

# INFORMATION PACK

## NEIGHBOURHOOD PLANNING NETWORK

FEBRUARY 2015

## GENERAL TOP TIPS

1. Look at examples from other areas; find styles and formats that suit the type of plan you'd like to produce. *Remember you can learn bad practice as well as good.*
2. Speak to the local authorities early on, to find out what support is available.
3. Prepare a project plan – set out a programme of key dates, activities/milestones and who will do these, this will help keep the project on track.
4. Groups found that it takes longer than you think and costs more than you think.
5. Speak to key community groups and individuals from the area.
6. Don't leave communication until the referendum, keep the community informed and involved as the plan develops.
7. Find out what issues are important to the community, engage with a range of groups and be sure that your plan promotes equality.
8. Look at the evidence you already have; Local Plan evidence base, LSR Online, Parish Plans, etc.
9. Use existing groups when consulting on the plan rather than organising extra events.
10. Regularly check the DCLG website for useful information and contact them directly with any comments/issues or useful case studies.
11. Use opportunities to network with other Neighbourhood Plan groups to share ideas/lessons learnt.
12. Read about the examinations to date and be clear about what the inspectors will be looking for in the examination.

## **COMMUNICATIONS TOP TIPS**

### **1. Have a clear objective or aim**

Set this at the start, or at least put measures in place to work towards setting one once you have more of an understanding of a realistic target. This can be regularly reviewed to keep things on track. What does success look like?

### **2. Set out your brand values (what you stand for) from the outset**

Everything you do and communicate should support this.

### **3. Consistency is key**

All communications should be recognised as being part of your campaign to create more of an impact, build repetition and trust in a professional organisation.

### **4. Who are you aiming your communications at?**

They will inform your campaign. Think about the needs of each audience group, what will motivate them to engage with your campaign, then draft some key messages tailored to each group. One size does not fit all!

### **5. Think of a strategy**

How will you get from where you are now to your final destination (no bus related pun intended!)? For example, a local 'friends of' the route would offer opportunities for wider community involvement through publicity, events and care for roadside information and facilities. Being local, they may be able to motivate their neighbours towards behaviour change.

### **6. What methods of communication would suit your audience best?**

Different methods are useful for conveying different kinds of messages.

Twitter or texts might be useful in keeping people informed about delays on buses or meeting reminders but not as helpful in conveying the concept of the partnership. Posters might be better for raising awareness, rather than providing lots of detail.

Lots of information might be best conveyed through community publications or newsletters.

Consider accessibility - not everyone will have easy access to the internet.

### **7. How you communicate/ language**

Keep it simple, without technical jargon. Don't use acronyms at all if possible, and never without explanation. Be consistent with dates and times, etc. Consider people with visual impairments. Get someone else to proof read to check the grammar, punctuation and spellings, etc. ALWAYS include contact details or web address.

### **8. Evaluation**

Regularly review what works and what doesn't work so that you can keep focused and maximise your resources.

Volunteering and community based projects are best kept at a very local, targeted level.

If you need any help or advice around communications and marketing, you can contact the county council's communications team by emailing [comms@leics.gov.uk](mailto:comms@leics.gov.uk).

## **Media contacts list**

### **Regional Television**

#### **East Midlands Today**

Address: London Road, Nottingham NG2 4UU  
Telephone: 0115 902 1930/1  
Email: [emt@bbc.co.uk](mailto:emt@bbc.co.uk)

#### **Central TV**

Address: Gas Street, Birmingham B1 2JT  
Telephone: 08448 814 000  
Email: [centralnews@itv.com](mailto:centralnews@itv.com)

### **Regional Radio**

#### **BBC Radio Leicester**

Address: 9 St Nicolas Place, Leicester LE1 5LB  
Telephone: 0116 251 6688  
Email: [radio.leicesternews@bbc.co.uk](mailto:radio.leicesternews@bbc.co.uk)

#### **Gem 106 FM**

Address: City Link, Nottingham NG2 4NG  
Telephone: 0115 910 6100 or 0115 910 6116  
Email: [news@gem106.co.uk](mailto:news@gem106.co.uk)

#### **Capital Radio FM**

Address: Chapel Quarter, Maid Marian Way, Nottingham NG1 6HQ  
Telephone: 0115 873 1520  
Email: [eastmidlands.news@capitalfm.com](mailto:eastmidlands.news@capitalfm.com)

#### **Oak FM**

Address: 3, Martins Court, Telford Way, Coalville LE67 3HD  
Telephone: 01530 835108  
Email: [studio@oakfm.co.uk](mailto:studio@oakfm.co.uk)

#### **Harborough FM**

Address: Fernie House, Fernie Road, Market Harborough LE16 7PH  
Telephone: 01858 464666  
Email: [news@harboroughfm.co.uk](mailto:news@harboroughfm.co.uk)

## **Hermitage FM**

Address: 2A, Hotel Street, Coalville LE67 3EP

Telephone: 01530 460992

Email: [admin@hermitagefm.co.uk](mailto:admin@hermitagefm.co.uk)

## **Regional Newspapers**

### **Leicester Mercury/ Loughborough Mercury**

Address: Third Floor, St George Street, Leicester LE1 9FQ

Telephone: 0116 222 4241

Email: [newsdesk@leicestermercury.co.uk](mailto:newsdesk@leicestermercury.co.uk)

### **Coalville Times**

Address: Bridge Road, Coalville LE67 3QP

Telephone: 01530 813101

Email: [editor@timesandleader.co.uk](mailto:editor@timesandleader.co.uk)

### **Harborough and Lutterworth Mail**

Address: 9, Northampton Road, Market Harborough LE16 9HB

Telephone: 01858 436000

Email: [newsdesk@harboroughmail.co.uk](mailto:newsdesk@harboroughmail.co.uk)

### **Hinckley Times**

Address: The Atkins Building, Lower Bond Street, Hinckley LE10 1QU

Telephone: 01455 891190

Email: [hinckleytimes@trinitymirror.com](mailto:hinckleytimes@trinitymirror.com)

### **Loughborough Echo**

Address: Princes' Court, Royal Way, Loughborough LE11 5XR

Telephone: 01509 232632

Email: [andy\\_rush@mrn.co.uk](mailto:andy_rush@mrn.co.uk)

### **Melton Times**

Address: 49, Nottingham Street, Melton LE13 1NT

Telephone: 01664 410041

Email: [Christian.march@meltontimes.co.uk](mailto:Christian.march@meltontimes.co.uk)

**Plus your parish magazines . . .**

**Strategic Environmental Assessments (SEAs) and  
Sustainability Appraisals (SAs) Information Sheet  
Neighbourhood Planning Networking Event  
10<sup>th</sup> February 2015**

**The Facts**

The Planning Advisory Service (PAS) is part of the Local Government Association (LGA) and is directly funded by the Departments for Communities and Local Government to help local authorities understand and respond to planning reform. They publish helpful Neighbourhood Planning frequently asked questions on their website:

[http://www.pas.gov.uk/web/pas1/45-faq/-/journal\\_content/56/332612/15205/ARTICLE](http://www.pas.gov.uk/web/pas1/45-faq/-/journal_content/56/332612/15205/ARTICLE)

***Does the neighbourhood plan have to conform to the local plan?***

*One of the basic conditions that neighbourhood plans or orders must satisfy is that they are in **general** conformity with the **strategic** policies of the adopted development plan for the local area, i.e. the high-level strategic elements in the local plan that are essential to delivering the overall planning and development strategy for the local area.*

*Some LPAs in the process of preparing their Local Plan have clearly identified their strategic policies in their draft Local Plans. This can provide clarity to the neighbourhood plan making process and examination.*

***What is the importance of evidence in a neighbourhood plan?***

*There is no check-list of evidence or reports which a neighbourhood plan must contain. This will depend on the range and scope of individual plans. It will be the same rule as applies for local plan work ie it should be appropriate, proportionate and up-to-date. The evidence for neighbourhood plans can come from a range of sources eg LPA, local interest groups, local businesses and local developers as well as from central and local government.*

*Sharing evidence from your local plan data base will be one of the key roles that you can play to help support neighbourhood planning PAS has produced a tool to help LPAs provide evidence for communities working on neighbourhood plans.*

**Applying this in Leicestershire**

**This note is intended as a guide only; to find out if your neighbourhood plan should be supported by a SEA or a SA, speak with your local planning authority.**

There have been many recent changes in this area, National Planning Policy Guidance regarding Sustainability Appraisals and Strategic Environmental Assessments can be found at:

<http://planningguidance.planningportal.gov.uk/blog/guidance/>

A useful starting point for SA / SEA advice on Neighbourhood Planning is the Levett Therivel 'DIY SA': *SUSTAINABILITY APPRAISAL (including strategic environmental assessment) OF NEIGHBOURHOOD PLANS*. Please note that this was published in August 2011, so should be supplemented with current Neighbourhood Planning advice and guidance.

[www.levett-therivel.co.uk/DIYSA.pdf](http://www.levett-therivel.co.uk/DIYSA.pdf)

The Leicestershire Local Authorities are on hand to advise on these issues, speak to your local planning authority contacts if you have any queries or concerns.

# Economic Development

The County Council agreed at Cabinet on 13<sup>th</sup> November 2012 its own economic growth priorities which set out how the Council will support the Leicester and Leicestershire Economic Priorities to deliver growth in the County. In particular the Council will seek to support the following priorities which members of the Communities and Places Team are currently working towards:

- **Worklessness;**
  - Employer and stakeholder engagement
  - Placing the work-ready in employment
  - Improving work readiness
  
- **Employment Land & Buildings;**
  - Broadband
  - Site enablement and district investment
  
- A specific sector focus on **Distribution and Logistics;**
  
- **Capital Availability;** and
  - Developing a Loan/Grant fund
  
- **Enterprise Growth.**
  - Supporting the rural economy
  - Business advice and mentoring
  - Supporting social enterprise

**Leicestershire County Council cabinet will be presented with an 'Enabling Growth Plan' in March 2015 that will update the economic growth priorities to reflect the 'Strategic Plan: 2014-18' and the Leicester & Leicestershire Enterprise Partnership's 'Strategic Economic Plan: 2014-20'.**

## **STATEMENT FROM THE LEICESTERSHIRE AND RUTLAND ASSOCIATION OF LOCAL COUNCILS**

“A number of Parish Councils contacting Association in relation to parishioners being part of formal decision making in relation to a Neighbourhood Plan.

Parish Council law is seen by many as being out of sync with the Government’s desire for high levels of community involvement in the development of Neighbourhood Plans due to there being a limited number of options open to Parish Councils wishing to actively involve parishioners in Parish Council formal decision making, and other formal Parish Council functions.

Some general issues that we encounter when advising member Parish Councils which may not be legally compliant are;

- Parishioners on Parish Council Neighbourhood Plan Committees voting on decisions of that committee;
- Community groups set up to undertake Neighbourhood Planning activities making decisions to incur expenditure on behalf of the Parish Council;
- Parish Councils “administering” (i.e. holding) funds for a separate Neighbourhood Plan community group;
- And more!

We are aware that an increasing number of legal challenges to adopted Neighbourhood Plans are focussed on procedural irregularities rather than planning concerns, and Association wishes to support their member councils in ensuring that structures which are put in place are legally compliant and fit for purpose, thereby minimising the risk of future challenge. Any member council that is unsure should take advice from the Association”



## YOUTH PROVISION CONTACTS

<p><b><u>Blaby</u></b> Bethan Harriman Partnerships &amp; Early Help Grants Co-ordinator T: 0116 2727718 W: <a href="http://www.blaby.gov.uk">www.blaby.gov.uk</a></p> <p><b>Sangita Jobanputra</b> Development Office Voluntary Action Leicestershire 0116 257 5012 E: <a href="mailto:sangita.j@valonline.org.uk">sangita.j@valonline.org.uk</a></p> <p><b>Jacky York</b> Business Development Officer YOUNG LEICESTERSHIRE LIMITED T: 0116 275 0489 M: 07584 033386 E: <a href="mailto:office@youngeicestershire.org.uk">office@youngeicestershire.org.uk</a> W: <a href="http://www.youngeicestershire.org.uk">www.youngeicestershire.org.uk</a> P: <a href="mailto:jacky.york@youngeicestershire.org.uk">jacky.york@youngeicestershire.org.uk</a></p> <p><b>Leicestershire County Youth Service</b> Penny Pugh – Youth Work Manager E: <a href="mailto:Penny.Pugh@leics.gov.uk">Penny.Pugh@leics.gov.uk</a></p>	<p><b><u>Charnwood</u></b> <b>Sarah Coupe</b> Children and Young People's Strategic Co-ordinator T: 01509 632544 / 07720 349646 <a href="mailto:sarah.coupe@charnwood.gov.uk">sarah.coupe@charnwood.gov.uk</a></p> <p><b><u>Leicestershire County Youth Service</u></b> Helen Bakewell – Youth Work Manager E: <a href="mailto:Helen.Bakewell@leics.gov.uk">Helen.Bakewell@leics.gov.uk</a> T: 0116 3053161</p> <p>Andrew Lake E: <a href="mailto:Andrew.Lake@leics.gov.uk">Andrew.Lake@leics.gov.uk</a></p>
<p><b><u>Harborough</u></b> <b>Stella Renwick</b> Children's Rights Co-ordinator &amp; Positive Activities for Young People Co-ordinator T: 01858 821283 M: 07500 952214 E: <a href="mailto:s.renwick@harborough.gov.uk">s.renwick@harborough.gov.uk</a> W: <a href="http://www.harborough.gov.uk">www.harborough.gov.uk</a></p> <p><b>Sian Pointing</b> Rural Youth Voice Project M: 07576 021 144</p> <p><b>Sangita Jobanputra</b> Development Office Voluntary Action Leicestershire T: 0116 257 5012 E: <a href="mailto:sangita.j@valonline.org.uk">sangita.j@valonline.org.uk</a></p> <p><b>Leicestershire County Youth Service</b> Penny Pugh – Youth Work Manager E: <a href="mailto:Penny.Pugh@leics.gov.uk">Penny.Pugh@leics.gov.uk</a></p>	<p><b><u>Hinckley</u></b></p> <p><b>Leicestershire County Youth Service</b> Stuart Cross – Youth Work Manager E: <a href="mailto:stuart.cross@leics.gov.uk">stuart.cross@leics.gov.uk</a></p> <p><b>Stuart Cross</b> Early Help 11-19/25 Manager Locality 1 (Hinckley &amp; Bosworth and North West Leicestershire) Leicestershire County Council E: <a href="mailto:stuart.cross@leics.gov.uk">stuart.cross@leics.gov.uk</a> T: 0116 305 6338 M: 07508 034153</p>

<p><b>Melton Mowbray</b>  <b>Lucy Brown</b>  Neighbourhood Support Officer &amp; Integrated Youth Support Services Manager  Melton Borough Council  E: <a href="mailto:lkeeley@melton.gov.uk">lkeeley@melton.gov.uk</a>  T: 01664 502347</p> <p><b>Ruth Peak</b>  County Youth Worker (Borough of Melton)  T: 01664 565460  M: 07765 123976  W: <a href="http://www.thejitty.com/clubs/melton">www.thejitty.com/clubs/melton</a>  or follow us on twitter @meltonyouth</p> <p><b>Leicestershire County Youth Service</b>  Helen Bakewell – Youth Work Manger  E: <a href="mailto:Helen.Bakewell@leics.gov.uk">Helen.Bakewell@leics.gov.uk</a>  T: 0116 3053161</p>	<p><b>NWL</b>  <b>Wendy May</b>  Community Focus Team Leader, Stronger and Safer Communities Team  Direct Line: 01530 454769  E: <a href="mailto:wendy.may@nwleicestershire.gov.uk">wendy.may@nwleicestershire.gov.uk</a>  W: <a href="http://www.nwleics.gov.uk">www.nwleics.gov.uk</a></p> <p><b>Leicestershire County Youth Service</b>  Stuart Cross – Youth Work Manager  E: <a href="mailto:stuart.cross@leics.gov.uk">stuart.cross@leics.gov.uk</a></p> <p><b>Stuart Cross</b>  Early Help 11-19/25 Manager  Locality 1 (Hinckley &amp; Bosworth and North West Leicestershire)  Leicestershire County Council  E: <a href="mailto:stuart.cross@leics.gov.uk">stuart.cross@leics.gov.uk</a>  T: 0116 305 6338  M: 07508 034153</p>
<p><b>Oadby &amp; Wigston</b>  <b>Sue Castleton</b>  Youth and Community Manager  Community Action Partnership  T: 0116 278 4230  W: <a href="http://www.communityactionpartnership.org.uk">www.communityactionpartnership.org.uk</a></p> <p><b>Leicestershire County Youth Service</b>  Penny Pugh – Youth Work Manager  E: <a href="mailto:Penny.Pugh@leics.gov.uk">Penny.Pugh@leics.gov.uk</a></p> <p><b>Mark Smith</b>  Oadby &amp; Wigston Borough Council  E: <a href="mailto:Mark.Smith@oadby-wigston.gov.uk">Mark.Smith@oadby-wigston.gov.uk</a>  T: 0116 288 8961</p>	<p><b>Leicestershire</b>  <b>Young Leicestershire</b>  Blaby Boys Club Warwick Road, Whetstone, Leicester LE8 6LW  T: 0116 275 0489</p> <p><b>Deazle Consultancy</b>  17 Wellington Street, Leicester, City of Leicester, Leicester LE1 6HU  T: 0116 255 5560</p> <p><b>Leicestershire Youth Offending Service</b>  Nyasha Nyambuya or Julian Robertson  T: 0116 305 0030</p>

## **NEIGHBOURHOOD PLANNING IN LEICESTERSHIRE**

### **Useful Contacts & Resources**

Leicestershire County Council  
Strategy, Partnerships & Communities  
[www.leics.gov.uk/index/environment/planning/neighbourhoodplanning](http://www.leics.gov.uk/index/environment/planning/neighbourhoodplanning)  
T: 0116 305 7034

Leicestershire & Rutland Association of Local Councils  
[www.leicestershireandrutlandalc.gov.uk](http://www.leicestershireandrutlandalc.gov.uk)  
T: 0116 235 3800

The Supporting Communities and Neighbourhoods in Planning Programme which helps local groups develop neighbourhood plans  
Visit: [www.locality.org.uk/projects/building-community/](http://www.locality.org.uk/projects/building-community/)

Voluntary Action LeicesterShire  
T: 0116 257 5012  
[sangita.j@valonline.org.uk](mailto:sangita.j@valonline.org.uk)

Leicestershire & Rutland Rural Community Council  
RCC Rural Action Team  
T: 0116 2662905  
[ruraladvice@ruralcc.org.uk](mailto:ruraladvice@ruralcc.org.uk)  
[www.ruralcc.org.uk/neighbourhood-planning1](http://www.ruralcc.org.uk/neighbourhood-planning1)

LSR On-line (LeicesterShire Statistic and Research information)  
[www.lsr-online.org](http://www.lsr-online.org)

Planning Advisory Service (PAS)  
The PAS have a number of guides, tools, templates and case studies to support neighbourhood planning.  
[www.pas.gov.uk/neighbourhood-planning](http://www.pas.gov.uk/neighbourhood-planning)

Department for Communities and Local Government  
[www.gov.uk/government/policies/giving-communities-more-power-in-planning-local-development/supporting-pages/neighbourhood-planning](http://www.gov.uk/government/policies/giving-communities-more-power-in-planning-local-development/supporting-pages/neighbourhood-planning)