considered for potential future development and inviting their comments on the consultation. The vast majority of these were sent out on the 26<sup>th</sup> of July. Results on searches for the potential development areas ONG-D, ONG-E ONG-G were received later from Land Registry. Due to this unavoidable delay, the letters regarding these areas were sent out on the 16<sup>th</sup> August
- **letters (2-sided)/emails** to all those who submitted land for consideration through the Call for Sites, stating whether or not their site had been included in the consultation at this stage and inviting their comments on the consultation. These were sent out on the 26<sup>th</sup> July
- **our website** <http://www.eppingforestdc.gov.uk/index.php/contact-us/consultation/planning-our-future> where comments can be made online, or electronic copies of documents can be downloaded and either filled in electronically or printed and

posted. The Consultation documents etc. were available on the website on Monday 30<sup>th</sup> July (the first day of the consultation period) and have been available ever since

- **hard copies** of consultation documents supplied to all the Parish and Town Councils in the district:

- 15 x Community Choices consultation document
- 5 x Community Choices questionnaire
- 5 x Frequently Asked Questions
  
- 5 x Statement of Community Involvement consultation document
- 5 x Statement of Community Involvement questionnaire
- 2 x Sustainability Appraisal
- 1 x A4 poster
- 25 x leaflets

We notified the Parish and Town Councils that they were available on the 27<sup>th</sup> July. Various District Councillors took these to deliver to their Parish Town Councils.

- **laminated leaflets** highlighting the consultation, supplied to Parish/Town Councils who requested them, which were then offered to all who were interested
  
- **hard copies** of consultation documents supplied to residents associations that we know of in the district

- 15 x Community Choices consultation document
- 5 x Community Choices questionnaire
- 5 x Frequently Asked Questions
- 5 x Statement of Community Involvement consultation document
- 5 x Statement of Community Involvement questionnaire
- 2 x Sustainability Appraisal
- 2 x A4 posters
- 25 x leaflets

We notified the Residents Associations/Groups through a letter/email on the 1<sup>st</sup> August stating that we had an information pack (contents as above) was available and asking would they please arrange for collection.

- **hard copies** of consultation documents at the EFDC Housing Offices in Loughton Broadway, and Limes Farm in Chigwell, as follows:

- 50 x Community Choices consultation document
- 50 x Community Choices questionnaire
- 100 x Frequently Asked Questions
- 10 x Statement of Community Involvement consultation document
- 10 x Statement of Community Involvement questionnaire
- 2 x Sustainability Appraisal
- 2 x A4 posters
- 100 x leaflets

- **a summary** of the consultation document was prepared, of which we sent out email/paper copies to Parish/Town Councils and residents associations that we know of, on 2<sup>nd</sup> August.
  
- **extra hard copies** supplied to Parish/Town Councils and residents groups on request.
  
- **leaflets** sent via a distribution company to households and business addresses within the district. The distribution began on the 27<sup>th</sup> July and was completed within a few days. Where reports of non-delivery have been received we have investigated with the distribution company via satellite trails of the people making deliveries. Investigation revealed a problem

with delivery in Chigwell. We instructed the delivery company to re-deliver to the whole of Chigwell and Chigwell Row which they did on 26<sup>th</sup> August. A problem with non-delivery in Sheering/Lower Sheering was identified, following this the Council arranged for re-delivery of new leaflets in Sheering/Lower Sheering on the 19<sup>th</sup> September.

- **leaflets** given out either during the early morning or early evening outside tube stations and rail stations which are within or immediately adjacent to the district, to engage commuters
    - 30<sup>th</sup> July a.m. peak - Loughton Underground
    - 31<sup>st</sup> July p.m. peak - Epping Underground
    - 1<sup>st</sup> August a.m. peak - Chigwell Underground & leaflets left at Chigwell newsagents.
    - 1<sup>st</sup> August a.m. peak - Buckhurst Hill Underground
    - 2<sup>nd</sup> August a.m. peak - Roydon Station
    - 2<sup>nd</sup> August a.m. peak - Epping Underground
    - 7<sup>th</sup> August a.m. peak - Epping Underground
    - 9<sup>th</sup> August a.m. peak - Buckhurst Hill Underground
    - 14<sup>th</sup> August p.m. peak - Roding Valley Underground
    - 15<sup>th</sup> August p.m. peak – Broxbourne Station
    - 17<sup>th</sup> August p.m. peak – Sawbridgeworth Station
    - 30<sup>th</sup> August a.m. peak - Waltham Cross Station
  
  - **2 sets of information exhibitions** (with banners, hard copies of consultation documents and a ballot box to leave comments in) touring various libraries and other locations in the district as follows:
    - 30<sup>th</sup> July to 10<sup>th</sup> August - Loughton Library
    - 30<sup>th</sup> July to 10<sup>th</sup> August - Theydon Bois Village Hall
    - 13<sup>th</sup> August to 24<sup>th</sup> August - Ongar Library
    - 13<sup>th</sup> August to 24<sup>th</sup> August - Waltham Abbey Library
    - 28<sup>th</sup> August to 7<sup>th</sup> September - North Weald Library
    - 3<sup>rd</sup> September to 14<sup>th</sup> September - Stapleford Abbots Primary School
    - 10<sup>th</sup> September to 15<sup>th</sup> October - Sainsbury's, Loughton
  
  - **hard copies** at libraries (not including exhibition supplies at various locations in the district as follows (supplies topped up on request via telephone):
    - Epping Library
    - North Weald Library
    - Ongar Library
    - Loughton Library
    - Chigwell Library
    - Waltham Abbey Library
    - Buckhurst Hill Library
    - Loughton Broadway (Epping Forest College)
- At the start of the consultation period, each library received:
- 40 x Community Choices consultation document
  - 100 x Community Choices questionnaire
  - 50 x Frequently Asked Questions
  - 5 x Statement of Community Involvement consultation document
  - 20 x Statement of Community Involvement questionnaire
  - 1 x Sustainability Appraisal
  - 2 x A4 posters
  - 100 x leaflets
- **static exhibition** at the Civic Offices for the whole of the consultation period, with banners, hard copies of consultation documents and a ballot box to leave comments in There is also a supply of documents at Planning Reception in the Civic Offices



- **briefing for Parish/Town Councils** on 18<sup>th</sup> June, at which information was distributed. Invitations for this briefing were sent on the 11<sup>th</sup> June
- **meetings with any Parish/Town Council** in the district who wishes to meet with us (many Parish and Town Councils are then disseminating information themselves through their newsletters etc.). We invited them to request a meeting via letter/email invitations sent out on 26<sup>th</sup> July. We have attended the following meetings:
  - Waltham Abbey Town Council – 6<sup>th</sup> August
  - Nazeing Parish Council – 9<sup>th</sup> August
  - Theydon Bois Parish Council – 16<sup>th</sup> August
  - North Weald Parish Council – 20<sup>th</sup> August
  - Epping Town Council – 21<sup>st</sup> August
  - Buckhurst Hill Parish Council – 30<sup>th</sup> August
  - Loughton Town Council – 3<sup>rd</sup> September
  - Ongar Town Council – 7<sup>th</sup> September
  - Sawbridgeworth Town Council (re: Lower Sheering/Sheering) – 24<sup>th</sup> September
  - Moreton, Bobbingworth & the Lavers Parish Council - 24<sup>th</sup> September
  - Epping Upland Parish Council - 24<sup>th</sup> September
- **meetings with residents groups when requested** – officers have already met with Waltham Abbey Residents Association and Thornwood Action Group
- **our consultation telephone line** 01992 564517 (which is on all of our consultation materials, website etc.) - for anyone who wishes to be sent hard copy documents or electronic copies of documents, or ask any questions about the consultation
- **our consultation email address** [LDFConsult@eppingforestdc.gov.uk](mailto:LDFConsult@eppingforestdc.gov.uk) (which is on all of our consultation materials, website etc.) - for anyone who wishes to be sent hard copy documents or electronic copies of documents, ask any questions about the consultation, or submit comments. We also receive and reply to queries and comments through an older email address [ContactFP@eppingforestdc.gov.uk](mailto:ContactFP@eppingforestdc.gov.uk), and have received and replied to others through the Council's generic [ContactUS@eppingforestdc.gov.uk](mailto:ContactUS@eppingforestdc.gov.uk) email address and our personal work email addresses
- **technical workshops** held on 7<sup>th</sup> August, for the County Council, neighbouring authorities, government departments, utility companies, health bodies, environmental agencies etc. Letters/email invitations were sent for these on 27<sup>th</sup> July
- **non-technical workshops** held on 8<sup>th</sup> August, for residents groups, amenity groups, action groups, conservation groups, BME groups, business groups etc. Letters/email invitations were sent for these on 27<sup>th</sup> July
- **speaking with members of the public at reception** at the Civic Offices, outlining the consultation and giving out consultation documents
- **press briefings** on the 18<sup>th</sup> (Ongar Gazette) attended by Tom Carne, Cllr Bassett and IW, and on 20<sup>th</sup> July (the two Local Guardians) attended by Tom Carne, Cllr Bassett, JP and IW. these were held on these dates in order for information to be included in the 26<sup>th</sup> July newspapers
- **press releases** the first of which was made on 22<sup>nd</sup> July, so that it would be in time for the agenda deadline of 28<sup>th</sup> July for Local Plan Cabinet Committee

- **meeting with the Youth Council** (young people elected by their peers) on the 11<sup>th</sup> September
- **video on the EFDC website** by Cllr Bassett, explaining the reasons for the consultation, outlining issues and urging people to respond to the consultation (further videos to help people to comment online, and to engage Gypsy Roma Travellers are also being produced)
- **EFDC Facebook page** updated re: consultation events etc.
- **EFDC twitter account** updated re: consultation events etc.
- **Updates at other meetings** which officers attended such as those with amenity groups, on progress with the new Local Plan

***Other methods organised for EFDC Councillors:***

- **letters to Members** including hard copy consultation documents sent directly to home addresses via the courier system on 26<sup>th</sup> July
- **briefings for Members** on 18<sup>th</sup> June on the consultation period, content of the consultation etc.
- **briefings for Members** on 9<sup>th</sup> and 12<sup>th</sup> January on progress with the Local Plan and ideas for future consultation
- **workshops/briefings for Members on Evidence Base documents** held as and when these documents have been progressed, e.g. the Open Space Sport and Recreation Study, and the Strategic Land Availability Assessment
- **updates in the Council Bulletin** for Members, on progress with the Local Plan, progress with Evidence Base documents, workshops, consultation events etc.
- **updates to Local Plan Cabinet Committee** on a regular basis, on progress with the Local Plan, budget, progress with Evidence Base documents, workshops, consultation events etc.
- **Local Plan Cabinet Committee minutes** which are regularly placed on the agenda for Cabinet meetings

## **Appendix 2 -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.**