

DIRECTOR DECISION – DD 172

Title: Press notices for planning applications 2023/24

Executive summary

OPDC as a Local Planning Authority has a statutory duty to advertise certain types of planning applications in the local press. As such, relevant planning applications are publicised in the *Brent and Kilburn Times*, and/or the *West London Gazette*. Wavemaker is the approved GLA Group media supplier and acts as liaison between OPDC and the local newspapers. Approval is sought to spend up to £20,000 to publicise planning applications in the local press during 2023/24.

Decision

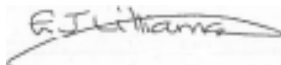
The Director of Planning approves:

- i. Expenditure of £20,000 to discharge the statutory requirement to publicise planning applications in the local press.

Authorising Director

I do not have any disclosable interest in the proposed Decision. It is consistent with OPDC's priorities and has my approval.

Signature:



Date: 03/07/2023

PART 1: NON-CONFIDENTIAL FACTS AND ADVICE

1. Background and context

- 1.1 OPDC as the local planning authority (LPA) has a statutory duty to advertise certain planning applications in the local press. As such, relevant planning applications are publicised in the *Brent and Kilburn Times*, and/or the *West London Gazette* (or online at www.mylondonnews.com).
- 1.2 The exact cost of press notices throughout the year is difficult to predict, due to the variable nature of planning application submissions, together with differences in the cost of individual notices, which can differ in size. Approval is sought to spend up to £20,000. This is based on the cost of previous years' publicity (c.£15,000) and the pipeline of planning applications expected to be received in 2023/24, which are greater in number/size and likely to require publicity, rather than deriving from a known publicity-cost-per-application (or mix of application types) multiplied by the forecast number of applications. Further approval will be sought if expenditure exceeds £20,000 during this financial year.

2. The proposal and how it will be delivered

- 2.1 Wavemaker is the approved GLA Group media supplier and acts as liaison between OPDC and the local newspapers. The planning case officer provides the copy and liaises with the Communications and Engagement Team to arrange for the notice to be placed in the next available edition of the relevant newspaper, which is determined by the location of the planning application site.

3. Objectives and expected outcomes

- 3.1 The publicising activity will occur during 2023/24. The supplier has been providing this service for several years, including for Q1 2023/24, so this Decision is partially retrospective. The outcome will be to ensure OPDC complies with its statutory duties as an LPA in relation to publicity on planning applications.

4. Strategic fit

- 4.1 OPDC has a statutory duty to consult neighbours and local stakeholders on large or strategic planning applications. Commitments to undertaking publicity and consultation on planning applications are also set out in the OPDC Statement of Community Involvement. Methods of publicity include mailed letters, emails to statutory consultees and local groups, site notices and press notices, when required.

5. Project governance and assurance

- 5.1 The Head of Planning – Development Management has overall responsibility for ensuring that statutory publicity requirements for planning applications are met, and that press notices are placed when required. When a press notice is required, Wavemaker provide a media plan and the cost for the notice is agreed before it is placed in the relevant newspaper.

Risks and issues

- 5.2 If planning applications are not publicised in accordance with statutory requirements, including press notices where required, there would be a risk of OPDC's decision on the planning application being judicially reviewed for failing to follow due process and comply with statutory requirements. This could lead to reputational damage for OPDC and delays to the delivery of new homes and jobs.

6. Equality comments

- 6.1 Under Section 149 of the Equality Act 2010, as a public authority, OPDC must have 'due regard' to the need to eliminate unlawful discrimination, harassment and victimisation as well as to the need to advance equality of opportunity and foster good relations between people who share a protected characteristic and those who do not.¹²_[OBJ]
- 6.2 OPDC, as an LPA, has a statutory duty to publicise certain planning applications. The publication of relevant planning applications will benefit all OPDC residents equally (whether or not they possess a protected characteristic), by ensuring residents are aware of locally significant planning applications and that they have the opportunity to make their views on them known.

7. Other considerations

- 7.1 There are no other considerations in respect of this decision.

8. Conflicts of interest

- 8.1 No one involved in the preparation or clearance of this Form, or its substantive proposal, has any conflict of interest.

9. Financial comments

- 9.1 Expenditure of £20,000 will be funded from the 2023/24 Planning Directorate Development Management budget.
- 9.2 Any further expenditure is subject to the Corporation's decision-making processes.

Summary timeline

Activity	Date
Delivery start date	June 2023
Delivery end date	March 2024

Appendices

- None

Other supporting papers

- None

PUBLIC ACCESS TO INFORMATION

Information in this Form (Part 1) is subject to the Freedom of Information Act 2000 (FoIA). OPDC aims to publish the Form within three working day of approval.

If immediate publication risks compromising the implementation of the Decision (for example, impacting a procurement process), it can be deferred until a specific date (when it will be published). Deferral periods are kept to the shortest length strictly necessary.

Part 1 – Deferral

Publication of this Part 1 is to be deferred: **No**

The deferral is until: N/A

This is because: N/A

Part 2 – Confidential information

Only the facts or advice that would be exempt from disclosure under FoIA should be included in or attached to any separate Part 2 Form, together with the rationale for withholding the information at this time.

There is a separate and confidential Part 2 Form: **No**

DECLARATIONS

Drafting officer: Claire Cook has drafted this Form in accordance with OPDC procedures, including for handling conflicts of interests, and confirms that:



Advice: The Finance team has commented on the proposal.



CONFIRMATIONS

Section 106 funding: N/A

SMT review: This Decision was circulated to the **Senior Management Team** for review on [Thursday 22nd June 2023](#).

Chief Finance Officer

Financial and legal implications have been appropriately considered in the preparation of this Form.

Signature:



Date: 28 June 2023