

Appendix B Consultation methodology and promotional material

Draft masterplan consultation	6 th January 2020 to 3 rd February 2020
Consultation and engagement	<p>Lichfield residents, businesses and services</p> <p>Advertise well in advance through press release, promotional material and dedicated website link</p> <p>Target key groups inviting to submit comments</p> <p>Facilitate on line submission of comments</p> <p>Public Exhibition St Mary’s Church Friday 17th & Saturday 18th January 2020 – Promotional material provided</p> <p>Analysis of consultation & engagement results</p> <p>Consultation report prepared alongside finalised masterplan</p>
Promotional material drafted	<p>Draft Lichfield City Centre Masterplan</p> <p>Consultation leaflet</p> <p>Consultation flyer</p> <p>A board poster (For display outside library)</p> <p>Masterplan questionnaire</p>