Elmbridge Design Code

Communications & Engagement October 2023

Key messages

1. The Elmbridge Design Code will support the implementation of the existing Local Plan policies relating to design matters by providing more specific details on requirements and guidance on how these policies shall be implemented, and it also provides guidance on design aims set out in the new Local Plan.

2. We have been engaging with residents since the initial stages of preparation of the Design Code in January 2022. Its creation, process and content has been informed by discussions with Councillors and our communities.

3. There will be a 5-week residents' consultation from 2 October to 5 November 2023 to support the final version of the Elmbridge Design Code.

Reaching our residents

In this final stage of Design Code consultation, we will use all the communications channels at our disposal to reach and engage with our residents.

Inovem

This is Elmbridge's digital tool for planning engagement and consultation. Approx. 8000 people – residents, businesses, construction firms, architects, and developers – are signed up to receive planning updates.

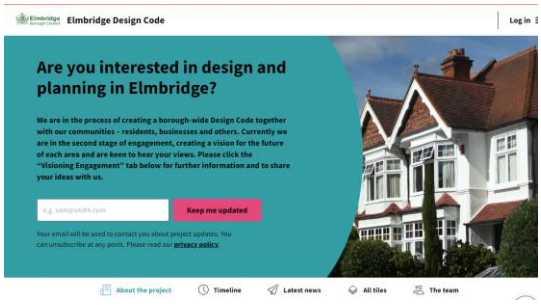
The October Design Code consultation will be emailed / posted to those directly.

Commonplace

This online engagement platform has been used through the Design Code engagement process and will be updated for the October engagement. Through this platform we can provide project updates, links to the questionnaire and email those

residents directly who have signed up via Commonplace. We have about 200 people signed up to Commonplace – they will receive an email on the consultation directly.

https://elmbridge.commonplace.is/



Drop-ins at the Civic Centre

To further support those seeking a face-to-face response to their questions before they complete the consultation survey, the Planning Policy team, will make themselves available for two drop-in sessions at the Civic Centre in Esher (Committee Room 1).

- Dates and times:
    - Monday 9 October between 16.00 and 18.30; and
    - Tuesday 10 October between 13.00 and 15.00.
- These sessions will be promoted as part of the October consultation.

EBC website

The EBC will host all the information on the October Design Code consultation – the press release, the survey link, the link to Commonplace, information on previous consultations etc.

Social media

Both organic and paid social will be used to promote the October consultation.
Social – Facebook, Instagram, X (formerly Twitter), LinkedIn and Nextdoor.
Budget for paid social: £50-£100.

Members will also be asked to like / share the Design Code posts on social to help increase reach and engagement.

Press release and photo opp

A press release and accompanying photo (Cllr Stephens using the Commonplace platform) will be issued on launch day - 2nd October.

Residents News email

The consultation will be promoted through the residents' news email at least twice during the consultation. The email is issued to residents every other week. Current distribution list is almost 3,000 people.

Communications Timeline

- **w/c 18 September:** 'heads up' message through social, Inovem and website.
- **2 October**: launch consultation using all communications channels
- **w/c 9 October:** the communications focus is on the drop-ins
- **w/c 16 October:** paid social media used to reinforce messages
- **w/c 23 October (HT):** the communications start to count down to final date
- **w/c 30 October:** the communications reference the final few days
- **5 November:** consultation closed at 23:59
- **6 November:** thank you for contributing message is issued and next steps