



# The Community Infrastructure Levy Expenditure Framework **Communications Strategy**

## Babergh and Mid Suffolk District Councils

# **The Babergh and Mid Suffolk Community Infrastructure Levy (CIL) Expenditure Framework Communications Strategy**

## **1.0 Background**

1.1 Following the decision by Babergh and Mid Suffolk Councils to implement Community Infrastructure Levy, both Councils have been charging for CIL liable development since 11<sup>th</sup> April 2016. A scheme for CIL expenditure has been devised and sits alongside this Communications Strategy. Both the CIL Expenditure Framework and the CIL Expenditure Framework Communication Strategy scheme were approved by both Councils in April 2018 and amended through the CIL Review and adopted by both Councils in ..... 2019.

### **CIL collection**

1.2 CIL is collected and allocated in accordance with the CIL Regulations 2010 (as amended). Each Council retains 5% of the total CIL income for administration of CIL. From the remainder, 15% is allocated to Parish or Town Councils but where there is a Neighbourhood Plan in place this figure rises to 25%.

1.3 Regulation 62 of the CIL Regulations 2010 (as amended) requires CIL charging authorities to publish monitoring statistics for collection, allocation and expenditure of CIL monies by the 31<sup>st</sup> of December for each year (on the website for both Councils).

### **CIL Expenditure**

1.4 The development of a detailed framework for CIL expenditure for consideration and adoption by both Councils has been devised as there is no set approach for CIL expenditure prescribed either by Central Government or through the CIL Regulations 2010 (as amended).

1.5 As such all Councils across the country, where a CIL charging regime has been adopted and is being implemented, have established their own schemes for how CIL monies are spent.

1.6 The CIL Regulations stipulate that CIL monies which are collected must be spent on infrastructure. Each Council is required to publish a list of infrastructures that will be all or partially funded through CIL. These lists, known as the "Regulation 123 Lists", were adopted by Babergh and Mid Suffolk and published in January 2016. (The lists are slightly different for both Councils).

1.7 The CIL Expenditure Framework which sits alongside this Communications Strategy is critical to the funding of infrastructure to support inclusive growth and sustainable development.

1.8 The CIL Expenditure Framework for both Babergh and Mid Suffolk was adopted in April 2018. The scheme was launched on the 27<sup>th</sup> April 2018 and the first Bid round commenced for the calendar month of May in 2018. The scheme operates on a bi annual Bid round; the second Bid round being during the calendar month of October 2018.

Thereafter the Bid rounds will be held during the calendar months of May and October. As this expenditure for the provision of infrastructure affects both Districts communities, it is considered necessary to have a Communications Strategy to sit alongside the CIL Expenditure Framework.

- 1.9 The CIL expenditure process will involve Bids being submitted for CIL Regulation 123 monies (from Infrastructure Providers including Officers of Babergh and Mid Suffolk where appropriate) and Parish Councils (including Community Groups) on a bi annual basis.
- 1.10 Whilst some Bids will be determined on a delegated basis (and subsequently be endorsed by the District Council's Cabinet), some Bids will be determined by the Cabinet of the District Council where the Bid falls geographically.
- 1.11 Some of the information (including financial information) around the Bids when submitted may be commercially sensitive. However, it is intended that basic information concerning the infrastructure to be provided by the Bid will be capable of being placed on the Council's website together with outcomes both when the Bids are determined and when the infrastructure project has been completed. This information will be placed in both Councils CIL Business plan (issued and updated bi annually.)
- 1.12 The key messages of this Communications Strategy reflect this position and strike a balance between openness and transparency and the need to safeguard any commercial sensitivity that may apply.

## 2.0 **Aims of the Strategy**

2.1 These are: -

- To identify the key messages and ensure these remain consistent throughout all communications which this Strategy covers.
- Establish the key stakeholders and determine the communication channels and tools needed to convey the key message.
- Set out the framework for communication in terms of where and when and how to deliver key messages.
- Identify opportunities for proactive communication and address circumstances when communication is necessary to address any CIL collection and expenditure issues.
- Identify any potential risks and put in place communication counter measures to mitigate against these.

### 3.0 Key Messages and the Framework for Communication

#### General

- 3.1 These will relate to CIL expenditure (including CIL collection – see Background above). They will involve the process and any specific cases where Bids are made together with the outcome following decision taking.
- 3.2 Key messages will also include details of the completion of any infrastructure projects which are the outcome of successful Bids (for Strategic or Local infrastructure expenditure) where CIL monies are spent including infrastructure projects which are the subject of a collaborative spend (see CIL Expenditure Framework)
- 3.3 There will be regular briefings and workshops undertaken throughout each year in the following way for the following key organisations and people: -
  - Twice yearly briefings on CIL collection and expenditure including updates on process and detailed CIL expenditure for all District Members
  - Twice yearly briefings on CIL collection and expenditure including updates on process and detailed CIL expenditure for all Parish and Town Councils within the two Districts (by holding Parish Briefings /Liaison in locations within both districts (which will change each year)
  - Babergh and Mid Suffolk Officers will hold regular meetings with appropriate infrastructure providers as needed throughout the year to ensure that infrastructure is planned for and provided as part of a developing programme of infrastructure delivery linked to growth (funded either through s106 or CIL)

#### Regular Communication - Frequency and type

- 3.4 As stated in paragraph 1.3 above, Regulation 62 of the CIL Regulations 2010 (as amended) requires CIL charging authorities to publish monitoring statistics for collection, allocation and expenditure of CIL monies by the 31<sup>st</sup> of December for each year - this will be published on both Councils website).
- 3.5 Details of and payment of Neighbourhood CIL monies from both Councils CIL income to both Councils Parish Councils /Town Councils (see paragraph 1.2 above) will be undertaken twice yearly (April and October). For those Parishes where there is no Parish or Town Council in place both Councils retain the monies and spend it through consultation with the Parish. All Parishes (via the Clerks), all Ward and District Members will be advised twice yearly of the allocation of these monies via email with the relevant CIL allocation reports published on our Web site each April and October. All Babergh and Mid Suffolk staff will be notified either by email or through an internal newsletter.

- 3.6 Details of the Councils' CIL Expenditure Framework, (including details of the yearly cycle of Bid submission and consideration) supporting Guidance Documents, Bid Application forms and prioritisation criteria (which will be applied to Bids) will be available on the Councils' web site in order to facilitate Bid submission (through a yearly Key CIL date calendar). Clear information of the process including a flow chart will also be provided on both Councils' web sites.
- 3.7 For a period of three months before the Bid Rounds open, advance monthly email communications will be sent to all Infrastructure Providers (including relevant officers of Babergh and Mid Suffolk) and all Parish and Town Councils who are also infrastructure providers to advise of the Bid process being open for the submission of Bids twice yearly. This will also be communicated through the Councils web sites and email notification to potential Bidders together with a general media release to encourage Bid submission.
- 3.8 Following validation of submitted Bids, the Ward Member(s), Division County Councilor for that Ward and the Parish Council (via the Clerk) shall be advised of the receipt of the validated Bid via email and be given 21 days to comment upon the submitted Bid. This will include the application form and a location plan in order to assist with the submission of a response. An officer site inspection will take place in respect of all CIL Bids (where photographs will be taken)
- 3.9 A list of all validated Bids received will be placed on each Councils web site at the time that local consultation takes place containing basic information only to safeguard any commercial sensitivity.
- 3.10 For the duration of the Bid when it is validated, during consultation and whilst being assessed until decision taking, there will be no comment on individual Bids or comments made following consultation except for required communication with affected Infrastructure Providers, the District and County Councilor for the Ward and the Parish or Community Group or the author of the Bid. (This will allow resources to be directed towards consideration of and determination of the Bids). No proactive press statements will be made during this time.
- 3.11 After the decisions have been made on the Bids whether delegated or by Cabinet all authors of the Bids, all Parishes, all Members and County Division Councilors affected by the Bids will be advised by email of the decision of the Bids (whether approved or not and/or whether held in abeyance and carried forward to the next Bid round for a particular reason).
- 3.12 All authors of successful Bids will receive an offer letter and an acceptance form which would need to be signed and returned and which would make the terms of the Bid decision clear. The web site will be duly updated with the decisions on the Bid and appropriate press/media coverage will be undertaken involving joined up communication for all organisations where

collaborative spend is involved. **When all press releases are devised – paragraphs 7.2 and 7.3 will be taken into account and the Communication will reflect the inclusion of District Ward Members and other key organisations particularly in the case of the latter where collaborative spend is involved.**

- 3.13 A bi annual CIL Business Plan will be presented to both Councils Cabinets and determined within 6 months of the Bid round being opened. The CIL Business Plan will contain details of CIL collection, details of all Bids approved or otherwise, any carried forward for particular reasons, any allocated spend whether collaborative or not with details of delivery (of the infrastructure project) and timescales and any details of delegated decision or cabinet decisions for infrastructure. It will include updates on any decisions already taken by Cabinet concerning delivery of infrastructure Our key audience will be advised of decisions by email and the bi annual CIL Business Plan will be made available on both Councils web sites.
- 3.14 A yearly CIL Calendar will be issued outlining all the key dates in that year affecting CIL

#### **4.0 Key Audience**

4.1 These are: -

- Infrastructure Providers (including Officers of Babergh and Mid Suffolk)
- All District Members
- County Council Members (of the Ward affected by any Bids)
- All Parish Councils
- Community Groups where Bids are made
- Local Residents in both Districts
- Leaders and Cabinet Members of both Babergh and Mid Suffolk
- Chief Executive
- All Staff (including all Strategic Directors, Assistant Directors, Corporate Managers and Professional Leads)
- Media

## **5.0 Communication Channels**

5.1 These are: -

- District Councils websites
- Emails to our Key Audience
- Town and Parish Council Meetings
- Leader and Cabinet Member briefings
- District Council Member Briefings
- Parish and Town Council briefings and workshops
- Media releases
- Social media (Facebook, Twitter)
- Town and Parish Council newsletter
- Working Together, Connect.

## **6.0 Communication Tools**

6.1 Many of our audience already receive a number of communications from us across a range of subjects and projects. To help ensure our communication on CIL is easily recognisable and read, it will be necessary to clearly identify the purpose of the communication at the top of the key message.

6.2 Templates for emails, and updates will also be developed to ensure clarity of message. Our website will identify through a flow chart about how the process will work and when Bid submission and decision taking will occur.

6.3 Social media will also be a key channel for communicating with our audiences and to help ensure these messages are recognised is intended to use the CIL expenditure and CIL collection hashtag for each Twitter and Facebook update where appropriate.

## **7.0 Spokespeople**

7.1 For CIL collection information will be communicated through the Councils website and this will be regularly updated subject to the other requirements in this document.

**For Strategic Infrastructure Expenditure** – which has considerable impact on each District suggest the following: -

- Cabinet Member for Planning BDC
- Cabinet Member for Planning MSDC

**For Local Infrastructure Expenditure** which has less significant impact on the District suggest the following: -

- Cabinet Member for Planning BDC
- Cabinet Member for Planning MSDC

7.2 **With the exception of press announcements of the decisions on the CIL Bids after determination of the CIL Business Plans by both Councils Cabinet, every decision on submitted Bids or where Infrastructure projects are delivered the District Ward Member for the Community where the Infrastructure is to be provided must be included in the Key message. In respect of press announcements of the decisions on the CIL Bids after determination of the CIL Business Plans by both Councils Cabinet, the lead messages will be from the Cabinet Members for Planning of both Council. However, when such CIL Bids are determined, Ward Members affected will also be given the opportunity to offer a quote to support the press announcement.**

7.3 **Where proactive or reactive Key messages are delivered these must be managed so that where the Bids involve collaborative spend the different organisations working in collaboration must be part of the Key message and the key message is effective and joined up (including the District Ward Member)**

## 8.0 **Risks**

8.1 The successful delivery of Infrastructure projects across both District Councils are important for a number of reasons. Not only are these projects aligned with a range of our key strategic priorities but the infrastructure that is provided will mitigate any harm from new development and make that development sustainable. In addition, some infrastructure projects may address current infrastructure inadequacy or deliver a Parish or community infrastructure initiative. As such they will be the focus of a great deal of interest from our key audience and may generate media interest and engagement on a wider level.

8.2 All this audience is invested in the outcome of these projects for a variety of reasons. (financial, social and economic). This will bring these projects under very close scrutiny and we need to acknowledge that failure to effectively communicate with our audience could have a significant impact on its success and the reputation of both Councils.



8.3 It is also important to recognise that communication needs to be accurate and clear and both Councils will take appropriate measures to correct any factual inaccuracies should they occur.

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## Edition Amendments (February 2019)

Revision (from April 2018 document)	Reasons for changes
Paragraph 1.1 – updated to include dates Date to be inserted in Paragraph when Amended document approved.	Changes made to include when scheme initially approved and when changes were made.
Paragraph 1.6 – updated to clarify that the regulation 123 lists are slightly different for both Councils	Amplification only. Change by for “for”
Paragraph 1.8 - updated to include dates	Missing dates added
Paragraph 1.8 - slight change to wording	Change by yearly to bi annual and after second add “Bid round”
Paragraph 1.9 – slight change to wording	Change by yearly to bi annual and delete” s” from expenditures
Paragraph 1.11 – slight change to wording	Clarification change only and change bi yearly to bi annually
Paragraph 3.3 - 2 <sup>nd</sup> bullet point - change Workshop to Liaison	Clarification change only
Paragraph 3.3 - 3 <sup>rd</sup> bullet point - delete yearly event for all Infrastructure providers to regular meetings with Infrastructure providers as needed to devise a programme of capital expenditure for Infrastructure with each provider	Deletion is on the basis that regular meetings will be a more effective way of delivering the required infrastructure
Paragraph 3.4 - links to paragraph 1.3	Linkage change only.
Paragraph 3.5 - addition of “an “in last line.	Addition of missing word.
Paragraph 3.6 insertion of a requirement to publish a yearly Key CIL dates calendar	Change made by the Joint Member Panel to provide more clarity and certainty around key dates relating to CIL throughout the year.
Paragraph 3.7 – addition of three early email communications instead of Email communications (to reflect the recommendation of Overview and Scrutiny on the 19 <sup>th</sup> November 2018)	To ensure that several advance email notifications are given to all about when the bi annual Bid round opens and closes
Paragraph 3.8 – the addition of the following words “the application form and a location plan in order to assist with the submission of a response. An officer site inspection will take place in respect of all CIL Bids when valid (where photographs will be taken)”	To ensure that more information is provided when consultation on valid Bids occurs. The inclusion of the need for an Officer site inspection for each Bid when valid is included at the request of the Joint Member Panel. Photographs allow the opportunity for before and after pictures should Bids prove successful and be built out which may assist with Communications going forward.

Paragraph 3.10 - addition of “whilst” after and in first line	Addition of missing word
Paragraph 3.10 – addition of required communication after” except for” in the 3 <sup>rd</sup> /4 <sup>th</sup> line.	Addition of missing words
Paragraph 3.12 - substitute 7.3 and 7.4 to 7.2 and 7.3	Clarification only.
Paragraph 3.13 – slight changes to wording	Clarification only.
Paragraph 3.14 - Issue of yearly calendar for key dates throughout the year for CIL	Revision by the Joint Member Panel through the CIL Expenditure Review
Paragraph 4.1 – remove Joint before Chief Executive	Clarification only
Paragraph 5.1 – substitute Cabinet Member instead of Portfolio holder	Clarification only.
Paragraph 7.2 - Retain quotes in press statements for every Ward Member about successful projects except for the reporting of Business plan decisions (twice yearly) where quotes from the Cabinet Member for Planning is to be used instead with other Ward Members affected being given the opportunity to submit a quote.	Following Bid round one the earlier requirement to include every Ward Member in press statements made the press statement very long and unbalanced as most of the statement were individual Member quotes. The amendment achieves a better balance and follows the advice of the Joint Member Panel.
Paragraph 8.1 – substitute “there” for “they” – penultimate line	Clarification only.

Amended March 2019