

## ANNEX 4: CONSULTATION STRATEGY

1. The proposed strategy for the public consultation on the changes to the Core Strategy is outlined below.

### Scope

2. Due to the stage in the process of the core strategy, the aims and objectives of consultation are to involve residents, community groups and stakeholders through two main methods:

#### *Information*

3. Communicating changes to the Core Strategy using a range of approaches as set out in the Neighbourhood Planning Protocol such as email bulletins, council website, local publicity, local press, guidance material, and events.

#### *Consultation*

4. In light of the fact that the Plan is still at examination stage, feedback from the community will be submitted directly to the Inspector to assist in his preparation for the hearings. This differs from the Council's usual approach consultations such as those that took place through the stages of production of the draft document, where the Council would first consider and respond to public comments made
5. Feedback from the consultation will be collated by the council and key issues will be identified before the examination resumes. The Council will provide support and information on how to make a representation on the proposed changes to the Core Strategy through guidance material and a series of events across the district. Expectations must be managed through clearly stated objectives about what can and can't be influenced by the consultation.

### Process Outline

6. Based on previous approaches to consultation and the scope of the consultation together with the timescale available, a basic process is outlined below:

Consultation element	Detail
Open drop-in 'surgeries'	<p>The Core Activity. Open surgery events to be held at local venues across the district over the consultation period. These will provide an opportunity for residents and community groups to talk with council officers, understand the proposals, the examination and how to comment.</p> <p>The locations will be decided following the selection of locations for additional development by full Council. A maximum of 10 surgery events are planned within existing resources and staffing,</p> <p>An event with additional support on offer in terms of submitting responses to the Inspector is planned for an accessible location within Bath – this is in response to the Equalities Impact Assessment.</p>

Information	Providing a regular flow of information across a range of channels and in a range of formats. Information will include: <ul style="list-style-type: none"><li>- Website</li><li>- Guidance on how to make representations and about the examination</li><li>- Summary information</li><li>- Mailouts</li><li>- Media coverage</li><li>- Local advertising of open surgeries</li><li>- Council communication channels will be utilised e.g. e-mail bulletins, tweets and Council connect</li><li>- Copies of documents will be placed in the deposit stations (Council libraries and key offices)</li></ul>
Press	A full press briefing will be provided to coincide with the publication of the papers for full Council.