

New Local Plan Options Consultation – Publicity Statement

Between February 3rd and April 4th 2014 the Council consulted on options for the New Local Plan. There have been concerns raised by some residents that they were not aware of the consultation or the contents of the options document that we produced for this consultation. The Council made all possible efforts to publicise the consultation as widely whilst trying to make best use of resources available to us.

For this we used the Royal Mail to distribute 77,000 Local Plan summary leaflets - one for every home and business in the District, delivered with people's normal post. These were delivered at the start of the consultation period in the week beginning 3rd and 10th February, in time to advertise our different events.

In addition to the leaflets, we also contacted everyone on our consultation database (over 900 stakeholders), including parish and town councils, residents associations and other local groups.

The Council worked with local media who we invited to a media briefing about the Local Plan at the end of January. The Bucks Free Press carried three pages of lead editorial coverage about the Local Plan at the beginning of February. We also took out full page advertisements in The Star, as well as featuring information about the Local Plan in our residents' magazine, Wycombe District Times, which was delivered to all 72,000 homes in the district early March.

Hard copies of the consultation document were available in all local libraries along with posters to advertise the consultation generally and the consultation events.

The Council used Twitter (@wycombedcnp #wycombedcnp) to provide regular updates on the events and our weekly planning bulletin.

The Council extended the consultation by three weeks and accepted responses up to Monday 21st April to cover the Easter break.

All information about the Local Plan, including the leaflet, the full Options Consultation document and the technical studies are all available at www.wycombe.gov.uk/newlocalplan.

We are aware that in some cases people did not receive a copy - a matter which we have now taken up directly with Royal Mail. If you didn't receive a copy, a PDF is on our website at www.wycombe.gov.uk/newlocalplan.

We would welcome any feedback on the consultation in terms of what did and did not work in terms of the events, the material we produced and publicity.