



**Consultation
and
Communication Strategies**

February 2015

Consultation Strategy

1. Introduction

This consultation strategy is prepared at the end of the community engagement stage and follows the Neighbourhood Planning guidance provided by Wiltshire Council (*Neighbourhood Planning: A Guide for Wiltshire's Parish and Town Councils*, 2013).

2. Community Engagement

The benefits of engaging with the local community as a means of building consensus before consulting formally on the Neighbourhood Plan have been fully realised. The Neighbourhood Plan Working Group is comprised of a broad based group who have had experience of working on the original Town Plan plus newer elected members and input from local surgeries, schools and sports groups. The Town Plan is now a major input to the Neighbourhood Plan. When the Town Plan Working Group's focus moved to the Neighbourhood Plan in July 2013, care was taken to ensure that the enhanced group was open to the widest community representation from individuals and organisations.

The fully consulted Warminster Town Plan 2011–2026, which is embedded in Wiltshire Council's Core Strategy, meant that neighbourhood planning could start from a very sound baseline. The Plan has also been able to draw on the fully consulted review of the Warminster and Villages Community Plan, finalised in early 2013. Wiltshire Council's Joint Strategic Assessment for Warminster 2013–2015, again a fully consulted document, has also contributed to the Plan.

3. Formal Consultation

3.1 Aim

To seek community views on and input into the draft Neighbourhood Plan. **It should be noted that the draft Plan is subject to the outcome of the Strategic Environmental Assessment (SEA) screening opinion, which runs alongside this consultation.**

Engagement with residents, stakeholders and community groups will be undertaken to provide focused input pertinent to the plan. It is a must that the views and opinions of all residents affected by the Neighbourhood Plan are sought so it may be that this will not only include the residents within the defined area but also user groups who may have a stake in the town and its facilities. To ensure no one is excluded from the process a list of stakeholders and user groups is needed. These are¹:

- British Telecom
- Churches Together
- Coal Authority
- Community action groups
- Department of Communities and Local Government
- English Heritage
- Environment Agency
- GP surgeries
- Highways Agency
- Homes and Communities Agency
- Local businesses
- Local organisations

¹ An expanded list of the stakeholders can be found in the Appendix on p. 5.

-
-
- Local Planning Authority (Wiltshire Council)
 - Local sports and activities clubs
 - Member of Parliament
 - Military
 - National Health Service
 - Natural England
 - Network Rail Infrastructure Limited
 - Police
 - Schools
 - Scottish and Southern Energy (Electricity)
 - Sport England
 - Support organisations
 - Surrounding parishes
 - Virgin Media
 - Wales and West Utilities (Gas)
 - Warminster and Villages Community Partnership
 - Warminster and Villages Development Trust
 - Warminster Civic Trust
 - Warminster Preservation Trust
 - Warminster Town Council
 - Wessex Chamber of Commerce
 - Wessex Water
 - Wiltshire Council Spatial Planning
 - Wiltshire Wildlife
 - Residents, the majority of whom are not associated with or represented by the previously listed stakeholders. There are also minority groups within the community which will be more difficult to reach and will require a more targeted approach.

The eventual Plan will belong to the agreed neighbourhood area. However, a sense of ownership will only come about through the active engagement and involvement of those people who work in, live in and enjoy the area. Consultation is the absolute key to achieving this goal.

3.2 Objectives

- (a) To present the draft Plan and its policies
- (b) To provide advice and information on the scope and limitations of the Plan
- (c) To gain feedback on the draft proposals
- (d) To identify any further desires from the community for input into the Plan

3.3 Formal requirements

- (a) Formal publicising of the draft Plan
- (b) Details of where and when the Plan can be inspected
- (c) Details of how to make representations on the Plan
- (d) The date by which representations must be received
- (e) The Town Council will seek formal responses from the listed stakeholders

3.4 Methods

- (a) Publishing the Plan on the Town Council website
- (b) Holding printed copies of the Plan at the Civic Centre and Warminster Library for people to view
- (c) Providing key stakeholders with a Neighbourhood Plan pack including a printed copy of the Plan, leaflets, flyers, consultation documentation and consultation response forms
- (d) Exhibition in the Civic Centre (transportable exhibition panels with information extracted from the Neighbourhood Plan)
- (e) Exhibition in the library (smaller version of (d) above)
- (f) Visits to Garrison venues
- (g) Meetings with key stakeholders within the community
- (h) Drop-in sessions at various venues
- (i) Online consultation response form on the Town Council website to obtain feedback on the Plan
- (j) Communication (see Communication Strategy)

THE CONSULTATION WILL START ON 17th MARCH 2015 AND CLOSE AT MIDDAY ON 8th MAY 2015.

4. What Happens After the Consultation?

The Town Council is required to bring, for a minimum of six weeks, the draft Plan to the attention of those who live, work and undertake business in the neighbourhood area. After any necessary changes to the Plan, the final document will then be submitted to Wiltshire Council, together with the responses to the draft Plan and the changes that have been made as a result. Wiltshire Council will then publicise the Plan for consultation on its website for not less than six weeks. The resulting representations will be passed to the independent examiner. As a result of the examiner's assessment it might be necessary to re-consult the community if significant changes are suggested. The final stages of the process will be the holding of a referendum.

Appendix

List of Stakeholder Groups

- British Telecom
- Churches Together
- Coal Authority
- Community action groups
 - ABC
 - EBRAG
- Department of Communities and Local Government
- English Heritage
- Environment Agency
- GP surgeries
 - Avenue
 - Smallbrook
- Highways Agency
- Homes and Communities Agency
- Local businesses
 - Crusader Park
 - Factory Lane
 - Town centre
 - Warminster Business Park
 - Woodcock Road Industrial Estate
- Local organisations
 - Air Cadet Force
 - Army Cadet Force
 - Athenaeum Trust
 - Boreham WI
 - Elblag Association
 - Friends of Warminster Park
 - Lions Club
 - Guides Association
 - PROBUS
 - Rotary Club
 - Trans Wilts Rail Partnership
 - Tynings Allotments Association
 - University of the Third Age (U3A)
 - Warminster and District Rights of Way Society
 - Warminster Art Society
 - Warminster Camera Club
 - Warminster Carnival Committee
 - Warminster Park Community Centre
 - Warminster Scout Group
- Local Planning Authority (Wiltshire Council)
- Local sports and activities clubs

-
-
- Bowmen of Warminster
 - Highbury Youth Football Club
 - Warminster Cricket Club
 - Warminster Cycle Group
 - Warminster Football Club
 - Warminster Karate Club
 - Warminster Rugby Club
 - Warminster Running Club
 - Warminster Sequence Dance Group
 - Warminster Swimming Club
 - Warminster Table Tennis Club
 - Warminster Walkers
 - Wessex Blades
 - West Wilts Golf Club
 - West Wilts Hockey Club
 - Member of Parliament – Dr Andrew Murrison
 - Military
 - Battlesbury Barracks
 - Land Warfare Centre
 - National Health Service
 - Great Western Hospitals NHS Foundation Trust
 - Salisbury NHS Foundation Trust
 - Natural England
 - Network Rail Infrastructure Limited
 - Police – Inspector Alan Webb
 - Schools
 - Kingdown School
 - Warminster Prep and Senior School
 - The Avenue School
 - The Minster School
 - Sambourne School
 - Princecroft School
 - New Close School
 - St John’s School
 - St George’s School
 - Scottish and Southern Energy (Electricity)
 - Sport England
 - Support organisations
 - Age UK
 - Cornerstone
 - Foodbank
 - Friends of Warminster Hospital
 - Royal British Legion
 - SSAFA
 - The Orders of St John Care Trust
 - Warminster and District Stroke Club
 - WAVE

-
-
- Wessex MS Therapy Centre
 - Surrounding parishes
 - Bapton
 - Bishopstrow
 - Boyton
 - Brixton Deverill
 - Chapmanslade
 - Chitterne
 - Codford
 - Corsley
 - Corton
 - Crockerton
 - Heytesbury
 - Horningsham
 - Hill Deverill
 - Kingston Deverill
 - Knook
 - Longbridge Deverill
 - Maiden Bradley
 - Monkton Deverill
 - Norton Bavant
 - Sherrington
 - Stockton
 - Sutton Veny
 - Tytherington
 - Upton Lovell
 - Upton Scudamore
 - Virgin Media
 - Wales and West Utilities (Gas)
 - Warminster Town Council
 - Wessex Chamber of Commerce
 - Wessex Water
 - Wiltshire Council Spatial Planning
 - Wiltshire Wildlife
 - Warminster and Villages Community Partnership
 - Warminster and Villages Development Trust
 - Warminster Civic Trust
 - Warminster Community Radio
 - Warminster Preservation Trust

Communication Strategy

1. Aim

To inform the community of the draft Neighbourhood Plan, why it has been written, what it contains and how people can comment on and contribute to it.

2. Objectives

- (a) To present the draft Plan and its content
- (b) To raise awareness of and interest in the Plan
- (c) To seek feedback on the Plan

3. Methods

- (a) 10,000 flyers to be inserted in local publications, handed out at exhibitions and distributed to shops, businesses, library, Information Centre etc. (also use Town Crier)
- (b) Press releases – weekly update on the location exhibitions/drop-in sessions
- (c) Website
 - Publish Plan and associated documents
 - Consultation response form for feedback
- (d) Warminster Community Radio – weekly update on the location exhibitions/drop-in sessions
- (e) Community engagement (see Consultation Strategy)

4. Messages to Convey

- (a) What is the Neighbourhood Plan?
- (b) Why is it important?
- (c) What does it contain?
- (d) How can people access the Plan?
- (e) How can people comment on the Plan?