

CAMPAIGN / PROJECT PLAN

Campaign / Project name: **Southampton City Vision Consultation – Communications plan**

Directorates: **Place**

Client Contact: **Helen Owens / Amber Trueman**

Date: **August 2022**

Marketing Contact: **Zoe Bearne / Mike Bimson**

Budget: **c£10k**

Executive Summary

Southampton City Vision will be our new Local Plan setting out the planning policy framework for the city which gives us the ability to effectively guide and control future development. The plan is a key place shaping tool which should be both city wide & community focussed showing how we will meet the development needs of the city whilst recognising the needs & diversity of individual communities.

It is a Legal requirement for local planning authorities to have an up to date Local Plan, as set out in the Planning and Compulsory Purchase Act 2004 and should look ahead over a minimum 15-year period from adoption.

The national guidance (National Planning Policy Framework - NPPF) states that:

“... plans should provide a positive vision for the future of each area; a framework for addressing housing needs and other economic, social and environmental priorities; and a platform for local people to shape their surroundings”.

The plan must make sure that growth is managed and sets out some rules about what can be built and where. Importantly it also makes sure that it doesn't just deliver houses or work spaces, but all the things people need to live and work such as school places; health services; transport network; open spaces and a quality environment.

As a key place-shaping tool there are several stages where statutory consultation is required. All residents, business and stakeholders must be given the opportunity to comment on and shape the development of the plan.

This communications plan sets out how the next statutory consultation will be promoted across the city in order to enable people to have their say on the draft plan and a number of options currently being considered.

Where are we now?

The first consultation took place in Spring 2020 and had the following key objectives:

1. Raise awareness of the Southampton City Vision Local Plan and SCC's need to plan for the next 20 years
2. To gather information about the following:
 - a. Views on the key issues
 - b. The priorities and needs of residents and businesses
 - c. Specific details on housing needs
3. Improve level of engagement through a simpler, more inclusive and proactive approach.

The consultation was predominantly carried out through an online survey and supported by a series of community drop-in sessions and workshops with a range of community, school and business

groups. However, two of the community events and all workshops planned with schools and businesses were cancelled due to Covid-19.

Over 3,000 responses were received to this first consultation, almost 90% were made via the on-line survey. Around 280 people attended events in venues across the city, elected members help to identify appropriate locations for these to be hosted such as local libraries, community cafés and shopping areas. Events were hosted by staff over a 3-4 hour period at each venue, overall, there was an average of just under 3 responses per staff hour at these events, this approach must be reviewed to ensure face to face engagement is more effective.

PropTech

The pandemic has led to a significant increase in the use of digital approaches. Digital engagement has grown and the Levelling Up and Regeneration Bill sets out several digital powers to be introduced as well as an increased emphasis on digital engagement to help improve transparency and inclusion. As part of this policy development the Digital Planning team at the Department for Levelling Up, Housing and Communities (DLUHC) launched a PropTech Engagement Fund in summer 2021. The aim was for Local Planning Authorities to bid for funding to procure and test a digital engagement/consultation platform. The key objectives were to (1) establish if the use of such tools improved levels of engagement and participation, as compared to traditional methods and (2) to test if the market was ready for widescale adoption of such tools, could they do what was needed and are they affordable?

The council have been successful in securing funding in both rounds so far. In Autumn 2021 a new digital platform was procured and tested with a pilot consultation in Spring 2022 (PropTech round 1). This platform has since been adopted corporately for a year so it can be tested over a wide range of council consultations. In Spring 2022 the second round of funding was awarded to the council and a digital 3D model of the city and district centres has been procured (PropTech round 2). Initially this will be used to help illustrate options in the Local Plan consultation in Autumn 2022.

Summary

- We have had good levels of engagement, but there are still communities that are not well represented.
- Digital is the main route, but there is a need to ensure opportunities are provided for all.
- Engagement with Local Plans becomes more challenging as the plan develops and the level of detail increases

Where do we want to be?

- Maintaining or improving on the level of engagement/consultation responses
- Ensuring we measure quality, not just quantity of responses;
- Utilising community networks and local champions to spread the word – trusted voices in local communities;
- Maximising the benefits of the consultation software and 3D modelling to make the consultation more engaging and accessible;
- Gathering quality information that can be used alongside other evidence to take the right options forward in the Plan.

Who are we talking to? (Target audience)

- All residents, business and stakeholders in the city.

How will we convince them?

Key messages

- Role of the plan – what it does in shaping the city for the future (Southampton Stories videos can help demonstrate)
- Your city – you know your local area and are best place to influence its future
- Long term – real things on the ground for decades to come – let’s get it right.
- Making Southampton a better place to live and work
- Businesses – the right spaces and connectivity to thrive and grow

What marketing channels will we employ to reach our objective?

There is a need to use a wide range of channels to ensure we satisfy the different preferences of our communities.

Tactic	Message/Purpose	Timings	Frequency	Cost
Members pack & briefing	Note covering overall vision and purpose of the plan. Note stating the role of members in supporting the consultation. Social media materials, postcards & posters (with QR codes). Email invite to briefing to follow a week after pack sent out.	Sept. 2022		Printing costs
Pack for other community champions	Note covering overall vision and purpose of the plan. Note stating how they can help support the consultation. Social media materials, postcards & posters (with QR codes). Offer to attend local events/meetings.	Sept. 2022		Printing costs
Video – what is Southampton City Vision?	Animated video explaining what the plan is and why it’s important to get involved. To sit on SCC webpages and be using in social media/e-alerts throughout consultation.	Sept. 2022		£2000
Video – Southampton Stories	Spotlight on range of development across the city which demonstrate the results of Local Plan		Use as required in promotional material	
Video – Leader/Cllr Bogle	The importance of the plan to the city – encouraging people to get involved and have their say			
Press Release & briefing	Can we give press a ‘sneak preview’ and get them to positively promote?			
Social media content	Have your say message. Programme of messaging throughout the consultation	Sept-Nov 2022	As required	

	period highlighting different themes and key development sites.			
Social media adverts	Have your say message. Programme of messaging throughout the consultation period highlighting different themes and key development sites.	Sept-Nov 2022	As required – monitor & adapt strategy if required	£1000
Outdoor digital display assets in the city	Key messaging about consultation and why people should have their say. QR code?	Ongoing	Booked across October?	
E-newsletters to Statutory and General Consultation bodies	Mail out to all those on Planning team database with overview of consultation and link to complete (send out at launch, mid-way and last week reminder).	Sept. Oct & Nov.	As required	£0
E-newsletters – People’s Panel	Mail out to People’s Panel inviting them to respond to consultation. (send out at launch, mid-way and last week reminder).	Sept. Oct & Nov.	As required? (check with Rachel)	£0
E-newsletters – other appropriate SCC lists	Your city, your say	Sept. Oct & Nov.	As required	£0
	City News		Weekly	
Community Engagement Team	SCC team to cascade information to community/resident/faith groups and to advise on alternative methods etc	Ongoing		£0
Children & Young People	In person sessions to be arranged via Hayden Collins and Sallie White. Schools, youth forum and junior wardens (Ian Mitchell). Propose ‘graffiti wall’ with key themes and guiding questions – facilitated sessions to get ideas. Zoe – suggested contact with Amber Chapman who has been promoting the child friendly survey.	Oct – Nov		Printed materials
Southampton Voluntary Service	Various contacts to help share information and potential face to face mtgs/events	Oct-Nov		Printed materials
Tenant groups	Various contacts to help share information and potential face to face mtgs/events	Oct-Nov		Printed materials
Businesses	Business e-news	Oct-Nov	Weekly	
	Invest In Southampton, social media			

	Barclays Eagle Lab			
	Go Southampton			
	Chamber of Commerce			
	Ocean Innovation Centre			
	My Journey – workplace list			

CLIENT APPROVAL

Authority to proceed is given once this plan has been approved by the budget holder.

Approve either by:

1. Completing **ALL** the boxes below and emailing the estimate direct to your Marketing Contact with the **Name, Cost code** and **Date** boxes completed.

Signature:	Name:	Client cost code:	Date: