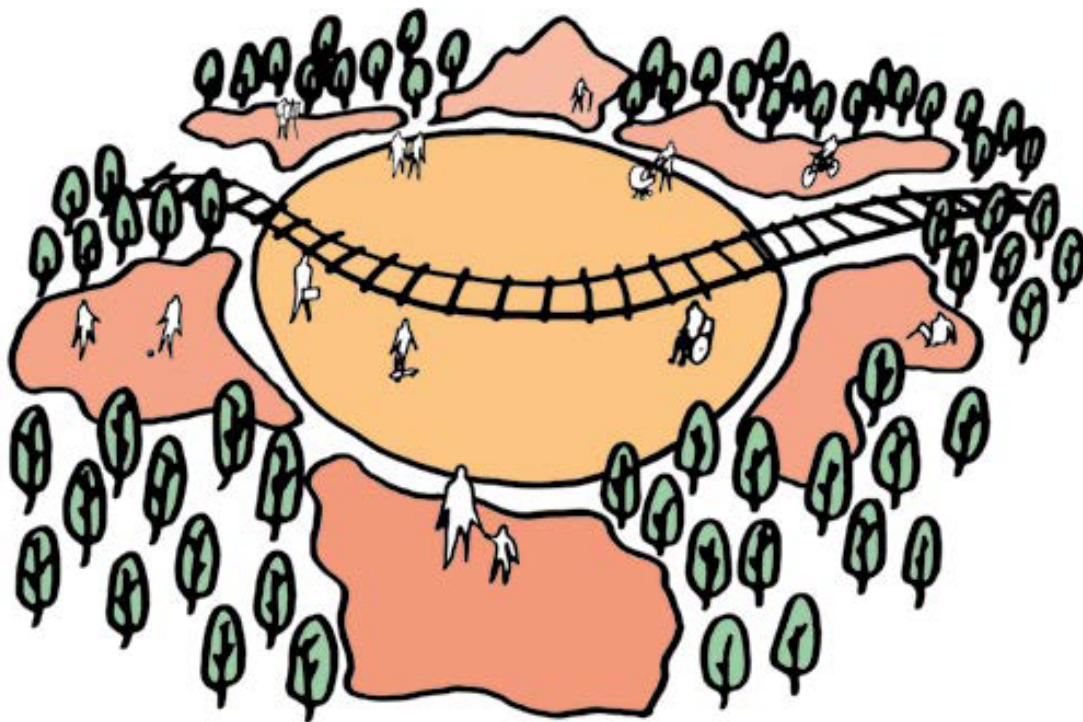


New Settlement Development Plan Document (DPD)



Regulation 18 Consultation: Communication and Engagement Strategy

August 2020

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New Settlement DPD Communication and Engagement Strategy (Regulation 18 Consultation)

New Settlement DPD Communication and Engagement Strategy 1

Introduction

- 1.1** The Council is committed to full and meaningful engagement on the New Settlement Development Plan Document (DPD). The New Settlement DPD communication and engagement Strategy sets out how the Council will involve communities and stakeholders in the New Settlement DPD during the first stage of formal consultation (Regulation 18) in Autumn 2020.

What is the New Settlement DPD?

- 1.2** The adopted Harrogate Local Plan 2014-35 identifies a broad location for a new settlement at Green Hammerton/Cattal. The New Settlement DPD will determine the boundary of the New Settlement as well as a concept framework and policies to guide development.

What is the Regulation 18 consultation?

- 1.3** Preliminary work on the DPD commenced in 2018 and there has already been targeted engagement, including stakeholder workshops, which helped develop the evidence base, key themes and options for how the new settlement could look.
- 1.4** The Regulation 18 consultation scheduled for Autumn 2020 is the start of formal consultation on the DPD. It will show options for the new settlement within the broad location as well as a preferred option and seek views on this. It is important to note this is not the final DPD to be submitted and there is still plenty of scope for further dialogue and decision making before a draft DPD is published.

2 Methods of Communication and Engagement

How will communities and stakeholders be involved?

- 2.1** The starting point for consultation on development plan documents is the Statement of Community Involvement (SCI). This sets out how and when communities will be involved.
- 2.2** Harrogate's SCI was updated in August 2020 to reflect circumstances arising from Covid-19. This included a commitment to explore different ways of engaging with communities when established methods (such as events and exhibitions) are unavailable. For details please see <https://www.harrogate.gov.uk/sci>
- 2.3** The Regulation 18 consultation will follow the principles and commitments of the SCI. In line with the SCI, a full suite of evidence base documents and work detailed undertaken will be published on the Council's website. There will be a "core" introductory document which will explain the story so far and raise questions. Simple online forms will be available to respond.
- 2.4** This strategy outlines the additional measures and methods that the Council will use to make sure that as many people as possible can engage with the DPD and are not disadvantaged by circumstances arising from Covid-19 in particular.
- 2.5** In drafting this strategy, we wrote to local Parish Councils, District Councillors and the campaign Group Keep the Hammertons Green (KTHG) to ask them how best to engage. We have based this strategy upon their suggestions wherever possible. Internal consultation was also undertaken with the Council's specialists in communications and marketing, as well as looking at community data (e.g. age, education, digital inclusion statistics).
- 2.6** It should be noted that this list is not exhaustive. If circumstances change or opportunities arise then the Council will adapt accordingly. All communications, particularly in the summary leaflet will be drafted in a succinct and easy to understand manner. Experts from the Council's marketing and communications team will help to ensure this.

Summary leaflet

- 2.7** Colour summary leaflet to be sent to local households via Royal Mail "Door to Door" or similar in the following parishes:
- Kirk Hammerton
 - Green Hammerton
 - Whixley
 - Hunsingore Great Ribston with Walshford & Cattal Parish Council
- 2.8** It is proposed that the summary leaflet is largely visual, briefly telling the "story so far" along with diagrams of the options considered and emerging preferred option. It will include next steps, timescales and where and how the community can get involved.
- 2.9** Additional copies will be available on request and put into local libraries etc. and community venues where possible.

Methods of Communication and Engagement 2

Benefits of this method

This will allow the Council to engage with those who have limited access to, or are not confident with using online methods. It will also ensure that those who would have ordinarily wished to visit a library or exhibition are still engaged.

Explanatory presentation/video

- 2.10** A narrated presentation/video will be recorded to explain what the New Settlement DPD will cover, talk through the options considered and outline the consultation questions.

Benefits of this method

This will provide a more engaging way of communicating with communities and seek to include those who may not wish to or be able to read large quantities of information.

Online meetings

- 2.11** Offer online meetings with local Parish Councils to provide an opportunity for them to raise questions and provide feedback.
- 2.12** This needs to happen early on in the consultation period and be limited in numbers to ensure constructive dialogue.

Benefits of this method

This was suggested by several Parish Councils and will allow them to raise and questions or concerns to inform their responses.

Resident's newsletter

- 2.13** Regular updates and links provided in the HBC Resident's Newsletter. This is now online, currently fortnightly.

Benefits of this method

This has been accessed by residents with far greater frequency in recent months so presents a good opportunity to publicise the consultation before and during the time frame.

Targeted consultation with seldom heard groups

Young people

- 2.14** We will explore the possibilities for workshops in schools and requesting schools to advertise the consultation through their existing channels.

2 Methods of Communication and Engagement

People in housing need

2.15 We will publicise the consultation through registered providers.

Suggestions not taken forward at this time

Social media

2.16 Whilst we will use the Council's twitter feed to publicise the consultation we will not be setting up a Facebook page or similar. Whilst this has benefits of reaching a large audience and being easy to engage with, there is potential that misinformation could spread without careful moderation. We will be using our online resident's newsletter and visual presentations/videos to highlight and explain the objectives of the DPD and how communities can be involved in manner that is as engaging as possible.

Bespoke liaison group

2.17 Liaison group(s) could be a very useful to input into specific issues and it is envisaged that these will play a part in later stages of the DPD and master planning process. At this stage, we want to include as many people and gather as many views and ideas as possible.

Timetable and next steps

- 3.1** The following table sets out the stages of plan preparation of the New Settlement DPD. The regulations referred to are the Town and Country Planning (Local Planning) (England) Regulations 2012 (as amended). The Council must ensure that plan making is undertaken in accordance with these regulations. ⁽¹⁾

Key Milestones for Producing New Settlement DPD		
	Stage of plan making	Timescale
Regulation 18	Public consultation on vision, objectives, site boundary and concept plan	Autumn 2020
Regulation 19	Formal publication consultation on the DPD	Spring 2021
Regulation 22	Submission of the DPD to the Secretary of State	Summer 2021
Regulation 24	Examination of the DPD	Winter 2021
Regulation 26	Adoption of the DPD	Spring 2022

Table 3.1 Key Milestones for Producing the New Settlement DPD

Further information and contacts

- 3.2** Information on the New Settlement DPD, including all consultations, will be published at <https://www.harrogate.gov.uk/newsettlementdpd>
- 3.3** For further information please contact the Policy and Place Team:

Policy and Place Team

Email: PlanningPolicy@harrogate.gov.uk

Tel. 01423 500 600

<https://www.harrogate.gov.uk/>

1 To view the regulations in full please visit www.legislation.gov.uk.