

Proposed Cabinet response to recommendations from Overview and Scrutiny

Recommendation arising from the Overview and Scrutiny Committee meeting on 5 November 2025.

The following recommendation arose from a discussion on item 6 on the 6 November 2025 Cabinet agenda: Cotswold District Local Plan Regulation 18 – Preferred Options November 2025

Recommendation	Agree (Y / N)	Comment	Responsible Cabinet Member	Lead Officer
<p>That the Council clearly communicates to town and parish councils and the wider public:</p> <ul style="list-style-type: none"> a) The importance of getting a local plan in place at the earliest opportunity in order to manage development appropriately and to prevent piecemeal speculative development (which won't provide supporting infrastructure); b) Why the local plan timeline is fixed and the Regulation 18 consultation cannot be extended; c) How respondents can make valid contributions and what the 	Y	<p>Information on the importance of getting a local plan in place as soon as possible, why the timelines for consultation cannot be extended and the planning grounds on which objections representations can be made clear to the wider public – indeed this work is well underway.</p> <p>Eight news releases have been issued on or in relation to, the council's Local Plan since July. All of these have been published on the council's website, on social media, in its newsletters and in media outlets – and they all reference the urgency around getting a Local Plan in place and the work being undertaken. As part of a comprehensive communications and engagement plan being executed over the</p>	Councillor Juliet Layton, Cabinet Member for Housing and Planning	<p>Helen Martin, Director of Communities and Place</p> <p>Matt Abbott, Head of Communications</p>



material planning considerations are in relation to the Local Plan.		<p>coming weeks – targeting diverse audiences in different ways, through both paid-for (advertisements), owned (council social, newsletters, website) and earned (media, partners) channels, we will reiterate the message in part a of the recommendation, and tie in messaging set out in part b and c (where appropriate and relevant).</p> <p>This will include:</p> <ul style="list-style-type: none">• At presentations to over 160 town and parish councillors at council-run forums. One was hosted last night (Nov 5th) and one to be held in Cirencester next Monday (10th).• At four public exhibitions in locations across the district• At parish council-organised public meetings that officers and members have been invited to• Regular member briefings (by email)• On the webpages via Q&As (we are collating all the questions submitted		
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		<p>to date and/or which have been asked at events – and sharing those for councillors and public to use). We will continue to update as events occur throughout the consultation period.</p> <ul style="list-style-type: none">• On social media – our content on this topic, designed to engage and inform, is performing well – having reached over 81k people since July. We will be utilising paid and organic posts.• Via our regular email newsletters (Local Plan, business, general) which have more than 8,000 combined subscribers.• Through "Community Comms Packs" which are being shared with town and parish councils for sharing with their residents, encouraging participation in the upcoming consultation – which will provide guidance on 'material' feedback for planning consideration.		
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		<p>This will all be in addition to messaging on the Local Plan, already planned to go out in the coming days/weeks. This includes:</p> <ul style="list-style-type: none">• A printed newsletter going through the letterbox of every household in the district• Advertising on buses• Posters and leaflets in all council-owned assets (i.e MAC, leisure centres, car parks)		
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