



**Farnham Town Council
Neighbourhood Plan Consultation Assistant**

Starting November 2014

The Consultation:

A summary document and Public Relations Strategy are appended to this brief, describing the purpose of the upcoming consultation and the Council's approach.

It is hoped that a minimum 5% of the residents in the Farnham Town Council area will respond to this consultation. It is therefore hoped that around 2,000 responses will be received.

The consultation is running from 31 October to 15 December 2014 and the questionnaire has been designed by an external company; who will liaise directly with the Town Council's public relations advisor.

The questionnaire has been created within Survey Monkey and this will be the tool used to collate the responses to the questionnaire.

The outcomes of the consultation will need to be ready for review and analysis by the Council and its consultant in February. The person in this role will assist in this process and meet with the team to review the responses for integration in the plan. Any amendments will need to be done in time for distribution on 20 February 2015 to the Strategy and Finance Working Group.

The Role:

Farnham Town Council is looking for an experienced, professional person to assist with the consultation on preferred options for the Farnham Neighbourhood Plan.

This person will assist in the collation and initial analysis of the consultation responses received on the draft pre-submission plan consultation, also known as, preferred options or Regulation 14 consultation.

The consultation questionnaire responses will be completed by the public electronically and by hand. When responses are made by hand, the response should be loaded in to



Survey Monkey.

All responses that do not follow the format of the questionnaire (i.e. a letter of representation), should be logged appropriately and analysed in a similar manner to those responses which are given via the questionnaire.

Training on Survey Monkey can be provided if required.

The role will report directly to the Team Leader for Corporate Governance and the Town Clerk. Liaison with Town Council members and the Council's planning consultant will also be required. In addition, attendance at consultation workshops/events may be required; some of these events will take place in the evenings.

The role will be based at the Town Council Offices, in South Street, Farnham. It will be possible to work from home by agreement.

A number of factors will affect the time required to fulfil this project. The project started in October and it is expected to be complete in March 2014. An initial estimation of the time required to complete this project would be 2-3 days per week (on average), between December and February.

Terms of employment:

The Council would employ on a casual basis, at an hourly rate of £12 per hour. For hours worked, holiday time would be accrued and paid.

Should the consultation assistant be contracted as a self-employed person or business, this rate would increase to £15 per hour. In this instance, invoices must be submitted to the Town Council for payment by BACS or cheque. It should be noted that data transparency legislation requires the Town Council to publish details of payments of over £500 to businesses.



What is a Neighbourhood Plan?

A neighbourhood plan is a community led development plan for a specific area. In 2013, Farnham Town Council was approved the designation of its electoral area, for the Farnham Neighbourhood Plan.

The purpose of a neighbourhood plan is to increase public input into the ideas set out in the plan. A neighbourhood plan must offer the same, or a greater level of development than the proposed local plan. A plan must also follow European and National legislation as well as illustrating general conformity with the local plan. Once the plan has been finalised, it is then subject to an independent examination to ensure that correct legal procedure have been carried out. The examination will also check to see that the plan sufficiently conforms to the existing local plan. Once this examination is complete, there is then a public referendum. The plan must gain at least 50% 'yes' vote in this referendum to be successful. A plan with a high level of support will carry a lot more weight and have more chance of being implemented than a plan with limited support. A successful vote means that local authority is obliged to follow the plan.

The primary reason for neighbourhood plans is to encourage local people to have a say on the plans for their neighbourhood. In doing so, the plan is more likely to allow development to cater for the needs of the local people. Members of the community have the best understanding of an area and the existing issues it faces, making them best suited to plan for future improvements.

This Consultation

From 31 October to 15 December, Farnham Town Council is consulting with the community on the draft neighbourhood plan.

The consultation is seeking views on the future development of Farnham and its surrounding countryside, including options on:

- Design of new development
- Built up area boundaries of the villages
- Conservation areas
- Shop fronts and advertising within conservation areas
- Retention of low density rural areas of housing
- Protection of Buildings of Local historical or architectural interest
- Protection of the countryside from inappropriate development
- Prevention of merging of distinction settlements or villages
- Strategy for the protection of Special Protection Areas, Sites of Special Scientific Interest and Sites of Nature Conservation Importance
- Options for locations of new housing development
- Encouraging development of small scale dwellings, including sheltered housing and nursing homes for older people
- The design and scale of home extensions
- Retention of existing land for business use throughout the town
- New sites for business allocation
- Business development within the countryside



- Land at Woolmead, East Street
- Retention of retail, restaurant, offices, hotels and other non-residential uses within a defined Town Centre area
- Retention of small units within a defined Town Centre area
- Defining and protecting clusters of community facilities that form part of a local, neighbourhood centre
- Proposed allocations for new sports pitches
- Protection and enhancement of public open space
- Increasing indoor sports facilities
- Retention and enhancement of cultural attractions or facilities such as community halls
- Minimum criteria for new development in relation to transport impacts
- Expectations for additional social, physical and green infrastructure to support the proposed developments



A Public Relations Strategy for Farnham Town Council's neighbourhood plan consultation



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Background

Neighbourhood planning aims to give communities more of a say in the development of their local area. It empowers communities to shape the development and growth of the area where they live and work. Through neighbourhood planning, communities can:

- choose where they want new homes, shops and offices to be built, and
- have a say on what the new buildings should look like and the infrastructure that should be provided

Communities have been given the power to produce their own neighbourhood plan through the Localism Act. Neighbourhood planning legislation came into effect in April 2012.

Neighbourhood planning is a growing movement and as at April 2014:

- around 1,000 communities had taken the first formal steps towards producing a neighbourhood development plan
- 80 full draft plans had been produced for consultation
- 13 neighbourhood plans had been passed at community referendums

Parishes with a neighbourhood plan will receive 25 per cent of any community infrastructure levy arising from developments in their area compared to parishes without a neighbourhood plan who will receive 15 per cent.

In many areas, local businesses are working alongside local residents, local government and others with an interest in the neighbourhood's future development and growth.

The neighbourhood plan along with the borough council's Local Plan will set the rules for how an area will develop over 20 years. The plans will form the overall development plan for Farnham and planning decisions must normally be taken in accordance with the development plan.

Strategic aim

To produce a neighbourhood plan that is supported by more than 50 per cent of those who vote in the community referendum.

Communication objective

Factual engagement with the local community so that at least five per cent of the electorate complete a survey giving their views on the proposed neighbourhood plan during the six week consultation period, which will run from 31 October 2014 to mid-December.



Stakeholders

	% of time to be spent on each audience
The media	10
Residents and the electorate	40
Businesses	10
Environmental groups	10
Residents' Associations and societies	20
Church leaders	
Youth group leaders	
Educational providers	
Agricultural and landowners*	10
Housing developers and architects*	
Infrastructure and service providers	
Leisure industry providers	
Internal and Government	

* Further consultation will take place with these groups in early 2015.

Strategy

A high impact, highly visual, attention catching campaign that makes direct contact with the electorate and stakeholders. The campaign will be targeted to the individual settlements within the Farnham Town Council area and will piggyback on events that are already happening.

To encourage a younger audience to take part in the consultation, everybody who completes the survey will be entered into a draw to win an iPad.

Tactics

Promotion of consultation and survey

- Hand out postcard at the November Farmers' Market and Christmas lights switch-on to promote consultation and to encourage people to complete survey
- Display alongside the Round Table's fireworks ticket table in the town centre. Encourage people to visit the neighbourhood plan roadshow to complete survey and provide a flyer giving details about how to complete online – this can be passed onto friends/family.
- Email representatives from local groups to inform them about the consultation. Ask them to forward an email to their members to inform them about the consultation. Provide a prepared set of words that can easily be forwarded.
- Prepare information for Chamber to forward to their members and put on their website.
- Static displays or large shop window posters to be located in key locations in each community. Display to be targeted to the specific area. If possible to accommodate, flyers to be available for people to take away.



- Community noticeboards to be used to display a large promotional poster.
- Postcard to be distributed via Royal Mail.
- Promotional article in the November edition of Vantage Point.
- Initiate discussions and questions on active Facebook group pages such as Farnham Mummies and I Love Farnham.
- Direct contact with landowner stakeholders, residents' associations and developers.

Face-to-face promotion of consultation and survey

- **Pop-up community café**

To be set up in a prime town centre location and hosted by people who can explain neighbourhood planning. The café will include a display about neighbourhood planning and computers will be available for people to complete the survey online. Free tea/coffee and branded cakes. Balloons for children, which advertise the café to passers by. Leaflet/flyer for people to take and pass onto a friend/family member. Pop up café to be promoted by the town crier.

- **School fayres**

Hosted exhibition at school/church/scouting Christmas fayres. Paper/electronic copies of survey for people to fill out. Free entry into a draw to win a small prize or giveaways to be available as incentives to encourage people to come up to the stand.

- **Reaching businesses**

Explore possibility of attending a Chamber of Commerce breakfast or lunch to speak to guests about the neighbourhood plan.

Display/presentation at networking group meetings, email and tweets for members and copy for the groups' website.

- **Community roadshow**

Roadshows hosted by people who can explain neighbourhood planning. To include a display about neighbourhood planning and computers/hard copies of the survey for people to complete Free tea/coffee and branded cakes. Balloons for children. Flyer for people to take and pass onto a friend/family member.

- **Workshops/lunch for community groups**

Workshops to be hosted at Farnham Town Council for groups that require more detailed information.

Supporting activity

- Live Facebook chats alongside workshops.
- Website pages to include FAQs, background, supporting documents and interviews with the neighbourhood plan team. www.farnham.gov.uk/shapefarnham



- Ask your councillor - live email question session via Facebook and webcast via website.
- Blog – to be populated after each major event and used to promote forthcoming events.
- Social media.
- Email bulletin to members and relevant stakeholders.
- Media releases.

Marketing collateral

Exhibition stands

Information leaflet to support completion of survey

Paper and electronic copies of survey

Flyers

Promotional merchandise

Banners for railings

Timescale

31 October to 5pm on 15 December.

Budget

£5,000

Evaluation

Number of people who complete the survey.

Number of people spoken to at neighbourhood plan events.

Visits to website.

Retweets.

Number of people participating in Facebook chats.

Contacts made via direct mail.



Appendix I

SWOT analysis

A SWOT analysis was carried out to look at the strengths, weakness, opportunities and threats of neighbourhood planning in relation to public relations.

Strengths	Weakness
<ul style="list-style-type: none"> • Farnham people care about their town. • Commitment from the Town Council to achieve an adopted neighbourhood plan. 	<ul style="list-style-type: none"> • Neighbourhood planning is a dry and technical subject. • People will need some knowledge about the subject in order to complete the survey. • General apathy unless the matter directly affects an individual. • People required to think a long way into the future. • Timescale and time of year • Challenge of achieving communication that is accessible and captures people's attention while being technically correct. • Engaging with hard to reach groups. • Communicating why people should be interested.
Opportunities	Threats
<ul style="list-style-type: none"> • Farnham could be an early adopter of neighbourhood planning and be seen as a leader • The planning authority will have to consider the NP when making decisions. 	<ul style="list-style-type: none"> • The plan is challenged. • Key groups/individuals do not feel engaged and threaten the whole process. • People do not engage.



Appendix 2

Stakeholder analysis

A stakeholder is any group or individual who can affect or is affected by the actions, decisions, policies, practices or goals of the neighbourhood planning team.

They have been identified and categorised as follows:

The media	Farnham Herald, Eagle Radio, BBC Surrey, BBC South, Meridian, local magazines such as Farnham Life, Vantage Point and Round and About
Residents	People who live in the individual communities of Hale, Upper Hale, Badshot Lea, Heath End, Farnham town centre, Wrecclesham, The Bourne, Rowledge, Compton and Weybourne
The electorate	People who are eligible to vote in the Farnham Town Council area
Businesses	Chamber of Commerce, networking groups, local businesses
Environmental groups	Conservation groups, wildlife groups, Bishop's Meadow Trust, Bourne Conservation, Surrey Wildlife Trust, rivers authority
Residents' Associations and societies.	Residents' associations covering the Farnham Town Council area and groups such as the Rotary Club, Farnham Lions and Hedgehogs.
Church leaders	Representatives from local churches
Youth group leaders	Scout association, Post-19, Beavers, Cadets
Educational providers	Headteacher and chair of governors from schools (private and state), college, UCA, nurseries, child care providers, U3A, adult education and SCC education department
Landowners	Owners of potential development land, farmers and small holders.
Housing developers, agents and architects	Local developers, land agents, estate agents, those who have previously built in Farnham and local practices of architects
Infrastructure and service providers	Health care providers, GPs, NHS, health authority; utility companies including Thames Water, South East water, gas and electricity suppliers; highways authority; police; public transport providers; waste disposal authority
Leisure industry providers	Gyms; leisure centre; pubs and restaurants; museum; Farnham Maltings; sports and leisure clubs based in Farnham
Internal	Staff and members at Farnham Town Council.
Government	MP, Waverley and Surrey councillors, Waverley Borough Council, Surrey County Council and neighbouring borough, town and parish councils.



Appendix 3

Power matrix

Further analysis was carried out to identify the power each group may possess and the current extent to which they are likely to have or to show an interest in the work and objectives of the neighbourhood planning team. Positions may shift as a result of public relations activity.

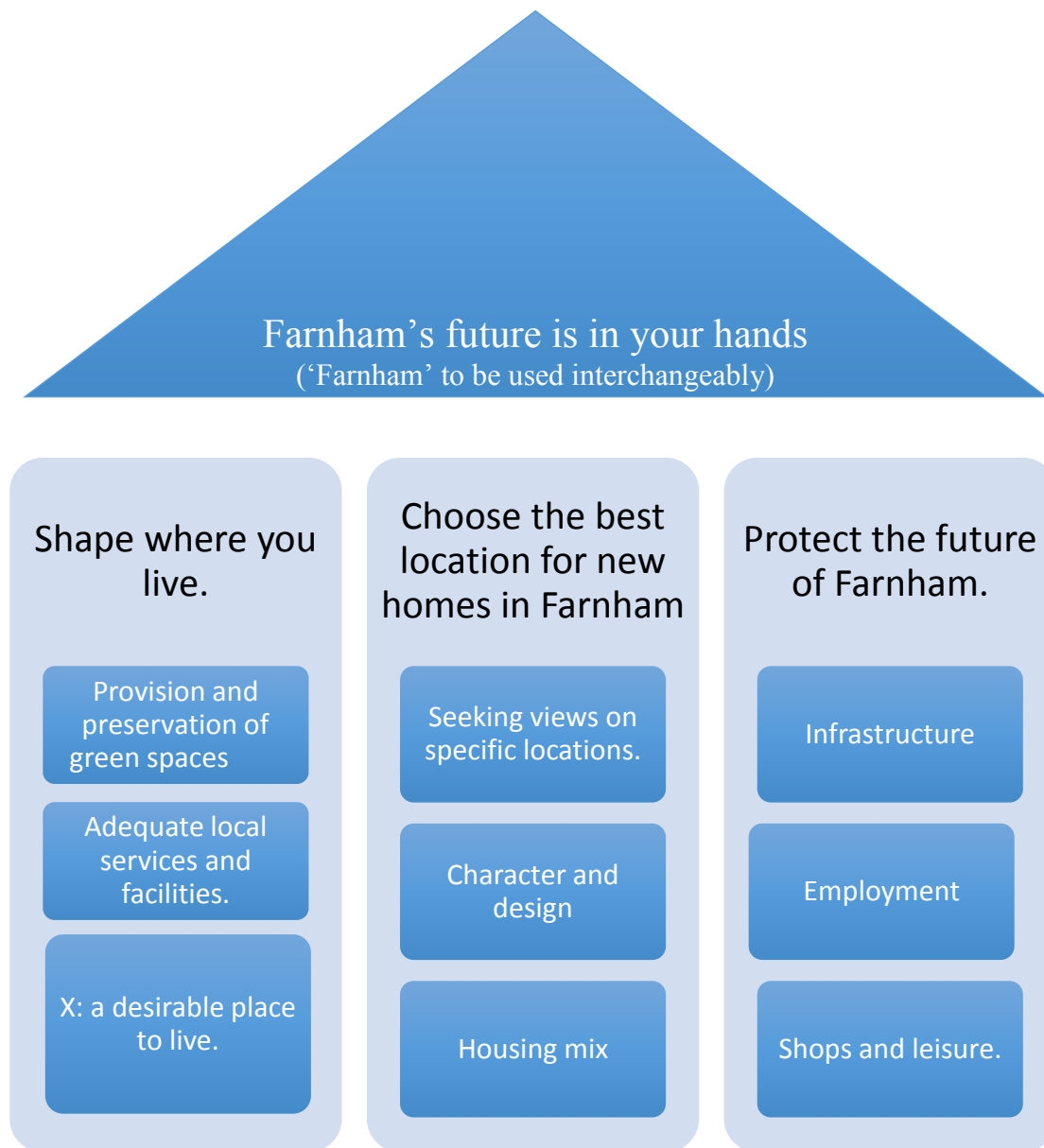
		Level of interest	
		Low	High
Power	Low	Internal - staff	Government
	High	The electorate and residents Businesses Environmental groups Agricultural Infrastructure and service providers Church leaders Youth group leaders	The media Housing developers, agents and architects Residents' Associations Internal – elected members

The campaign will focus on publics that have a low level of interest and high power with a view to shifting them to high level of interest. In addition, there will be an emphasis on those who have a high level of power and high level of interest for the influence they can have on target audiences.



Appendix 4

Message house



The overarching message is **Farnham's future is in your hands**. The message is designed to attract a wider Farnham audience and those who live in an area with its own distinct identity as Farnham can be substituted for the name of other settlements eg 'Badshot Lea's future is in your hands'. The message aims to appeal directly to individuals; to convey power to influence and to flag up that something is happening where the receiver of the message lives.

Shape where you live aims to capture attention by focusing on local To be motivated to complete the survey, people will need to know how the neighbourhood plan will affect them at a micro level. These messages are very much about the immediate area where people live.

Choose the best location for new homes in Farnham communicates that there will be new homes but that the exact location has not yet been agreed so there is an opportunity to



influence the decision. The sub messages will be about design, character, size and housing mix. **Protect the future of Farnham** suggests custodianship and a responsibility for ensuring Farnham is sustainable and remains a desirable place to live in ten, 20, 30 years time. This will include messages about infrastructure, adapting to changes in shopping experiences and habits and employment opportunities.



Appendix 5

Detailed tactics

Ref	Action	Deadline	Who	Status
1	Source design and print quotes.	15 Oct	JJ	Design quotes requested.
2	Write copy for postcard to be delivered to all households.	15 Oct	JJ	
3	Commission and brief designer	15 Oct	JJ	
4	Write copy for supporting briefing document.	15 Oct	RH	
5	Photography (if needed)	16 Oct	JJ	
6	Design postcard - one side only.	17 Oct	JJ	
7	Research dates of school fayres and fetes.	17 Oct	GG	
8	Write copy for banner stands.	17 Oct	JJ	
9	Banner stand copy to designers	17 Oct	JJ	
10	Write copy for side 2 of postcard	17 Oct	JJ	
11	Write copy for posters.	By 17 Oct	JJ	
12	Design posters	w/c 20 Oct	JJ	
13	Artwork to Events at Farnham	am 20 Oct	JJ	
14	Survey to designers	w/c 20 Oct	JJ	
15	Content for webpages to be prepared.	w/c 20 Oct	JJ	
16	Invite groups to workshop	21 Oct	JJ	
17	Place order for fortune cookies	24 Oct	JJ	
18	Book venues for roadshows and school fayres.	24 Oct	GG	
19	Launch press release to be prepared and issued.	By 27 Oct	JJ	
20	Prepare email for community organisations including email to forward to their members	28 Oct	JJ	
21	Prepare email and website copy for Farnham Chamber of Commerce	28 Oct	JJ	
22	Print posters for delivery on 31 October	28 Oct	JJ	
23	Place order for balloons and helium	28 Oct	JJ	
24	Send email to community organisations.	31 Oct	JJ	
25	Send email to Farnham Chamber of Commerce	31 Oct	JJ	
26	Write copy for December Vantage Point	By 31 Oct	JJ	
27	Display posters in community	1 Nov	JJ	
28	Contribute copy to I Love Farnham and Farnham Mummies	From 3 Nov	JJ	
29	Write copy for email bulletin.	6 Nov	JJ	
30	Circulate email bulletin	10 Nov	JJ	



General principles

- Include a QR code on all publicity.
- The website is kept up to date and information about all campaigns is included on the website, Facebook and Twitter.
- Use Facebook to join/post on sites such as I love Farnham, Farnham Mummies and Historic Farnham.
- All press releases are circulated to the local newspapers, radio stations, TV stations and magazines.
- All communication will be clear and easy to understand without technical knowledge.
- Honest, fact-based communication rather than opinion-based communication.
- A wide variety of communication channels will be used to reach all target audiences.
- Material will be signed off by the Town Clerk.

