

Lambeth Local Plan Review Issues Consultation: Consultation and Engagement Plan

Introduction

This consultation and engagement plan sets out the methods that will be used to publicise and consult on the Lambeth Local Plan Review Issues Consultation. The consultation will take place for an eight week period from **9 October to 4 December 2017**.

The Issues consultation is an opportunity for stakeholders to comment on the matters to be covered in the partial review of the Lambeth Local Plan, in accordance with Regulation 18 of the Town and Country Planning (Local Planning)(England) Regulations 2012 and Lambeth's Statement of Community Involvement 2015.

Stakeholders

The key stakeholders for the consultation are:

- Those who live, work and carry out business in Lambeth
- Tenants and leaseholders
- Residents' associations
- Community and voluntary groups
- Elected politicians
- Neighbourhood planning groups (existing and emerging)
- Business Improvement Districts (BIDs) and business networks
- Developers and landowners (and their representatives)
- Registered providers of affordable housing
- Infrastructure providers (such as transport, health service)
- Statutory consultees such as the Mayor of London, other London boroughs Historic England, Environment Agency, Natural England

Consultation methods

Primary method

The primary method for seeking stakeholders' views will be an online survey, designed to be used on smart phones and tablets, as well as stationary computers.

The survey will be divided into 10 topics and respondents will be able to choose to answer all of the questions or just the questions related to the issues that interest them the most. The online survey will include topic based 'summary sheets' which will contain key facts and background information, definitions and summaries of evidence. These are intended to provide respondents with the information needed to answer the questions. All of the consultation material will be written as far as possible in plain English, avoiding technical

jargon wherever possible. Relevant evidence base documents will also be made available on the council’s website.

The webpage for the consultation will explain the background to the Local Plan Review and the process that will be followed. It will set out what people are being asked to comment on in the first round of public consultation, and how the results of the consultation will be reported, fed back and used to inform the next stage of the review process.

Those who are not confident using on-line material will be sign-posted to support available in libraries.

If someone does not wish to respond using the on-line survey, they can send separate comments by email or by post. All responses received will be considered equally, irrespective of the medium used.

Supplementary methods

The following supplementary methods will be used to gather the views and comments of particular stakeholders:

Supplementary method
A briefing for ward councillors before the start of the consultation, providing them with the information they need to help people understand what the consultation is about and support them in responding.
A targeted request to secondary schools to use the survey as the basis for classroom and tutor group activities.
An individual meeting with each of the designated neighbourhood forums and groups and/or areas that have expressed an interest in neighbourhood planning
A session organised by Streatham BID to explore approaches to Streatham town centre with local businesses and residents
A presentation to the Lambeth Vision Group (representing the blind and partially sighted in the borough)
A dedicated session with the Lambeth Learning Disability Assembly
A meeting with the Air Quality Action Plan steering group
A discussion group with registered providers of affordable housing active in the borough
A presentation to and request for feedback from the Lambeth Health and Wellbeing Board
Individual meetings with the GLA, neighbouring boroughs and statutory consultees

Publicity and dissemination

The success of the on-line survey will depend on effective and wide-ranging publicity. A range of methods will be used to raise awareness about the consultation and encourage people to respond. The publicity methods selected aim to target the full range of stakeholders, including those who are characterised as ‘un-engaged’ or ‘harder to engage’ (see section on equalities below).

In addition to more traditional publicity methods, ward councillors, community groups and networks will be encouraged to raise awareness about the consultation through word of mouth and ‘cascading’ amongst their constituents and members.

The following publicity and dissemination methods will be used:

- An email to all those on the Council’s planning policy consultation database (some 1,300 contacts), with follow-up reminder emails to be sent part-way through the consultation.
- A request to neighbourhood planning groups to disseminate to their members.
- Promotion through existing bulletins and forums (such as the Lambeth Forums Network, public health networks, cycling and walking networks, green champions newsletter, Air Quality Action Plan steering group, Lambeth 500, Registered Providers’ network, BIDs, creative and digital industries advisory groups, Healthy Streets Forum, LGBT+ networks, disability networks through 336 Brixton Road, Young Lambeth Coop and Youth Mayor, voluntary and community sector network). This will include an advance email to groups giving early notice of the consultation and a request to cascade to group members.
- Posters and leaflets in libraries, GP surgeries and health clinics, Council customer centres, leisure and sports centres, housing estate/community centres, day centres, Meanwhile Space, schools and colleges. The posters and leaflets will signpost people to support available in libraries for those not confident using computers.
- Press release
- Advertisements/promotional articles in Lambeth Weekender and ‘Focus On’
- Use of internal communications channels to inform and engage staff
- The Council’s social media channels including Facebook and Twitter

Equalities

In order to assess potential equalities impacts of the consultation approach, the key stakeholder groups for the consultation have been assessed against three levels of engagement; ‘active’; ‘aware and potentially active’; and ‘unengaged and harder to engage’. The assessment is set out in the stakeholder mapping table below. This mapping exercise has helped to identify the consultation and publicity methods listed in the right hand column of the table.

Local Plan Review issues consultation - stakeholder mapping

Audience characteristic	Audience attributes	Stakeholder	Consultation/publicity method
Active	<ul style="list-style-type: none"> • Likely to be identified consultees (general, specific or other) • Established interest in planning and regeneration issues • Likely to be members of community organisations • Have a sense of belonging to their neighbourhood • Follow and/or are aware of various council initiatives 	<ul style="list-style-type: none"> • Politicians • Neighbourhood planning groups • Interest groups e.g. Air Quality Action Plan steering group • Developers and landowners • Registered providers of affordable housing • Infrastructure and service providers • Statutory consultees 	<ul style="list-style-type: none"> • Notification by email and through bulletins/networks • Briefing for ward councillors • Individual meetings with neighbourhood planning groups • Discussion group with registered providers of affordable housing • Meeting with the Air Quality Action Plan steering group • Meetings with statutory consultees and service providers
Aware and potentially active	<ul style="list-style-type: none"> • Likely to read newsletters, council website, leaflets etc. • Easy to inform but not so easy to involve – maybe don't have the time or we don't provide the right opportunity • Might engage if we are in the right place or offer the right forum • Limited knowledge of planning and regeneration issues • Might rally around a single issue 	<ul style="list-style-type: none"> • Tenants' and Residents' Associations • Community and voluntary groups • Special interest groups or networks • Businesses and business networks 	<ul style="list-style-type: none"> • Notification by email and through bulletins/networks • Advance email to community groups and networks with a request to cascade to members • Adverts in council publications • Promotion by ward councillors • Posters and leaflets in key locations across the borough • Meeting with Streatham stakeholders organised by Streatham BID

Audience characteristic	Audience attributes	Stakeholder	Consultation/publicity method
Un-engaged or harder to engage	<ul style="list-style-type: none"> • Don't really read the literature that the council sends • Think that what the council says doesn't really affect them • Limited knowledge of planning and regeneration issues • May not speak English as a first language • May not feel they have much of a stake in their local community (e.g. young people, just moved into the area) 	<ul style="list-style-type: none"> • Residents not involved in groups or networks • Those is more disadvantaged socio-economic groups • Some older people • Some young people • Some disabled people • Some black and minority ethnic groups 	<ul style="list-style-type: none"> • Promotion and support form ward councillors • Posters and leaflets in targeted locations across the borough • Use of social media channels for those who may not read the more traditional council literature • Request for schools use the survey as a basis for activities with pupils • Publicity through the Young Lambeth Coop and Youth Council • Presentation to Lambeth Vision Group • Meeting with Lambeth Learning Disability Assembly • All consultation material to include detail of support available in libraries

An Equalities Impact Assessment (EIA) of this consultation and engagement plan has been carried out. The EIA sets out in more detail the rationale for the methods used to target the different 'protected characteristics' or equalities groups.

Those responding to the online survey will be asked to complete optional questions about their demographic characteristics. This will enable analysis of the consultation findings by stakeholder group and protected characteristic, where relevant.

Reporting and feedback

The results of the Local Plan Review issues consultation will be analysed and presented in a consultation report, which will be published online. This analysis of the results will inform the revisions to be made to the Lambeth Local Plan, which will then be the subject of a second round of public consultation. The material presented in the second round of consultation will include summary sheets for each of the topics, setting out what people said during round one and how this was used to inform the content of round two (alongside other factors such as evidence and national/regional policy requirements).