

Swanley-Hextable Vision, Autumn 2016 Consultation Strategy

Dates:

- Launch: 7 September (for 8 weeks until 2 November)
- Swanley consultation newsletter mail-out (w/c 12 September)
- Drop-in consultation sessions in Swanley and Hextable (w/c 19 September), to include at least one daytime/evening/weekend session for each location) - times/locations TBC

Consultation Methods:

- Press release / press briefing / In Shape article
- Newspaper advert - News Shopper
- Online consultation - simplified document, survey and news item
- Email to Local Plan mailing list, Swanley consultation mailing list and local stakeholders
- Hard copies - libraries, local office, town/parish councils and adjoining parishes
- Consultation banners in visible locations

- Swanley Consultation newsletter - sent to all residents of Swanley and Hextable (BR8 7 and BR8 8) briefly outlining aim and content of the Vision and 'how to have your say' including details of the consultation events. Hard copies of newsletter to be provided to adjoining parishes.

- Drop-in consultation events in Swanley and Hextable - consultation boards and interactive consultation exercises. Opportunity to discuss the proposals with officers, fill-in the survey at the event (via tablet) or pick up hard copies (for those without internet access).

- Online Survey - encourage online response (via Inovem software) but paper copies available. Survey to link to specific parts of the Vision document and seek views on these elements. To include a mix of a multiple choice options and free text responses. Survey questions to be finalised in conjunction with Portfolio holder.

- Targeted consultation meetings with key stakeholders - for example including town/parish council and adjoining parishes, businesses, hard to reach groups (young/old), leisure centre users, commuters - Swanley station.