



Stratford-upon-Avon
neighbourhood plan

Your Town, your Plan... it's time to write the future

Communications and Consultation Plan

28 February 2013

Route Map

- Key Communications Messages
- Production of Publicity Materials
- Undertake Communications Campaign



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Key communications Messages

- Stratford residents will vote on the Plan
- We need to reflect the views of residents and other stakeholders in the plan – not only the Steering Group
- We have listened to people's concerns and what follows is intended to address some of these concerns
- Will undertake further consultation and verification



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Key Communications Messages

- Four workshops planned throughout March:-
- Character; Heritage; Design Consideration; Open Spaces and Trees
- Regeneration
- Town Centre
- Vision and Collation of Above



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Key Communications Messages

- The Core Team:-
- Sarah Summers, Mark Haselden, Val Harris, Charlie Neil, Richard Rose
- For each workshop, various steering group members are participating



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Production of Publicity Materials

Throughout April:

- Feedback Survey Form
- Press Releases
- Photographic Material
- On Message Presentations
- Website Content
- Video
- Display Material



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Undertake Communications Campaign

Build momentum to the Open Days:

- Editorial, Adverts, Wrap Around, Bridging the Gap
- Website, You Tube, Facebook
- Radio Interviews
- Special Interest Groups Presentations



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Undertake Communications Campaign

- Detailed Gantt Chart of Who Does What When
- Your Participation Requested



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Town Hall Open Weekend

- Consultation Days at Town Hall late Spring
- Display Material
- Video Presentation
- Rotation of NDP Team and Town Councillors to Answer Questions
- Feedback Survey Forms



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Final Consultation

- Submit Draft NDP to interested groups including Town Council, Stratford Voice and Stratford Society
- Liaise with Core Strategy Team
- Hold additional workshops as appropriate
- Circulate consultation draft
- Prepare submission draft
- Inspection and referendum



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