

MoD Concept Statements:

Consultation and Communications Approach

Overview

The MoD Concept Statements must provide clarity and reduce risk for communities and developers. Therefore, within timescale targets, the documents must achieve the maximum level of planning “weight” as emerging planning policy through demonstrating their relationship with adopted and emerging policy such as the Core Strategy, and through an appropriately rigorous drafting and approvals process.

This includes appropriate and sound engagement within the drafting process to reflect best practice in planning policy, and to accord with relevant Planning Regulations, the Council’s Statement of Community Involvement and the emerging Neighbourhood Planning Protocol. This will help ensure that they have sufficient weight to secure their objectives through the development management process.

Overview of key phases and tasks

Pre Consultation Period	
Present – 18th April	<ul style="list-style-type: none"> • Identify audiences (B&NES wide and site specific) • Develop and deliver wider communications approach • Website – draft content / arrange project specific pages including evidence base / publish / communicate • Print – procure and coordinate design / establish brand identity / draft copy / select images / production of Concept Statements / distribution • Preparation for staffed community exhibitions x4 – procure and coordinate design / draft copy / select images / planning / venue booking / communication • Undertake informal discussions with key stakeholders to prepare them and raise their awareness of forthcoming consultation events, and to minimise risk of unidentified issues emerging during later stages. This is not about providing specific detail on the content of the Concept Statements, although discussions will need to be tailored to reflect relevant issues.

Consultation period	
18th April – 30th May	<ul style="list-style-type: none"> • Update Website • Inform public about process and Council’s response to MoD sites / invite to community exhibitions • Documents online / printed and available in key locations • Focussed Questionnaire online / printed and available in key locations (to be determined) • Deliver staffed community exhibitions x4 (one near each site and one in Bath city centre) , together with recording hopes and fears suggestions
Post Consultation period	
30th May – site disposal (Sept)	<ul style="list-style-type: none"> • Website – Feedback • Revision, endorsement, and launch of Concept Statements • Site Disposal begins, with next phase of PR and Communications strategy to ensure objectives achieved.