

Appendix 3 – Draft engagement strategy – December 2016

The plan will be prepared with community and stakeholder engagement in accordance with the [Council's Statement of Community Involvement \(SCI\)](#), which is underpinned by the Town and Country Planning (Local Planning) (England) Regulations 2012. A consultation/ engagement strategy will be prepared and updated as plan preparation progresses. Outside of the main consultation periods, updates will be posted on the new Local Plan page on the Council's website at www.southglos.gov.uk/xxxxxx.

➤ **Initiation document (Regulation 18 stage – informal engagement)**

- Consultation period: 6 weeks. Opening week commencing x January 2017 and closing week commencing xx February 2017.
- Intended audience: anyone who has an interest in the future development of South Gloucestershire
- What will we publish?
 - South Gloucestershire new Local Plan – Initiation document (and supporting topic papers)
- How will we seek to engage?
 - Making use of online capabilities
 - Make consultation document(s) available for public viewing on web, through the consultation page – at www.southglos.gov.uk/xxxxxxx
 - All material will be made available to view online
 - Social media campaign (utilising existing Council social media channels) – to try to reach wider/additional groups and stakeholders
 - Making copies of documents available to view at all South Gloucestershire One Stop Shops and Libraries
 - Utilising existing media/ communications channels
 - Press release (local Press, Council publications– e.g. Council News, radio, regional TV, voluntary group newsletters etc.)
 - Infoadvisment in the local press (Gazette series, Bristol Post)
 - Notification by e-mail/letter to key stakeholders at consultation launch
 - Distribution of posters/ leaflets
- Who will seek to we engage with?
 - anyone who has an interest in the future development of South Gloucestershire
 - everyone on our consultation database (which includes groups described at Appendix 2 of the SCI)
 - all Town and Parish Councils – specific briefings will be held for T&PCs prior to the launch of the consultation
 - neighbouring local planning authorities and other public bodies (in accordance with the Duty to Cooperate)