



Minerals and Waste Joint Plan

# Communication Strategy May 2013

## **Joint Minerals and Waste plan communication strategy**

### **1) Aim of the communications plan**

The aim of the Communication strategy is to provide the foundation for communication carried out by North Yorkshire County Council (NYCC), City of York (CYC) and North York Moors National Park Authority (NYM) in relation to the preparation of the Joint Minerals and Waste Plan (Joint Plan). It aims to set out the principles of a structured framework for consultation and communication relating to the joint plan by identifying the key audiences for the Joint Plan and the key messages which will need to be communicated. In doing so the communication strategy will bring together the different requirements of each authorities Statement of Community Involvement (SCI), and identify the potential mechanisms available for undertaking the various stages of communication. The plan preparation process, including adoption is anticipated to cover the period March 2013 to April 2015.

### **2) Introduction**

NYCC, CYC and NYM have agreed to work jointly in the preparation of a new planning policy document, known as the Joint Minerals and Waste Strategic Plan (the Joint Plan). Effective communication will be essential for the success of the Joint Plan. Additionally stakeholder involvement is an essential element of the preparation of new planning policy, with the views from stakeholders forming an essential part of the evidence base. Under the Planning and Compensation Act 2004 each authority has a requirement to prepare and adopt a Statement of Community Involvement which sets out details of how the Authority will involve individual, groups and organisations within the planning system. When developing their local plans all consultation must be carried out in accordance with the SCI and the specific requirements set out in legislation, failure to do so would lead to the Plan been found unsound by the Inspector during the Examination in Public. Furthermore legislation requires local planning authorities to 'cooperate' with a number of key groups involved in the plan making process. This communication strategy helps provide the framework for effective communication of the joint plan.

From the information presented above it is possible to identify a number of key messages/themes which need to be communicated through the plan preparation including,

- Joint working arrangements;
- Cooperation matters;
- Consultations about specific matters;
- Broad consensus building consultations, and
- Member involvement and sign off.

### **3) Review of Statement of Community Involvement**

Consultation on the Joint Plan should be carried out in a consistent way, reflecting the requirements of each SCI. It is important that the approach taken at each stage of development is clearly identified at the onset of preparation. This will ensure that key messages for the plan can be communicated clearly and consistently whilst maintaining compliance with individual authority's requirements. It is therefore necessary to carry out an assessment of the requirements of the Statements of Community Involvement prepared by the three authorities.

North Yorkshire County Council Statement of Community Involvement (adopted 2006, Updated 2013)

NYCC SCI identifies 3 stages of plan preparation, identifying the specific purpose of the consultation and sets out the requirements for consultation at each of these stages. These stages are as follows;

- Stage 1- Setting the context, evidence gathering, issues identification and options generation
- Stage 2- Publication of the Plan
- Stage 3- Submission and Examination

Details of the specific requirements at each stage are set out on page 18. In addition the SCI recognises the fact that depending on the stage of plan making and the message that is to be communicated different methods of communication may need to be used. The SCI identifies a number of methods the council will consider using where further communication is needed.

City of York Statement of Community Involvement (Adopted 2007)

The City of York SCI sets out the Council's proposals for how the community will be involved in the production of planning documents and through consultation on planning applications. The SCI is broken down into four parts. Part one outlines the benefits of community involvement and sets out the aims and principles that will guide the Council when seeking to engage with the community and stakeholders. It also outlines who we intend to involve and identifies possible methods of involvement. Part two specifically sets out how we will seek to involve the community in the production of planning documents. Part three discusses community involvement in making decisions on planning applications. Part four outlines how we intend to resource the involvement set out in the SCI and also how we will monitor and review the success of this involvement.

North York Moors National Park Authority (Adopted 2006, addendums added in 2012 and 2013)

The North York Moors SCI sets out how and when consultation will take place at each stage in plan production. The SCI provides a degree of flexibility as to which consultation method(s) should be used at which stage as this will depend upon the nature of each plan. Appendix 4 sets out the type of consultation that would take place at each stage and Chapter 8 describes in detail the way in which different types of consultation methods may be used. The SCI also identifies the broad groups of people and organisations which may be directly contacted as part of consultations. It should be noted that the SCI is particularly out of date and relates to regulations for plan production which are no longer in force, although the broad principles of consultation remain relevant.

**4) Key audiences**

This section provides details of all the groups that need to be communicated with during preparation of the Joint Minerals and Waste Plan.

- North Yorkshire (excluding the Yorkshire Dales National Park), North York Moors National Park (including those areas outside North Yorkshire) and York residents including local businesses
- 'Specific' and 'general' bodies as set out in the regulations
- Prescribed bodies under the requirements of the Duty to Cooperate
- Other national and local organisations
- Other groups e.g. environmental and Amenity Groups.
- Minerals and Waste Industry
- Parish Councils
- Councillors and MPs
- Media

### 5) Methods of Communication

Different groups of may need to be communicated with in different ways and their role in the plan making may vary. This section sets out the principles of who will be communicated with and identifies the various mechanisms available for this, although not every method will necessarily be appropriate or available at each stage of consultation or for every body included within the broad categories. It identifies the broad role each group will have throughout the project. This schedule may need to be updated and reviewed, depending on progress with the project.

<b>Audience</b>	<b>Method</b>	<b>Role/ key messages</b>
All residents	Resident monthly e-newspaper (NY Now), NYCC pages in local press (County wide coverage) Websites libraries Social media – forums / Twitter Consultation documents Letters Posters Leaflets Moors Messenger (NYMNP) Local Link (CYC) Manned exhibitions	Local opinion and information. Identify a 'collective vision' Identify local issues Provide opinion on local options
<i>'Specific' and general 'bodies'</i>	Meetings Workshops/Focus groups/Exhibitions Letters Formal Consultations website	Provide specialist knowledge, information and support 'collective vision' Identification of issues and options generation
<i>Prescribed Bodies e.g LPAs/ Adjoining Authorities<sup>1</sup></i>	Meetings Emails Workshops/ Focus Groups/Exhibitions	Collaboration on issues of mutual interest Provide information relevant to the plan

<sup>1</sup> Some bodies may fall within the scope of 'specific' and 'general' bodies as well as being prescribed bodies under the Duty to Cooperate

	Surveys Telephone Discussions Formal consultation Website	Identification of issues and options 'Collective vision' Consensus building
<i>Minerals and Waste Industry</i>	Meetings Emails Workshops/ Focus Groups/Exhibitions Surveys Telephone Discussions	Specialist knowledge and information 'collective vision' Identification of issues and options Consensus building
<i>Other bodies/ organisations who we consider to have an interest in the plan</i> (environment and amenity groups, local and national organisations.)	Meetings Emails Workshops/Focus Groups/Exhibitions Surveys Telephone Discussions Formal consultation Website	Specialist knowledge and information Identification of issues and options 'collective vision' Consensus building
<i>Parish Councils</i>	Workshops/Focus Groups/Exhibitions Presentations as requested. Surveys Newsletters Consultations Website	Local opinion and information. Identify a 'collective vision' Identify local issues Provide option on local options
<i>All staff –at the 3 partner Authorities</i>	Intranet Key Messages (NYCC) Email – all users; Chief Executive message (NYCC) Directorate/service newsletters (NYCC) Staff Bulletin (NYMNPA)	Dissemination of information about the joint working-raising awareness
<i>Other Staff For example Staff involved in the project</i>	Team meetings/briefings Guidance Intranet Email Letter	Plan preparation
<i>Councillors</i>	Electronic newsletter Briefings/Presentations Joint Committee Member Working/ Steering Group Executive Email Letter Website	Formal agreement on specific issues
<i>Media – print online</i>	News releases; specific to each stage, including reminders for	Raising awareness

	the general public Website Press Adverts – as required at specific stages Social media	
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The methods identified above will enable a structured approach to communication and consultations. It will allow the project team to identify the most appropriate methods for each audience, targeting the approach as and when is required. The details of this can be found in the section below

**6) Key messages for the communications plan**

This section provides a more detailed, but indicative, communication plan for the Joint Minerals and Waste Plan which can be used as a reference when progressing work on the strategy. It utilises the information gathered from the review of each statement of community involvement to ensure the plan is compliant with the requirements. The Table below identifies what messages we want to communicate to our audiences, for example, and in general terms when we will do it and how we will do it.

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<b>Formal Regulation</b>	<b>Main Objectives</b>	<b>Key Issues/ Messages</b>	<b>Possible Method</b>	<b>Target Audience</b>
<b>Commencement of the Plan</b>	<ul style="list-style-type: none"> <li>• Raise awareness of the joint working arrangements amongst the partner Authorities</li> </ul>	<ul style="list-style-type: none"> <li>• Explain joint working arrangements</li> <li>• Why we are doing it</li> <li>• How it fits in with the wider corporate objectives of the authorities</li> </ul>	<p>Intranet Key messages (NYCC) Chief Executive key messages (NYCC) Team Meetings</p>	Internal staff
<b>Reg 18</b> Initial Launch	<ul style="list-style-type: none"> <li>• Fulfil Formal requirement under Regulation 18. Seek Consensus on Scope, overall approach to DPD.</li> <li>• Raise awareness of JMWP and relevance.</li> </ul>	<ul style="list-style-type: none"> <li>• Explain Joint Working, why we are doing it etc.</li> <li>• What the DPD should cover</li> <li>• What issues should be considered</li> <li>• Identify locally distinct key concerns/ Issues.</li> <li>• Why policies and sites are required.</li> <li>• Vision and Strategic aims</li> <li>• How to become involved.</li> <li>• Call for Sites</li> <li>• What will happen next</li> <li>• Where to find out more information</li> </ul>	<p>Short Booklet Open question on what the Minerals and Waste plan should contain.</p> <p>Response form with structured questions to help focus responses.</p> <p>Present potential issues that have been identified from previous work, which the strategy should be addressing to seek consensus.</p>	Residents and local community, Minerals and Waste Industry, Environmental and Amenity Groups, Relevant national and local organisations Specific Consultees, Parish Councils Local Authorities
<b>Reg 18</b>	<ul style="list-style-type: none"> <li>• Duty to Cooperate</li> <li>• Gather additional information relevant to the generation of options in response to the key issues identified from evidence/response</li> </ul>	<ul style="list-style-type: none"> <li>• Discuss the key wider than local issues with the relevant prescribed bodies</li> </ul>	Stakeholder Meetings/ Workshops	Minerals and Waste industry MW Planning Authorities, District/Borough Councils Prescribed bodies- as required
	<ul style="list-style-type: none"> <li>• Seek agreement on issues and options arising from Reg 18 consultation?</li> </ul>	<ul style="list-style-type: none"> <li>• Update on progress</li> <li>• Seek agreement of identified issues and options</li> </ul>	Member working Group, Committees	Members
(Reg 18)	<ul style="list-style-type: none"> <li>• Present key issues and</li> </ul>	<ul style="list-style-type: none"> <li>• Are the priorities / DPD objectives</li> </ul>	Targeted Stakeholder-Workshops	<ul style="list-style-type: none"> <li>• industry, public and</li> </ul>

Formal Regulation	Main Objectives	Key Issues/ Messages	Possible Method	Target Audience
Issues and Options Paper	<ul style="list-style-type: none"> <li>possible options</li> <li>• Consensus on Vision and Strategic Aims</li> <li>• Provide feedback on stage 1</li> </ul>	<ul style="list-style-type: none"> <li>appropriate</li> <li>• Is anything missing</li> <li>• Are the key issues appropriate</li> <li>• Is the vision appropriate for the area</li> <li>• Are the strategic aims appropriate</li> <li>• Identify new evidence/ refine existing evidence</li> <li>• Seek views on potential policy options based on the evidence</li> <li>• Is there sufficient evidence to develop options</li> </ul>	<ul style="list-style-type: none"> <li>Web based Consultation</li> <li>Documents available on web, libraries, Council Offices (paper copies on request)</li> <li>Emails and letters to consultees on database</li> <li>Press releases</li> <li>Social media</li> <li>NYNow</li> </ul>	<ul style="list-style-type: none"> <li>Local Authorities</li> <li>• All Consultees + wider community</li> </ul>
	<ul style="list-style-type: none"> <li>• Feedback on Issues and Options</li> </ul>	<ul style="list-style-type: none"> <li>• Provide feed back on the issues and options consultation</li> <li>• Provide information about next steps</li> </ul>	Website	All
	<ul style="list-style-type: none"> <li>• Refinement and firming up of vision/strategic aims</li> <li>• Identify locally distinct issues and potential policy responses</li> <li>• Consensus on delivery and monitoring</li> <li>• Interactive consultation to key stakeholders on topics/themes.</li> </ul>	<ul style="list-style-type: none"> <li>• Shaping of options- testing options. Are the chosen strategic options/sites etc the most appropriate?</li> <li>• Is the plan sufficiently flexible to take account of future changes?</li> <li>• Are there alternatives which need to be considered?</li> <li>• Is there additional evidence that needs to be taken account of/refined?</li> <li>• Firm up preferred options</li> </ul>	<ul style="list-style-type: none"> <li>Workshops/ focus groups/exhibitions</li> <li>Meetings</li> <li>Letter / Email</li> <li>Survey</li> </ul>	<ul style="list-style-type: none"> <li>• Statutory Consultees</li> <li>• Prescribed Bodies</li> <li>• Minerals and Waste Industry</li> <li>• National and Local Organisations Environment and Amenity Groups</li> <li>• Parish Councils.</li> <li>• Other respondents to Issues and Options consultation?</li> </ul>
	<ul style="list-style-type: none"> <li>• Agree preferred approach</li> </ul>	<ul style="list-style-type: none"> <li>• Seek formal agreement of the preferred approach</li> </ul>	Member working group Committee/ executive meeting	Members



<b>Formal Regulation</b>	<b>Main Objectives</b>	<b>Key Issues/ Messages</b>	<b>Possible Method</b>	<b>Target Audience</b>
(Reg 18) Preferred Options	<ul style="list-style-type: none"> <li>• Produce “preferred Options”</li> </ul>	<ul style="list-style-type: none"> <li>• Develop draft “preferred spatial options/strategic sites</li> <li>• Present wording of “Preferred Options” giving opportunity to obtain views on fully worked up policies.</li> <li>• Views can be taken into account and options modified as required before progressing to Publication</li> </ul>	<p>1) Series of meetings 2) Full Consultation - Emailing Paper/CD based documents(only PCs)</p> <p>3) Make available at all libraries with response forms</p> <p>4) Public exhibitions presenting preferred policy options/ strategic sites (target each to be locally specific – with info available on wider context)</p> <p>5) Press releases and Social media NYNow E newsletter</p>	<p>1) Targeted Stakeholders ( Representative cross section of Consultees)</p> <p>2) All on consultation database</p> <p>3) wider community</p> <p>4) wider community</p> <p>5) All</p>
Reg 19	<ul style="list-style-type: none"> <li>• Produce Publication document (final Plan)</li> </ul>	<ul style="list-style-type: none"> <li>• Discuss changes to Plan / wording for Publication plan with key consultees, to address issues arising at ‘preferred options’ (or draft plan) stage.</li> </ul>	<p>Meetings Telephone calls Consider use of workshops to address any fundamental issues</p>	Targeted stakeholders
Reg 19	<ul style="list-style-type: none"> <li>• Agree document for publication</li> </ul>	<ul style="list-style-type: none"> <li>• Present feedback from preferred options consultation- how these have been taken into account</li> <li>• What has changed in the Plan as a result</li> <li>• Present Publication document for agreement</li> </ul>	Committee Meeting	Members
(Reg 19) Pre-	<ul style="list-style-type: none"> <li>• Consult on “Pre submission</li> </ul>	<ul style="list-style-type: none"> <li>• Meet statutory requirements. Gather responses for independent</li> </ul>	Full Consultation - Emailing / Sending Paper/CD	1) All

Formal Regulation	Main Objectives	Key Issues/ Messages	Possible Method	Target Audience
submission Publication	publication” DPD <ul style="list-style-type: none"> <li>• Comply with regulations</li> <li>• Seek views on plan’s conformity with Tests of Soundness</li> </ul>	Inspector for Public Examination <ul style="list-style-type: none"> <li>• Full document which the Council considers sound. The most appropriate options presented against other reasonable alternatives.</li> </ul>	based documents Make available at all libraries with response forms Press article/ NY Times Website Media – NY E Newsletter Moors Messenger (NYMNP) Press releases Social media	
Regulation 22	<ul style="list-style-type: none"> <li>• Submission of documents to secretary of State</li> </ul>	<ul style="list-style-type: none"> <li>• Notification of submission</li> <li>• Information about what will happen next</li> </ul>	Website District and Borough Councils Offices Libraries Letter / Email	All (website, libraries and offices) All consultees on database (letters / emails)

## Contact us

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