

## Appendix 7

### Consultation Arrangements & Communications Plan: Further Regulation 19 Consultation (Main Soundness Issues)

#### General Arrangements

It is proposed that the consultation period shall last for six weeks. Officers are currently working to a commencement date of **Wednesday 6 November** and a closing date of **Wednesday 18 December 2024**.

The consultation will:

- Be open and accessible to all, with advice and support available.
- Be promoted by tried and tested means, as detailed in Table 2, below.
- Include a number of supporting evidence documents which will be available at [www.north-norfolk.gov.uk/localplanconsultation](http://www.north-norfolk.gov.uk/localplanconsultation)
- (responses) will be submitted through the online Consultation Portal as the primary method of response.

A number of hard copy documents of the consultation document and supporting documents will also be produced. Those wishing to make paper-based representations will be enabled to do so via alternative methods.

Table 1 - Document Availability

Document	Details
<b>Consultation Documents</b>	Copies of the consultation document and supporting documents will be printed and made available at advertised consultation points (Council offices, local libraries).
<b>Comments Form</b>	Those wishing to make comments will be directed to the online response method. Copies of paper response forms will be available on request and can be submitted via email or post.

#### Promotion

Following anticipated endorsement by Cabinet on Monday 4<sup>th</sup> November, the consultation will immediately be promoted by officers and the Council's Communication Team through a variety of methods including Statutory notices, news releases, social media, the use of direct letters to interested parties, and a member's briefing. The details are outlined in the following table:

Table 2 - Promotional Options

Task	Involving	Proposed implementation
<b>Event</b>	<b>Members Briefing</b> - All Members offered the opportunity of a briefing to explain the latest stage of	<ul style="list-style-type: none"><li>• W/c 4 November TBC</li></ul>

	the examination and the consultation arrangements for addressing main soundness issues.( Teams)	
<b>Targeted Communication</b>	<p><b>Targeted letters / statutory notice</b> - advising of the consultation details and how to respond will be sent to:</p> <ul style="list-style-type: none"> <li>• <b>Draft Local Plan Representors</b> A notification to all those who made a Regulation 19 stage representation on the Submission Version Local Plan (i.e. those persons with vested/proven interests).</li> <li>• <b>Examination participants</b> Where different from above, a notification to all those who submitted evidence and attend the examination hearing sessions in January to March 2024.</li> <li>• <b>Town &amp; Parish Councils</b> To aid dissemination across the district, an update will be provided on the Local Plan examination process, including details of this consultation (a separate approach may be used for parishes where changes are proposed within the consultation document).</li> </ul>	<ul style="list-style-type: none"> <li>• W/c 4 November</li> </ul>
<b>News Release</b>	<p>Available to all, frequently monitored by mainstream external media organisations.</p> <p>It is proposed to issue a news release during the week of the consultation (immediately following Cabinet endorsement), and, given the run up to the festive period, a further 'reminder' news release issued a week prior to close of the consultation.</p>	<ul style="list-style-type: none"> <li>• W/c 4 November</li> <li>• 1 week prior to close of consultation</li> </ul>
<b>Consultation Notice</b>	Distributed via targeted letters to Parish & Town Council's + Members for optional placement in the locality on parish notice boards or distribution at parish meetings.	<ul style="list-style-type: none"> <li>• W/c 4 November</li> </ul>
<b>Social Media</b> Facebook, Instagram, Linked In, Next Door, TikTok, X	As a minimum, social media messages will be drafted by the Communication Team and issued via appropriate channels and in alignment with the news releases detailed above.	<ul style="list-style-type: none"> <li>• W/c 4 November</li> <li>• 1 week prior to close of consultation</li> <li>• At discretion of Comms Team</li> </ul>
Other information outlets to be utilised	<ul style="list-style-type: none"> <li>• Libraries</li> <li>• Intranet</li> <li>• Members Bulletin (invitation to briefing)</li> <li>• NNDC Local Plan Web Page</li> <li>• NNDC News Page</li> <li>• NNDC 'Council Consultations' web page</li> </ul>	Throughout consultation