

St Ives Area Neighbourhood Plan

Communications Strategy

1. Objectives

The overall objective of the Neighbourhood Plan (NP) is to allow people in the communities of St Ives, Carbis Bay, Lelant and Halsetown to determine their own future development.

The NP should be a popular process, with inclusivity at the heart of a democratic process of decision making.

Achieve full community consultation, where it has not been achieved before.

Make sure people don't 'fall through the net' in neighbourhood plan (NP) consultations;
i.e. ensure the inclusion of all sections of the community

Build a groundswell of support going in to the final referendum.

2. Principles

- We need to go out to people, not expect them to come to central meetings;
- Present the NP in bite-size chunks;
- Use local people for consultation and use local expertise, as a principle before hiring outside advisors;
- Face to face conversation is the most effective method of communication;
- Maintain a big online presence, to save on resources;
- Use social media sensitively when reaching out to young people;
- Topic groups need to be supported in their consultation activities;
- As members of NP working groups, our own individual actions in informing people about the NP can be a useful check on the overall inclusivity of the NP.

3. Message

YOUR NEIGHBOURHOOD, YOUR PLAN

The NP is different to past plans because it will have the force of statutory law;

All future planning applications will have to comply with NP policies;

The NP can also be prescriptive, i.e. what do we want for St Ives and where?;

If we think it's too late, remember 'the horse could bolt a lot further' without a NP!;

4. Audience

Our objectives state the full St Ives Parish community.

There will be those who are used to being involved in consultations and who will engage easily. This is a minority.

In order to ensure that no one 'falls through the net', we need to pay particular attention to reaching:

- All social groups
- All ethnic groups
- All age groups
- Disabled people
- Home owners and rental tenants
- Second home owners

5. Methods

(and how we will achieve them)

1) Consultation Events

At central locations in St Ives, Halseton, Carbis Bay and Lelant

All Topic Groups will have a dedicated area for displays and consultation activities

Events will include drinks and refreshments and live entertainment

Events will include a guest/well known speaker in attendance

2) Road show

To attend organisation meetings and events to raise awareness of the NP and carry out consultation

To attend annual local events to raise awareness of the NP and carry out consultation

3) Leaflets

Door-to-Door

Aug/Sep 2013; Mar 2014; Jun/Jul 2014 (to precede Consultation Events)

Parish-wide, approximately 7000 households

May be accompanied by a Newsletter or Residents Survey

Return envelopes included

Regular distribution of leaflets and posters to:

St Ives Library	Badger, Lelant
Cafe Art	Halsetown Inn
Archive Centre	Halsetown Community Notice Board
Farmers Market	Colenso
Church notice boards	
Council notice boards	
Trewartha notice board	

4) E-Newsletter

Every two months, starting July 2013

5) Website

Regularly updated with:

- Meeting agendas and minutes
- Events Calendar
- News Events
- Latest News
- Discussion Forum
- About Neighbourhood Planning

6) Facebook and Twitter

Regularly updated by allocated Clerical Assistant

7) Radio

Radio coverage of main consultation events (Sep 2013 – July 2014)

BBC Radio Cornwall, Pirate FM, Heart, Penwith Radio

8) Times & Echo and Cornishman

Regular press releases, with a specific angle
E.g. "a leaflet will be coming through your door, please don't ignore it..."

Coverage of main consultation events (Sep 2013 – July 2014)

Advertising consultation events and Roadshow, draft NP consultation and referendum

6. Resources

Comprehensive list of community organisations and contact details.

List of annual local events at which the NP can be publicised or consultations run

Consultation Events and E-newsletter stories will be standing items on the steering group meeting agenda,

Dedicated Inclusivity Team, with the remit to ensure as many people are reached by the NP activities as possible, and coordinate the E-newsletter.

Dedicated Consultation Event Team, who will decide dates, venues and contents of consultation events, and facilitate their delivery.

Links with the local press, i.e. Times and Echo, Cornishman.

Marketing and Communications expert on the steering group and Inclusivity group.

St Ives Area Neighbourhood Plan

www.stivestowncouncil.co.uk *(click on neighbourhood plan)*

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