



WORTHING BOROUGH COUNCIL

ENGAGEMENT STRATEGY

Regulation 18

October 2018



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Worthing Borough Council Draft Local Plan

Regulation 18 Consultation

Engagement Strategy

1. Why Undertake Consultation?

- 1.1 Community involvement and consultation is a key part of any Council's decision making process. Worthing Borough Council believes that the whole community should have the opportunity to engage in the preparation of Worthing's Planning Policy documents which includes the draft Worthing Local Plan. Adur and Worthing Councils have a Consultation Policy Statement¹ which sets out the minimum standards that the Councils must follow when developing and undertaking consultation and engagement exercise to ensure consistency across all Council services.
- 1.2 The Government sets out statutory consultation requirements that the Council must follow when publicising public consultation on Local Plans. In addition to the legal requirements, additional publicity options will be used to help ensure that as many stakeholders as possible in Worthing are made aware of public consultation on the draft Local Plan and of the opportunity to comment.
- 1.3 Adur and Worthing Councils have a Joint Statement of Community Involvement (2012)² which describes how the public, businesses and interest groups within Worthing can get involved in planning. The Statement of Community Involvement (SCI) sets out the consultation measures that the Councils will undertake when consulting on Planning Policy documents. The preparation of a SCI is a legal requirement and the Council is legally obliged to comply with it. The principles include: keeping the consultation process simple; communicating clearly; making sure it is easy to be involved; ensuring the public's involvement counts; and sharing information and feedback.

2. Consultation Methods

- 2.1 The purpose of this Engagement Strategy is to build upon the SCI and the Consultation Policy Statement and to set out specifically how the Council will consult/engage throughout the Local Plan consultation process. This will ensure that consideration is given to the most effective way of communicating the particular issue and that the methods engaged are proportionate to the scale and context of the draft Local Plan. The overall aim of the strategy is to ensure as many people as possible in the borough know about the Local Plan and have some

¹ <https://www.adur-worthing.gov.uk/media/media.124557.en.pdf>

² <https://www.adur-worthing.gov.uk/media/media.105544.en.pdf>

understanding of its content and context. The consultation material produced will help to prevent misinformation about the Plan from circulating. The activities help to ensure that the consultation period is kept in the public eye for the whole six weeks and to encourage as many people as possible to engage with the consultation process.

2.2 The table below sets out the activities the Council will undertake during public consultation. The activities planned go beyond the basic legal requirements of Plan preparation and aim to engage fully with a wide range of the community and stakeholders.

2.3 It is recommended that this Engagement Strategy is read in conjunction with the Council’s Joint Statement of Community Involvement with regards to finding out further information on the statutory consultation requirements.

Consultation Period:

Wednesday 31st October 2018 – 5pm Wednesday 12th December 2018

Consultation Method	Desired Aim / Outcome
Notification emails and letters	<p>Notify specific consultation bodies and appropriate general consultation bodies and inform them how the document can be viewed and how comments can be made.</p> <p>This process directly notifies statutory and non-statutory consultees (organisations that the Council consider that will have an interest in the draft Local Plan) that the draft Local Plan has been published for consultation and will set out the procedure on how to comment on the contents of the Draft Local Plan. Comments can be made on any parts of the Plan including particular policies or sites.</p>
Notification emails and letters	<p>Notify those people (i.e. the public) and organisations that have registered their contact details on the consultation database via email or post. This includes all those that responded to the Worthing Local Plan Issues & Options consultation in 2016.</p> <p>This process directly notifies those that have requested to be kept informed of the Local Plan progress. This notification will inform that the draft Local Plan has been published for consultation and will set out the procedure on how to comment on the contents. Comments can be on any parts of the plan including particular policies or sites.</p>

<p>Microsite - Dedicated webpage for the Local Plan which contains the electronic version of the draft Local Plan and all related documents and evidence base.</p> <p>www.adur-worthing.gov.uk/worthing-local-plan</p>	<p>Ensuring easy access to the draft Local Plan and supporting documents electronically for communities, businesses and key stakeholders. Website covers the main theme areas of the draft Plan with leaflets summarising key topic areas available to be downloaded. Enables people to gain different perspectives on key topics.</p>
<p>Hard copies are provided for reference purposes at the following locations:</p> <ul style="list-style-type: none"> • Worthing Borough Council, Portland House, 44 Richmond Road, Worthing, West Sussex, BN11 1HS • Worthing Borough Council, Worthing Town Hall, Chapel Road, Worthing, West Sussex, BN11 1HA • All libraries within Worthing Borough 	<p>Ensuring easy access to the document in hard copy for communities, businesses and key stakeholders. Enables hard to reach people, such as the elderly and those without access to a computer, the opportunity to view the draft Local Plan.</p>
<p>Social media –Details of public consultation is advertised on Adur and Worthing Council’s Facebook and Twitter page</p> <p>www.facebook.com/AdurWorthingCouncils</p> <p>https://twitter.com/adurandWorthing</p>	<p>Utilising social media to reach a younger and broader audience. It will not be used to try to explain the draft Local Plan or encourage debate. It will direct people to the microsite and to the drop-in sessions with the Planning Policy team. It will be made clear that comments posted on social media will not be formerly recorded as responses to the consultation.</p>
<p>Video – a short animation video outlining key headline themes of the Local Plan as well as setting out consultation information.</p> <p>www.adur-worthing.gov.uk/worthing-local-plan</p>	<p>The video will be posted on the Council’s Local Plan webpage and also on social media. The purpose of the video is to reach a younger and broader audience, especially for those people who have limited time.</p>
<p>News Feed on the home page of Adur and Worthing Councils website –</p> <p>www.adur-worthing.gov.uk/consultations</p>	<p>Helps to promote the draft Local Plan consultation and thus signpost people to the relevant draft Local Plan webpage for further information.</p>
<p>Press Release within Worthing Herald.</p>	<p>This will reach a broad audience and it is an effective way of advertising public consultation.</p>
<p>Drop in sessions – The Council will be carrying out two public drop in sessions held where the consultation material will be available to view and officers will be in attendance to answer any questions.</p>	<p>Displaying information in a user friendly way outlining the aims and objectives of the draft Local Plan, content and process. Encouraging people to participate in plan making and to provide comments on the draft document. Officers available to answer questions and queries enabling more personal contact. Increasing knowledge and understanding of the draft Local Plan and planning matters. Promoting discussion about how certain areas could develop and change over the Plan period.</p>

	<p>Drop in sessions dates and locations are:</p> <ul style="list-style-type: none"> • Wednesday 14th November 2018 3pm to 8:30pm in the Gordon Room (entrance via Stoke Abbott Road), Worthing Town Hall, Chapel Road, Worthing, West Sussex, BN11 1HA • Friday 23rd November 2018 10am to 3pm in the Gordon Room (entrance via Stoke Abbott Road), Worthing Town Hall, Chapel Road, Worthing, West Sussex, BN11 1HA
<p>Leaflets An overview summary leaflet and topic summary leaflets can be downloaded on the Council's website and they are also available in hard copy at locations where the draft Local Plan can be inspected.</p> <p>www.adur-worthing.gov.uk/worthing-local-plan</p>	<p>Leaflets will provide a summary of the key topic areas of the draft Local Plan and signpost where further information can be found in the draft Local Plan. This will be helpful for those people who have limited time to read the draft Local Plan and therefore can focus on the information that they are most interested in.</p> <ol style="list-style-type: none"> 1) Overview of the draft Local Plan, purpose and background information to the consultation process 2) Spatial Strategy 3) Site Allocations 4) Housing & Neighbourhoods 5) Sustainable Communities 6) Local Economy 7) Historic Environment 8) Environment & Climate Change 9) Connectivity
<p>Poster A poster advertising public consultation has been displayed, where appropriate, in the following public venues:</p> <ul style="list-style-type: none"> • Worthing BC, Portland House • Worthing Town Hall • All libraries in Worthing • Worthing Post Office • All Worthing Rail Stations • Connaught Theatre / Pavilion • Drs Surgeries 	<p>This is a marketing tool and will help to advertise public consultation as widely as possible. It will also help to target the hard to reach especially those with limited time, the elderly and people with disabilities.</p>
<p>Comment Form Available online on the draft Local Plan webpage.</p>	<p>The Comment form will help to assist and encourage people to write their comments. The comments forms will be prepared in a way that will help people structure their comments to ensure ease of processing. For instance, the comment form</p>

<p>www.adur-worthing.gov.uk/worthing-local-plan</p> <p>Hard copy forms are available at:</p> <ul style="list-style-type: none"> • Worthing Borough Council, Portland House, 44 Richmond Road, Worthing, West Sussex, BN11 1HS • Worthing Borough Council, Worthing Town Hall, Chapel Road, Worthing, West Sussex, BN11 1HA • All libraries within Worthing Borough • Drop in sessions 	<p>will request people to specify the policy number, paragraph number that they are commenting on.</p>
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3. Data Collection - What we collect and how it is used

- 3.1 Worthing Borough Council is the data controller of personal data for the purposes of applicable data protection legislation in relation to statutory plan making and associated Planning Policy work. In relation to personal data the Council is committed to collecting, using and protecting it appropriately.
- 3.2 The Planning Policy Team collects personal data to fulfil our statutory duty and help us deliver sustainable development. Processing this data is necessary for the performance of a task (statutory plan making and associated policy work) carried out in the public interest or in the exercise of official authority vested in the Council. The Councils will process comments in accordance with the General Data Protection Act (Article 6(1)(a) & (e)) 2018.
- 3.3 We collect names, addresses and other contact details. However, when publishing the representations received during a consultation we will only publish the name of the individual respondent or the organisation that they represent. All other personal information will be omitted or redacted - this includes the contact details and signatures of individuals. Records are kept in accordance with the Council's disposal schedule and we will not keep your information for longer than necessary.
- 3.4 On rare occasions, the Council might decide that it is necessary, justified and lawful to disclose some personal data but in these circumstances we will let you know our intention before publication. We may share personal data with other departments within the Councils. We will not provide personal data to anyone else or use the data about you for any other purpose unless the law allows or requires us to.
- 3.5 All interested parties can request to be added to the Planning Policy Consultee Database. All those on the database will receive a Newsletter and will be notified when any relevant documents are published. Contact details will be stored confidentially, in accordance with the GDPR 2018 and you will be offered the opportunity to unsubscribe at any time through the documentation you receive.
- 3.6 For further information, please refer to the Planning Policy Privacy Notice: <https://www.adur-worthing.gov.uk/planning-policy/privacy-notice/>

Worthing Borough Council
Planning Policy
Portland House
44, Richmond Road
Worthing
West Sussex
BN11 1HS



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COUNCIL