

Blunsdon N P Communication Strategy

The Blunsdon NP must be agreed by 51% of people that take part in the Referendum along with agreement from LPA and the Inspector.

Therefore it is absolutely essential to make the designated NP Area residents and Stakeholders fully aware of it at every stage and on major milestones hold consultations to obtain general agreement or be seen to take into account the majority view.

Stakeholders are Businesses (employers and employees), Schools, Community Police Team, Local Groups including WI, Gardening Club, Curry Club, Uniform Groups and Developers.

With this in mind the following should take place.

1. Set up a facebook page. This will be updated regularly and be a vehicle for two-way communication.
2. Set up a Web site so that the evolution of NP can be posted on it and any consultations can take place there also. In addition all relevant sites can be referenced and appropriate information placed on it.
3. Make all NP Steering Group meetings open to the residents but only allow 10 mins at beginning of meeting and 15 mins at the end of meetings for them to air their views or comments.
3. Place a notice in the village Shop, local Pubs, Doctors Surgery, Garden Centre, Kingsdown Ward Garden Centre and local churches telling people about the existence of the Blusdon NP, a summary of it, where they can find more information about it and asking for their views/comments.
4. Regular updates should be placed in the village magazine but obviously this information will, by definition, be out of date.
5. Regular canvassing residents' opinions by knocking on the doors of residents in the designated Area.
6. Hold regular seminars and workshops to previously invited residents.
7. Identify 'active' residents and hold a Blusdon Residents NP Panel with these selected residents, to get feedback and 'buy in' on the Plan at it's current development.
8. Hold consultations at the appropriate stages of the plan.
9. Warm up the LPA by holding meetings with them at the appropriate time.

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