Three Parishes

Neighbourhood Plan

Communications Strategy

1. **Objectives**

The overall objective of the Neighbourhood Plan (NP) is to allow people in the communities of Adderley, Moreton Say and Norton in Hales to determine their own future development.

The N P should be a popular process, with inclusivity at the heart of a democratic process of decision making.

Attempt full community consultation, where it was not been achieved before.

Make sure people don’t ‘fall through the net’ in neighbourhood plan (NP) consultations;

 ie ensure the inclusion of all sectors of the community

Build a groundswell of support going into the final referendum.

1. **Principles**
* We need a combined approach going out to people and inviting people to central meetings;
* Present the NP in bite-size chunks;
* Use local people for consultation and use local expertise, in conjunction with hiring outside advisors;
* Face to face conversation is the most effective method of communication
* Maintain an online presence, to save on resources;
* Use social media sensitively to promote events and attract comments
* As members of NP working groups, our own individual actions in informing people about the NP can be a useful check on the overall inclusivity of the NP.
1. **Message**

*Working For The Community*

The N P is different to past plans because it will have the force of statutory law;

All future planning applications will have to comply with N P policies;

The N P can also be prescriptive ie what do we want for our parishes

The N P cannot prevent development but it can shape it.

1. **Audience**

Our communities consist of:

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| **Adderley Parish -** population 372 of which: |  |
| Under 18s | 19.25% | \* |
| Working Age Adults | 61.50% | \* |
| Retirement Age  | 19.25% | \* |
|  |  |  |
| **Moreton Say Parish** - population 485 of which: |
| Under 18s | 20.25% | \* |
| Working Age Adults | 66.10% | \* |
| Retired Age | 13.65% | \* |
|  |  |  |
| **Norton in Hales Parish** - population 620 of which: |
| Under 18s | 19.50% | \* |
| Working Age Adults | 51.50% | \* |
| Retired Age | 29.00% | \* |
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| \* Information taken from the 11th Census |  |  |

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1. **Methods**

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| Tool | Details | Who is Responsible | Frequency/Date | Target Audience |
| Community Events | Held in each parish in form of presentations, displays, open forum and face to face communication, collection of feedback  | Steering Group of parish representatives | At key points in the process | Working age and retired adults |
| Neighbourhood Plan Champions  | To attend local events to highlight and promote the Neighbourhood Plan and collect feedback | Steering Group of parish representatives | As required | All aged local residents |
| Website | A dedicated website regularly updated and with a forum for members of the public to provide feedback | Website administrator supported by Steering Group | News update every two weeks and before and after key events | Young people and all adult residents |
| Banners and leaflets | A pull-up banner and leaflets in each Parish located in the Village Hall  | Parish Representatives on the Steering Group | Banner to be moved as required | Working age and retired adults |

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| Tool | Details | Who is Responsible | Frequency/Date | Target Audience |
| Press Releases | Articles in Market Drayton Advertiser and Shropshire Star and on Radio Shropshire to regularly update and advertise key events | Steering Group of parish representatives | Regularly - at least monthly | Working age and retired adults |
| Church Magazines | Articles in AMICA, which covers Adderley and Moreton Say and Church magazine for Norton in Hales to advertise key events  | Clerk and Steering Group of parish representatives  | As required | Working age and retired adults |
| Surveys and Questionnaires | To be sent to all residents of the three parishes with return envelopes provided | Steering Group of parish representatives | When necessary | Local residents |
| Podcast surveys  | To conduct a podcast survey and possibly drawing competition at all three village primary schools | Steering Group of parish representatives | When necessary | Primary school aged children |
| Social Media  | Use of social media sites used within the Villages to be considered, including Rural Watch, to advertise key events | Steering Group of parish representatives | As required and with regularly updates | All aged local residents |

Three Parishes Neighbourhood Plan

[www.threeparishplan.org](http://www.threeparishplan.org)

Contact Jane Evans on:

clerk@adderleyparish.co.uk or 01630 654504