

Appendix 2 – Consultation Plan

SWDPR Preferred Options Consultation	Who	Action	Date
<p><u>Lead in to Preferred Options Consultation:</u></p> <p>Articles in SWC residents magazines</p> <p>Briefings to city/district councillors in advance of the Council meetings.</p> <p>Press release in advance of publication of Council meeting papers. Respond to press/media/stakeholder inquiries post Council meeting decision</p> <p>Update website, go 'live' with Preferred Options page post Council decision.</p>	<p>All stakeholders</p>	<p>COT/Comms</p> <p>COT/OSG/ Comms</p> <p>COT</p>	<p>Summer 2019</p> <p>Sept 2019</p> <p>Mid Oct 2019</p> <p>Late Oct 2019</p>
<p><u>Six weeks statutory consultation period:</u></p> <p>Publish Preferred Options Paper including sustainability appraisal for 6-week consultation period. Monday 4 November – 16 December 2019.</p> <p>Consultation: repeat Press Release/adverts, Website update, E-mail letter to LDF consultees, articles in SWC publications.</p> <p>Parish and town council briefings at The Guildhall, Worcester (afternoon/evening sessions) on Wednesday 6th November. Consultation with neighbourhood plan groups as appropriate.</p> <p>Social media and comms campaign on Facebook and Twitter.</p> <p>Release of explainer videos covering growth strategy and new</p>	<p>Statutory Consultees.</p> <p>Stakeholders/Public.</p> <p>SWC and county councillors.</p> <p>Parish/town councils.</p> <p>Ensure widespread publication of leaflet and opportunities for comment via online consultation portal.</p>	<p>COT/OSG</p>	<p>Nov to Dec 2019</p>

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settlements.			
<p><u>Preferred Options Exhibitions:</u> Number will depend on resources available and location of preferred allocations. Revisit Worcester and main towns and locations where significant growth is proposed. Bespoke event in location of any proposed new settlement(s). Consultation with statutory consultees as appropriate.</p> <p>Main locations:</p> <ul style="list-style-type: none"> Worcester Droitwich Spa Evesham Pershore Great Malvern Upton-upon-Severn Tenbury Wells Locations where significant growth is proposed 	Requires accessible locations and consideration of events which allow for feedback on issues.	COT/OSG	Nov to Dec 2019
<p><u>Post Preferred Options consultation:</u></p> <p>Feedback on process via website/media/SWC residents' magazines.</p>			Spring 2020