

<p>I am seeking information on the publicity/notifications by Wigan MBC for the Places For Everyone consultation 2021. The PFE/GMSF is the largest scale and impact of any development proposal in recent times. Please provide:</p>	
<ol style="list-style-type: none"> <li>1) The number of posters on the PFE 2021 you obtained from GMCA and made available including size.</li> <li>2) The number of fliers on the PFE 2021 you obtained from GMCA and made available.</li> <li>3) The number of posters produced by Wigan MBC to advertise the PFE 2021.</li> <li>4) The number of fliers produced by Wigan MBC to advertise the PFE 2021.</li> </ol>	<p>No posters or fliers were obtained from GMCA. Site allocation posters were produced using GMCA templates and were posted at key locations close to the allocation sites. These posters were also shared with ward councillors to place in community noticeboards within wards that contained the allocation sites. Notices were also put up to advertise six proposed Green Belt additions.</p>
<ol style="list-style-type: none"> <li>5) The number and location and duration of billboards hired by Wigan MBC to advertise the PFE 2021</li> <li>6) The number and location and duration of street advertising displays for each Borough (eg. Perspex front, rotating in high streets) Wigan MBC hired. NB GMCA used these for the mayoral election.</li> <li>7) The number and location and duration of bus stop/station and Metrolink/Rail station adverts in hired by Wigan MBC.</li> <li>8) The number and duration of adverts on buses and trams hired by Wigan MBC.</li> <li>9) The number of paid for adverts on Facebook the Wigan MBC bought (please do not include posts as these are not adverts). Please include target range and numbers targeted and length of campaign and cost.</li> <li>10) The number of paid for adverts on Twitter the bought by Wigan MBC (please do not include posts as these are not adverts). Please include target range and numbers targeted and length of campaign and cost.</li> <li>11) The number and cost of TV adverts and Radio adverts the bought by Wigan MBC.</li> </ol>	<p>No paid-for social media or physical marketing/ advertising campaigns were hired by Wigan Council. As per our statement of community involvement compliance statement, organic social media posts via council channels were used alongside other means of publicising the consultation, supplementing central social posts and messaging from GMCA. GMCA utilised their own channels that cover all boroughs, further details of which will need to be requested from GMCA.</p>
<ol style="list-style-type: none"> <li>12) Please state where posters advertising the PFE 2021 were placed: in Town Halls and Council Offices in Civic Halls in Libraries in Council run Markets in council run Leisure Centres</li> <li>13) Please state the number fliers advertising the PFE 2021 placed: in Town Halls and Council Offices in Civic Halls in Libraries in Council run Markets in council run Leisure Centres.</li> <li>14) Please state the amount of publicly seen window space in Council buildings you used for advertising the PFE 2021.</li> </ol>	<p>In accordance with the <a href="#">Wigan Statement of Community Involvement (July 2021)</a>, copies of the PFE Plan were made available and were advertised as such in Wigan and Leigh libraries – the borough’s largest and most accessible libraries – throughout the consultation. It was not possible due to the impact of the Covid-19 pandemic to have a copy in each of the borough’s libraries/civic locations. Likewise, residents were signposted to the virtual exhibition provided by GMCA.</p>

<p>15) Given the PFE 2021 affects large areas of countryside, public footpaths and impacts on Public Open Space and countryside recreation please state in which areas of open space/ countryside/ footpaths Wigan MBC placed posters advertising the PFE 2021.</p>	<p>Please see previous information regarding site notices and locations impacted by green belt changes.</p>
<p>16) Did Wigan MBC write to every household explaining the impact of the PFE 2021 on the local area including the locality beyond the ward boundary and including impact maps as visual aids?</p>	<p>No.</p> <p>As outlined in our statement of community involvement, Emails or letters regarding the PFE Plan were sent out to:</p> <ul style="list-style-type: none"> <li>• All general and specific consultees</li> <li>• All elected representatives</li> <li>• Members of the general public and businesses included on the Council's Local Plan consultation database, including those who had previously responded to a consultation on the joint development plan, or had asked to be kept informed of its progress.</li> <li>• Landowners, developers and agents with an interest in the plan and / or its proposed allocations.</li> <li>• The Duty to Cooperate prescribed bodies as identified in Part 2 of the Town and Country Planning (Local Planning) (England) Regulations 2012.</li> <li>• Bespoke emails / letters were also sent out to residents, landowners or occupiers of land north of Mosley Common</li> </ul>
<p>17) The number of messages about the PFE 2021 notified on main road variable message boards and duration and location.</p>	<p>N/A. Wigan Council does not have control over such variable message boards.</p>