

Local Plan Engagement Strategy – March 2016

Purpose of the Engagement Strategy:

Intent	<ul style="list-style-type: none"> - To adopt a Local Plan which enables us to fulfil our statutory purposes of National Park designation: <i>to conserve and enhance the natural beauty, wildlife and cultural heritage (of the National Parks); and to promote opportunities for the understanding and enjoyment of the special qualities (of the National Parks) by the public</i> - And allows us to: <i>act as an enabler and advocate for Dartmoor National Park; working with others to deliver a National Park that is thriving, inspirational and valued</i>
Desired Results	<ul style="list-style-type: none"> - More stakeholders are engaged in the process - High number of responses for each section - Attract input from hard to engage groups - Maintaining a high level of input throughout the process - Raising awareness of the importance of engagement with policy to influence decision making
Guidelines	<ul style="list-style-type: none"> - We will involve the community in Local Plan review through a variety of consultation techniques and attract input from a range of different stakeholders - To achieve this we will use the consultation strategy (below)
Resources	<ul style="list-style-type: none"> - A significant amount of staff time and other resources will be required to make the strategy a success (below)
Accountability	<ul style="list-style-type: none"> - The number of attendees at events and formal consultation responses will be monitored throughout the process to measure activity - When input and activity is dropping further promotion of events will begin - Officer experiences of events will allow an assessment of techniques, allowing us to refine our methods throughout the process
Consequences	<p>Success – The production of a Local Plan with high levels of community engagement will:</p> <ul style="list-style-type: none"> - Make it more successful and reduce opposition at the later, formal stages of consultation, - Be a plan that the community have positively inputted into, that they adopt as ‘theirs’; and - Be a plan that works well for a variety of different stakeholders and allows us to fulfil the aims of the DNPA <p>Failure – The production of a plan with low community buy in is likely to:</p> <ul style="list-style-type: none"> - Damage community belief in our abilities and trust of DNPA as a whole; and - Make the later, formal, stages of consultation time consuming and financially unfavourable

Specific consultation bodies: The Coal Authority, Local Enterprise Partnership, Environment Agency, Historic England, Natural England, Network Rail Infrastructure Ltd, Highways England, Relevant Telecommunications Companies, Relevant utility companies, Clinical Commissioning Group, The Homes and Communities Agency, Local Authorities - DCC, TDC, MDDC, SHDC & WDBC, Parish and town councils within or adjacent to DNP

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Key stages, stakeholders, and methods for consultation:

Stage	Statutory Stakeholders	Key Interest Groups	Required – from SCI	Discretionary
Issues and evidence scoping paper – the aim of this is to establish if the plan broken, and if it is, how?	<p>Specific consultation bodies:</p> <ul style="list-style-type: none"> - The Coal Authority - Local Enterprise Partnership - Environment Agency - Historic England - Natural England - Network Rail Infrastructure Ltd - Highways England - Relevant Telecommunications Companies - Relevant utility companies - Clinical Commissioning Group - The Homes and Communities Agency - Local Authorities - DCC, TDC, MDDC, SHDC & WDBC - Parish and town councils within or adjacent to DNP <p>Others we will notify (as committed to in the SCI):</p> <ul style="list-style-type: none"> - Young People (through social media and meetings) - Authority members - Those on our consultation database (including developers, local community, planning agents, local businesses, voluntary sector and special interest groups) - Association of National Park Authorities - Campaign for National Parks - Campaign to Protect Rural England - Dartmoor Preservation Association 	<ul style="list-style-type: none"> - Neighbourhood plan groups - Parish Councils - Those who have recently completed the application process? - Internal: Planning officers - Member steering group - JAC - Duty to Co-operate Groups 	<ul style="list-style-type: none"> - Website updates - Print copies of documents available on request - News release - Social media - Email/mail circulation 	<ul style="list-style-type: none"> - 'Pop-ups' in visitor centres - Could be focus for planning surgery - Ask 3 key questions focusing on the issues users have with the policies - Consultation feedback form - Get Planning Officers to note down their issues – what does/doesn't work and suggestions for improvements - Period of formal consultation (6 weeks) to enable responses to be gathered - Initial 'round table' scoping meetings

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ISSUES AND OPTIONS (split by topic)	Housing	<ul style="list-style-type: none"> - Devon Buildings Group - Open Spaces Society - Housing Associations - Devon Communities Together - Planning Consultants - Shelter - Gypsy Council - Home Builders Federation - National Housing Federation 	<ul style="list-style-type: none"> - Website updates - Print copies of documents available on request - News release - Social media - Email/mail circulation 	<ul style="list-style-type: none"> - Twitter discussions #DartmoorPlan - Specific newsletter - Public meeting or exhibition– advertise locally - Planning for real – use area photos and/or maps - Photo uploads - Interactive Mapping - Focus groups - Debate/discussions - Planning surgery events in different locations, targeting different groups - Business Breakfast
	Resources	<ul style="list-style-type: none"> - Woodland Trust - Forestry Commission - Kaolin and Ball Clay Association - South West Water - RegenSW - Minerals operators - Building Stone Federation - Mineral Products Association 	<ul style="list-style-type: none"> - Website updates - Print copies of documents available on request - News release - Social media - Email/mail circulation 	<ul style="list-style-type: none"> - Twitter discussions #DartmoorPlan - Specific newsletter - Public meeting or exhibition– advertise locally - Planning for real – use area photos and/or maps - Photo uploads - Interactive Mapping - Focus groups - Debate/discussions - Planning surgery events in different locations, targeting different groups - Business Breakfast

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Economy	<p>Specific consultation bodies:</p> <ul style="list-style-type: none"> - Local Enterprise Partnership - Relevant Telecommunications Companies - Local Authorities - DCC, TDC, MDDC, SHDC & WDBC - Parish and town councils within or adjacent to DNP <p>Others we will notify (as committed to in the SCI):</p> <ul style="list-style-type: none"> - Young People (through social media and meetings) - Authority members - Those on our consultation database with an interest - Association of National Park Authorities - Campaign for National Parks - Campaign to Protect Rural England - Dartmoor Preservation Association 	<ul style="list-style-type: none"> - Businesses - Enterprise South Devon 	<ul style="list-style-type: none"> - Website updates - Print copies of documents available on request - News release - Social media - Email/mail circulation 	<ul style="list-style-type: none"> - Twitter discussions #DartmoorPlan - Specific newsletter - Public meeting or exhibition– advertise locally - Planning for real – use area photos and/or maps - Photo uploads - Interactive Mapping - Focus groups - Debate/discussions - Planning surgery events in different locations, targeting different groups - Business Breakfast
Sustainable Communities	<p>Specific consultation bodies:</p> <ul style="list-style-type: none"> - Local Enterprise Partnership - Historic England - Network Rail Infrastructure Ltd - Highways England - Relevant Telecommunications Companies - Relevant utility companies - Clinical Commissioning Group - Local Authorities - DCC, TDC, MDDC, SHDC & WDBC - Parish and town councils within or adjacent to DNP <p>Others we will notify (as committed to in the SCI):</p> <ul style="list-style-type: none"> - Young People (through social media and meetings) - Authority members - Those on our consultation database with an interest - Association of National Park Authorities - Campaign for National Parks - Campaign to Protect Rural England - Dartmoor Preservation Association 	<ul style="list-style-type: none"> - Stagecoach South West - Sport England (South Region) - Teignbridge Access Group - WestDEN 	<ul style="list-style-type: none"> - Website updates - Print copies of documents available on request - News release - Social media - Email/mail circulation 	<ul style="list-style-type: none"> - Twitter discussions #DartmoorPlan - Specific newsletter - Public meeting or exhibition– advertise locally - Planning for real – use area photos and/or maps - Photo uploads - Interactive Mapping - Focus groups - Debate/discussions - Planning surgery events in different locations, targeting different groups

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Environment	<p>Specific consultation bodies:</p> <ul style="list-style-type: none"> - Environment Agency - Historic England - Natural England - Highways England - Local Authorities - DCC, TDC, MDDC, SHDC & WDBC - Parish and town councils within or adjacent to DNP <p>Others we will notify (as committed to in the SCI):</p> <ul style="list-style-type: none"> - Young People (through social media and meetings) - Authority members - Those on our consultation database with an interest - Association of National Park Authorities - Campaign for National Parks - Campaign to Protect Rural England - Dartmoor Preservation Association 	<ul style="list-style-type: none"> - Woodland Trust - Forestry Commission - Dartmoor Commoners Council - Devon Wildlife Trust - National Farmers Union - Ramblers Association - Friends of the Earth - Royal Society for the Protection of Birds - Woodland Trust - Forest Enterprise - Forestry Commission - Moor Trees - Dartmoor Society - Dartmoor Preservation Association 	<ul style="list-style-type: none"> - Website updates - Print copies of documents available on request - News release - Social media - Email/mail circulation 	<ul style="list-style-type: none"> - Twitter discussions #DartmoorPlan - Specific newsletter - Public meeting or exhibition– advertise locally - Planning for real – use area photos and/or maps - Photo uploads - Interactive Mapping - Focus groups - Debate/discussions - Planning surgery events in different locations, targeting different groups
Final Draft Plan (submission version)	<ul style="list-style-type: none"> - Each general and specific consultee invited to make representations should be notified - Notify Special interest groups - Notify Parish councils - Notify Authority members - The residents or other persons carrying on business in the NP 		<ul style="list-style-type: none"> - Website updates - Print copies of documents available on request - News release - Social media - Email/mail circulation - Formal 6 week consultation period 	<ul style="list-style-type: none"> - Twitter discussions #DartmoorPlan - Specific newsletter - Public meeting or exhibition– advertise locally

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Description of methods and resources required: **Green** = intend to use; **Orange** = desirable if resources allow

Method	Description	Resources required
Branding	- Needs to be strong and run through the whole project e.g. Our/Your Dartmoor Plan? Need clear and simple written style from the outset.	- Communication team help in this – strong title and colours required to be used throughout the process on all the documents
Photo uploads	- Ability of people to upload photos of areas that they like or want to protect and parts that need improvement, buildings they think are typically Dartmoor. - New development – what works well and what is not so successful	- Support from IT to set up a webpage - FPO to monitor inputs, respond to suggestions and ensure they are included in the process
Interactive Mapping	- Mapping that allows people to look at different policies by area e.g. conservation area and development boundaries - We could make it so comments could be added, although perhaps these should be kept private so just we can view them	- IT support to set up the mapping and interactive capabilities (Matt is already looking into this)
Website	- Split resources into layers to start with the simple information first and then get more complicated/expert as you go through it - Needs to be searchable - Could be split into categories	- Some help from Mandy to create a more interactive webpage - Need to write information that is ready to put into this layered format
Social media (Twitter discussions #DartmoorPlan)	- Local Plan page for Facebook - Use Twitter, Flickr and Instagram – possible photo competition, what do you like about Dartmoor? – could help access visitors views too - Piggy back other community pages, find out who the administrators are and ask them to forward our messages on, e.g. through private message - Open a twitter discussion on a particular topic each week and encourage people to use the hashtag to aid discussions. - This will allow an informal means to get people talking about the plan and is likely to appeal to a younger audience	- Staff time and possible IT support to set up and maintain social media pages - Some staff time to respond to questions/statements on social media to make it an interactive process
YouTube video	- Could it be a school project (e.g. by the Atrium) to complete a video	- Potential assistance from education department
Planning for real – use area photos and/or maps	- Could be used to aid public meetings and make them more interactive - Maps printed of the area with flags for people to put on key issues, locations for potential development and anything else they would like to highlight	- Large maps - Postits or flags for comments - FPO to facilitate the meetings with support from other officers - Admin support to write up the notes collected
Focus groups and Debate/discussions	- Small group discussions would allow us to target consultation - Groups would be formed of representatives from key interest groups on a particular topic paper	- FPO to facilitate group discussion - Agenda and minute taking - Papers to introduce key issues and discussion points
Planning surgery events	- Events to be held in a number of different locations	- Room or hall in Local Centres or Visitor Centres

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in different locations and targeting different groups	<ul style="list-style-type: none"> - They could be targeted at a specific topic paper or open for all to increase attendance e.g. Farmers one at Princetown - Having a planning officer attend could aid pre-app discussions and lead into how they can input into policy changes for next time - Visitor centres might not be the best location for these - They have not worked very well in the past 	<ul style="list-style-type: none"> - PO and FPO to attend to answer questions and collect responses - Paper copies of plans/topic papers etc. to aid discussion and for people to take away - Some formal comment forms if people wish to send in their responses at a later date
Farmer Drop in day	<ul style="list-style-type: none"> - Discuss with James Aven regarding his once a year drop in day for farmers in Princetown on 19 July - If we do a separate one either don't coincide with market day or go to market and hold it there (mainly Tavistock, Tues and Thurs in Sept) 	<ul style="list-style-type: none"> - Officer time to attend drop in session
Business Breakfast (event in the morning to invite businesses to have a coffee and pastry and discuss the Local Plan)	<ul style="list-style-type: none"> - Breakfast meeting held at Parke (or a local café?), focus will be on businesses with targeted emails and press release. 	<ul style="list-style-type: none"> - Parke Meeting Room or Local Café - Officers to lead the meeting and answer questions, a mix of forward planning officers and DM officers would be most beneficial - Coffee and pastries - Some printed copies of topic papers etc. to aid discussion - Flip charts for key points, and to take them away with us - Next step charts so businesses are aware of when they can input into decision making - Case studies where policies have helped businesses and potential issues? - Some formal comment forms if people wish to send in their responses at a later date
Utilise other meetings/staff	<ul style="list-style-type: none"> - Parish Council workshop – being held shortly, ask them what isn't working, open a two way discussion - Attend a ranger meeting to make them aware of what is going on, the stage we are at and how people can get involved - Dartmoor Business Network – meet every 2 months – Districts also have something similar which we could attend, membership and attendance at these meetings is not great, promotion could increase reach for the meetings we attend 	<ul style="list-style-type: none"> - Staff time to attend relevant meetings to brief different groups - Possible updates through the process to encourage groups to respond to consultations and maintain engagement
Junior rangers	<ul style="list-style-type: none"> - Using them to get involved in the process – asking them to input as a good way to reach engaged 'young people' - Set up a meeting with the junior rangers or boycott one they are already having - Potentially some questions regarding what they think they will want in the future i.e. do they wish to stay living on Dartmoor (if they are already) or move here etc.? 	<ul style="list-style-type: none"> - Staff to attend meetings with the rangers - Feedback forms
Farmer Kitchen table	<ul style="list-style-type: none"> - Could do it in a couple of batches and promote them in the newsletter 	<ul style="list-style-type: none"> - Officer attendance at evening kitchen table meetings (be mindful of

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meetings	<ul style="list-style-type: none"> - Could do first batch by October to scope out issues and then follow it next year by looking at specific scenarios - Then return to the Farmers Forum in Nov/Dec and update them on progress - We should set out key subjects for discussion (housing, historic buildings, conversions and tourism/diversification) 	<ul style="list-style-type: none"> - the weather, if we do them over the summer we will need to be flexible as if the weather is nice farmers will be out working) - Help from Hill Farm Project team to contact farmers and assist with setting up meetings
Specific newsletter or Parish newsletter article	<ul style="list-style-type: none"> - When targeting a specific group or to accompany a topic paper as an explanation - Could also be used to notify consultees of our progress, indicating where we are and when they can comment/get involved 	<ul style="list-style-type: none"> - FPO to write the newsletter - Admin could assist in sending it out to consultees and record any responses
Internal engagement	<ul style="list-style-type: none"> - Link with the monthly internal Planning News – where we are, next steps, when to get involved and when we might ask them to input into the group 	<ul style="list-style-type: none"> - Staff time to produce newsletter/update email
Case Studies/Scenarios	<ul style="list-style-type: none"> - If we had this policy this is what it would mean/what decision would result. RTPI has a good 'imagine if in 5 years' time...' example - Could ask officers and specialists for suggestions of policies that could change and their potential impact? How would a decision have been different if the possible was altered? - We could use examples of issues that we think we have or feel others might have to help ask stakeholders and the public what they think 	<ul style="list-style-type: none"> - Officer time to collect and write relevant case studies
Enjoy Dartmoor	<ul style="list-style-type: none"> - Add an article into Enjoy Dartmoor to target tourists and get their views 	<ul style="list-style-type: none"> - Staff time to write an article - Communication team assistance to edit/review this
Hill Farm Project Newsletter article	<ul style="list-style-type: none"> - Start with the basics e.g. why planning in a Local Centre is different from Open Countryside - Could use case studies/scenarios to highlight an issue - What comes under permitted development? - Promote kitchen table meetings and see if anyone is interested - Split article into two sections, learning and what we are doing, explaining that planning decisions are linked to policy 	<ul style="list-style-type: none"> - Deadline for the next issue is 8 July - Officer time to write article
Local papers/radio	<ul style="list-style-type: none"> - Adverts with key information/dates to target local residents 	<ul style="list-style-type: none"> - Communication team support for designing adverts/information to make it interesting
Farmer focused planning advice note	<ul style="list-style-type: none"> - Simple explanation of the planning system, how it works in the NP and how policy links to planning decisions 	<ul style="list-style-type: none"> - Officer time to write advice note
Public meeting or exhibition– advertise locally	<ul style="list-style-type: none"> - Formal exhibitions - Located in a number of Local Centres over an afternoon/evening to allow people to attend when convenient - Locating the exhibition close to a secondary school could allow us to 	<ul style="list-style-type: none"> - Officers to attend the exhibition - Posters for advertising and the exhibition itself - Plans and maps printed to allow people to look at and/or take away if required.

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	<ul style="list-style-type: none"> link with them to encourage involvement - Advertise with posters, advert in the local press, press release and online promotion 	
Use local notice boards	<ul style="list-style-type: none"> - Brief rangers at a ranger meeting 	<ul style="list-style-type: none"> - Staff time to create posters, communication team support required - Ask Rangers to put up (and take down posters) - Officers to brief rangers
Use libraries	<ul style="list-style-type: none"> - Postcards/posters/freebee? E.g. bookmark, could have 2 sided leaflet with map on one side and key questions on the other - Reference copies available for those without internet access 	<ul style="list-style-type: none"> - Communication team support to design materials for this - Staff time to deliver and collect responses
Outreach van	<ul style="list-style-type: none"> - Go along to shows e.g. Chagford - Need to brief outreach assistants as they may be asked questions when we aren't there 	<ul style="list-style-type: none"> - Staff time to attend shows - Resources to promote the Local Plan process e.g. boards, posters and feedback forms
Pop-up in visitor centres	<ul style="list-style-type: none"> - Set up a pop-up with consultation forms and information on the Local Plan stage - Potential for planning officers to use as a base during consultation periods to enable engagement and drop-in planning surgeries 	<ul style="list-style-type: none"> - Posters/pop-up's - Plans/printed papers for people to look at and take away - Consultation forms that people can complete - Commitment of some planning officer time to facilitate some discussions to enable planning surgery discussions
Put info on the bottom of site notices	<ul style="list-style-type: none"> - Add information, including webpages, and possible QR code to the bottom of site notices, to increase coverage of information and improve the link between planning applications and policy 	<ul style="list-style-type: none"> - Check with DM to see if we are able to do this - Need to brief Officers on this as they might be asked when putting up site notices
Pool car advertisement	<ul style="list-style-type: none"> - Magnetic strips on the site of pool cars could be used to advertise the Local Plan 	<ul style="list-style-type: none"> - Some funding to produce magnetic strips - Communication team help in terms for design
Formal 6 week consultation period	<ul style="list-style-type: none"> - Statutory period, online consultation and option to submit comments in paper format - Forms for completion will make input simpler 	<ul style="list-style-type: none"> - Formal comment forms if people wish to send in their responses - Web survey for people to comment online - Admin support to register comments and respond with acknowledgements

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