

Havant Borough Council Local Plan – Regulation 18 Consultation and Communications Plan

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1. Overview

The following document sets out how the Council will engage and consult with residents, businesses and stakeholders for the Local Plan, as per Section 18 of The Town and Country Planning (Local Planning)(England) Regulations 2012.

This consultation is known as a 'Regulation 18' consultation.

The Regulations state that:

(1) A local planning authority must—

- (a) notify each of the bodies or persons specified in paragraph (2) of the subject of a local plan which the local planning authority propose to prepare, and*
- (b) invite each of them to make representations to the local planning authority about what a local plan with that subject ought to contain.*

(2) The bodies or persons referred to in paragraph (1) are—

- (a) such of the specific consultation bodies as the local planning authority consider may have an interest in the subject of the proposed local plan;*
- (b) such of the general consultation bodies as the local planning authority consider appropriate; and*
- (c) such residents or other persons carrying on business in the local planning authority's area from which the local planning authority consider it appropriate to invite representations.*

(3) In preparing the local plan, the local planning authority must take into account any representation made to them in response to invitations under paragraph (1).

In practice, this means that the Council must ensure it informs residents, businesses and key stakeholders that it is preparing a Local Plan and give them the opportunity to submit their views to the Council on the proposals. These regulations also stipulate that the Council must take into account the comments that it receives on the Local Plan.

In addition, it is also a requirement that the Council prepares the Local Plan in line with its Statement of Community Involvement (SCI). Approval is sought for a refreshed SCI alongside the Regulation 18 consultation. This consultation plan has been prepared in line with the refreshed SCI.

2. Objectives

The key objective for the communications and consultation is to achieve effective engagement with the public and key stakeholders to:

- Inform the development of the Local Plan
- Provide the public and key stakeholders with the information and opportunities to influence the decisions that will shape the future of the borough
- Ensure Havant Borough Council complies with statutory requirements
- Enables Havant Borough Council to achieve its own aspirations in line with the corporate strategy

To achieve the above, the communications and consultation will:

- Ensure public involvement is transparent and accessible to seek to reach as many local residents and businesses as possible
- Use clear, concise, accessible, and engaging messaging and branding to enable transparency and clarity of the process throughout
- Work collaboratively across the Council and our stakeholders and communities. This ensures activity is co-ordinated, uses existing facilities where appropriate and harnesses best use of expertise and networks
- Achieve meaningful consultation by providing information to ensure people can make an informed decision when responding and feedback is used to inform the next stages of the process

3. Who Is Involved?

Planning regulations establish requirements for consultation and as part of this process, the Council is required to consult with certain statutory organisations, known as specific consultation bodies.

The Statement of Community Involvement (SCI) is a requirement of the Planning and Compulsory Purchase Act 2004 and the Localism Act 2011 and emphasises the importance of community involvement in the planning system and enabling communities to make a significant contribution towards shaping the places where they live.

Havant Borough Council also aspires, through its corporate priorities, to have meaningful engagement with its residents, communities, businesses and stakeholders to have productive working relationships and ultimately to deliver services and ambitions in the borough to meet the needs of local people.

The below provides stakeholder groups that the Council will engage with, but is not limited to:

- General public (including residents, young people)
- Community groups and clubs
- Resident, community and civic societies and associations
- Local businesses, retailers, employers, associations and groups
- Charity and voluntary organisations
- Conservation and environmental groups
- Landowners, developers and agents
- National and sub-regional interest groups
- General business and industry
- Housing bodies
- Transport bodies
- Neighbouring authorities
- Service providers
- Schools and colleges

The Council is keen to ensure that any seldom heard from communities or groups are included within the consultation, so that anyone who wishes to provide feedback on the Local Plan is provided with the opportunity to do so.

4. Consultation Methods

The consultation provides the opportunity for residents, businesses and other local stakeholders to help shape the new Local Plan, identifying key issues the borough faces and preference for possible options.

The following sets out the key consultation methods that will be used to engage with different stakeholder groups.

Method	Activity	Target stakeholders
Feedback survey	<p>Feedback survey to be provided alongside the consultation document itself. This asks key questions regarding whether stakeholders feel the proposed options meet the needs of the local area and its people and preference for possible options (where appropriate.)</p> <p>This survey will be provided online, with hard copies made available upon request, throughout the consultation period.</p> <p>The feedback survey (via online survey link and details provided how to request hard copy) to be promoted through communications channels as listed in Communications Plan.</p>	<p>All stakeholders to be given opportunity to provide survey response, although mainly targeted at the public (such as residents).</p> <p>Online method to enable wide availability. Hard paper copies also available on request to reach those who are not able to access online material (see also face-to-face below.)</p>
Face-to-face exhibitions	<p>Series of in-person exhibition events held at venues across the borough. This allows stakeholders to view materials in person and speak to planning policy officers for specific information or questions.</p> <p>Events to be held in Waterlooville, Leigh Park, Havant & Bedhampton, Emsworth and Hayling Island, and Public Service Plaza.</p> <p>Attendees will be able to complete the feedback survey online via tablet, take a hard copy of the feedback survey to complete or take away a business card with links to online content and survey.</p>	<p>All stakeholders able to attend face-to-face exhibitions to discuss the proposals with officers, although envisaged mainly the public will attend (such as residents.)</p> <p>Events to be held across the borough to be easily accessible to as many residents as possible.</p> <p>Feedback survey (or signposting to it) to be provided via online and offline formats to enable ease of completion.</p>
Online community engagement platform	<p>The platform will be used to host key information and documents via visual tools.</p> <p>The site will also provide another communication means of promoting the feedback survey and F2F exhibitions.</p>	<p>All stakeholders to be given opportunity to provide feedback via online tool, although it is envisaged this will be predominantly used by the public.</p>

	The site will also allow for feedback on proposals via tools such as qualitative comments.	Use of dynamic feedback tool to encourage engagement, particularly amongst groups who are seldom heard, including young people.
Networks and Forums	Establishing new (where appropriate) and making use of existing Council and community networks and forums to engage collaboratively with groups and organisations to provide information, gather their feedback and to distribute messaging to their members and contacts.	List includes (but not limited to): Community groups/clubs Resident and civic societies/associations Local business associations and groups Charity and voluntary organisations Conservation and environmental groups Landowners, developers and agents.
Written responses	Through on-going contact/meetings with Havant Borough Council, stakeholders will be invited to submit written responses (via email or letter) directly to planning policy.	Primarily for statutory consultees and organisational stakeholders
Static materials at Hayling Island Coastal Defence Strategy consultation exhibitions	Static materials to be made available at HICDS Exhibition events taking place in October Teams will work with each other as required to co-ordinate To raise awareness at concurrent consultation events	Attendees to be made aware of Local Plan consultation Materials to mirror face-to-face exhibition materials and provide information and direction to above feedback methods

5. Communications Plan

To support the promotion of the Local Plan Reg18 development and the consultation, the following communication channels will be used:

Channel	Description
Large format posters throughout the borough	Posters (circa 1.5m wide by 1m high) in key high footfall locations across the borough promoting the consultation and event details
Pull-up banners in key locations	Content as above but designed for easy installation in alternative locations such as the Meridian Shopping Centre
Entry level and intermediate documentation on Regulation 18	Tiered content to provide residents with a light-touch introduction to Regulation 18 (total read time <= 1 minute) and a more detailed document that breaks down key elements to aid understanding of the full Regulation 18 document (total read time <=15 minutes).
Introductory animation	Primarily for social media use, and developed from the entry level documentation mentioned above
Media briefing	Advance access to selected media to discuss content in depth
Press release on consultation launch	Formal press release with email circulation to highlight consultation, key event dates, and how to access content
Email circular – the consultation is closing...	Call to arms in advance of the consultation closure to remind people to take part
Email circular – Serving You	Inclusion in the October issue of Serving You online.
Social media content for launch and events	Build-up content on events and where relevant imagery from the events to act as a call to arms
Social media content about key tenets	Prepared content to support dialogues or questions arising during the consultation process
FAQs	Preparation of FAQs for website to anticipate key questions/queries, updating as required based on feedback during the consultation

6. Consultation Schedule

The below provides the key dates and milestones for the Reg 18 communications and consultation. Please note that all details are correct at the time of writing but may be subject to change.

Date	Milestone
3 October 2022	Launch of the HBC Local Plan Regulation 18 Consultation. This includes all documentation and feedback survey to be promoted and made available, including online engagement platform. Networks/forums and written responses to be held/feedback received from this date.
10 October – 11 November 2022	Face-to-face exhibitions to be held – dates and venues to be confirmed and promoted.
14 November 2022	Close of the HBC Local Plan Regulation 18 Consultation
Early 2023	Report to be prepared and presented to the Planning Policy Committee, setting out the results of the consultation and consideration of next steps.

7. Evaluation

The feedback from the HBC Local Plan Regulation 18 Consultation will feed into the papers that is scheduled for consideration at the HBC Planning Policy Committee meeting in Spring 2023.

To enable on-going conversations and continued engagement, the Council will also produce a summary of the responses received from this consultation that will be promoted and made available for residents, businesses and stakeholders to view.

Looking forward, the Council is keen to ensure that it monitors the success of the consultation and if needed, makes improvements to our methods that enable as many people as possible to contribute to Council decision making in the future. We will seek feedback from respondents to ensure any comments on this are captured.