

Appendix 2- Statutory Consultation Strategy

Overview

Proposed statutory consultation dates: 23rd June 2025- 3rd August 2025
(23.06.25- 03.08.25)

Duration: 6 weeks

Consultation platform: Commonplace

Document locations: Available to view online on the Design Code Commonplace and the Council website will also signpost that they will be available for the public to view in public libraries and at the civic centre during office hours.

Promotion of the statutory consultation will take the following forms:

- **Promotion on SBC website**
 - Homepage
 - Design Code page
 - News items/ e-news
 - Press release
 - Also to be sent on to the BBC
- **Promotion on Commonplace**
 - Regular news stories at least once a week before and during consultation
- **Promotion on SBC social media streams**
 - Social Media Posts (Instagram, Facebook, X, LinkedIn etc.)
 - Regular posts at least once a week
 - Countdown posts published to highlight consultation closing soon
 - Pinned posts to top of social media pages
 - Social Media Stories (Instagram, Facebook)
 - Regular stories along with posts at least once a week
 - Social Media Advert
 - Ad to run for duration of whole consultation
 - Targeted at whole borough area
 - More concise strapline and indication to go to Commonplace
 - Link straight to consultation survey
 - YouTube video
 - A 'how-to' video so people can visually understand how they can respond
- **Promotions at key location around Borough**
 - Posters
 - Borough-wide key locations includes noticeboards across the Borough, council offices, libraries, community centres and others
 - Digital Screens
 - In Elmsleigh and Staines High Street

- Summer Bulletin
 - To go out w/c 30.06.25 during proposed consultation dates and delivered across the Borough
- **Emails to Councillors, local Residents Associations/community groups and neighbouring authorities**
 - Emails to Residents' Associations
 - Regular emails before and during consultation with a call to action and salient points covered
 - Emails to Councillors
 - Regular emails before and during with a call to action and salient points covered
 - Emails to schools and youth groups
 - Emails to other community groups (housing associations, Citizens' Panel etc.)
 - Emails to statutory consultees
- **Promotion to staff**
 - Spelnet news
 - Presentation at all staff meeting
- **Further promotions to Members**
 - Presentation at All Member meeting
 - Member Briefing Note
- **Other promotions**
 - Email footers on Council emails
 - Spelthorne Business Forum news article