

TENDRING COLCHESTER BORDERS GARDEN COMMUNITY JOINT COMMITTEE

13 DECEMBER 2022

A.1 **REGULATION 19 CONSULTATION AND SUPPORTING PROMOTIONAL ACTIVITY, AND PROGRAMME TIMETABLE UPDATE**

(Report prepared by Sharon Carter (Communications Manager) and Amy Lester (Garden Community Planning Manager))

PURPOSE OF THE REPORT

To provide the Joint Committee with:

- an update to the programme timetable for progressing the DPD through the plan-making process which will need to be reflected in updates to both Tendring District Council (TDC) and Colchester City Council's (CCC) Local Development Schemes (LDS); and
- an overview of the planned activity to support the next round of consultation on the Tendring Colchester Borders Garden Community (TCBGC) Development Plan Document (DPD) - Regulation 19 'Submission Version Plan' in 2023.

EXECUTIVE SUMMARY

Key Points – Programme Timetable Update

- The TDC and CCC LDS's (June 2021) each contain a timetable for the production of planning documents, including the DPD, as required under section 15 of the Planning and Compulsory Purchase Act 2004 (as amended).
- The LDS must specify (among other matters) the development plan documents (i.e. local plans) which, when prepared, will comprise part of the development plan for the area. LDSs must be made available publicly and kept up to date. It is important that local communities and interested parties can keep track of progress.
- Following the Regulation 18 stage consultation on the DPD earlier this year, the Councils have been carefully considering the representations received and have been preparing and commissioning additional evidence that will inform decisions on the content of the DPD going forward.
- This further work has required the Councils to review the timetable for carrying out the next stages of the plan-making process for the DPD and this report sets out a revised timetable that proposes the following key stages:
 - February 2023 – Draft 'Submission Version Plan' considered by Joint Committee
 - March 2023 – Upon recommendation from the Joint Committee, the Submission Version Plan will be considered by TDC and CCC Full Councils before submission to the Secretary of State
 - May/June 2023 – 6 week Regulation 19 consultation commences and Submission Version Plan submitted to the Secretary of State

- Subject to timetabling by the Planning Inspectorate, an Examination in Public would be expected around Autumn 2023, and subject to the document being found sound, adoption in late 2023/early 2024.
- The Committee is invited to endorse this revised timetable and recommend that the LDS for each Council is amended to reflect it.

Key Points – Regulation 19 Consultation

- TDC and CCC as Local Planning Authorities (LPAs) have statutory requirements to carry out public consultation, as part of the plan making process, as set out in The Town and Country Planning (Local Planning) (England) Regulations 2012. These requirements apply to the Plan for the Garden Community (the DPD).
- Both Councils have Statements of Community Involvement that set out their approach to consultation on planning documents and planning applications in their area.
- The partner Councils on the Garden Community project (including Essex County Council (ECC)) published a shared 'Engagement and Consultation Strategy' in December 2020 outlining a committed approach to engagement in support of preparing the DPD, which goes above and beyond the minimum statutory consultation requirements.
- This report sets out the intended approach to consultation for the Regulation 19 (Submission Version Plan) consultation expected to take place in 2023, as well as the supporting activity to help promote the consultation widely to stakeholders, residents, and communities. These include:
 - 1) Continued use of the engagement website for supporting information such as explainers, jargon busters and downloadable versions of key documents.
 - 2) Use of non-digital marketing methods to widely promote the consultation such as posters, newspaper and magazine adverts, and press coverage.
 - 3) Use of digital marketing methods to widely promote the consultation such as e-newsletters, online advertising and social media.
 - 4) Drop-in events to enable members of the public and stakeholders to speak to planners.

The proposed activity considers the Climate Emergencies declared by both Councils, by making best use of digital resources and keeping printed activity as efficient and economic as possible, whilst still achieving a good level of measurable exposure and engagement.

RECOMMENDATION

That the TCBGC Joint Committee:

- i) notes the updated programme timetables for progressing the Development Plan Document and recommends to the relevant Committee in both TDC and CCC that this is reflected in any update to each Council's Local Development Scheme; and**
- ii) notes the planned activity for the Regulation 19 'Submission Version Plan' consultation.**

SUPPORTING INFORMATION: LDS PROGRAMME TIMETABLE UPDATE

The following updated programme timetable has been prepared in light of the progress of the project and the ongoing anticipated timeframe to adoption of the TCBGC DPD. This will be reviewed and updated as necessary, with all updates reports to the Joint Committee as required. Extracts from the current CCC and TDC Local LDSs can be found with Appendix 2 and 3 of this report.

Tendring Colchester Borders Garden Community Development Plan Document (DPD)

Subject and Scope	This document will contain policies and allocations to guide the new Garden Community proposed at the Tendring/Colchester border. This DPD will be produced jointly with Colchester City Council and Essex County Council.
Geographical Area	The broad location for the Garden Community is identified in the Section 1 Local Plan. The precise boundaries will be designated in this DPD.
Chain of Conformity	Tendring and Colchester Local Plans The relevant Planning Acts and Regulations Essex Minerals and Waste Plans National Planning Policy Framework (NPPF)

Indicative timetable for production

	Current TDC and CCC Local Development Scheme Date	Completed / Amended Indicative Date
Document Preparation	Winter 2020/21 – Winter 2021/22	Winter 2020/21 – Winter 2021/22 (Completed)
Member approval of draft DPD	Winter 2021/22	Spring 2022 (Completed)
Draft DPD Consultation – Regulation 18	Winter 2021/22	Spring 2022 (Completed)
Document Preparation	Spring/Autumn 2022	Summer 2022 - Winter 2022/23 (In Progress)
Member approval of submission DPD	Autumn 2022	Spring 2023
Submission DPD Consultation – Regulation 19	Autumn 2022	Summer 2023
Submission of DPD and Summary of Comments Received to Secretary of State	Winter 2022	Summer 2023
Independent Examination	Winter 2022	Autumn 2023
Inspector's Report	Spring 2023	Winter 2023
Consultation on Modifications	Summer 2023	Winter 2023
Adoption	Summer/Autumn 2023	Winter 2023 (into early 2024)

SUPPORTING INFORMATION: REGULATION 19 ACTION PLAN

1. The Regulation 19 Consultation: The 'Submission Version Plan'

- A downloadable PDF of the Submission Version Plan will be made available on the engagement website and in paper form in TDC and CCC council offices and local libraries, alongside the necessary statutory documentation (for example, the Sustainability Appraisal).
- Given the more formal nature of the Regulation 19 consultation and following feedback requesting that commenting on specific policies be made easier, anyone wishing to comment on the Submission Version Plan online will be directed to a new web page where the consultation questions will be held. This web page will use traditional consultation software, rather than the more informal approach used on the engagement website to date.
- The Regulation 19 consultation specifically requires comments on 'soundness' and 'legal compliance'. These requirements will be explained via supporting content on the engagement website, such as an explainer film and text, and the Community Liaison Group's (CLG) suggested 'Guide to Commenting'.

2. Communicating the Regulation 19 Consultation: Summary of non-digital activity (statutory and non-statutory)

- Letters to TDC and CCC consultee databases
- Hard copies of the Submission Version Plan and supporting documentation in TDC and CCC council offices and libraries
- Posters in community spaces throughout Colchester and Tendring
- Adverts in the Daily Gazette (Colchester) and Clacton Gazette
- Advert in Look Magazine (sent free to circa 80k homes in Colchester and Tendring, dependant on alignment of publication schedules and consultation dates)
- PR
- Adverts in widely circulated free local community magazines (dependant on alignment of publication schedules and consultation dates) such as the Ardleigh Advertiser, Alresford Advertiser and Upmarket Magazine
- Bus Stop adverts (6 sheets) (subject to the availability of suitable media space aligned with consultation dates)
- Drop-in events – where planners will be available to assist stakeholders/residents with any questions. (Representations/comments cannot be made at events, they must be submitted formally via letter/email/online)

3. Communicating the Regulation 19 Consultation: Summary of digital activity (statutory and non-statutory)

- Emails to TDC and CCC consultee databases
- Direct emails to key community contacts such as Town and Parish Councils, the CLG and other community organisations and groups
- E-newsletters
- Non-paid social media on Facebook, Twitter, and LinkedIn
- Paid social media on Facebook and Instagram
- Spotify advertising (music streaming service)
- Online advertising with Newsquest and Business Times in Essex
- Web banners on Council websites

- Email distribution of poster/leaflet/general artwork files to community groups for their use (see *appendix 1 for social media artwork samples for Regulation 19*)

4. Addressing Community and Stakeholder Feedback on the Regulation 18 Consultation

The Draft Plan was too text heavy and lacked imagery and maps.

More imagery and mapping will be used in the PDF version of the Submission Version Plan. Imagery will be limited to areas of supporting text outside of the formal 'policy' sections.

Suggestion of 'Guide to Commenting on the Plan'

This Guide will be produced in consultation with the CLG (Community Liaison Group) and will be published as part of the supporting content for the Regulation 19 consultation. This Guide is not part of the formal consultation process and is not subject to examination by the Planning Inspector.

Better publicity of drop-in events

Dates of drop-in events will be added to artwork for promotional posters and leaflets, in addition to activity undertaken in previous consultation (e.g., e-newsletters, PR, emails and online).

Making it easier to comment against individual policies

As stated above, the consultation itself will be hosted on traditional consultation software, making it easier to comment directly against specific policies.

Promotional leaflets

As outlined above, the partner councils will undertake a broad range of digital and cost effective, carbon light, non-digital activity (e.g., advertising in existing widely distributed publications). Whilst promotional leaflets will not be printed, leaflet artwork will be created and shared digitally with Town and Parish Councils and other community groups etc, for those groups to print any material as they require for their communities.

APPENDICES

Appendix 1:

Examples of social media graphics for the Regulation 19 consultation

Appendix 2:

Extract from Colchester City Council's Local Development Scheme 2021-2024 (June 2021)

Appendix 3:

Extract from Tendring District Council's Local Development Scheme 2021-2024 (June 2021)

BACKGROUND PAPERS

N/A

A.1 Appendix 1 - Examples of social media graphics for the Regulation 19 consultation

**COMMENT
ON THE
PLAN**



Tendring Colchester Borders
Garden Community

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Tendring Colchester Borders
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A.1 Appendix 2 – Extract from Colchester City Council’s Local Development Scheme 2021-2024 (June 2021)

Strategic Growth Development Plan Document

Subject and Scope	This document(s) will include policies and allocations to support the strategic allocation for new development at the Tendring Colchester Borders Garden Community. This is being prepared jointly with Tendring District Council.
Geographical area	As specified in the Local Plan which shows broad locations to the east of Colchester.
Status	Local Development Plan Document
Chain of conformity	Must conform with the broad allocation in the joint strategic Section 1 Local Plan with Tendring and Braintree District Councils.
Timetable for production	
Document preparation	January 2017 – October 2017
Member Approval – Issues and Options	November 2017
Publication and 6 week consultation	November to December 2017
Member Approval – Draft DPD	Winter 2021/22
Draft DPD consultation	Winter 2021/22
Member approval – submission document for consultation	Autumn 2022
Submission DPD consultation	Autumn 2022
Submission of DPD and summary of comments received to Secretary of State	Winter 2022/23
Independent examination	Winter 2022/23
Inspector’s report	Spring 2023
Consultation on modifications	Summer 2023
Adoption	Summer/Autumn 2023
Production arrangements	Planning Policy Team in CBC along with TDC will lead with input from internal CBC service groups, adjacent local authorities, and Essex County Council as appropriate. A Tendring Colchester Borders Garden Community Project Team has been established. The SCI has determined how external parties and members of the public will be involved.
Timetable for review	The Authority Monitoring Report (AMR) will assess the effectiveness of the policies and allocations.

A.1 Appendix 3 – Extract from Tendring District Council’s Local Development Scheme 2021-2024 (June 2021)

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Chain of conformity	Tendring and Colchester Local Plans The relevant Planning Acts and Regulations Essex Minerals and Waste Plans National Planning Policy Framework (NPPF).
Indicative timetable for production	
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Document Preparation	Spring 2022 – Autumn 2022
Member approval of submission DPD	Autumn 2022
Submission DPD Consultation	Autumn 2022
Submission to Secretary of State	Winter 2022
Examination	Winter 2022
Inspector’s report	Spring 2023
Adoption (Full Council)	Summer/ Autumn 2023
Timetable for review	This will be reviewed and updated as necessary.