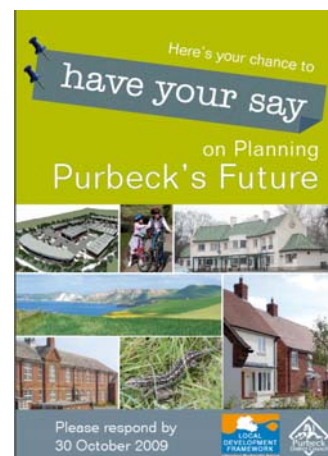


Core Strategy Planning Purbeck's Future

Public Consultation – September - November 2009

Appendix A:

CONSULTATION ARRANGEMENTS AND FEEDBACK



1. Consultation Arrangements

1.1.1 The public consultation commenced on 7th September and was originally due to end on 30th October (7 weeks). During the consultation the deadline was extended to the 30th November (11 weeks) to ensure we gave people the maximum amount of time to comment and to take account of reports of non-delivery of questionnaires. Responses after the 30th November have also been accepted and logged.

1.1.2 The public could access the consultation as follows:

- Questionnaire drop to every dwelling and business
- Consultation material available on the Council's website, at Westport House, Town Council offices and local libraries
- Road shows
- Web forum on the Council's website
- Contact or meet with the Planning Policy team

1.1.3 Around 24,000 questionnaires were delivered by Tudor Distribution to all dwellings and businesses in Purbeck. There were a number of complaints of non-delivery. These were passed to Tudor who arranged redelivery or were sent directly. It is possible that people simply threw the leaflets away on the day they were delivered and were subsequently told about them at a later date by neighbours, and then phoned up to complain they hadn't had one. Stoborough Parish Council were concerned about lack of delivery in Stoborough Meadows. However despite redelivering to the estate only a handful was returned.

1.1.4 The following steps were undertaken to publicise the consultation:

7th September 2009

- Consultation commences
- Emails and letters were sent to all contacts on the LDF database informing them of the consultation and where material could be viewed.
- All statutory consultees were sent the full Core Strategy document together with the Sustainability Appraisal.

- All local libraries were sent copies of the full Core Strategy, the SA report the four background papers and a poster. Exhibition boards were displayed in some libraries and in reception to Westport House.
- The Council's website went live with a link from the home page to the consultation documentation and forum.
- A press release was sent out and stories were included in The Daily Echo and the Dorset Echo (both 8 September 2009). Dorset Community Action put it in their Purbeck Network Alert.
- Adverts were put in The Daily Echo and The Dorset Echo (both 9 September 2009).
- Article included in Bere Regis Parish Magazine

7th - 21st September 2009

- A 'Have Your Say' Leaflet/questionnaire was distributed to every household and business in Purbeck by Tudor Distribution.

5th October

- A further press release was sent out, advising of consultation road shows. This was picked up by Stour and Avon Magazine (9 October 2009), Dorset Echo (13 October 2009) and Wessex FM.
- Further adverts advising of the consultation road shows were put in The Daily Echo, Vale Advertiser and Swanage & Wareham Advertiser in the weeks commencing 5 and 12 October 2009. The advert in the Swanage and Wareham Advertiser covered one third of the back cover in colour.
- Planning Policy Manager attended Swanage Town Council public meeting

Mid October

- Stoborough Parish Council borrowed exhibition boards and set up stand outside local shop

27th October

- A final press release was sent out notifying people of the extension from 31 October to 30 November 2009 and this was picked up by the Purbeck Gazette (November 2009) and there was also an article in About Purbeck (Issue 11).
- An e-mail was sent to all contacts on the LDF database with e-mail addresses notifying them of the extension to the consultation.
- Planning Policy manager attended Wareham Town Council public meeting

30th November

- Consultation closed, but late responses are still being accepted and logged.

1.2 Road shows

1.2.1 A series of 7 road shows were arranged during the consultation period. Transport planners from Dorset County Council also attended and set up exhibition boards. In total 183 people attended the events, as follows:

Table 1 : Attendance at Road Shows

Venue	Date	Number Attending
Bere Regis - Drax Hall	13th October 4 - 8pm	26
Corfe Castle - Town Hall	15th October 4 - 8pm	10
Lytchett Matravers - Village Hall	19th October 7.45 - 10pm	12
Swanage - Community Hall, Mowlem	21st October 4 - 8pm	20
Upton - Community Centre	26th October 5 - 8pm	27
Wareham - Corn Exchange	9th October 4 - 7pm	67
Wool - D'Urberville Hall	12th October 4 - 8pm	21
Total		183

1.2.2 The highest attendance at Wareham was probably due to the town centre location and that the advert was published in the newspaper only 2 days before. The absence of any proposed development at Corfe Castle presumably meant interest was low. We could only get a late slot for the Lytchett Matravers event due to the hall being fully booked. By the time the road show reached Swanage and Upton the advertising was 2-3 weeks old and this may account for the lack of interest.

1.3 Web forum

1.3.1 For the first time a web forum was made available for people to post comments and start discussions. However, the take up was slow with only 28 comments. In contrast, the Swanage View website has around 130 comments on the Core Strategy consultation, and these have been noted.

1.4 Costs Involved

The cost of the consultation came in at £12,601. These costs were met by the Planning Policy budget and Housing and Planning Delivery Grant. The costs are set out in the table below:

Product	Cost
Printing of main Planning Purbeck's Future document	£2,590
Printing of 'Have Your Say' Leaflet/Questionnaire	£3,302
Distribution of 'Have Your Say' Leaflet/Questionnaire	£1,495
Advertising	£1,663
Room Hire for Consultation Events	£145
Outgoing Postage (approximate)	£500
Incoming Postage (approximate) – returned questionnaires	£600
Employment of a Temp to log responses (237 hours at £9.73)	£2,306
	£12,601

NB: The above costs do not include the cost of internal photocopying of the SA report and Background Papers, additional 'Have Your Say' Leaflets/Questionnaires and full Planning Purbeck's Future document

2.0 Feedback on Consultation

2.1.1 A sample of respondents were sent a feedback form in early December. Of the sample of 65, we received 28 completed forms (43% response rate). The highlights from the evaluation sheets are set out below:

- 100% found the leaflet useful (71% good, 29% average)
- 100% thought the leaflet was easy to read and understand (85% good, 15% average)
- 100% felt there were sufficient pictures, maps and tables (77% good, 23% average)
- 96% thought the leaflet contained enough detail for them to make an informed response (52% good, 44% average)
- 100% were satisfied with the time scale (82% good, 18% average)
- 89% got the leaflet through their door
- 36% viewed the full documentation (either in the library or on-line)
- 11% contacted the Planning Department and 50% of these found it useful
- 25% saw the adverts for the road shows (either in the local press or library)

2.1.2 More detailed feedback is set out below:

- *Only knew because leaflet came through door.*
- *Lack of accurate demarcation of where the possible supermarket at Carey would be located. Will it mean the compulsory purchase of any houses close to*

site, i.e. St Johns Road or Carey Close. Also no explanation was given as to what a focal point in the area of the railway station would mean.

- *Generally good but whatever you do (i.e. PDC) you will never satisfy everyone! Have a good Christmas*
- *Why waste public money on coloured inks? I did not have time to seek out the full document - more free copies in accessible places please, i.e. for local residents associations. Pay for costs by using less wasteful production methods.*
- *I heard about the roadshows from friends. The timings did not lean towards those who work and move to travel distances to get to them. Do not forget Bovington is about 50% civilian occupancy who own the ex MOD houses now.*
- *Corfe Castle has an aging population and the venues could not be reached by disabled people. School Village Hall would have been much better.*
- *Perhaps include more open questions (i.e. some of the responses precluded alternative options).*
- *I found the documentation on line to be very complicated and difficult to read - I could not get through it due to boredom! Far too much 'jargon'.*
- *Without a proper local paper (I don't consider The Advertiser to fill this remit), it is hard to see how the general public can be informed of public consultations etc. I was unaware of the display of the new recycling centre at the Town Council Offices.*
- *Not everyone receive a leaflet - very poor distribution. Not enough detail in the leaflet.*
- *Not enough room on questionnaire to give full comments. Questionnaire purely aimed at responses that PDC wanted to hear.*

2.1.3 We asked where people viewed the full documentation. The responses were:

- On-line (4 responses)
- Library (2 responses)
- At a meeting (1 response)
- Library staff unable to locate up to date documents (1 response)

2.1.4 We asked people where they saw the adverts?

- Local Press (3 responses)
- Advertiser(1 responses)
- Library (1 responses)

2.1.5 Only one person who returned the forms attended a road show and spoke to a Planning Officer. They thought the advice given was 'average'.

2.2 Comments on the Questionnaire Design and Information

2.2.1 We have had a number of comments about the questionnaire and how understandable it was. We spent a lot of time preparing the leaflet to convey the information in plain English and this was generally welcomed. Below are some examples of comments included on the questionnaire responses:

- *“May I congratulate PDC and the designers on producing this circular, the design is absolutely superb and given the information that needed to be presented, I cannot see a better job being made for it - the designer should be commended for this excellence”*
- *“Thank you for asking for the public's views”*
- *“I think it has been well thought out and considered. Well done”*
- *“Excellent communication - very clear and well explained”*
- *“Congratulations on this communication - concise giving a great deal of info”*
- *“A very well presented document, with clear options”.*
- *“Could your information have been simplified?”*
- *“Very annoying to fill in as hand gets stuck - on leaflet sticky part - when writing”*
- *“I think this form is very confusing”*
- *“Some residents have found the consultation document to be a little lengthy and confusing”.*
- *“Hard to understand the leaflet - in particular how the figures for housing were decided for each town”.*
- *“I think this questionnaire is unfairly set out - options should be available to vote on each district”.*

3.0 Conclusion

3.1. The questionnaire was generally well received and generated a good response of 8%, which will help steer policies. There were some issues with delivery, which need to be addressed for future consultations, but this shouldn't hinder the effectiveness of the consultation.