



London Borough of Brent Local Plan Engagement Strategy

October 2026

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1. Purpose and status

Purpose of the strategy

This strategy explains how the London Borough of Brent will inform, consult and engage people and organisations during the preparation of the new Brent Local Plan.

The Local Plan will help shape how Brent grows and changes. Its preparation will involve choices about homes, jobs, town centres, infrastructure, transport, community facilities, the environment, design and the future of different places across the borough. It is therefore important that residents, businesses, community organisations, public bodies, landowners and other interested parties have clear and meaningful opportunities to participate.

The strategy sets out:

- the principles that will guide engagement;
- who the Council will seek to involve;
- when formal consultation and wider engagement will take place;
- the different ways people may participate;
- how the Council will make engagement accessible and inclusive;
- how representations will be recorded and considered; and
- how the Council will explain the influence that engagement has had on the Local Plan.

The strategy has been informed by the results of Brent's Local Plan scoping consultation, which took place from 2 September to 30 September 2026. It will be reviewed as preparation of the Local Plan progresses.

Legal and policy context

The new Brent Local Plan will be prepared under the Planning and Compulsory Purchase Act 2004, as amended by the Levelling-up and Regeneration Act 2023, and the Town and Country Planning (Local Planning) (England) Regulations 2026.

The 2026 Regulations came into force on 25 March 2026 and establish the statutory process that Brent must follow when preparing its new Local Plan. This includes three formal consultation stages and three mandatory gateways within the plan-preparation process.

The Local Plan will also need to have regard to relevant national planning policy and guidance and must take account of, and be in general conformity with the London Plan, and the statutory role of the Mayor of London.

Relationship with Gateway 1

This strategy provides the Council's defined approach to consultation and engagement for the purposes of Gateway 1.

Gateway 1 is the first of three mandatory gateways. It marks the beginning of the 30-month plan-preparation period and requires the Council to publish a summary of its assessment of readiness.

The Government identifies five areas in which an authority should make progress before passing Gateway 1:

1. preparing and publishing a Local Plan timetable;
2. establishing project management and governance arrangements;
3. defining the approach to consultation and engagement;
4. identifying the anticipated content of the Local Plan; and
5. progressing the Strategic Environmental Assessment.

This strategy principally addresses the third of these areas. It should therefore be read alongside Brent's Local Plan timetable, and Gateway 1 self-assessment summary.

Relationship with the Statement of Community Involvement

Brent's adopted Statement of Community Involvement remains in force for the planning functions it covers.

This strategy provides the specific engagement framework for preparing the new Brent Local Plan under the 2026 Regulations. Where Brent's existing Statement of Community Involvement describes the former plan-making process, this strategy will guide consultation and engagement for the new Local Plan.

The Council will keep the relationship between the two documents under review. Any decision to replace or revoke all or part of the Statement of Community Involvement will be taken through the appropriate Council decision-making process.

Review of the strategy

The Council will review the effectiveness of this strategy throughout the Plan Making Process. It will consider:

- the reach of publicity and engagement;
- the number and type of responses received;
- the geographical distribution of participation;
- participation by audiences identified as underrepresented;
- accessibility requests and reported barriers;
- feedback on the engagement process;
- the effectiveness of different engagement methods;
- lessons for the next stage; and
- changes to legislation, national policy or guidance.

2. What the Local Plan is

Role of the Local Plan

The Local Plan is the principal planning document that will guide how Brent¹ grows and changes over the plan period.

Once adopted, it will form part of the statutory development plan and will be used to help determine planning applications. It will also help coordinate development, infrastructure and investment across the borough.

The Local Plan is expected to address matters including:

- the number, type, size and location of new homes;
- affordable housing and specialist housing needs;
- employment land, offices and other workspace;
- town centres and local shopping areas;
- transport and movement;
- health, education and other social infrastructure;
- climate change mitigation and resilience;
- biodiversity, open space and the natural environment;
- heritage, design and the character of places;
- waste, utilities and other infrastructure;
- site allocations setting out clear outcomes where change is proposed to take place; and
- the delivery and monitoring of development.

What engagement can influence

Engagement can help the Council to:

- understand local priorities, needs and concerns;
- identify opportunities and problems affecting places;
- draw on residents' and organisations' local knowledge;
- test emerging objectives, options and policy approaches;
- understand the potential effects of proposals on different communities;

¹ The Local Plan will cover the London Borough of Brent (ONS E09000005) excluding areas where the Old Oak Common and Park Royal Development Corporation (OPDC) is the local planning authority. See [Notice of Intention to Commence Plan Making](#) for a map of the plan's coverage.

- identify infrastructure and delivery requirements;
- improve or challenge the evidence supporting the Plan;
- understand the availability and deliverability of potential development sites; and
- produce policies that are clearer and more responsive to Brent's circumstances.

What else must shape the Plan

Consultation is an important part of plan preparation, but it is not a vote or referendum. The most frequently expressed view cannot automatically be taken forward.

The Council must consider representations alongside:

- statutory requirements;
- national planning policy and guidance;
- the London Plan;
- Strategic Environmental Assessment;
- equality and other statutory duties;
- up-to-date technical evidence;
- infrastructure requirements;
- development viability and deliverability;
- environmental constraints and opportunities; and
- the need to address strategic and cross-boundary matters.

Where a suggestion cannot be taken forward, or is outside the scope of the Local Plan, the Council will seek to explain why.

3. What we learned from the scoping consultation

Brent's scoping consultation took place from 2 September to 30 September 2026. It invited views on what the new Local Plan should contain and how the Council should involve people during its preparation.

Barriers to participation

The scoping consultation identified four principal perceived barriers to participation among others:

- people may not know that a consultation is taking place;
- people may lack confidence that their feedback will make a difference;
- people may receive insufficient feedback after participating; and
- planning information may be too technical or difficult to understand.

This strategy responds directly to those concerns by committing the Council to clearer advance communication, accessible material, different ways to participate and transparent reporting of how representations have been considered.

Preferred ways to participate

The most popular method identified through the scoping consultation was an online questionnaire. This was followed by local drop-in events and in-person workshops.

The Council will therefore use online questionnaires or structured digital response forms where these are suitable, supported by other methods which may include:

- in-person drop-ins;
- workshops;
- presentations;
- webinars;
- interactive mapping;
- targeted meetings; and
- paper or assisted response routes.

The precise combination will depend on the purpose of each consultation, the material being consulted on, the intended audience, accessibility considerations and available resources.

Preferred ways to receive information

The scoping consultation indicated that email updates were the preferred means of keeping informed about the Local Plan, followed by the Council website, social media and updates through ward councillors.

The Council will use these channels as the core of its communications approach, supplemented where appropriate by posters, digital display boards, local publications, community networks and other targeted publicity.

Building confidence and trust

To address concerns that feedback may not make a difference, the Council will:

- explain clearly what is open to influence at each stage;
- record and analyse representations consistently;
- publish the main issues raised;
- explain how those issues have been considered;
- identify material changes that result from engagement; and
- explain why suggestions have not been taken forward where appropriate.

4. Engagement principles

Early and ongoing

We will begin conversations at an early stage and maintain proportionate engagement throughout plan preparation.

Formal consultation stages will be supported by ongoing engagement where this is needed to develop evidence, resolve strategic issues, test emerging approaches or support delivery.

Clear and honest

We will explain:

- why engagement is taking place;
- what documents and evidence are available;
- which matters are open to influence;
- what statutory, policy or evidence constraints apply;
- how people can respond;
- when responses must be received by;
- what will happen next; and
- when the Council will report back.

We will not create an expectation that every representation will result in a change to the Plan.

Digital-first, not digital-only

Digital channels will normally be the principal means of publishing consultation material and receiving responses. They support efficient access, analysis and reporting, and enable people to participate at a time and place convenient to them.

However, the Council will not rely exclusively on digital participation. Paper materials, physical inspection arrangements, assistance and other reasonable response routes will be available for people who cannot readily use the online service.

Inclusive and accessible

We will seek to identify and reduce barriers that may prevent people from participating.

We will:

- use clear and concise language;
- explain planning terminology;
- provide summaries of lengthy or technical documents;
- consider reasonable adjustments;
- use accessible online material;
- consider the accessibility of venues and event formats;
- provide alternative formats on request;
- work with trusted community organisations; and
- undertake targeted engagement where evidence identifies participation gaps.

Proportionate and focused

Engagement will be proportionate to:

- the decision being made;
- the scope and complexity of the material;
- the people and organisations affected;
- the stage of plan preparation;
- statutory requirements;
- identified participation barriers;
- the evidence required; and
- available time and resources.

Not every engagement method will be appropriate at every stage. The Council will also seek to avoid consultation fatigue by focusing activity where participation can have the greatest value.

Place-based and relevant

Where appropriate, engagement will help people understand what emerging proposals could mean for their neighbourhood, town centre or part of the borough.

The Council may use maps, place-based summaries, local events and geographically targeted publicity to make engagement more relevant and understandable.

Evidence-led and impartial

Engagement activity will be informed by:

- the findings of the scoping consultation;
- participation data from earlier consultations;
- equality information;
- evidence of geographical or demographic participation gaps;
- feedback about previous engagement; and
- the subject matter being considered.

Representations will be judged by their planning relevance, supporting evidence and relationship to the matters being considered, not simply by how frequently the same view is expressed.

Transparent and accountable

The Council will maintain a clear record of consultation and engagement and publish summaries following the statutory consultation stages.

These summaries will explain:

- how consultation was undertaken;
- which groups and organisations were invited to participate;
- the main issues raised;
- how those issues were considered; and
- how engagement affected the Plan or its supporting evidence.

Collaborative

The Council will work with communities, councillors, statutory bodies, infrastructure providers, neighbouring authorities, the Greater London Authority, delivery partners and other Council services.

Where appropriate, the Council will use existing meetings and networks rather than establishing separate planning-specific arrangements.

Learning and adaptive

The Council will review the effectiveness of engagement during and after each consultation.

Where monitoring identifies gaps or barriers while a consultation remains open, the Council may adjust its publicity, provide additional support or undertake further targeted activity.

5. Who Brent will involve

The Local Plan affects everyone who lives, works, studies, visits, provides services, owns land or invests in Brent.

The Council will seek to involve the following broad groups.

Residents and neighbourhoods

This includes:

- individual residents;
- tenants and leaseholders;
- residents' and tenants' associations;
- neighbourhood organisations;
- amenity groups;
- friends of parks and open space groups;
- community libraries; and
- people who use Brent's town centres, facilities and public spaces.

Children and young people

The Council will seek appropriate opportunities to involve children and young people, including through:

- schools and colleges;
- the Brent Youth Parliament;
- youth organisations;
- family hubs;
- youth centres; and
- existing Council and partner networks.

The engagement methods used will be appropriate to participants' ages and the subjects being considered.

Community, voluntary and faith organisations

The Council will engage with organisations representing Brent's diverse communities, including:

- voluntary and community organisations;
- faith organisations;
- cultural organisations;
- charities;
- advice organisations;
- equalities groups;
- community centres; and
- organisations providing support to people experiencing disadvantage.

These organisations can provide local knowledge and help the Council reach people who may not participate through conventional planning consultation methods.

People less often heard in planning

The Council will seek to involve groups who may experience barriers to participation or who have been underrepresented in previous consultation.

Depending on the evidence available, this may include:

- children and young people;
- older people;
- disabled people;
- carers;
- private and social renters;
- people experiencing housing insecurity;
- people with limited digital access or confidence;
- people who do not use English as a first language;
- people experiencing socioeconomic disadvantage; and
- communities or neighbourhoods underrepresented in previous responses.

Targeted priorities will be reviewed at each stage rather than assumed to remain the same throughout plan preparation.

Businesses and the local economy

The Council will seek the views of:

- individual businesses and employers;
- town-centre and traders' associations;

- business networks;
- small-business representatives;
- industrial and commercial occupiers;
- workspace providers;
- major institutions; and
- organisations representing Brent's key economic sectors.

Engagement will address matters including employment needs, premises, town centres, transport, infrastructure and the deliverability of proposed policies.

Landowners, developers and delivery partners

Landowners, developers, planning agents, housing associations and other delivery partners can provide important information on:

- land availability;
- development constraints;
- viability;
- infrastructure requirements;
- phasing;
- market conditions;
- delivery mechanisms; and
- the potential effects of emerging policy requirements.

Engagement with these interests will be managed transparently and impartially. Meetings will be documented unless there are unavoidable commercial sensitivities. Participation will not create an expectation that a particular site or proposal will be supported.

Strategic and neighbouring authorities

The Council will engage with:

- the Mayor of London;
- the Greater London Authority;
- the Old Oak and Park Royal Development Corporation;
- neighbouring London boroughs;
- other relevant planning authorities; and
- any other cross-boundary partnerships.

These discussions will support effective collaboration on strategic matters including housing, employment, transport, infrastructure, climate resilience, waste and the natural environment.

Statutory bodies and infrastructure providers

The Council will engage with relevant statutory bodies and organisations responsible for planning and delivering infrastructure, which may include:

- Transport for London;
- rail and highway bodies;
- health organisations;
- education providers;
- water and sewerage undertakers;
- electricity and gas network operators;
- telecommunications providers;
- emergency services;
- environmental bodies;
- flood-risk bodies;
- heritage bodies; and
- organisations responsible for waste and other strategic infrastructure.

The purpose will be to identify requirements, constraints, dependencies and delivery risks early enough to inform the Plan.

Brent councillors and Council services

Ward councillors can provide valuable knowledge of local places and communities and help raise awareness of participation opportunities.

The Planning Policy team will also work with relevant Council services, including those responsible for:

- housing;
- transport and highways;
- regeneration and economic development;
- climate and the environment;
- public health;
- education;

- adult and children's services;
- culture and community services;
- property and infrastructure;
- equalities;
- communications and engagement; and
- data and digital services.

6. When engagement will happen

The 2026 Regulations provide for three statutory consultation stages during preparation of a new Local Plan. The Regulations separately provide for the publication of consultation summaries and mandatory gateways.

Regulation 20: scoping consultation

Brent's scoping consultation took place from 2 September to 30 September 2026.

The consultation invited views on:

- what the new Local Plan should include; and
- how the Council should engage people during plan preparation.

The consultation also helped raise awareness of the new Local Plan and enabled people to register for future updates. Brent will publish a summary of the scoping consultation in accordance with Regulation 22.

Regulation 23: consultation on proposed Local Plan content and evidence

The Council will undertake a consultation of at least six weeks on proposed Local Plan content and supporting evidence.

The consultation is expected to include:

- the proposed vision for Brent;
- proposed measurable outcomes;
- proposed aims and objectives;
- a summary of how the Council proposes to achieve the vision;
- a summary of the proposed approach to planning policies;
- potential site-allocation approaches where sufficiently developed;
- a summary of the evidence intended to support the Plan;
- relevant Strategic Environmental Assessment material; and
- any further supporting information considered appropriate.

This is likely to be the first stage at which communities and stakeholders can consider substantial emerging plan content and evidence. Engagement will therefore focus on

explaining the proposed direction, testing alternatives and gathering comments that can inform preparation of the complete proposed Plan.

Following the consultation, the Council will publish a summary in accordance with Regulation 24.

Regulation 27: consultation on the proposed Local Plan

The Council will undertake a consultation of at least eight weeks on the complete proposed Local Plan.

- The consultation material is expected to include:
- the proposed Local Plan;
- the proposed policies map;
- relevant supporting evidence;
- the Environmental Report;
- information about the earlier scoping and content-and-evidence consultations;
- the main issues previously raised; and
- an explanation of how those issues have been addressed in the proposed Plan.

This will be the principal consultation on the complete proposed Local Plan, following the earlier scoping and content-and-evidence consultations.

The Council will separately engage the Greater London Authority and the Mayor of London on the Plan's relationship with the operative London Plan, in accordance with the statutory process.

Following the consultation, the Council will publish a summary of the representations and its consideration of the main issues in accordance with Regulation 30. The statutory stages and consultation-summary requirements are set out in Part 4 of the 2026 Regulations.

Engagement between formal stages

The Council may undertake proportionate engagement outside the formal consultation periods where this is necessary to:

- gather or test evidence;

- understand community experience;
- develop or test plan options;
- consider strategic and cross-boundary matters;
- understand infrastructure requirements;
- consider the deliverability of proposals;
- resolve issues raised at an earlier stage; or
- prepare information for the next formal consultation.

This will not replace the formal statutory consultation stages.

Strategic Environmental Assessment

Strategic Environmental Assessment will be integrated with preparation of the Local Plan.

The Council will:

- engage the relevant environmental consultation bodies at the appropriate stages;
- consider reasonable alternatives;
- publish relevant environmental assessment material alongside or clearly connected with Local Plan consultation material;
- provide a non-technical summary where required;
- invite representations on the scope, alternatives and environmental effects where appropriate; and
- explain how environmental considerations and consultation responses have informed the Plan.

7. How people can participate

Core commitments

At every formal consultation stage, the Council will:

- publish the consultation notice and relevant documents online;
- provide a clear and accessible summary of what is being consulted upon;
- explain what is open to influence;
- specify the start date, closing date and response arrangements;
- notify the bodies and people required by legislation;
- contact people registered for Local Plan updates;
- provide a structured method for submitting representations;
- maintain non-digital access and assistance;
- explain how accessible or alternative formats can be requested;
- record and analyse representations;
- publish a consultation summary; and
- explain the next stage.

The Council website

The Local Plan webpages will be the principal source of information about:

- progress on the Local Plan;
- the current timetable;
- consultation documents;
- supporting evidence;
- events and participation opportunities;
- consultation summaries;
- Council decisions; and
- future stages.

The Council will seek to make Local Plan information easy to locate from the main planning-policy pages.

Have Your Say consultation platform

The Council's Have Your Say platform will normally provide the main online consultation and response route.

Depending on the purpose of the consultation, this may include:

- an online questionnaire;
- a structured representation form;
- supporting information;
- interactive mapping;
- document links;
- event registration; and
- updates on consultation progress.

The Council will test significant online questionnaires and response forms before publication.

Questionnaires and response forms

Questionnaires can help focus responses and allow the Council to collect information in a structured format.

Questions will be:

- clear and proportionate;
- neutrally worded;
- relevant to the matters being consulted on;
- accompanied by sufficient context;
- accessible on mobile devices;
- tested before publication; and
- supported by opportunities to provide additional comments.

Where consultation material is technical or complex, respondents will also be able to submit detailed representations and supporting evidence.

Interactive mapping

Where proposals relate to specific sites, neighbourhoods or locations, the Council may use interactive mapping to enable people to:

- identify places of concern;
- suggest locations for improvement;
- respond to potential site options;
- comment on proposed boundaries; and

- provide place-specific knowledge.

Alternative ways of providing location-based comments will be available for people who cannot use the digital mapping tool.

In-person events

In-person engagement may include:

- drop-in sessions;
- exhibitions;
- presentations and question-and-answer sessions;
- workshops;
- focus groups;
- briefings; and
- attendance at established community events.

The selected format will reflect the purpose of the engagement.

The Council will seek to:

- provide reasonable advance notice;
- choose accessible and geographically appropriate venues;
- hold events at different times where this would widen participation;
- explain clearly what participants are being asked;
- provide suitable display and supporting material;
- record attendance; and
- establish a consistent method for recording substantive feedback.

Participants may also be encouraged to submit a formal written representation so that their comments form part of the consultation record.

Online and recorded events

Online engagement may include:

- live webinars;
- online briefings;
- question-and-answer sessions;
- recorded presentations;
- short explanatory videos; and

- online polls or follow-up forms.

The Council will consider captions, transcripts and other accessibility requirements when producing recorded material.

Targeted meetings with community organisations

Targeted meetings will allow more focused conversations with specific communities or neighbourhoods.

The Council may work with established voluntary, community and faith organisations to:

- reach people who are less likely to participate in a general consultation;
- understand barriers to participation;
- draw on lived experience and local knowledge;
- test the accessibility of consultation material; and
- identify potential effects on particular groups.

Meetings will be tailored to the participants and the issues under consideration.

Targeted meetings with strategic authorities and public bodies

The Council will maintain proportionate engagement with strategic and neighbouring authorities, statutory bodies and infrastructure providers throughout plan preparation.

Meetings will be used to:

- identify strategic and cross-boundary issues;
- establish the latest evidence and infrastructure position;
- identify areas of agreement;
- resolve issues where possible;
- record outstanding areas of disagreement; and
- identify actions, responsibilities and timescales.
- Targeted meetings with landowners and developers

The Council may meet landowners, developers, planning agents and other delivery partners to understand:

- site availability;
- development constraints;
- viability;
- infrastructure requirements;
- phasing;
- land assembly;
- market conditions; and
- delivery mechanisms.

Such engagement will be conducted transparently and consistently. Meeting notes and relevant submitted information will be retained as part of the evidence and audit trail.

Printed and assisted participation

The Council will not require every participant to use an online service.

Depending on the consultation, the Council will provide:

- printed reference copies at specified locations;
- paper response forms;
- assistance in accessing online material;
- support in understanding how to submit a representation;
- alternative formats on request; and
- contact details for further assistance.

The consultation notice will identify the physical locations, opening arrangements and assistance available for the relevant stage.

8. Accessibility and equality

The Council will have regard to its duties under the Equality Act 2010, including the Public Sector Equality Duty, when designing and undertaking Local Plan engagement.

Accessible information

The Council will seek to:

- use plain and direct language;
- avoid unnecessary planning jargon;
- explain technical terminology;
- provide summaries of lengthy evidence;
- use diagrams, maps and illustrations where these improve understanding;
- structure documents with clear headings;
- publish accessible digital documents;
- provide captions or transcripts for important recorded material; and
- provide alternative formats where reasonably required.

Accessible participation

When arranging engagement, the Council will consider:

- physical access to venues;
- public-transport accessibility;
- the timing of events;
- online accessibility;
- hearing, visual and communication requirements;
- reasonable adjustments;
- the availability of assisted participation;
- digital exclusion;
- caring and other practical barriers; and
- whether trusted organisations can support participation.

Language and communication needs

The normal working language of formal Local Plan documents will be English.

The Council will consider proportionate language or communication support where evidence demonstrates that this is needed to facilitate participation. This could include translated publicity, translated summaries, interpretation or engagement delivered through a trusted community organisation.

We will consider the need for translating documents on a case by case basis but not every Local Plan or evidence document will be translated. Decisions will take account of the purpose of the material, the intended audience, identified need, cost and whether another form of support would be more effective.

Targeted participation

Before each consultation, the Council will:

- review participation in earlier Local Plan and Council consultations;
- identify geographical or demographic gaps;
- identify priority audiences for the upcoming stage;
- select appropriate organisations, networks and methods;
- monitor participation while the consultation is open; and
- adjust promotion or targeted activity where material participation gaps are identified.

Equality-monitoring information will be voluntary and handled in accordance with the relevant privacy notice.

9. Using and reporting feedback

The feedback cycle

The Council's approach will follow a clear pathway:



Recording representations

The Council will maintain a proportionate record of representations received through the approved consultation routes.

Representations will be associated with:

- the respondent or organisation, subject to data protection requirements;
- the consultation stage;
- the relevant topic, policy, site or document;
- the issue raised;
- supporting evidence where provided; and
- any Council response or resulting action.

Comments made informally at events may be recorded as engagement feedback.

Where a respondent wishes a comment to be treated as a formal representation, the Council may ask the respondent to confirm or submit it through the published response route.

Analysis

Representations will be analysed consistently and objectively.

The Council will:

- identify the principal issues;
- consider supporting evidence;
- distinguish planning matters from issues outside the scope of the Local Plan;

- identify differences between places, communities and stakeholder groups where relevant;
- avoid treating consultation as an entirely numerical vote;
- consider responses alongside statutory duties, policy, evidence and deliverability; and
- retain a clear connection between source representations, identified issues and officer recommendations.

Consultation summaries

After each statutory consultation, the Council will publish a summary appropriate to the relevant regulatory requirement.

The summary will normally explain:

- what the consultation covered;
- when it took place;
- who was invited or notified;
- how the consultation was promoted;
- what engagement activities were undertaken;
- how people could respond;
- the number and broad type of responses;
- the main issues raised;
- how those issues were considered;
- changes made or proposed as a result;
- significant matters not taken forward and the reasons; and
- the next steps.

The Council will ordinarily report themes and main issues rather than provide a separate individual response to every representation.

Demonstrating influence

Where engagement has led to a material change, the Council will seek to explain the connection between the feedback and the outcome.

This may include changes to:

- the vision or objectives;

- evidence or assumptions;
- policy wording;
- spatial options;
- site boundaries or allocations;
- supporting text;
- infrastructure requirements;
- monitoring arrangements; or
- the design of future consultation.

Where no change is made, the Council will explain the principal reasons where the matter is material to preparation of the Plan.

Audit trail

The Council will maintain a clear and proportionate audit trail, including relevant records of:

- statutory notices and notifications;
- published documents;
- consultation webpages;
- email communications;
- publicity;
- events and attendance;
- requests for accessible or alternative formats;
- meeting notes;
- stakeholder correspondence;
- representations and supporting documents;
- officer recommendations;
- relevant member decisions; and
- consultation summaries.

This will help demonstrate compliance with the statutory process and provide evidence for the mandatory gateways and independent examination.

Digital and automated tools

Digital tools may assist officers in organising, coding or summarising a large number of representations.

Where such tools are used:

- source representations will remain the authoritative record;
- officers will remain responsible for quality assurance;
- officers will verify the identification of the main issues;
- decision-makers will receive officer-reviewed analysis; and
- personal data will be handled in accordance with the relevant privacy notice.

Data protection

Consultation responses and personal information will be handled in accordance with data-protection legislation and Brent's relevant consultation privacy notice.

The Council will explain either on material for each consultation or via its [privacy notice](#):

- what information is being collected;
- why it is required;
- how it will be used;
- which information may be published;
- how contact details will be protected;
- whether equality-monitoring questions are voluntary;
- how people can unsubscribe from updates; and
- how long consultation information will be retained.

10. Governance and responsibilities

Planning Policy team

Brent's Planning Policy team will lead preparation of the Local Plan and coordinate the associated consultation and engagement programme.

The team will be responsible for:

- preparing consultation material;
- coordinating statutory notifications;
- maintaining the Local Plan webpages;
- managing representations;
- coordinating engagement with statutory and strategic bodies;
- analysing responses;
- preparing consultation summaries; and
- maintaining the consultation audit trail.

Communications and engagement support

The Planning Policy team will work with the Council's communications, engagement, and digital teams to:

- develop clear public messages;
- select proportionate publicity channels;
- design accessible material;
- use the Have Your Say platform effectively;
- monitor reach and participation; and
- respond to underrepresentation during consultations.

Cross-Council working

Relevant Council services will contribute evidence, attend engagement activities where appropriate, and help the Planning Policy team respond to technical or service-specific questions.

Cross-Council working will also help ensure that Local Plan engagement is coordinated with other Council consultations and existing community networks.

Councillor involvement

Councillors will have an important role in:

- providing local knowledge;
- identifying community concerns and support;
- raising awareness of participation opportunities;
- encouraging involvement across their wards;
- participating in member briefings and working groups; and
- considering consultation findings through the formal decision-making process.

Councillors will not be expected to act as a substitute for the formal consultation process. Representations submitted to Councillors should also be submitted through the published response routes so that they can be recorded and analysed consistently.

Decision-making

The Council has delegated to the relevant Corporate Director, in consultation with the relevant Cabinet Member, authority to approve consultation material at stages before the final draft plan is proposed for submission.

Reports to decision-makers will explain:

- the engagement undertaken;
- the main issues raised;
- how those issues have informed officer recommendations;
- material areas of agreement or disagreement; and
- the next stage of plan preparation.

Working with partners

Where appropriate, the Council may ask partner organisations to:

- share consultation information;
- host or support events;
- advise on accessible engagement;
- provide venues;
- reach identified priority audiences; or

- facilitate discussions with particular communities.

The Council will remain responsible for the integrity of the statutory consultation process and formal records.

11. Monitoring and review

Reach and awareness

The Council may monitor:

- Local Plan webpage visits;
- consultation platform visits;
- email delivery and click-through rates;
- consultation database growth;
- social media reach;
- poster and public-display coverage;
- press and newsletter coverage; and
- awareness reported through consultation feedback.

Representations

The Council may also monitor:

- the number of representations;
- questionnaire completion;
- event attendance;
- participation through online and non-digital routes;
- use of assisted response methods;
- first-time and repeat participants where this can be established;
- participation by stakeholder category; and
- coverage of different topics and locations.

Subject to data availability and data-protection requirements, the Council may consider:

- the geographical distribution of responses;
- the types of individuals and organisations participating;
- voluntary equality-monitoring information;
- participation by priority audiences; and
- whether parts of Brent or communities appear underrepresented.

Accessibility

The Council may record:

- requests for alternative formats;
- reasonable adjustments provided;
- reported accessibility problems;
- digital access problems;
- assisted responses;
- accessibility of venues; and
- feedback on the clarity of consultation material.

Quality of participation

The Council will consider whether engagement has:

- generated relevant local information;
- identified new evidence or issues;
- provided place-specific knowledge;
- tested assumptions;
- improved understanding of delivery constraints;
- allowed different views to be understood; and
- provided information capable of informing plan preparation.

Influence on the Plan

The Council will identify, where possible:

- policies or proposals changed;
- evidence updated;
- issues clarified;
- alternatives reconsidered;
- sites or boundaries amended;
- infrastructure requirements identified;
- accessibility improvements made; and
- engagement methods changed for the next stage.

Learning and continuous improvement

Following each statutory consultation, the planning policy team will produce an internal lessons' review and reflect the principal findings in the published consultation summary where appropriate.

The review will identify:

- what worked well;
- which audiences were not reached effectively;
- which methods produced useful responses;
- any accessibility problems;
- resource or delivery issues;
- improvements required; and
- actions for the next consultation.

Appendix A: Core commitments at each consultation stage

Regulation 20 scoping consultation

Status: Completed between 2 and 30 September 2026.

Purpose:

- establish what the new Local Plan should contain;
- identify early local priorities and concerns;
- understand how people wish to participate;
- identify barriers to engagement; and
- raise awareness of the new Local Plan.

Core outputs:

- statutory consultation undertaken;
- responses recorded and analysed;
- findings used to inform this engagement strategy;
- main issues identified; and
- Regulation 22 scoping consultation summary published.

Regulation 23 proposed content and evidence consultation

Minimum consultation period: Six weeks.

Purpose:

- consult on the proposed vision, outcomes, aims and objectives;
- explain the proposed policy and spatial direction;
- provide a summary of the supporting evidence;
- test emerging approaches and reasonable alternatives;
- invite comments on relevant Strategic Environmental Assessment material;
- identify delivery and infrastructure matters; and
- inform preparation of the complete proposed Local Plan.

Core engagement commitments:

- online consultation and structured response form;
- accessible public summary;

- non-digital inspection and response arrangements;
- notification through the consultation database;
- statutory and strategic-body engagement;
- place- or topic-based material where useful;
- at least one public briefing or equivalent explanatory opportunity;
- landowner and delivery-partner engagement;
- monitoring of participation while the consultation is open; and
- publication of the Regulation 24 consultation summary.

Potential additional activities:

- local drop-ins;
- workshops;
- youth engagement;
- theme-based webinars;
- interactive mapping;
- focus groups;
- paid social-media promotion;
- posters and public-space advertising; and
- engagement through community organisations.

Regulation 27 proposed Local Plan consultation

Minimum consultation period: Eight weeks.

Purpose:

- consult on the complete proposed Local Plan;
- consult on the proposed policies map;
- make supporting evidence available;
- publish the Environmental Report;
- explain how previous consultation issues have been addressed;
- invite final representations prior to Gateway 3; and
- seek the relevant opinion on conformity with the operative London Plan.

Core engagement commitments:

- publication of the complete proposed Plan and policies map;
- online structured representation form;
- accessible summary and explanation of the statutory stage;

- non-digital inspection and response arrangements;
- statutory notifications;
- consultation database notifications;
- briefings or explanatory events;
- continued strategic and infrastructure engagement;
- targeted publicity;
- clear explanation of what can still change;
- recording and analysis of representations; and
- publication of the Regulation 30 consultation summary.

Potential additional activities:

- local drop-ins;
- online webinars;
- recorded presentations;
- topic or place briefings;
- targeted community activity;
- interactive mapping;
- paid advertising;
- local press and editorial content; and
- additional events where live monitoring identifies a material gap.
- Ongoing engagement between statutory stages

The Council will maintain proportionate ongoing engagement with:

- the Greater London Authority and the Mayor of London;
- the Old Oak and Park Royal Development Corporation;
- neighbouring boroughs;
- statutory environmental bodies;
- Transport for London;
- health and education bodies;
- utility and telecommunications providers;
- emergency services;
- landowners and developers;
- housing associations;
- community organisations; and
- internal Council services.

The extent and timing of engagement will depend on the issues to be addressed and the evidence needed.

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