

**SOUTH EAST ENGLAND REGIONAL ASSEMBLY  
REGIONAL PLANNING COMMITTEE**

Date: 8 December 2004

Subject: **South East Plan – publicity programme**

Report of: Head of Communications

**Recommendation:**

That the Committee note the next steps in the agreed publicity programme for the South East Plan and the date for the launch of consultation.

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**1. Purpose of the Report**

1.1 This report updates committee members on the key elements of the South East Plan publicity programme. Members are, however, asked to note that detailed work on many of these items cannot be finalised until after the Assembly Plenary meeting on 29 November.

**2. Launch of Consultation**

2.1 The consultation period will run for 13 weeks from 17 January to 15 April 2005. Southampton Guildhall has been booked for an event to mark the launch of consultation on the morning of Monday 17 January. Invitations will be sent to Assembly members, including all RPC members, during December.

**3. Publicity Materials**

3.1. The content for January's public leaflet will be drafted by the secretariat following the Assembly Plenary meeting on 29 November, working in consultation with MORI to link the text to the consultation options set out in the questionnaire. As previously agreed by this Committee, once drafted, this content will be discussed and agreed with the South East Plan Steering Group.

3.2. It is expected that the leaflet will be available for distribution to Assembly members, and their organisations, close to the start of consultation. Region-wide door-to-door delivery via Royal Mail will take place following the launch of consultation.

3.3. To supplement the leaflet, there will be region-wide radio and print adverts to raise awareness of the consultation. A resource pack, including fact-sheets, editorial material and a PowerPoint presentation will also be circulated to Assembly members' organisations and other regional stakeholders during January 2005.

#### **4. Opinion polling**

4.1 Detailed work with MORI on Wave 3 opinion polling will begin following the Assembly Plenary meeting on 29 November. In January and February MORI will survey a representative sample of the region's residents (around 2,000 people) on the options for consultation agreed at the Plenary. MORI will also conduct workshops to gather qualitative data.

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23 November 2004

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