



**Fowey Parish**

**Neighbourhood Plan**

# **Communication Strategy and Plan**

## **Introduction**

The Localism Act was passed by Government in November 2011 and came into force in April 2012. The Act allows local areas to produce a spatial development plan for their area and, if adopted, future planning applications would have to have regard to the policies within this plan.

Fowey Town Council has decided that it requires a Neighbourhood Plan and wishes to have one in place as quickly as possible. Realistically, this may take between 12 and 18 months to achieve. The purpose of the Neighbourhood Plan is to:

- To create local planning policies for Fowey Parish which development proposals need to adhere to;
- To protect against inappropriate and speculative development and to provide greater control over development;
- To bring forward action on facilities and improvements, which are needed by the town.

## **Purpose**

Communication with the local community during the Neighbourhood Plan is vital for its success and ultimate support through the referendum; therefore, it is important to develop a coherent strategy of how this will be achieved and plan out key stakeholder engagement.

This strategy sets a framework for communications to develop, promote, and support the Fowey Parish Neighbourhood Plan. We will use the most appropriate channels of communications to reach our wide variety of stakeholders including residents, employees, businesses, community partners, and all levels of government

Communication only works when messages are clear and easy to understand and when it is a two - way process. It's not enough to talk – we also have to be able to listen. Therefore, this strategy will set out to ensure that key messages are developed throughout the various stages of the Neighbourhood Plan, are communicated as widely as possible, and stakeholders are provided with a variety of ways of providing feedback.

## Objectives

The objectives of the Communication Strategy are to:

- Gain support; community engagement is essential in developing consensus, avoiding misconceptions and creating confidence in the process.
  - Understanding the Neighbourhood; to find out what people think and draw on their knowledge is an important part of the evidence base.
  - Ensure that the implications of the development and adoption of the Neighbourhood Plan are understood by all stakeholders.
  - Allow residents and other relevant stakeholders the opportunity to take part in defining the Fowey Parish Neighbourhood Plan.
- Ensure that all stakeholders are aware of the Neighbourhood Plan process to include:
    - the roles and responsibilities of the Neighbourhood Plan Steering Group;
    - the process of creation of the Neighbourhood Plan;
    - the governance, approval, and acceptance of the Neighbourhood Plan;
    - the schedule for the Neighbourhood Plan.
- Ensure appropriate consultation with and communication to all stakeholders, ensuring that:
    - Input into the development and approval of the Neighbourhood Plan has been included;
    - the current status of the Neighbourhood Plan is understood at all times;
    - appropriate approval is gained from key stakeholders;
- Ensure acceptance by Cornwall Council by providing, amongst other things:
    - A Consultation Statement setting out how consultation will be carried out;
    - A Statement of Community Involvement evidencing the engagement with the community.