



moray
council

Moray Local
Development Plan 2020

COMMUNICATIONS PLAN

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INTRODUCTION

A communications plan is an important tool in the preparation of the Moray Local Development Plan (MLDP) 2020. This plan identifies the relevant stakeholders, key messages the Council wants to convey, how this can be best put across and the timescale for doing so, simply put who, why, how and when.

There is a commitment within the Council's Development Plan Scheme to better engagement. This communications plan seeks to build upon the extensive engagement and consultation undertaken during the preparation of the Moray Local Development Plan 2015. The plan aims to promote wide ranging engagement with stakeholders throughout Moray. Engagement with our community planning partners and young people has been identified as a key area for improvement. It is also important to try and engage with new audiences and encourage wider participation in the LDP process.

Learning from the experiences gained during the preparation of the MLDP 2015, Planning and Development staff have worked to build upon relationships with key stakeholders in particular the Council's Education service, NHS Grampian, and Scottish Water and this will be continued throughout the preparation of the MLDP 2020.

In addition to continuing to build upon existing relationships there will also be new relationships created. There are organisations and stakeholders that have not been involved in the preparation of previous plans including broadband and mobile communication providers and utility companies. Efforts will also be made to engage with businesses/employers across Moray to be aware of their plans for future growth and ensure that the plan is reflective of those ambitions.

Early engagement is essential in achieving the milestones to ensure the MLDP is adopted in 2020 and provides a framework for the delivery of high quality development, desirable healthy places and sustainable economic growth.

The Council is working with the Scottish Government and the Directorate for Planning and Environmental Appeals on a pilot "Gatecheck" process which will examine the evidence base.



WHAT ARE THE RISKS IN FAILING TO ENGAGE EFFECTIVELY?

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There are potential negative impacts for the LDP process if there is a failure to engage effectively including;

- Preparation of a plan unrepresentative of priorities or plans of the community planning partnership, business and the community.
- Key stakeholders are unable to fully participate in preparation of the plan or have not committed to the implementation of actions set out within the plan.
- The plan is not delivered on time because key constraints have not been identified early in the process impacting upon the delivery of housing or employment land

IMPLEMENTING NATIONAL STANDARDS FOR COMMUNITY ENGAGEMENT

The Council will adopt the National Standards for Community Engagement and in doing so seek effective engagement with local people, organisations and businesses. As part of the LDP process there is a requirement to prepare a Participation Statement setting out principles for community engagement. This is set out within the Development Plan Scheme which is updated annually. The current Development Plan Scheme can be accessed here.

<http://www.moray.gov.uk/downloads/file110482.pdf>

Planning and Development staff worked together with the Joint Community Councils of Moray to produce the Moray Local Development Plan Good Practice Guide to raise awareness of the LDP process and explain how and when communities could get involved. The guidance note includes agreed key principles of engagement to support the national standards for community engagement. The agreed principles were as follows;

SOME KEY PRINCIPLES OF ENGAGEMENT



This guidance has been revised to incorporate the timeline for community engagement across the LDP process and can be accessed here.

<http://www.moray.gov.uk/minutes/data/RX20150624/Item%206-App%201%20Best%20Practice%20Guide.pdf>

Planning staff have also been actively involved in the preparation of the community council handbook and reinforced opportunities for early engagement.



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The table below sets out the 10 national standards of engagement and how these will be taken account of during preparation of the LDP.

10 National Standards of Engagement	How will we gauge if this has been achieved?
Involvement – we will identify and involve the people and organisations who have an interest in the focus of engagement.	Relevant stakeholders have been identified and effective means of engaging with them detailed.
Support – we will identify and overcome any barriers to involvement.	<p>Paper copies of all documents are available at all access points and libraries. Paper copies are available upon request.</p> <p>Drop in exhibitions are hosted in various locations geographically spread across Moray including rural areas such as Aberlour and Dufftown.</p> <p>Exhibitions are held in accessible community buildings.</p> <p>The Council is happy to translate documentation into other languages.</p> <p>All written material is in plain English and tries to avoid the use of jargon.</p>
Planning – we will gather evidence of the needs and available resources and use this evidence to agree the purpose scope and timescales of the engagement and actions to be taken.	Resources have been taken into account in developing a plan for engagement across the five year period of the LDP preparation. Timescales, actions and outcomes have been detailed. Our engagement proposals will have been informed by discussions with community councils, elected members, community planning partners and key stakeholders, who will all have been asked to raise awareness of the LDP process.
Methods – we will agree and use the methods of engagement that are fit for purpose.	A good practice guide for community engagement has been prepared and written in partnership between planning staff and the Joint Community Councils of Moray. We will make more use of social media, more use of IT at exhibitions and use media projects to engage with young people.
Working together – we will agree and use clear procedures that enable participants to work with one another effectively and efficiently	We will use a range of different techniques from 1-2-1 meetings, workshops, presentations etc to establish and maintain working relationships through the plan period, importantly feeding back and responding to comments submitted.



10 National Standards of Engagement	How will we gauge if this has been achieved?
Sharing information – we will ensure that necessary information is communicated between participants.	The methods of engagement for all the different stakeholders has been identified (meetings, presentations, seminars, e-bulletins) to ensure there is effective communication and an understanding of what is expected from all parties.
Working with others – we will work effectively with others with an interest in the engagement	A good practice guide was developed in partnership with the Joint Community Councils of Moray.
Improvement – we will develop actively the skills, knowledge and confidence of all the participants	<p>Part of the engagement involves presentations and workshops with community representatives, key stakeholders and other interested parties to advise them how and when they can become involved during the LDP process. This should improve knowledge and confidence in responding to call for ideas and making representations about the content of the plan.</p> <p>Planning staff will be undertaking training to develop presentation and facilitation skills.</p>
Feedback – we will feedback the results of the engagement to the wider community and agencies affected	<p>Evaluation and feedback forms are prepared for events and used to improve future engagement.</p> <p>An evaluation of engagement will form part of committee reports prepared during the LDP process. A statement setting out engagement during the preparation of the LDP is required by the Scottish Ministers.</p> <p>All parties that make representations regarding the LDP will be made aware of the outcomes of the committee that considered their comments. Council planning officers will actively seek to discuss issues and address concerns raised throughout the preparation process and explain the reasons for decisions made by the Council.</p>
Monitoring and Evaluation – we will monitor and evaluate where the engagement achieves its purpose and meets national standards for community engagement	<p>The proposals for community engagement have been developed building upon previous experience of the 2015 LDP and what worked well and what didn't.</p> <p>As part of continuous improvement, planning officers will review the engagement process at the end of the Main Issues Report and make any amendments prior to the formal engagement process on the Proposed Plan.</p>



COMMUNICATION METHODS

There are a number of mediums that can be used to promote the LDP and engage with a wide range of stakeholders.

Method	Output
Local Newspapers – Northern Scot, Banffshire Herald, Banffshire Advertiser, Forres Gazette, Press & Journal, Spotlight and Tenants Voice	Press releases and press articles. Statutory adverts. Notification of exhibitions/events
Inside Moray	Press releases - wide online readership to promote the LDP process and opportunities to input.
Social Media	Facebook posts – promote LDP key dates, events and exhibitions, build up likes for the Planning Facebook page from 195 in June 2017 to 285 in June 2018. Using paid adverts to extend the reach of posts and gain a wider audience.
Email bulletin	Issue regular email bulletin using database of landowners, agents, community contacts and developers. Prepare for each stage of the LDP providing an update of key dates and information. 6 bulletins.
Moray Council website/Planning and Development webpages	All information provided online. Clear links from Council home page. Provision for electronic submissions of bids and representations, explore possibilities of more interactive online content.
Connect magazine (internal to Council employees)	Article/s - opportunity to highlight LDP process for up to 4000 FTE staff across the Council. Prepare interesting article/s for magazine. Promote internal drop in exhibition in Council HQ building and annexe.
Drop in exhibitions	Host exhibitions across Moray setting out key issues in the formulation of the plan and key developments within the specific areas.
Host drop in exhibition at HQ Annexe.	Host drop in exhibition at HQ Annexe.
Youth engagement events	Invite secondary schools to take part in a variety of events including film making and class based Place Standard events.



IDENTIFYING STAKEHOLDERS

Preparing the LDP involves engaging with a wide range of stakeholders.

The following tables identify the relevant stakeholders, inputs/ outputs which form the evidence base for the LDP and methods of engagement:

INTERNAL STAKEHOLDERS

Who	Inputs/Outputs	Engagement
Housing/Planning	Housing Need and Demand Assessment (HNDA) Housing Land Audit Review of Policy PP3 Placemaking Review accessible housing policy and SG Review affordable housing policy and SG	1-2-1 meetings, internal stakeholders meetings and Housing Strategy Group.
Transportation	Transport strategy Active travel strategy Public transport, network improvements, safe routes to school.	Workshop session looking at the main towns, transport strategy working group, internal stakeholders meeting and 1-2-1 meetings. Infrastructure delivery group.
Education	Draft education strategies School catchment reviews School Roll projections Review and update education requirements Sports and community facilities strategy	Internal stakeholders meeting, 1-2-1 meetings. Infrastructure delivery group.
Flood Team	Strategic Flood Risk Management Plan and Catchment Plans	Internal stakeholders meeting, 1-2-1 meetings.



Who	Inputs/Outputs	Engagement
Development Management	Policy development Plan implementation	DM/DP working group on policy development and housing in the countryside Information session for all DM officers prior to adoption of plan highlighting new policy areas and implications Training event for Development Management staff on emerging new policy approaches.
Estates/Planning	Industrial land portfolio Employment Land Audit	Employment land working group, internal stakeholders meeting, 1-2-1 meetings
Lands & Parks/ Planning	Open Space/Greenspace provision Cemetery Sites	1-2-1 meetings
Waste Management	Waste Management Waste Sites	1-2-1 meetings
Legal	Schedule 4's Legal advice	1-2-1 meetings
Health and Social Care	Promote health agenda Opportunities for partnership working	Internal stakeholder meeting, 1-2-1 meetings
Moray Council staff	Promote LDP	Drop in exhibition at the Annex held Jan 2018 Connect article and other means to engage with 4,000+ FTE staff (Jan 2018 edition)
Elected members	Corporate buy into LDP	Committee reports and meetings, Member briefing sessions Focus workshops; Main issues Delivering quality housing Housing in the Countryside
CMT	Corporate buy in Strategic overview	CMT meetings



EXTERNAL STAKEHOLDERS

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Who	Inputs/Outputs	Engagement
Community Councils and Community Planning	Ongoing engagement throughout the process	<p>Presentations and workshops organised through Joint Community Councils</p> <p>Drop in Exhibitions</p> <p>Good Practice Guide</p> <p>Press releases and adverts</p> <p>Social media and website</p> <p>E-bulletin</p>
Developers/agents and landowners	Bids for land for inclusion within the LDP	<p>1-2-1 meetings throughout preparation of the plan.</p> <p>HfS members meetings</p> <p>2 stage bid process</p> <p>Awareness raising event prior to adoption of the plan</p>
Homes for Scotland	Engaging housebuilders	HfS members meetings
Moray Speyside Tourism	Tourism and economic development	1-2- 1 meetings
Young people	Engagement using the place standard.	Engagement events during MIR preparation
Moray businesses through the Chamber of Commerce	Plans for future growth	1-2-1 meetings
Moray Economic Partnership	Plans for future growth	1-2-1 meetings
General public/ Neighbouring Authorities - Highland and Aberdeenshire Council, Cairngorms National Park Authority	<p>Raise awareness of LDP process.</p> <p>Seek views</p>	<p>Drop in exhibitions</p> <p>Social media and website</p> <p>Press articles and adverts</p> <p>Neighbour notification</p>



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KEY AGENCIES

Who	Inputs/Outputs	Engagement
Community Planning Partnership	Corporate buy in from CPP.	Key agency meeting, presentations to community planning board.
NHS Grampian	NHS requirements for healthcare facilities	Key agency meeting, 1-2-1 meetings Infrastructure Group
Transport Scotland (trunk roads/rail)	A96 dualling A95 improvement Rail improvement Walking and cycling upgrades	Key agency meeting, 1-2-1 meetings
Scottish Water	Modelling for Elgin Infrastructure requirements for developments	Liaison meetings, key agency meeting
Forestry Commission	Woodland strategy	Key agency meeting, 1-2-1 meetings, woodland strategy working group
SEPA	Environment, Flood Risk Management and Catchment Plans SEA	Key agency meeting, 1-2-1 meetings
SNH	Natural environment, biodiversity, SEA Natura	Key agency meeting, 1-2-1 meetings, woodland Strategy and Open Space working groups
Historic Environment Scotland	Built heritage, Conservation Areas Review SEA	Key agency meeting, 1-2-1 meetings
HIE	Employment land, digital telecommunications, forestry sector	Key agency meeting, 1-2-1 meetings, woodland strategy working group.
Regional Archaeologist	Cultural heritage, archaeology	Key agency meeting, 1-2-1 meetings
Marine Planning Partnership	National marine plan and preparation of regional marine plan for Moray Firth	Regional partnership not set up yet.



CREATING A BRAND FOR THE MORAY LOCAL DEVELOPMENT PLAN 2020

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Communication can be enhanced by creating an identity for the MLDP 2020. This branding can then be carried through social media, events and publications. The previous plan had a strapline “Your Place Your Plan, Your Future”. This is still relevant in terms of the ambition to engage with as wide a range of stakeholders as possible in the formulation of the next LDP. All material produced should use plain English avoiding planning jargon.

IDENTIFIED AREAS FOR IMPROVEMENT

There are three main areas of improvement in engagement identified within this plan.

- **Youth Engagement**
- **Engaging with a wider audience**
- **Engaging with the Community Planning Partnership**

MAIN ISSUES REPORT ENGAGEMENT

Drop in exhibitions were hosted across 11 towns and villages and were very well attended with 951 people coming along. The exhibitions were framed around highlighting the positive benefits the planning system delivers and to better explain why we need to identify land for development. To make exhibitions more interesting interactive online mapping tools and touch screen technologies were utilised alongside short films to provide an overview of the main issues affecting Moray. An Elgin Academy pupil helped by editing and producing the films. In feedback received from the events 93% of those responding agreed or strongly agreed that the use of interactive mapping and short films enhanced the exhibitions.



Planning officers have engaged with a number of primary and secondary school children using the place standard tool to facilitate discussions about their towns and villages, as well as raising awareness of the Local Development Plan. A short film competition for secondary schools was launched and won by Buckie High School. The film they produced illustrated issues such as affordability of housing, job opportunities and attractiveness of places to live and work and was screened at the drop in exhibitions. This helped encourage a wider audience than would normally attend consultation events.

In terms of engaging with our community planning partners, presentations covering proposed engagement for the LDP have been given to the Community Planning Engagement Group. These presentations have highlighted the importance of the LDP in the delivery of strategic priorities and enabling development.

An infographic highlighting the key engagement achievements at main issues report stage is set out in Appendix 1.



PROPOSED PLAN ENGAGEMENT

The proposed plan consultation will focus on making communities aware of the content of the Proposed Plan, changes arising from the main issues consultation, how it may affect them, how to object, the process for objecting and what happens to their objection. Ultimately, the aim is to make it interesting, easy to understand and participate in. There will be a greater use of interactive mapping and increased use of aerial imagery and visuals to help illustrate key messages. Short films will also be produced focusing more on local issues. Drop in exhibitions will be targeted to towns and villages where issues have been raised through consultation responses.

TIMELINE FOR ENGAGEMENT

A Communications work plan has been prepared and is split into the 5 stages of the LDP preparation:

- **Evidence Gathering**
- **Main Issues**
- **Proposed Plan**
- **Examination**
- **Adoption**

Each section details the engagement that is to be undertaken at each specific stage.





Objective	Key Activities	Stakeholders	Responsible Officers	AUG 2016	SEPT 2016	OCT 2016	NOV 2016	DEC 2016	JAN 2017	FEB 2017
Prepare youth engagement strategy	<p>Work with education to explore opportunities to link with curriculum for excellence (CfE)</p> <p>Engage with secondary level pupils from 2/3 schools across Moray</p> <p>Develop a concept of engagement around the place standard</p> <p>Work jointly with Education, Community Support Unit.</p>	Young people	EG/EW							
Raise awareness of LDP and communication strategy	Presentations to Community Engagement Group (CEG) and Community Planning Board	CEG CPP	CEG – GT/EG CPP – JG/GT							
Issue informal “Call for Bids”	<p>Prepare bid checklist</p> <p>Compile database of stakeholders</p> <p>Promote call for bids through all communications channels</p>	Developers, Landowners and Agents	EG EG/MM EG							



Objective	Key Activities	Stakeholders	Responsible Officers	AUG 2016	SEPT 2016	OCT 2016	NOV 2016	DEC 2016	JAN 2017	FEB 2017
Community Council LDP event	Presentation on LDP process and opportunities to engage.	Community representatives organised through Joint Community Councils	All							
Elected members focus group	Seminars on Housing in the Countryside (Dec 16)	Elected Members	EG/KH							
Relaunch social media	Build likes on Moray Council Planning Facebook page	All	EG/RM							
Engage with key agencies	Set up infrastructure group	Infrastructure Group	EW							
	Key agency meetings	All key agencies	GT							
Engage with internal stakeholder	Internal stakeholders meeting with follow up 1-2-1 meetings	All internal stakeholders	GT							
Engage with main developers and Homes for Scotland (HfS)	1-2-1 meetings and session with HfS	All developers	ALL							
Prepare LDP e-bulletin	Prepare email updates setting out timeline for LDP process/events	Circulate to database of landowners, agents and developers.	EG							

Objective	Key Activities	Stakeholders	Responsible Officers	JUNE 2017	JULY 2017	AUG 2017	SEPT 2017	OCT 2017	NOV 2017	DEC 2017
Elected members seminar on LDP	Seminar for new elected members on LDP	New elected members	GT							
	Session on Main Issues for LDP 2020									
Issue formal "Call for Bids"	Promote formal bids process	Developers, agents and landowners	GT							
Stakeholder engagement event on pilot Gatecheck	Explain pilot Gatecheck process	Key Agencies, Homes for Scotland and Community Representatives	GT/EW							

Objective	Key Activities	Stakeholders	Responsible Officers	JAN 2018	FEB 2018	MAR 2018	APR 2018	MAY 2018	JUNE 2018	JULY 2018
Consult on Main Issues Report MIR	Neighbour notification Adverts Drop in exhibitions and Moray Council staff exhibitions	Neighbouring property owners All	All							
Engage with Community Councils	Main Issues Workshop	Community Councils	GT/EG							
Elected members briefing session	Ward briefings on responses to MIR	Elected members	All							
Stakeholder event on pilot gatecheck	Review process and evidence report	Key Agencies, Homes for Scotland and Community Representatives								



Objective	Key Activities	Stakeholders	Responsible Officers	JAN 2019	FEB 2019	MAR 2019	APR 2019	MAY 2019	JUN 2019	JUL 2019
Engage with community councils	Proposed Plan workshop	Community Councils	All							
Consultation on Proposed Plan	Neighbour notification Adverts Drop in exhibitions	All	All							
Elected members briefing on Proposed Plan	Provide summary of response and highlight key issues raised and implications	Elected members	All							
Issue e-bulletin	Prepare e-bulletin on key dates for consultation, promote events	All	EG/RM							

Objective	Key Activities	Stakeholders	Responsible Officer	JULY 2019	AUG 2019	SEPT 2019	OCT 2019	NOV 2019	DEC 2019	JAN 2020
Issue-bulletin	Prepare e-bulletin providing update on examination process dates of hearing sessions etc.	All	EG/RM							

Objective	Key Activities	Stakeholders	Responsible Officers	JAN 2020	FEB 2020	MAR 2020	APR 2020	MAY 2020	JUNE 2020	JULY 2020
Awareness Raising Sessions for LDP	Customised sessions on the LDP for various stakeholders including seminars, presentations and workshops	Internal stakeholders (development management, housing and transportation) Developers, agents and landowners Community Council's	All							
Prepare e-bulletin	Provide update on timescale for adoption and promote awareness events	All stakeholders	EG/RM							



RESOURCE IMPLICATIONS

There is a desire to use IT to make the online content for the LDP more interactive. Early consideration needs to be given to IT requirements to ensure that adequate IT systems are in place to support engagement on the LDP. Work is currently progressing on reviewing the LDP pages on the Moray Council website and making these more user friendly and easier to access information.

The Planning and Development section has limited resources in terms of budgets and staffing. Engagement on the LDP needs to be focused, effective and inclusive. It will be challenging to undertake the level of engagement set out within this plan. There are opportunities to work in partnership with other sections within the Council and external organisations and these should be fully explored. It is proposed to host joint exhibition events with the council's housing section and Access Manager to consult on the main issues report, core paths strategy and local housing strategy which will reduce consultation fatigue and help Council services share resources and participants.

MEASURING SUCCESS

Indicators have been identified in an effort to measure the success of the communications plan and the level of engagement achieved.

- Increasing the number of likes on the Moray Council Planning Facebook page
- Number of hits on the website and average time spend on content
- Attendance at drop in exhibitions, seminars and workshops
- Evaluation forms for the events
- Number of schools and young people engaged during LDP preparation

A short report will be prepared on engagement and this will form part of the Statement of Conformity which is a requirement when submitting the LDP to the Scottish Ministers.



ENGAGEMENT ON THE MAIN ISSUES REPORT

91

FEEDBACK FORMS RECEIVED,
NEARLY 10% OF ALL
ATTENDEES AT THE
COMMUNITY EVENTS

70

ATTENDED

STAFF DROP IN
EXHIBITION

97%

AGREED OR STRONGLY
AGREED THAT THE USE OF
INTERACTIVE MAPPING
AND SHORT FILMS
ENHANCED THE
EXHIBITIONS.

401 RESPONDENTS
MAKING

1,755 COMMENTS

11 COMMUNITY EVENTS
ACROSS MORAY

(ELGIN X 2, FORRES, BUCKIE,
KEITH, DUFFTOWN, LOSSIEMOUTH,
ABERLOUR, CULLEN, LHANBRYDE &
FOCHABERS)

951 ATTENDED

99%

AGREED OR STRONGLY
AGREED THAT STAFF
WERE HELPFUL AND ABLE
TO ANSWER THEIR
QUESTIONS.



JOINT COMMUNITY
COUNCILS OF MORAY EVENT
35 ATTENDEES
REPRESENTING VARIOUS
COMMUNITIES

93%

STATED THEY WERE
ABLE TO ACCESS
THE INFORMATION
THEY NEEDED.





YOUTH ENGAGEMENT WITH:

- BUCKIE HIGH SCHOOL,
- MORAY COLLEGE UHI,
- SPEYSIDE HIGH SCHOOL,
- FORRES ACADEMY AND
- EAST END PRIMARY SCHOOL



OVER

300 VIEWS

BUCKIE HIGH SCHOOL
SECONDARY SCHOOL FILM
COMPETITION



WE ENGAGED WITH

175 PUPILS & STUDENTS

USING THE PLACE STANDARD,
MASTERPLANNING AND
INTERACTIVE MAPPING



FACEBOOK LIKES
INCREASED BY **50%**

REACHED
4,890 PEOPLE
AND ENGAGED
596 PEOPLE
IN A SINGLE WEEK OF THE
CONSULTATION



5,500

LETTERS AND POSTCARDS
SENT OUT

19



5 SHORT FILMS

ON THE MAIN ISSUES PRODUCED
BY AN ELGIN ACADEMY PUPIL.
RURAL HOUSING HAD

3,000 VIEWS



JANUARY 2018 TO
MARCH 2018

5,337 VIEWS

OF THE LDP WEBPAGE

800 VIEWS

OF THE ONLINE
INTERACTIVE MAPPING



