



Belfast

Local Development Plan

Draft Engagement and Communications Strategy

August 2024

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Belfast
City Council



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1 Introduction

- 1.1.1 This strategy sets out an approach to engaging and communicating with key stakeholders, interested parties and the community during the production of the Council's Local Development Plan (LDP). The Council is committed to providing the local community and other stakeholders with opportunities to shape the place in which they live and has developed an approach to engagement designed to make this achievable.
- 1.1.2 We are committed to ensuring that all council engagement is meaningful, inclusive and fit and this will be supported by communications that are appropriate and accessible. This is a shared vision of participation in decision making which should ensure that:
- 1.1.3 Everyone has an early and informed opportunity to express their views on the development of the area and that these representations are considered before decisions are made; and
- 1.1.4 All groups in our community, regardless of religious belief, political opinion, racial group, age, sex, marital status, physical ability, sexual orientation, and those with and without dependents are enabled and empowered to participate.
- 1.1.5 The requirement to produce a Statement of Community Involvement (SCI) was introduced in the Planning Act (Northern Ireland 2011). The Planning (Statement of Community Involvement) Regulations (Northern Ireland) 2015 sets out the process by which this should be done. This strategy builds on the SCI and methods of engagement that are tailored to each consultation period, the needs of consultees and takes into consideration the Timetable and need to deliver a robust Local Development Plan.
- 1.1.6 The Strategy is being updated as the Council has commenced work on the Local Policies Plan, the second part of the LDP process. The purpose of the update is to ensure that our engagement is fit for purpose and that the Strategy reflects any changes to Regional Policy, Regulations and emerging best practice.
- 1.1.7 Anyone can register their interest and be added to the LDP database by emailing planning@belfastcity.gov.uk.

Aims and objectives of the LPD

- 1.1.8 The purpose of the Local Development Plan, comprising the Plan Strategy and Local Policies Plan, is to inform the general public, statutory authorities, developers and other interested bodies of the policy framework and land use proposals that will

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implement the strategic objectives of the Regional Development Strategy and guide development decisions within Belfast until 2035. The community needs to take part in plan-making for local ownership and to help create the policies that will shape the future of land uses and development in Belfast.

1.1.9 The LDP will provide a framework to support the economic and social needs of the council in line with regional strategies and policies while providing for the delivery of sustainable development. It will allocate sufficient land to meet Belfast's needs and provide an opportunity for all stakeholders to have a say about where and how development within their local area will take place

1.1.10 The purpose of the Council's Local development plan is to: -

- Set out future land uses and how the city will develop up to 2035.
- Deliver sustainable development.
- Reflect local aspirations for the city.
- Provide a basis for rational and consistent development.
- Guide growth and change.
- Show how and where change will occur.

2 Duty to Cooperate: The Belfast Agenda and Local Development Plan

2.1.1 The Local Government Act 2014 and Planning Act 2011 link the community planning and development plan processes with draft guidance, suggesting that the LDP is intended to be "the spatial reflection of the community plan" with the process working in tandem "towards the same vision for the council area and its communities" by setting "the long term social, economic and environmental objectives".

2.1.2 The Local Government Act (2014) defines community planning as: "...a process whereby councils, statutory bodies and communities work together to develop and implement a shared vision for promoting the (social, economic and environmental) well-being in an area".

2.1.3 Council will lead this process for the city, and along with our community planning partners, are required by law to produce a community plan every four years which must include:

- an agreed long-term vision for the city.
- a number of agreed key priority outcomes that partners will focus on to improve:
 - social wellbeing (including promoting equality and good relations);

- economic wellbeing (including tackling poverty, social exclusion and deprivation); and
- environmental wellbeing (including how the city will contribute to achieving sustainable development)
- a plan outlining a range of short, medium and long-term actions that partners across the city, including public services, community and voluntary groups plan to take to contribute to improve outcomes for communities.

3 Approaches to consultation

- 3.1.1 A Consultation and Engagement Framework has been developed by the Council to ensure a consistent approach that allows it to meet and exceed its statutory consultation requirements. This approach also helps to tailor engagement activities to ensure that the Council gets as much useful consultation feedback as possible within the resources available.
- 3.1.2 The Council's Consultation and Engagement Framework was developed in line with current legal requirements and best practice principles and takes into account the UK Government's Statement of Consultation Principles (Cabinet Office 2012) which replaced the 2008 Code of Practice; the Gunning Principles; the Consultation Institute's Seven Best Practice Principles for consultation and the Scottish National Standards for Community Engagement. In particular, it is in keeping with and builds on our commitments to and legal obligation under Section 75.

Engagement

- 3.1.3 The purpose of engagement refers to the level or role of stakeholder involvement and the amount of influence they have in the process. For the purposes of this strategy three levels of engagement are used to describe the nature and purpose of engagement methods. These are to inform, consult and involve.
- 3.1.4 Council's consultation and engagement framework recognises the importance of meaningful consultation and engagement and sets out the broad policy as to how this activity will be undertaken by the council. The council works to ensure that the consultation and engagement framework aims to:
- Make our consultation and engagement processes meaningful and fit for purpose.
 - Ensure our consultation and engagement processes provide Value for Money.
 - Ensure our consultation and engagement is Inclusive and improves equality of opportunity, enabling greater participation in consultation and engagement especially.
 - from 'seldom heard' groups.

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- Strengthen strategic planning through more effective use and co-ordination of consultation.
 - and engagement - A 'One-Council' Coordinated Approach.
- 3.1.5 Engagement with all consultee groups seeks to encourage inclusive discussions on the LDP and key planning policies that will guide future development to deliver the tangible social, economic and environmental benefits for the city. Public consultation is therefore an essential part of the plan making process.
- 3.1.6 In order to tailor the consultation accordingly and gain maximum input, stakeholders have been divided into groups. The Council has a statutory duty to consult a range of consultees, some of which are residents and businesses, others named as specific bodies including Section 75 groups and statutory consultees.
- 3.1.7 Public involvement should be transparent and accessible and seek to reach as many local residents and businesses as possible and aim to: Engagement with the local community should form part of a continuous programme, not be a one-off event.
- Consistent imagery should be used across all Local Development Plan media.
 - Consultation and communication methods used should be appropriate to the communities concerned.
 - Work closely with other Directorates within the Council. There may be opportunities to link in with other consultation activities and use the feedback received.
 - Information gathered through other consultations should be used wherever possible.
 - The level of community involvement should be appropriate to the role of the plan or study in question.
 - Accessible report summaries of planning documents should be produced where appropriate.
 - Any consultation method should be designed to ensure that meaningful feedback is achievable within the Council's resources and Local Development Plan timescales.
 - All communication throughout the Local Development Plan consultation should be directed through generic telephone and email contacts rather than named team members.

4 Stakeholder Analysis

4.1.1 There are a number of stakeholders that we are required to engage with because they are statutory consultees, because of their geographical or strategic planning association with Belfast City Council, are an identified community organisation or simply because they may be expected to have an interest in the Council's LDP. All stakeholders have the potential to benefit from the LDP and therefore must have the opportunity to input into the council's proposals. These stakeholders include:

Stakeholder	Interest
Citizens and residents	Improved quality of life, addressing community division, minimal rate burden
Elected Members	Local responses; Improved co-ordination and alignment of interventions, value for money, equitable distribution of resources; input
Thematic interests	Local responses; co-ordination, value for money, equitable distribution of resources; input into policy development and consultative role
Internal stakeholders	Establish synergies, points of contact, strategic alignment and dependencies
Community & Voluntary Sector	Opportunities to access resources, improved relationship with central and local government; continuation funding; mainstreaming of projects; reduced bureaucracy
Private Sector and industry	City Centre Regeneration, opportunities to improve business performance and investment and become more profitable.
Central Government and Statutory agencies	Complementarity; Achievement of Programme for Government objectives, particularly the Regional Development Strategy
Staff	Improved quality of life, development opportunities, improvement of local environment
Media/Social Media	Opportunities for promoting the Local Development Plan
Service providers	Opportunities to improve business performance and become more profitable.

Internal consultees and approach across Council

4.1.2 Council is a large organisation that provides a range of services for the city that will be impacted by the LDP. This presents challenges and opportunities for the LDP process. Through internal working groups staff will work collaboratively across the

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organisation and this will reap benefits in terms of resources, alignment of council strategies with the LDP and information flows and through the engagement activity. LDP working groups meet over the course of the LDP lifecycle. The working groups include external statutory partners as appropriate.

Engagement of Members

4.1.3 Whilst the councillors who sit on the Planning Committee have a role in directing the LDP as it progresses through the production process this is not the sole area of engagement for councillors on the Committee. A programme of workshops for elected members of the Council was held in order to:

- Facilitate an in depth understanding of issues in relation to the evidence used to support the plan.
- Provide perspectives and steer on issues that the plan aims to address.
- Explore the policy options that the plan aims to resolve.
- Offer local perspectives on the potential proposals in the plan and explain the impacts at a local level.

Project management team

4.1.4 A group comprising senior council officers was established to oversee the development of the Plan, to support and advise the LDP Steering group and ensure key consultees co-operate in the plan making process.

Local Development Plan Steering Group

4.1.5 In accordance with the SCI, the Council established an LDP Steering Group as a high-level co-ordinating body to ensure overview and strategic input on behalf of the whole community, as well as from planning professionals. Membership of the group comprises of council Members, with the Chief Executive, Director of Planning and Building Control or Planning Manager and representatives from key statutory partners, including:

- Department for Infrastructure (DfI);
- Department for Communities (DfC);
- Department of Agriculture, Environment and Rural Affairs (DAERA); and
- Department for the Economy (DfE).

Metropolitan Area Spatial Working Group (MASWG)

4.1.6 Alongside this, the surrounding councils within the wider Belfast metropolitan area were invited to form a Metropolitan Area Spatial Working Group (MASWG) along with DfI and other statutory representatives. The MASWG provides a forum for cross-boundary issues to be discussed along with the broader LDP development process.

The MASWG membership is made up of both officers and political representatives and provides an opportunity to discuss shared and mutual interests.

Thematic working groups

4.1.7 The Council also established a series of thematic working groups to bring together key stakeholders and ensure the coordination of the activity required to support the preparation of the LDP for Belfast. The working groups involve representation from key stakeholders, such as statutory partners and representative bodies, and provide a forum to:

- Gather information, views and details from a wide representation of stakeholders in order to maximise collaboration and build a consensus to provide the evidence base for the development of the Plan Strategy.
- Contribute to drafting the final LDP.
- Contribute to the LDP process through effective participation to ensure work is initiated and maintained in a timely manner to progress the Plan; and
- Provide a platform to inform sub-regional issues such as infrastructure and facilitate involvement from adjoining authorities.

4.1.8 The working groups established relate to the following thematic areas:

- Population and Housing.
- Urban Design, archaeology and built heritage.
- Economy and retail.
- Transport and infrastructure.
- Waste.
- Water and sewerage.
- Minerals.
- Environmental resilience; and
- Green and active (open space, natural heritage, landscape and coast, etc.).

5 LDP Stages

5.1.1 The engagement and consultation during the LDP are outlined in detail in the Statement for Community Involvement. The table below details the main stages of the LDP preparation, the status and the actions required/taken.

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Key

Not Started

In progress

Complete

Local Development Plan (LDP)	
Stage 1: Initial Plan Preparation	
Detail	Actions
Preparation of the Statement of Community Involvement and approval by Department for Infrastructure	<p>Consultation on Statement of Community Involvement (SCI) and collation of responses</p> <p>Give notice by local advertisement for two consecutive weeks of the following:</p> <ul style="list-style-type: none"> • SCI is available for inspection and the place and times at which it can be inspected • Publication of SCI on council's website
Development of Timetable and approval of Timetable by Department for Infrastructure	<p>Give notice by local advertisement for two consecutive weeks of the following:</p> <ul style="list-style-type: none"> • Timetable is available for inspection and the place and times at which it can be inspected. • Publication of Timetable on council's website
Agree governance for LDP	<p>Establish steering group that it a high-level co-ordinating body that will ensure overview and strategic input on behalf of the whole community, as well as from the planning professionals. Comprising of:</p> <ul style="list-style-type: none"> • Council Planning Committee • Chief Executive • Director of Planning and Place or Planning Manager <p>Set up a project management team to ensure key consultees co-operate in the plan making process. The project management team will be consulted on, and act as the screening and scoping group for the Sustainability Appraisal, including Strategic Environmental Assessment and EIA. The Scoping Report of the Sustainability Appraisal (including SEA) and EQIA will be sent to the statutory consultation body. Comprising of:</p> <ul style="list-style-type: none"> • Senior council officers • Principal Planning Officer • Representatives from the key statutory/government departments
<p>Collection of baseline data/research to establish:</p> <ul style="list-style-type: none"> • Key issues to be addressed 	<p>Hold workshops with Planning Committee to support decision making and outline the key findings from the topic papers that will inform the LDP</p>

<ul style="list-style-type: none"> Options to address them Review if new policies are required <p>Stakeholder engagement and development of stakeholder database. These lists will be kept under review and written request for inclusion from additional bodies will be considered on their individual merits.</p> <p>Preparation of the scoping report for the Sustainability Appraisal (including the Strategic Environmental Assessment)</p>	<p>Invite key consultees to participate in the plan making process and providing information on the key strategic issues that the LDP should address</p> <p>Invite Section 75 groups to identify whether there are any types of planning policies which are likely to have a significant impact on the groups they represent and identify any particular issues or needs which they feel the plan should address. Where requested, this can be done through a face-to-face meeting with a planning official.</p> <p>Consultation with the Northern Ireland Environment Agency</p>
<p>Stage 2: Preparation and Adoption of Plan Strategy</p>	
<p>Detail</p>	<p>Actions</p>
<p>Publication of Preferred Options Paper (POP) setting out the key plan issues and the preferred options available to address them</p>	<p>Issue a public notice in the local newspapers for two consecutive weeks, Belfast Gazette and on the council website, detailing:</p> <ol style="list-style-type: none"> I. The intention to prepare an LDP, accompanied by Sustainability Appraisal, including Strategic Environmental and Environmental Impact Assessment (EIA) II. Publication of the POP, inviting comment within 12 weeks III. Community meetings, exhibitions and pop-in information sessions IV. Publication of the screening and scoping papers for the Strategic Environmental and EIAs, the intention to prepare a LDP and invite comments on the POP <p>Make the Strategic Countryside Assessment and Topic Papers available on the council website and provide hard copy at a specified price</p> <p>Issue a press release about the intention to prepare a new plan and draw attention to the POP and the public consultation.</p> <p>Hold a launch and exhibition to announce the publication of the POP</p>

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<p>Production of public consultation report containing a summary of each representation and professional comment, recording where members take a different view and the rationale for that view. This will be taken into account whilst formulating the draft LDP.</p>	<p>Hold information sessions on the POP</p> <p>Hold public meetings and exhibitions with drop-in sessions throughout the city.</p> <p>Write to key consultees and elected members providing them with a copy of the POP and inviting them to:</p> <ul style="list-style-type: none"> • Attend the launch • Provide comments within 12 weeks • Inform them of the public meetings, exhibition and drop-in information sessions <p>Write to local community groups and under-represented (Section 75) groups providing them with a copy of the POP and inviting them to:</p> <ul style="list-style-type: none"> • Comment within 12 weeks • Attend the public meetings, exhibition and drop-in information sessions • Offering the opportunity of a meeting with a planning officer to record their views <p>Notify all those within our Planning and Policy stakeholder database of the release of the Preferred Options Paper.</p> <p>Present public consultation report to elected members following the consultation period.</p>
<p>Stage 3: Publication of Draft Plan Strategy</p>	
<p>Detail</p>	<p>Action</p>
<p>Publication of the draft Plan Strategy for consultation that outlines council's intentions regarding the future development of the area</p>	<p>Issue a public notice in the local newspapers for two consecutive weeks in the Belfast Gazette and on the council website, detailing:</p> <ul style="list-style-type: none"> • Publication of draft Plan Strategy and accompanying Sustainability Appraisal including the Environmental Report and Equality Report and how to view or obtain copies • Dates and locations of public exhibitions

	<ul style="list-style-type: none"> • The 12-week period and closing date for receipt of representations to the draft Plan Strategy and accompanying Environmental Report <p>Make the draft Plan Strategy, the Sustainability Appraisal, including the Environmental Report and Equality Report and the Public Consultation Report, available on the council website and at our planning office and provide hard copies, upon request, at a specified price.</p> <p>Hold a launch and exhibition to announce the publication of the draft plan and issue press release.</p> <p>Hold public exhibitions where Belfast Planning Service officers will be available to answer queries.</p> <p>Write to key consultees and elected members informing them of:</p> <ul style="list-style-type: none"> • The publication of the draft Plan Strategy and providing them with a copy • Dates of the public exhibitions • The 12-week period and closing date for representations. <p>Notify all those within our Planning and Policy stakeholder database of the release of the draft Plan Strategy.</p> <p>Write to all who submitted a representation informing them of the publication of the draft Plan Strategy and accompanying documents including the Public Consultation Report; advise how they can view or obtain copies; the dates of the public exhibitions; the 12-week period and closing date for representations</p> <p>Representations will be reported to elected members before being forwarded to DfI to determine whether and if appropriate, an independent examination will be held.</p>
Stage 4: Public Inspection of representation	
Detail	Action
<p>Make representations available for public inspection. Interested parties may also comment on the site-specific representations that have been received (counter representations)</p>	<p>Make copies of representations available for inspection in the planning office and on the council website.</p> <p>Write to key consultees and elected members, informing them that representations are available for inspection and the places and times at which they can be inspected.</p>

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	<p>Issue a public notice in the local newspapers for two weeks, in the Belfast Gazette and on the website detailing the availability of representations for inspection and the 12-week period, including closing date for counter- representations.</p> <p>Make the counter-representations available on the council website and at council’s planning office for inspection.</p> <p>Report counter representations to elected members before forwarding them to the Department.</p>
Stage 5: Independent Examination	
Detail	Action
Determination of the soundness of the draft Plan Strategy Council, taking into account representations or counter representations	<p>Give notice to the Belfast Gazette and by local advertisement that the plan has been submitted to the Department and publish notice on website</p> <p>Make following documents ready for inspection in the council’s principal offices and other such places the council considers appropriate:</p> <ul style="list-style-type: none"> • Draft plan, and all accompanying documentation specified in regulation 20 (2) available on the council website, council’s principal offices and other such places in the district that the council considers appropriate <p>Advertise dates, times and venues for the independent examination at least four weeks before the examination is held, indicating that representations and counter representations are available for inspection</p> <p>Notify all persons who submitted representations and counter representations of the arrangements for the independent examination, indicating that representations and counter representations are available for inspection</p> <p>Notify the consultation bodies of the fact that the development plan document and the documents are available for inspection and the location and times it can be inspected</p>
Stage 6: Adoption of Plan Strategy	
Detail	Action
Adoption of the draft Plan Strategy as originally prepared, or with modifications	<p>Issue a public notice in the local newspapers for two weeks, in the Belfast Gazette and on the council website, detailing the:</p> <ul style="list-style-type: none"> • Adoption of the Plan Strategy

	<ul style="list-style-type: none"> • Where to get copies of the Plan Strategy, the Department's direction and the accompanying independent examiner's report <p>Make the Plan Strategy and the Department's direction and accompanying independent examiner's report available on the council website with hard copies available on request for a specified price</p> <p>Notify all those within our Planning and Policy stakeholder database of the release of the adopted Plan Strategy</p> <p>Write to key consultees, and those submitting representation, advising of:</p> <ul style="list-style-type: none"> • The adopted of the Plan Strategy • Where to obtain copies together with the Dfl direction and the independent examiner's report • Commencement of work on the Local Policies Plan
Stage 7: Local Policies Plan (LPP)	
Detail	Action
<p>The Local Policies Plan (LPP) is the second document comprising the LDP. The draft LPP is a public consultation document and is not the final part of the plan.</p> <p>The draft LPP will be consistent with the adopted Plan Strategy and will be our detailed land use proposals regarding the future development of the area.</p>	<p>Issue a public notice in the local newspapers for two consecutive weeks, Belfast Gazette and on the council website, detailing:</p> <ul style="list-style-type: none"> • Publication of draft LPP • Dates and locations of public exhibitions • The 12-week period and closing date for receipt of representations <p>Make the draft LPP and any supporting documentation, including detailed Countryside Assessment and Housing Capacity Study, available on the council website and at our planning office and provide hard copies, upon request, at a specified price</p> <p>Announce the launch of the draft LPP with a media release on the start date of the consultation – promoting also on website and social media channels, ie LinkedIn and X/Twitter.</p> <p>Hold public exhibitions throughout the city where planning officers will be available to answer any questions.</p> <p>Write to key consultees, and elected members informing them of:</p> <ul style="list-style-type: none"> • Publication of the draft LPP and providing them with a copy • Dates of the public exhibitions • The 2-week period and closing date for representations

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	<p>Write to all who submitted a representation and:</p> <ul style="list-style-type: none"> • Inform them of the publication of the LPP and accompanying documents • How they can view or obtain copies • The dates of the public exhibitions • The 12-week period and closing date for representations <p>Notify all those within our Planning and Policy stakeholder database of the publication of our draft Local Policies Plan</p> <p>Representations will be reported to elected members before being forwarded to Dfl to determine whether, and if appropriate, an independent examination will be held</p>
<p>Stage 8: Public Inspection of Representations</p>	
<p>Detail</p>	<p>Action</p>
<p>All representations to the draft LPP will be made available for public inspection. Interested parties may also comment on the site-specific representations that have been received (counter-representations).</p>	<p>Make copies of representations available for inspection in our planning office and on the council website.</p> <p>Write to key consultees and elected members informing them that representations are available for inspection and the places and times at which they can be inspected</p> <p>Issue a public notice in the local newspapers for two weeks, Belfast Gazette, and on the council website detailing:</p> <ul style="list-style-type: none"> • Availability of representations for inspection • The 12-week period, including closing date, for counter representations; <p>Make the counter- representations available on the council website and at our planning office for inspection.</p> <p>Notify all those within our Planning and Policy stakeholder database of the availability of representations for inspection</p> <p>Report counter-representations to elected members before forwarding them to Dfl</p>
<p>Stage 9: Independent Examination</p>	
<p>Detail</p>	<p>Action</p>
<p>The purpose of the independent examination is to determine the soundness of the LPP, taking into account representations and counter representations.</p>	<p>Make following documents ready for inspection in the council’s principal offices and other such places the council considers appropriate:</p> <ul style="list-style-type: none"> • Copy of the development plan document • Documents specified in regulation (20)2

	<ul style="list-style-type: none"> • Such other documents as in the opinion of the council are relevant to the preparation of the development plan document <p>Give notice to the Belfast Gazette and by local advertisement of the fact that the development plan document has been submitted to the Department and publish the notice on its website</p> <p>Continue to make the LPP, and all accompanying documentation, available on the council website</p> <p>Advertise dates, times and venues for the independent examination at least four weeks before the examination will be held, indicating that representations and counter representations are available for inspection</p> <p>Notify all persons who submitted representations and counter representations of the arrangements for the independent examination, indicating that representations and counter representations are available for inspection and the places and times at which they can be inspected</p> <p>Notify the consultation bodies of the fact that the development plan document and the documents are available for inspection and the places and times they can be inspected</p>
Stage 10: Adoption of Local Strategy	
Detail	Action
<p>Following the independent examination, DfI will issue a direction to council to adopt the draft LPP as originally prepared, or with modifications.</p>	<p>Issue a public notice in the local newspapers for two weeks, in the Belfast Gazette and on the council website, detailing the:</p> <ul style="list-style-type: none"> • Adoption of the LPP • Where to get copies of the LPP, the DfI direction and the accompanying independent examiner's report <p>Make the LPP and the Department's direction and accompanying independent examiner's report available on the council website, with hard copies available on request for a specified price</p> <p>Write to key consultees, and those submitting representations, advising them of the adopted LPP and where to obtain copies, together with the DfI direction and the independent examiner's report</p> <p>Notify all those within our Planning and Policy stakeholder database of the publication of the adopted Local Policies Plan</p>

6 Communications Channels

6.1.1 The LDP uses a range of communications tools throughout its consultation periods, integrating traditional and digital channels, to reach as many audiences as possible.

The communication tools included:

- Traditional communications:
 - Newspaper advertising;
 - Publications – City Matters (residents magazine) and Interlink (internal staff news channel); and
 - Press release.
- Digital communications:
 - Belfast City Council website;
 - Online map viewer;
 - Animated explainer video;
 - Social media e.g. LinkedIn and X/Twitter; and
 - Email mailing list.

6.1.2 The LDP will have access to communications experts within the Communications Marketing and External Affairs team to ensure effective communication and awareness raising; these officers will provide comms guidance regarding website content, press release, graphic design, marketing and advertising services.

6.1.3 The development of the 'look and feel' for the LDP will raise public awareness around the preparation of the Plan and enable the team to demonstrate linkages between different components of and highlight its importance as well as link across to other council initiatives.

6.1.4 All LDP materials will use consistent/relevant branding where applicable. Examples of this are:

- Formal letters (during consultation periods)
- Press ads
- City Matters, press releases and website content
- Internal LDP updates
- PowerPoint templates/presentations
- Consultation materials
- Workshop/drop-in session materials
- Exhibitions
- Link to LDP on Council website (and opt in form)
- Social media

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