

## **NOTES OF CASTLE POINT PLAN BOARD**

**5 June 2024**

### **Present:**

Councillors: Gibson (Chair), Blackwell, Fuller, Palmer, Copsey, Lillis, Mountford and Savage.

Officers in attendance: Angela Hutchings (Chief Executive), Caroline Adlem (Director Corporate and Customer), Ian Butt (Director of Place and Communities), Amanda Parrott (Assistant Director of Climate and Growth), Gavin Ball (Principal Planning Officer), Maria Hennessy (Senior Planning Policy Officer), Matt Amner (Planning Policy Officer), Dominic Chessum (Communications) Neil Gale (Planning Policy Officer – Engagement).

Apologies: None

### **1: Feedback on Issues & Options Discussion:**

Members were presented with a summary of their feedback on the draft Issues and Options consultation document. These changes are split into two categories, one, changes which can be taken on board and used to make changes to the document, and two, issues for discussion at this meeting. Feedback was considered and amendments were made to the document as appropriate. Matters that were discussed included publication issues, typos, clarifications, the role of partners, and details on some policy matters including sustainable drainage, renewable energy, transport and parking, odour considerations, housing need and housing mix, enhancement of open spaces, business support and skills development, and cultural development.

### **2: Member discussion of Issues & Options:**

Members were concerned if there would be hard copy documents and forms to fill in as well as online responses – Yes there will be both available.

Members discussed the health warning of all the sites put forward. They concluded that there should be a health warning before any sites are discussed in the Issues and Options Document. This must include words like “Proposed” and how nothing is set in stone. All the sites are currently put forward in the document and have been subject to a suitability test, but not all are identified as available, and this status will be sought in the consultation.

A list of all the sites is set out at the back of the document, it was explained that if we do not publish a list of sites but we do publish the urban capacity, residents may believe we are hiding the sites. Having the sites public makes it clear what the sites, and therefore the plan can achieve.

The consultation will allow officers and members to find out what sites are popular for redevelopment and what sites are not, which will alleviate some of the pressure on the next stage of the plan. The objective of the regulation 18 is to enable residents and stakeholders to clearly have a say on the content of the draft plan (regulation 19).

### **3: Communications:**

Importance of communicating the plan: Proposed that there should be a “campaign approach” - there will be multiple opportunities to reach residents. This helps to maximise the campaign and message recognition as well as connecting all messaging and comms efforts.

A professional approach will be presented to assure the public in the council’s capability and give confidence. A visual approach will be used to attract attention and to appeal to hearts and minds. Bespoke local imagery will be used to help forge an emotional connection and create a sense of “This is important to you”.

Look and feel examples were given to members of other plan consultations these are reflections of place and designed to draw people in.

Members explored the proposed Castle Point Campaign:

- Creative design including look and feel concepts
- Master graphic
- 2P postcard
- Member brief
- Credit card sized hand out and others
- Short animated local plan explainer

Making the most of the estate we own, this would include utilising windows and other council owned public facing space to publicise the plan.

A Media buying agency will be commissioned with a brief to reach desired audience using a multi-channel approach. This could include:

- 2pp postcard to all houses
- In housing mailing list – 1,500 bespoke campaign emails
- Castle Point Together magazine insert
- Engagement events
- Online advertising (ie Facebook)

#### **Next steps:**

Board feedback on the campaign approach was supportive.

C P Together magazine distribution week commencing 22<sup>nd</sup> July

Campaign will go live on the 29<sup>th</sup> of July.

Members discussed emphasising the green environment and the boroughs green credentials and how the communications of the plan can push this forward.

#### **Next Meeting**

20<sup>th</sup> June – Supporting Documents for the Reg18

#### **AOB:**

Members to change meetings to 4 o’clock start time. This was agreed by all members.