

Our ref 10854
Date 30.05.2019
Please ask for Trent HR
Direct line 0161 253 5343/7803
Direct fax
E-mail TrentHR@bury.gov.uk

Department for
Resources and Regulation

Tracy Murphy MA FCIPD
Assistant Director
Resources and Regulation
(HR&OD)

Dear David,

**Request for Information - Freedom of Information Act 2000 (FOIA) –
(10854)**

I write further to your e-mail received by the Council on 9 May 2019 where you made the following request for information:

The Council's response to your request is as follows.

1. The GMSF 2019 pdf made available by GMCA opens with the following report which starts thus:

JOINT GREATER MANCHESTER COMBINED AUTHORITY
& AGMA EXECUTIVE BOARD MEETING
DATE: FRIDAY 11 JANUARY 2019
SUBJECT: THE GREATER MANCHESTER PLAN FOR HOMES, JOBS AND
THE ENVIRONMENT (GREATER MANCHESTER SPATIAL
FRAMEWORK: REVISED DRAFT 2019).
REPORT OF: PAUL DENNETT, SALFORD CITY MAYOR AND GMCA PORTFOLIO
LEAD FOR HOUSING, HOMELESSNESS AND INFRASTRUCTURE

PURPOSE OF REPORT

To update GMCA/AGMA Executive Board on the next stage of the Greater Manchester Plan for Homes, Jobs and the Environment – the Greater Manchester Spatial Framework Revised Draft 2019 (GMSF: Revised Draft 2019) and to seek approval for a consultation process under regulation 18 of the Town and Country Planning (Local Planning) (England) Regulations 2012.

The consultation will begin on 21 January 2019 for 8 weeks, ending on 18 March 2019. It will be carried out in line with the Statements of Community Involvement of the 10 local planning authorities.

Request 1 Does Bury MBC agree that the pdf states the above? Yes/No

Yes.

Electronic or fax service of Legal documents is not accepted

Town Hall, Knowsley Street, Bury, BL9 0SW
www.bury.gov.uk

**Electronic or fax service of Legal documents is not
accepted**

2. relating to the Bury MBC Statement of Community Involvement which I quote:

“How will the Council involve you?

“The following table lists some of the activities and methods the Council will consider using when undertaking consultation exercises in connection with the Local Plan. The methods used will be tailored to suit the scale and nature of impact of the decisions to be made and the particular needs of people being consulted:”

Request 2 Does Bury NBC agree that the scale and nature of impact of the decisions to be made in the GMSF process are the some of the largest scales and largest impacts in recent times? Yes / No.

Yes. Whilst this section is concerned with the Local Plan only, the Council committed to ensuring all of its requirements were met in relation to the GMSF consultation. We have also written to all households to advise them on the GMSF which is the first time we have done that.

3 and 4 “Advertise via social media on Facebook & Twitter”.

Request 3 Did Bury MBC pay for advertising on Facebook? Yes / No. If yes please provide proof you paid for advertising and state when and for how long and the target range and numbers of accounts targeted. If the council only posted on its own accounts then this is not advertising. It is posting and you should not answer yes.

No. The Council used Facebook and Twitter to post information and direct readers to more information but did not pay for dedicated advertisements. The word ‘advertise’ in this context was used in its broadest sense as a verb rather than meaning to place an advert.

Our FAQs page ‘How can you find out more and have your say on the GMSF?’ at www.bury.gov.uk/gmsf set out how each of the SCI requirements you list were to be met. This page from the FAQs was taken down at the end of the consultation to ensure that visitors were not misled regarding the closing date for comments, however for your convenience, this stated the following in relation to ‘Advertise via social media on Facebook and Twitter’:

Bury Council’s Twitter account (@burycouncil) will post regular information and notify followers of the consultation including forthcoming events, how they can find out more and make comments.

Bury Planning’s Twitter account (@buryplanning) and Facebook page will share this information with its followers.

Request 4 Did Bury MBC pay for advertising on Twitter? Yes / No. If yes please provide proof you paid for advertising and state when and for how long and the target range and numbers of accounts targeted. If the council only posted on its own accounts then this is not advertising. It is posting and you should not answer yes

No. Please refer to the answer given above in response to Request 3.

5 “Use posters on notice boards in prominent locations including town centres, civic suites, markets, leisure centres and public open spaces.”

Request 5A Please state how many posters Bury MBC printed and size and cost.

1 x A1 poster, 1 x A2 poster and 17 x A4 posters were printed at an estimated total cost of £55. The 17 posters at A4 size covered the following locations:

- 12 parks as listed in Request 5L below;
- 4 NHS buildings at Townside PCC, Moorgate PCC, Radcliffe PCC and Prestwich Walk-In Centre;
- Contact Centre at Whittaker Street, Radcliffe.

The A4 poster was emailed to other officers in the Council to distribute to town centre notice boards, civic suites, markets and leisure centres. 13 posters will have been printed off by other departments at an estimated total cost to the Council of £32.50.

One A4 poster was sent via email to the Millgate Centre and so no printing costs were incurred by the Council.

The posters were printed in-house. Whilst we do not know the exact cost it is estimated that the A1 poster will have cost £7.50, the A2 poster was £5.00 and the A4 poster £2.50.

Request 5B Please state how many posters Bury MBC received from GMCA including sizes.

GMCA did not send posters out as this was for local authorities to make a decision on in ensuring compliance with their SCIs. As such, the Council prepared its own posters.

Request 5C Please state how many fliers Bury MBC printed and size and cost.

None. Postcards from GMCA were used as referred to below.

Request 5D Please state how many fliers Bury MBC received from GMCA.

500 postcards were received from GMCA with details of how people can find out more and submit comments.

Request 5E Please state how many posters from Bury MBC/GMCA where placed in notice boards in each council office/civic suite in the Borough. Please state which offices/receptions they were placed.

Posters were not placed in notice boards within Council offices, however adverts were shown on TV screens in the receptions of Bury Town Hall, 3 Knowsley Place, Textile Hall and Whittaker Street in Radcliffe.

Posters were placed in the civic suites at the Longfield Centre and Ramsbottom within the main public foyers.

Request 5F Please state how many fliers from Bury MBC/GMCA were placed in reception areas in each council office/civic suite in the Borough. Please state which offices/ receptions they were placed.

Several postcards received from GMCA were placed at each of the deposit points as part of a dedicated display at Bury Town Hall, Knowsley Place, Bury Central Library, Prestwich Library, Radcliffe Library, Ramsbottom Library and Tottington Centre. We are not aware of the exact number.

Request 5G Please state how much council office window space was devoted to the GMSF. For instance Knowsley Place has extensive window space as does 6 Town Housing.

None. This was not an SCI requirement.

Request 5H Please describe how the GMSF information was displayed at Knowsley Place and at the Town Hall. Was there a display at each?

At both the Town Hall and at Knowsley Place, materials were put on display on the main reception desks. The materials on display included the indicative masterplans for each GMSF allocation along with promotional material for the consultation such as the GMCA Overview document, GMCA postcards and Bury MBC posters showing how to comment and listing details of the 6 consultation events.

In addition, an advert was displayed on TV screens in both Knowsley Place and the Town Hall receptions.

Request 5I Please state how were visitors to each library alerted on arrival at or in the library to the fact that there was a public consultation and the materials could be found in the library.

At each of the libraries, materials were put on display and included the indicative layouts for each GMSF allocation along with promotional material for the consultation such as the GMCA Overview document, GMCA postcards and Bury MBC posters showing how to comment and listing details of the 6 consultation events.

Copies of the main GMSF document and Integrated Assessment were kept at the library reception to ensure they did not go missing.

Request 5J Please state how visitors to each council market in the borough were alerted to the GMSF on arrival at or in the market.

2 posters were placed on notice boards within the Market Hall at Bury Market.

Request 5K Please state how visitors to each council leisure centre were alerted to the GMSF on arrival at or in the leisure centre.

A poster was placed on notice boards in the following locations in leisure centres:

- Ramsbottom - Main reception area
- Castle – Main downstairs corridor
- Radcliffe (3) – Main reception area, staff room, gym area.

Request 5L The current round of the GMSF impacts on public open space and public footpath network and on our countryside. Please state where Bury MBC/ GMCA posters were placed in each area of public open space, when, for what duration. The GMCA advertised the mayoral elections in paid for street advertising boxes in Bury Town Centre. A large advert is of course only a large poster in a perspex fronted case. Similarly a street billboard is only a very large poster.

Posters were placed in notice boards in the following 12 parks: Nuttall, Town Meadow, Whitehead, Clarence, Burrs, Hoyles, Openshaw, Bolton Road, Coronation Road, Close, Whitefield, St. Mary's.

Request 5M Did Bury MBC hire billboards to advertise the GMSF in prominent Town Centre Locations? Yes/ No. If yes, please state where, state the duration and cost.

No. This was not an SCI requirement.

Request 5N Did Bury MBC hire billboards to advertise the GMSF in ANY prominent locations? Yes/ No. If yes, please state where, state the duration and cost

No. This was not an SCI requirement.

Request 5O Did Bury MBC hire street advertising spaces in prominent Town Centre Locations? Yes/ No. If yes, please state where, state the duration and cost.

No. However, A4 posters were displayed in notice boards at key public spaces in town centres including Bridge Street and Market Place in Ramsbottom, Radcliffe Piazza and the Village Square at the Longfield Centre in Prestwich. These cost an estimated £10 and were displayed from the final week of January until the close of the consultation on 18 March.

In addition, 1 x A1 poster was placed in a notice board at Bury Interchange travel information centre. An A2 poster was placed in a notice board at the Millgate Shopping Centre in the corridor near TJ Hughes and an A4 poster was also used on another notice board in the centre. These cost an estimated £15. The A4 poster was displayed from the final week in January and the larger posters were displayed from 1 February, until the close of the consultation on 18 March.

Request 5P Did Bury MBC hire street advertising spaces in ANY prominent locations? I am thinking here of advertising cases at on main roads, at Bus stops, Metrolink. Yes/ No. If yes, please state where, state the duration and cost.

No. Although an A1 poster was placed in a prominent notice board in Bury Interchange from 1 February until the close of the consultation on 18 March at an estimated cost of £7.50.

Request 5Q Did Bury MBC hire any advertising space on buses or trams? Yes / No. If yes please state duration and cost.

No. GMCA hired advertisements on Metrolink and on buses. Any queries on duration and cost for this will need to be directed to GMCA.

If you are dissatisfied with the handling of your request, you have the right to ask for an internal review. Internal review requests should be submitted within two months of the date of receipt of the response to your original letter and should be addressed to:

The FOIA Reviewing Officer
Bury Council
Knowsley Street
Bury, BL9 0SW

If you are still dissatisfied with the Council's response after the internal review you have the right to appeal to the Information Commissioner at:

The Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire SK9 5AF.
Telephone: 01625 545 700
Website: www.ico.gov.uk

Please note: The supply of information in response to a Freedom of Information request does not confer an automatic right to re-use the information. Under UK copyright law you can use any information supplied for the purpose of private study and non-commercial research without requiring permission. Similarly, information supplied can also be re-used for the purposes of news reporting. An exception to this is photographs.

For other forms of re-use, for example publishing the information, you would need the permissions of the organisation or the person who owns the copyright. In the case of information produced by government departments and agencies you can re-use the information under the Open Government Licence. For more information about this please see:-

<http://www.nationalarchives.gov.uk/doc/open-government-licence/open-government-licence.htm>

If, however, the copyright is identified as belonging to somebody else, you will need to apply for permission. For information how to obtain permission from a third party, please go to Intellectual Property Office's website at www.ipo.gov.uk

For transparency purposes, it is now the Council's policy to advise on the costs of dealing with each Freedom of Information request. Please note that to deal with this request it has cost the Council £25 per hour.

Should you have any queries regarding this, please contact us on 0161 253 5343/7803

Yours sincerely

Trent HR
Freedom of Information