

Return by 26.05.19

Thank you for the Freedom of information request regarding Stockport Councils activities publicising the Greater Manchester Spatial Framework.

The Greater Manchester Spatial Framework public consultation ran from 21st January until the 18th March (8 weeks) Stockport council started promotion prior to this date (16/1/19) and consistently ensured it retained a high profile throughout the consultation period.

It was strongly felt the issues within GMSF impacts everyone's future within the Borough, as such advertising and promotion focused on as wide an audience as possible. Stockport Council facilitated morning afternoon and evening opportunities for the public to find out more and ask officers questions. Including weekdays and weekends across the borough. This also made use of a pop up shop facility in Merseyway shopping centre in an area of the highest footfall within the borough.

The Statement of Community Involvement (SCI) formally sets out the Local Authorities obligations for conducting the consultation. Stockport council can confirm it has fully complied with all legal requirements as set out in the SCI.

The SCI document is available to review on the council website if further scrutiny is required.

<https://www.stockport.gov.uk/statement-of-community-involvement>

Locally elected representatives and Members of Parliament also conducted a wide range of activities to ensure the local population of Stockport were fully aware of the Greater Manchester Spatial Framework. For the avoidance of doubt, these activities are not included in the Stockport Council response.

As requested Stockport councils responses to the submitted questions do not provided statement on the wider activities.

**1) The number of posters on the GMSF 2019 you obtained from GMCA and made available including size.**

Response:

- 3 pop up displays (2 meter)
- 6 A0 Display boards (5GMSF+1TFGM)

**2) The number of fliers on the GMSF 2019 you obtained from GMCA and made available.**

Response:

- 500 Fliers

**3) The number of posters produced by Stockport MBC to advertise the GMSF 2019.**

Response:

- Total 100 posters  
4 sets of 25 different posters

Each set contained

- 11 event posters
- 8 site allocation posters (one for each proposed site)
- 4 highlighting alterations from previous draft of GMSF.
- 1 Town Centre focused development
- 1 Boroughs housing figures and identified brownfield sites

**4) The number of fliers produced by Stockport MBC to advertise the GMSF 2019.**

Response

- 1000 fliers. Stockport council reprinted the GMSF flyer.

**5) The number and location and duration of billboards hired by Stockport MBC to advertise the GMSF**

Response:

- n/a this activity was centrally coordinated by the Combined Authority

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

Response:

- n/a this activity was centrally coordinated by the Combined Authority

**7) The number and location and duration of bus stop/station and Metrolink/Rail station adverts in hired by Stockport MBC.**

Response:

- n/a this activity was centrally coordinated by the Combined Authority

**8) The number and duration of adverts on buses and trams hired by Stockport MBC.**

Response:

- n/a this activity was centrally coordinated by the Combined Authority

**9) The number of paid for adverts on Facebook the Stockport 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.**

Response:

- Ad 1 - £50 over 13 days which targeted 11,028 people in Woodley

- Ad 2 - £45 over 12 days which targeted 13,033 people in Romiley
- Ad 3 - £45 over 11 days which targeted 16,952 people in Woodford
- Ad 4 - £40 over 5 days which targeted 1,397 people in High Lane
- Ad 5 - £50 over 10 days which targeted 22,337 people in Cheadle Hulme
- Ad 6 - £50 over 5 days which targeted 10,800 people in Heald Green
- Total 6 adverts = £280 , 56 days, 75,547 people

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

Response:

- Stockport council frequently posted GMSF information on Twitter and Instagram, however did not pay to advertise on the platforms.

**11) The number and cost of TV adverts and Radio adverts the bought by Stockport MBC.**

Response:

- x1 Media advert, Stockport Express newspaper 16/1/19 £430 Stockport council funded.
- Other media activates centrally coordinated by the Combined Authority

**12) Please state where posters advertising the GMSF 2019 were placed:**

Response:

Displays at 27 locations across the borough.

Drop-in events

1. Hazel Grove Civic Hall London Rd, Hazel Grove SK7 4DF
2. Reddish, Houldsworth Sports Village, Broadstone Road, Reddish, SK5 7AT
3. Heald Green, Christ Church Hall, 98 Finney Lane, Heald Green, Cheadle, Stockport, SK8 3DY
4. Heald Green Village Hall, 219 Outwood Road, Heald Green, Cheadle, SK8 3JL
5. Cheadle Hulme At the Kitchen, 5 Warren Road, Cheadle Hulme, Cheadle, SK8 5AA
6. Offerton Community Centre, Mallowdale Road, Offerton, Stockport, SK2 5NX
7. High Lane Village Hall, Windlehurst Road, High Lane, Stockport, SK6 8AB
8. Woodford Community Centre, Chester Road, Woodford, Stockport, SK7 1PS
9. Romiley Primary School, Sandy Lane, Romiley, Stockport, SK6 4NE
10. Woodley civic hall Hyde Road, Stockport SK6 1QG
11. Merseyway Shopping Centre (Unit A9) Stockport SK1 1PD

Libraries:

12. Adswood & Bridgehall

13. Bramhall
14. Bredbury
15. Brinnington
16. Central
17. Cheadle
18. Cheadle Hulme
19. Edgeley
20. Great Moor
21. Hazel Grove
22. Heald Green
23. Heaton
24. High Lane
25. Marple
26. Offerton
27. Reddish

**13) Please state the number fliers advertising the GMSF 2019 placed:**

Response:

1,500 total flyers Distributed to councillors, libraries and circulated at events across the borough.

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- 21. Hazel Grove
- 22. Heald Green
- 23. Heatons
- 24. High Lane
- 25. Marple
- 26. Offerton
- 27. Reddish

**14) Please state the amount of publicly seen window space in Council buildings you used for advertising the GMSF 2019.**

Response:

- 77 Merseyway Shopping Centre (Unit A9) Stockport SK1 1PD

**15) Given the GMSF 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 Stockport MBC placed posters advertising the GMSF 2019.**

**Response:**

Stockport council is unable to display in such locations as regarded as illegal flyposting activity.

As an alternative During the 8 week consultation period every message sent from a council email address provided a footer advertising GMSF Providing a direct link to GMSF information and online consultation portal.

Every week Stockport council send between 35,000 and 42,000 external emails. Over the 8 week period this would have been sent to between 280,000 and 336,000 people.

**16) Did Stockport MBC write to every household explaining the impact of the GMSF on the local area including the locality beyond the ward boundary and including impact maps as visual aids?**

Response:

In accordance with our Statement of community involvement information was circulated to those on the planning policy database. This informed of the consultation period, how to respond and where to access further information online or in person.

- 592 Letter recipients
- 1,481 email recipients.
- In addition to SCI requirements an additional 1951 businesses where directly informed via the business bulletin newsletter.
- Total 4,024 directly contacted by Stockport Council.

Maps and visual aids where distributed to all 13 libraries and library staff briefed in order to support anyone requiring assistance.

A social media Video was also published highlighting the importance of participating.

- 1,200 facebook views
- 897 twitter views
- Total 2,097 views

GMSF Summary booklets were made available to take away anyone attending drop in events.

Recorded public attendance:

- 556 at drop in events
- 300 at a public meeting involving a Q&A with senior officers
- Total: 856 engagements with the public.

**17) The number of messages about the GMSF notified on main road variable message boards and duration and location.**

**Response:**

- n/a this activity was centrally coordinated by the Combined Authority