

Sandwell Development Plan – Draft Consultation and Engagement Action Plan

Consultation Stage	Target Audience	Consultation Methods to be used	Who to Action	Timescale/Target Date
Issues & Options				
6 th February to 20 th March 2023				
Member briefings prior to Cabinet meeting	Elected Members	Member briefings on key elements of Issues & Option Plan and consultation	Planning Officers Comms Team	January
Members of Parliament briefings	Members of Parliament	Briefings on key elements of Issues & Option Plan and consultation	Planning Officers	January
West Midlands Mayor briefing	West Midlands Mayor	Briefing on key elements of Issues & Option Plan and consultation	Planning Officers	January
Update website, ready to go 'live' with Issues & Options consultation post Cabinet /Council decision	All stakeholder	Web content – to include Issues & Options Document and supporting information, online consultation details and summary documents and FAQs	Planning Officers Comms Team	Late January/early February
Public consultation launched Six weeks 6 th February to 20 th March. (indicative dates). Publish Issues & Options Consultation document, summary document and supporting documents, evidence base on website and roll out public communication's campaign	All stakeholders	Launch press release, plus 2-3 reminder releases	Planning Officers Comms Team	February
	Duty to Cooperate Bodies/Statutory Bodies	Email to Duty to Cooperate Bodies	Planning Officers	February
	Residents	Articles to be included in Sandwell Herald newspaper and Sandwell Social Media platforms - Digital/social media comms plan	Comms Team	February
	Businesses	Business engagement through business organisations and Sandwell Social Media platforms - Digital/social media comms plan	Planning Officers	February
	Land Owners	Letters and Sandwell Social Media platforms - Digital/social media comms plan	Planning Officers	February
	Internal Directorates	Email to Internal Directorates		
	ESTE Scrutiny Board	Presentation	Planning Officers	9 th March 2023
	Planning Committee	Presentation plus Q&A	Planning Officers	16 th February 2023
Press release /ebulletin to announce deadline for responses to Consultation	All Stakeholders	Press release /ebulletin to announce deadline for responses to Consultation Press and ebulletin Email to Members	Comms Team	13 th March
End of Consultation	All Stakeholders	Press release /ebulletin to announce end of consultation	Comms Team	
Call for Sites				
6 th February to 20 th March 2023				
Open Call for Sites – submit sites through the online map	Elected Members	Email to Members to inform them of the Call for Sites and whether they know of any sites within their wards they would like to put forward	Planning Officers Comms Team	6 th February
	Residents	Articles to be included in Sandwell Herald newspaper and Sandwell Social Media platforms - Digital/social media comms plan	Planning Officers Comms Team	6 th February
	Businesses	Business engagement through business organisations	Planning Officers	6 th February
	Land Owners	Letters and Sandwell Social Media platforms - Digital/social media comms plan	Planning Officers	6 th February
	Internal Directorates	Emails	Planning Officers	6 th February
Press release /ebulletin to announce deadline for responses to Consultation	All Stakeholders	Press and ebulletin Email to Members	Comms Team	13 th March
End of Consultation	All Stakeholders	Press release /ebulletin to announce deadline for responses to Consultation	Comms Team	20 th March
Post Issues & Options Consultation and Call for Sites				

Consultation Stage	Target Audience	Consultation Methods to be used	Who to Action	Timescale/Target Date
21st March to August 2023				
Press release /ebulletin to confirm closure for Consultation and next steps	All Stakeholders	Press release /ebulletin to confirm closure for Consultation and next steps and update website to confirm end of consultation	Planning Officers Comms Team	Late March/early April
Draft Plan				
October – December 2023				
Member briefings prior to Cabinet meetings and agendas being released	Elected Members	Briefings on key elements of Reg 18 Draft Plan and consultation	Planning Officers Comms Team	September
Member briefings/drop-in sessions as consultation rolls out	Elected Members	Member briefings on key elements of the Reg 18 Draft Plan and consultation	Planning Officers Comms Team	October
MP Briefings to be held	Members of Parliament	Briefings on key elements of Reg 18 Draft Plan and consultation	Planning Officers	October
West Midlands Mayor briefing	West Midlands Mayor	Briefings on key elements of Reg 18 Draft Plan and consultation	Planning Officers	October
Prior (10 days) before publication of the cabinet papers, press release to go out stating Reg 18 Draft Plan to be considered by Cabinet ahead of consultation. Followed by reactive press management	All Stakeholders	Press Release to be issued Reactive press management to be prepared.	Comms Team	October
Update website, ready to go 'live' with Plan consultation post Cabinet decision	All stakeholders	Web content – to include Draft Plan and supporting information, online consultation details and summary documents and FAQs	Planning Officers Comms Team	October
Public consultation launched Six weeks October to December. (indicative dates). Publish Publications Plan Consultation document, summary document and supporting documents, evidence base on website and roll out public communication's campaign	All Stakeholders inc Public Members MPs DtC/Statutory Consultees.	Launch press release, plus two to three releases Update Sandwell MBC website with details of consultation Articles to be included in Sandwell Herald newspaper and Sandwell Social Media platforms - Digital/social media comms plan Display Pop up exhibitions in vacant retail units in town centres (to be agreed with Shopping Centre owners) as well as key council buildings Details to be circulated on residents ebulletin Internal campaign - staff ebulletin Consultation events to be held in each of the six towns	Planning Officers Comms Team	October
Press release /ebulletin to announce deadline for responses to Consultation	All Stakeholders	Press and ebulletin Email to Members	Comms Team	December
Press release /ebulletin to announce deadline for responses to Consultation	All Stakeholders	Press and ebulletin Email to Members	Comms Team	December
Press release /ebulletin to confirm closure for Consultation and next steps	All Stakeholders	Press and ebulletin Email to Members Update Website to confirm end of consultation	Comms Team	December

Consultation Stage	Target Audience	Consultation Methods to be used	Who to Action	Timescale/Target Date
Post Draft Plan Consultation				
December 2023 – June 2024				
Feedback on process/next steps via website/media/ebulletins		ebulletin Email to Members Update Website	Planning Officers Comms Team	December/January
Submission Plan				
September – October 2024				
Member briefings prior to Cabinet meetings and agendas being released	Elected Members	Briefings on key elements of the Submission Pan	Planning Officers Comms Team	August/September
Member briefings/drop-in sessions as consultation rolls out	Elected Members	Member briefings on key elements of Submission Plan and consultation	Planning Officers Comms Team	September
MP Briefings to be held	Members of Parliament	Briefings on key elements of Submission Plan and consultation	Planning Officers	September
West Midlands Mayor briefing	West Midlands Mayor	Briefings on key elements of Submission Plan and consultation	Planning Officers	September
Prior (10 days) before publication of the cabinet papers, press release to go out stating Submission Plan to be considered by Cabinet ahead of consultation. Followed by reactive press management	All Stakeholders	Press Release to be issued Reactive press management to be prepared.	Comms Team	September
Update website, ready to go 'live' with Plan consultation post Cabinet decision	All stakeholders	Web content – to include Submission Plan and supporting information, online consultation details and summary documents and FAQs	Planning Officers Comms Team	September
Public consultation launched Six weeks September to October. (indicative dates). Publish Publications Plan Consultation document, summary document and supporting documents, evidence base on website and roll out public communication's campaign	All Stakeholders inc Public Members MPs DtC/Statutory Consultees.	Launch press release, plus two to three releases Update Sandwell MBC website with details of consultation Articles to be included in Sandwell Herald newspaper and Sandwell Social Media platforms - Digital/social media comms plan Display Pop up exhibitions in vacant retail units in town centres (to be agreed with Shopping Centre owners) as well as key council buildings Details to be circulated on residents ebuletin Internal campaign - staff ebuletin Consultation events to be held in each of the six towns	Planning Officers Comms Team	September
Press release /ebuletin to announce deadline for responses to Consultation	All Stakeholders	Press and ebuletin Email to Members	Comms Team	October
Press release /ebuletin to announce deadline for responses to Consultation	All Stakeholders	Press and ebuletin Email to Members	Comms Team	October
Press release /ebuletin to confirm closure for Consultation and next steps	All Stakeholders	Press and ebuletin Email to Members Update Website to confirm end of consultation	Comms Team	October/November

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Submission to Secretary of State				
November 2024				
To be determined				
Examination In Public				
December 2024 – Summer 2025				
To be determined				
Post EIP and Inspector’s Report				
Summer 2025 – Autumn 2025				
To be determined				
Adoption				
Late 2025 – Early 2026				
To be determined				