

**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 and social media activity: (working with the Communications Team and local media to get the message out as widely as possible)
3. Information to businesses and local Voluntary and Community Groups (including through the relevant SWT Newsletters)
4. Paper-based: Hard copy consultation leaflets to be distributed at public venues and available on request, 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 meeting(s) in the area under review and/or presence in shopping areas/community venues/public spaces.

<p align="center"><b>PHASES OF COMMUNICATIONS ACTIVITY AND KEY MESSAGES</b></p>	<p align="center"><b>KEY AUDIENCES AND ILLUSTRATIVE COMMUNICATION METHODS (ALL PHASES)</b></p>
<p>Launch of Review and first stage consultation from 22 Oct 2021 to 3 December 2021 = 6 weeks</p> <p>Key messages:-</p> <ul style="list-style-type: none"> <li>• The CGR is taking place and SWT Council wants to know your views</li> <li>• What a CGR is and the possible outcomes</li> <li>• Why the Council is conducting the CGR</li> <li>• Issues to be considered (inc. possible new town council for Taunton, the boundary and electoral arrangements)</li> <li>• The role and possible benefits of town councils and how they are funded</li> <li>• Timetable for the consultation</li> <li>• How the public can find out more and respond to the consultation</li> <li>• We want to hear from you!</li> <li>• (towards mid November) reminder of the deadline to respond</li> </ul>	<p><u>Key audiences for all phases of communications activity</u></p> <ul style="list-style-type: none"> <li>• Local government electors in the unparished area of Taunton</li> <li>• Other persons living, working or studying in the unparished area of Taunton</li> <li>• Businesses and local business groups; public and third sector organisations; community groups; residents' and tenants' associations in the unparished area of Taunton</li> <li>• Local Media</li> <li>• Charter Trustees</li> <li>• Elected representatives (local councillors and MPs)</li> <li>• Political parties</li> </ul> <p><u>Key communication methods</u></p> <p>General Publicity:</p> <ul style="list-style-type: none"> <li>• Press releases</li> <li>• Social media posts (weekly during consultation phase) highlighting review/issues, deadlines for responses and link to dedicated web page</li> <li>• Periodic links from front page of Council website to dedicated page (incl. at launch of consultation and as deadline approaches)</li> <li>• Articles in Council newsletters (where relevant)</li> </ul>
<p>Publication of final recommendations in January 2022</p> <p>Key messages:</p> <ul style="list-style-type: none"> <li>• Final recommendations have been published</li> <li>• What the final recommendations are and what they would mean in practice</li> </ul>	

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<ul style="list-style-type: none"> <li>• We have listened - key issues raised in consultation and how the Council has responded to them</li> <li>• Where the public can view the final recommendations/maps in detail</li> <li>• Recap on what a CGR is and why it is being conducted</li> <li>• Next steps including date of Council meeting to make the final decision</li> </ul>	<ul style="list-style-type: none"> <li>• Staff newsletter/in-house e-communications (as many Council staff will also be local residents)</li> <li>• FAQs on Council website</li> </ul> <p>Local public meetings and/or presence in shopping areas, community venues and public spaces.</p> <p>Distribution of consultation materials (posters/leaflets), to venues in the unparished area of Taunton including:</p>
<p>Final decision and agreeing Reorganisation Order and publicising the outcome of the review (report to Full Council on 18 Jan 2022)</p> <p>Key messages:</p> <ul style="list-style-type: none"> <li>• Reporting outcome of the Council meeting.</li> <li>• Final decisions of the review and what they mean in practice</li> <li>• Reasons for the decisions</li> <li>• What happens now and the timetable for implementation</li> <li>• How the public can view the decisions, reorganisation order, maps and related documents in detail</li> </ul>	<ul style="list-style-type: none"> <li>• Libraries</li> <li>• Council offices/notice boards and service venues</li> <li>• Surgeries/health service providers*</li> <li>• Schools*</li> <li>• Community centres and halls*</li> <li>• Church halls*</li> </ul> <p>(*via database mailshot below)</p> <p>Direct mailshot (letter or e-mail) to ad-hoc consultation database of local organisations in the area under review including:</p> <ul style="list-style-type: none"> <li>• Residents' &amp; tenants' associations</li> <li>• Community groups, sports &amp; social clubs</li> <li>• Schools, surgeries, health providers</li> <li>• Public and third sector organisations</li> <li>• Business groups</li> <li>• Police &amp; Fire service</li> <li>• CAB/advice services</li> <li>• Churches, faith groups</li> </ul>

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	Direct letters/e-mails to elected representatives, political parties and relevant bodies; <ul style="list-style-type: none"><li>• Member Briefing session(s)</li><li>• Members' Newsletter</li><li>• Charter Trustee meetings</li><li>• Letter to all relevant SCC Members</li><li>• Letter to the local MP</li></ul>