

community participation

Community participation is a key to successfully promoting development. It may take many forms dependent on the scale and type of project involved and the potential reaction and support of the community most likely to be affected.

DLP Planning is widely experienced in identifying the need for, and benefits of, community participation in the planning process and of managing local consultations for the benefit of our clients. Taking the correct approach to towards informing the community and responding to the results of consultation can often be the key to delivering the desired outcome.

Local Participation

In many cases evidence of consultation with the local community and key stakeholders is a pre-requisite for making a planning application. At other times, early engagement with the community can help manage public opinion; equally, the responses drawn from the engagement of the public can help shape the form of the proposed development and can materially improve the prospect of achieving an early consent.

Community participation can take many forms. At DLP Planning we have wide experience in organising and managing many forms of local consultation and participation. We are experts in identifying key stakeholders, co-ordinating public relations briefings, addressing public meetings including Council meetings and organizing seminars and exhibitions. DLP Planning also acts in the role of a project manager to identify,

brief and co-ordinate any specialist public relations and media practitioners who might be considered helpful to ensure the most appropriate and effective forms of communication.

Informing the Community

Informing the community is an essential part of the process. DLP Planning is frequently engaged in preparing and disseminating information about development proposals. This may include:

- press releases
- leafleting
- media interviews
- lobbying
- correspondence

Positive Interaction

Positive feedback from local communities and stakeholders can be the key to understanding how best to promote development and can have a significant influence on the details of a project. The key ways to maximize the scope of positive interaction are through:

- identifying key stakeholders
- project exhibitions
- private briefings
- seminars
- displays
- public meetings

Managing the media and public expectations are important factors in delivering a successful development. Engaging with the community at the appropriate stage can help broaden the community's understanding of the proposals, can help manage expectations and can be a key factor in negotiating planning obligations. DLP Planning has extensive experience in advising and managing all aspects of community participation, including advice where necessary on the instruction of specialist lobbying and public relations companies.

