



Planning and Public Consultation

Introduction

For a development team, effective and transparent engagement with the local community, media and politicians and wider stakeholders is becoming a critical success factor in achieving desired planning consent without incurring costly appeals.

Indeed, the latest proposed changes to Planning Policy Statements as well as the draft Planning Bill and "Code for Sustainable Communities" put the community at the heart of the decision-making process.

Of course, the increasing importance of community involvement is being matched by the rapid emergence of effective objecting groups empowered by use of the internet for rapid and professional information dissemination and fundraising.

How can we help?



Experienced Bell Pottinger consultants can help you navigate the muddy waters of local politics, community engagement and the local media.

They will play a full role in your project teams, advising on and implementing communications and influence campaigns that emphasise scheme benefits and directly address community concerns.

They have experience of the entire planning process from scheme development to appeal public inquiry.

What can we do for you?

We will advise you on communications and consultation strategy and devise and implement a complete media and consultation programme from the beginning to completion of the project. Working in partnership with you we will:

- Produce an analysis of the political makeup of the local authority and planning committee;
- Identify key stakeholders in the community, media and business community;
- Devise key messages for use with each of the discrete stakeholder groups;
- Draft statement of community involvement (SCI);
- Plan and implement a full programme of community consultation, to include:
 - Resource production
 - Public exhibition
 - Newsletter
 - Web site
 - Freephone and email response
 - Online issue tracking;
- Act as communications consultants to the wider professional development team as appropriate and throughout the process;

We will also attend any planning committee meetings and advise on subsequent strategy including any possible appeal and public inquiry.

Most of all, we will stay focused on the single goal of scheme approval - whether at committee or on appeal - without costly delays.



Our Experience

Waitrose

Bell Pottinger is delivering consultation expertise to Waitrose on a series of retailer- and

programme of active engagement, objection handling and media management resulted in the public inquiry receiving minimal media coverage and a far lower public attendance than had been expected.



Developer-led schemes across the UK. Integrating Waitrose's core brand values into the application process, the Bell Pottinger team has been able to deliver effective consultation and media management on a number of sensitive schemes including developments in Leeds, Altrincham and Plymouth.



Bell Pottinger advised Cathco on the creation of a new retail park in the heart of Denbigh Town Centre. Working with local business partnerships and key

stakeholders, we developed a programme of community engagement which resulted in more than 93% support from the 600+ local people who attended the exhibition.



The Duchy of Lancaster

Managing a portfolio of lands for the benefit of the monarch across the UK, the Duchy of Lancaster faced a major challenge following the loss of crown immunity in June 2006.



Now required to follow standard planning procedures, it called in Bell Pottinger to advise on community consultation. Bell Pottinger is now working with the Duchy on a wide range of schemes including the proposed Duke of Lancaster Park in Lancashire, the public inquiry at Tatenhill airfield in the East Midlands and a variety of other developments across the UK.



Private developer Muller Property Holdings is currently working on a series of sensitive sites, including a landmark property in

central London and a world heritage site in North Wales. Bell Pottinger is working with them to identify and engage key stakeholders from the earliest opportunity and manage that process through to a successful planning application.



Citybranch appointed Bell Pottinger to manage community and media relations

in the run-up to a highly contentious public inquiry in Hale Barns, South Manchester.

Facing an objecting community of more than 700 residents and high profile editorial opposition from the local paper, our

Contact us

If you would like to more about our property and planning services and how we could help you then please contact our dedicated property and planning team on +44 (0) 1625 506444:

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