

Why are we still doing public exhibitions?

Snapdragon at PLMR
20th March 2019

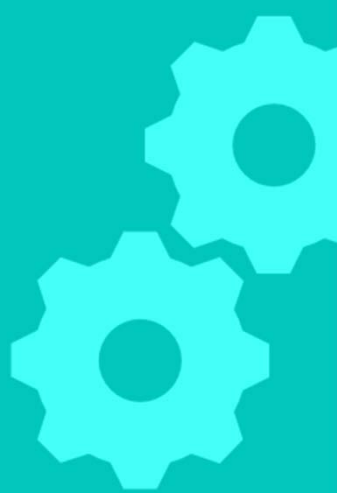
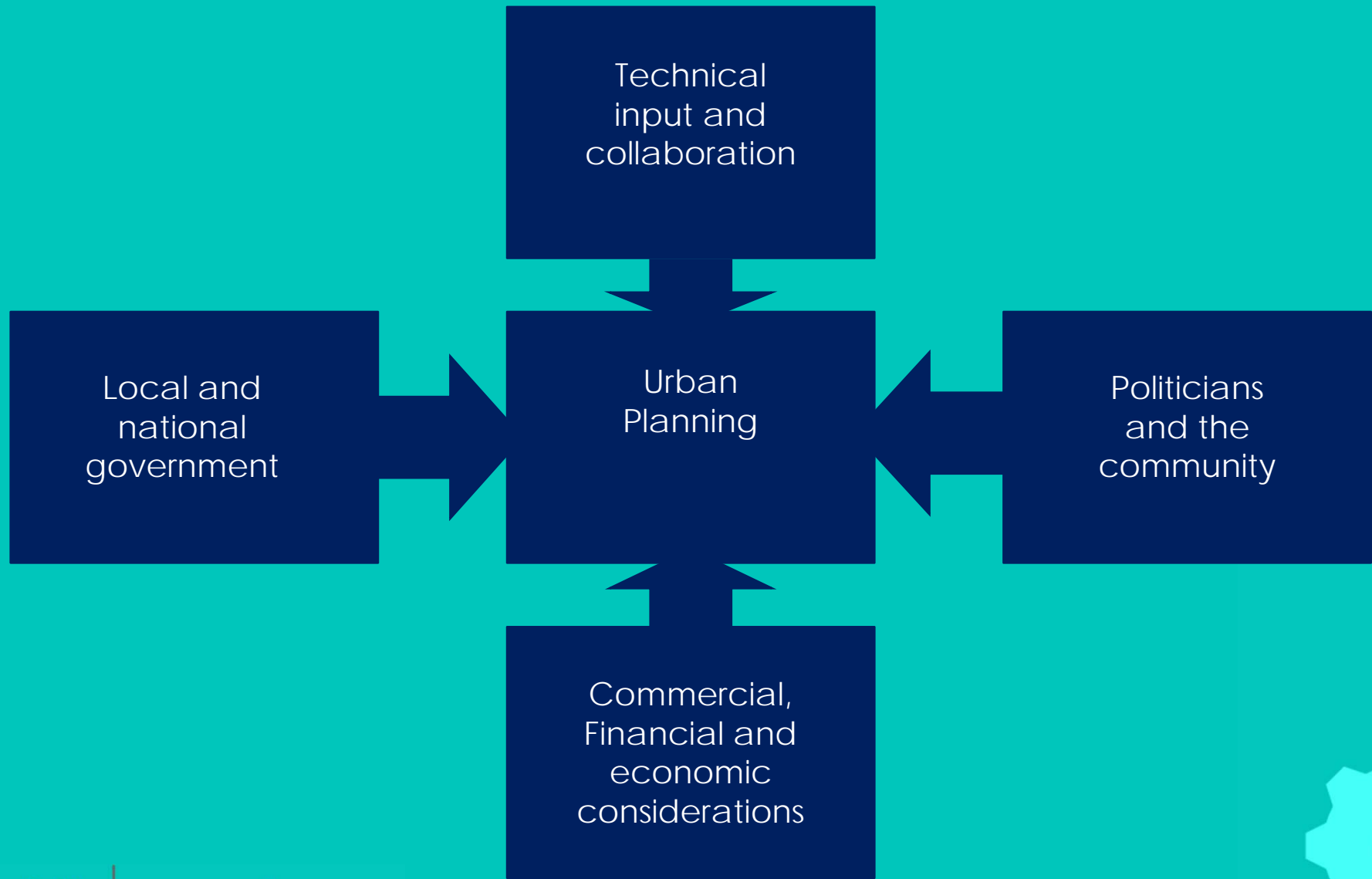




Introduction

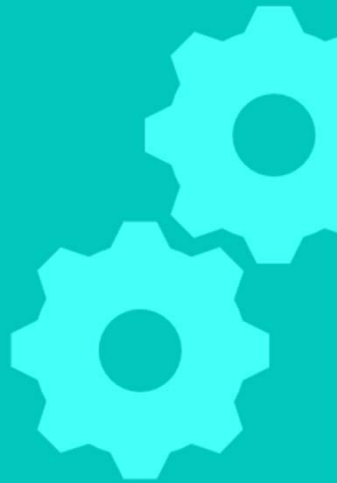
- How do traditional consultation methods impact planning outcomes?
- New approaches with better outcomes
- Getting the most out of your platforms





How does planning policy require us to consult?

“**We encourage** applicants and their agents to hold **informal discussions** with the Council, statutory consultees and their neighbours **before applying for planning permission**. This is particularly important on major development projects, **where the proposed schemes are of strategic significance, where there is likely to be significant or widespread interest in the proposals or where they are likely to raise contentious or controversial issues**. Sometimes this consultation is informal, perhaps by showing plans to residents who may be affected, while a large-scale application, for example for a residential development, new retail store or development generating additional traffic or parking within the area, might involve an exhibition or public meeting organised by the applicant.”



How does this impact planning outcomes?

- Consultation is not a defined term – no understanding of what constitutes 'good' consultation, or what is appropriate
- Where guidance is offered it is vague and suggestive, rather than specific and positive
- Result is applicants – and local authorities – slip towards the 'lowest common denominator' (i.e the bare minimum)
- This propensity has, over time, fed into the psyche of communities, councils and applicants that the planning system is dysfunctional, full of NIMBYs and 'corrupt'
- You are talking to the wrong people!





New approaches with better outcomes

- Need to reach out beyond the 'usual suspects' which are – generally – white, 65+, retired, homeowners
- Need to engage young people in the planning process – the people who will live, shop and relax in future development
- Forget about public exhibitions – go where your audience is: online
- Don't worry, the NIMBYs will find you regardless

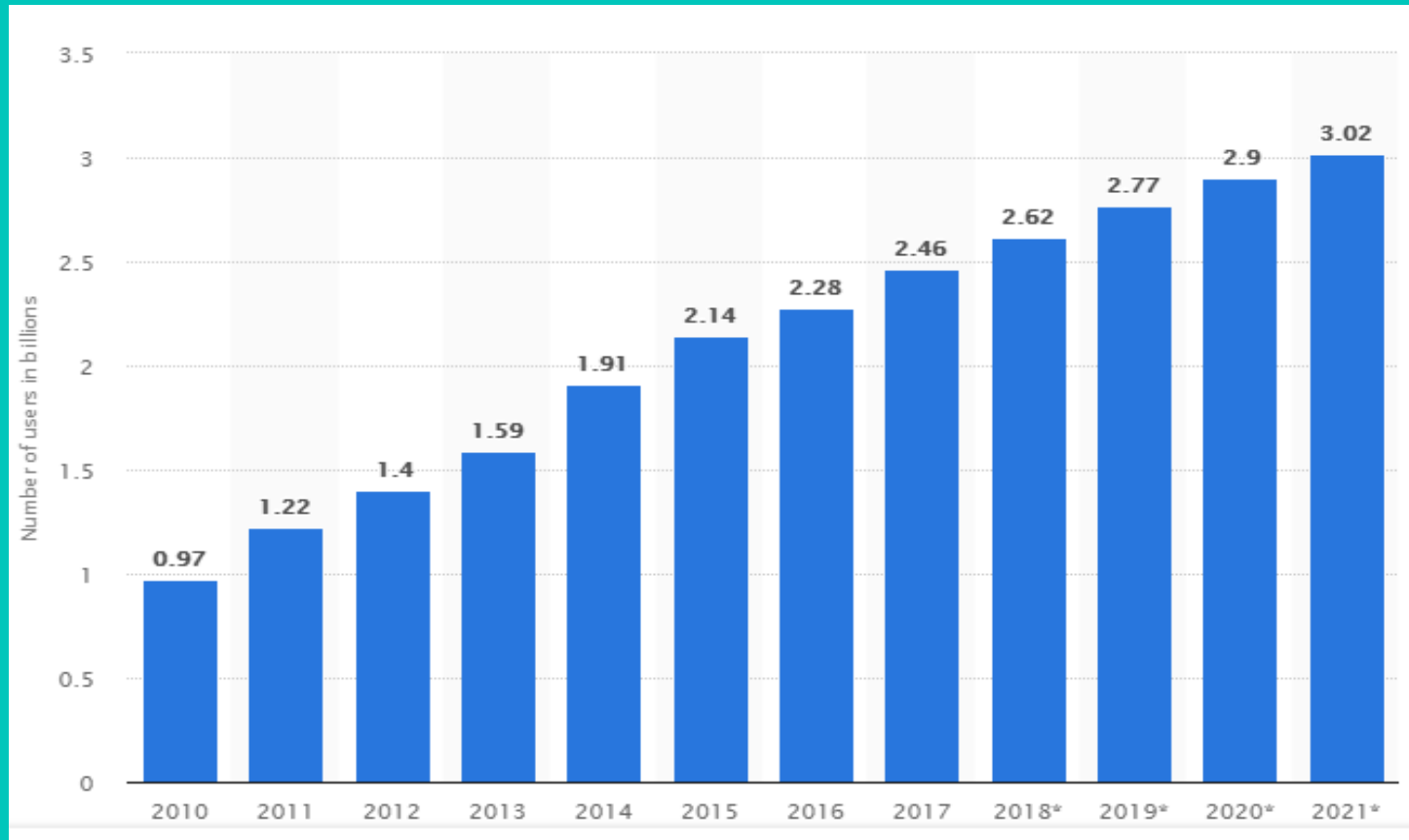


New approaches with better outcomes

- Larger and more diverse pool of people to communicate with
- Younger more pro-development audience who expect to communicate online
- Generally cheaper and more effective
- Easier to be pro-active, rather than reactive
- Use data to support your campaign
- Your opposition and other interest groups will be online – not a fair debate if your not



Facebook users



When to use digital

- What am I developing and what am I replacing?
- Do I need the support of the community?
- What are my aims – long-term and short-term?
- What are the timescales?
- Where is the site?



What platform?

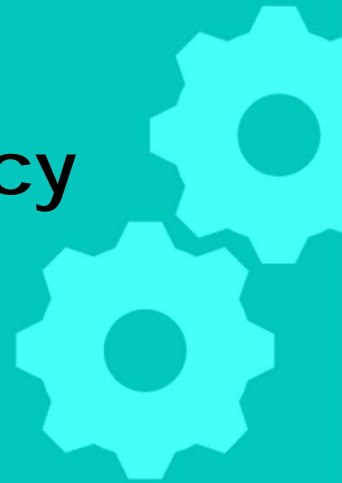
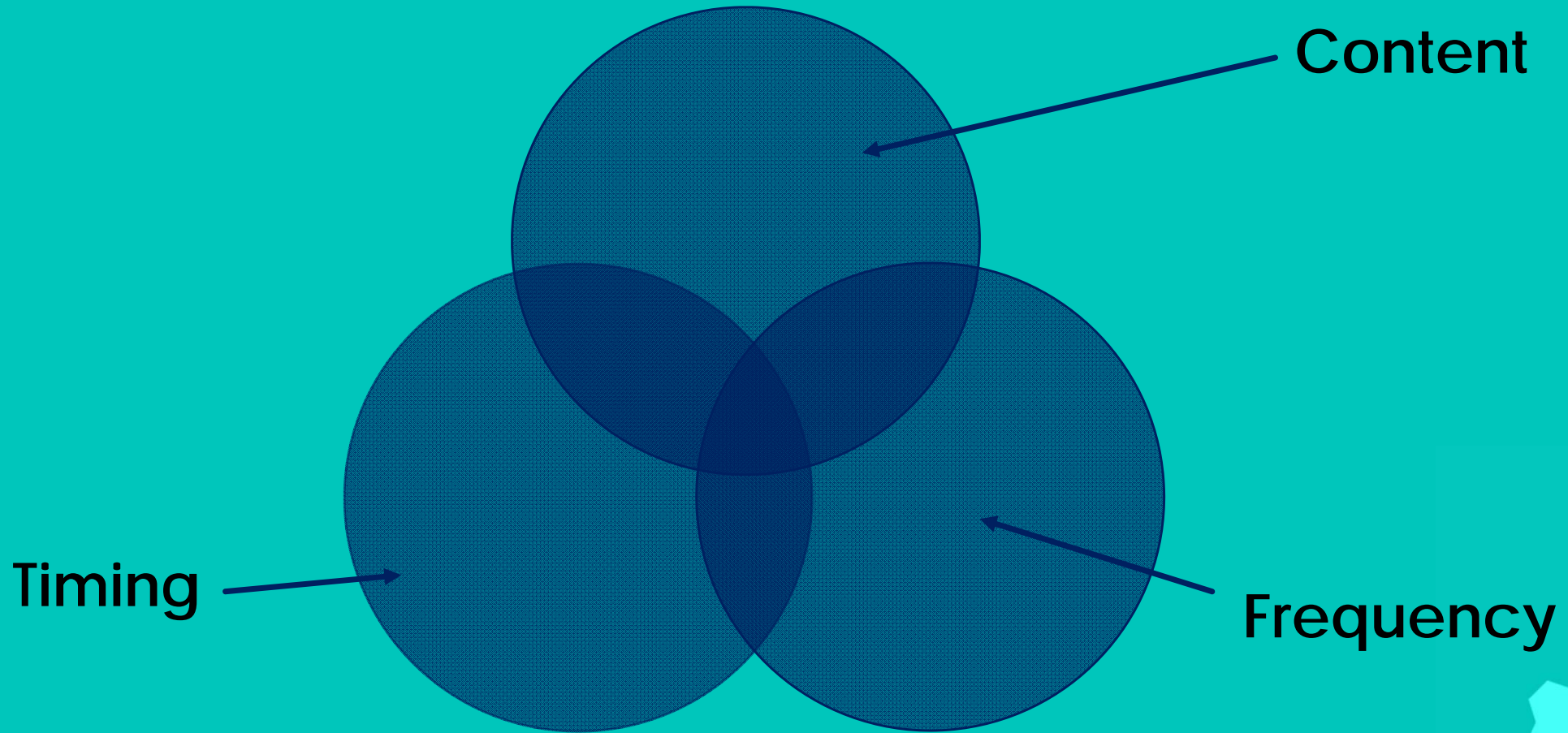


Building a follower base

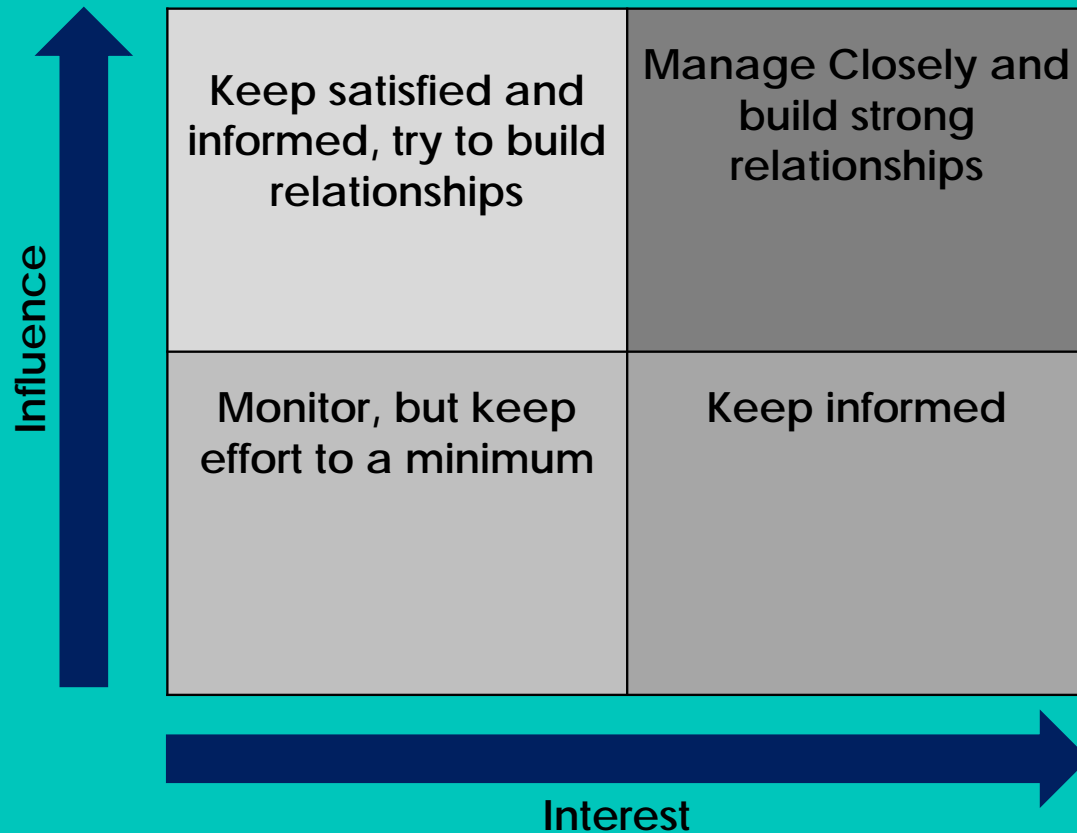
- Spend time listening to your stakeholders using key search terms
- Identify local influencers and engage with them
- Follow local press and blogs
- Use locally trending hashtags
- Create your own 'campaign within a campaign'
- Don't just talk about your proposals – engage with the whole community
- Consider sponsoring posts



Creating content



Stakeholder management



£250

BIRMINGHAM POST

Circulation = 6,667

No guarantee anyone will
read it

£250

facebook

Potential reach = 16,000

Only pay when ad is clicked
– guaranteed value

Consultation Made Easy

Mapdragon is a digital consultation platform which allows for real-time updates on what stakeholders are saying about your planning application. Mapdragon shows where consultees are located to help focus your consultation efforts and highlight the issues that are causing concern, helping you to address and manage them.

Creating a Mapdragon site allows you to have an online presence as part of a wider planning consultation programme, and provide residents and stakeholders with an online place to find out more information and give their feedback. This helps to increase outreach to hard-to-reach groups and particularly those consultees who are unwilling or unable to engage in person.

Consultees will enjoy being able to leave their feedback and participate in the engagement process without leaving the comfort of their home. Clients will enjoy being able to have a strong online presence and a detailed, up-to-date understanding of how their application is being perceived by the surrounding community.



[Contact Us](#)