

**development management document
communication strategy
july 2010**

version 1

southend on sea borough council
local development framework



delivering regeneration and growth

Communication Strategy – Southend-on-Sea Development Management DPD (now also including parts of the former Southend Seafront AAP)

1. Introduction

In accordance with Southend Borough Council's adopted Local Development Scheme (LDS) and the Strategic Objectives and the policies within its Core Strategy Development Plan Document (DPD), the Borough Council is preparing a Development Management DPD and associated Proposals Map. This DPD will eventually form part of the statutory Local Development Framework for the Borough.

2. Progress to date

A number of consultations on other DPDs such as Town Centre Area Action Plan Issues and Options Report and a Seafront Area Action Plan Issues and Options Report have been completed. The outcome of these consultations has informed the early progress of the Development Management Issues and Options document.

The Planning Regulations were amended in 2008. Since this time, the Borough Council has reviewed and updated its Local Development Scheme in light of the findings of its Annual Monitoring Report and changing priorities for plan production. This has resulted in the commencement of the Development Management DPD. It was also decided that the Seafront Area Action Plan was no longer required and that certain aspects of this document could be incorporated into the Development Management DPD and the Central Seafront area should be included in a broader Southend Central AAP. Management of development along the remaining seafront area where major change is not envisaged will now be specifically included within the Development Management DPD.

The Council has undertaken or commissioned several independent technical studies that are now completed or nearing completion. The findings of these studies have provided information and highlighted issues that should be considered during the Plan Preparation process.

Key Technical Studies include	Status
Southend on Sea Strategic Housing Land Availability Study [SHLAA]	Final Report May 2010
Thames Gateway South Essex Strategic Housing Market Assessment [SHMA] – update 2010	Final Report 2010
Southend on Sea Employment Land Review [ELR]	Final Report May 2010
Southend on Sea Strategic Flood Risk Assessment [SFRA]	Report due
Southend on Sea Water Cycle Study	Report due
Southend on Sea Retail Study	Report due

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Southend on Sea Borough Character Assessment	Report due
Central Area Social and Economic Profile	Final Report July 2010
<i>Related Technical Information</i>	
Southend on Sea Transport Plan Evidence Base	Final Report May 2010

This pre-production scoping and gathering of evidence and early consultation on key issues and options has ensured that the Borough Council has an understanding of the main issues to be addressed.

3. The Consultation Process

The stages and the timetable for production of the Development Management DPD are as follows:

Issues and Options consultation [regulation 25]	June/July 2010
Publication/Consultation [regulation 27]	December 2010/January 2011
Submission to the Secretary of State [regulation 30]	June 2011
Target date for Examination	October 2011
Proposed date for Adoption	February 2012

The Consultation process will have regard to the requirements set out within Borough Council's adopted Statement of Community Involvement (SCI) 2009. The **vision and strategy is:**

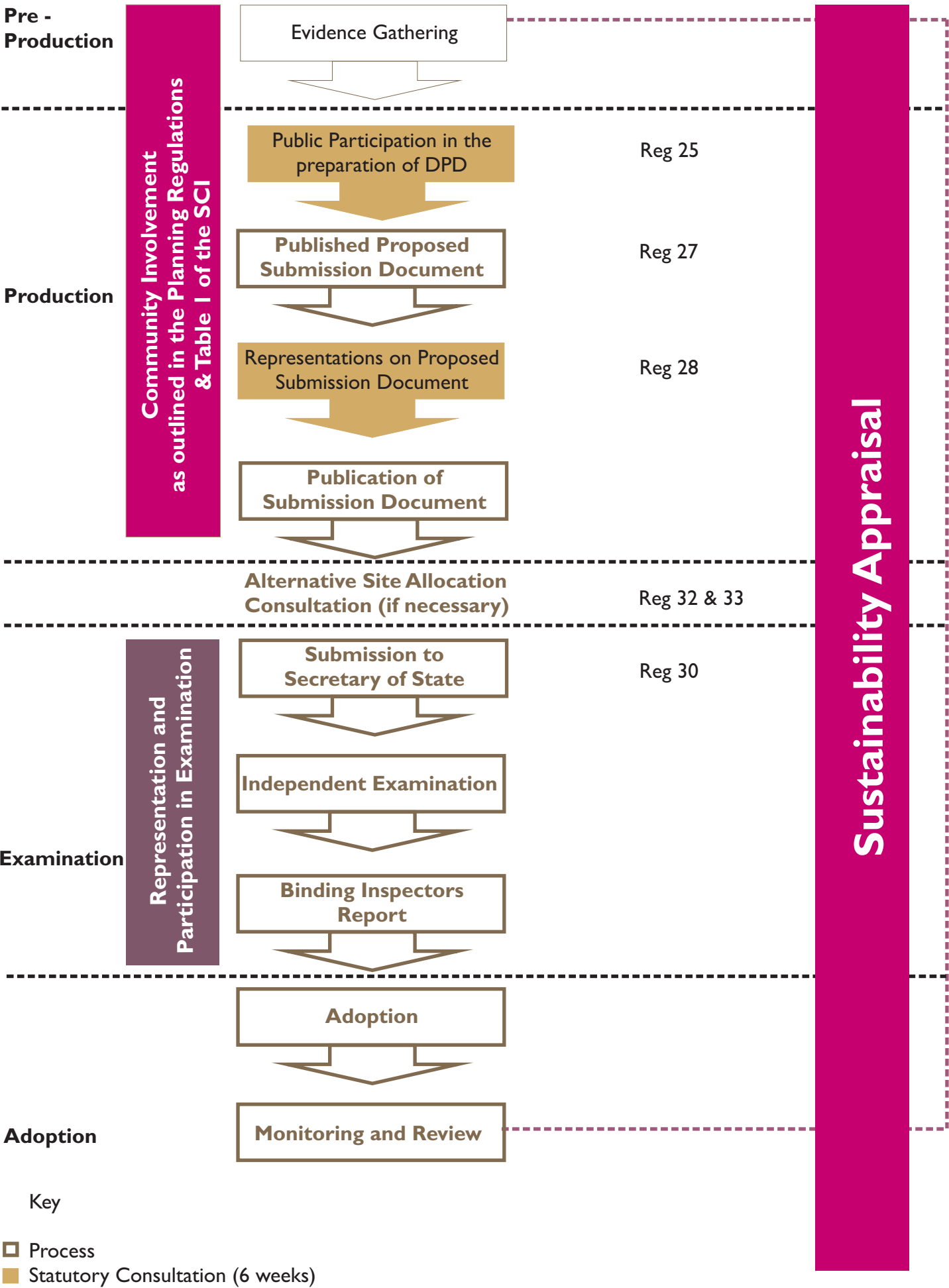
1. to build upon the very considerable level of partnership working, stakeholder and representative group involvement and the more general public consultation base already established;
2. to communicate directly with and provide opportunities for dialogue and involvement in plan preparation to partners, stakeholders and representative groups;
3. to provide wide publicity through the local media, public notices, 'Outlook', the Council's website and other appropriate means to the wider community and individuals;
4. to seek specialist advice and assistance, where necessary, in developing and implementing the Statement of Community Involvement, including in particular measures to secure the involvement of minority and hard to reach groups;
5. to achieve an appropriately targeted and realistic level of community involvement during LDD production, consistent with the resources available to the Council and its partners.

Figure 1 on the next page sets out below the process for preparing Development Plan Documents:

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Figure I Development Plan Process



Stage 1 - Issues and Options consultation [regulation 25]

Regulation 25 is a single preparatory phase for DPDs, which should **not** be regarded as an isolated stage of consultation. There remains the requirement for frontloading, continuous involvement and assessment of reasonable options to inform the final plan.

The minimum requirements of Regulation 25 are:

- i. The Council must notify each of the 'specific consultation bodies' and 'general consultation bodies' that the Council considers may have an interest in the subject of the proposed DPD.
- ii. 'Specific consultation bodies' and 'general consultation bodies' are listed in Appendix 1.
- iii. The Council must invite these bodies to make representations on what the DPD should contain.
- iv. The Council must also consider whether it is appropriate to invite representations from people resident or carrying out business in the Council's administrative area.
- v. In preparing DPDs, Southend Borough Council must take into account any representations made in response to its invitation to make representations.
- vi. The Council will continue to go beyond these minimum requirements and seek early, effective and ongoing engagement with the community and stakeholders on each of its proposed DPDs.

The following detail sets out in practice the methodology the Borough Council will use to carry out its Consultation at this stage. Statutory requirements are shown in regular font, *additional techniques in italics*

Preparation Consultation (Reg 25)

Statutory requirements are shown in regular font, <i>additional techniques in italics.</i>	Method
Direct Consultation with Specific, General and Other Consultees including hardcopies/electronic copies of the consultation document where appropriate	Letters to specific, general and other consultees Southend Borough Council will notify specific, general and other consultees by post or electronically. A number of organisations representing minority groups are represented on the database and will therefore be contacted. Although supporting the Governments desire for e-consultation as the most cost-effective method, Southend Borough Council is happy to communicate by post if requested. Any individual or organisational wishing to be included can be added to the database at any time. Names and organisations on the database are publicly available in line with the Freedom of Information Act.
Inspection copies at all public libraries in the Borough and Civic Centre	Hard copies for Inspection Providing hard copies for inspection at public libraries in the Borough and the Civic Centre during programmed consultation stages ensures that the DPD and consultation material is accessible to a wide range of people, not just those already on the Southend consultation database. Hard copies will also be sent out to Specific, General and Other Consultees in accordance with the consultation programme. All documents specifically targeted at the general public will be free of charge. A modest charge may be made for other related documents, particularly where these are required in hard copy, although they will also be available for download from the website free of charge.
Publish on the SBC website	E-communication All consultation documents will be placed on the Council's website (www.southend.gov.uk) for inspection and downloading in particular the Borough Council will encourage comments online via our e-Consultation service in order to make commenting on documents easier and straightforward. Internet access is available to those without home/work IT access via public libraries and hard copies continue to be an option. Consultation documents will also be made available in other languages, and in Braille, spoken word, large print and tactile mapping formats, on request.
Response Forms	E-communication All consultation documents will be placed on the Council's website (www.southend.gov.uk) for inspection and downloading in particular the Borough Council will encourage comments online via our e-Consultation service in order to make commenting on documents easier and straightforward. Internet

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Statutory requirements are shown in regular font, <i>additional techniques in italics.</i>	Method
Feedback form to assess effectiveness of engagement activity	<p>Public Exhibitions <i>Public exhibitions are a good medium for disseminating information and allowing communities to air their views.</i></p> <p>Letters to specific, general and other consultees <i>This method can effectively publicise an outline of the proposed document and inform the public about further opportunities to get involved or signpost where to find more information. Attention will be given to making documents, particularly leaflets and pamphlets targeted at the general public, accessible for visually-impaired and other people with disabilities. In accordance with the Disability Discrimination Act 1995, arrangements will be made to make all documents available on request in alternative formats, including Braille, spoken word, large print and tactile mapping format, should this be required. All documents will also contain certain language links and will be made available in other languages on request. A telephone interpretation service is available.</i></p> <p>E-communication <i>All consultation documents will be placed on the Council's website (www.southend.gov.uk) for inspection and downloading in particular to the Borough Council will encourage comments online via our e-Consultation service in order to make commenting on documents easier and straightforward. Internet access is available to those without home/work IT access via public libraries and hard copies continue to be an option. Consultation documents will also be made available in other languages, and in Braille, spoken word, large print and tactile mapping formats, on request.</i></p>

Hard to Reach' Groups

Experience has shown that it is not usually difficult to involve those groups with a direct interest in development, such as neighbouring local authorities, house builders and developers, and environmental and amenity groups. Emphasis does, however, also need to be given to engaging with sectors of the community that have tended to be under-represented or less involved in the past. These sectors are likely to include:

- Young people
- Disabled people
- Ethnic minorities
- Senior Citizens
- Unemployed people
- Small businesses, and
- People of working age who, due to work and family commitments, have very limited periods of free time in which to involve themselves with wider issues.

Specialist consultant advice and experience has shown that engagement with such sectors is most effective on a 'face to face' basis often with individual groups or through their relevant representative bodies. The Council will promote and undertake engagement with such groups primarily through the relevant representative bodies consulted at the pre-submission consultation stage, including for example the Southend Youth Council, Disability Forum, Southend-on-Sea Access Group, Age Concern, Ethnic Minority Forum, Essex Chamber of Commerce and Federation of Small Businesses. Where appropriate, workshops, seminars or focus group meetings will be used to reach and engage with such sectors of the community, held at times of day to suit the target audience.

The Council will liaise and work with the Southend Association of Voluntary Services (SAVS), seeking that body's assistance to foster the involvement of such groups in accordance with the Southend-on-Sea Compact and its associated codes of practice particularly concerning black and minority ethnic voluntary and community sector organisations in Southend.

Development Management Issues and Options Consultation Methods

The Development Management Issues and Options consultation is being carried concurrently with the Southend Central Area Action Plan. The consultation period will run for an 8-week period between 21st June and 9th August 2010. The following table sets out the consultation actions taken to consult on the Development Management Issues and Options Report consultation document.

Method	Action	Comments
Direct Consultation with Specific, General and Other Consultees including hardcopies/electronic copies of the consultation document	Letter sent on 21 st June 2010 to all on LDF database to inform that the Development Management Issues and Options consultation document is published for consultation. The	Done

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Method	Action	Comments
where appropriate	database contains 700 consultees representing Specific, General and Other Consultees.	
	100 Hard copies of the documents printed to be made available on request.	Done
	Letters and Documents sent to all Councillors on 21 st June 2010.	Done
	Email to all Corporate Directors informing of Consultation and requesting dedicated officer for response 7 th July 2010. Hard Copies also supplied.	Done
Inspection copies at all public libraries in the Borough and Civic Centre	Copies of documents with posters and leaflets at all Libraries and Council Offices sent on 21 st June 2010.	Done
Publish on the SBC website	Published on council web page with JDi on line consultation facility and ability to download document on 21 st June 2010. Information on how to obtain hard copies and/or view at deposit points.	Done
	Leaflets produced providing advice on the on-line consultation system and left at deposit points/exhibitions.	Done
	Information about consultation and Links to Borough Council's Web Page placed on SAVS and Renaissance Southend's Web sites on 14 th July 2010 – this is to actively target more hard to reach groups.	Done
Publication of Newsletters and/or Leaflets as appropriate	Initially 1,000 Leaflets printed in house, more will be printed if and when needed to replenish deposit points.	Done
	Poster and Leaflets deposited at all Doctors Surgeries on 19 th July 2010 in order to potentially target some of the harder to reach groups.	Done
Press Release + newspaper notice	Press Release to local papers issued printed on Friday 2 nd June 2010, Friday 16 th July 2010.	Done
	Advert about public consultation and information about drop in exhibition event in Town Centre (see below)	Done

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Method	Action	Comments
	placed in local press on Wednesday 14 th July 2010, Thursday 15 th July and Friday 16 th July 2010. Also placed in free weekly paper 14 th July 2010 [Evening Echo Essex Enquirer and Southend Standard].	
Area Forums/Workshops/exhibitions	Drop in exhibition Victoria Plaza and The Royals Shopping Centres on 17 th and 18 th July 2010 to target Residents and Visitors to the Town Centre.	Done
	Permanent Exhibition and Leaflets in Central Library from 19 th July to 9 th August 2010 to target Residents and Visitors to the Town Centre.	Done
	Informed the regular breakfast meeting of Planning and Developers Forum held on 24 th June 2010 about the Development Management consultation – Target Planning and Development Community - breakfast meeting is the best time to catch working people.	Done
Community Groups	Letter sent on 21 st June 2010 to all on LDF database to inform that the Development Management Issues and Options consultation document is published for consultation – includes comprehensive coverage of resident/tenants/community associations and societies across the Borough.	Done
	Information about consultation and Links to Borough Council's Web Page placed on SAVS and Renaissance Southend's websites on 14 th July 2010.	Done
Councillors	24 th June 2010 Local Development Framework Working Party briefed about consultation on the Development Management Issues and Options consultation document.	Done
	Councillor Drop in sessions 15 th July 2010	Done
Feedback form to assess effectiveness of engagement	The Council's online system for making representations also includes	Done

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Method	Action	Comments
activity	an equalities feedback form.	
	Document placed on the Council's website (www.southend.gov.uk) for inspection and downloading. The Borough Council encourage comments online via our e-Consultation service in order to make commenting on documents easier and straightforward.	Done

Stage 2 – Publication of the proposed submission DPD

Following preparation of the DPD during Regulation 25, new Regulation 27 requires the Council to publish and make available the documents it proposes to submit to the Secretary of State for examination. The publication of the DPD at this stage is not considered to be an additional public consultation requirement. It is published so that representations relating to the test of soundness may be made.

These will then be taken into account at the Independent Examination (see Stage 4 below)

New Regulation 28 then requires the Council to invite representations on the proposed submission DPD in relation to the soundness of the document for a period of at least 6 weeks.

As this is a statutory stage, formal arrangements will apply:

- i. The DPD and supporting documents will be made available at public libraries and Council Offices for inspection, as well as being published on the Council's website.
- ii. Publicity and notification will also take place through direct Council communications (email or letter), the media, the Council's website and other forms of publicity outlined in Table 1.

The following detail sets out in practice, the methodology the Borough Council will use to carry out its Consultation at this stage. Statutory requirements are shown in regular font, *additional techniques in italics*. ***The Borough Council will update this Communications Strategy to provide details of the exact methods that will be used and the dates and times of specific consultation actions.***

In addition, the Council's own publication, Outlook, which is delivered to all households in the Borough, will be used to feature the participation programme and key issues relating to the particular DPDs, and will promote community involvement where its publication timetable is consistent with the public participation timetable.

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Proposed Submission State (Regs 27 to 30)

Statutory requirements are shown in regular font, additional techniques in italics.	Method
Direct Consultation with Specific, General and Other Consultees including hardcopies/electronic copies of the consultation document where appropriate	Letters to specific, general and other consultees
Inspection copies at all public libraries in the Borough and Civic Centre	Hard copies for Inspection
Publish on the SBC website the proposed submission document, a statement of the representation procedure and a statement of fact that the proposed submission documents are available for inspection and of the places and times at which they can be inspected	E-communication
Newspaper notice on at least one occasion, stating representation procedures and locations and times where and when submission documents are available for inspection	Media Coverage
<i>Response Forms</i>	<i>E-communication</i>
<i>Publication of Newsletters and/or Leaflets as appropriate</i>	<i>Leaflets, newsletters Articles in Civic News Publication, Outlook (subject to publication dates)</i>
<i>Press Release + newspaper notice</i>	<i>Media Coverage Method</i>
<i>Feedback form to assess effectiveness of engagement activity</i>	<i>Letters to specific, general and other consultees E-communication</i>

Stage 3 – Submission of the DPD for examination

The Council will consider the representations received at Stage 2. In response, it is allowed (if necessary) to propose what the Government's plan-making manual describe as focused changes to the DPD.

If the Council wishes to make a focused change it will:

- i. Prepare an addendum to the proposed submission DPD setting out the proposed change;
- ii. Conduct a sustainability appraisal of the implications;
- iii. Consult the community and stakeholders on the addendum for a minimum period of 6 weeks¹. At the close of this consultation the Council will submit the proposed submission DPD, the first representations, the addendum and the responses to the addendum to the Secretary of State

¹ In the event that the Council wishes to make a focussed change to the DPD and an alternative site allocation consultation is also required then the respective 6 week consultation exercises will be carried out simultaneously where practical.

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Stage 4 – Independent examination

An examination of the DPD will be carried out by an independent Planning Inspector to test its soundness, taking into account the representations that have been received. Those who make representations may be invited by the inspector to attend the parts of the Examination-in-Public.

Examination in Public/Post-Submission Stage - *Details of Examination in Public:*

Statutory requirements are shown in regular font, <i>additional techniques in italics.</i>	Method
Publish on SBC website	<p>E-communication</p> <p>All consultation documents will be placed on the Council's website (www.southend.gov.uk) for inspection and downloading in particular the Borough Council will encourage comments online via our e-Consultation service in order to make commenting on documents easier and straightforward. Internet access is available to those without home/work IT access via public libraries and hard copies continue to be an option. Consultation documents will also be made available in other languages, and in Braille, spoken word, large print and tactile mapping formats, on request.</p>
Newspaper notice	<p><i>Media Coverage</i></p> <p><i>In addition to statutory requirements for advertising certain stages of policy documents, the media provides a powerful means to raise general awareness across all ages and groups within the Borough</i></p>
Notify representees	<p><i>Letters to specific, general and other consultees</i></p> <p><i>This method can effectively publicise an outline of the proposed document and inform the public about further opportunities to get involved or signpost where to find more information. Attention will be given to making documents, particularly leaflets and pamphlets targeted at the general public, accessible for visually-impaired and other people with disabilities. In accordance with the Disability Discrimination Act 1995, arrangements will be made to make all documents available on request in alternative formats, including Braille, spoken word, large print and tactile mapping format, should this be required. All documents will also contain certain language links and will be made available in other languages on request. A telephone interpretation service is available.</i></p>

Stage 5 – Binding Inspector's Report

Following the end of the examination, the Inspector will submit their report to the Council.

This Report will recommend either that the DPD is unsound, sound or can be made sound if specific changes are made to it. The recommendations of the report will be binding on the Council.

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On receipt of Inspectors recommendation/binding report:

Statutory requirements are shown in regular font, <i>additional techniques in italics.</i>	Method
Inspection copy available to view at Civic Centre	<p>Hard copies for Inspection</p> <p>Providing hard copies for inspection at public libraries in the Borough and the Civic Centre during programmed consultation stages ensures that the DPD and consultation material is accessible to a wide range of people, not just those already on the Southend consultation database. Hard copies will also be sent out to Specific, General and Other Consultees in accordance with the consultation programme.</p> <p>All documents specifically targeted at the general public will be free of charge. A modest charge may be made for other related documents, particularly where these are required in hard copy, although they will also be available for download from the website free of charge.</p>
Publish recommendation/reasons on SBC website	<p>E-communication</p> <p>All consultation documents will be placed on the Council's website (www.southend.gov.uk) for inspection and downloading in particular the Borough Council will encourage comments online via our e-Consultation service in order to make commenting on documents easier and straightforward. Internet access is available to those without home/work IT access via public libraries and hard copies continue to be an option. Consultation documents will also be made available in other languages, and in Braille, spoken word, large print and tactile mapping formats, on request.</p>
Give notice to those registered to receive notification 2	<p><i>Letters to specific, general and other consultees</i></p> <p><i>This method can effectively publicise an outline of the proposed document and inform the public about further opportunities to get involved or signpost where to find more information. Attention will be given to making documents, particularly leaflets and pamphlets targeted at the general public, accessible for visually-impaired and other people with disabilities. In accordance with the Disability Discrimination Act 1995, arrangements will be made to make all documents available on request in alternative formats, including Braille, spoken word, large print and tactile mapping format, should this be required. All documents will also contain certain language links and will be made available in other languages on request. A telephone interpretation service is available.</i></p>
Press release	<p><i>Media Coverage</i></p> <p><i>In addition to statutory requirements for advertising certain</i></p>

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	<i>stages of policy documents, the media provides a powerful means to raise general awareness across all ages and groups within the Borough</i>

Stage 6 – Full Council adoption of DPD

Provided that the DPD receives a sound rating in the Inspector's Report, Southend Borough Council will then adopt the DPD as part of its statutory Local Development Framework.

Adoption of the Development Plan Document:

Statutory requirements are shown in regular font, <i>additional techniques in italics.</i>	Method
Inspection copy available to view at Civic Centre 1	<p>Hard copies for Inspection</p> <p>Providing hard copies for inspection at public libraries in the Borough and the Civic Centre during programmed consultation stages ensures that the DPD and consultation material is accessible to a wide range of people, not just those already on the Southend consultation database. Hard copies will also be sent out to Specific, General and Other Consultees in accordance with the consultation programme.</p> <p>All documents specifically targeted at the general public will be free of charge. A modest charge may be made for other related documents, particularly where these are required in hard copy, although they will also be available for download from the website free of charge.</p>
Publish adoption statement on SBC website	<p>E-communication</p> <p>All consultation documents will be placed on the Council's website (www.southend.gov.uk) for inspection and downloading in particular to the Borough Council will encourage comments online via our e-Consultation service in order to make commenting on documents easier and straightforward. Internet access is available to those without home/work IT access via public libraries and hard copies continue to be an option. Consultation documents will also be made available in other languages, and in Braille, spoken word, large print and tactile mapping formats, on request.</p>
Newspaper notice	<p><i>Media Coverage</i></p> <p><i>In addition to statutory requirements for advertising certain stages of policy documents, the media provides a powerful means to</i></p>
Press release	

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	<i>raise general awareness across all ages and groups within the Borough</i>
Send adoption notice to those registered	<i>Letters to specific, general and other consultees</i>
Send DPD and adoption statement to Secretary of State	<i>This method can effectively publicise an outline of the proposed document and inform the public about further opportunities to get involved or signpost where to find more information. Attention will be given to making documents, particularly leaflets and pamphlets targeted at the general public, accessible for visually-impaired and other people with disabilities. In accordance with the Disability Discrimination Act 1995, arrangements will be made to make all documents available on request in alternative formats, including Braille, spoken word, large print and tactile mapping format, should this be required. All documents will also contain certain language links and will be made available in other languages on request. A telephone interpretation service is available.</i>