

# Appendix 3

Moray Local Development Plan 2020

## PROPOSED PLAN

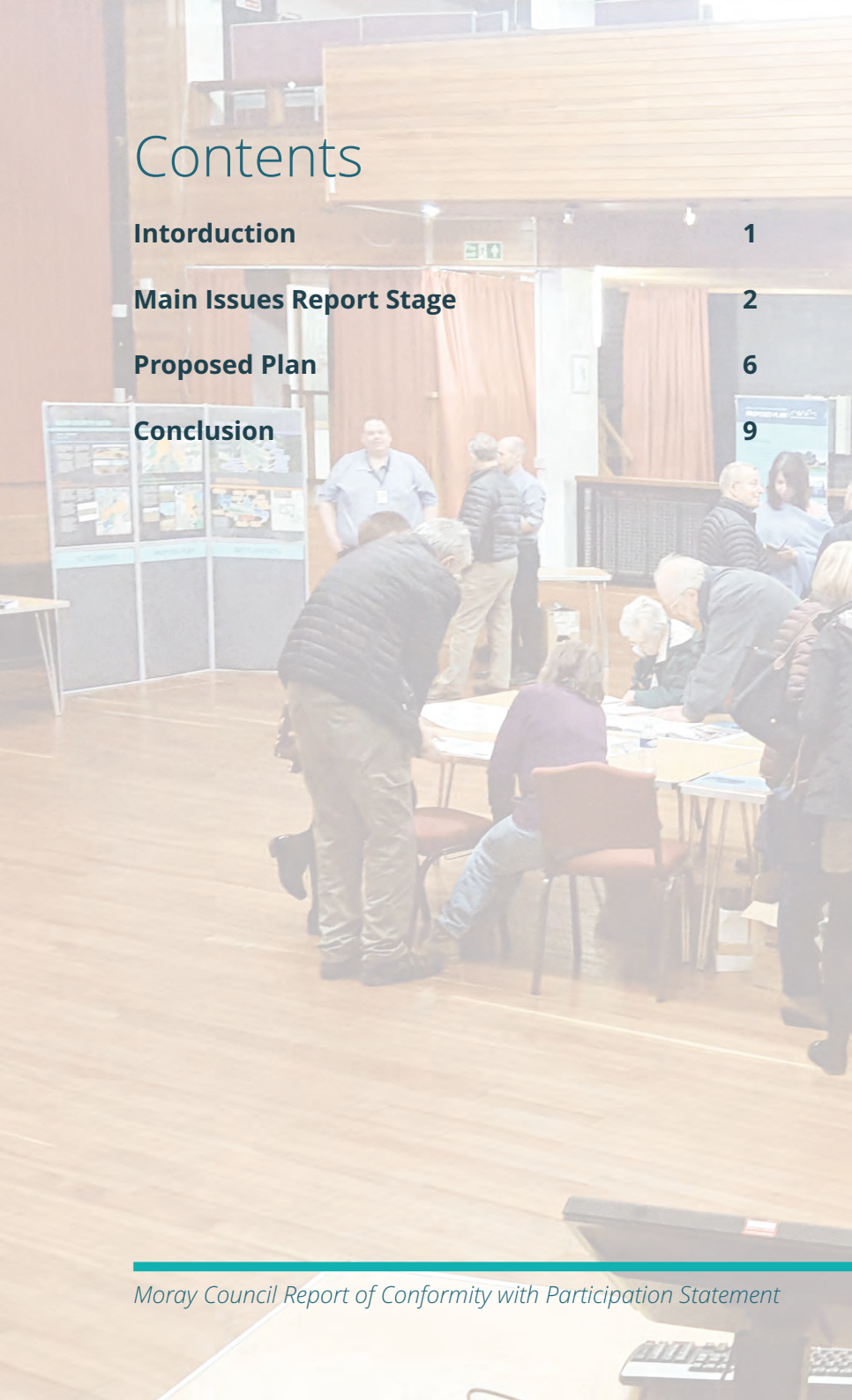
Report of Conformity



**moray**  
council

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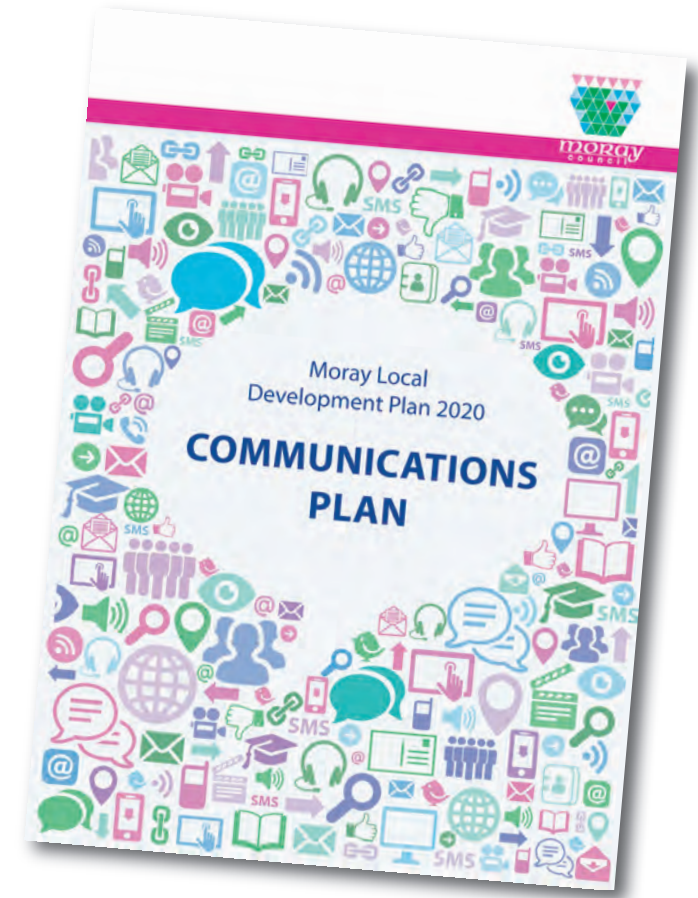
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# Introduction

The Planning etc. (Scotland) Act 2006 requires Planning Authority's to submit a report on the extent to which they have consulted and involved the wider public. This report demonstrates how the authority has conformed to their current Participation Statement.

Moray Council prepared a Communications Plan to support effective and inclusive engagement on the Moray Local Development Plan 2020. The Plan was agreed by the Planning and Regulatory Services Committee and set out in detail how the Council intended to engage across the various stages of the plan. An excerpt from the Communications Plan identifying key objectives and milestones is set out in Appendix 1.



# Main Issues Report Stage

The publication of the Main Issues Report was the principal opportunity for consulting stakeholders, including the public, on the content of the plan. Engagement on the Main Issues Report was undertaken in 2017 and 2018.

*Extract from Development Plan Scheme 2017*

<b>MAIN ISSUES REPORT June 2017 – March 2018</b>	Main Issues Report workshop for community representatives	<b>Sept 2017</b>
	12 week public consultation	<b>Jan - Mar 2018</b>
	Neighbour notification	<b>Jan 2018</b>
	Series of drop in exhibitions throughout Moray	<b>Jan - Mar 2018</b>
	Electronic newsletter	<b>Dec 2017</b>



The minimum requirements set out in Planning Circular 6/2013: Development Planning were met and exceeded as adverts were placed in the local press. Social media and press releases were used to promote events and direct people to the Council's website. Paper copies of all relevant documentation relating to the Main Issues Report were made available to view at all Council access points and libraries.

Drop in exhibitions were hosted across 11 towns and villages with a total of 951 people attending. The exhibitions were framed around highlighting the positive benefits the planning system delivers and to better explain the need to identify land for development. To make exhibitions more interesting, interactive online mapping tools and touch screen technologies were utilised alongside short films to provide an overview of the main issues affecting Moray. An Elgin Academy S3 pupil edited and produced these films. A session on the main issues affecting Moray was hosted in partnership with the Joint Community Councils with community council representation from across Moray.


In addition to this Planning officers worked with local primary and secondary schools as part of a programme of youth engagement during the Year of Young People 2018, this has created a platform for further engagement, which will be developed into a Youth Engagement Strategy for Development Planning and embedded in a wide range of spatial planning activities. Youth engagement included a short film competition which was won by Buckie High School which also won an award at the Scottish Awards for Quality in Planning 2018.



The film illustrated issues such as affordability of housing, job opportunities and attractiveness of places to live and work and it was screened at the drop in exhibitions. This helped encourage a wider audience than would normally attend consultation events.

Neighbour notification was undertaken at Main Issues Report stage, several thousand notifications were sent out to ensure neighbours were informed early in the process. This approach was based on previous experience where people were engaging at Proposed Plan stage when the content of the plan is the Council's settled view.

The following graphics set out some of the key information in relation to engagement at MIR stage.



**ENGAGEMENT  
ON THE MAIN  
ISSUES REPORT**

**91** FEEDBACK FORMS RECEIVED,  
NEARLY 10% OF ALL  
ATTENDEES AT THE  
COMMUNITY EVENTS

**99%**

AGREED OR STRONGLY  
AGREED THAT STAFF  
WERE HELPFUL AND ABLE  
TO ANSWER THEIR  
QUESTIONS.



**70**  
**ATTENDED**  
STAFF DROP IN  
EXHIBITION

**11** **COMMUNITY EVENTS  
ACROSS MORAY**

(ELGIN X 2, FORRES, BUCKIE,  
KEITH, DUFFTOWN, LOSSIEMOUTH, ABERLOUR,  
CULLEN, LHANBRYDE & FOCHABERS)

**951** **ATTENDED**

**401** **RESPONDENTS**  
**MAKING**  
**1,755** **COMMENTS**

**93%**

STATED THEY WERE  
ABLE TO ACCESS  
THE INFORMATION  
THEY NEEDED.

**97%** AGREED OR STRONGLY  
AGREED THAT THE USE OF  
INTERACTIVE MAPPING  
AND SHORT FILMS  
ENHANCED THE  
EXHIBITIONS.



JOINT COMMUNITY  
COUNCILS OF MORAY EVENT  
**35** **ATTENDEES**  
REPRESENTING VARIOUS  
COMMUNITIES

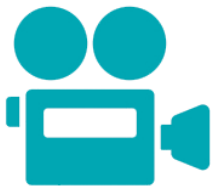


WE ENGAGED WITH  
**175 PUPILS & STUDENTS**

USING THE PLACE STANDARD,  
MASTERPLANNING AND  
INTERACTIVE MAPPING

**800 VIEWS**

OF THE ONLINE  
INTERACTIVE MAPPING



**5 SHORT FILMS**

ON THE MAIN ISSUES PRODUCED  
BY AN ELGIN ACADEMY PUPIL.  
RURAL HOUSING HAD

**3,000 VIEWS**



JANUARY 2018 TO  
MARCH 2018

**5,337 VIEWS**  
OF THE LDP WEBPAGE



FACEBOOK LIKES  
INCREASED BY **50%**



YOUTH ENGAGEMENT WITH:

- BUCKIE HIGH SCHOOL,
- MORAY COLLEGE UHI,
- SPEYSIDE HIGH SCHOOL,
- FORRES ACADEMY AND
- EAST END PRIMARY SCHOOL



REACHED  
**4,890 PEOPLE**  
AND ENGAGED  
**596 PEOPLE**  
IN A SINGLE WEEK OF THE  
CONSULTATION



**5,500**

LETTERS AND POSTCARDS  
SENT OUT



OVER  
**300 VIEWS**

BUCKIE HIGH SCHOOL  
SECONDARY SCHOOL  
FILM COMPETITION

# Proposed Plan Stage

On publication of the Proposed Plan the character of engagement changed to providing specific information on the process for submitting representations and listening to people's concerns.

*Extract from Development Plan Scheme 2019*

<p><b>PROPOSED PLAN April 2018 – July 2019</b>          Having had regard to representations received on the Main Issues Report, section 18 of the Act requires the planning authority to prepare and publish a Proposed Plan, which addresses the spatial implications of economic, social and environmental change, identifies opportunities for development and sets out the authority's policies for the development and use of land. The Proposed Plan also includes an Action/ Delivery Programme.</p>	Report representations to Main Issues Report.	<b>Sept 2018</b>
	Stakeholder and elected member workshops.	<b>Oct/Nov 2018</b>
	Proposed Plan presented to Committee for approval.	<b>December 2018</b>
	10 week public consultation.	<b>Jan-Mar 2019</b>
	Neighbour notification.	<b>Jan 2019</b>
	Series of drop in exhibitions.	<b>Jan - Mar 2019</b>
	Prepare Schedule 4's and report objections to Committee.	<b>Apr - Aug 2019</b>

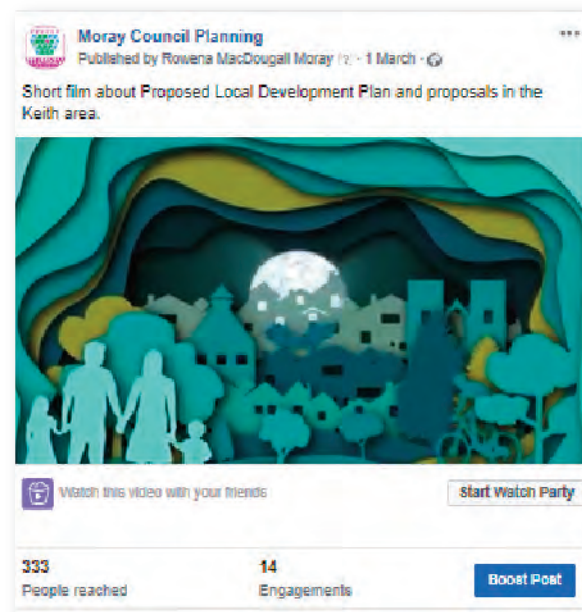
The focus was on making stakeholders aware of the content of the Proposed Plan, changes arising from the main issues consultation, how it may affect them, how to object, the process for objecting and what happens to their objection. Again the minimum requirements set out in Planning Circular 6/2013: Development Planning were met as adverts were placed in the local press. Social media and press releases were used to promote events and direct people to the Council's website. Paper copies of all relevant documentation relating to the Proposed Plan were made available to view at all Council access points and libraries.



Ultimately, the aim was to make the consultation interesting, easy to understand and participate in. The consultation again made use of interactive mapping, aerial imagery and visuals to help illustrate key messages. Short films available were also produced focusing more on local issues. The films were available to view online and at the drop in exhibitions.

The following engagement was undertaken with key stakeholders:

- Pre Proposed Plan workshop with statutory consultees/key agencies.
- Liaison meetings with SNH, SEPA and Scottish Water and presentation to Homes for Scotland.



The following graphics set out some of the key information in relation to engagement at Proposed Plan stage.

Facebook adverts reached:



**26,387**  
**PEOPLE**

**14,425**



**VIEWS OF LDP  
WEBPAGE**



**5** DROP IN  
EXHIBITIONS WITH  
**490 ATTENDING**



**1,000 VIEWS**  
OF THE ELGIN SHORT FILM



**366** RESPONDENTS  
MAKING  
**630** COMMENTS



**3,600**

**NEIGHBOUR NOTIFICATION  
LETTERS SENT OUT**

## Representations on consultation process

One representation was received from Emma Ritchie (2140) in relation to the consultation process. The following issue was raised.

*The consultation is not accessible to some users of Greenfingers who do not have access to computers or can read. They have been unable to express their opinions.*

## Moray Council's Response

A number of representatives from Greenfingers attended the drop in exhibition in Elgin to raise their concerns regarding the OPP 11 Walled Garden designation. Officers spent a significant amount of time explaining the rationale behind the sites inclusion to help those parties who wished to submit an objection to fully understand the LDP process. Subsequent follow up meetings were held to continue this dialogue. Greenfingers also wrote to all their clients explaining the situation and how to object and acted as a conduit for objecting to the Council. Following consideration of all representations, further meetings were held with representatives of Greenfingers, Moray College and Highlands and Islands Student Association to agree to work together to release easy to understand information to explain the Examination process to staff, students and clients. The Council considers it has sought to facilitate Greenfingers users to express their opinions.

## Conclusion

Moray Council has reviewed its participation activities over the plan preparation period and considers that it has met the requirements as set out in the participation statement and supporting Communications Plan.

## APPENDIX 1 - COMMUNICATIONS PLAN PROJECT PLAN FOR ENGAGEMENT OF MLDP 2020

Objective	Key Activities	Stakeholders	Responsible Officers	AUG 2016	SEPT 2016	OCT 2016	NOV 2016	DEC 2016	JAN 2017	FEB 2017
Prepare youth engagement strategy	<p>Work with education to explore opportunities to link with curriculum for excellence (CfE)</p> <p>Engage with secondary level pupils from 2/3 schools across Moray</p> <p>Develop a concept of engagement around the place standard</p> <p>Work jointly with Education, Community Support Unit.</p>	Young people	EG/EW							
Raise awareness of LDP and communication strategy	Presentations to Community Engagement Group (CEG) and Community Planning Board	CEG CPP	CEG – GT/EG CPP – JG/GT							
Issue informal “Call for Bids”	<p>Prepare bid checklist</p> <p>Compile database of stakeholders</p> <p>Promote call for bids through all communications channels</p>	Developers, Landowners and Agents	EG EG/MM EG							

Objective	Key Activities	Stakeholders	Responsible Officers	AUG 2016	SEPT 2016	OCT 2016	NOV 2016	DEC 2016	JAN 2017	FEB 2017
<b>Community Council LDP event</b>	Presentation on LDP process and opportunities to engage.	Community representatives organised through Joint Community Councils	All							
<b>Elected members focus group</b>	Seminars on Housing in the Countryside (Dec 16)	Elected Members	EG/KH							
<b>Relaunch social media</b>	Build likes on Moray Council Planning Facebook page	All	EG/RM							
<b>Engage with key agencies</b>	Set up infrastructure group Key agency meetings	Infrastructure Group All key agencies	EW GT							
<b>Engage with internal stakeholder</b>	Internal stakeholders meeting with follow up 1-2-1 meetings	All internal stakeholders	GT							
<b>Engage with main developers and Homes for Scotland (HfS)</b>	1-2-1 meetings and session with HfS	All developers	ALL							
<b>Prepare LDP e-bulletin</b>	Prepare email updates setting out timeline for LDP process/events	Circulate to database of landowners, agents and developers.	EG							

Objective	Key Activities	Stakeholders	Responsible Officers	JUNE 2017	JULY 2017	AUG 2017	SEPT 2017	OCT 2017	NOV 2017	DEC 2017
<b>Elected members seminar on LDP</b>	Seminar for new elected members on LDP	New elected members	GT							
	Session on Main Issues for LDP 2020									
<b>Issue formal “Call for Bids”</b>	Promote formal bids process	Developers, agents and landowners	GT							
<b>Stakeholder engagement event on pilot Gatecheck</b>	Explain pilot Gatecheck process	Key Agencies, Homes for Scotland and Community Representatives	GT/EW							

Objective	Key Activities	Stakeholders	Responsible Officers	JAN 2018	FEB 2018	MAR 2018	APR 2018	MAY 2018	JUNE 2018	JULY 2018
<b>Consult on Main Issues Report MIR</b>	Neighbour notification	Neighbouring property owners	All							
	Adverts	All								
	Drop in exhibitions and Moray Council staff exhibitions									
<b>Engage with Community Councils</b>	Main Issues Workshop	Community Councils	GT/EG							
<b>Elected members briefing session</b>	Ward briefings on responses to MIR	Elected members	All							
<b>Stakeholder event on pilot gatecheck</b>	Review process and evidence report	Key Agencies, Homes for Scotland and Community Representatives								

Objective	Key Activities	Stakeholders	Responsible Officers	JAN 2019	FEB 2019	MAR 2019	APR 2019	MAY 2019	JUN 2019	JUL 2019
<b>Engage with community councils</b>	Proposed Plan workshop	Community Councils	All							
<b>Consultation on Proposed Plan</b>	Neighbour notification Adverts Drop in exhibitions	All	All							
<b>Elected members briefing on Proposed Plan</b>	Provide summary of response and highlight key issues raised and implications	Elected members	All							
<b>Issue e-bulletin</b>	Prepare e-bulletin on key dates for consultation, promote events	All	EG/RM							

Objective	Key Activities	Stakeholders	Responsible Officer	JULY 2019	AUG 2019	SEPT 2019	OCT 2019	NOV 2019	DEC 2019	JAN 2020
<b>Issue-bulletin</b>	Prepare e-bulletin providing update on examination process dates of hearing sessions etc.	All	EG/RM							

Objective	Key Activities	Stakeholders	Responsible Officers	JAN 2020	FEB 2020	MAR 2020	APR 2020	MAY 2020	JUNE 2020	JULY 2020
<b>Awareness Raising Sessions for LDP</b>	Customised sessions on the LDP for various stakeholders including seminars, presentations and workshops	Internal stakeholders (development management, housing and transportation)  Developers, agents and landowners  Community Council's	All							
<b>Prepare e-bulletin</b>	Provide update on timescale for adoption and promote awareness events	All stakeholders	EG/RM							





