

Appendix L: Proposals for Summer Public Consultation

A sub-group of the Community Forum has been established to assist officers in ensuring the consultation content and methods will engage local communities in understanding what is being proposed for the area through the AAP and how they can make their views known. This includes exploring ways of continuing with the consultation during the current Covid 19 situation. Members of the Community Forum support pressing ahead with the consultation as it is not felt that a delay will substantially alter the need to take account of social distancing.

It is also considered that the current Covid 19 situation has also created opportunities – communities are more digitally connected than ever before, new community networks are being established and new channels of local communication and engagement are opening up.

Building on the approach and experience of the recent consultation on the joint Local Plan, officers were already exploring more effective ways to engage and seek feedback than the traditional 'community hall exhibitions'. This proposed to include:

- A digital first approach – putting all content online in an accessible and clear format geared towards smartphones as well as desktop reading;
- Commissioning graphics and video content that would be shareable on social media to spread the word; and
- Thinking carefully about where and how to reach people – going to where people are rather than expecting them to come to us.

Our developing consultation plan includes:

- Lots of shareable video and graphic content including FAQ videos.
- Releasing additional videos at stages through the consultation period.
- Engaging communities with producing content – for example requesting community members to send in their own questions or videos of themselves asking questions.
- Online 'Ask me anything' sessions on platforms such as Facebook Live and others, where community members can have questions answered live by members of the AAP team, as well as webinar type presentations.
- Ensuring community members also receive material through their door – using existing community publications for this may be more effective than a standalone leaflet/flyer. Ensure paper copies of the AAP can easily be requested for those who find online difficult
- Specific material produced for the Gypsy and Traveller community and consideration of appropriate face to face engagement if at all possible.
- Poster and publicity material displayed at key locations, such as supermarkets, and asking the supermarkets to receive representations from individuals where online options are not open to them.
- An agile approach to holding face to face events and presentations, which will enable us to put on events, or participate in events organised by others, at very short notice as opportunities arise, and in line with all relevant social distancing guidance in place at the time.

- Proposing 10 big questions in a survey style presentation of key content so it is accessible and relatable, targeting those that maybe otherwise put off responding to the whole document, that will still provide for meaningful feedback that can influence the future content of the AAP.
- Redesigned user journey to make online commenting much easier.

Our approach to consultation will likely continue to evolve as we learn through this period and will need to remain flexible. Nearer the launch of the consultation period we will be agile to changing circumstances and look to do physical events or drop-ins as opportunities arise, taking account of social distancing.

The above methods are considered capable of providing meaningful and engaging consultation on the draft AAP for most part of the community. However, it is recognised that sectors within the community, such as the Gypsy and Traveller community, may require a more tailored approach, including face to face consultation learning from best practice about how to undertake this within the social distancing guidelines than may be in place at the time.