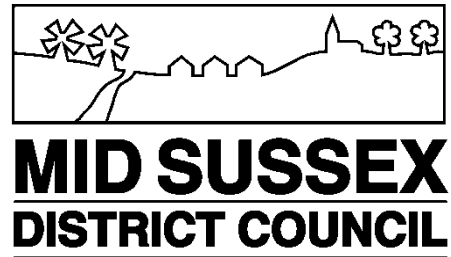


**Mid Sussex
District Council**



Site Allocations DPD

**MSDC-03: Media Notification at Reg18/19
stage**

14th June 2021

MSDC-03: Media Notification of Consultation on the Site Allocations DPD

Introduction

This note has been prepared in response to queries raised in the Matter 1 hearing session on 1st June 2021, at the request of the Inspector [AP1 of ID-05].

The District Council's adopted Statement of Community Involvement (SCI) [C4] commits the Council to prepare a Community Involvement Plan (CIP) for all planning policy documents. Both CIPs accompanying the Regulation 18 [C2 – Appendix 2] and Regulation 19 [C1 – Appendix 2] consultations committed the Council to sending out a press release, email alert and utilise social media. The Council confirm that notification using these three methods was carried out.

Press Release Distribution

Distribution of Press Releases is handled by the Council's corporate Communications Team. As a public body, the Council releases news and information on a range of Council functions to the Press on a regular basis. The distribution of press releases is via a dedicated email circulation list; the approach to the distribution of press releases to the media related to the Site Allocations DPD was exactly the same as for all press releases by the District Council.

All Council press releases can be found on the Council's website at <https://www.midsussex.gov.uk/about-us/press-releases-and-publications/>

Of relevance to the Sites DPD are:

- "Site Allocations DPD Published"¹ (PR2245/AM/MF) - 05/09/2019 (Regulation 18)
- "Site Allocations Development Plan set for one final public consultation"² (PR2286/SB/MF) - 24/07/2020 (Regulation 19)

List of Media Outlets Contacted

Press releases noted above were distributed to the following media outlets:

TV outlets

ITV Meridian News
BBC South East Today

Radio Stations

BBC Radio Sussex
BBC Radio Surrey
Burgess Hill Community Radio

¹ <https://www.midsussex.gov.uk/about-us/press-releases-and-publications/site-allocation-development-plan-published/>

² <https://www.midsussex.gov.uk/about-us/press-releases-and-publications/site-allocations-development-plan-set-for-one-final-public-consultation/>

Heart Radio
Meridian FM
More Radio

Newspapers

East Grinstead Courier
Mid Sussex Times
The Argus
West Sussex County Times

News Agencies

Dehaviland
Dods Monitoring
Press Association

Magazines

Cuckfield Life
East Grinstead Living
Hurst Life
Lindfield Life
RH Uncovered
Sussex Living

Websites

BBC News Online
Burgess Hill Uncovered
Crawley News 24

Social Media Engagement

The Community Involvement Plans committed the Council to publicising the details of consultation using social media channels. Examples of these posts are provided in document reference C1 (Appendix 3) in the examination library.

The following posts were published. Note that, as is common for social media posts, these were shared a number of times (including by residents, organisations and action groups to their own followers).

Facebook posts

6 September 2019 – 9 Likes, 5 Angry Face emojis, 23 Comments (Reach 2.7k, Post Clicks 786, Reactions, Comments and Shares: 54)

10 October 2019 – 6 Likes, 4 Angry Face emojis, 13 Comments (Reach 4.6k, Post Clicks 1.9k, Reactions, Comments and Shares: 92)

4 August 2020 – 9 Likes, 7 Comments (Reach 11.2k, Post Clicks 2.4k, Reactions, Comments and Shares: 158)

Twitter

6 September 2019 – 2 Retweets (1585 Impressions, 89 Engagements, Engagement Rate 5.6%)

10 October 2019 – 1 Reply, 7 Retweets (1,134 Impressions, 77 Engagements, Engagement Rate 6.8%)

4 August 2020 – 4 Replies, 13 Retweets, 7 likes (5451 Impressions, 558 Engagements, Engagement Rate 10.2%)