

NDP Consultation Strategy– Mylor Parish NDP Proposed Template for Regulation 14 Pre-Submission Consultation

1. Background

- a) The Neighbourhood Development Plan for Mylor Parish is ready to be shared with residents and businesses in the Parish, after three years of research, surveys and information-gathering by the NDP team on behalf of the Parish Council.
- b) It was planned to launch the six-week consultation on 20 April with a programme of public events, publications and online information with a short survey asking people's views on the Plan, and invitations to comment. The Coronavirus crisis has meant that our plans have had to be put on hold and it will no longer be possible to conduct public events, an exhibition or face to face briefings between the public and members of the NDP team. Instead, we have replaced those parts of the plan with delivery of paper copies where needed and call back phone interviews where discussion or explanation is requested. Where these discussions take place, the resident will need access to a copy of the document for reference during the conversation. This change extends the timescale for consultation, which is explained further, below.
- c) We have therefore recast our plans in line with Government guidance for social distancing during the crisis and have created this strategy through which we aim to conduct the consultation. The strategy makes use of online communications channels and ensures that those who are not online at home are not excluded. This includes, for example, some older residents and those who do not have relatives or close friends to help them.

2. Objective

- a) This strategy's objective is to conduct the consultation in a way that allows as many people as possible to take time to read the Plan and send comments, in line with the overall objectives of the Neighbourhood Planning (General) Regulations 2012
- b) It carries out the consultation in a way that engages with the Parish at large and does not exclude those who are not online.

NDP Consultation Strategy– Mylor Parish NDP

Proposed Template for Regulation 14 Pre-Submission Consultation

3. Communications plan

We will announce the consultation by:

- a) Sending a postcard to all households by post.
- b) Sending a direct email to all actively participating contacts gathered from our previous survey lists, Parish Council records and the Parish Magazine, creating a combined Parish-wide database.
- c) Announcing the consultation on local social media groups, on www.mylorflushingplan.uk
- d) Announcements on local radio and through local press releases.
- e) Promoting the consultation with posters on notice boards in both Mylor Bridge and Flushing.

4. How the Consultation process will work

The postcard announces the consultation to all householders and businesses. It ensures that everyone living or working in the parish has at least the opportunity to know about and seek more information on the Plan, which they can then access online or as a hard copy. All dissemination methods (direct email, social media, website and posters) will give the same messages about the two ways to read the plan:

- A. **Online:** for those who prefer online methods, the postcard gives a QR code which links straight to the Plan and allows people to comment. For those who cannot use a QR code, the post card further provides the web address.

The introduction and means of commenting are already drafted and ready to be made public on the website. Once we are ready to go live, we will change the date and refresh the link to the Plan so it can be published online.

- B. **Paper:** For those who are unable to read the Plan online, the post card gives a phone number. By leaving a message, we will take their name and address and arrange delivery of a paper copy of the Plan direct to their door.

5. Current Cost

This part of the project has already been costed and is in the budget. The phone number is set and all is ready.

NDP Consultation Strategy– Mylor Parish NDP Proposed Template for Regulation 14 Pre-Submission Consultation

6. Printed copies of the Plan

- a) The paper copy of the Plan will contain a simple form for readers to comment on, and an address to return it to. This is likely to use the back cover to save costs. The original plan was to hold exhibitions and public meetings but it is now unlikely that such gatherings will be possible for many months to come.

The revised consultation strategy requires extra copies of the full Plan which has been costed. This is to allow individual access to the Plan.

- b) Paper copies will not be sent by post because at 100+ pages, the cost would be too high. Instead, the distribution plan is to use existing methods such as the various neighbourhood volunteer networks which have sprung up to help with deliveries around the Parish during the crisis. As some of the distancing conditions are relaxed, it will also be easier for dedicated members of the NDP team to hand deliver. We have NDP team members across the Parish and will provide them with quantities of the plan so they can utilise their daily exercise walk to hand post the copies. We may also be able to use the three Royal Mail postal deliverers who cover the Parish between them (they are already delivering The Magazine to all households).

Important note: Paper copies will only go to people who request them and are unable to access the Plan online. From our experience of running Parish-wide surveys with a high on-line response rate, this is highly unlikely to be a large number, although we need to prepare for it.

7. Informing those who work or carry on a business in Mylor Parish, but live elsewhere

- a) We have no means of contacting this group direct via their home addresses, so our plan is to contact them via their place of work. Our current online database includes all the business addresses as these were identified early on by the business section of the NDP and added at that time.
- b) Our introductory Email to all the online participants includes a message asking them to inform and pass on details of the consultation to anyone they employ who works in the Parish. Major employers in the parish will receive extra copies of the plan so that their workforce, who may not all live in the parish, may be kept informed and have the opportunity to comment.

8. Timescale

- a) The revised strategy will take longer to implement than our original plans for the six-week consultation. Under present circumstances, the emphasis is on consultation quality, not speed. The reason it will take longer is that

NDP Consultation Strategy– Mylor Parish NDP Proposed Template for Regulation 14 Pre-Submission Consultation

individual phone consultations (where requested) and delivery of paper copies (again where requested) will take longer to accomplish than a small number of exhibitions on specific days.

- b) As with our previous online and paper surveys we will use Survey Monkey, adding comments from returned paper copies to the main database so that one report can easily be printed. This also takes extra volunteer time.

9. Further questions and clarification

- a) For those wanting clarification or explanations of detailed points, the phone service with call back will remain in place during the period of the consultation. Depending on the questions asked, the relevant 'expert' can be assigned to phone the resident.
- b) The resident in question will either have a copy of the paper plan or be able to sit in front of a digital copy of the plan and so page references to maps and diagrams can be easily made.

10. Budget - revised

- a) Our original budget allowed for 20 printed copies of the full plan for use in public meetings and exhibitions with a budget of £xxx. They were to be heavier copies with special covers suitable for multiple handling at exhibitions and events over a six-week period.
- b) Because of the need to revise the consultation plan in the light of the requirement for social distancing, we will now need more paper copies in order to reach people who cannot leave home and are not online. Under these circumstances, sharing copies is not advised. This revised budget reflects that extra cost which will be partly covered by money that would have been spent on exhibitions and face to face events.
- c) We are advised by the printer that the lowest cost for quantity is the 'book binding' method. The quote is for 500 and 1000 copies of a plan with 100 pages, but we may need to re-quote once final page numbers are known.

11. Likely number of copies to be required

- a) For the parish-wide survey we did in March 2018, we sent out paper surveys by post to all addresses in the Parish but requested responses online if possible. Hence, we had responses by both Email and on paper. The paper replies (which included extra copies for other householders to use) totalled 75% of the total responses or 55% of the households contacted.

NDP Consultation Strategy– Mylor Parish NDP Proposed Template for Regulation 14 Pre-Submission Consultation

- b) Applying this percentage to the number of households who will receive the initial postcard gives us a maxim figure of just around 1000 copies of the plan needed if we get the same level of response. However, things have changed dramatically in a way no-one could have envisaged. It is likely that with the measures forced on residents in the current crisis that we will get a far higher level of online response as many are now becoming accustomed to using digital methods of communication. It is likely that we will find that the lower figure of 500 copies of the Plan is sufficient.

12. Conclusion

- a) Adoption of this Strategy is considered to meet, as far as is practicable , the requirements of the Regulation 14 NDP Pre-submission consultation in the current environment of COVID-19 social restrictions and distancing.