

NOTES OF CASTLE POINT PLAN BOARD

18th July 2024

Present:

Councillors: Gibson, Copsey, Lillis, Mountford, and Palmer.

Officers in attendance: Caroline Adlem (Director Corporate and Customer), Amanda Parrott (Assistant Director of Climate and Growth), Gavin Ball (Principal Planning Officer), Maria Hennessy (Senior Planning Policy Officer), Matt Amner (Planning Policy Officer), Neil Gale (Community Engagement Officer)

Apologies: Councillors Blackwell and Fuller, Ian Butt (Director of Place and Communities), Angela Hutchings (Chief Executive), Dominic Chessum (Communications).

1. Communications

The summary document has been prepared. This was initially decided to be 8 pages long but is now 12 pages in order to contain an appropriate level of information. Members asked if the text was a straight lift from the Issues and Options document. The text was changed slightly in order to summarise.

It was agreed that officers will liaise with Members directly to go through any potential wording changes.

This will go to print by Friday 26th July.

2. Online Consultation

Members were shown the website for the consultation.

As there are multiple documents being consulted on as part of the Castle Point Plan, a webpage has been created to store all parts of the Castle Point Plan on the same page. The webpage includes embedded videos and timetables explaining the plan alongside past, ongoing and closed consultations as well as a link to the evidence base.

There is a new Castle Point Plan button on the Council's main website which links to the Castle Point Plan page, and Members will be given a preview of the consultation over the weekend, and can make suggestions on updates prior to the consultation going live on Monday, along with a comms piece and advertising.

The banner of the consultation will be changed to the artwork for the CP Plan.

Members worked through the consultation platform and Officers explained key sections and the structure of the Consultation webpage. Members had questions about the accessibility of the text in the documents. Members had questions about Optional and Required questions and were reassured by officers that the only required questions are in the "About you" section regarding personal data that may or may not be published. Members asked questions regarding storing responses to questions.

Members had issues regarding the About you question being at the end of the consultation, rather than the start, after discussion it was agreed to leave it where it was.

Members had questions regarding the titles of the sections. Members were shown how the consultation webpage splits questions into sections, and how this could help people get to the issues that they want to answer questions about more efficiently.

Members had questions regarding exploring the data defined by the area where the respondent came from. Officers explained that knowing that responses were or were not from within the borough, and where in the borough they came from would be helpful in identifying differences between responses from different parts of the borough.

Members had questions regarding the ability to download the pdf version of the plan. Officers are preparing a document to download already.

Members asked about how Officers will report during the duration of the consultation, Officers will provide updates where possible, but it was noted that most responses are received towards the consultation deadline.

It was discussed whether an officer should attend a local school in the first week back to encourage School age responses. It was decided that this was not a productive use of officer time as there has historically been little interest shown by schools or young people previously.

Members agreed to promote the consultation through their social media channels.

Members noted the significant collaboration and the early cross-party work that went into the preparation of the consultation document.

3. Moving Forward.

Officers have begun to look at the content of the Regulation 19 plan, in preparation for the steer coming in from the consultation. A style guide has been created to format and design the draft plan to create a similar look and feel to the current consultation document.

Members were asked about how they want to be involved in with the Regulation 19. Members are happy for officers to move forward and bring draft-finished parts of the document to members for review.

Over August there are no meetings planned but emails will be sent to members with updates as necessary.

Members were also offered an open invite to a testing event for the community engagement events.