

Greater Manchester Combined Authority
Churchgate House
Oxford Street
Manchester
M1 6EU

14.06.19

Dear Mr Bentley

Re: FOI 1920-038

I am writing in response to your Freedom of Information Act 2000/Environmental Information Regulations 2004 ("FOIA") request submitted to GMCA on 16.05.19 regarding the Greater Manchester Spatial Framework.

The relevant service(s) has searched for the requested information and our response is as follows:

FOI request

1) The number of posters on the GMSF you sent to each Local Authority including size.

The GMCA didn't provide a poster initially, but one District developed their own using the GM brand. This was then circulated around as a template to all Districts half way through the consultation, to edit and use locally as appropriate.

2) The number of fliers on the GMSF you sent to each Local Authority

Each District was initially sent 500 information postcards; promoting the consultation and telling people how to get involved. There were more available if Districts requested them. 10,000 were printed in total.

3) The number and location and duration of billboards for each Borough GMCA hired to advertise the GMSF

None

4) The number and location and duration of street advertising displays for each Borough (e.g. Perspex front, rotating of in high streets) you hired. NB GMCA used these for the mayoral election.

None

5) The number and location and duration of bus stop/station and Metrolink station adverts in each Borough hired by GMCA.

No adverts were taken out at transport stations.

6) The number and duration of adverts on buses and trams GMCA hired.

Every tram across GM had a GMSF advert on it during the consultation period. This varied in length. Those Districts that aren't serviced by the metrolink had bus advertisement to ensure that a means of public transport was covered.

7) The number of paid for adverts on Facebook the GMCA bought (please do not include GMCA posts as these are not adverts). Please include target range and numbers targeted and length of campaign and cost.

On a Greater Manchester level, there were a number of boosted (paid for) posts during the consultation. These were pushed out through the Greater Manchester Combined Authority facebook page. This ran throughout the consultation and cost £1000. This resulted in 2,454 clicks through to the consultation portal (around 41p per click through). This activity also reached 136,154 accounts.

8) The number of paid for adverts on Twitter the GMCA bought (please do not include GMCA posts as these are not adverts). Please include target range and numbers targeted and length of campaign and cost.

No paid for adverts on Twitter

9) The number and cost of TV adverts and Radio adverts the GMCA bought.

None

10) Please itemise the number of times GMCA contacted each LPA stressing the need to comply with their Statements of Community Involvement and explain what checks you made to ensure they were compliant. As you know a judicial review could declare the consultation unlawful if the SCA were not adhered to so the judge will need to be aware of the steps the lead authority made to ensure compliance.

The consultation in January 2019 was on a joint Development Plan Document of the 10 Local Planning Authorities in Greater Manchester, and was carried out under Regulation 18 of the Town and Country Planning (Local Planning) (England) Regulations 2012.

The report to the GMCA/AGMA Executive Board stated that the consultation would be carried out in accordance with the Statements of Community Involvement of the 10 Local Planning Authorities, as the AGMA Executive Board is acting on behalf of the 10 Local Planning Authorities in preparing the GMSF as a joint DPD.

11) Did you request any LPA improve their compliance after noting failings? Please provide evidence.

It is the responsibility of each Local Planning Authority to ensure that their Statements of Community Involvement are up-to-date, and that the consultation was in line with them. The GMCA/AGMA has no role in this.

12) In particular GMCA needs to take a look at Rochdale's SCI which at 4.34 says needs to be updated when the GM Mayor and the GMCA takes over from AGMA (i.e. GMCA have required an out of date SCI be adhered to). Rochdale's SCI states that a huge swath of the consultation needs to be carried out by AGMA or its successor. So as you have required that the consultation is carried in line with Rochdale's SCI, which the GMCA Mayoral team or the GMCA planners clearly have not read, you will have to explain what parts of the Rochdale SCI in respect of the GMSF you carried out (para 4.35 onwards) and what parts Rochdale carried out. Please explain fully.

The Statements of Community involvement for Rochdale, Tameside and Trafford state that AGMA will manage the preparation of the GMSF as a joint DPD and

that the governance of the GMSF will transfer to the Mayor/CA as a Mayoral Spatial Development Strategy when legislation is passed to enable this. As the document is still being prepared as a joint DPD (the regulations to allow it to become a SDS not yet being fully in place), these SCIs remain accurate in their description of the process.

13) In particular GMCA needs to take a look at Tameside's SCI which at 2.14 says needs to be updated when the GM Mayor and the GMCA takes over from AGMA (i.e. GMCA have required an out of date SCI be adhered to). Tameside's SCI states AGMA will be totally responsible for publicising the consultation for the GMSF in Tameside. So as you have required that the consultation is carried in line with Tameside's SCI, which the GMCA Mayoral team or the GMCA planners clearly have not read, you will have to explain what parts of the Tameside's SCI in respect of the GMSF you carried out (para 2.17 onwards) and what parts Tameside carried out. Please explain fully.

See answer to Q12.

14) In particular GMCA needs to take a look at Trafford's SCI which at 2.9 says needs to be updated when the GM Mayor and the GMCA takes over from AGMA (i.e. GMCA have required an out of date SCI be adhered to). Trafford's SCI states AGMA will be totally responsible for publicising the consultation for the GMSF in Trafford. So as you have required that the consultation is carried in line with Trafford's SCI, which the GMCA Mayoral team or the GMCA planners clearly have not read, you will have to explain what parts of the Trafford's SCI in respect of the GMSF you carried out (para 2.10 onwards) and what parts Trafford carried out. Please explain fully.

See answer to Q12.

If you are not satisfied with this response you may ask for an internal review. Requests for an internal review can be submitted to FOI.Officer@greatermanchester-ca.uk where an officer independent of the request will conduct the review.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision.

The Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Please remember to quote the reference number above in any future communications.

Yours Sincerely,

Information Officer
Greater Manchester Combined Authority