

LOOE NEIGHBOURHOOD DEVELOPMENT PLAN – ENGAGEMENT AND PUBLICITY STRATEGY FOR R14 STAGE.

PURPOSE. The aim is to revive and build up community interest in the Neighbourhood Development Plan during the preparation of and lead up to the publication of the Regulation 14 pre-submission Consultation Draft of the Looe Neighbourhood Development Plan.

CONTEXT. The pre-submission Consultation Draft of the Looe Neighbourhood Development Plan is forecast to be published in late 2018, or early 2019. During the final stages of the Working group activity and the writing up of the draft over the last 6 months or more, it is very likely that the community awareness of the Neighbourhood Plan has dropped away. The risk is that the publication of the draft plan may receive less attention than is desirable, or maybe be perceived incorrectly, leading to a negative referendum result.

During the summer period, many of the Steering Group members were engaged in supporting the tourism industry's busiest period. At the same time, it is important to ensure that the energy of the Steering Group is reserved for the PR 'push' needed for the Reg 14 pre-submission consultation.

When the Reg 14 consultation period approaches and begins, intensive activity will be required to ensure there is community awareness of and engagement with the plan making process.

MESSAGES. During the first period, the suggested messages are about *'hear is what you told us' and 'watch out for more'*, merging into *'it's coming soon – watch out for more'* and then *'it's here!'* in the weeks before the R14 publication.

In the two weeks before the R14 statutory consultation period begins the messages should announce the publication of the plan and the dates of the drop-in sessions.

Prior to each session Twitter and Facebook messages should ramp-up in sequence. *'Coming next week....it's on tomorrow....opening this morning/afternoon/evening....we are open now....what people are saying...we are closed, see us next at....what people said'*

PR and messages during the Reg 14 period should be about *'have your say', 'help make a difference to your town', 'find out more'* and emphasising that team members will be available at the drop-in events for face to face discussion. (Under no circumstances should a public meeting be agreed to)

Drop-in sessions

PROPOSALS

PHASE ONE. Up to start of Reg 14 Period

- Press Releases
- Update website with same material, back up with Twitter and Facebook articles.

PHASE TWO. Reg 14 Period.

- Website to contain copy of Plan, evidence base material, comments form (survey monkey link), video explainer, interviews etc. and be main 'entry point' for feedback.
- Intensive Facebook and Twitter activity, pointing to the drop in sessions and the website.
- 8 page A5 mini plan distributed via drop-in sessions, organisations, GP Surgery, Library, and door-2-door delivery etc. (5000 copies Print 150gsm Silk, Double Sided, Portrait, full colour and stapled, £550) (Delivery £500)

- Pre-publication press article agreed with Cornish Times, based on the 16 page booklet, but with group photos and quotes
- A7 'Business Card' with QR code links to Facebook, Twitter and website made available to be distributed through all venues and schools. (3000 copies Double Sided, 350gsm Silk, No Lamination, £35)
- Exhibition drop in sessions (3) at Millpool Centre, location in Town Centre, and at Barbican. Must be 'crewed' by Steering Group. These are essentially 'explainer' sessions for interested/motivated people to find out more and have the opportunity to engage in 1-2-1 discussion. Aim to encourage visitors to fill in comments form at the exhibition, pass on booklets/flyers to friends and neighbours etc. One of the events must be in the evening. (Exhibition 13 posters, ink-jet printed at A1 on 200gsm and matt encapsulated, approx. £550)
- Shop-door Posters advertising NDP events, need to be up two weeks before events. (250 copies 250gsm Silk single- Sided, Gloss Lamination £52)
- NDP banners for street display – ideally stretched across the street and/or on roadside fence etc. (3 banners a 1m by 4m £163)

Funding for this has already been obtained from Locality