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Denmead Neighbourhood Forum

A Frontrunner community group, operating as a Working Party of the Parish Council, producing a Neighbourhood Plan for Denmead



STATEMENT OF CONSULTATION

September 2014

Version 4

I. Preface

The Parish Council of Denmead has taken an active role in Planning Development & Control matters for many years, acting on behalf of its residents. The opportunity afforded by the Neighbourhood Planning process within the Government's Localism legislation was not lost on it. With the support of officers from the Local Planning Authority – Winchester City Council – a bid for Frontrunner status was made in the third wave, on 6th July 2011 (see Appendix A). This was granted on 31st August 2011.

From the outset the Parish Council were clear that the group preparing the Neighbourhood Plan should be wider than the Council, and at its launch it invited members of every leading organisation in the village to attend. The wider group of Councillors and residents was termed the Denmead Neighbourhood Forum and a Steering Group to manage the process was formed from the Forum.

The Parish Council had conducted a consultative exercise in 2007, with a short form going to every household. A response rate of 2.69% of Denmead's population had been recorded (182 replies). The Steering Group were keen to innovate in order to improve on that response. To that end, members of the Steering Group had a meeting with a consultant from Action for Market Towns. For which came the idea of starting with a simple likes / dislikes card form. Direct engagement with residents at village events or as they visited the shops during the Summer of 2012. Using forms and posters with animal cartoons (drawn by a resident) as attention grabbers, a total of 436 responses were generated. An analysis of that data was carried out by a consultant from Locality who supported Denmead in the early stages.

The second round of consultation included the ideas of a 'pop-up' shop (in empty premises in the Shopping area of the village) and speaking to parents at the Junior Schools parents evenings. These approaches were applauded by the RTPI when its President Colin Haydock, visited the south coast on 14th June 2012 to find out more about how Frontrunners on the South Coast were working on their Plans. It should be noted that the use of the School was a step taken to redress the finding that the first round had contained a predominance of replies from older residents.

Due regard should be given to the work of members of the wider Forum who, in small groups did fact-finding work on areas such as Employment and Employers, Demographics in an aging population, and the allocation of development sites. This was important work which supplemented the statistical evidence provided by Winchester City Council officers, prepared as part of their work on Part 2 of Winchester Local Development Plan.

The third round of public consultation was in part more conventional, with members of the Steering Group taking a gazebo to various sites within Denmead and in part more modern, with responses invited through the DNP web-site.

Throughout the whole of the period the Group has used of the local press - 'The News' – wherever possible, but local TV and radio has not taken up opportunities that were offered to them.

The variety of methods used to engage with the residents illustrates the determination to involve and respond to views recorded. That continued into the Pre-Submission Consultation which is set out within the body of this report.

Neil Lander-Brinkley
Chairman, Steering Group,
Denmead Neighbourhood Plan

II. Introduction

This Statement of Consultation has been prepared in accordance with Regulation 14 of The Neighbourhood Planning (General) Regulations 2012.

From the time the decision was made to produce a Neighbourhood Plan for Denmead and the application was made for Front Runner status, great efforts were made to engage with residents to get their view and also to encourage involvement or interest with the Plan.

The Plan was launched to Denmead residents in November 2011 with a presentation and an article in the Parish newsletter, the Denmead Scene (Issue 110 Winter 2011).

Three major consultation exercises were conducted in the village centre, and in other areas around the village.

The DNP website (www.denmeadneighbourhoodplan.co.uk) has kept everyone informed and up to date with the progress of the Plan.

The Parish newsletter is published on a quarterly basis and each and every issue has had a reference to the Plan. There have also been regular Chairman's updates sent out to a distribution list.

This Statement of Consultations sets out all the consultations undertaken, how they were publicised and the resulting feedback. The Appendices (in hardcopy format) present the detailed results, examples of all the publicity material and any other relating supporting documentation.

III. Launch

Prior to the launch of The Plan, a Steering Group (SG) was setup to manage the project and define Terms of Reference for the SG (Appendix A1).

WCC, as the Local Planning Authority were asked to support Denmead's intention to apply to develop a Neighbourhood Plan as a Frontrunner. (Appendix A2).

WCC applied for Frontrunner status for the Plan and publicised the intention to develop the Plan together with the definition of the Plan Area (Appendix A3). A

formal classified announcement was placed in the local evening paper. The News, issue dated 11 July 2012 (Appendix A5)

A roller banner was produced to promote the Plan at future meetings (Appendix A4).

A vision of what Denmead wanted to achieve was conducted (Appendix A8) and the Plan was launched to residents together with the Vision and Development Principles for Denmead (Appendix A7). The Neighbourhood Plan was launched on 25 November 2011 with a presentation given to representatives from local village organisations (Appendix A6).

Residents were contacted to ask them to assist with the development of the Plan (Appendix A9)

The Plan was also front page news in the Denmead Scene issue 110, Winter 2011 and delivered to all household in the parish during the first week of December 2011. (Appendix F4)

IV. Village Centre Engagements

During the three Community Engagement exercises, residents were asked to fill out forms and also to give their email contact address. This contact was used to distribute the Newsletters and Chairman's Updates to those residents who had expressly asked to be kept informed.

1. 'Pop up' outside of the Co-op (aka the postcard survey)

The first community engagement event took place during June 2012. Members of the Steering Group and Forum set up a 'pop up' stall to conduct what has been dubbed the 'marmite' survey. This asked residents what they liked and disliked about Denmead.



Figure 1 Members of the Forum during engagement phase 1

Publicity posters used to promote participation can be found in appendix B2

An example of the card used is included in Appendix B3. Children were also given coloured stickers to encourage parents to take part (Appendix B1)

The results of the survey are to be found in the document Survey Summary#1 and found in Appendix B4.

At this time, key infrastructure providers were also contact to make them aware of the content of the Plan and to ask if there could foresee any issues with its delivery (Appendix B5).

In addition to engaging with residents, a series of Business Breakfasts were held to get the views of the local business community. An invitation letter and a summary of the results from these meetings are also to be found in Appendix B6

V. The Denmead Show

An annual event held in August is the Denmead Show. This attracts a large percentage of the village to the Show. The Neighbourhood Plan Team took a table to promote the Plan at the Shows in 2012 and 2013 and 2014. Publicity posters for this can be found in Appendix B3.



Figure 2 The Chairman attracts attention at the Denmead Show

VI. The former NatWest Bank premises (Phase 2 – Options)

The Parish Council were fortunate to be allowed to use empty premises in the village centre which were once the Nat West Bank.

A large A1 poster was displayed in the window to promote a drop in on the following dates. The dates were varied to catch a representative cross section of residents. A4 posters were also posted throughout the village. (Appendix C2)

- Saturday 2 / 9 /16 / 23 February 9.30am – 1.30 pm
- Wednesday 20 February 11.00am — 3.00pm
- Thursday 21 February 1.00pm— 5.00pm
- Friday 22 February 3.00pm — 7.00pm



Figure 3 Community engagement phase 2 at the former NatWest Bank

A series of A0 boards (Appendix C3) were used to explain to residents where the Plan had reached. They were then asked to complete a wall survey. These are available in hardcopy but photos of the material used and results can be viewed in appendix C6. Residents were asked to give their postcode and these were plotted on a map of the village (C1) to ensure that residents from across the village had been involved.

The results of the survey can be read in a summary document in appendix C5.

1. Denmead Junior School

The Chairman and Cllr Stallard also attended a parents evening at the Junior School and engaged parents and children. These took place on 2 & 4 October 2012 and 5 & 7 Feb 2013. A summary of these engagements can be found in Appendix C4.

VII. Around the village (Phase 3 – Allocation)

A third round of engagements was held to follow on from the previous engagement. Residents were asked to give their preference for development from 5 options (D3). These options were presented on A0 ‘foamex’ boards (D1). Engagements were held at various locations around the village to contact residents who may not regularly visit the village centre. These were

- Forest Road development 20 August 2013 2.00pm – 7.00pm
- All Saints Church grounds 24 August 2013 10.00am – 1.00pm
- Denmead Community Centre 30 August 2013 2.00pm – 5.00p

These events were publicised around the village on the public noticeboards and with large banners (D2).

The result of this engagement is found in appendix D4

Peter Ambrose also attended a meeting of the Denmead Village Association and gave members an update on progress and Cllr Kevin Andreoli attended a meeting of the Women's Institute to address them on the Plan.

VIII. Other

The Annual Parish Assembly is a meeting open to all residents. This was used to further announce the Plan in 2012 and to promote the Plan in 2013.

Members of the Steering Group/Forum also attended meetings of the WI, Scouts and Conservative Association to promote the Plan and obtain views. These were

- Coffee morning in support of Mayors Charities 26 May 2012
- Scouts AGM 9 June 2012
- DHS Summer Show 18 August 2012
- DHS Summer Show 17 August 2013
- Infant and Junior School – a pupil project in Spring 2013 to complete at home to raise awareness with parents.
- Focus Group 23 July 2013
- A play afternoon at the Pavilion with material on display

A series of Business Breakfasts were held with retailers from the village centre and other business owners from the Parklands Business Park and other local businesses. These meetings were held on

- Friday 3 August 2012
- Wednesday 21 November 2012
- Wednesday 20 March 2013 – this meeting was attended by the Village Centre Development Manager. From this meeting, a paper of potential policies was generated.

IX. Engagement with the Development Industry

The Steering Group invited all landowners, developers and agents of those with an interest in land in Denmead to a briefing meeting on 21 March 2013. This was to brief the Development Industry on progress and advise of the likely timetable for submission of the Plan. The meeting was chaired by an independent chairman from Action for Market Towns.

Those who attended were also given the opportunity of a one on one meeting to discuss their proposals and any planning gain that might result if their development were to proceed.

A second round of one to one meetings were held in January and February 2014 with those Developers who requested a meeting to be given an update on the Plan's progress and future timetable.

All landowners for sites allocated in the Plan had been contacted and all had agreed that their sites would come forward in the Plan timeframe.

X. Publicity

1. Denmead Scene

The Denmead Scene, the Parish Council's quarterly newsletter, is delivered to all households in the Parish. It is also available from the Parish Council's website (www.denmeadparishcouncil.co.uk) and copies are placed in the foyer of the Community Centre.

A summary of the issue and content related to the Plan by issue is

- Winter 2011 Issue 110 – Front page announcement of our Front Runner status
- Spring 2012 Issue 111 – Chairman's Diary has an item
- Summer 2012 Issue 112 – Front Page
- Autumn 2012 Issue 113 – Front page – 5 things to know and Chairman's Diary
- Winter 2012 Issue 114 – Front page Chairman's Diary plus most of Page 7 by Peter Ambrose (Deputy Chairman of the DNP Steering Group)
- Spring 2013 Issue 115 – Page 3 – Chairman's Diary and Page 5
- Summer 2013 Issue 116 – update in the Chairman's Diary
- Autumn 2013 Issue 117 – Front Page – Chairman's Diary
- Winter 2013 Issue 118 – Front Page Chairman's Diary
- Spring 2014 Issue 119 – Insert about consultation
- Summer 2014 issue 120 – Front page article reporting back on progress and next steps and reference in Chairman's Diary
- Autumn 2014 issue 121 – Centre pages article and Chairman's Diary

All issues can be viewed in appendix F4

2. Website

The Neighbourhood Plan has its own website (www.denmeadneighbourhoodplan.co.uk) where all matter related to the creation of the Plan is published.

3. Chairman's update

The Chairman wrote a series of updates in 2012, 2013 and 2014. These were distributed to those wishing to be kept informed of progress. This included both residents and developers/agents.

The dates these were issues was August and September 2012 and 9 March; 7 April; 24 June; 15 October and 12 December 2013 and one in May 2014. (F3)

4. Other media

Articles publicising the Denmead Neighbourhood Plan have appeared in local newspapers. These being the Portsmouth News and the Hampshire Chronicle.

The Parish Council has erected 9 notice boards at locations around the village. All were used to display poster material to promote the Neighbourhood Plan and events.

XI. Pre Submission Consultation

1. Publicity

All of the Pre Submission consultation meetings were publicised with A3 colour notices on all of the eight notice boards around the village (E1). An A5 flyer (E2) was also delivered to every household in the village with the delivery of issue 119 of the Denmead Scene, and others separately.

A slide was shown on the TV screen in the Co-op store by the tills to promote the Pre Submission Consultation meetings

All of those residents who had previously been involved with the preparation of the Plan were emailed and made aware of the Pre Submission Consultation process and where to obtain a copy of the Plan. The same notification was sent to all those residents who had wished to be kept informed of progress from previous engagements and who had given an email address to allow this to happen. The representations received total 197.

Statistics of visit to the DNP website to view the Plan can be found in appendix E9.

2. Consultation meetings

In all, six meetings were held during the Regulation 14 period to promote the content of the Plan to residents, answer questions and to advise on how representations should be made

The first meeting was to an invited audience. This was those that had asked to be kept informed throughout the Plan development

The remaining five meetings were open to all residents and held in various locations around the village. Four were held in the evening and one was held during a Saturday morning at the Sports Pavilion to catch parents of players of the Youth Football Club. Publicity posters were used to advertise these (E1)

A 'Five Facts' flyer was also delivered to all households in the village (E3)

The date of each meeting, number of attendees and the questions raised at these meetings are in Appendix E10. Some residents attended multiple meetings. Copies of the Pre-Submission Plan were available to all residents (E4).

A powerpoint presentation was used at each meeting and the slides were reproduced on A0 'foamex' boards and displayed in the meeting venue (E5).

Attendees could browse at their leisure and ask questions of members of the Steering Group who were in attendance.

Representations were received from 197 people and these are to be found at E6.

3. Video Recording

The fifth Pre Submission Consultation meeting held on Friday 11 April 2014 was recorded onto video and made available for all to view on the DNP website. This had to be removed after a week due to size limitations. A copy could be obtained from the Parish Clerk on request.

4. Statutory Consultees

The following organisations were consulted as statutory consultees to both the Plan and Strategic Environmental Assessment (E10).

- Winchester City Council
- Environment Agency
- Natural England
- English Heritage and
- Hampshire County Council

Other organisations consulted can be found in appendix E8.

Developers with an interest in landholdings in the Parish were also consulted.

Councils bordering the Parish of Denmead were also consulted. These were

- Havant Borough Council
- Horndean Parish Council
- Southwick and Widley Parish Council
- Hambledon Parish Council
- Boarhunt Parish Council
- Soberton Parish Council

A report was produced following the Pre-Submission Consultation. (E7)

A summary of visits to the Denmead Neighbourhood Plan website is given at E9.

XII. Other supporting documents

Other documents prepared and used during the development of the Plan are contained in Appendix F.

Outputs from the Working Groups used to examine various aspects of the Plan are to be found in Appendix G.

XIII. Main Issues and Concerns

1. Summary of main issues and concerns and how these were addressed

The main issues raised by residents during the Pre Submission Consultation were contained in the Regulation 14 Report : May 2014. (See appendix E7). A summary of the main issues and how these were addressed are given below. All residents were also updated on the outcomes with an A3 flyer (F5) delivered to all households.

a. The number of new homes provided for is too large and the spatial policy 1 does not distribute the housing sites evenly across the village - *allocations were based on evidence supplied by WCC and sites were rated against these.*

b. The selection in Policy 2i of ‘Carpenters Field’ and of the adjoining 2ii Land off Tanners Lane, which is not perceived as being a different site, is inappropriate, primarily on the grounds that it is too big, is affected by groundwater flooding and would increase traffic congestion – *the allocation of smaller sites has been achieved but there were too few to accommodate the target number of houses. Concerns with traffic and drainage along Anmore Road has been taken up with the proposed developer and senior officers at Hampshire County Council.*

c. The selection in Policy 2iii of Land at the Memorial Hall is inappropriate, primarily on the grounds that the loss of car parking and open space would undermine the effective operations of the Hall - *due to the public reaction to a small development on this land, this has been removed from the Plan.*

d. The selection in Policy 2iv and 2v of two sites on Anmore Road is inappropriate, primarily as their development would exacerbate existing traffic congestion problems - *modelling by the proposed developer has indicated that the road will handle increased traffic and senior officers at HCC have no major concerns with the proposals. The traffic flow is also mitigated by the move of the Baptist Church to Mead End Road.*

e. Insufficient provision made for improved and new sports facilities in Policy 2i or Policy 5 – a more effective solution will be to provide an All Weather Pitch, Pavilion and related facilities at King George’s Playing Field – *the allocation of a site at Carpenters Field will result in informal open space land being given to the Parish. An all-weather surface will be installed at the KGV Ashling Park.*

XIV. Appendices (available in electronic and hardcopy)

A. Launch

1. Steering Group – Terms of Reference
2. Formal letter to WCC for support
3. Publicising the area of a Plan
4. Example of roller banner used to promote awareness of the Plan
5. Newspaper classified for the Plan
6. Slides used at launch meeting
7. DNF Vision and Development Principles
8. Forum launch visioning exercise
9. Example of letter of invitation to join Forum

B. Village Centre Engagement (Phase 1)

1. Stickers given out to children
2. Publicity posters used on village noticeboards
3. Example of the ‘marmite’ postcard survey
4. Summary of the survey results
5. Letter and list of key infrastructure providers consulted.
6. Letter to businesses and example of completed survey form

C. Engagement at the former NatWest (Phase 2)

1. Demographics of residents who took part
2. Publicity poster used of village notice boards
3. Copy of foamex boards used to inform residents of Plan progress
4. Report of projects run by the Infant and Junior School
5. Report on the second phase of community engagement
6. Photo examples of the completed wall charts

D. Engagement around the village Evidence Base (phase 3)

1. Copy of foamex boards used to inform on the options
2. Example of A0 & A4 posters used to promote engagement
3. Example of postcard survey
4. Report on the third round of community engagement

E. Pre Submission Consultation

1. Example of poster used on village notice boards to promote meetings
2. Flyer with Denmead Scene Issue 119
3. Five facts posts delivered to all residents
4. Copy of Pre Submission Plan
5. Copy of foamex boards used at meetings
6. Responses to consultation
7. Regulation 14 Report
8. List of people consulted
9. Web site access statistics
10. SEA Scoping letter sent to statutory bodies

F. Other supporting engagement material

1. Newsletter of the RTPi
2. Articles from the local newspaper The News
3. Newsletters and Chairman’s Updates
4. Denmead Scene newsletter issues 110 – 121
5. A3 Flyer to all households to give an update and promote residents meeting

G. Outputs from Working Groups

1. Employers and Employment
2. Demographic and Housing
3. Infrastructure
4. Burial Ground
5. Gypsy and Traveller site
6. Population change and employment needs