

# Dorset-wide Gypsy and Traveller Site Allocations (including Travelling Showpeople) Joint Development Plan Document (DPD)

Addendum – Engagement Strategy  
Consultation on new sites - Autumn 2014

On behalf of :



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## Document Control Sheet




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<b>For and on behalf of Peter Brett Associates LLP</b>				

Revision	Date	Description	Prepared	Reviewed	Approved

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# 1 Introduction

- 1.1.1 Bournemouth Borough Council, Christchurch Borough Council, East Dorset District Council, North Dorset District Council, Borough of Poole, Purbeck District Council, West Dorset District Council and Weymouth and Portland Borough Council are preparing a Dorset-wide Gypsy and Traveller (including Travelling Showpeople) Site Allocations Joint Development Plan Document (DPD) to allocate Gypsy and Traveller and Travelling Showpeople sites within Dorset.
- 1.1.2 Peter Brett Associates (previously Baker Associates) has been appointed as planning consultants to assist the Dorset authorities in the preparation of the DPD and to support the DPD at examination as the lead witness.
- 1.1.3 At this time, an Engagement Strategy was published in May 2010 which set the principles and objectives of engagement during the preparation of the DPD, which stakeholders and groups will be involved at which stage, and the techniques to be used. It reflected the different purposes and nature of engagement and participation throughout the work stages. This original Engagement Strategy is still relevant and should be read in conjunction with this Addendum.
- 1.1.4 During November 2010 – January 2011, the Authorities consulted upon sites, within the Issues and Preferred Site Options Report, which had been identified by Peter Brett Associates as available and suitable for Gypsy and Traveller or Travelling Showpeople use. During the consultation a number of new sites were identified by consultees.
- 1.1.5 This Addendum sets out the engagement strategy for consulting on these additional new sites that were promoted during the initial consultation of sites.

## 2 Stakeholders and Communities

- 2.1.1 The Statements of Community Involvement (SCIs) identify a long list of stakeholders who will have the opportunity be involved within the production of a DPD. Some of the most relevant groups to this specific DPD are listed within original Engagement Strategy (Appendix 1).
- 2.1.2 This section identifies the groups that will be involved within the consultation of the new additional sites.

### Gypsy, Traveller and Travelling Showpeople communities

- 2.1.3 In Dorset there are various groups including English Gypsies/Romanies, Irish Travellers, New Travellers, Scottish Traveller-Gypsies and Travelling Showpeople. To complement the role of representative Gypsy and Traveller organisations and support groups, it will be essential to involve individual Gypsies, Travellers and Travelling Showpeople during the process.
- 2.1.4 A number of new additional sites are owned by Gypsy and Travellers or Travelling Showpeople. Each site has been visited and Peter Brett Associates have engaged with the landowners to understand the requirements and aspirations for each site.
- 2.1.5 Following feedback from assessing the sites, some landowners have expressed a preference to know whether their site/s have been identified by Peter Brett Associates for Gypsy and Traveller or Traveller Showpeople use, before the sites are identified within any public consultation. Therefore Peter Brett Associates will contact the landowners of all sites which have been identified for potential of Gypsy and Traveller or Travelling Showpeople development, to check they would like their sites within the public consultation and identify their sites as available for Gypsy and Traveller or Travelling Showpeople use.

### Settled communities and key stakeholders

- 2.1.6 It is proposed to provide a public exhibition of the new sites which Peter Brett Associates identify as suitable and available for Gypsy and Traveller use. It will be important to understand legitimate, planning related concerns expressed by the settled community.
- 2.1.7 Key stakeholders were invited to an initial Stakeholder Group event in 2010. These groups will be informed of the consultation of new sites and invited to the exhibition, which will take place over the course of two and half days:
- Government organisations, such as DCLG, Homes and Communities Agency, Planning Aid South West
  - Statutory organisations, such as Environment Agency, Natural England, English Heritage
  - Housing bodies, including Registered Social landlords
  - National umbrella organisations representing Gypsies, Travellers and Travelling Showpeople, such as Gypsy Council, Showmen's Guild, and Friends, Families and Travellers
  - Local organisations representing Gypsies, Travellers and Travelling Showpeople, such as Kushti Bok
  - Planning agents who work specifically with Gypsies, Travellers and Travelling Showpeople

- Organisations currently working with Gypsies, Travellers and Travelling Showpeople, such as Site Managers, police liaison officers
- Other groups, such as AONB representatives.

2.1.8 The public exhibitions will be half day events and there will be 5 events over 3 separate days, within the consultation period.

2.1.9 All consultation documents will also be available to view on the dedicated Dorsetforyou webpages, and available in hardcopy at public information points (PiPs), such as libraries and other community venues.

### **Elected Members**

2.1.10 Each of the local authority officers will present the new sites to their Council members during the consultation period. Each member briefing session will present the site options and encourage discussion and feedback from the members. Feedback will be provided back to Peter Brett Associates to incorporate within the Development Plan Document.

## 3 Methods of engagement

3.1.1 During the consultation, the following methods of consultation will be used:

### Website

- The Dorsetforyou website will be used to provide information relating to engagement on the additional new sites. The dedicated webpages will be updated for the consultation period, which will provide up to date information for stakeholders, as well as seeking feedback during the consultation period. A direct link will be provided from each of the Council's websites to the dedicated webpages.

### Documents at Council offices and other appropriate places

- Information relating to the sites will be made available at each of the Council's offices and public information points (PIPs), such as libraries and other community venues.

### Public exhibition / visual display

- There will be a public exhibition and display of the new additional sites, to help display information visually during the consultation period. The public exhibitions will be 5 half day events spread over 3 separate days, and open to the general public. The 5 events will be located as close as possible to the relevant sites being consulted upon.

### Written / email correspondence

- Before the consultation all interested parties will be formally written to by each Council, via post or e-mail. Written feedback will be provided in the form of a Consultation Report and available on the dedicated website, along with news releases to outline the results of the consultation and how this will be incorporated into revisions of the DPD.

### Newsletters

- Information relating to the DPD and key consultation will be made available by the Councils, to be published within area wide newsletters and community papers, together within internal staff magazines.



## 4 Communication and Media Strategy

- 4.1.1 All news and media communications will follow a standard protocol which is set out in detail below.

### News releases

- 4.1.2 North Dorset District Council will be responsible for issuing all news releases.
- 4.1.3 The North Dorset District Council's Marketing and Communications Manager will be responsible for drafting and editing the news releases in cooperation with the lead council officers and partners, who will supply all factual information and advise on the key messages.
- 4.1.4 Draft copies of news releases will be shared with all partners, including all of the councils involved and the consultants Peter Brett Associates via their communications teams (unless agreed otherwise), for their comments and suggestions to be returned promptly.
- 4.1.5 All news releases should preferably include a comment from the most appropriate member(s) or officer(s). North Dorset District Council will provide as primary spokesperson the Cabinet member for Development Policy, Councillor David Walsh. As appropriate, an alternative North Dorset District Council spokesperson might comment. For East Dorset, the primary spokesperson will be Councillor Mike Dyer, Lead Member for Environment. The primary spokesperson for West Dorset Council will be Councillor Robert Gould, Leader of the Council. All spokespersons must give approval for the comment attributed to them prior to release.
- 4.1.6 According to the North Dorset District Council's communications protocol, all news releases require the approval of the appropriate Cabinet member or head of service before they can be released. In their absence, they can be approved by another appropriate Cabinet member or officer.
- 4.1.7 Any additional factual information should include the Councils' web address and contact information, and should also be included in the 'notes to editors'. Officers will be asked to supply and approve the appropriate text.
- 4.1.8 As well as selected media recipients, all news releases will be sent via email to all county councillors and the Chief Executive of the councils involved in the 2014 consultation. They will also be immediately posted on the news section of the [www.dorsetforyou.com](http://www.dorsetforyou.com) website.
- 4.1.9 Contact details for North Dorset District Council's Communications Unit are included on every news release for media enquiries.

### Media enquiries

- 4.1.10 All media enquiries should be directed to North Dorset District Council's Marketing and Communications Team in the first instance, which will identify the most appropriate person to respond, either directly or by agreeing a comment to be returned by the PR team. North Dorset District Council will be responsible for responding to, giving comments on or arranging interviews about the consultation.
- 4.1.11 For 'everyday' enquiries requiring expertise or information directly relating to the working of the consultation process, Peter Hyde (Marketing and Communications Manager, North Dorset District Council) should be the first point of contact to provide background, information and comment. He can be contacted at:

North Dorset District Council  
Nordon  
Salisbury Road  
Blandford Forum  
Dorset  
DT11 7LL

**Email:** [phyde@north-dorset.gov.uk](mailto:phyde@north-dorset.gov.uk)

**Tel:** 01258 484100 Ext. 2100

4.1.12 Depending on the nature of the enquiry, the most appropriate Council spokesperson to be contacted or quoted in a response or carry out an interview will be identified.

## 5 New sites consultation

- 5.1.1 The purposes of engagement and formal consultation of new additional sites are to test the new sites in East Dorset District Council, North Dorset District Council and West Dorset District Council.
- 5.1.2 This is more of a consultative stage in which the extra new site options are being shared with as wide a group as possible in order to test the approach, find out the response and understand the reasons for comment. This stage encourages constructive comments that can be built into changes to be made to the document before it is formally published.
- 5.1.3 The consultation will run for 6 weeks between 15 September to 24 October 2014. This will include notifying the specific consultees, as set out in Appendix 1 of the original Engagement Strategy, together with the consultees contained on the Councils' databases.
- 5.1.4 At this stage, consultation will involve:
- The Council will undertake carefully worded press releases to local media and myth busting factsheet;
  - Public exhibitions to display the new sites;
  - Informing members from the Gypsy, Traveller and Travelling Showpeople communities, who have sites in the consultation, of the consultation and events;
  - The Councils where possible will send out letters and/or emails to organisations and groups included on the Councils' Local Plan databases and contact Parish and Town Councils, community partnerships and councillors;
  - The Councils will update the web site to include all consultation documentation (including Additional Sites Options Report, Engagement Strategy Addendum and Sustainability Appraisal Addendum, response forms) with links to Limehouse on-line consultation; and
  - The Councils will print hard copies of all consultation documentation and make them available to view at principal libraries and all Council offices.
- 5.1.5 An essential element of consultation is feedback after people have commented. A Consultation Report (2011) was published following the initial consultation of sites. This sets out the key results from that stage. This report will be available during the consultation of new additional sites.
- 5.1.6 Comments from workshops, meetings, consultation events and exhibitions will be collated and analysed. It is anticipated that these will be submitted via the on-line Limehouse system. All the consultation responses received will be used to prepare an issues and preferred options consultation report addendum. The report will include recommendations for the publication DPD.
- 5.1.7** This is the second consultation on sites and will take place between 15 September 2014 – 24 October 2014, for a 6 week period. This provides the evidence base to feed into the pre-submission DPD which it is hoped will be prepared during 2015.