

COMMUNICATIONS STRATEGY

1. The working party will report monthly to the parish council, setting out progress on its work. Any written material is to be submitted in time for that month's agenda. A member of the working party will attend each parish council meeting to answer questions.
2. In its monthly report the working party may recommend a course of action and seek the parish council's agreement.
3. The working party's communications strategy intends to ensure that the direction of the project and the areas of study reflect the view of as many people as possible who live in and around the designated neighbourhood plan area, including those who have involvement, relevant expertise, or who are affected by the project.
4. The working party will organise a variety of publications, consultations and community engagement exercises to ensure the maximum involvement by the maximum number of people of all ages in and around the designated area. This includes stakeholders, businesses, schools and interested parties of every kind such as statutory bodies, heritage organisations, environmental bodies, transport services, infrastructure experts, etc.
5. Technical advice about developing the neighbourhood plan is to be obtained from Breckland's neighbourhood planning co-ordinator.
6. Promotion of events, the publicising of activities, surveys, announcements and findings etc. will happen through all forms of media as appropriate, such as Parish News, local and national newspapers, radio & TV, websites, door-to-door leafleting, social gatherings and get-togethers in the village hall/pubs/private houses etc. In this way New Buckenham's neighbourhood plan will comply with the legislative demand for a high level of local involvement.
7. The working party will ensure a website is set up by the parish council to disseminate information, be a route for queries, provide links and keep all interested parties up to date with progress. The presence of the website is to be well advertised.
8. All communications, reports and publicity relating to the working party's activities and the neighbourhood plan must be discussed and agreed by the working party and its chair before they are released or published.
9. The working party will comply with the parish council's data protection policy once this has been confirmed.
10. The working party's public communications will emphasise that it is working on behalf of the parish council.