

## Appendix D - Draft Sandwell Local Plan – Consultation and Stakeholder Engagement Plan

Consultation Stage	Target Audience	Consultation Methods to be used	Who to Action	Timescale/Target Date
<b>Draft Local Plan</b>				
November – 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	Cabinet Briefing – 6 <sup>th</sup> September 2023
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	All Member Briefing session – November 2023
MP Briefings (if requested)	Members of Parliament	Briefings on key elements of Reg 18 Draft Plan and consultation	Planning Officers	November/December 2023 MPs will be consulted with briefings arranged on request
West Midlands Mayor briefing (if requested)	West Midlands Mayor	Briefings on key elements of Reg 18 Draft Plan and consultation	Planning Officers	November/December 2023 WMCA/Mayors Office will be consulted with briefings arranged on request
Press release to go out stating Reg 18 Draft Plan to be considered by Cabinet ahead of consultation.	All Stakeholders	Press Release to be issued - reinforcing the consultation dates of 06/11/23 – 18/12/23	Comms Team	Pre-publication of Cabinet agenda on 11 <sup>th</sup> 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	Post Cabinet meeting – 18 <sup>th</sup> October 2023
Public consultation launched Six weeks November to December. (6 <sup>th</sup> November – 18 <sup>th</sup> December 2023).  Publish Draft Local Plan and Appendices, Policies Map, summary document and supporting documents and evidence base on website and roll out public communications campaign	All Stakeholders including: Public Businesses Organisations Developers/Consultants Members MPs DtC/Statutory Consultees.	<p>Launch press release, plus two to three follow-up releases</p> <p>Update Sandwell MBC website with details of consultation. The website will include an information video being prepared by Comms Team.</p> <p>Articles to be included in Sandwell Herald newspaper and Sandwell Social Media platforms - Digital/social media comms plan</p> <p>Display Pop up exhibitions in the 6 main libraries and leisure centres, as well as the Council House, Oldbury. Planning officers available to discuss any issues via an appointment system, on the telephone and via email. Information leaflets will be available at each venue.</p> <p>Details to be circulated on residents ebulletin and Let's Get Physical newsletter, SCVO networks, Sandwell Business Networks, SHAPE Youth Forum networks, Regenerating Sandwell and Sandwell Business Growth websites</p> <p>Internal campaign - staff ebulletin</p> <p>The consultation documents will also be accessible via a link from the Sandwell Council Consultation Hub</p> <p>An email banner will be developed for use by officers on all email communication</p>	Planning Officers Comms Team	November 2023

Consultation Stage	Target Audience	Consultation Methods to be used	Who to Action	Timescale/Target Date
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
<b>Post Draft Plan Consultation</b> 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