

Clutton Neighbourhood Plan –

Appendix 28 Consultation Record & Strategy

Consultation is a vital part of any Neighbourhood Planning process. For a plan to be a real shared vision the community must be

- kept fully informed of what is being proposed
- able to make their views known throughout the process
- have opportunities to be actively involved in shaping the emerging neighbourhood plan
- be made aware of how their views have informed the draft neighbourhood plan

To meet all these objectives the consultation strategy needed to be a two way process and multi channelled.

To encourage as many people as possible to come to events and to give us their views it was decided at the start not to ask for full names and addresses, but only names and postcodes. In this way it was hoped that nobody would feel able to give their views without feeling that their privacy was being invaded.

Steering group – Ensuring that the composition of the steering group (see appendix 27) was as representative as possible of the area, (geographically, demographically, interest and occupation wise) was part of the strategy. One of the most effective ways of disseminating, and collecting, information is via the “grapevine”. It was felt that by having steering group members who were truly part of the community they would be able to engage with people who might not otherwise give us their views.

Website The parish council has its own website, but it was decided to have a dedicated Neighbourhood Plan website, as this would enable us to make more material available without the danger that it would be lost in amongst deluge of Parish Council minutes, standing orders, road closure notices, etc. etc.

The website not only publishes information but also has a contact form so that visitors can let the steering group have their views & comments.

Problems have been encountered with the website as it has been periodically subject to hacking attacks. The company hosting website do keep up to date backups and have always able to restore the site quickly once they are aware that it has been hacked.

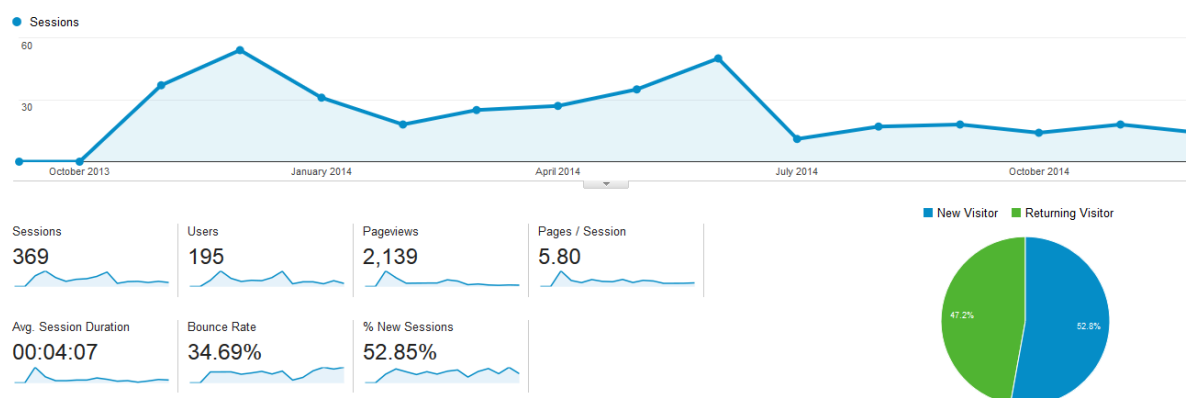


Table 1 Website usage

Table 1 contains the statistics for the usage of the website, taken at the beginning of Dec 2014, just before the final consultation. The peaks on the graph correspond with other consultation activities such as Open Days, mailings, showing how the different approaches used supported each other.

The most viewed page was the home page (592 views) followed by The process (193 views) closely followed Results (187 Views) and Surveys and Forms (182 views). The remaining 6 pages accounted for only 28% of the views.

Housing Needs Survey An independently conducted Housing Needs Survey (HNS) was carried out as a first step. An introductory letter was sent with the survey explaining what a Neighbourhood Plan was and the purpose of the Housing Needs Survey. The HNS was sent through Royal Mail to every residential address on the electoral roll. Extra paper copies were made available at the village post office, and electronic copies could be downloaded from the website. A reply paid envelope was supplied to send the completed forms directly to the company for analysis. The HNS was analysed by a marketing research company, Worcester Research, in Worcester who had a track record of doing surveys for social organisations. This company was chosen partly because of its track record but also because it was properly registered with the Data Commissioner and because of its location we hoped that villagers would be reassured that their details would remain confidential.

General Village Survey A more general survey was hand delivered to all houses in the village in the first week in January 2014, and villagers were invited to complete and return this at an Open day in the Village Hall on 11th January. If they couldn't come to the Open Event there was an address in the village where they could send their completed forms. Again extra copies were made available in the Post Office and on line.

Open Information events Three events were held that were dedicated "Neighbourhood Planning events". Two other information sessions were "piggy backed" on Parish Council meetings.

All of these events were published with notices on the website, articles submitted to local papers, and mention in the Parish Council meetings and therefore in the minutes which are posted on the Parish council website as well as being sent to subscribers to the Parish Council e-news.

11/01/2014 Introductory Event

For this event the emphasis was on explaining what a Neighbourhood Plan could address and what it couldn't do. All those attending were asked to "sign in" – again names and post codes only were asked for, though even then some people refused. As well as the collection of the general village survey forms feedback was invited, using a "graffiti roll" (see photo below). This was a complete roll of wall paper lining paper hung on a roller on the top of a board. It proved very popular.



On-the-day feedback on the "graffiti" roll

All the feedback from the general survey and on the comments can be found at appendix 6B

21/06/2014 Presenting the Options

This event was held to present the options or "first draft policies" that had emerged from the information collection and sustainability appraisals. Residents were also invited to enter a competition showing their favourite view of the neighbourhood, either as a drawing/painting or a photo. These were judged on for their artistic merit, but people attending were also asked to vote for their favourite image (The People's Vote). This information was used to inform the choices for Open Green Spaces and Landmark Structures.

This event was extremely well publicised before hand – due to the presence of Maisie Williams, a local girl, who stars in the very popular TV series "Game of Thrones". Before the day BBC local radio mentioned it, as well as all the local press, and on the day BBC TV was present for the whole event. The attendance was high.

15/01/2015 & 17/01/2015 Pre submission event

The purpose of this event was to make available the final plan and policies, together with all appendices, before the plan was submitted to the local authority, with members of the steering group available to answer questions. This event was actually stage twice, on the Thursday evening and on the following Saturday morning, so that those who worked on a Saturday would have a chance to attend, and equally so that those who might not like going out on a dark winters night would have a day light event.

Stalls at other events

A stall/display was set up at the following village events, explaining what the plan was, what the progress was and inviting comments.

- Village market 30/11/2013
- Village Fun day 12/7/2014
- Flower Show 00/08/2014
- Parish Council budget consultation 4/10/2014
- Parish Council budget consultation 22/11/2014

Articles in newspapers and periodicals

Before all events and on as many other occasions as possible, articles were written and submitted to the Somerset Guardian, Chew Valley Gazette and the Clutton & Temple Cloud Parish News.

The Clutton and Temple Cloud News printed everything submitted. The success rate with the other papers varied.

School Assembly 3/2/14

As the life of the plan is 20 years it was felt important to involve the children now in the primary school. An assembly was held at Clutton Primary School when the concept of "planning" was explained. A brief history of the village was given - the children were surprised at how many shops there had been in the past, especially sweet shops! Lessons during the day were based on the village - past, present & future. All the children were asked to draw a map of what they thought the village ought to be. Some of the things they wanted, such as dinosaur parks, were clearly beyond the scope of a neighbourhood plan. But the many comments were made about wanting more pavements and more facilities for recreation and play. We hope to meet these desires.

School Book Bag 3/2/14

After the village survey was collected and analysed it was clear that not many people under the age of 40 had replied. As this was not representative of the population the village we sent the survey out again, together with an explanatory letter, via the school book bag. Obviously this would not reach aged under 40 who did not have primary age children, but it would reach many of this age group. In addition, as this is a close knit community, we hoped that aunts/uncles/grandparents of primary school age children would be made aware by using this channel.

Parish Council meetings

Updates on the Neighbourhood Plan were made a standing item on the monthly agenda. The updates were reported in the minutes, which were posted on two notice boards around the village, on the parish council website, sent to subscribers to the Parish council e-newsletter and published in the Clutton & Temple Cloud Parish News.

Pre Submission Consultation

Before the final submission of the plan to the local authority it was sent out for consultation. A synopsis of the policies was send, using Royal Mail, to every residential address on the electoral roll for the area. In addition a copy of the synopsis was sent or hand delivered to all known business addresses.

Hard copies of the full plan and all appendices were made available at the village Post Office, Clutton Social Club, The Railway Inn, Country Style Hairdressers, B&NES One Stop Shops at Bath, Midsomer Norton & Keynsham and at The Parish Clerk's home, by appointment. The website also had all the documents available to view or download.

Emails were sent to the following statutory consultees

As the consultation period covered Christmas, it was from 8th Dec 2014 to 1st Feb 2015.

Statutory pre-submission six week consultation

When the plan is formally submitted to B&NES hard copies of the full plan and all appendices will be made available at the village Post Office, Clutton Social Club, The Railway Inn, Country Style Hairdressers, B&NES One Stop Shops at Bath, Midsomer Norton & Keynsham and at The Parish Clerk's home, by appointment. The website will also contain all the documents available to view or download. The comments from this pre-submission consultation re in appendices, 28b, 28c, 28d, 28e, 28f.

Consultations with local authority and Planning Aid planners

The neighbourhood Plan team received an allocation of an expert's time (Liz Beth RTPI) from Planning Aid. The local authority also provided guidance from one of their Strategic Planning team (Julie O'Rourke). Much communication was in the form of phone calls or emails, but the face to face meetings were held on 12 occasions with Julie O'Rourke, 3 occasions with Liz Bath and 2 occasions with both planners.