

YOUR
COTSWOLD
YOUR **PLAN**

CREATING A FUTURE
THAT IS GREEN TO THE CORE



Cotswold District Local Plan Update Consultation

Local Plan: Statement of Consultation

Town and Country Planning (Local Planning) Regulations
2012

Regulation 18 consultation/participation

February 2024

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I. Introduction

1.1 This Statement of Consultation explains how Cotswold District Council (the council) has involved residents and key stakeholders in preparing the Regulation 18 consultation undertaken between **4th February until 20th March 2022** on the emerging Cotswold District Local Plan.

1.2 This Statement of Consultation has been prepared in line with the [Town and Country Planning \(Local Planning\) \(England\) Regulations 2012](#)¹ (the Regulations 2012). In accordance with Regulation 17(d) (i-iv), this statement explains:

- which bodies and persons were invited to make representations under Regulation 18
- how those bodies and persons were invited to make such representations;
- a summary of the main issues raised by those representations; and
- how those main issues have been addressed in the Local Plan

1.3 This Statement of Consultation will be updated under Regulation 22(1)(c) (v-vi), relating to the formal representations' procedure following publication of the plan in due course, and highlight:

- The number of representations received or that no such representations were made; and
- A summary of the main issues raised.

1.4 Consultation and engagement has also conformed with the council's [Statement of Community Involvement \(SCI\)](#). This is a requirement of the Planning and Compulsory Purchase Act 2004 to show how the council intends to achieve community involvement in preparing Plans and other matters such as planning applications. The council's SCI was updated with an addendum in December 2023.

1.5 The Statement of Consultation forms part of the evidence for demonstrating legal compliance and soundness of the Local Plan and is formally submitted alongside the Local Plan at independent examination in public.

1.6 The tests of soundness are set out in paragraph 35 of the National Planning Policy Framework (September 2023) (the NPPF) and the legal requirements are signposted in the Table 1:

Table 1 – Signposting the legal requirement and soundness test.

Test of Soundness: <i>Justified - the most appropriate strategy when considered against the alternatives</i>	Legal Requirement	Statement of Consultation
Evidence of participation and the effective engagement of all interested parties	Reg. 17(d) (i-ii) Who was invited to make representations and how they were invited?	Section 2a and 2b

¹ hereafter referred to as 'the Regulations'

Test of Soundness: <i>Justified - the most appropriate strategy when considered against the alternatives</i>	Legal Requirement	Statement of Consultation
Choices made	Reg.17(d) (iii-iv) A summary of the main issues raised and how those main issues have been addressed.	Section 2c

1a. From Adoption to Partial Update of the Local Plan (2011-2031)

1.7 The Cotswold District Local Plan (2011-2031) (the adopted Local Plan) was adopted in August 2018. National policy requires local plans to be kept up to date and a review of the Local Plan must be carried out within five years of adoption.

1.8 In June 2020 the council undertook a review of its Local Plan policies, which led to it agreeing to undertake a [partial update for the adopted Local Plan](#) (the Local Plan Partial Update). Updates can be needed because legislation has changed or because important new data or evidence has emerged that means an existing policy is weakened or is no longer unsound – these can broadly be termed “technical updates”. Updates can also address issues or material consideration that have emerged or intensified since the Local Plan was adopted that must be tackled without delay and which are either not covered by existing policy or existing policy is no longer adequate. One example is new corporate objectives such as the council’s Climate Change and Ecological Emergency declarations (in reflecting these declarations in its Corporate Plan, the council has committed to making its Local Plan “Green to The Core”). Another example is the updates to the National Planning Policy Framework. Housing requirements, for example, must now be reviewed at least once every five years.

1.9 The Local Plan Partial Update mostly updates the development management policies of the adopted Local Plan. It does not extend the plan period or alter the development strategy of the adopted Local Plan. In 2022 a six-week period of consultation focused on issues and options to partially update the Local Plan.

2. Local Plan Consultation carried out under Regulation 18

2.1 This Statement of Consultation provides an overview of what happened in the Issues and Options consultation between 4th February until 20th March 2022 and how it has informed the next stage of the Local Plan update. **This document accompanies the next Local Plan Update Regulation 18 consultation, which commences on 1 February 2024.**

2.2 The Issues and Options consultation was the first stage of the process of updating the Local Plan. The consultation included eighteen Topic Papers that put forward the issues as the council currently sees them, and in light of the Climate Change and Ecological Emergency declarations, proposed options for how to tackle them through the Local Plan Partial Update. The council took consideration of the responses to the Issues and Options consultation in draft policy updates.

2.3 Throughout the consultation process, statutory stakeholders (such as the Environment Agency and Historic England) and interested parties (such as town and parish councils, residents, businesses and landowners) have been consulted through a variety of methods to ensure the council complies, and is in accordance with, the Regulations 2012 and the SCI.

2.4 A summary of the main issues raised during the consultation has been produced along with how these issues have been addressed in the Local Plan update. Appendix 1 gives examples of the methods used and Appendix 2 is an extract from the 'Communications Plan'.

2.5 Following the close of consultation, the council prepared a report summarising the feedback and produced a council responses report. (Appendix 3)

2.6 The next section sets out details of who has been consulted under Regulation 18 and how they were consulted.

2a. Who were invited to make representations?

2.7 All interested parties were invited to make comments, these included:

- specific consultation bodies that the council considered to have an interest in the Local Plan;
- general consultation bodies that the council considered appropriate; and
- such residents or other persons carrying on business in the district which the council considered appropriate to invite comment form.

2.8 The council set up and maintains a database of all individual persons and organisations who have expressed an interest to be kept informed of consultations by the council on planning policy documents. These persons and organisations were all notified of the consultation by letter or email. All statutory consultees (including town and parish councils), and district councillors were also notified.

2.9 The consultation attracted around 2,900 comments or representations from over 750 people or respondents. According to Commonplace (the Issues and Options consultation website) some 7% of the local population visited and/or commented on the consultation, although some visitors using different devices may be counted more than once.

2.10 For comparison, the two previous 'Issues and Options' Regulation 18 consultations that the council undertook on the adopted Local Plan recorded some 1,946 comments in total from 188 consultees in 2007 and 2010 combined.

Table 2 – Number of comments and consultees at Regulation 18 stage

Consultation Stage	Total Comments	Number of Consultees/ respondents
'Issues and Options' Reg 18 (February 2022)	2,924	755

2b. How were they invited to make a representation?

2.11 The Local Plan Issues and Options consultation accorded with the protocol set out within section 2.5 of the SCI.

2.12 Appendix I provides a description and examples of publicity and some of the consultation methods used including press releases,

- E-newsletter,
- use of social media (including paid adverts on Facebook),
- use of QR code,
- a flyer to all residents (some 48,000 households),
- posters,
- simple infographics summarising each topic,
- video message,
- animated short film (the animation performed very strongly and was the highest performing social media post, in terms of reach, during the campaign),
- emails/letters to interested parties (direct email sent directly from the Forward Planning team to respondents, and outperformed any other channel, in getting a response),
- town and parish councils, district councillors,

2.13 and public drop-in sessions. In total, around 80 people visited the public drop-in sessions.

- Plus, targeted support for town and parish councils, and 13- to 18-year-olds during the consultation.²

2.14 Table 3 provides a summary of the consultation methods used, which aimed to reach as many sectors of the community as possible through a variety of methods.

Table 3 – Methods of Consultation

² Figures and performance details taken from the 'communications plan evaluation'

Method of Consultation	Local Plan Regulation 18 Stage
Letters / emails to interested parties	Yes
A5 Flyer + QR Code / leaflets	Yes
Posters / Banners	Yes
Public drop-in sessions	Yes
Workshops / seminars	No
Deposit points for hard copies at district council offices and libraries	Yes
Council website (downloadable copies of documents, FAQs, etc.)	Yes
Social media (incl. Facebook, Twitter, Nextdoor, Instagram)	Yes
Targeted events / support	Yes
Media (press release)	Yes

2c. Summary of the main issues raised and how were they addressed?

2.15 The SCI states that people should be involved early on in the planning process to ensure ‘a better understanding of the issues and needs that are important to the community. A Local Plan can then evolve which reflects those views as far as possible and adequately mitigate the effects of new development’ (SCI, section 1.1). These interests are ‘front loaded’ and result in more active involvement earlier in the plan process.

2.16 The Statement of Consultation can then provide a summary of the main issues raised at this early stage and how representations have been taken into account.

Local Plan Partial Update: ‘Issues and Options’ (February 2022) DRAFT

Table 4 – Main Issues from the Regulation 18 ‘issues and options’ consultation

Main Points Raised by Representations	How the Main Points Were Addressed
Responding to the Climate Crisis	
The Council has declared a Climate Emergency and has committed to make the Local Plan green to the core. There was strong support for the principle of a strategic policy providing a ‘green thread’ through the updated Local Plan. Many broadly accepted the need, driven by the climate crisis, to move faster than building regulations, and these responses are consistent with often-repeated comments made during drop-in sessions, to the effect “why aren’t all new houses required by law to have solar panels. Some concerns were raised about practical difficulties and prohibitive costs, and	A new chapter has been created in the Local Plan called ‘Responding to Climate Change and Nature Recovery’. New overarching policies have been drafted that confirm the council’s support for development proposals that deliver various climate objectives. Several new policies have also been created, including Retrofitting Existing Buildings; Renewable Energy; Sustainable Construction of New Build Developments; and District Heating.

Main Points Raised by Representations	How the Main Points Were Addressed
<p>the potential for unintended consequences. Over half of respondents either supported or strongly supported wind turbines in the Cotswolds National Landscape (formerly known as the Area of Outstanding Natural Beauty), and less than a third either objected or strongly objected.</p>	<p>A viability assessment will be undertaken on the Local Plan policies to ensure policy proposals are costed and are deliverable.</p>
<p>Accessibility of new housing development</p>	
<p>There was broad support for locating development within reach of important services and facilities without the need to drive. We received many responses on the types of service and facility that were most important to people. There was strong support for an accessibility test forming part of Local Plan Policy DS3 and that housing development should be located in fewer locations with better access to services and facilities.</p>	<p>A new accessibility test is proposed to be introduced to Policy DS3. The list of core and primary services has been influenced by the consultation responses. The consultation responses have also helped to define the draft Local Plan development strategy options and the draft preferred option. This will help to ensure new housing developments have reasonable access to services, facilities and employment to reduce social isolation, vehicle dependence / cost of living issues and transport CO2 emissions.</p>
<p>Biodiversity</p>	
<p>Opinion was divided on whether CDC should request more than 10% Biodiversity Net Gain. The Environment Act sets a 10% minimum with the option of developers contributing more. Therefore, careful consideration should be given to what would be required in terms of evidence to enable CDC to request a higher percentage.</p>	<p>Four key updates are proposed to Policy EN8 (Biodiversity and Geodiversity: Features, Habitats and Species). These include need to provide at least 10 % Biodiversity Net Gain (BNG) in line with the expected mandatory figure required by government via the Environment Act 2021. Ten Biodiversity Net Gain Good practice principles have also been included in the policy. A new clause has also been added to the policy to ensure all new housing developments provide swift bricks and opportunities for bat roosts.</p>
<p>Design</p>	
<p>Peoples' views on the extent to which tackling climate change should influence the design of new places and building. Concerns over the need to respect the character and historic buildings and these important assets should not be placed to one side in the pursuit of a zero-carbon future.</p>	<p>Former Policy EN2 (Design of the Built and Natural Environment) is substantially updated and relocated within the Sustainable Development chapter. The Council has commissioned LDA consultants to prepare an updated Design Code. The updated policy sets out key design principles that will be required of developments, including the reuse of existing buildings and encouraging active travel.</p>

Main Points Raised by Representations	How the Main Points Were Addressed
Economy and employment	
<p>There is a good level of support for encouraging live/work units, new housing developments providing spaces and infrastructure home working and community-based hubs where local people can work close to home in an office-like environment. There was also strong support for the use of legal agreements to require employment development on mixed use schemes to be provided at the same time as the housing element. People strongly agreed that extant policies should be revised / amended and that new policy should be introduced to: (a) ensure that the employment element of mixed-use schemes is developed conterminously with the housing element; (b) introduce a presumption in favour of viable employment development that demonstrably is part of the “green” economy; (c) identify areas considered to be important for general or heavy industry, waste management, storage and distribution, or a mix of such uses; (d) explore the feasibility of using Article 4 Directions to control the ability of Class E development to change to Class C3 (dwelling houses) in specific parts of the district, including safeguarded employment sites that may feature a significant proportion of Class E uses; and (e) for larger development sites, require that the proposal is accompanied by an Employment and Skills Plan that shows how the development will materially contribute to helping the local economy be more self-sufficient and sustainable.</p>	<p>Minor textual amendments have been made to bring the economy policies and supporting text up to date with legislative and related changes. Policy EC7 retail is deleted.</p> <p>The government has made changes to the Use Classes Order. Having regard to new employment development on established or allocated sites, it is proposed to prevent automatic permitted change to residential by requiring that conditions are imposed restricting the use and requiring express planning consent for any subsequent change.</p> <p>Further consideration of representations (live work units, flexible spaces in new builds for home working, ‘village hubs’ etc), evidence or legislative changes can be taken into account in the Reg.19 draft Local Plan.</p>
Green Infrastructure (GI)	
<p>Respondents told us what GI is most important for them and would deliver the most benefits for people and the environment. There was support for the allocation of a new country park in the Local Plan. The vote was split between whether people wanted a bigger garden or better access to shared open spaces, such as parks, allotments, playgrounds, etc. – people wanted both. Respondents wanted a new Local Plan policy for the long-term management of parks and gardens, with town or parish councils managing open spaces from the outset.</p>	<p>Given the broad support for the policy options, we will seek to update the Local Plan to incorporate them, including an update to the Draft Green Infrastructure Strategy to reflect the consultation comments, where appropriate</p> <p>This policy has been updated to take account of the new guidance in the NPPF, including the new definition of Green Infrastructure, and best practice.</p> <p>A new policy has been created to address the issue of the long-term management of new accessible green spaces.</p>

Main Points Raised by Representations	How the Main Points Were Addressed
Health, social and cultural wellbeing	
<p>Key reasons for the support included that the policies would help mental health across all ages and improve age-related design, increase physical exercise, tackle fuel poverty and improve accessibility to services, facilities and employment.</p>	<p>New policy to reflect this. The Council will support development proposals that promote health and well-being and maximise opportunities to ensure healthy and inclusive communities for all, by creating environments that encourage healthy lifestyles and appropriate health infrastructure.</p>
Historic environment	
<p>There was broad support for the proposed measures to ensure that our designated buildings are safeguarded as we mitigate and adapt to the effects of climate change. There were concerns about the adaptation of historic buildings to make them better able to contribute to the mitigation of climate change impacts without falling foul of what some consider to be overly restrictive rules.</p>	<p>We have made amendments to bring the policy and supporting text up to date with legislative and related changes. We are also introducing a new retrofit policy, which will largely cover historic buildings, as well as a new Design Code.</p>
Housing affordability	
<p>Most respondents agreed with the proposed suggested policy changes. There were several other policy suggestions. There was support for introducing restrictions on second home ownership in new developments.</p>	<p>We have updated Policies H1 and H2 to include the various policy proposals to improve housing affordability. The government has consulted on several policy proposals for second home ownership and, having looked further into what can be done in the Local Plan, a Local Plan policy is not proposed on this issue at the present time.</p>
Housing need, requirement, supply and delivery	
<p>– Various exceptional circumstances were suggested for using an alternative to the government’s standard methodology for calculating the housing need. There was strong support for reviewing and updating the Local Plan housing requirement for the remainder of the Local Plan period and, if required, allocating additional sites to maintain a five-year housing land supply and pass the Housing Delivery Test. Various sites were submitted, and issues raised on the Strategic Housing and Economic Land Availability Assessment (SHELAA). People requested more affordable specialist accommodation for the elderly and that these homes need to be accessible and be lifetime homes. Requests were also made for more</p>	<p>We have reviewed the adopted Local Plan housing requirement. The review found that the adopted housing requirement does not currently require updating. We are updating the SHELAA to take consideration of the consultation feedback. We are taking also proactive action now on accommodating development needs up to 2041 by commencing the preparation of a Development Strategy and Site Allocations Plan (2026-2041). We are also updating Policies H1 and H4 to include various measures to provide more lifetime homes, accessible housing and house sizes that are suitable for elderly people. We have updated our Gypsy and Traveller Accommodation Assessment and will be</p>

Main Points Raised by Representations	How the Main Points Were Addressed
smaller house types that are suitable for elderly people.	updating our Gypsy and Traveller Sites Assessment.
Infrastructure	
<p>The key issue here is whether renewable energy infrastructure should be located in the Cotswolds National Landscape with strongly held views on both sides.</p> <p>People also told us the infrastructure that was most needed in their area and could make the Local Plan green to the core, which included public transport, electric vehicles and renewable energy.</p>	<p>A revised Renewable Energy Strategy and policy (CC2) will address the Cotswolds National Landscape issue. An update of the Infrastructure Delivery Plan will be undertaken to assess the strategic infrastructure requirements of any additional planned growth (e.g., health care, education, water and wastewater, transport, flood risk, libraries, etc.). Additional required infrastructure items will be specified in the next iteration of the Local Plan.</p>
Landscape	
<p>A key issue of uncertainty is how renewable energy proposals / climate change mitigation and adaptation can be achieved in the landscape whilst remaining in accord with national policy to conserve and enhance the Cotswolds National Landscape.</p> <p>There was support for identifying broad locations in the Local Plan where renewable energy development would be suitable, including within the Cotswolds National landscape and Special Landscape Areas.</p>	<p>We have revisited to the landscape policies of the Local Plan (e.g., EN4, EN5 and EN6) to identify and implement any opportunities to make them ‘green to the core’. However, we have needed to retain most aspects of the landscape policies to ‘balance’ other more climate-led policies elsewhere in the plan We have provided a renewable energy Local Plan policy. We are also producing a renewable energy strategy. Both have strong links to the landscape policies.</p>
Natural capital and ecoservice systems	
<p>These are accepted to be one of the key methods to evaluate the environment and the services it provides. Comments received highlighted the need for work to be done to open these concepts to a wider audience.</p>	<p>We have included a new policy on Climate and Ecological Emergencies, which includes natural capital and ecoservice systems.</p> <p>There are several matters yet to be agreed upon at a national level including the metric used to measure Natural Capital. The Local Plan policy will be updated when this is confirmed.</p> <p>The partial update of the Local Plan will be aligned with the emerging Green Infrastructure Strategy to reflect the consultation comments, where appropriate.</p>
Neighbourhood planning	
<p>There was broad support for the proposed options, i.e.:</p> <ol style="list-style-type: none"> 1. making clear which Local Plan policies are strategic. 2. creating a new Neighbourhood Plan policy and /or updating existing policies to further 	<p>We have provided a new annex to the Local Plan, which specifies strategic and non-strategic policies.</p> <p>We have not introduced a new neighbourhood planning policy, as this was not considered to be necessary. However, the Local Plan policy on town centres now encourages those preparing</p>

Main Points Raised by Representations	How the Main Points Were Addressed
<p>clarify how neighbourhood plans can be in general conformity with the local plan; and</p> <p>3. place a duty within the local plan for neighbourhood plan to respond to climate change and biodiversity issues.</p> <p>Responses identified that preparing neighbourhood plans is complicated, costly and time consuming. However, there appears to be overall support for the process.</p>	<p>or revising neighbourhood plans to consider preparing strategies for their town centres to make them more resilient to change.</p> <p>The Council also helps and guides all groups wishing to prepare a neighbourhood plan through the various stages of the process.</p>
Retail and town centres	
<p>People agreed with diversification of the town centre in general. However, there was significant concern about the impact of uncontrolled changes of use through permitted development right of town centre uses to, for example, residential and the impact this would have.</p> <p>Respondents told us what they would like to see more of in town centres.</p> <p>All town centres are facing significant and rapid change because of various factors, primarily internet-based retailing.</p>	<p>EC8 “Town Centres” (formerly “Main Town Centre Uses”) is a significant revision. It incorporates elements of EC7 retail. The policy is intended to strike a more even balance between retail and other main town centre uses.</p>
Sustainable tourism	
<p>Respondents told us what ‘sustainable tourism’ means to them, what new facilities they would like to see and how the all-year offer could be improved. They also told us ideas of how visitors in ‘honeypot’ tourist spots could be spread more evenly around the district.</p> <p>People also strongly agreed with the preferred option to: i. Locate most developments in sustainable locations where there is better access to jobs, services and facilities and public transport; and ii. Support improvements in public transport, walking/cycling networks.</p> <p>Suggestions include that the transport elements of tourism are integrated with the Sustainable Transport Strategy and ensuring that recreational facilities can be shared by local residents as well as visitors.</p>	<p>Tourism policy EC11 has been substantially redrafted for clarity and to follow more closely national policy (NPPF). The changes include identifying hotels as “main town centre” uses subject to the sequential test. The need to encourage modal shift in transport means that concentrating uses of this type in centres may reduce the need for car journeys.</p>
Sustainable transport and air quality	
<p>Respondents told us how we could reduce the use of petrol- and diesel-powered cars in the district and the extent this is possible at the</p>	<p>The Sustainable Transport policy has been comprehensively updated taking account of the comments and further evidence.</p>

Main Points Raised by Representations	How the Main Points Were Addressed
<p>moment. They also told us the things that would help them to drive less often.</p> <p>Respondents told us that walking, cycling and public transport networks were insufficient in the district. Various barriers to walking, cycling and public transport use were identified, with unsafe routes and infrequency of services being top of the list. People agreed that we should prioritise safe and convenient space for vulnerable road users, such as pedestrians, cyclists and horse riders. We provided different variables to test the extent of peoples' willingness to reduce space for driving or parking to make sure there was enough space for people to walk, cycle and scoot comfortably. People were generally willing to accept some level of compromise.</p> <p>Most respondents also indicated their intention to switch to electric vehicle and a smaller, but still significant, number interested in joining a car club.</p>	<p>Amongst the many policy proposals, the policy links to the Gloucestershire Transport Decarbonisation Plan and Cotswold Transport Decarbonisation Strategy and includes targets from both documents. It includes a requirement for the early delivery of sustainable transport infrastructure. It also provides a hierarchy of road users for the design and layout of sites.</p>
<p>Water quality, water resources and flooding</p>	
<p>Concerns were raised over rainwater in sewers / sewage pollution of rivers and flooding; and development being built before water infrastructure capacity can cope with the new development. People were also concerned about flooding generally and especially from sewer overflow.</p> <p>Flooding is a big 'local' issue and 95% of respondents supported more restrictive planning measures on development in areas at risk of flooding. Respondents also told us about the types of flood prevention measures they would like to see used more, including tree and hedgerow planting, attenuation ponds and installing leaky dams.</p> <p>The Water Companies agree on preventing surface water entering public sewers and a water requirement of 110 litres per head per day. This ties in with people's concerns over flooding generally and especially from sewer overflow.</p> <p>There was strong support for the preferred option of amending and supplementing the existing water management policies as an</p>	<p>Water policies were amended to take this into account, and they are now part of the new chapter on Responding to Climate Change and Nature Recovery.</p> <p>The water infrastructure policy requires the use of conditions to ensure that new homes are not occupied until there is sufficient water/wastewater infrastructure capacity; and development that results in a new residential dwelling will be required to incorporate water conservation measures to achieve a maximum water consumption of 110 litres per person per day.</p> <p>The existing flood risk policy is also updated to promote investigation into natural methods of flood mitigation, such as targeted woodland planting; and consideration of flood risk from all sources of flooding including that from surface water; a new clause to safeguard (in policy) two areas with the potential for flood storage near Cirencester; and to take into account the multi-functional benefits of Sustainable Urban Drainage Systems (SuDS).</p>

Main Points Raised by Representations	How the Main Points Were Addressed
integral part of the wider need for climate change adaptation and mitigation.	Further evidence from Strategic Flood Risk Assessment Level 1 and the Water Cycle Study will inform the next stage of Local Plan process.

3. Appendices

Appendix I - Communications and example material

Examples of the publicity and methods of consultation carried out during the preparation of the Local Plan update under Regulation 18 are presented below:

On 3rd June 2020 Cabinet approved the Cotswold District Local Plan: Partial Update
<https://meetings.cotswold.gov.uk/CeListDocuments.aspx?Committeed=1154&MeetingId=1310&DF=03%2f06%2f2020&Ver=2>

It was first published for a 6 week period of public consultation from 4th February until 20th March 2022. <https://issuesandoptions.commonplace.is/>

A total of 2924 comments were received from 755 consultees.

A range of **supporting information and evidence** was made available as part of the consultation, including; an Integrated Impact Assessment, Habitats Regulations Assessment, and 18 detailed Evidence Topic Papers.

The **consultation document, comment form, FAQs**, summary infographic pages, and more detailed Evidence Topic Papers were made available online on the Forward Planning web pages, under Issues and Options consultation. <https://www.cotswold.gov.uk/planning-and-building/planning-policy/evidence-base-and-monitoring/>

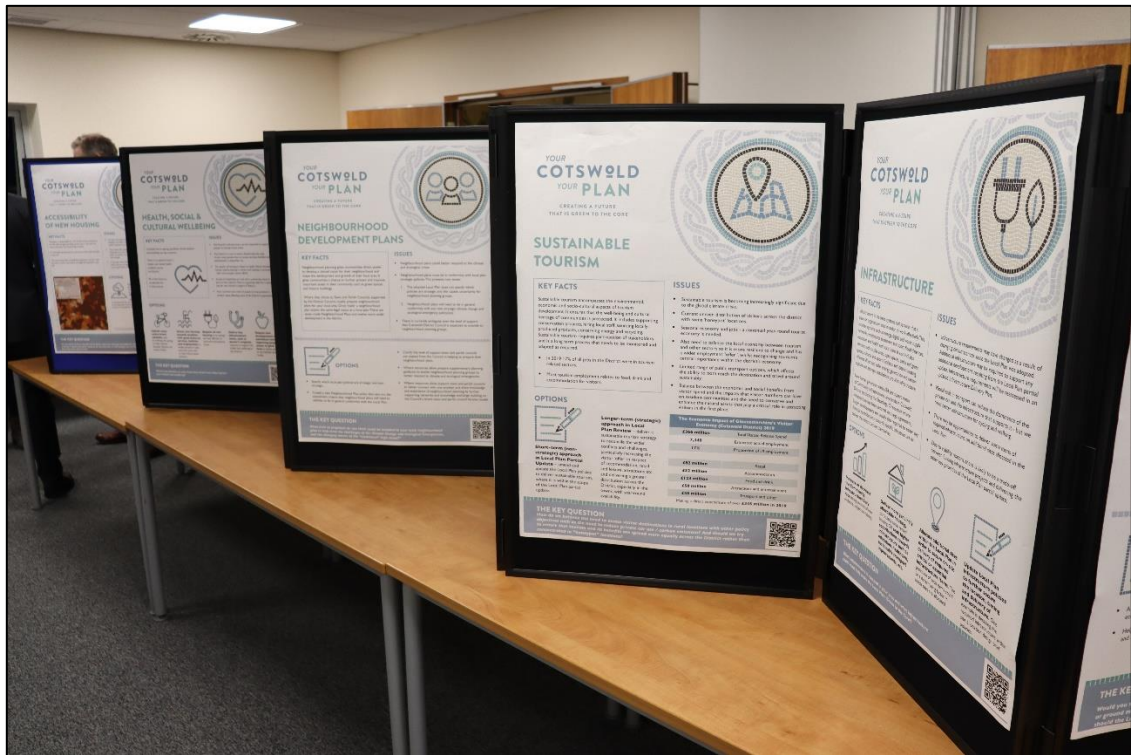
Hard copies of the consultation document, including a standard comment form, were also made available at the District public libraries and Council Offices at Trinity Road, Cirencester and Moreton Area Centre, High Street, Moreton-in-Marsh.

Pull down **banners** were provided for the council office receptions to advertise the event and **correx boards** put up in key locations across the district. The consultation was advertised internally to Members (also via 'mail chimp') and officers on the Publica Portal.

Two **public drop-in** sessions were arranged for residents and businesses to view the document and discuss issues and options with the team:

- **Wednesday, 2nd March 2022** from 2pm until 6:30pm at the Committee Rooms, Council Offices, Trinity Road, Cirencester, GL7 1PX; and
- **Wednesday, 9th March 2022** from 2pm until 6:30pm at Moreton Area Centre, High Street, Moreton-in-Marsh, GL56 0AZ.


Town and parish councils were notified by letter/ email and asked to share the event on their social media platforms. Posters were provided to display on their notice boards.





YOUR COTSWOLD YOUR PLAN

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We need to take action


to tackle the **climate and ecological emergencies** and ensure there are enough homes for local people now and in the future.

Cotswold District Local Plan (partial update)
Issues and Options Consultation
 Friday 4th February until Sunday 20th March

To take part go to
issuesandoptions.commonplace.is
 or scan the QR code using your phone's camera.



#YourCotswoldYourPlan
 #GreenToTheCore



COTSWOLD DISTRICT COUNCIL

Everyone registered on the **Local Plan database**, including town and parish councils, adjoining authorities and statutory consultees, were notified. Those not on email were sent a letter.

Simple one-page **infographics** summarising each of the 18 topics (A Local Plan 'logo' and topic icons) were created to help people understand the issues. <https://www.cotswold.gov.uk/media/i3kc3wk2/11-3-one-page-summaries.pdf>



Once it was clear that 13-18years olds were not staying to look at the online consultation and town and parish councils needed support with responding, further **'tiles' targeting these groups** were created on Commonplace.

A 2-sided **A5 flyer** (below) was delivered via Royal Mail Door-to-Door service to all (some 48,000) households in the District at the beginning of the consultation period. The consultation could also be accessed by mobile phones and a **QR code** was created to help people more easily take part.

YOUR COTSWOLD YOUR PLAN

CREATING A FUTURE
THAT IS GREEN TO THE CORE

We need to take action

to tackle the **climate and ecological emergencies**
and ensure there are enough homes for local people
now and in the future.



COTSWOLD DISTRICT LOCAL PLAN (partial update) Issues and Options Consultation

Friday 4th February until Sunday 20th March



COTSWOLD
DISTRICT COUNCIL

We have a new online consultation platform that makes it easier for you to let us know what you think. Please scan the QR code (using your phone's camera app) to take part in the consultation.

Alternatively you can access the consultation by visiting issuesandoptions@commonplace.is

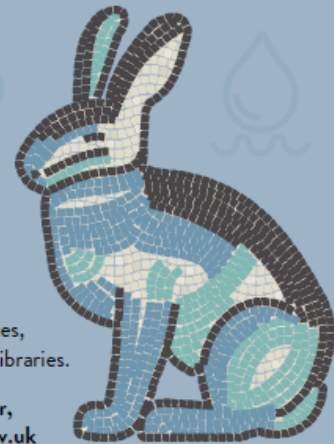
You can also come and talk to us about the proposals.

2nd March, 2pm - 6.30pm
Cotswold District Council Offices,
Trinity Road, Cirencester, GL7 1PX

9th March, 2pm - 6.30pm
Moreton-in-Marsh Area Centre, GL56 0AZ

Hard copies of the document are available to view at both Council Offices, Trinity Road, Cirencester and Moreton-in-Marsh as well as all District Libraries.

Forward Planning, Cotswold District Council, Trinity Road, Cirencester, GL7 1PX Telephone: 01285 623000 or email: localplan@cotswold.gov.uk



Social media was used to draw attention to the consultation, such as on Facebook and Twitter, using paid promotion ads on Facebook (7 times) to ensure the majority of residents will have sight of the consultation. The emphasis and following on social media have grown (Communications Report).

The council employs the following social media channels:

Instagram, Facebook, YouTube, Nextdoor, Twitter and LinkedIn. Below shows the high-level result across the whole campaign and across all channels.

Number of organic posts: 76

Reach (the number of accounts reached) - 196.4k

Impressions (the number of views) - 26.3k

Total likes – 122

Total comments - 27

Total shares - 67

A **video message** by the Portfolio Holder Cabinet Member for Climate Change and Forward Planning, and a short film **animation** were both released to help promote the consultation <https://issuesandoptions.commonplace.is/en-GB/proposals/xfurther-info-and-introduction/step1>



**imaginary story as part of the animation*

The consultation was publicised in the **media** with public consultation **notification advert** in the Cotswold Journal and Gazette and Wiltshire and Gloucestershire Standard w/c 7th February 2022 and a **press release**.

<https://gloucesternewscentre.co.uk/local-plan-consultation-to-respond-to-the-climate-emergency-and-promote-a-carbon-zero-cotswolds/>

Local Plan consultation to respond to the climate emergency and promote a carbon zero Cotswolds

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COTSWOLD DISTRICT COUNCIL

THE TOWN AND COUNTRY PLANNING (LOCAL PLANNING) (ENGLAND)
REGULATIONS 2012

PUBLIC CONSULTATION NOTICE – REGULATION 18

A six-week public consultation period for the Partial Update to the Cotswold District Local Plan 2011-2031 (a Regulation 18 'Issues and Options' consultation) commences on Friday 4th February 2022 and ends at 11:59pm on Sunday 20th March 2022.

You are invited to comment on the **Local Plan (a Partial Update)** and its supporting documents.

WHAT IS A LOCAL PLAN?

It is the starting point for determining local planning applications. The Cotswold District Local Plan applies to the whole of Cotswold District and includes a range of planning policies covering housing, the economy, the environment and infrastructure; it also provides a strategy for delivering growth up to 2031.

A PARTIAL UPDATE

Although the Cotswold District Local Plan 2011-2031 was adopted in 2018, Local Plans must be periodically reviewed to keep them up to date. This can be a targeted update

News items were also posted to those who signed up to Commonplace, as well as in the Cotswold District's **E-newsletter** ('Cotswold Round-up') in February and March with YouTube link <https://us5.campaign-archive.com/?u=ab7a7e62881dc95c541265556&id=a9f9768f2d> and engaged with businesses through the 'Business Matters' equivalent.

Newsroom All News Media Library Contacts

04 FEB 2022

Local Plan consultation to respond to the climate emergency and promote a carbon zero Cotswolds


An update to Cotswold District Council's Local Plan will tackle the climate emergency and help to deliver a carbon zero future for residents. The 'Your...

YOUR COTSWOLD YOUR PLAN

CREATING A FUTURE THAT IS GREEN TO THE CORE

Issues & Options Consultation
Friday 4th February until
Sunday 20th March

issuesandoptions.commonplace.is




We've launched our Your Cotswold Your Plan consultation.

Tackling the Climate Emergency is an issue we must address. To help do this we are updating your Local Plan which sets out the future of the Cotswolds from house building, to protecting wildlife and supporting business. We want to make sure that we are thinking sustainably for the next, and future, generations. We have to make sure that what we build today doesn't contribute to the emissions that are driving dangerous climate change, and is also fit for the future.

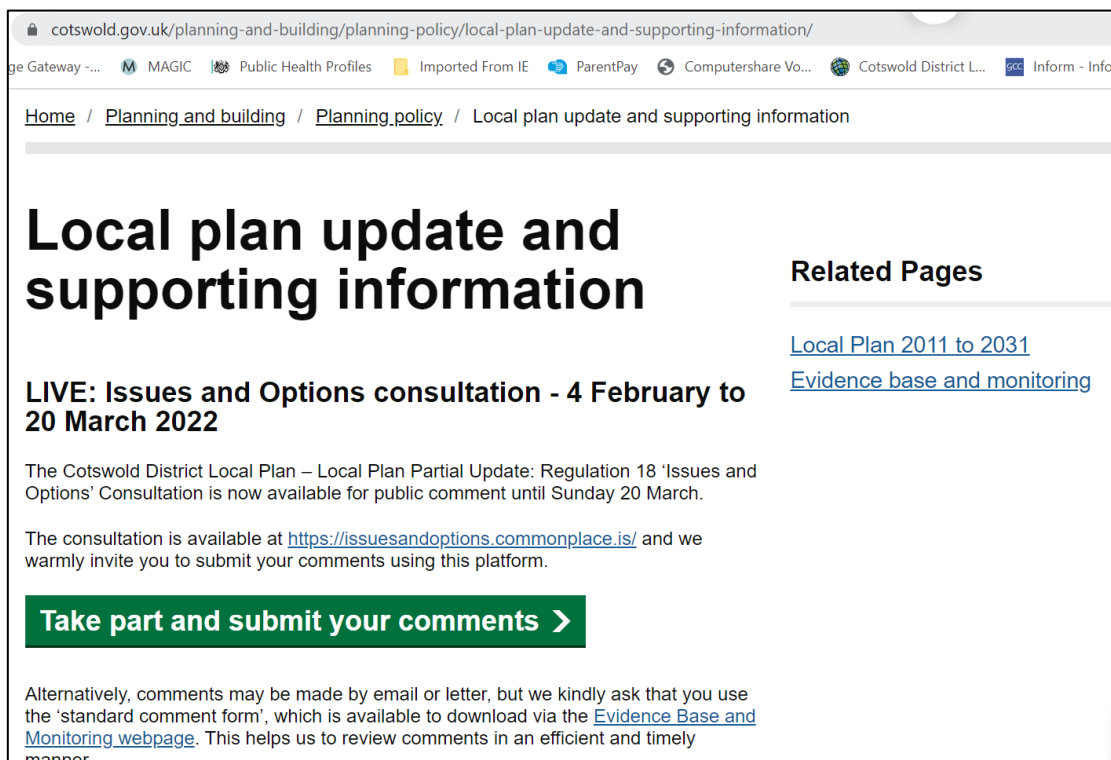
We would like your views on the updates needed to make the plan green to the core', ensuring that climate change is considered in all aspects of the future development of Cotswold District.

It's Your Cotswold Your Plan. Help us to create the future you want. You can also learn more by watching the video below.



The Local Plan consultation was also a feature on the council's **news page** and on the Forward Planning pages.

Web text during consultation period on Forward Planning webpage:



cotswold.gov.uk/planning-and-building/planning-policy/local-plan-update-and-supporting-information/

Home / Planning and building / Planning policy / Local plan update and supporting information

Local plan update and supporting information

LIVE: Issues and Options consultation - 4 February to 20 March 2022

The Cotswold District Local Plan – Local Plan Partial Update: Regulation 18 'Issues and Options' Consultation is now available for public comment until Sunday 20 March.

The consultation is available at <https://issuesandoptions.commonplace.is/> and we warmly invite you to submit your comments using this platform.

Take part and submit your comments >

Alternatively, comments may be made by email or letter, but we kindly ask that you use the 'standard comment form', which is available to download via the [Evidence Base and Monitoring webpage](#). This helps us to review comments in an efficient and timely manner.

Related Pages

- [Local Plan 2011 to 2031](#)
- [Evidence base and monitoring](#)

Appendix 2 - Communication Outputs

The council's Communications Team supported the Planning Team during the consultation. Below is a summary from the 'Communication Plan';

Outputs will include:

- Door-to-Door mailout to all households across the district (promoting online response and back up methods);
- Paid for and organic social reaching upwards of 30k people - Facebook, Twitter, Nextdoor
 - Videos with cabinet members explaining the local plan and the review;
 - Animation of a climate think piece with famous person narrating
 - Simple infographics summarising each of the 18 topics;
 - Specific graphics for the campaigns focussing on elements that matter to local people;
 - posts targeted at specific groups and geographical areas with tailored messaging to generate responses and feedback;
- Promotion via website homepage and banner seen by over 6k per week;
- Media engagement - release at start and end of consultation;
- Bespoke webpage covering key messages and linking to Commonplace;
- Info through stakeholders -
 - promote through parishes via briefing pack w/ posters, social content and key messaging; and
 - local social media groups;
- E-newsletter - included in February and March editions (numbers TBC);
- Engagement with businesses through Business Matters;
- Promotion to staff and councillors through internal comms;
- Pull up banners in Trinity Road/MAC;
- Google adwords advertising with estimated reach of 10k;
- Correx board in key locations across district;
- Posters to T&P councils, Libraries and council offices;
- Place notice / advert in local newspapers (SCI requirement);

Appendix 3 - Consultation Response Report(s)

Representations and responses can be viewed in full online on the council's website under Planning Policy, Evidence, Issues and Options at <https://www.cotswold.gov.uk/planning-and-building/planning-policy/evidence-base-and-monitoring/>

The **Summary Consultation Response Report** (pdf) and **Council Responses** report (excel) under Regulation 18 (2022) can also be found below by clicking on the hyperlink or going to the evidence section of the planning policy webpages.

- [Summary Consultation Report – Annex A, Cabinet Meeting 4th July 2022](#)
- [Reg 18 'Issues and Options' Council Responses](#)