

Lytchett Matravers Neighbourhood Plan Communication & Engagement Strategy

May 2015

**The Lytchett Matravers Neighbourhood Plan (LMNP)
Communication and Engagement Strategy
has been prepared by the
Lytchett Matravers Neighbourhood Planning Group (LMNPG)**

Lytchett Matravers Neighbourhood Plan Communications & Engagement Strategy

EXECUTIVE SUMMARY

The Lytchett Matravers Neighbourhood Plan (LMNP) seeks to establish a vision for the village and surrounding areas that is based on the thoughts and aspirations of its residents.

It is a critical aspect of the Plan process that all residents have an opportunity to contribute and share their ideas through consultation. To achieve this, the Lytchett Matravers Neighbourhood Plan pre-submission Parish consultation of the draft plan ran for a six week period, commencing Monday 8th June 2015.

The 'Consultation and Engagement Strategy' document sets out the communication options planned to ensure that the Consultation was be made available to the largest number of people within the village and to all relevant statutory bodies.

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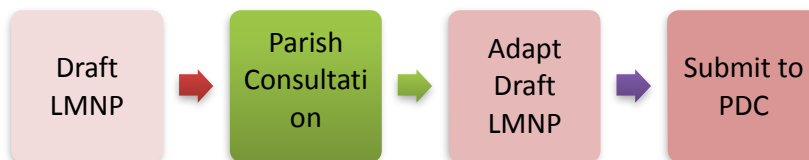
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1. INTRODUCTION

The following document outlines the key communication and engagement strategies for the Lytchett Matravers Neighbourhood Plan pre-submission Parish consultation.

A. Parish Consultation Timeline

The pre-submission Parish Consultation for the Draft Lytchett Matravers Neighbourhood Plan (LMNP) was launched on Monday June 8, 2015^h, running for six weeks through to July 20, 2015. Issues surrounding PDC feedback, PDC pre-submission consultation, preparation of materials and the general election were considered in conjunction with setting this date.



B. Stakeholder Groups

The Lytchett Matravers Neighbourhood Plan must be shared with a wide range of stakeholders, including the villagers, employers and employees within the village, and a number of statutory bodies. The full list of statutory organisations, as provided by Purneck District Council (PDC), is shown in Appendix A.

C. Tactical Opportunities

A number of tactical opportunities were used to engage with the various stakeholders, as outlined overleaf.

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2. TACTICAL COMMUNICATION OPPORTUNITIES

A. Annual Parish Meeting, 2015

The consultation was first publicised at the Parish Meeting on 26th April 2015. A stand was taken to present some of the existing materials detailing the purpose, the process and how to get involved. This was supported with a poster announcing the June 8th consultation start date. Registration forms were used to collecting the email addresses of those that wished to join the 'consultation newsletter' mailing list. For Data Protection purposes an official 'opt in' statement was included on the signup sheet.

B. Main LMPC.org web site

Within the main LMPC.org website promotion for the Consultation was included under the 'Latest News' heading. A hyperlink was set up to take readers to the dedicated LMNP website and 'Newsletter' style copy used regularly throughout the consultation process to maintain interest.



Figure 1: Navigation Bar - Lytchett Matravers 2 <http://lytchettmatraverspc.org>

C. Proposed new LMNP Website

Due to the amount of documentation, and the level of interactivity required, a dedicated website was set up to support the LMNP Parish consultation. In planning the new website the following areas were agreed.

Naming/URL:

Name to include Lytchett Matravers Neighbourhood Plan to ensure simple identification in search engines. The URL 'LMNP' was used because it was available and did not clash with any other organisations.

Look and Feel:

The colour palette for the site is white, green & black, thus building its own identity and avoiding any colour schemes that might be associated with political activity

Navigation headings:

The site navigation covers seven core headlines:

Home, Background, Proposed Plan, Consultation, Latest News, Contact Us, Subscribe

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Main homepage contents:

Below the navigation headings a large picture space is used to host short messages, updates and sketches / photos of the village – these rotate as visitors look at them. The remaining page is similar to that of LMPC.org, with three core content areas, featuring a picture, a few paragraphs of detail about each sections of the website and hyperlinks directly through to the respective key tabbed content areas:

- 1) What we have done so far
- 2) The documents available on the draft LMNP
- 3) Description of how villagers can get involved & comment area

Key Tabbed content areas:

The three core content areas host the work that has been done to date, the draft LMNP and the comments area. The content was posted 'blog' style, with a short paragraph or two explaining the key point of the content piece and supported with downloadable pdf's, as detailed overleaf. Comment from stakeholders are funnels through to the email function that required name and postcode ID to ensure duplication and comments from outside the villages could be identified. The key documentation for the three content areas included:

What we've done so far, including:

Consultation strategy statement

Consultation Refs

Village and NP history

Facts and figures

Questionnaire – including the process – the results – the conclusions drawn – what was taken forward to the plan

Huntick designs statement

School questionnaire

Meeting minutes

The Draft: Details of the proposed plan

Plan – village centre vision

Maps – boundaries & settlement area

Revealed boundary – registered NP area & adopted by PDC

The full draft plan

Highlights from the draft plan by key topics – vision for the village, housing, traffic, etc.

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What you can do

Employment surveys – to be hosted to collect local business numbers, employment opportunities & number of local residence employed locally

Secure emailable comment boxes with filter to require name and postcode ID to ensure that spam comments can be identified and de-duplicated.

Sign up / registration for consultation/ NP newsletter with DP opt-in

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The screenshot displays the website for the Lytchett Matravers Neighbourhood Plan. At the top, there is a navigation menu with links for Home, Background, Proposed Plan, Consultation, Latest News, Contact us, and Subscribe. Below this is a secondary navigation menu with the same links, where 'Home' is highlighted in a green box. The main header features the title 'Lytchett Matravers Neighbourhood Plan' and the tagline 'The right type of development for OUR community'. A large banner image shows a community event on a grassy field with a green overlay that reads 'Your Neighbourhood Plan' and 'Have your say on development in our village'. Below the banner is a section titled 'A Neighbourhood Plan for Lytchett Matravers' with a paragraph explaining the plan's purpose. A call to action states 'The next consultation starts 8th June 2015'. A green button prompts users to 'Join our email list for the latest neighbourhood plan news'. Below this, a link suggests visiting the 'consultation section' for more information. Three columns provide further details: 'Background' (with a speed limit sign image), 'Proposed Plan' (with a house image), and 'Consultation' (with a house image). A final section titled 'Get involved' includes a 'Have your say' button.

Home Background Proposed Plan Consultation Latest News Contact us Subscribe

Lytchett Matravers Neighbourhood Plan

The right type of development for OUR community

Home Background Proposed Plan Consultation Latest News Contact us Subscribe

Your Neighbourhood Plan

Have your say on development in our village

A Neighbourhood Plan for Lytchett Matravers

The Parish Council is producing a Neighbourhood Plan for Lytchett Matravers, which residents will be entitled to vote on in the coming months - this is a plan for the community prepared and informed by the community. You're in the right place if you want to know more or if you want to get involved.

The next consultation starts 8th June 2015

Join our email list for the latest neighbourhood plan news

Alternatively visit [the consultation section](#) for the latest status of the consultation process and how to find out more information

Background

All the details you need to get up to speed with the neighbourhood plan, from past consultations, plans, meeting minutes and processes

Proposed Plan

Details about the proposed plan, policies and core documentation relating to the neighbourhood plan

Consultation

The latest consultation and questionnaires - your chance to let us know what you think about the plan, policies and proposals

Get involved

The Neighbourhood Plan consultation is your chance to have your say on proposals for future Lytchett Matravers development

Have your say

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D. Engagement through blogging

Weekly blog topics were identified to ensure that the website had something new to say each week. Topics included:

Week 0 - before June 8th -Consultation coming

Week 1 - here it is – see us in the library

Week 2 - calling all employers

Week 3 - some comments received to date

Week 4 - see us in the library

Week 5 - have you had your say

Week 6 - soon to finish, last chance at the library

E. Cross-posting:

LMPC.org was used to cross promote materials posted on LMNP. The 'Latest News' page was used to summarise key messages and hyperlink to Lytchett Link and other relevant content. The above blog pieces were also hosted under 'Latest News'.

F. Email

Names and email addresses were collected at the Annual Parish Meeting, via the website and via the library stand. The short blog pieces (as above) formed the basis of a weekly email newsletter sent out to these interested parties. Emails were also sent to all of the statutory bodies that had an email recipient identified.

G. Direct Mail

Where email addresses were not available, (as identified in Appendix A), direct mail was used to ensure that all parties received notification.

H. Printed – poster style communications

Promotion via Posters and Flyers was planned for distributed on June 8th. Printed posters highlighted the fact that the LMNP is in the Parish consultation stage and directed people to the various information sources.

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I. Door-to-door Lytchett Link (LL)

Lytchett Link was used to reinvigorate the consultation at the mid point, with the publication of a 2-pager on 25th June. This included key headlines and details of the various channels by which stakeholders could get involved. Additional copies of the LL were posted on LMPC noticeboard. Images from the LL were used on both LMPC and LMNP websites, with the full LL available to download as a pdf.

J. Face to face consultation

The library was used as the main venue for face-to-face consultation and the permanent 'pop-up' stand was there for the full 6-weeks of the consultation. Sign were posted to indicate the times that representatives would be there to chat and collect comments, as detailed below. Polling boxes were used to enable feedback forms and newsletter signup forms to be posted securely.

Date	Time
Monday June 8	3 p.m. to 5 p.m.
Saturday June 12	10 a.m. to 12 a.m.
Tuesday June 16	3 p.m. to 5 p.m.
Friday June 19	5 p.m. to 7 p.m.
Tuesday June 23	3 p.m. to 5 p.m.
Thursday June 25	10 a.m. to 12 a.m.
Monday June 29	3 p.m. to 5 p.m.
Saturday July 4	10 a.m. to 12 a.m.
Tuesday July 7	3 p.m. to 5 p.m.
Friday July 10	5 p.m. to 7 p.m.
Tuesday July 14	3 p.m. to 5 p.m.
Thursday July 16	10 a.m. to 12 a.m.

K. Social Media – to be updated and used in engagement strategy

The current resources across Facebook and Twitter were used to promote the website content and library consultations. These were designed as directional postings only and not seen as a forum to engage in discussion. All questions were directed to the website or library. The weekly blog pieces were used to promoted the consultation and links back to the LMNP website.

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3. APPENDIX A

Organisations with Email Address	
Borough of Poole Council	National Grid Property Ltd
Bournemouth & Poole PCT	Natural England
Corfe Mullen Parish Council	Network Rail
Crossways Parish Council	NHS Dorset
Defence Estates - Durrington	NHS Dorset Clinical Commissioning Group
Defence Estates - South	NHS Poole
Defence Infrastructure Organisation (MoD)	NHS Poole Central Locality
Department for Constitutional Affairs	NHS Purbeck Locality
Department for Culture, Media & Sport	North Dorset District Council
Dorset County Council	Nuclear Decommissioning Authority
Dorset Primary Care Trust	Owermoigne Parish Council
Environment Agency	Poole Harbour Commissioners
Health and Safety Executive	Puddletown Area Group Parish Council
Highways England	Sport England
Historic England (SW Region)	Sturminster Marshall Parish Council
Homes and Communities Agency	Synergy Housing Group
Lower Winterborne Parish Council	The National Trust
Marine Management Organisation	Wessex Water
Milborne St Andrew Parish Council	West Dorset District Council
National Grid	Woodsford & Tincleton Parish (Knightsford Group)
Organisations without email address	

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East Dorset District Council	Equal Opportunities Commission
Southern Electricity	British Telecommunications
British Gas	Scottish and Southern Energy
Civil Aviation Authority	