

Consultation Strategy for Dunton Garden Suburb

Consultation Dates: Tuesday 6th January to 5pm, Tuesday 17th February

Task	Who (Basildon Borough or Brentwood Borough or Both)	Date	Comments	Tick when completed
Prepare a list with contact details for all consultees, to include: <ul style="list-style-type: none"> All Ward members All Parish Councils All Statutory bodies All landowners (including registry search where unknown) 	Brentwood to provide Basildon with their list in excel spread sheet. Basildon will add to list.	By 5 th January		
Send copies to all Ward Members	Both	By 5 th January	42 copies for Basildon Council 37 copies for Brentwood Council 79 copies in total	
Send copies to all Parish Councils	Both	By 5 th January	8 parishes for Basildon Council 7 parishes for Brentwood Council 15 copies in total	
Send to Statutory Bodies (same for both authorities)	Basildon Borough	By 5 th January	Letters to be sent to online facilities	
Copies provided at Libraries and council offices	Both	By 5 th January	6 for Basildon Council 4 for Brentwood Council 10 copies in total	
Press Release <ul style="list-style-type: none"> Echo Yellow Advertiser Brentwood Gazette Trade Press 	Basildon to draft and then Brentwood to add comments	<ul style="list-style-type: none"> Mid December After drop in session (w/c 12th January) – <i>feedback from the drop in</i> w/c 9th February – <i>response to the consultation so far</i> 		
Press Briefing	Brentwood to arrange and Basildon to attend	10am on 11 th December	At Brentwood offices	
Adverts <ul style="list-style-type: none"> Echo 	Basildon to design,	<ul style="list-style-type: none"> Mid December 	To use branding consistent with	

<ul style="list-style-type: none"> • Yellow Advertiser • Brentwood Gazette • Trade Press 	Brentwood to add comments.	<ul style="list-style-type: none"> • w/c 5th January – <i>consultation starting and drop in publicity</i> • w/c 12th January – <i>same advert as previous week</i> • w/c 9th February – <i>consultation ending</i> • w/c 16th February – <i>consultation ending</i> 	document	
Websites	Both	By 15 th November and then updated: <ul style="list-style-type: none"> • Prior to the consultation starting • After the consultation has ended • Once consultation responses have been analysed 	To create friendly URLs	
Drop in session	Both	w/c 12 th January (Date TBC)	To be held at Laindon Community Centre (evening) and West Horndon (afternoon)	
Briefing Notes sent to 'hard to reach' groups	Brentwood to design and then Basildon to add comments and amend for youth councils	By 5 th January		
Posters	Brentwood and then send to Basildon for comments	By 5 th January		
Radio	Brentwood to lead	<ul style="list-style-type: none"> • Mid December • After drop in session (w/c 12th January) – <i>feedback from the drop in</i> • w/c 9th February – <i>response to the consultation so far</i> 	<ul style="list-style-type: none"> • BBC Essex • Phoenix • Gateway 	

Publicise in Borough Bulletin and Local Plan newsletter	Brentwood	TBC		
Advertise in Business Group publication	Basildon	TBC		
Hold an internal briefing / drop in	Both	9 th December for Basildon, Brentwood TBC		
Hold an invite only event for landowners in the site.	Brentwood	w/c 5 th January	Brentwood to provide an agenda To be held at the golf course on the site potentially	

Setting up the consultation and how responses will be received

- Set up through Basildon Borough Council online consultation programme, Objective
 - Consultation document to be attached
- Letters and emails can be received by both Councils
- Comments inputted into the system by both Basildon Borough Council and Brentwood Borough Council
 - Basildon BC will need to give users in Brentwood Borough access to Objective
 - Will need to ensure consistent way to input comments, i.e. attach the hard copy