Stratford-on-Avon District
Statement of Community Involvement

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April 2006

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publication are available on request from Environmental Services

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1. Statement of Community Involvement – An Introduction

1.1 For many people the planning system is a complicated and distant process, where contact with it is usually either in response to new development proposals, a vague awareness that an area is undergoing major redevelopment or as a result of moving into a new home or place of work. By this stage it is sometimes to late too either voice support or raise objection to a plan or development proposal.

1.2 Despite this perception, the planning system has always had a formal opportunity for people to get involved and participate in it. In the recent changes to the planning system, as a result of the Planning and Compulsory Purchase Act 2004, the Government's stated intention is to make the planning system faster, more responsive to change and to build greater community involvement in the process of plan making and regulating new development.

1.3 The Statement of Community Involvement (SCI) supports the Corporate Strategy vision, and in particular Aim 3 which seeks to create inclusive communities.

1.4 The aim of the SCI is to:

> *allow local people the opportunity to be fully and effectively involved in influencing the plan and development decision making process.*

It seeks to do this by:

- explaining the changes made by Government to the planning system that affect the way local authorities seek the views of their wider communities;

- describing the new type of 'plan', known as a **Local Development Framework**, which will replace the emerging Local Plan Review in 2009;

- setting out why the District Council needs to engage with the community, who it will consult, how and when it will do this and the benefits that will arise for all parties;

- putting in place principles against which the District Council's responsibilities for empowering community involvement in the new planning system can be measured.

- Section 4 of the document explains in more detail how the groups that make up the community will be identified and summarises the key target groups.

1.5 This is a challenge for all those involved in the planning system, not least the District Council. The adopted version of the SCI was subject to public consultation allowing the District Council's approach to community involvement to be considered, and has been examined by an Independent Inspector.

1.6 The overall aim was to seek people's views on how they would wish to be involved in the preparation of **Local Development Documents** (LDDs). The findings have both assisted in preparing this document and in formulating our approach to community participation in the future (Appendix 1).

2. Setting the Scene – The New Planning Framework

2.1 The new legislation has made a number of significant changes to the planning system at all levels of governance in England, from regional and county tiers through to the local planning authority level, i.e. this District Council. A summary booklet is included in the inside back cover and a glossary of terms provided in Appendix 2 to assist in understanding the new system.

2.2 As a local planning authority we are still required to produce a development plan for the District, but the new **Local Development Framework** (LDF), as it will be known, will be a very different document from the current Local Plan. The LDF must respond to the ideas and priorities set out in the **Stratford District Community Plan** for the District. The Community Plan sets out the broad direction and change for the locality over a 10 year period and how this is to be achieved. In particular, it should help achieve the Community Plan's long-term vision for the District that is:

> "To maintain and enhance the heritage and green environment while building healthy, safe, informed, and active communities enjoying local services and employment opportunities"

Stratford District Community Plan 2004-2014

This long term vision is based on a significant level of community input and consultation. The delivery of this vision is the responsibility of the **Stratford District Partnership** (SDP) that brings together organisations from the public, voluntary and private sectors.

2.3 The SDP needs to achieve a number of key objectives for the District if the vision is to be realised:

- Make improvements and also retain the best of what we have now;
- Provide equality for all;
- Help develop communities to meet their needs.

In order to realise these key ambitions the SDP needs to work closely with local people and community and voluntary-based organisations to help to build a strong and socially inclusive community. This is a key priority for the SDP and must influence everything it does. The Community Plan is available to view on the District Council's website.

2.4 The LDF is seen as the mechanism for delivering the land use (or spatial) elements of the Community Plan, i.e. relating to the physical use of space, and should share the same long-term vision. The **Core Strategy** of the LDF will include a range of strategic planning policies covering the environment; transport; employment; housing and recreation with the aim of creating sustainable and mixed communities. The range of Local Development Documents (LDDs) will seek to deliver both the strategic planning elements of the Core Strategy and the objectives of the Community Plan that relate to the development and use of land (Fig.1).

Fig. 1 LDF Link to the Community Plan
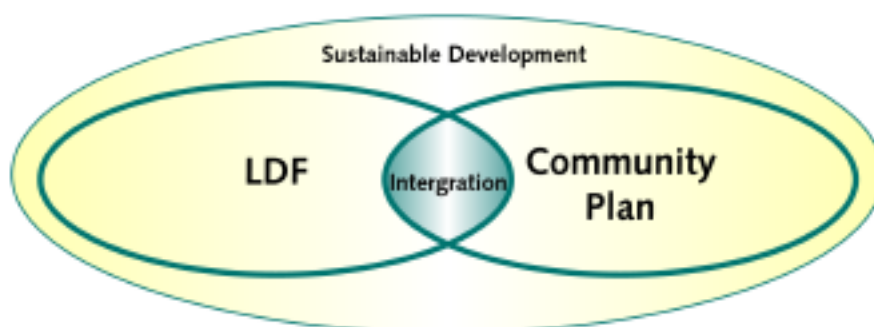
2.5   At the same time the LDF content is shaped by national planning policies and regional strategies that are binding on the local planning authority.

The Government's changes envisage the replacement of the Warwickshire County Structure Plan, which sets the strategic context for the Local Plan Review. The strategic or higher level planning issues, including targets for housing and employment, will instead be drawn from the recently adopted West Midlands Spatial Strategy (2004), which is the **Regional Spatial Strategy** (RSS) up to 2021.

The Local Development Framework

2.6   The LDF will be significantly different to the current Local Plan because it will be composed of individual documents that can be subject to consultation and reviewed as situations change without needing to review the whole plan (Fig.2).
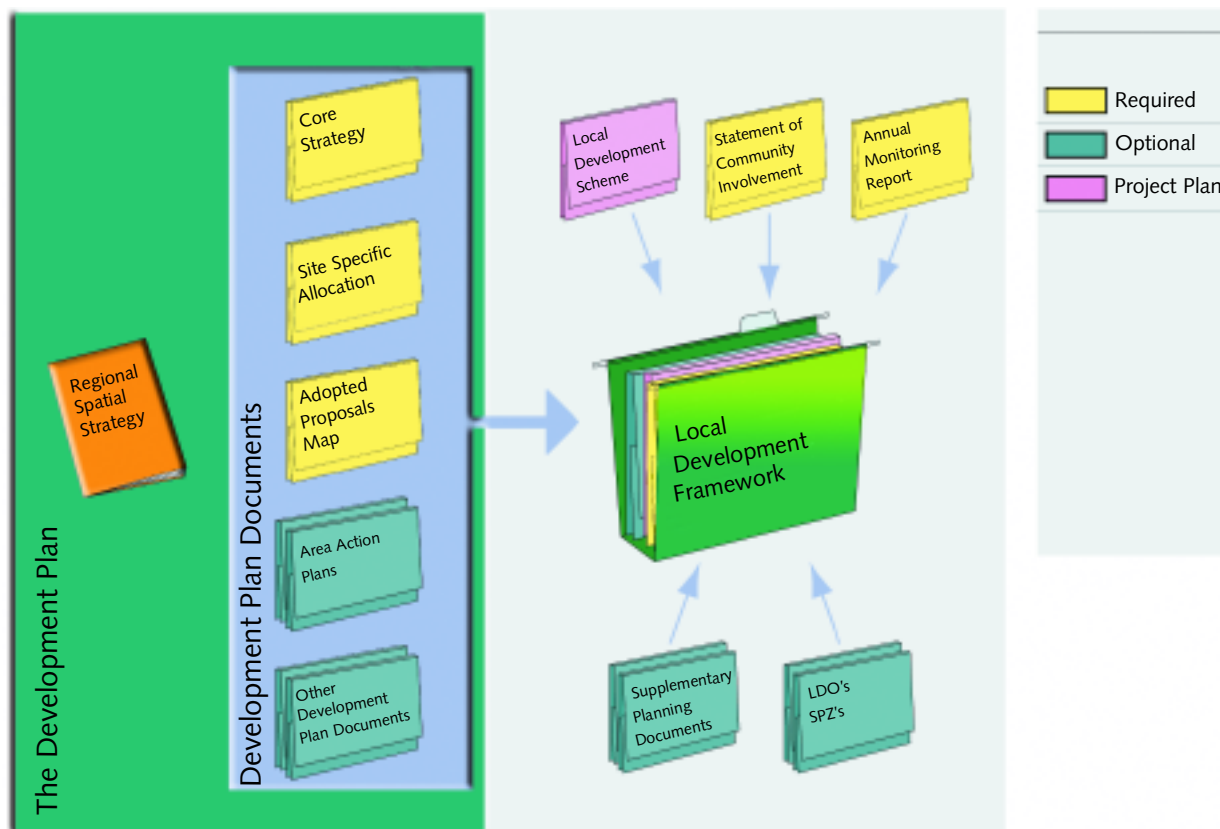
Fig 2 The LDF Folder of Documents

2.7   The District Council has produced a Local Development Scheme (LDS) that identifies all the Local Development Documents (LDD) that will be included in the LDF. The LDS serves two key purposes; to identify the current documents that comprise the development plan, and set out a 3-year project plan for the preparation and completion of new documents to be included in the LDF.

2.8   The adopted LDS (and the LDDs, both during the consultation process and once they have been prepared) may be viewed on the District Council website, or paper copies can be obtained from the District Council offices. During the preparation of the documents the District Council will follow the requirements set out in the Regulations and in the Government's guidance document *Local Development Frameworks PPS12*.

2.9   Two types of LDD will be prepared:

i)   **Development Plan Documents** (DPD) which will be subject to full statutory procedures to form part of the statutory Development Plan, and

ii) **Supplementary Planning Documents** (SPD) which will not require formal examination, but will be prepared in full consultation with the stakeholders. These documents will not form part of, but should conform to, the Development Plan and will be material considerations in determining planning applications.

For all LDDs it is important for local planning authorities to involve the community and other stakeholders at an early stage in their preparation, allowing issues to be identified and policy responses to be considered. This 'frontloading' of the process should assist in producing LDDs that reflect, as far as possible, community aspirations and needs. All relevant documents will be subject to the implementation of the appropriate Sustainability Appraisal (SA) and Strategic Environmental Assessment (ESA) in line with the statutory requirements.

2.10   When producing any LDD, the District Council will follow the requirements for consultation in accordance with the SCI. When published for consultation each LDD will be supported by a statement setting out the form of community involvement undertaken for that particular document. The Inspector will use this to 'benchmark' the quality of community involvement in the preparation of the LDD.

i) Development Plan Documents (DPD)

2.11   These will include:

• Core Strategy (CS):

The Core Strategy should establish the key elements of the planning framework for the area and will guide much of the Development Control decision-making across the District. The Core Strategy will be directed significantly by the strategic policies in the RSS, but also incorporate aspects of the Community Plan for the District.

Initial stakeholder and community engagement on the Core Strategy will take place through the preparation of a Key Issues Report, supported by appropriate methods of consultation and participation i.e. stakeholder workshops and focus group meetings. The 'vision' for the Core Strategy will be developed in partnership with the whole community, through the LSP.

• Site Specific Policies & Proposals Map:

A range of detailed topic policies will address land allocation issues relating to housing, employment, retailing and other matters and these will be shown on a proposals map. This part of the process requires a detailed level of technical work, and options are influenced by Government guidance or policies (over which the District Council has limited influence) and existing patterns and trends of development.

However, an ongoing process of consultation will take place on the appropriateness of development proposals, as well as with developers and landowners who wish to promote sites for inclusion in the LDF. It is important for the community to be engaged in the plan making process at this stage. The setting out of options and proposals will provide the stage and opportunity for the community and stakeholders to debate the suitability of potential allocations and wording of policies.

• Area Action Plans (AAP):

The District Council can address major redevelopment issues that are 'area based' or raise a common theme through Area Action Plans. These will focus on regeneration, the management of change and conservation of existing features in specific areas, and are not expected to cover the entire District. As such they provide the level of detail where

there is opportunity for enhanced community involvement and input. Involvement is likely to be targeted at landowners, statutory bodies, community groups, local organisations and businesses sectors, as well as individual interests groups etc (para. 4.14 and Appendix 5). It is not envisaged that any AAPs will be prepared in the first 3 years of the LDS.

Preparing Development Plan Documents

2.12 Under the legislation there are three opportunities for community involvement in preparing these DPD (Fig.3). Whilst these are key stages in the process, the District Council will also use other opportunities to engage with key stakeholders to gain informal feedback on policies and proposals, particularly where a specialist input is required. Appropriate techniques will be used at each stage of the consultation process, as set out in Appendix 3, in order to facilitate as extensive participation as is possible.

In preparing DPDs it is necessary to undertake a parallel process of sustainability appraisal at the pre, production and implementation stages of each of the documents during which there are opportunities to engage with the community and seek their views.
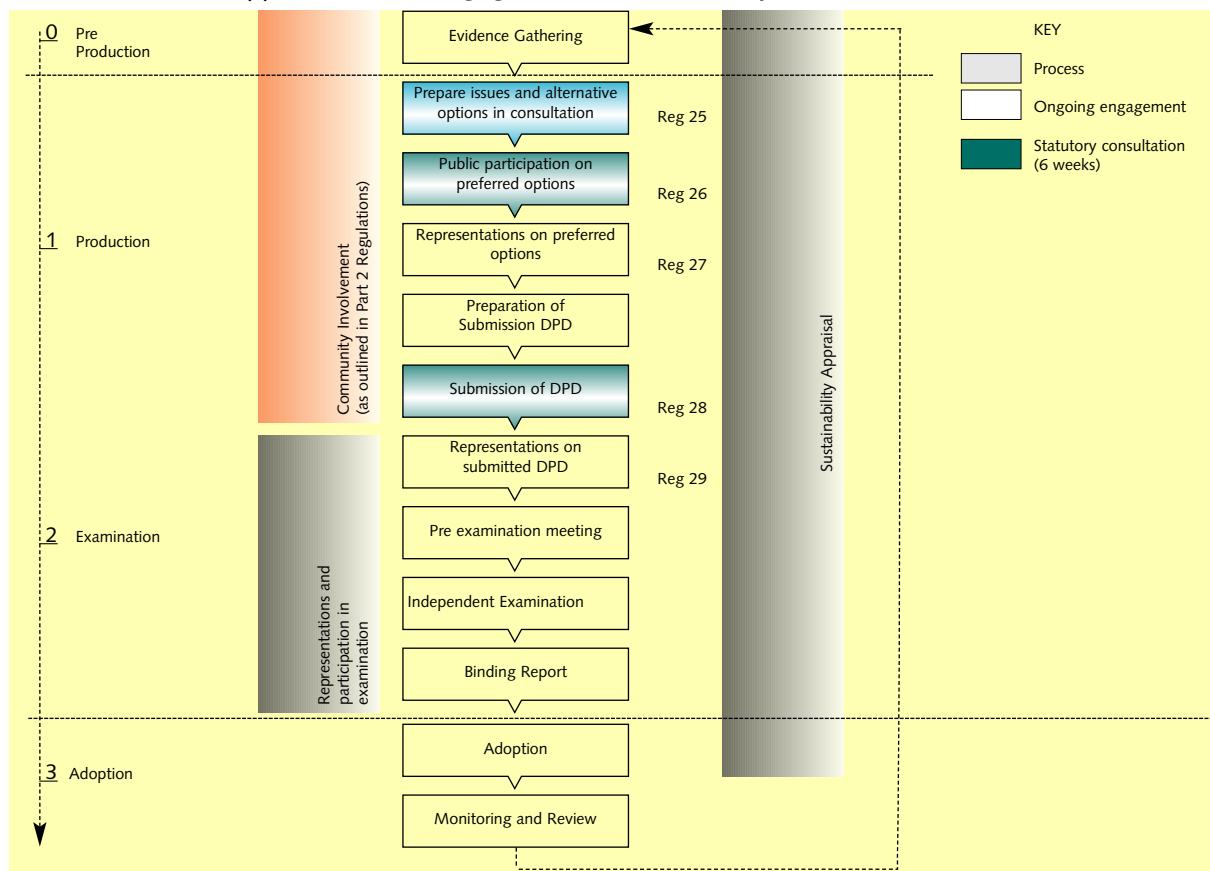
Fig.3 Stages in Development Plan Document Preparation

2.13 Stage 1: Evidence Gathering

The District Council has already carried out major evidence gathering exercises on such issues as housing, urban capacity studies and employment through the review of the Local Plan and core documents for the recent Local Plan Inquiry. These documents are listed on the District's website. It is also the intention to undertake a District-wide Local Housing Assessment with the objective to identify the level of affordable housing need.

However, evidence gathering is an ongoing process and relevant groups and organisations will continue to be given the opportunity to become involved in developing an information base for each DPD to allow for the identification of issues (para. 4.14).

2.14 **Stage 2: Consultation on (Preferred) Options**

In producing a DPD, we will consult on options for development that should be considered. Appendix 4 sets out who will be involved in the consultation on (preferred) options.

All DPDs will be subject to a six week statutory consultation period in which representations can be made regarding the preferred option and any suggested alternatives. As the consultation period is fixed the District Council will seek to ensure wherever possible that advance notice is given of the consultation dates – this is considered particularly important for groups such as Town or Parish Councils who may not have a scheduled meeting during the six week period.

At this stage information will be placed on the District Council's website, including all consultation documents, background papers and response forms. Direct mailing to interested parties on the revised LDF database and media releases will also be undertaken. Standard forms will be prepared on which people will be encouraged to submit their comments. Where an LDD includes site specific proposals, residents/businesses within and adjoining identified preferred locations for development will be notified directly, in addition to public site notices.

Where appropriate District Council officers will attend meetings/events during this period, e.g. meetings of parish councils, interest groups, LSP etc. Every attempt will be made to meet requests from any group or organisation for pre-arranged meetings and where issues are more locally defined (as above) local residents meetings will be arranged early in the consultation process.

Representations made at this stage will not be considered at an independent examination, however the District Council will consider all comments received and make changes to the draft document where appropriate. Published analysis of representations and our response to them will provide feedback to each individual or group, showing how comments have influenced the policies and proposals in each DPD prior to submission to the Secretary of State.

2.15 **Stage 3: Submission of Development Plan Document**

This will be the final version of the DPD that the District Council is required to submit to the Secretary of State for independent examination. The purpose of the independent examination is to consider if the development plan document is sound; paragraph 4.24 of Planning Policy Statement 12(PPS12): Local Development Frameworks explains the tests of soundness upon which the examination will be based. The general public and statutory consultees set out in Appendix 4 will be notified as appropriate and again given six weeks to make any formal representations. The deadline will be widely publicised and standard forms will be provided to make representations, although late submissions will not be accepted. An independent Planning Inspector appointed by the Secretary of State will consider all representations at this stage.

The District Council will seek to provide advance notice of the consultation dates to all those who commented on the pre-submission stage and/or are on the LDF database. As with Stage 2 of the process, those who commented previously will receive notification of how their representations have been considered and any changes made as a result of their comments.

2.16 In addition methods of notification outlined above for site specific allocations will also be carried out and the District Council will seek to undertake relevant consultation/participation events as set out in Appendix 3.

Advertisement of Alternative Sites – Where developers or individuals submit representations on the submission version of the DPD that promote alternative sites, the District Council must advertise these as soon as possible after the close of the consultation period outlined above. At this stage everyone will have a further six-week period to make representations on these alternative sites. Objections made at this stage will subsequently be forwarded to the Inspector for consideration.

Independent Examination – All those with an outstanding objection have the right to have their representation considered by an Inspector appointed by the Secretary of State. These will be considered principally by written representations, although there is a right to have their objection heard. The Inspector will decide how to deal with representations that are to be heard during the examination - this may involve the use of hearings, round table sessions, or formal testing of evidence under cross-examination. Representations made in writing carry the same weight as those presented orally.

Inspector's Report and Adoption – The report of the examination is binding on the local planning authority (LPA). This will provide the LPA with precise recommendations on how the DPD and proposals maps must be changed. The Inspector may also identify matters that need further consideration and should be brought forward in a review.

2.17 Finally the LPA will adopt the document as amended by the Inspector unless the Secretary of State directs otherwise.

ii) Supplementary Planning Documents (SPD)

SPD provides more detailed guidance relating to specific topics. A process of early and on-going community involvement will support the preparation of these documents. Clearly if a site specific SPD is being produced, early community involvement will focus on those who live and work in the local area. The approach will be to focus on events involving local residents, businesses etc. and will wherever possible be held in the community. If the SPD is more of a technical document the approach will be on engaging specialist stakeholders. The main purpose of this stage of involvement will be information gathering and the consideration of issues and options.

Draft SPD will be subject to a formal consultation process for a maximum period of six weeks. The District Council will provide the opportunity for the relevant groups from the LDF database to view and submit representations on the draft SPD. Having considered comments received informing the content of the final version this will then be adopted and published by the District Council. In preparing SPD it is necessary to undertake a parallel process of sustainability appraisal at the pre, production and implementation stages of each of the documents during which there are opportunities to engage with the community and seek their views.

It is envisaged that a series of SPD will be developed as described in the LDS, and the relevant consultees on the LDF database will be consulted on all SPD if they are affected by what is proposed.

Fig 4. SPD preparation process
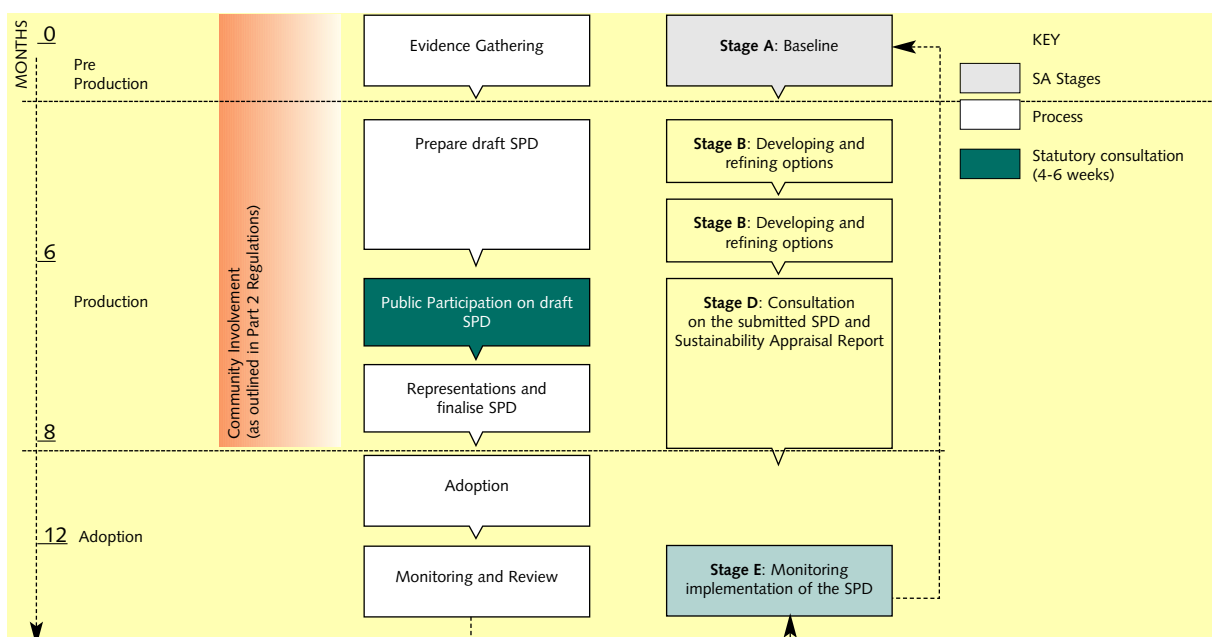
iii) Other Local Development Documents

2.18 As part of the process of preparing an LDF, the District Council is required to set out a three-year project programme – a Local Development Scheme (LDS). The first has been adopted by the District Council and is available to view on the web site. The LDS will be reviewed annually in response to the results of the Annual Monitoring Report (AMR) and any changes in national or regional planning policy and submitted to the Secretary of State for reapproval.

2.19 In accordance with Policy COM.1 of the Local Plan Review, the District Council is committed to supporting the preparation of Parish Plans by local communities. However, because these documents are community led documents, the District Council does not exert direct control over the preparation, nature of community engagement or the final content of these documents. However, it is envisaged that the appropriate types of consultation technique might include questionnaire surveys, action planning and prioritising events, which involve feedback and ongoing opportunities for the community to engage with the process.

2.20 Parish plans and VDS have a part to play in building strong and socially inclusive communities. Where the preparation of Parish Plans has included community involvement and endorsement at a local level, and the proposals of the Plan accord with the provisions of the development plan, the District Council can adopt Parish Plans and VDS as SPD. The District Council also continues to recognise the importance of Village Design Statements (VDS) in helping to achieve standards of good design and recognising the value of local village character. Where communities wish to either update their existing VDS or prepare a new one it is recommended that they are incorporated within a Parish Plan.

3. Participation in the Development Control process and commenting on planning applications.

3.1 The SCI is required to set out the District Council's approach for consulting on all planning applications[1]. The District Council deals with approx 3000 applications for planning permission, Listed Building, Conservation Area and advertising control consents each year. Government guidance on the new planning framework also encourages developers to undertake pre-application discussions with the local planning authority, the relevant statutory advisory bodies and early community consultation on significant applications.

3.2 The District Council will not be able to refuse to accept a valid application because it disagrees with the way in which an applicant has consulted the community, but failure to consult could lead to objections being made which could affect how the application is determined. The aim of the process should be to encourage discussion before a formal application is made and therefore to avoid unnecessary objections being made at a later stage.

Statutory Consultation Requirements

3.3 The District Council is required by law to give publicity to all planning applications. The following table sets out the required publicity for various categories of applications:

Table 1: Statutory Development Control Publicity

Type of Development	Publicity Required
Development where the application is accompanied by an Environmental Statement	Notice in local newspapers and site notice (14 days notice from date of publication or display of notice)
Departure from the Development Plan	As above
Development affecting a public right of way	Site notice within 21 days
Major development*	Notice in local newspapers and either site notice or neighbour notification (14 days notice from date of letter)
Other development	Neighbour notification or site notice (21 days)
Development affecting the setting of a Listed building	Notice in local newspapers (21 days) and site notice (7 days)
Development affecting the character or appearance of a Conservation Area	Notice in local newspapers (21 days) and site notice (7 days)

*Major development is defined as:

a) For residential development, 10 or more dwellings, or if the number of dwellings is not known where the site is 0.5 ha or more.

b) For other uses, where floorspace is 1000 sq. metres or more, or the site area is 1 ha or more.

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[1] References to planning applications in the SCI also apply where relevant to other Development control applications such as those for listed building or conservation area consent

The District Council will also formally consult with the strategic and regional planning bodies on planning applications for major and significant development proposals. Neighbouring authorities, and parish councils will also be consulted on large-scale development proposals and cross border issues..

3.4 For all planning applications the District Council must notify neighbours either by putting up a site notice and/or by informing adjoining owners/occupiers in writing. In addition Parish Councils are notified on individual applications in their areas.

How to comment on planning applications

3.5 Planning applications are available for inspection at the main District Council office in Stratford-on-Avon. This is open between 8.45am and 5.15pm from Mondays to Wednesday and between 8.45am to 5.00pm on Thursday and Friday. Copies of planning applications for the local areas are available to view at the Area Offices across the District in Alcester, Southam and Shipston-on-Stour that are open from 9.00am to 5.00pm, Monday to Friday. In formation on planning applications submitted and appeals, on a weekly basis, are available on the District Council's website detailing planning applications that have been submitted.

3.6 In addition town and parish councils are consulted on planning applications in their area and local viewing may be possible by prior agreement with the clerk. We have also published guidance on submitting a planning application. This is available from all District Council offices and is on our website.

3.7 Planning applications will be determined in accordance with the policies of the development plan unless material considerations, i.e. other significant issues relating specifically to the application, indicate otherwise. Any comments made in response to a planning application will be placed on the application file. This is available for public inspection and the applicant will also be able to read comments made.

3.8 Comments on a planning application should be either made in writing or by e-mail within the timescale indicated. All representations, whether in support or against the application will be taken into consideration during the decision making process. All letters that comment on applications will be acknowledged.

3.9 Some types of development are 'permitted' by the Government under various sections of legislation. A local planning authority cannot influence this type of development, no matter how strong or valid an objection might be. Examples of 'permitted development' include some extensions to dwellings and the construction of boundary walls and fences below a certain height.

How the decision is taken

3.10 A decision whether or not to grant planning permission can be either taken by the relevant Area Planning Committee, the Planning and Regulation Committee or by officers under delegated powers given by the Committee. Some applications will be subject to a site visit by Members prior to the Committee making a decision.

3.11 The Area Planning Committees meet every three weeks, starting at 6pm. The meeting agenda and reports are available for inspection five working days prior to the date of the meeting. The members of the Committee have a written report on each application that is being considered, which includes details of how many representations have been received, and a summary of the main points raised. Should correspondence be received after the report has been prepared, the main points will be reported in writing in the update report to the Committee. To increase opportunities for public involvement during the Committee meeting the District Council allows the applicant, parish or town council, and objectors to speak. A leaflet titled *Public Involvement in Planning* explaining how this process works and opportunities for speaking at Planning Committees, is available

either from the District Council offices or to download from our website.

3.12 Decisions delegated to officers follow the District Council's adopted scheme of delegation as set out in Appendix A of The Constitution of the District Council which is available from our website.

After the decision

3.13 Everyone who has written to the District Council about a planning application will be informed of the decision as soon as possible – normally within two weeks. The applicant will receive a decision notice detailing conditions and reasons for approval or for refusal. Parish and town councils will also receive a copy of the decision notice, and copies are kept on file available to view at the District Council offices.

Wider Community Involvement in the Development Control Process

3.14 We consider that developers and landowners have an important key role to play in engaging with local communities and helping them to understand what is proposed, listening to concerns and engaging in dialogue to try and seek resolutions. Carrying out a Community Involvement Exercise (CIE) is not a mandatory requirement when submitting a planning application, but genuine engagement with the community before the submission of a formal application can be beneficial for all those involved.

3.15 Community Involvement is the process of:

   a) explaining proposals to residents, workers and users of the area around the site of the proposed development;

   b) requesting the views of people in the community;

   c) considering those views; and

   d) where appropriate, amending proposals to take account of community views.

3.16 A genuine CIE can provide a number of benefits, which include:

   a) giving a valuable opportunity for an explanation of proposals before minds are made up on the basis of possibly inaccurate information;

   b) saving time in obtaining a decision on a planning application;

   c) producing more certainty about the outcome;

   d) creating a more sustainable and acceptable development;

   e) avoiding appeals and call-in procedures by the Secretary of State.

3.17 Developers are requested to contact the District Council before commencing a CIE to agree the scope of the exercise and the methods that will be employed. To avoid duplication, developers are also encouraged to enter into discussion with the District Council where consultation is to be carried out in respect of an Environmental Statement (ES).

3.18 The following tables sets out a range of proposals that could benefit from a CIE, the indicative thresholds of development applicable, and suggested approaches to consultation. A leaflet setting out guidance on the CIE, consultation protocol and suggested framework for implementation is available on request to applicants and other interested parties.

Table 2: Types of Proposals benefiting from a CIE

Type of Proposal	Threshold
Medium and large scale industrial and commercial development in the urban areas	Sites of 1.5ha or above
Medium and large scale residential development in the urban areas	50 dwellings or sites of 1.5ha or above
New educational or institutional buildings	All proposals
Major Infrastructure Projects	All proposals falling into the definition contained in the schedule of Rule 2 of the Town and Country Planning (Major Infrastructure Project Inquiries Procedure (England)) Rules 2002, together with other major infrastructure schemes such as new roads.
Developments in rural areas	10 dwellings or sites of 0.3ha or above; non-residential proposals on sites of 0.3ha or above
Changes of use of buildings or land for purposes which are likely to be controversial	By negotiation
Developments where opportunities for community benefits may be available (e.g. the upgrading of a facility used by the community	By negotiation

3.19   The District Council considers that there are three stages to completing a CIE:

1) Carry out an appraisal of the level of community involvement to determine the nature and extent of the Exercise.

2) Carry out the CIE

3) Complete a summary of the CIE results and how any suggested changes to the proposal have been incorporated into the development.

Developers will be expected to provide the relevant parish and town councils with a copy of the completed CIE. Planning officers will also summarise the results of the CIE within the planning committee reports and how the proposal has changed as a result of the consultation.

4. What do we mean by consultation, participation and community involvement?

4.1 To a certain extent the whole of this document is about addressing this question. It seeks to identify why, how, who, when we consult individuals, communities and organisations, and importantly it asks for your views to these questions and how consultation might be improved.

4.2 Community engagement represents a sliding scale of opportunity in which the general public and other interested or statutory parties can contribute to specific development proposals, applications or changes to planning policy. Within the constraints of the planning system in England and Wales there are four categories of engagement (Table 3). The methods and techniques used to engage with the community will vary, dependent on the nature of that community and subject matter.

Table 3: Categories of Public Participation

INFORM	CONSULT	INVOLVE	COLLABORATE
Objective To provide the public with balanced and objective information to assist them in understanding the issues, alternatives and solutions. **Passive attitude on behalf of the community.**	**Objective** To obtain public feedback on analysis, alternatives, or decisions. Allows for a limited degree of community involvement. **Dependent on the Local Authority to implement.**	**Objective** To work directly with the public throughout the process to ensure that public and private concern are consistently understood and considered. **Builds capacity and knowledge of the planning process.**	**Objective** To partner with the public in each aspect of the process including development of alternatives and the identification of preferred solutions. **Builds capacity and knowledge of the planning process.**

4.3 In the production, use and review of the LDF, we will concentrate on **Information**, **Consultation** and **Involvement**. The District Council will consider opportunities to use other approaches to Collaborate with local communities as and when they arise. It is intended to work as far along this range of public participation as possible, depending on compatibility with the circumstances and resources available. Only in this way will the aim of the SCI be achieved and the community given the opportunity to effectively influence the planning and development process.

4.4 The benefits of community engagement to all parties are many, and include:

- Reducing conflict between parties based on an appreciation of issues, needs and acceptance of appropriate solutions at the outset;
- Identifying local skills, knowledge, experience and resources;
- Generating a feeling of ownership;
- Limiting the frustration of 'top-down' decision making;
- Developing stakeholder skills, knowledge, experience and resources;
- Improving planning decisions and the quality of development.

How will the District Council facilitate this?

4.5 The District Council has produced a Consultation Strategy covering a wide range of services. It identifies who will be consulted and sets out arrangements and processes by which this will be achieved. This provides a framework for how the SCI consultation strategy will be implemented, in particular identifying the 'hard to reach groups' (Appendix 5). In consulting on the LDDs, the SCI will employ the Citizens Panel, Focus Groups, Businesses Forum and liaison networks with Parish and Town Councils.

4.6 The 'hard to reach groups' will be targeted via relevant networks, specifically the following; Senior Citizens Action Network (SCAN), Youth Forum, as well as Black and Ethnic Minority (BEM) database available from Warwickshire County Council and the South Warwickshire Access Group (SWAG). Faith and other minority groups have been identified and as a predominately rural District, it is also important to identify and reach those residents living and working in the countryside. These communities can be difficult to reach due to isolation and low population densities compared to service provision and specific needs. People living in these areas can also experience difficulties accessing information electronically therefore paper versions of documents and distribution of information is still important. These will be targeted through the relevant umbrella organisations and support groups. Other groups, i.e. those on low incomes, will be targeted through the Citizen's Panel. In preparing for the operation of the new planning system a comprehensive review has been undertaken of the existing Local Plan consultation database. The consultation database will be maintained with up to date contact details for all groups and individuals with an active interest in planning issues in the District, and such individuals and groups can request to be included on the database at any time.

4.7 Involvement at either the earliest or most appropriate stage possible underpins the District Council's approach to preparing LDDs. This is essential to achieve local ownership and legitimacy for the policies that will shape the future distribution of uses and development in this area. Techniques will be employed tailored to engage the appropriate parts of the community at the stages when their involvement is relevant and of value. A key objective of the LDF is to work towards achieving consensus, through community involvement and resolving conflicts.

4.8 Specific consultation methods will be used to obtain feedback at different stages in the LDF process, relating to specific types of LDD (Appendix 3). The Council will, however, seek to link community involvement initiatives on different LDDs where appropriate. For example, where a Supplementary Planning Document (SPD) and a Development Plan Document (DPD) are prepared in parallel because the detail set out in the former is fundamental to the early delivery of policies with the latter. There will be a process of continuous involvement that will seek to:

- Inform and update the community and other bodies with regard to the LDF process;
- Maintain a dialogue with stakeholders and participants in the LDF preparation.

4.9 In taking forward this process of consultation, on all documents within the LDF, the District Council will adhere to the following set of principles:

Clarity of purpose: Before undertaking consultation, the District Council will be clear about why it is taking place, who will be consulted, and what the community will be able to influence. Clearly, our approach to all consultation on the LDF must be appropriate to the level of resources available and what is deliverable.

Commitment: The District Council has a proven track record in facilitating community groups to articulate their views within the planning process, e.g. Village Design Statements, Parish Appraisals and more recently Parish/Town Plans and Market Town Health Checks. The District Council is committed to this process and has dedicated staff within the Chief Executives Directorate to implement and support community

participation. In addition appropriate resources will be allocated to record and document involvement, outcomes and provide appropriate levels of feedback to the participants.

Communicate: To be open, honest and accountable with well briefed and knowledgeable staff and Councillors who will provide and share information and acknowledge the contribution of all parties.

Evidence Base: Make use of available research and knowledge to plan the process of involvement and to identify who should be involved.

Flexibility and responsiveness: Respond to changing circumstances, review progress and introduce necessary changes to the consultation process when appropriate.

Timing: Publish timetables of consultation activity and provide sufficient lead in time for participants to effectively respond to the LDF preparation process.

Inclusiveness: Employ involvement techniques that enable the widest possible participation, through which both special interest and hard to reach groups can make their views heard.

Partnership: Involve communities in the selection of involvement activities as early as possible, whilst taking care to make other agencies aware of activities to avoid duplication.

Continuous learning: Monitor and appraise the use and appropriateness of consultation activity and build upon the lessons learnt.

4.10 Finally, a common failing of consultation and participation is that it raises expectations amongst those consulted about what can be achieved in terms of new development within the constraints of the land use planning system. Therefore in implementing the SCI the District Council must seek to ensure that this is avoided amongst those involved. An Action Plan encompassing the above principles is set out in Appendix 6.

How can information be accessed?

4.11 Information relating to the LDF process will be made widely available through a variety of methods:

- Where possible information will be made available in paper and electronic format;

- Copies of all documents will be made available at local libraries and all District Council offices;

- All information will be available, upon request in Braille, large print, translation or audio format;

- The planning policy team can be contacted through a dedicated page for the LDF on the District Council's website;

- Newsletter/leaflets raising awareness and providing updates on progress through the quarterly District Council newsletter *Your Review*;

- Use of existing networks and contacts to disseminate information;

- Those submitting comments to the LDF will be included on an electronic database and kept informed at subsequent stages of the process.

Resolving conflicts?

4.12 The Government has indicated that it wishes LDDs to be prepared with the community to achieve a strong measure of consensus. In this way it is hoped to reduce the length and adversarial nature of Public Inquiries. Resolving conflicts can be achieved through:

- Engagement – process of dialogue;

- Negotiation – process of exchanging information, bargaining and compromise between parties

- Where appropriate initiate a process of mediation (process of intervention into dispute by impartial third party, i.e. Planning Aid) between other parties; and

- Mediation by a neutral third party when the planning authority is party to the dispute.

4.13 The District Council will employ appropriate methods to work towards achieving a consensus.

Target Groups

4.14 If involvement is to be effective, then those groups that make up the community need to be identified. Appendix 5 sets out in detail the communities the District Council will be consulting in preparing the LDF and the key target groups can be summarised as:

- General public

- Councillors

- Parish/Town Councils

- Business

- Developers/agents/landowners

- Central, regional and local government

- Statutory service providers

- Interest Groups

- Residents Associations and Community Groups

- Partner Housing Associations

- Households in housing need (including concealed households)

4.15 Neighbouring strategic and local authorities, as well as parish councils will be consulted on DPD documents.

4.16 It is important to tailor consultation arrangements to the needs of the particular target group. In particular, methods should be adopted to involve 'hard to reach' groups, e.g. elderly, young people, disabled, minority groups, and residents from deprived areas. These groups have tended to be excluded from traditional consultation exercises, and more innovative approaches need to be explored in order to engage them (Appendix 3).

5.   West Midlands Planning Aid

5.1   The West Midlands Planning Aid Service (WMPAS) provides free and independent advice on town planning issues to community groups and individuals who cannot afford professional fees. It is part of the Royal Town Planning Institute (RTPI), and is run on a charitable basis independent of central and local government. It has a paid core of central staff as well as a network of volunteers.

5.2   Planning Aid can enable communities and prepare them for involvement with local planning authorities, and through the development process in particular by commenting on the emerging DPDs. The more people know about and understand the new planning framework the easier it will be for them to make a contribution to it. With additional funding from Government the focus for the new expanded Planning Aid service will be as an outreach service working with communities.

5.3   The District Council will continue to engage with WMPAS involving the service at key stages in the preparation of the LDF in order to maximise local community involvement. WMPAS can achieve this through providing advice and training on the new planning framework and assisting groups and individuals prepare their responses to the DPDs and SPDs through the consultation process.

5.4   Details of how to contact WMPAS are given in the useful contacts section of this document (Appendix 7).

6.   Monitoring and Review

6.1   The District Council's approach to engaging the community in the LDF process and the appropriateness of the techniques employed and results achieved will be monitored as part of the Annual Monitoring Report and revised where appropriate. Crucially, the District Council will consider how the process can be improved, review allocation of resources to ensure the effectiveness of the SCI, and whether the principles set out in this document are being fulfilled.

6.2   The SCI will be fundamentally reviewed after the first 3 years, to coincide with the review of the LDS.

Evidence base for consultation on the SCI

Introduction

Two questionnaire surveys were undertaken towards the end of 2004 to both inform the content of the consultation draft of the SCI and provide a basis for planning appropriate future approaches to consultation on the LDF.

The first survey was sent to amenity and voluntary sector groups on the updated LDF database. The questionnaire was part of a promotional exercise to raise awareness of the new planning system through a brief explanatory leaflet. In addition to a direct mail out, the leaflet/questionnaire was placed on the District Council's website and in the reception of the main and area District Council offices.

The consultation period lasted 6 weeks concluding on 10 December 2004. In order to encourage returns a pre-paid envelope was provided, and 122 responses were received from the total of 388 questionnaires sent out. This produced a statistically good response of 31%.

The second survey involved consultation via the Citizen's Panel using the same questionnaire during December 2004. Of a total of 1036 people surveyed, 621 responses were returned providing a very good response rate of 60.5%.

Both surveys provided the opportunity for additional written comments, and these have been noted and will inform the District Council's ongoing approach to public consultation and participation.

Survey Findings

Voluntary & Amenity Sector Survey

The majority of respondents had been involved in the planning process before with the proportion mainly involved in either the development plan or development control process. Over half surveyed had participated in a Public Inquiry, or submitted a planning application.

When asked which approaches were appropriate when consulting on the LDF, the use of consultation material, i.e. leaflets etc. were the most popular. The importance of associated publicity was also identified as helpful to the process, whilst public meetings, exhibitions, and action planning events proved popular techniques.

In advertising LDF documents, traditional approaches scored well through either newspapers, mail out, or the website. It was felt that public displays, media information and e-mailing were also useful. Documents should be available at libraries, District Council offices and on websites.

Keeping the community informed of progress with LDF preparation and feeding back results from consultation and participation is an essential element of any successful strategy of engagement. The use of the District Council's publication Your Review, and the website were considered the most appropriate means of communication. Feeding back via an LDF newsletter was considered a useful means of keeping people informed.

In answering questions relating to the Development Control process, especially to significant planning applications pre-application discussions with developers were felt to be useful starting points. Seeking views from community interest groups during the pre-application stage was also considered of value.

Citizen's Panel Survey

Just over half of respondents had been involved in the planning process, the majority either having commented or submitted a planning application. A smaller proportion had commented on a development plan or participated in a public inquiry. In this respect the profile differed from the postal survey.

The production of publicity, and consultation material proved the most popular approaches to involving the community. Just under half of respondents felt exhibitions and public meetings appropriate techniques, whilst over a quarter were attracted to the idea of Planning for Real® type events.

In publicising LDF documents use of newspapers, displays in public locations, and direct mail out proved the most popular. Just under half favoured the use of the District Council website. Documents should be made available at the District Council offices and libraries, as well as on the website. Of the individual approaches to keeping people informed of progress on LDF preparation newspapers and local radio provide a significant response, as well as the District Council's newsletter Your Review. Over half favoured an LDF newsletter and use of the website.

In responding to how people should be involved in the development control process, pre-inquiry public meetings to discuss the application proved popular, as well as gauging public views through the media. Just under half considered the involvement of community and amenity groups as providing a useful basis for articulating third party interests in the development control process. There were also a good proportion of respondents who felt consultation should be organised by the applicant or developer.

Summary

The surveys have revealed what might be described as a 'traditional' approach to consulting the public on the planning process. This might reflect the extent to which respondents have been involved in the planning process, and therefore the familiarity that this brings. This is, in itself a possible weakness of the survey, in that it has been those with previous experience of the planning process that have responded. More work will be required to include the 'hard to reach groups' in the process, although these initial findings provide a valuable basis for further research.

However, the use of more participatory techniques has emerged as a popular option and the District Council will consider how these might fit when designing consultation strategies for individual Local Development Documents (LDDs). In addition, dependent on resources, the feedback of information via an LDF newsletter would also seem to be a popular approach to encouraging continued involvement in the process.

APPENDIX 2

Glossary of Terms

Action Planning Event Carefully structured collaborative event at which all sections of the local community work closely with independent specialists from all relevant disciplines to produce proposals for action.

Annual Monitoring Report (AMR) Local Planning Authorities are required to produce this report to show progress towards preparing and implementing LDS and that policies in LDDs are being delivered.

Area Action Plan (AAP) Provide a planning framework for areas of change and areas of conservation. Forms part of the Local Development Framework (LDF).

Community Either a general reference to those people and organisations who live or work in the District, or more specifically people belonging to a Community of Interest.

Community Planning The process where a local authority and partner organisations come together to plan, provide and promote the well being of their communities through a Community Plan. It promotes the active involvement of communities in the decisions on local services which affect people's lives.

Community Plan The plan which local authorities are required to prepare through a Local Strategic Partnership for improving the long term economic, environmental and social well being of local areas through partnership and the active involvement of local communities.

Community Profiling Way of reaching and understanding the needs and resources of a community through their active involvement in the process.

Consultation Two-way communication with people through various channels in order to discuss issues and to gain opinions.

Core Strategy Sets out the long-term spatial vision for the local planning authority area and the strategic policies and proposals to deliver that vision. Forms part of the Local Development Framework (LDF).

Development Plan The Development Plan is prepared by the local planning authority and sets out the land use planning policies and development proposals. At present to comprises the Warwickshire County Structure Plan (strategic policies) and the Local Plan which sets out more detailed policies for the local authority area.

Engagement Entering into a deliberative process of dialogue with others, actively seeking and listening to their views and exchanging ideas, information and opinions. Unlike 'mediation' or 'negotiation' engagement can occur without there being a dispute to resolve.

Focus Group Small group of people who work through an issue in workshop sessions. Membership can be either carefully selected or entirely open.

Forum Non-statutory body for discussing and coordinating activity and acting as a pressure group for change.

Local Development Framework (LDF) Comprises a portfolio of local development documents that will provide the framework for delivering the spatial planning strategy of the area.

Local Development Document (LDD) A document that forms part of the Local Development Framework. Can either be a Development Plan Document or a Supplementary Planning Document or refer to the Statement of Community Involvement.

Local Development Scheme (LDS) Sets out the programme for the preparation of the local development documents. Must be submitted to the Secretary of State for approval.

Planning Aid Charitable organisation which provides free and independent professional planning advice to individuals or groups unable to pay for the full cost.

Preferred Options A report on the local planning authorities alternative proposals and policy options for consultation over 6 weeks, although the report will highlight those options that it feels are the most appropriate.

Proposals Map Illustrates the policies and proposals in the development plan documents and any saved policies that are included in the Local Development Framework (LDF).

Site specific allocations and policies Allocations of sites for specific or mixed uses or development. Policies will identify any specific requirements or individual proposals.

Stakeholders People who have an interest in the activities and achievements of the District Council. These include residents, local communities of interest, partners, businesses, community representatives and 'hard to reach' groups.

Stratford District Partnership (SDP) Non statutory, non-executive body bringing together representatives of the local community – public, private and voluntary sectors. The SDP is responsible for preparing the Community Plan.

Supplementary Planning Document (SPD) Policy guidance to supplement the policies and proposals in the development plan document. They will not form part of the development plan or be subject to independent examination. Formally known as Supplementary Planning Guidance.

Sustainability Appraisal (SA) and Strategic Environmental Assessment (SEA) inform the decision-making process by providing information on the potential implications of policies on sustainability and environmental matters.

APPENDIX 3 Consultation and Participation Techniques

The matrix below shows examples of consultation methods that will be used to engage particular target groups.

	Core Strategy DPD	Site specific Allocations/Policies DPD	Action Area Plan DPD	Topic SPD	Site-specific SPD
General Public	Website Media Public Exhibition/ Citizen Panel	Website Media Public Exhibition/ Focus Group	Website Media Focus Group Community stakeholder workshop	Website Media	Website Media Public exhibition Action Planning
Hard to reach Groups (i.e. Elderly, Disabled, BEM and Young People Networks and Low Income residents)	Community Profiling through liaison with Citizen Panel, SCAN & SWAG, Youth Forum & education networks	Forums, public exhibition Website	Forums, exhibition Community stakeholder workshops Website	Website Media Mailing list Topic related focus group	Website Media Forum Public exhibition Action Planning
Councillors	Portfolio holder LDF working group Committee cycle Community stakeholder workshop/focus group	Portfolio holder LDF working group Committee cycle Community stakeholder workshop	Committee cycle Community stakeholder workshop	Committee cycle Ward member input at workshop/forum Action Planning	Committee cycle Overview & Scrutiny Committee
Parish Councillors	Mailing of draft document Community stakeholder workshop/focus group	Mailing of draft document Community stakeholder workshop/focus group	Mailing of draft document Community stakeholder workshop/focus group	Mailing of draft document	Mailing of draft document Public exhibition Action Planning
Businesses	Website Media Mailing list Draft document Business networks	Website Media Mailing list Draft document Stakeholder workshop/focus group	Website Media Mailing list Draft document Stakeholder workshop/focus group	Website Media Mailing list Draft document	Mailing of draft documents Public exhibition Action Planning

	Core Strategy DPD	Site specific Allocations/Policies DPD	Action Area Plan DPD	Topic SPD	Site-specific SPD
Developers/landowners agents	Website Media Mailing list Draft document Stakeholder workshop/focus group	Website Media Mailing list Draft document Stakeholder workshop/focus group	Website Media Mailing list Draft document Stakeholder workshop/focus group Developer led consultation	Website Media Mailing list Draft document	Mailing of draft documents Public exhibition Action Planning Developer led consultation
Central, regional & Local government	Mailing list Draft documents Website Officer Groups	Mailing list Draft documents Website Officer Groups	Mailing list Draft documents Website	Mailing list Draft documents Website	Mailing list Draft documents Website
Other SDC departments	Internal consultation/briefing Officer & member Group/informal network	Internal consultation/briefing Officer & member Group/informal network	Internal consultation/briefing Officer & member Group/informal network	Internal consultation/briefing Officer & member Group/informal network	Internal consultation/briefing Officer & member Group/informal network
Statutory bodies	Mailing list Draft documents Website Officer Groups	Mailing list Draft documents Website Officer Groups	Mailing list Draft documents Website	Mailing list Draft documents Website	Mailing list Draft documents Website
Interest groups	Website Media Mailing of draft document Community stakeholder workshop/focus group	Website Mailing of draft document Community stakeholder workshop/focus group	Forums, exhibition Community stakeholder workshops	Website Media Mailing list	Website Media Forum Public exhibition Action Planning
Residents associations	Website Media Mailing of draft document Stakeholder workshop/focus group	Website Mailing of draft document Stakeholder workshop/focus group	Forums, exhibition Stakeholder workshops	Website Media Mailing list	Website Media Forum Public exhibition Action Planning

APPENDIX 4

Statutory and Non-Statutory Consultees for Development Plan Documents and Planning Applications

Stratford District Strategic Partnership
Adjacent local planning authorities
Warwickshire County Council
Town and Parish Councils in and adjoining the District
Warwickshire Museum Field Services
Government Office for the West Midlands
Government Departments
British Geological Survey
British Waterways, canal owners and navigation authorities
Centre for Ecology and Hydrology
Chamber of Commerce, Federation of Small Businesses, CBI, Institute of Directors
Church Commissioners
Civil Aviation Authority
CABE
Commission for Racial Equality
Countryside Agency
Crown Estates Office
Culture West Midlands:
- Museums, Libraries and Archives West Midlands
- Arts Council
- MADE (Midlands Architecture and the Designed Environment)
Diocesan Board of Finance
Disability Rights Commission
Electricity, Gas and Telecommunications providers, and National Grid
Environment Agency
English Heritage
English Nature
English Partnerships
Environmental Groups at National and Regional level
Equal Opportunities Commission
Fire and Rescue Services
Forestry Commission
Health and Safety Executive
Highways Agency
The Home Builders Federation
Housing Corporation
Partner Housing Associations
Learning and Skills Council
Local Agenda 21/Civic Societies, Community Groups and Parish/Town Councils
Local Transport Operators, PTAs and PTEs
National Playing Fields Association
Network Rail
Police Architectural Liaison Officer
Post Office Property holdings
Rail Companies and the Rail Freight Group
Regional Planning Body (West Midlands Regional Assembly)
Advantage West Midlands
Regional Housing Boards
Sport England
Strategic Rail Authority
The Theatres Trust
Tourism West Midlands
Water Companies

West Midlands Planning Aid
Women's National Commission
Warwickshire Police Authority
Warwickshire Rural Community Council
Wellesbourne Mountford Aerodrome
Gloucester Diocesan Board of Finance
Ramblers Association

Government Departments

Home Office
Department for Education and Skills
DEFRA
Department of Transport
Department of Health
Department of Trade and Industry
Ministry of Defence
Department of Work and Pensions
Department of Constitutional Affairs
Department of Culture, Media and Sport
Office of Government Commerce

Non-Statutory Consultees (general categories)

Amenity Groups
Countryside/Conservation Groups
Developers/landowners
Ethnic Minority groups
Housing Interest Groups
Local Businesses/Business groups
Local Disability Groups
Local Residents Associations
Older Person's Group
Planning Groups
Religious Groups
Regeneration Groups
Youth Groups, Schools and Colleges
University of Warwick
Garden History Society
Health Care Groups
Equestrian Interests

Consultees for SPD

Government Office for the West Midlands
Regional Planning Body
Advantage West Midlands
County Council
Adjoining Local Planning Authorities
Town and Parish Councils
Environment Agency
Countryside Agency
English Heritage
English Nature
Strategic Rail Authority
Relevant telecommunication companies
Strategic Health Authority
Relevant electricity and gas companies
Relevant sewerage and water providers
Partner Housing Associations

A range of additional organisations will also be consulted, held on the LDF database, as set out in the statutory and non-statutory consultee list for DPD where relevant to each SPD.

APPENDIX 5 Profile of Communities and Identification of Potential Interests and Issues

Community	Description	Hard to Reach	Statutory consultee	Potential Interest and issues	Example organisations (see Appendix 4)
Elderly	Older population	Y		Elderly population's needs, i.e. housing, town centre design, access to services	Help the Aged Age Concern Local Networks, ie SCAN
Rural elderly	Older population outside key service centres	Y		As above	As above
Young people	3-11 year olds 11-18 year olds	Y		Young people's needs, i.e. sport and recreation, access to services	County Youth Service, schools, early years, and Youth Groups
Young Aduts	18-24 years old	Y		Young adult's needs, i.e. sport and recreation provision, access to services, affordable housing and employment opportunities	SDC, CVS
Rural young people	11-18 year olds resident outside the key service centres	Y		As above plus particular needs of access to services in rural areas	As above
Rural young Adults	18-24 year olds resident outside the key service centres	Y		As above plus particular needs of access to services in rural areas	As above, Young Farmers Clubs
Families with young children	Under 11's and their parents or guardians	Y		Children's needs, i.e. access to play areas and child care	Warwickshire County Council
Rural women	Female residents outside the key service centres	Y		As above plus particular needs of access to services in rural areas, i.e. childcare, employment opportunities transport.	Rural Women's Networks, CVS
Single parent Families		Y		Access to services and housing need	PTC Social Services
Affordable Housing providers	Housing Associations and Housing Corporation		Y	Affordable Housing	RSL Housing Associations Rural Housing Enabler (WRCC)

Community	Description	Hard to Reach	Statutory consultee	Potential Interest and issues	Example organisations (see Appendix 4)
Private landlords				Housing	Private Landlord Forum
Tenants				Access to housing, neighbourhood issues etc	RSL Tenants Associations
People in housing need	People in general or with special housing need. Those on housing waiting list or assessed as part of housing needs survey	Y		Access to affordable housing	Housing Associations, Rural Housing Enabler, Parish Councils, SDC Housing officers, partner Housing Associations
Homeless People		Y		Access to affordable housing	SDC Homelessness Prevention Officer, Stratford-on-Avon District Housing Forum
Gypsies and Travellers		Y		Provision of housing and access to services	The Gypsy and Traveller Law Reform Coalition, Gypsy Council
Black and Ethnic Minorities	As defined by the census	Y		Community and cultural requirements	Race Equality Support Worker Warwickshire County Council
Gay and Lesbian Community		Y		Community and cultural requirements	South Warwickshire Gay Group (SwiGG), Coventry & Warwickshire Friend
People with disabilities	People who have impaired sensory/physical/mental abilities	Y		Building design, modification, town centre developments, public open space	Disability organisations, Health service provides
Carers	People who have particular needs due to their commitment to caring for another person	Y		Access to services, transport	Carers' Organisation Networks, i.e. South Warwickshire Support Services

Community	Description	Hard to Reach	Statutory consultee	Potential Interest and issues	Example organisations (see Appendix 4)
Self employed micro businesses	Businesses with up to 5 people	Y		Access to premises, IT	CLBA, Federation of Small Businesses, Chamber of Commerce, Rural Enterprise Agency, Advantage West Midlands, Warwickshire Rural Hub
Small and Medium Size Enterprises	Enterprises with 5 to 20 people	Y		Access to premises, IT	As above
Unemployed		Y		Access to job market	Job Centre
Farmers/ Agricultural Workers	Employers and employees of agricultural businesses	Y		Investment in farming industry and agricultural diversification	National Farmers Union (NFU), Country Land & Business Associations (CLBA), TGUM, Warwickshire Rural Hub
Councillors	Elected representatives, County, District and Parish			Needs of electorate have been recognised	
Members of Parliament				Needs of constituents have been met	
Public transport providers	Rail and bus operating companies			Transport, development of new routes, provision of route infrastructure	Bus, coach and rail companies
Community transport providers	Organisations providing transport to meet community needs where other transport is not available			Transport, development of new routes, provision of route infrastructure	Community Transport network, Rural Transport Partnership, Countryside Agency
Public transport user groups	Groups advocating public transport improvements			Transport, development of new routes, provision of route infrastructure	Action Groups, i.e. Shipston Link, LA21 Transport Forum, Business Transport Forum, Shakespeare Line Steering Group

Community	Description	Hard to Reach	Statutory consultee	Potential Interest and issues	Example organisations (see Appendix 4)
Transport infrastructure providers and sustainable transport interests	Organisations responsible for providing and managing road, rail, waterways, and those promoting sustainable transport	Y		Transport, development of new routes, provision of route infrastructure	Highways Agency, Network Rail, British Waterways, Transport 2000
Agencies (regional level)	Agencies responsible for providing services at regional level.		Y	Various – some statutory interests dependent on remit, i.e. AWM preparing Regional Economic Strategy	WMLGA, AWM, Tourism West Midlands
Agencies (Local Government)	County, District and Parish Councils		Y	Various – some statutory interests dependent on remit	WCC, SDC, WRCC
Agencies (Central Government)	QUANGOs		Y	Various – some statutory interests dependent on remit	Government Office, Commission for Rural Communities, Environment Agency, English Nature, English Heritage, Forestry Commission, English Partnerships, RDA
Health Services and Organisations promoting health and well being	Organisations providing primary and acute care, and working to promote health and well being		Y	Health care infrastructure	Primary Health Care Trust, SDC, WEEAC
Strategic and Local Partnerships	Partnerships developing community and regeneration plans for south Warwickshire			Various – dependent on remit and input into Community Plan	Stratford Strategic Local Partnership
Emergency Services			Y	Building, site, roads design, communications, design for community safety	Police, Fire, Ambulance Services
Medium and large enterprises	Enterprises with 20+ employees	Y		Employment sites and premises, transport infrastructure, housing	Chamber of Commerce, CBI, Advantage West Midlands

Community	Description	Hard to Reach	Statutory consultee	Potential Interest and issues	Example organisations (see Appendix 4)
Agricultural businesses	Primary agricultural businesses (onwards and tenants) and agricultural supply businesses	Y		Premises, diversification of farm businesses	NFU, CLBA, Advantage West Midlands
Rural service providers	Small enterprises providing services to rural communities, i.e. Post Office, village shops			Premises, transport	Village and Retail Services Association (ViRSA)
Telecom/IT providers			Y	Communications, phone masts	BT, mobile and internet providers
Utility providers	Organisations supplying water, gas, electricity and sewerage treatment		Y	Provision of infrastructure to new development	Thames Water, Transco, gas and electricity companies
Tourism operators	Enterprises offering visitor attractions			Premises, transport	Heart of England Tourist Board, South Warwickshire Tourism, Shakespeare Birthplace Trust
Tourism hospitality providers	Enterprises offering visitor accommodation, food and other services			Building design, signage, restrictions on change of use	As above, Hotel & Caterers' Association, Stratford Town Centre Management Partnership
Biodiversity and Nature Conservation	Organisations working to protect and enhance the natural and semi-natural environmental quality of the District		Y	Conservation of natural environment, landscape, public access. Involvement with the Local Biodiversity Action Plan	English Nature, Environment Agency, Warwickshire County Council, Warwickshire Wildlife Trust, BTCV, Forestry Commission, Woodland Trust
Historic Environment and Conservation	Organisations working to promote the cultural and historic built heritage of the district.		Y	Conservation of cultural and historic built environment	English Heritage, Civic Societies, English Historic Towns Forum, CABE

Community	Description	Hard to Reach	Statutory consultee	Potential Interest and issues	Example organisations (see Appendix 4)
AONBs	Organisations promoting the management of designated Areas of Outstanding Natural Beauty		Y	Conservation of natural environment, cultural and built heritage, landscape, public access. Cotswold AONB Management Plan	Cotswold Conservation Board
Community Organisations	Community and voluntary organisations working to promote community well being			Various – dependent on remit	Council for Voluntary Service, Warwickshire Rural Community Council
Community safety organisations	Non statutory organisations working to promote community safety and address crime			Design of buildings and open space to deter crime and promote community safety	South Warwickshire Crime and Disorder Partnership, Police Architectural Liaison Officer, Warwickshire Police Authority
Arts and Cultural organisations	Organisations promoting the arts and culture			Arts and culture provision	RSC, Birthplace Trust
Sports, Leisure and Recreation	Organisations promoting participation in sport, leisure and recreation		Y	Sport and recreation provision	Sport England (West Midlands), CABEspace, NPFA
Schools and colleges	Educational establishments			Provision and modification of premises, transport, outreach services	Warwickshire County Council, Geography Association, individual schools and colleges
Design organisations	Organisations providing services (or with an interest in) urban, landscape or architectural design			Design quality and best practice	CABE, CABEspace, Urban Design Group
Developers, landownwers	Property and development companies, housebuilders, investment companies, individual landowners and householders			Development and regeneration opportunities, allocation of sites and land	Housebuilders, agents, insurance and investment companies, public bodies, landholders etc.

APPENDIX 6   Involvement Action Plan for production of SCI and DPD

Define the purpose of involving the community	To determine whether the document is sufficiently understandable, relevant and meaningful to local residents as a basis for preparing the LDF
Clearly identify the need or issue over which involvement is being sought	To test the draft document Is it clear and written in plain language? • Does it convey its purpose? • Is the approach to consultation clear? • Can the community have confidence in the approach? • Are communities and interests clearly identified? • Is there room for improvement? Does the document meet statutory requirements and govt guidance?
Identify what is already known about the issue and history of community involvement	• This is a new piece of work Communities will need clear explanation of the purpose of the LDF and role of the SCI
Identify which communities need to be involved	• Organisations which represent key community interests in the public, private and voluntary sectors • District Councillors • Parish Councils • County, regional and national agencies • Relevant 'hard to reach' groups
Explain the techniques of involvement that would enable full participation	• Production of a consultation draft of the document and questionnaire: • postal consultation, to include statutory consultees • *Your Review* (SDC newsletter) • posting on SDC website inviting representations Discussion group for community development organisations working in the District Stakeholder workshops involving key community representatives across all sectors
Assess how these communities may be contacted and recruited into the process	Use of established data base of contacts against identified communities. Councillors and other discussion group participants by direct invite. General public by website, media articles, exhibitions
Set a programme and timetable	For the SCI from March 2005 to December 2005, other LDDs refer to LDS.
Describe who will undertake the activity	Planning & Transport Policy Team
Describe how the information will be used	Gathering and analysis of representations Relevant information disseminated to relevant officers across the District, particularly relating to the Community Plan The document will be redrafted and published for submission to the Secretary of State
Explain how feedback will be provided to the participants	Feedback 'newsletter' to all participants Feedback on website Media and through Your Review

APPENDIX 7   Consultation Techniques

Techniques	Objective	Advantages	Disadvantages	Resources
Website	Consult/Inform. Providing information using web technology.	Very cheap and quick way of obtaining views. Background information can be made available. Good response rate. Wide-reaching Used to reach isolated groups. Useful for panel surveys.	Only accessible to those with IT skills and equipment. Some groups less likely to use PCs and the Internet (i.e. elderly and low income). Problems in obtaining representative views.	Delivered through in-house technical support and resources.
Media	Inform/Update. Provide information specific to an organisation, neighbourhood, or initiative.	Potential for regular updates. Can be reached by a wide audience depending on coverage and readership.	Can be costly and time consuming to produce published material. Skill required writing and editing content for newsletter. Newsletters can be perceived as junk mail. Not always read or reach target audience. Media coverage can be free if newsworthy but may be biased.	Delivered through in-house technical support and resources.
Exhibitions	Inform/Consult. Provide, information, gather views and opinions.	Effective in publicising services/organisations. Can give the public longer to comment.	Groups reached dependant on location and timing of event. Unrepresentative and small-scale.	Delivered through in-house technical support and resources. May require additional allocation of resources depending on the content and staffing of the exhibition.

Techniques	Objective	Advantages	Disadvantages	Resources
Citizen Panel	Consult. Gather quantifiable information from a representative sample of the community.	Representative sample. 'Pool' of willing consultants to gather views on a range of issues. Good response rate. Inexpensive. Provides a snapshot of local opinions.	Cannot be used to discuss complex issues. Risk of 'consultation fatigue'. Panel members self-selecting and willing to be consulted. Not appropriate for the 'hard to reach' groups. Panel members need to be rotated to avoid complacency. Not appropriate for consulting on sensitive issues as no anonyminity.	Delivered through in-house technical support and resources.
Community Profiling	Collaborate. Develops a picture of nature, needs, and resources of a community.			Delivered through in-house technical support and resources. Funding possibly required for facilitators fees or training of staff.
Focus Group	Consult/Involve. Facilitate group discussion to explore issues in depth and seek views of particular interest groups. Can be used to generate ideas.	Can be designed to involve those who are perceived as 'hard-to-reach' groups. Used to explore complex issues. Provides in depth information. Builds on survey/questionnaire findings. Allows interaction and spontaneity.	Can be costly and time consuming. Requires expertise to facilitate discussion. Consideration needs to be given to suitable venues. Achieves limited representativeness. Discussions can be difficult to transcribe and analyse.	Delivered through in-house technical support and resources. Funding possibly required for facilitators fees or training of staff.

Techniques	Objective	Advantages	Disadvantages	Resources
Forums	Consult/Involve. Structured and regular meetings with interest groups to consult about issues of local and district wide importance. Employed to provide information, seek views, and develop/endorse local plans.	Regular process of involvement. Useful link between partner agencies and local people or businesses. Can be used to seek committed involvement from local people. Relatively cheap. Can be held at times and locations appropriate to target communities.	Unlikely to be representative of the community. Can be dominated by 'most vocal'. Agenda can be taken over. Needs effective management.	Access through existing networks and Stratford Strategic Partnership.
Documents	Inform/Consult. To provide information and can also be used to gather views by including response slip.	Good starting point for consultation. Makes the views of the organisation clear.	Can be costly to produce and circulate. Limited readership. Needs to be produced in a variety of formats.	Delivered through in-house professional, technical support and resources.
Workshops/ Action Planning	Inform/Consult/Involve A formally organised discussion group that aims to exchange and gather information. Can involve all key stakeholders. Usually in the format of a presentation followed by small group discussion and feedback to whole group. Can be employed to prioritise and develop an 'action plan' for implementation.	Opportunity for organisations to share large amounts of information. Large numbers of people can participate. Opportunity for dialogue between partner organisation, citizens and other key stakeholder groups. Opportunity to engage in multi-disciplinary discussions. Participants can ask questions and explore issues. Encourages 'networking' and an exchange of information/ knowledge.	Requires skilled facilitators to ensure objectives are achieved within the given timescale and to ensure that all participants are given the opportunity to contribute to the discussion. Requires a great deal of organisation. Can be costly and time consuming.	Delivered through in-house technical support and resources. Funding possibly required for facilitators fees or training of staff.

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Planning Portal
Website: www.planningportal.gov.uk
On-line advice and guidance on the planning system.

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Website: www.odpm.gov.uk
Government department responsible for planning and housing.

Useful sources of Government guidance and information on the new planning system

Planning Policy Statement 12 – Local Development Frameworks (ODPM)

Creating Local Development Framework – A companion Guide to PPS12 (ODPM)

Local Development Frameworks: Assessing the soundness of SCIs (PINS)

Statement of Community Involvement & Planning Applications (ODPM) A research report available on the ODPM website

Sustainability Appraisal of Regional Spatial Strategies and Local Development Frameworks – consultation paper (ODPM)

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