

**CONGLETON TOWN COUNCIL**  
**COMMITTEE REPORTS AND UPDATES**

<b>COMMITTEE:</b>	<b>Council</b>		
<b>MEETING DATE AND TIME</b>	<b>3<sup>rd</sup> October 2024 7 pm</b>	<b>LOCATION</b>	<b>Congleton Town Hall</b>
<b>REPORT FROM</b>	<b>Deputy Chief Officer Marketing and Communities Manager</b>		
<b>AGENDA ITEM REPORT TITLE</b>	<b>13.2 Congleton Neighbourhood Plan Consultation Plans</b>		
<b>BACKGROUND INFORMATION</b>	<p>This paper assumes that Councillors have approved the previous paper (13.1) with minimal amendments and that Regulation 14 consultation can begin on 14 October 2024.</p> <p>If the document has been rejected on item 13.1 this paper is not required.</p> <p>If significant changes have been requested the timetable attached to this paper will need to be revised.</p> <p>This paper outlines the consultation plans for Regulation 14</p> <p><b>Note:</b> - What will be achievable will depend on the willingness of Councillors to help with certain aspects of the consultation plan. The alternative could be to buy in support from our planning advisors at £500 per day. The costings are based on using staff and councillor time.</p> <p>It is also dependent on the budget being agreed in item 13.1.</p>		
<b>Consultation activities</b>	<p><b>Assuming the Consultation will run from Monday 14 October to Monday 9 December 2024.</b> This is an eight-week rather than 6-week schedule. Allowing a little extra time in case there are any delays on the designated map change or the Strategic Environmental Assessment (SEA)</p> <ol style="list-style-type: none"> <li><b>1. Basic Actions</b> <ol style="list-style-type: none"> <li>a) Press release prepared on the 4 October to announce a 14 October start of consultation.</li> <li>b) The 92-page draft plan discussed in 13.1 printed and hard copies available in key locations.</li> <li>c) Survey Monkey prepared to make it easier for people to give feedback and comments. Paper copies of the survey also printed</li> <li>d) Mail Chimp put in place for emails to statutory groups and interested individuals. New email set up <a href="mailto:CongNP@congleton-tc.gov.uk">CongNP@congleton-tc.gov.uk</a></li> </ol> </li> <li><b>2. Physical Marketing</b> <ol style="list-style-type: none"> <li>a) Posters - noticeboards from 14 Oct to 9 December</li> <li>b) Banners - Fire Station, Bear Roundabout, High School – eight weeks</li> </ol> </li> </ol>		

	<ul style="list-style-type: none"> <li>c) Pop-up banners for stalls</li> <li>d) 4 page pull out in Bear Necessities – out mid-October</li> <li>e) 1 page in Bear Town Voice – early October – the expectation of consultation</li> <li>f) 2 page in Bear Town Voice – early November - pushing the consultation</li> <li>g) Articles in the press - all eight weeks in the Chronicle starting 17 October – policy area per week</li> <li>h) Summary leaflet – explaining the basic policies and how to have your say</li> <li>i) Drop-in sessions in the Town Hall – will need display materials</li> <li>j) Stall booked for Makers Market – on the 26 October – will need to be staffed. Also for Christmas Lights – 29 November</li> <li>k) Roadshow tables at West Heath, Tesco's, Barn Road.</li> <li>l) Paper copies of Survey Monkey – Library, CIC, NLC, St John's Community, cafes</li> <li>m) Letter to businesses via Chamber of Commerce (paid for) 14 October</li> <li>n) Running and advertising a free prize draw to encourage more people to respond to the questionnaire – one draw to cover physical and digital</li> <li>o) Articles and items for discussion sent to group meetings across Congleton</li> <li>p) School assemblies - High Schools</li> <li>q) School assemblies – Primary Schools</li> </ul> <p><b>3. Digital</b></p> <ul style="list-style-type: none"> <li>a) Upload all the policies on <a href="http://www.Congletonneighbourhoodplan.co.uk">www.Congletonneighbourhoodplan.co.uk</a></li> <li>b) Create URLs for each of the 28 policies/ aspirations</li> <li>c) On-line Survey Monkey created for wide consultation – offer one prize of £100 and 2 of £50 for non-statutory responses drawn at the end of the close of the consultation. Paper copies will be added into the mix for the draw</li> <li>d) Mail Chimp set up to mail out information about the policies.</li> <li>e) A database has been created containing statutory addresses sent by CEC, local contacts, local groups. They will be sent an email and links to the document and checked on response numbers. There are around 250 emails in this database.</li> <li>f) Emails will be sent to all shops via the office database.</li> <li>g) A schedule of social media posts will be scheduled to cover all 28 policies and seek feedback on individual policies. The consultation will be via Facebook, Instagram and X (Twitter).</li> </ul> <p>Provide editorial for local newsletters – schools, U3A, church groups, rotary, WI – large groups which have regular news updates.</p>
<b>Environmental Considerations</b>	The Neighbourhood Plan document has been written with the intention of strengthening environmental protection for Congleton. Consultation materials will

	use sustainable sources and re-useable materials where possible. Use of digital communications will reduce the need for paper copies.
<b>Equality Considerations</b>	A great deal of thought has been put into making the consultation document as accessible as possible. Efforts will be made to reach out to all groups in that make up our community.
<b>Financial Considerations</b>	In item 13.1 Councillors discussed viring funds from Legal and Professional services to dedicate to the Neighbourhood Plan cost centre. Approximately £6,000 will be needed for consultation activities – including design, print, adverts and consultation materials. If no budget has been allocated in item 13.1 then activities will be restricted to what can be achieved using officer and councillor time. The remainder of the Neighbourhood Plan cost centre will be allocated to professional support in shaping the post-Regulation 14 document to take account of the consultation responses and preparing the support documents needed for Regulation 15 (when the document is handed over to Cheshire East)
<b>PROPOSAL</b>	<p>To approve that the following actions take place: (to note any deletions or additions)</p> <ol style="list-style-type: none"> <li>1. Basic (a – d)</li> <li>2. Physical (a – q)</li> <li>3. Digital (a – g)</li> </ol>