



Carlyon Parish Neighbourhood Plan

COMMUNICATIONS STRATEGY

18TH APRIL 2017

INTRODUCTION

The Carlyon Parish Neighbourhood Plan (NP) is a community-led framework for guiding the future development, regeneration and conservation of the Carlyon Parish. The foundation of a good neighbourhood plan is a robust programme of consultation and engagement. Effective community involvement is essential right from the beginning of the process. It will create a well-informed plan and a sense of ownership by the community. Getting the recognition, views, assistance and support of a whole range of other, interested bodies and parties is also essential if the plan is to have authority and credibility. A successful Communication Strategy is a prerequisite.

AIMS

The aims of the Communications Strategy are to achieve:

- ✚ Better communication, leading to better feedback and decision-making
- ✚ Improved two-way information flow
- ✚ Better information and communication channels to enable community participation
- ✚ Increased understanding and awareness of the NP, its purpose and relevance

PRINCIPLES

Our Communications Strategy is based on four key principles:

- ✚ the right information;
- ✚ to the right people;
- ✚ in the right medium;
- ✚ at the right time.

These principles include a number of key factors:

- ✚ Communication must be meaningful and appropriate
- ✚ Information must be accessible to all sections of the community
- ✚ Information must be relevant and in plain English
- ✚ The process of developing the NP must be transparent

TARGET AUDIENCES

We want to reach everyone with a stake in the future of the area including people living, working or doing business here, those who deliver services to the local community and people who have influence over the future of the area.

MESSAGES

It is important that all our communications have as much impact as possible. To avoid dilution of the message or contradiction, the following will be the main messages that we will attempt to relay in our communications:

- ✚ The Neighbourhood Plan reflects community opinion
- ✚ The Neighbourhood Plan is a framework for the development of our area
- ✚ We want to hear your opinion
- ✚ We need the participation and support of the community and partners

The messages we send out should be:

- ✚ Short and to the point
- ✚ Not conflicting
- ✚ In plain English
- ✚ Focused on community involvement

TOOLS AND ACTIVITIES

We shall use a variety of methods based on what reaches people most effectively and has most credibility. These include:

- ✚ Monthly steering group meetings open to the public
- ✚ Direct mail questionnaires to ascertain community opinion
- ✚ Monthly newsletter updated to parish noticeboards/social media/email lists
- ✚ Consultation events
- ✚ Networking
- ✚ Site visits to business premises
- ✚ Press releases to local papers

- ✦ Social media (Facebook)
- ✦ Carlyon Parish Council website

The messages will be relayed using different methods for different groups. A communications matrix has been developed as an integral part of our communications strategy.

COMMUNICATIONS MATRIX - HOW WE WILL COMMUNICATE

- ✦ Carlyon Parish Councilors – updated at monthly Parish Council meeting
- ✦ NP Steering Committee – email, monthly meetings, minutes of meetings
- ✦ Parish residents - newsletter/website/local press/posters/letter/consultation events
- ✦ Community groups - newsletter/website/local press/posters/letter/consultation events
- ✦ Businesses -newsletter/website/local press/letter/consultation events/site visits
- ✦ Major landowners - letter/email/meeting
- ✦ Developers with interest in Carlyon Parish - letter/email/meeting
- ✦ Cornwall Country Council - letter/email/meeting
- ✦ Neighbouring parishes - letter/email/meeting

RESOURCES

We shall make best use of the resources we have and strive to increase resources commensurate with the task. Our current resources, those that we have access to and can be applied to the task, are:

- ✦ Steering Group members
- ✦ Local Parish Councillors
- ✦ Parish Council notice boards in Tregrehan and Carlyon Bay
- ✦ Carlyon Parish Council Website
- ✦ Facebook

TIMESCALES

Preparing a neighbourhood plan is a sequential process based upon an agreed project plan. The project plan identifies the following key communication points and the dates (subject to change) in which they should be carried out:

✚ Getting started: Parish Council & Community Approval	Jan 2017
✚ Defining the Neighbourhood	Jan 2017
✚ Set up Steering Group/Neighbourhood Planning Team	Jan 2017
✚ Submission of letter & map to Cornwall Council	Jan 2017
✚ Key Stakeholder Engagement	Feb 2017
✚ The scope and content	Mar 2017
✚ Communication & Engagement Strategy	Apr 2017
✚ General Awareness & Defining Key Issues and Opportunities	Apr 2017
✚ Building the Evidence Base	May 2017
✚ In-depth Community Consultation	Jun 2017
✚ Drafting the Plan	Jul 2017
✚ Pre-submission Consultation	Mar 2018
✚ Finalise Plan	Jul 2018
✚ Submission of Plan & Approval	Oct 2018
✚ Delivery	Dec 2018

After the first 6 months, the Carlyon NP Group will carry out a communications audit to assess the effectiveness of the strategy with both ‘internal’ and ‘external’ audiences. We shall consider in particular, who has not responded or reacted to our communications. We shall discuss the evidence/results carefully and use them to amend and improve the Strategy going forward.