

# Stafford Borough Local Plan 2020 - 2040

Preferred Options Consultation  
Communications Plan

October - December 2022



**Stafford**  
BOROUGH COUNCIL



St. Mary's Church  
Crown / County Courts

Gatehouse Theatre  
Ancient High House

Victoria Park  
Railway Station  
River Sow Walk









- 5.6. The consultation will use a mixture of online and in person methods. Online consultation has advantages in that it enables consultees to access the consultation at a time and place that suits them and does not disadvantage those who are unable to travel to destinations.
- 5.7. It is important that the consultation does not disadvantage protected equality groups and thus careful consideration must be given to how the consultation is approached within the limited staff resources and budget that Stafford Borough council has to carry out this consultation. Younger people have traditionally been under- represented in Local Plan consultations and a greater online offering may assist in bringing the consultation to a wider audience.
- 5.8. At the same time recognising that some participants may wish to speak face to face it is proposed to visit a limited number of key destinations and / or hold drop in sessions. Due to the season it will be necessary to use inside facilities but these will be circulated to stakeholders and publicised to encourage attendance by a range of audiences. Other channels including an online Q and A session and Parish Council briefing will also be used.

### **Audience**

- General Public - Local Residents
- Local businesses
- Parish Councils and Community Groups
- Partners and Stakeholders – Government and statutory agencies, utility companies, County Council, Stoke-on-Trent and Staffordshire LEP,
- Land and Property Owners / Tenant.
- Politicians – Local ward and division members. MPs for Stafford and Stone.
- Potential Investors / Developers
- Visitors to the area

### **Channels**

- Website
- Press Release
- Social Media – Twitter, Facebook, you tube, Next Door
- Community Groups and Parish Councils

- Physical copies in libraries
- Attendance at events or run drop in sessions
- Printed leaflets
- Posters
- Online zoom public meeting
- Parish Forum
- Online survey (hard copies available in libraries)

## Evaluation

### Outcomes

- Greater engagement with the New Local Plan process
- Evidence to support New Local Plan Publication version

### Outputs

- Number of respondents engaging with the consultation
- Number of people attending online meeting
- Feedback from parish councils and community groups

- 5.9 Late responses for the Preferred Options consultation will be deemed “not duly made” but nevertheless received by the Council.
- 5.10 In order to assist respondents in communicating their views and facilitate quicker analysis of responses by the Council, an online response form is available. All respondents are encouraged to use this form.
- 5.11 For any planning-related consultation (whether this is about wider strategy, large scale strategic allocations or small sites) only certain issues (known as Material Planning Considerations) can be considered. These include, amongst other things relevant to land use planning:
- National and local planning policies
  - Government and Planning Inspectorate requirements
  - loss of light
  - landscaping
  - capacity of physical infrastructure
  - highway issues
  - loss or effect on trees
  - other environmental issues such as flooding, architecture, historic conservation
  - adverse impact on nature conservation.

5.12 There are a range of other issues that cannot be taken account of. These include factors such as:

- loss of property value
- loss of private views
- problems arising from the construction period of any works
- boundary disputes
- issues relating to the identity of a landowner or other individuals

## **6. Next Steps**

6.1 All consultation responses submitted to the Borough Council by email will be acknowledged within five working days of their receipt.

6.2 After the Preferred Options consultation period ends, the Strategic Planning and Placemaking team will consider all of the consultation response forms received during the consultation period. This material will be summarised and will be subsequently considered during the preparation of the “Publication” document. A Consultation Summary Report will be prepared which will detail the key issues raised within the response forms received.

6.3 The Consultation Summary Report will be made available for public viewing on the Council’s website alongside the Publication version of the New Local Plan at this next stage of the process.



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