



Appendix B - Amended March 2021

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 11th April 2016. A scheme for CIL expenditure has been devised and reviewed each year 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 first review and adopted by both Councils in March 2019. A second and third review have also taken place and these changes were considered by both Babergh and Mid Suffolk and adopted in April 2020 and in2021.

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 (subject to a financial cap) but where there is a Neighbourhood Plan in place this figure rises to 25%(with no financial cap).

1.3 Each year both Councils are required as CIL charging authorities to publish monitoring statistics for collection, allocation and expenditure of CIL monies by the 31st of December for each year (on the website for both Councils). The CIL Regulations 2019 introduced a requirement for both Councils to produce an Infrastructure Funding Statement (IFS) containing both section 106 and CIL expenditure and a list of infrastructure projects for both Councils (known as the Infrastructure List). The first one for each Council was considered by each Council's Cabinet in November 2020 and published on the web site for both Councils in December 2020. Under the CIL Regulations of 2019 it is a requirement to produce a yearly review of each Councils Infrastructure Funding Statement; this will be published each year on the Councils web site.

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.

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 has published a list of infrastructure projects known as the "Infrastructure List" within each Councils Infrastructure Funding Statement.(IFS) These lists are infrastructure projects that are largely but not

wholly derived from the Infrastructure Delivery Plan. However it is intended that they will all be partially/wholly funded through CIL or s106 or other funding means. The Infrastructure List taken from each Councils Infrastructure Funding Statement are not identical 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 27th April 2018 and the first Bid round commenced in May in 2018 (for the whole calendar month). The second Bid round took place in October 2018 (also for the whole calendar month). Thereafter the scheme operates on a twice-yearly Bid round; the Bid rounds will continue to be held during the calendar months of May and October each year. 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 monies (from Infrastructure Providers including Officers of Babergh and Mid Suffolk where appropriate) and Parish/Town Councils (including Community Groups) on a twice-yearly basis.
- 1.10 Whilst some Bids will be determined on a delegated basis (and be subsequently noted by the Council's Cabinet), some Bids will be determined by the Cabinet of the 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 Expenditure Programme including details of emerging infrastructure projects (issued and updated at least twice yearly).
- 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, Ringfenced or Local Infrastructure Fund expenditure. These infrastructure projects are likely to include different funding streams including CIL and are referred to in the CIL Expenditure Framework as collaborative spend. (see CIL Expenditure Framework)
- 3.3 There will be regular briefings each year in the following way for the following key organisations and people: -
 - Twice yearly briefings on CIL collection and the detail/processes of CIL expenditure (including a yearly production of an Infrastructure Funding Statement for each Council) for all District Members.
 - Twice yearly briefings on CIL collection and the detail/processes of CIL expenditure for all Parish and Town Councils within the two Districts (by holding Parish Briefings /Liaison meetings for both districts.
 - 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 a programme of infrastructure delivery linked to growth (funded either through s106 or CIL or other funding mechanisms).

Regular Communication - Frequency and type

- 3.4 As stated in paragraph 1.3 above, before the 1st September 2019 the CIL Regulations required CIL charging authorities to publish monitoring statistics for collection, allocation and expenditure of CIL monies by the

31st of December for each year – these have been published for both Councils on the website). From the 1st September 2019 the CIL Regulations introduced a new requirement for the production of an Infrastructure Funding Statement (IFS) for both Councils including s106 and CIL income and expenditure. In addition the IFS for both Councils also includes the allocation and expenditure of Neighbourhood CIL for each Council together with a list of Infrastructure projects for each Council that is largely but not wholly informed by the Councils Infrastructure Delivery Plan.

- 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 (by the 28th of April and by the 28th October each year). 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 affected. All Parishes (via the Clerks) and 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 the 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 Bid determination) will be available on the Councils' web site. A Key CIL date calendar will also be produced each year to facilitate Bid submission. Clear information of the process including a flow chart will also be provided on the Councils' web site.
- 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 site.
- 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 14 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 (for a 2-year period) 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 relevant Parish Councils and other key organisations (or funding bodies) particularly in the case of the latter where collaborative spend is involved.**
- 3.13 At least twice yearly, a CIL Expenditure Programme will be presented to each Council's Cabinets and determined within 6 months of the Bid round being opened. The CIL Expenditure Programme will contain details of CIL collection, details of all Bids approved or otherwise, any Bids 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. In addition, it will also include basic information on emerging infrastructure projects (CIL Bids). Our key audience will be advised of decisions by email and each CIL Expenditure Programme will be made available on the Councils web site.
- 3.14 A yearly CIL Calendar will be issued outlining all the key dates in that year affecting CIL and this will also be publicised on the web site both in word and outlook format.

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 Ringfenced Infrastructure Expenditure – which has considerable/significant impact on each District suggest the following: -

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

For Local Infrastructure Expenditure which has 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 Expenditure Programme 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 Expenditure Programme 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 including Parishes must be part of the Key message and the key message is effective and joined up (including the District Ward Member)

7.4 Every opportunity will be taken wherever possible to undertake joint communication messages with Infrastructure Providers and other funding bodies and partners including those carrying out the infrastructure project together with Parish/Town Councils. Members must always remain involved.

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 (March 2019) – First Review - The CIL Expenditure Framework Communication Strategy

Key changes

- 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
- Publication of a yearly Key CIL date calendar
- Addition of three early email communications instead of Email communications (to reflect the recommendation of Overview and Scrutiny on the 19th November 2018)
- Consultation - the addition of an application form and a location plan in order to assist with a response
- An officer site inspection will take place in respect of all CIL Bids when valid (where photographs will be taken)”
- 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.

Edition Amendments - April 2020 – Second Review - The CIL Expenditure Framework Communication Strategy

Key changes

- Introduction of changed monitoring arrangements of s106 and CIL but the production of an Infrastructure Funding Statement (including an Infrastructure List) by both Councils in the CIL Regulations 2019
- Reference to the CIL Position Statements and their impending replacement by the Infrastructure Funding Statement (including an Infrastructure List)
- Deletion of requirement for a general press communication for Bid submission – this is done via email
- Change of consultation time period from 21 days to 14 days
- Every opportunity will be taken to undertake joint communication messages with infrastructure providers and other funding bodies and organisation including Parishes. Ward Member must remain involved

Edition Amendments – March 2021 – Third Review - The CIL Expenditure Framework Communication Strategy

Key changes

- Abolition of the CIL Position Statements and their replacement by the Infrastructure Funding Statement (including an Infrastructure List) for each Council
- Inclusion of the Infrastructure Funding Statement on CIL Expenditure for Member Briefings.
- Alteration of wording to reflect that Parish Briefings will take place in a virtual setting (with the deletion of references to those Briefings being held in different locations within both Districts)
- Inclusion of specific dates for the allocation of Neighbourhood CIL in April and October each year.