

Local Plan Engagement Strategy

In preparing a new Local Plan the Council is required by legislation to produce a Statement of Community Involvement (SCI). The SCI sets out the activities the Council must legally undertake when preparing a plan along with setting out what the Council may do. The Local Plan Engagement Strategy (Phase 1) builds upon the basic requirements of the SCI and presents a list of activities which go above and beyond the legal requirements.

Consultation Stage	Activity	Desired outcome	Enabling activities and required resources
Ongoing	Local Plan Youth Forum – knowledge and skill building sessions. Held on a quarterly basis.	<ul style="list-style-type: none"> <li>Increasing knowledge and understanding about planning matters in core communities to enable them to respond to planning consultations more effectively.</li> <li>Gain a different perspective on key topics.</li> <li>Promote a more open and transparent decision making process and create a sense of shared ownership of the plan.</li> </ul>	Enabling: <ul style="list-style-type: none"> <li>Advertise the creation of group to Youth Parliament and to Secondary School Head Teachers. If oversubscribed there may need to be a selection process.</li> </ul> Resources: <ul style="list-style-type: none"> <li>Independent facilitator.</li> <li>Officer (Senior/Principal Level).</li> <li>Workshop materials.</li> <li>Suitable room.</li> <li>Refreshments.</li> </ul>
	Local Plan Residents Forum - knowledge and skill building sessions. Held on a quarterly basis.		Enabling: <ul style="list-style-type: none"> <li>Advertise the creation of group and invite volunteers. If oversubscribed there may need to be a selection process.</li> </ul> Resources: <ul style="list-style-type: none"> <li>Independent facilitator.</li> <li>Officer (Senior/Principal Level).</li> <li>Workshop materials.</li> <li>Suitable room.</li> </ul>

### Appendix 3

Consultation Stage	Activity	Desired outcome	Enabling activities and required resources
	<p>Local Plan Business Forum – Cross departmental workshop sessions. Held on a quarterly basis over breakfast.</p>	<ul style="list-style-type: none"> <li>• Create a sense of shared understanding between the Council and the ‘Market’.</li> <li>• Gaining a ‘real world’ perspective in terms of viability, deliverability.</li> <li>• Limit the number of unanticipated objections in later stages of plan making.</li> </ul> <p>Business Forum only:</p>	<ul style="list-style-type: none"> <li>• Refreshments.</li> </ul> <p>Enabling:</p> <ul style="list-style-type: none"> <li>• Invite major employers and important local businesses and/or business forums.</li> </ul> <p>Resources:</p> <ul style="list-style-type: none"> <li>• Officer (Principal/Manager Level).</li> <li>• Workshop materials.</li> <li>• Suitable room.</li> <li>• Refreshments.</li> </ul>
	<p>Local Plan Developer Forum – workshop sessions to discuss emerging evidence documents. Held on a quarterly basis.</p>	<ul style="list-style-type: none"> <li>• Expand consultee network through the use of their internal communication networks.</li> </ul>	<p>Enabling:</p> <ul style="list-style-type: none"> <li>• Invite major housing developers, agents and landowners.</li> </ul> <p>Resources:</p> <ul style="list-style-type: none"> <li>• Assistance from an independent body to help prepare the Terms of Reference (Planning Advisory Service).</li> <li>• Officer (Principal/Manager Level).</li> <li>• Workshop materials.</li> <li>• Suitable room.</li> <li>• Refreshments.</li> </ul>
	<p>Local Plan Site Surgery Sessions – a limited number of 30 min pre-bookable time slots for site submitters to discuss their proposals with the Growth and Strategy Team. Priority will be given to</p>	<ul style="list-style-type: none"> <li>• Create a sense of shared understanding between the Council and the ‘Market’.</li> <li>• Limit the number of unanticipated objections in later stages of plan making.</li> <li>• Build a more in-depth understanding of site specific development issues/pressures.</li> </ul>	<p>Resources:</p> <ul style="list-style-type: none"> <li>• Officer (Principal/Manager Level)</li> <li>• Suitable Room</li> </ul>

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	members of the Business and Developer Forums.		
Issues and Options - Stage 1 (Strategic Policies)  February/March 2016	Quick Capture Online Survey – 10 closed question survey designed to attract a high volume of responses to key planning issues such as housing, employment, retail and the environment.	<ul style="list-style-type: none"> <li>High volume response on core issues to help facilitate the plan making process.</li> </ul>	<p>Enabling:</p> <ul style="list-style-type: none"> <li>Ask Thurrock Council communications team to send a link to the survey out to all staff.</li> <li>Ask members of the Business Forum to send to send a link to the survey out to all staff.</li> <li>Local advertising campaign in newspapers and council publications.</li> <li>Online advertising campaign utilising social media.</li> </ul> <p>Resources:</p> <ul style="list-style-type: none"> <li>Online consultation portal.</li> </ul>
	Local Plan Roadshow (Drop In Sessions) – Opportunity to display information in a user friendly way and ask people to participate in some art based visioning activities.	<ul style="list-style-type: none"> <li>Encouraging new people to participate in plan making.</li> <li>Increasing a consultees' knowledge and understanding about planning matters to enable them to respond to planning consultations more effectively.</li> <li>Promote a more open and transparent decision making process and create a sense of shared ownership of the plan.</li> <li>Gaining a more qualitative personal response to consultation issues.</li> </ul>	<p>Enabling:</p> <ul style="list-style-type: none"> <li>Ask Thurrock Council communications team to send a list of event locations to all staff.</li> <li>Ask members of the Business Forum to send to a list of event locations to all staff.</li> <li>Local advertising campaign in newspapers and council publications.</li> <li>Online advertising campaign utilising social media.</li> </ul> <p>Resources:</p>

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			<ul style="list-style-type: none"> <li>• Independent creative facilitator.</li> <li>• 3 Officers (including a Principle and/or Manager).</li> <li>• Consultation materials including displays and hand-outs.</li> <li>• iPads.</li> <li>• Basic refreshments.</li> </ul>
<p>After Issues and Options – Stage 1</p> <p>Summer 2016</p>	<p>‘Future in Thurrock’ Summer Walks – These guided walks will take place at the same time as the Thurrock 100 heritage walks.</p>	<ul style="list-style-type: none"> <li>• Promote discussion about how certain areas could develop and change over the plan period.</li> <li>• Increasing a consultees’ knowledge and understanding about planning matters to enable them to respond to planning consultations more effectively.</li> </ul>	<p>Enabling:</p> <ul style="list-style-type: none"> <li>• Co-ordinated local advertising campaign in newspapers and council publications. Linking these walks with the heritage walk programme.</li> <li>• Online advertising campaign utilising social media</li> </ul> <p>Resources:</p> <ul style="list-style-type: none"> <li>• Annotated map.</li> <li>• Independent creative facilitator.</li> <li>• Officer (Senior/Principal Level).</li> <li>• iPads and/or camera.</li> </ul>
<p>Issues and Options – Stage 2 (Spatial Options and Sites)</p> <p>October/November 2016</p>	<p>Quick Capture Online Survey – 10 closed question survey designed to attract a high volume of responses to key planning issues such as housing, employment, retail and the environment.</p>	<ul style="list-style-type: none"> <li>• High volume response on core issues to help facilitate the plan making process.</li> </ul>	<p>Enabling:</p> <ul style="list-style-type: none"> <li>• Ask Thurrock Council communications team to send a link to the survey out to all staff.</li> <li>• Ask members of the Business Forum to send to send a link to the survey out to all staff.</li> <li>• Local advertising campaign in newspapers</li> </ul>

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			<p>and council publications.</p> <ul style="list-style-type: none"> <li>• Online advertising campaign utilising social media.</li> </ul> <p>Resources:</p> <ul style="list-style-type: none"> <li>• Online consultation portal.</li> </ul>
	Local Plan Roadshow (Drop In Sessions) – Opportunity to display information in a user friendly way.	<ul style="list-style-type: none"> <li>• Provide feedback on consultation responses received during the Stage 1 consultation.</li> <li>• Promote discussion about how certain areas could develop and change over the plan period.</li> <li>• Encouraging new people to participate in plan making.</li> <li>• Promote a more open and transparent decision making process and create a sense of shared ownership of the plan.</li> <li>• Gaining a more qualitative personal response to consultation issues</li> </ul>	<p>Enabling:</p> <ul style="list-style-type: none"> <li>• Ask Thurrock Council communications team to send a list of event locations to all staff.</li> <li>• Ask members of the Business Forum to send to a list of event locations to all staff.</li> <li>• Local advertising campaign in newspapers and council publications</li> <li>• Online advertising campaign utilising social media</li> </ul> <p>Resources:</p> <ul style="list-style-type: none"> <li>• Independent creative facilitator.</li> <li>• 3 Officers (including a Principle and/or Manager).</li> <li>• Consultation materials including displays and hand-outs.</li> <li>• iPads.</li> <li>• Basic refreshments.</li> </ul>
After Issues and Options – Stage 2  Spring 2017	‘Future in Thurrock’ Summer Walks – These guided walks will explore the areas identified for change in the Issues and Options – Stage 2	<ul style="list-style-type: none"> <li>• Promote discussion about how certain areas could develop and change over the plan period.</li> <li>• Fact check comments received as part of</li> </ul>	<p>Enabling:</p> <ul style="list-style-type: none"> <li>• Invitation to members of the Local Plan Residents and Youth Forums.</li> </ul> <p>Resources:</p>

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Consultation Stage	Activity	Desired outcome	Enabling activities and required resources
	in more detail.	the formal Issues and Options – Stage 2 consultation. <ul style="list-style-type: none"><li>• Additional feedback on selected to sites to help inform preferred options.</li></ul>	<ul style="list-style-type: none"><li>• Annotated map.</li><li>• Independent creative facilitator.</li><li>• 2 Officers (Senior/Principal Level).</li><li>• iPads and/or camera.</li></ul>