



pre-planning

# ttagroup

**ttagroup** is a multi-award winning communications group providing public relations, marketing, digital, social networking and events in the property, pre-planning, retail, resort, hotel, corporate and real estate investment sectors in the UK and internationally.

**ttagroup** is part of Chime Communications plc, the UK's leading marketing services and public relations group, with offices in Europe, North America, Middle East, Africa, Far East and Australasia.

**ttagroup** advises leading brands using strategic consultancy advice, creative concepts, exhibitions and marketing tools to help position them with target audiences including the media, purchasers, investors, tourists, local communities, planning authorities, statutory bodies and government bodies.

In a business environment transformed by the credit crunch, **ttagroup** understands that clients do not have limitless resources yet require outstanding communications that add value, are measurable, influence target audiences and provide excellent return on investment.

No other marketing and PR consultancy operating in the property, pre-planning, retail and travel sectors is better connected or informed than **ttagroup**.



**ttagroup's** pre-planning division is one of the leading expert consultancies in community consultation and pre-planning communications and is at the forefront of using online media to bring about the best results. **ttagroup** works closely with developers and landowners throughout the planning process to engage effectively the local community, businesses, interest groups, planners and the media.

Our diverse range of pre-planning expertise includes large scale regeneration schemes, retail, commercial and social housing.

**ttagroup** has been an acknowledged industry leader in community consultation since undertaking the UK's first consultation exercise for a major housebuilder, working with Linden Homes at Caterham Barracks in Surrey. The site, now a vibrant mixed use community of shops, local businesses and homes, set a benchmark for best practice in successful stakeholder engagement.

**ttagroup** has also undertaken community engagement activities alongside companies including Redrow, Centros Miller, The Berkeley Group, SEGRO, More London, CALA, Essential Land/Delancy, Weston Group, Network Housing Group, Wates Group and Frasers Property.

# effective consultation

There is an increasing obligation on developers to commit to public consultation, engagement and participation to gain planning consent. Additionally, pre-application consultation can significantly reduce opposition, thereby saving developers vast amounts of money in crisis management and negotiations.



Effective consultation at an early stage means that fewer issues are raised after submission of a planning application, resulting in a faster planning process which is less likely to result in costly appeals.

## Developers wake up to a changed landscape

Public consultation has been transformed since the start of the recession, presenting new opportunities to developers and making the process both more effective and efficient.

### By using Twitter, Facebook, MySpace

**D**uring the recession, public consultation has been transformed since the start of the recession, presenting new opportunities to developers and making the process both more effective and efficient. The use of social media has become a key part of the consultation process, allowing developers to engage with the public in a more direct and efficient way. This has led to a more transparent and collaborative planning process, where developers can address concerns and objections early on, reducing the risk of costly appeals and delays. The use of social media has also allowed developers to reach a wider audience, ensuring that all interested parties have the opportunity to be heard. This has led to a more informed and engaged public, which is better equipped to make decisions about the future of their town.



As a result of this, developers are now able to engage with the public in a more direct and efficient way, reducing the risk of costly appeals and delays. The use of social media has also allowed developers to reach a wider audience, ensuring that all interested parties have the opportunity to be heard. This has led to a more informed and engaged public, which is better equipped to make decisions about the future of their town.

A thorough understanding of local issues, local media, the site, the planning system, interest groups and the dynamics of the local community is required and each proposal brings its own complexities.

The department devises and executes effective consultation strategies. These include compiling statutory reports; providing profiles of local politicians, journalists and business figures; media relations campaigns; website development; exhibition management, and developing written and audio/visual materials.

**ttagroup** will also provide and implement a strategy for handling the media to help ensure positive media coverage.



# on-line engagement

**ttagroup** has achieved considerable success in using the power and effectiveness of on-line media and the wider digital arena in consultation. The internet, with its speed, ability to reach highly fragmented audiences and interest groups creates a highly effective medium for increasing visibility, facilitating dialogue and increasing support for an application.

The immediacy of social media enables **ttagroup** to react quickly to both enthusiasm and concerns. Issues of accessibility can be overcome, enabling **ttagroup** to communicate with traditionally "hard to reach groups", and results can be easily and quickly evaluated. Furthermore, on-line communication is cost and time efficient and **ttagroup** is at the forefront of this new and impressive method of stakeholder engagement.



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## services

- PR strategy
- Providing profiles of local politicians, journalists and business figures
- Database management
- Media relations
- Planning and executing social media, blogging and email campaigns
- Organising public exhibitions and meetings
- Organising seminars or workshops
- Liaising and meeting with local politicians, council representatives, special interest groups and local community organisations
- Door-to-door awareness campaigns
- Presentation videos
- Direct mail, newsletters and brochures
- Monitoring services
  - both online and offline
- Compiling statutory reports and consultation statements
- Crisis PR
- Website

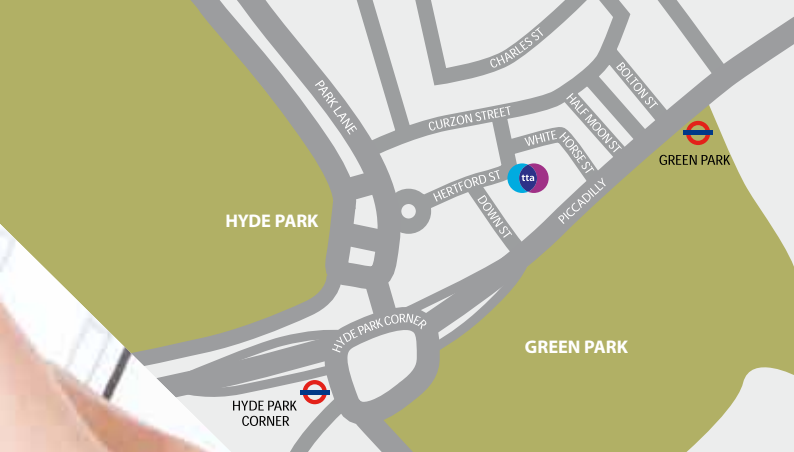


[www.ttagroup.co.uk](http://www.ttagroup.co.uk)

# exhibitions and events

From the selection of the consultation exhibition venue, through the creation of the display marketing material, to the designing and distribution of letters, fliers and posters, **ttagroup** offers a bespoke event planning service which will take care of every aspect of an exhibition. **ttagroup** can also organise and manage related events such as press briefings, seminars and workshops, managing and delivering all these events on time and to budget.





# ttagroup

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