

# Strategic Communications Plan:

## Local Plan Reg 19a consultation

Project Name	Local Plan Reg19a consultation
Objective(s) of project	<ul style="list-style-type: none"> <li>Engage residents and stakeholders with this stage of Local Plan</li> <li>Explain how the Local Plan has evolved – the process</li> <li>Explain this Local Plan is reaching final stages - the last chance for you to review it before <b>xx date</b></li> <li>Explain how allocations were considered and accepted or rejected</li> </ul>
Project Lead (name & title)	Ed Freeman / Matt Dickins
Comms lead	Anne Mountjoy/Beth Sharp/Patrick Lowe
Date	7.11.24

### Project Background

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The evolution of the Local Plan has been taking place since 2020. As this work reaches its final stage, residents and local stakeholders are given an opportunity to challenge or comment on the latest proposals in the Local Plan. This builds on the series of Strategic Planning Committee meetings focussing on each town/parish allocations, where residents were invited to participate.

Subject to new Government guidance and timeframes on National Planning Policy Framework, the timeline for the Regulation 19 consultation of the Local Plan is as follows:

3 Dec 24 - reports for Strategic Planning Committee to be published, including Local Plan  
 11 Dec 24 - Strategic Planning Committee reviews Local Plan proposals  
 Jan 25 - Reg 19a consultation begins  
 Feb/March 25 - Reg 19a consultation closes  
 May – June 25 - Reg 19b (new town) consultation

### Campaign/Project Objectives and Strategy

#### Overall project/campaign objectives

- Engage as many residents and businesses as possible using appropriate comms channels to reach a wide demographic
- Create a 'theme-based' campaign plan, highlighting different aspects of the Local Plan. The campaign plan will create an 'action plan' for comms using a wide range of channels, eg newsletters, press releases, social media, video, imagery
- Ensure understanding about the 'final stage' is clearly communicated

- Use plain English to achieve maximum understanding

## Key messages

1. The Local Plan helps guide and inform decisions on where new housing and employment development will take place in East Devon and how we will protect our outstanding coast, countryside and heritage assets.
2. The need for new housing is greater than ever, so the need to ensure the right sort of homes are built in the right places is equally great.
3. Housing numbers are set by central government and there is little we can do about them – but we can decide where these new houses will be.
4. New development can bring many benefits, including:
  - Affordable housing;
  - Community facilities and amenities;
  - More and better paid jobs;
  - Creating vibrant and active communities.
5. We understand the impact that new development has on infrastructure and the need for this to be addressed. An Infrastructure Delivery Plan will support the new Local Plan to help ensure development occurs in a co-ordinated manner and happens in the right places at the right time.
6. We have:
  - Identified land for development for a broad range of uses;
  - Identified areas that should be conserved or enhanced – and where future development should be carefully managed;
  - Set out clear policies that guide decisions on planning applications;
  - Indicated how the plan will be delivered and how progress will be monitored.
7. Over the last couple of years, we've asked for your views on the next plan – which covers the period up until 2042 – over two consultations. These consultations were at what is known as 'Regulation 18', which is the *preparation* stage of the plan. We received thousands of responses – whether in person at one of our engagement events, by email, online through our Commonplace web site or in the post.
8. We've listened to what you've had to say and adjusted our policies accordingly. We are now at 'Regulation 19' – or the *publication* stage. The Regulation 19 stage is not a repeat of earlier consultations that have helped to shape the Local Plan but a final opportunity for you to say what you think.
9. This is the last chance to have your say before the plan is submitted, along with any comments you or anyone else makes, for examination. This will be conducted by a government appointed Planning Inspector or inspectors. So, have your say and help shape East Devon's future! Visit [www.eastdevon.gov.uk/local-plan](http://www.eastdevon.gov.uk/local-plan)