

Somerset West and Taunton Council Community Governance Review of the Unparished Area of Taunton

Communication and Consultation Plan

Statutory Consultees

(Local Government and Public Involvement in Health Act 2007, s. 93(3))

The local government electors for the area under review - Any other person or body (including a local authority) which appears to the principal council to have an interest in the review

Aim of this Plan

To ensure that local electors and all stakeholders and persons or bodies who may have an interest in the review are aware of the review, well-informed about the issues to be considered and able conveniently to contribute their views and evidence to the consultation process.

Formal Consultation Channels Proposed

1. Online: Dedicated web page on Council website giving information on the review, maps and key issues for consideration and the consultation process/timetable. To be updated as necessary during the review. To include an e-form for convenient response and e-mail address for more detailed/free-text submissions.
2. Press releases: (working with the Communications Team and local media to get the message out as widely as possible)
3. Write to businesses and local Voluntary and Community Groups (could also be done through the relevant SWT Newsletters)
4. Paper-based: Hard copy consultation leaflets giving information on the review, maps and key issues for consideration and the consultation process/timetable. To include response form to complete and return plus contact details for responses via e-mail or letter.
5. Face-to-face: Public consultation meetings in the areas under review, discussions at Community Roadshows, Parish Council meetings, Charter Trustee meeting and one-off events/presence in shopping areas/community venues/public spaces.

PHASES OF COMMUNICATIONS ACTIVITY AND KEY MESSAGES	KEY AUDIENCES AND COMMUNICATION METHODS (ALL PHASES)
<p>Launch of Review and first stage consultation from 30 July 2021 to 3 October 2021 = 9 weeks (could extend to 10 October and give 10 weeks if Members prefer?) (up to 12 months to complete review from approval & publication of Terms of Reference)</p> <p>Key messages:-</p> <ul style="list-style-type: none"> • The CGR is taking place and SWT Council wants to know your views • What a CGR is and the possible outcomes • Why the Council is conducting the CGR • Issues to be considered (inc. possible new town council for Taunton, the boundary and electoral arrangements) • The role and possible benefits of town councils and how they are funded • Timetable for the consultation • How the public can find out more and respond to the consultation • We want to hear from you! • (towards mid August) reminder of the deadline to respond 	<p><u>Key audiences for all phases of communications activity</u></p> <ul style="list-style-type: none"> • The general public • persons living, working or studying in the unparished area of Taunton • Electors across the unparished area of Taunton • Local media • Businesses and local business groups • Public and third sector organisations • Community groups • Residents' and tenants' associations • Charter Trustees • Elected representatives (local councillors, MPs, MEPs) • Political parties • Neighbouring T&P Councils <p><u>Key communication methods</u></p> <p>General Publicity:</p> <ul style="list-style-type: none"> • Press releases • Social media posts (weekly during campaign phases) highlighting review/issues, deadlines for responses and link to dedicated web page • E-mails to subscribers to Council news service • Periodic links from front page of Council website to dedicated page (incl. at launch of each phase and as deadline approaches) • Articles in Council newsletters (where relevant) • Staff newsletter/in-house e-communications (as many Council staff will also be local residents)
<p>Publication of draft recommendations and second stage consultation from 10 December 2021 to 13 February 2022 = 9 weeks (could extend to 20 February 2022 to give 10 weeks if Members prefer?)</p> <p>Key messages:-</p> <ul style="list-style-type: none"> • Draft recommendations have been published and SWT Council wants to know your views on them 	

PHASES OF COMMUNICATIONS ACTIVITY AND KEY MESSAGES	KEY AUDIENCES AND COMMUNICATION METHODS (ALL PHASES)
<ul style="list-style-type: none"> • Reasons for the draft recommendations and what they would mean in practice • Key issues raised in first stage consultation and how the Council has responded to them • Timetable for the second stage consultation • How the public can find out more and respond to the consultation • Recap on what a CGR is and why it is being conducted • Have your say! • (towards mid December) reminder of the deadline to respond 	<ul style="list-style-type: none"> • FAQs on Council website <p>Local public meetings, discussions at Community and one-off events/presence in shopping areas, community venues and public spaces.</p> <p>Distribution of consultation materials (posters/leaflets), including to:</p> <ul style="list-style-type: none"> • Libraries • Council offices/notice boards and service venues • Surgeries/health service providers* • Schools* • Community centres and halls* • Church halls* <p>(* requested via database mailshot below)</p> <p>Direct mailshot (letter or e-mail) to ad-hoc consultation database of local organisations including:</p> <ul style="list-style-type: none"> • Residents' & tenants' associations • Community groups, sports & social clubs (including Community Partnerships) • Schools, surgeries, health providers • Public and third sector organisations • Business groups • Police & Fire service • CAB/advice services • Churches, faith groups
<p>Publication of final recommendations by mid March 2022</p> <p>Key messages:</p> <ul style="list-style-type: none"> • Final recommendations have been published • What the final recommendations are and what they would mean in practice • We have listened - key issues raised in second stage consultation and how the Council has responded to them • Where the public can view the final recommendations/maps in detail • Recap on what a CGR is and why it is being conducted • Next steps including date of Council meeting to make the final decision 	
<p>Final decision and publicising the outcome of the review (report to Full Council on 29 March 2022 (Special Full Council meeting</p>	

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<p>to be arranged for April 2022 to agree Local Reorganisation Order)</p> <p>Key messages:</p> <ul style="list-style-type: none"> • Reporting outcome of the Council meeting. • Final decisions of the review and what they means in practice • Reasons for the decisions • What happens now and the timetable for implementation • There have been two stages of consultation – key points raised and how the Council has listened/responded • How the public can view the decisions, reorganisation order, maps and related documents in detail 	<p>Direct letters/e-mails to elected representatives, political parties and relevant neighbouring Town & Parish Councils</p> <ul style="list-style-type: none"> • Member Briefing session(s) • Members Newsletter (also goes to T&P Councils) • Charter Trustee meetings • Letter to all relevant SCC Members • Letter to the local MP • Offer to attend relevant neighbouring Town & Parish Councils meeting

Timetable gives us approximately 3 months contingency if we do need to slip some of the dates (we will have until end July 2022 to get Local Reorganisation Order signed off by Council).

The preparation for a Town Council (if that is the option would be carried out in tandem when there is a clear steer from the consultation as to what the public wish to see). There will still be eight months after the LRO is signed off to complete that work and have the new organisation up and running by 1 April 2023.