

Appendix 6 – Draft Dudley Local Plan - Consultation and Stakeholder Engagement Plan

Consultation Stage	Target Audience	Consultation Methods	Who to Action	Timescale
Lead up to Draft Plan consultation – Autumn/Winter 2023 – provisional dates November –December 2023				
Member briefings prior to Cabinet	Elected Members	Briefings on key elements of the Draft Plan and public consultation	Planning Officers	October 2023
	Elected Members /MPs	Briefing note to be circulated to all Members and MPs prior to Cabinet	Planning Officers	October 2023
Press release to be prepared for Cabinet Report on Draft Plan	All stakeholders	Press statement	Comms Team	October 2023
Briefing Elected Members/MPs on timetable and details for the Dudley Plan consultation	All Elected Members/MPs	Briefing note/email	Planning Officers	November 2023
Press /social media releases to raise awareness of forthcoming consultation	All Stakeholder	Press statement/social media	Comms Team	November 2023
Draft Plan consultation – 6 weeks				
Publication of <ul style="list-style-type: none"> - Draft Plan - Draft Plan summary document - FAQs - Comments form - Sustainability Appraisal/HRA - evidence base 	Members Statutory Consultees All Stakeholders	<ul style="list-style-type: none"> • Documents to be made live on the website - • Promo banner on home page of website • Promotional video to be made available on the website and via social media campaign - • documents to be placed on display in key Council Buildings and libraries during the consultation • Email to all Elected Members /MPs - • Drop-in Sessions to be arranged for Members November/December 	Comms Team/ Planning Officers	November 2023

Consultation Stage /Task	Target Audience	Consultation Methods	Who to Action	Timescale
		<ul style="list-style-type: none"> • Email/letters to be sent to all everyone on the consultation database (approx. 15,000 people) – • Six Face to Face Drop-in sessions to be arranged at libraries or other suitable venues in the main towns across the Borough for stakeholders to view documents and speak to Officers. This will include daytime, early evening and Saturday session. Officers will be available to answer questions and discuss the draft Plan consultation • Social media campaign scheduled – sponsored and organic • Regular reminder news releases x 3 • ebulletins • Press adverts • Coverage Black Country Radio • Borough magazine • Internal comms – Connect, Rewind etc • Planning Officers to be available via email/telephone for enquiries • Duty to Co-operate and Statutory Consultees engagement 		
Post Consultation				
Press release /ebulletin to confirm deadline for responses to Consultation – week leading up to the end of consultation	All Stakeholders	Press releases ebulletin Email to all Members	Comms Team Planning Officers	December 2023
Press release /ebulletin to confirm closure for Consultation and next steps	All Stakeholders	Press release and ebulletin Email to Members Update Website to confirm end of consultation	Comms Team Planning Officers	December 2023/January 2024