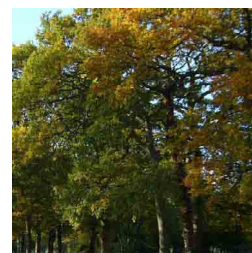
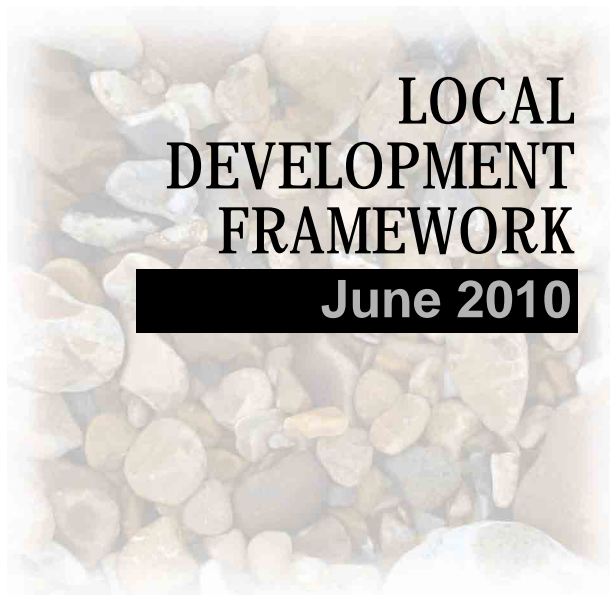


# Havant Borough Submission Core Strategy

## Regulation 30(1) (d) Statement of Consultation



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## 1 Introduction and Background

- 1.1 Prior to formally 'submitting' the Havant Borough Core Strategy, it is necessary to undertake consultation in accordance with the Town and Country Planning (Local Development) (England) (Amendment) Regulations 2004 (as amended) "the Regulations".
- 1.2 Consultation on the preparatory stages of the Havant Borough Core Strategy Development Plan Document (DPD) has been undertaken in accordance with all the relevant Regulations that have applied during the evolution of the document. This is brought together under Regulation 25 of the 2008 and 2009 Regulation amendments.
- 1.3 This consultation statement has been prepared in accordance with the Town and County Planning (Local Development) (England) (Amendment) Regulations 2009<sup>1</sup>. The consultation statement is one of the required submission documents required under Regulation 30(1) (d). The consultation statement must address the following three requirements;
1. Who was invited to be involved in the plan preparation;
  2. How they were invited to be involved in the plan preparation, and;
  3. A summary of the main issues raised as a result of the consultation and how those main issues have been addressed.
- 1.4 The requirements of the three sections are addressed for each of the consultations that were undertaken as part of the Regulation 25 plan preparation process. The specific stages in the plan preparation process are set out in Table 1.

**Table 1 Havant Borough Core Strategy – Formal Stages**

	Plan Preparation Stage	Summary
A	Initial Issues and Options 21 July – 31 August 2006	Consultation with stakeholders (also available to the general public) on a range of spatial planning themes affecting the borough including the distribution of development, setting out the issues and the realistic options that could be considered. Intended to inform the Preferred Options stage. Alongside the Core Strategy document was accompanied by a sustainability appraisal report.
B	Second Issues and Options 6 March – 5 April 2007	The initial issues and options consultation was used to inform a stakeholder workshop in January 2007. Three overall development options emerged from the workshop and these formed the basis of the second issues and options public consultation. Alongside the Core Strategy document was accompanied by a sustainability appraisal report, which iteratively assessed and fed into the next Core Strategy.
C	Preferred Options 5 March – 16 April 2008	The two public consultations, the stakeholder workshop, the growing body of evidence base

<sup>1</sup> Regulation 30(1)(d) Submission Documents

		studies and the sustainability appraisal process provided the basis for the Preferred Options of the Core Strategy. It was envisaged that the results of the public consultation on this document, together with further evidence and the sustainability appraisal would feed into the production of the submission version.
D	Draft 12 June – 24 July 2009	In June 2008 the Government published a revised Planning Policy Statement 12: Local Spatial Planning, which changed key Government policies on how Core Strategies should be prepared. This necessitated the council taking a fresh approach to the Core Strategy with more emphasis on strategic development sites and delivery of spatial objectives. The previous work on the Core Strategy was all used to inform the Draft Core Strategy and was subject to extensive public consultation and further iteration of the sustainability appraisal process. The comments received from the consultation, further evidence and the sustainability appraisal all helped inform the drafting of the proposed submission version of the Core Strategy.
	Proposed Submission Publication 31 March – 17 May 2010	The proposed submission Core Strategy and final sustainability appraisal report have been published for six weeks in order for representations on the tests of soundness to be made.
	Submission of Documents and Information to Secretary of State June 2010	At the end of the publication period, the Core Strategy, the sustainability appraisal report and all representations will be submitted, together with a summary of the main issues raised during the publication period, to the Secretary of State in order for an examination to begin into the soundness of the Core Strategy.
	Examination Hearings September 2010	An Examination will be carried out by an independent Planning Inspector. The Inspector will assess the 'soundness' of the Core Strategy, and consider all comments received at Submission document publication stage in order to produce a report with recommendations that are binding on the Council.
	Adoption and Publication March 2011	The Council will amend the Core Strategy as required by the Inspector's Report, and adopt it as soon as practicable following the Inspector's Report. It will then become part of the LDF and the development plan for Havant Borough.

## Consultation Background

- 1.5 Consultation on the Havant Borough Core Strategy (HBCS) has followed the Council's adopted Statement of Community Involvement (October 2006). The Statement of Community Involvement (SCI) sets out the Council's vision for involving key stakeholders and the wider community in the preparation of its Local Development Framework (LDF). The council is committed to consulting continuously throughout the preparation of its LDF and ensuring that the whole community will have the opportunity to engage in the planning process in a meaningful way.
- 1.6 This Statement of Consultation sets out the ways in which the Council has engaged the community in the preparation of its Core Strategy in accordance with the regulations<sup>2</sup> and the SCI. It provides details of who has been involved, when and how they have been engaged in the process.
- 1.7 The Council aims to provide information in a form which is accessible to the public and in a form which is written in clear English and avoids the use of jargon. The SCI includes a range of involvement techniques which could be used as part of the consultation process and these techniques have been employed for the Core Strategy as appropriate in accordance with the SCI.
- 1.8 Full details of the Council's SCI including the process of its preparation, consultation and adoption can be viewed on the website at [www.havant.gov.uk/havant-4338](http://www.havant.gov.uk/havant-4338). Table 1 Involvement Methods at paragraph 2.5 of the SCI sets out the whole range of techniques that have been used at different times in the drafting of the HBCS.
- 1.9 The Council's LDF internal process for creating its local development documents (LDD), including the integrated Sustainability Appraisals, and agreeing the format of consultations on the LDD were established in 2005 when work began on the LDF. The Planning Policy team produce the majority of the work; this is supplemented by the cross departmental LDF project team that has scheduled meetings every three to four weeks. The work is then agreed by the LDF Project Board which consists of heads of service and led by the corporate director and meets quarterly and just before the LDF Members' Panel. The LDF Members' Panel is made up of senior councillors, including the leader, portfolio holders and chairs of committees. The Extended management Team (EMT) are always given an update on progress prior to any LDD consultation process and its agreement at Cabinet. This process has ensured the Core Strategy has always progressed with corporate and member support.

## **Consultation under Regulation 25 (old Regulation 25) (Issues and Options)**

### **2 Initial Issues and Options Consultation (21 July to 31 August 2006)**

#### **Who was invited and how were they invited to be involved in this stage of plan preparation;**

- 2.1 Prior to the 'formal' six week consultation period of 21<sup>st</sup> July – 31<sup>st</sup> August 2006 workshops with Council officers and elected Councillors took place in May and June 2006.

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<sup>2</sup> Town and Country Planning (Local Development) (England) Regulations 2004.

- 18<sup>th</sup> May 2006 – Presentation/workshop for senior officers at Havant Borough Council
- 14<sup>th</sup> June 2006 - Havant Borough Council Executive Meeting
- 26<sup>th</sup> June 2006 – Presentation/workshop for Councillors

2.2 The feedback from these events fed into the finalisation of this stage of plan preparation.

2.3 On the 20<sup>th</sup> July 2006 a letter was sent to 408 stakeholders including; statutory consultees, Councillors, the Havant Community Partnership (HCP), local community groups and residents to gather their views on the development issues and options for Havant Borough over the next 20 years. The list of consultees was based on the planning regulations at the time and the SCI. The full list of those specifically consulted is shown at Appendix A.

2.4 In accordance with the SCI a variety of other engagement techniques were used to raise community awareness and providing an opportunity to comment. Presentations about the Core Strategy and the issues and options facing the borough over the next 20 years were given to the following groups:

- 2<sup>nd</sup> August 2006 – Presentation to Havant Borough Council Development Control Officers
- 14<sup>th</sup> August 2006 – Presentation to representatives from six Borough Community Boards
- 16<sup>th</sup> August 2006 – Presentation to Portsmouth and SE Hants Chamber of Commerce

2.5 Details of the consultation were also provided on the Council's website and an email was sent to Havant Borough Council employees notifying them of the consultation.

2.6 All households and businesses in the borough receive 'Serving You' which had an article about the HBCS on page 5. The documentation and a questionnaire were made available online, at the Council offices and at libraries for anybody to use for comment. Details of the documentation and the Serving You article are available at the Council's website page [First Stage Issues and Options \(Summer 2006\)](#).

### **A summary of the main issues raised as a result of the consultation and how those main issues have been addressed**

2.7 A total of 123 respondents made written representations to the consultation. A Results of Consultation report was produced summarising and analysing the main issues raised. This is available at the Council's website at <http://www.havant.gov.uk/havant-7889>.

2.8 The issues that were raised came at a time when Core Strategies were something of an unknown and in August 2006 the first Core Strategy examinations were found unsound at Stafford and Lichfield. Havant sought a legal opinion on the Core Strategy work that had just been completed and an issue of the spatial quantification of the employment and retail requirements meant that a further round of consultation was considered necessary.

2.9 Although the initial issues and options consultation needed more work on the spatial distribution of the development many of the issues that arose have continued to feature throughout the evolution of the Core Strategy. Some of the key issues include the continuing support for high standards of sustainable construction, which are now found in policy CS12. Existing employment sites are safeguarded to reduce pressure for Greenfield sites whilst taking a flexible approach to economic development and job creation, as found in policy CS2. There is an adaptive stance on climate change bearing in mind the borough's vulnerable coastal location, which is a principle embodied in the housing distribution work and the use of the climate change projections in the Strategic Housing Land Availability Assessment (SHLAA). The importance of partnership working for such a small authority to deliver infrastructure, particularly with the Partnership for Urban South Hampshire was also clear at this early stage and the Borough Council has continued to take a leading role in this successful growth area sub regional partnership.

### **3 Second Issues and Options Consultation (6 March – 5 April 2007)**

#### **Who was invited and how were they invited to be involved in this stage of plan preparation;**

- 3.1 Following the first round of consultation a review of the Core Strategy objectives was carried out through a workshop on 19<sup>th</sup> January 2007. A selection of stakeholders on the LDF database was invited by letter. The invitation focused on local community, amenity and residents groups, local businesses, councillors, Community Boards and infrastructure and service providers. The workshop was facilitated by consultants and attracted 46 attendees from a cross section of all the stakeholder groups that were invited. A list of attendees is set out in Appendix B. The same list forms appendix 2 (page 36) of the full workshop report which is available at <http://www.havant.gov.uk/havant-7157> .
- 3.2 Following this workshop, it was considered appropriate to hold a further round of consultation on the Issues and Options of the Core Strategy to ascertain views on three different spatial options for development in the borough. A second Issues and Options Core Strategy document was produced that took on board and supplemented the technical issues that were raised in the first consultation round.
- 3.3 From 6<sup>th</sup> March to 5<sup>th</sup> April 2007 a questionnaire was sent out to the 1,500 members of the Citizens' Panel seeking their views on the Core Strategy development options. The Citizens' Panel (Community Pulse) is made up from 1,500 members selected at random from 8,800 letters sent randomly to residents on the Electoral Register. At the same time letters were sent out to over 400 stakeholders inviting them to participate in the same consultation as the Community Pulse, through the website where the second Issues and Options documentation was made available. People who commented on the first Issues and Options consultation round were also sent a letter advising them of the consultation. A list of the people who we consulted is given in Appendix C. Paper copies of the questionnaire were provided for those unable to access the web.

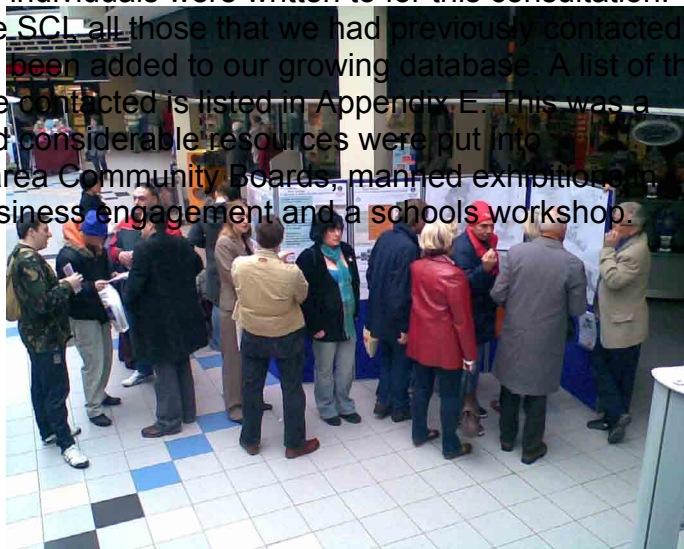
#### **A summary of the main issues raised as a result of the consultation and how those main issues have been addressed**

- 3.4 The full report of the 19<sup>th</sup> January 2007 workshop sets out all the issues that were raised on the day. The workshop helped to provide clearer directions for the options available for development within the borough and directly influenced the contents of the supplemental (second) issues and options document. During the consultation period of the supplemental (second) Issues and Options Core Strategy we received 500 responses to the Community Pulse plus 51 individual responses with 22 submitted electronically and 29 on paper. A summary of the main issues raised in the responses received to this consultation are given in the Results of Consultation on the Council's website at <http://www.havant.gov.uk/havant-7157> . The relevant section regarding the results of the supplemental (second) Issues and Options is reproduced at Appendix D.
- 3.5 The Results of Consultation report on both the Issues and Options stages identified a range of preferred policy directions. All of those policy directions were taken forward and iteratively developed within the Preferred Options Core Strategy, the Draft Core Strategy and the Pre-Submission Core Strategy. The strong and clear messages that came out of the consultation process include the need to keep a focus on our town centres, the need for regeneration development and the importance of our natural and built environment both for its own sake and as a catalyst to regeneration. It was also clear that many respondents did not want the level of housing that is proposed. They raised concerns over the impact on the borough's sensitive environment and the lack of infrastructure to support the development. These were also concerns for the Council. The housing growth is a Government requirement set in the South East plan. There is no real choice about the overall housing numbers. What the Council has done in the Core Strategy is to promote development through the Local Development Framework in locations where it will use existing infrastructure most effectively, help deliver new infrastructure where needed, bring community benefits in terms of jobs, shops, improved greenspaces and community facilities and minimise its impact on the environment. A key message when engaging with the community has been that a planned approach is the best way of making sure that the new development is as sustainable as possible.
- 3.6 The development distribution options proposed through the consultation process ranged from concentrating development around Havant and Waterlooville to dispersing the development throughout the borough. Although many respondents were negative towards any new development, which could not be addressed as it is required to meet the South East Plan policies and the needs of the borough's future growth, a number of clear policy directions emerged. In terms of jobs there was more support for concentrations at key locations; homes should be dispersed to spread the impact, disperse tourism to take some of the pressure from the sensitive harbours and a strong support for focusing shopping on the two town centres. These principles formed the basis for the preferred development distribution in the borough. It is considered that this distribution strategy is most likely to maintain the viability of existing communities, have the least impact on our environment and provide the economic growth that will meet the needs of the community

#### **4 Preferred Options 5 March – 16 April 2008**

**Who was invited and how were they invited to be involved in this stage of plan preparation;**

- 4.1 The next stage in the Core Strategy was to take forward the results of the two issues and options consultations into a preferred options document. In addition to those consultations two seminars were held for councillors and local community groups on the 3 September and 16 October 2007. This included a presentation providing an update of Local Development Framework (LDF) and a workshop which sought to obtain information about the infrastructure requirements for the borough.
- 4.2 The Preferred Options Core Strategy was produced to take forward the previous stakeholder consultation and was subject to a full public consultation process. The document explained the different options which have been considered and the reason for selecting the preferred options. A consultation strategy was drawn up and agreed with senior managers and the LDF Members' panel. The consultation techniques that were chosen aligned with the requirements of the SCI. This consultation process was always going to be more complex than any undertaken previously because an issues and options consultation on the Site Allocations plan was being undertaken in parallel with the Core Strategy consultation.
- 4.3 More than 600 organisations and individuals were written to for this consultation. Those being all those listed in the SCI, all those that we had previously contacted and any further contacts that had been added to our growing database. A list of the additional organisations that were contacted is listed in Appendix E. This was a significant public consultation and considerable resources were put into presentations to each of the six area Community Boards, manned exhibitions in each of the five main centres, business engagement and a schools workshop.



- 4.4 Appendix G sets out all the methods of consultation that were used in all the consultations on the drafting of the Core Strategy. The third column specifically sets out the consultations on the preferred options stage. All the events that were run by the Council involved writing to the various stakeholders and either specifically inviting them to an event or informing them that the event was taking place. The continuously growing contact database has been the key to direct contact. Appendix G gives information on which events were most effective. In addition to writing to database contacts, the consultation was timed to coincide with the quarterly production of Serving You which is delivered to every household and business in the borough, ensuring a very wide ranging delivery of information.





#### **A summary of the main issues raised as a result of the consultation and how those main issues have been addressed**

- 4.5 In respect of the Core Strategy Preferred Options we received 2,205 comments from 201 different people/organisations. Of these 338 were comments, 674 objections and 1,193 supports. A full list of all the representations is available at <http://www.havant.gov.uk/havant-7574>. The key issues raised by statutory consultees in the preferred options consultation resulted in significant revisions to the Core Strategy and these are summarised below:
- 4.6 **Transport - Highways Agency:** Raised potentially serious concerns about the capacity of the strategic road network to cope with the additional development and suggested that the existing data showed peak hour congestion that may not be able to be mitigated as traffic levels increased. It was therefore clear this needed to be addressed. Havant Council initiated a partnership with Hampshire County Council, Portsmouth, Fareham and Gosport Councils to procure research into the strategic road network capacity and the impact of the proposed residential, employment and retail development. The Highways Agency was involved in the research report. The research report has been supplemented by new mitigation and contributions policy work that addresses the concerns of the Highways Agency and has been a priority for the Council. The Core Strategy also make more of the importance of the borough as a sub regional spoke in response to points raised by SEERA.
- 4.7 **The Environment – Environment Agency, English Heritage and Natural England:** These statutory bodies made significant points about the need for adequate water infrastructure to serve the new development and the importance of water quality in the borough with its unique springs and outfall to the internationally protected harbours. These fundamental points are also subject to European legislation under the Habitats Directive. The Council has worked proactively with the statutory bodies through the Habitats Regulation Screening procedure and the subsequent Appropriate Assessment to revise the Core Strategy policies and proposals so that there were no fundamental objections to the next version of the Core Strategy. The input of the statutory bodies meant that the Core Strategy took a ‘win, win, win’ approach to the balancing of the sustainability elements of

environment, economy and society as part of the vision. There has also been a greater focus in the Core Strategy on the deliverability of necessary infrastructure, such as waste water and specific references to the importance of water to the borough.

- 4.8 **The Economy – South East England Economic Development Agency (SEEDA):** Specific points on the need to encourage high speed broadband and the importance of the marine sector to the borough are points that have been taken on board. Policy CS2 specifically refers to marine businesses and communications technology.
- 4.9 **Housing – South East England Regional Assembly (SEERA):** It was considered that the Core Strategy should specify a minimum 10% renewable energy element, contain references to specialist needs, for example, disabled and elderly and the needs of gypsies, travellers and travelling showpeople. Policy CS9 and CS12 now contains reference to all these aspects.
- 4.10 Perhaps the most influential consultation response was from the Government Office for the South East (GOSE). That response raised some significant concerns which to a large extent were driven by the government office's inside knowledge of the changes to the LDF system contained in the imminent publication of a revision to PPS12. In June 2008 a revision to PPS12 was published that made a variety of changes to the way that Core Strategies should be produced. Counsel opinion was sought regarding how the existing Core Strategy work aligned with the new Government guidance and it was felt that further work would be required to fully align with the revised PPS12. The work that had previously been undertaken was therefore used to inform the revised version of the Core Strategy. One of the main changes was greater focus on strategic sites, alignment with the Sustainable Community Strategy and a stronger local portrait and vision.
- 4.11 A significant outcome from this consultation and the comments of GOSE in particular was that Havant was selected for a Planning Advisory Service (PAS) diagnostic that took place in June 2008. Consultants came to speak to officers and councilors involved in the LDF to assess the situation and recommend solutions for taking the Core Strategy forward. Further benefits came with the PAS diagnostic as consultancy support was provided for some training in respect of creating a common vision, infrastructure delivery, community engagement and an effective evidence base. This support has had a positive impact on the evolution and content of the Core Strategy.
- 4.12 The revisions to PPS12 and the advice that was evolving from GOSE and PAS about how to produce a Core Strategy meant there was an emphasis on strategic sites to deliver the overall vision for the borough. References to Action Area Plans were deleted and Strategic Sites that were 'Mission Critical' to achieving the vision were identified. These were:
- (a) Cabbagefield Row
  - (b) Woodcroft Farm
  - (c) Dunsbury Hill Farm
  - (d) Havant Thicket
  - (e) Leigh Park District Centre
  - (f) Public Services Villages, Havant
  - (g) Brockhampton West

- (h) Waterlooville Major Development Area (MDA) and town centre integration
- (i) Hayling Island Seafront

4.13 The next version of the Core Strategy looked quite different from the previous versions. It was a much more detailed document based on a well developed evidence base, clearly aligned with the SCS, with draft strategic policies, site specific allocations and a range of development management policies. Notwithstanding the substantial re-formatting many of the planning principles were carried through from earlier work and the preferred options were explicitly carried through. The development of the revisions was agreed by the Council, through engaging the LDF Project Team, LDF Project Board, LDF Members' Panel, Extended Management Team and Cabinet.

## 5 Draft Core Strategy (new Regulation 25) 12 June – 24 July 2009

### Who was invited and how were they invited to be involved in this stage of plan preparation

5.1 As the previous consultation period had also included a draft stage of the site allocations plan the consultee database had now increased in size from 600 to 2045. This clearly shows that site specific proposals generate the most local interest. The increase in consultees was primarily due to local residents opposing potential residential development with some new agents and developers promoting their development sites.



- 5.2 A programme of presentations and other events was discussed and agreed internally well in advance so that as much prior warning could be given in press releases and particularly through Serving You (the Council's quarterly newsletter delivered to every household and business in the borough). Each one of the 2,045 consultees were contacted, 1435 by letter and 610 by email, informing them of the details of the consultation in terms of where they could find out more and how they could comment. In response to the fact that Havant Borough Council is a signatory to the [Hampshire Compact](#) on consultation which recommends that a 12 week consultation should be used, all the voluntary groups were sent an information letter on the 15<sup>th</sup> May. This gave the voluntary sector an additional four weeks to prepare their volunteers for the formal consultation period so they could respond in the statutory six week period.
- 5.3 After analysing the previous consultations it was decided that specific presentations for the Community Boards and the residents/amenity groups would be more effective than going to their individual meetings. Stakeholders that were being invited to specific presentations were sent letters in advance of the formal consultation period advising them of the dates.
- 5.4 In addition to the letters and emails there was a centre page spread in Serving You, posters put in all the Council's notice boards, press releases, leaflets and

bookmarks handed out at various information points and events around the borough including by hand at Havant railway station. Further publicity was given to the variety of events by using a variety of techniques. In relation to the specific strategic sites, brightly coloured notices were placed at various points near to the sites. A recorded radio interview was given to the local commercial radio station that was played on various sister stations over a couple of days at the start of the consultation. A live interview was given to Express FM a Portsmouth based community radio station. The radio interviews explained what the Core Strategy was about, why people should get engaged and where they could find out more.

5.5 The most successful event in previous consultations had been a manned

exhibition in Havant's shopping centre on Saturdays. Resources were therefore put into improving on this with manned exhibitions in Havant and Waterlooville on Saturdays and on their market days (Tuesday and Friday respectively). Due to timing and resources no other Saturdays could be accommodated, although the main shopping areas of Leigh Park, Hayling Island and Emsworth were targeted. These events again proved successful with many



people engaged in respect of the Core Strategy and general Council issues. The exhibitions were well supported corporately with the Chief Executive, Corporate Director and Heads of Service all doing a shift and adding their wider knowledge of the Council's business to their engagement with the public.

5.6 A list of all the specific events is given at Appendix F which also includes the numbers of people that attended each event. A more detailed explanation and analysis of the consultation techniques, relative to the requirements of the SCI is given in Appendix G.

5.7 At Appendix H a fuller analysis of the effectiveness of the consultation has been undertaken, including a look in detail at the demographics of the respondents.

### **A summary of the main issues raised as a result of the consultation and how those main issues have been addressed**

5.8 A total of 308 written responses were made to the Draft Core Strategy raising 1,918 individual representations. A full summary of the representations is available at <http://www.havant.gov.uk/havant-10245> , whilst a high level summary of the main points is given in Appendix I. The main issues that were raised related to the deliverability of the strategic sites, the phrasing of the strategic policies, the number of Development Management policies and the justification for some of the policies.

5.9 **Strategic Sites:** Concerns were raised about the deliverability and justification of the nine strategic sites. Cabbagefield Row was subsequently recommended by the

local environmental bodies as having grassland habitat that should be designated a Site of Importance for Nature Conservation (SINC). The Hayling seafront site caused some confusion with the public who believed that the tourism related ideas involved significant new housing. The Brockhamton West employment site was a major concern for the environmental bodies, which was confirmed in the Habitat Regulations Assessment. The uncertainty over the deliverability of the Leigh Park centre due to land assembly issues was highlighted. The challenges raised through the consultation meant that after reviewing the nine strategic sites the four listed above were deleted from the Pre-Submission publication Core Strategy. The Woodcroft Farm Strategic Site attracted the most responses of any single issue, with 143 of the 308 respondents objecting. Whilst this is a significant proportion of overall objection the site remains as a strategic site as the planning merits of the site are considered sound. The large numbers of respondents were generated by a local couple who saw one of the site notices and went on to do their own leafleting of the area.

5.10 **Strategic policies:** Comments on the policies came largely from statutory consultation bodies and developers, although local groups raised a number of significant points that resulted in changes. Comments from the environmental bodies and subsequent meetings with them helped improve the wording of policy CS10 and the introduction of CS11 on Green Infrastructure. There was significant comment on the need for adequate infrastructure to support the new development, most significantly in terms of transport from the Highways Agency. Whilst the Highways Agency has been involved in the strategic road network capacity research they remain generally negative towards growth without assurances that traffic growth can be mitigated. This has necessitated further research into the potential for transport growth mitigation and the continued development of infrastructure delivery partnership working. A number of respondents raised concerns about the urban area maps not including future urban extensions. Clarification has been given on this. Concerns were expressed about some of the more prescriptive elements of the policies, for example, sustainable construction requirements, internal space standards and affordable housing requirements. Significant changes have been made to take on board comments, some of which have been signposted to the Development Delivery (Allocations) Plan and/or Supplementary Planning Documents. What is noticeable from the respondents is the general support from environmental and other amenity groups for policies that require higher standards, as opposed to developers who consider them a burden.

5.11 **Development Management Policies:** The detail of the original 35 development management policies was not supported by the Government Office and a major review was undertaken to delete policies that repeated other guidance. The principle is now established, however, some users of the Core Strategy do feel that a 'one stop document' is more manageable. To this end the Core Strategy has been given more signposting to all the relevant documentation.

## 6. Conclusion

6.1 The Council has given consultation on the Core Strategy a high priority as shown by the significant resources that have been devoted to the draft consultation stages and summarised in Appendix G. The concept of the Core Strategy has been a challenge to communicate to the general public whose primary focus appears to be on housing developments that directly affect themselves. The numbers of respondents to each stage have been relatively stable; the increase in

2009 is largely due to the 143 respondents to the Woodcroft Farm Strategic Site.

- 6.2 The consultation response that we have received throughout the drafting of the Core Strategy have had a significant impact and changes have been made to the subsequent versions to take a range of comments on board. It is hoped that the whole process will mean that the number of representations in regard to soundness for the Pre-Submission version are therefore minimised. The Pre-Submission Publication attracted duly made representations from 146 individual bodies or persons. More than half of these relate to Area of Outstanding Natural Beauty (AONB) policy. Many of these respondents live close to a potential housing site that is located in the AONB. This is another example that it is site specific issues that generate most local interest.

**Appendix A - First round (July – August 2006) Core Strategy Issues and Options consultees (Total 408 stakeholders)**

<b>Consultations carried out under Regulation 25 of the Town and Country Planning (Local development) (England) Regulations 2004</b>	
<b>Specific Consultation Bodies</b>	South East England Regional Assembly
	Government Office of the South East
	The Planning Inspectorate
	East Hampshire Primary Care Trust
	Environment Agency
	Head of Urban Renaissance (Housing)SEEDA
	Highways Agency
	Network Rail (Southern Region)
	<b>Relevant Gas, electric and telecommunications companies</b>
	Mobile Operators Assn.
	Transco, South LDZ
	The National Grid
	Redstone Communications
	BT
	British Gas
	Cable and Wireless c/o Atkins
	Fujitsu Telecommunications
	British Telecommunications
	Telewest Broadband
	Southern Electric
	NTL
	<b>Relevant sewerage and water undertakers</b>
	Southern Water
	Portsmouth Water Company
	<b>Havant Community Partnership:</b>
	Havant Council of Community Service
	Faith Groups
	The Hampshire Primary Care Trust
	Hampshire Constabulary
	Hampshire County Council
	Hampshire Children's Services
	Havant Borough Council
	Parchment Housing Group
	Emsworth Community Board
	Havant and Bedhampton Community Board
	Waterlooville North Community Board
	Waterlooville South Community Board
	Hayling Island Community Board
	Portsmouth and SE Hampshire Chamber of Commerce and Industry
	Leigh Park Community Board

	<b>Adjoining Local Authorities:</b>
	Hampshire County Council (Estates, Access Officer, Strategic Planning, Asset Management, County Education Officer, , Estates Surveyor, Strategic Planning Officer – Education, Head of Estates Practice, Head of Strategy Information
	Chichester District Council
	East Hampshire District Council
	Fareham Borough Council
	Eastleigh Borough Council
	Gosport Borough Council
	New Forest District Council
	Portsmouth City Council
	Southampton City Council
	Winchester City Council
	Test Valley Borough Council
	West Sussex County Council
	<b>Adjacent Parish Council's</b>
	Denmead Parish Council
	Horndean Parish Council
	Southbourne Parish Council
	Southwick and Widley Parish Council
	Rowlands Castle Parish Council
	Stoughton Parish Council
	West Thorney Parish Council
	Westbourne Parish Council
<b>Residents Associations</b>	Emsworth Residents Association
	Hayling Island Residents Association
	Havant District Residents Liaison Group
	Langstone Residents Association
	Langstone Village Association
	Leigh Park Business Assn.
	Leigh Park Community Assn
	Purbrook and District Residents Association
	Maismore Garden Residents Group
	North East Hayling Residents Association
	North Havant Residents Association
	North Hazelton Residents Association
	Northney Residents Associations
	Parchment Residents Association
	Wade Court Residents Association
	West Bedhampton Residents Association
	Waterlooville & District Residents' Association
	Warblington & Denvilles Residents Association
	Wecock Community Association
<b>Schools within the Borough</b>	Bidbury Infant School
	Barncroft Infant School

	Barncroft Junior School
	Bidbury Junior School
	Bosmere Junior School
	Cowplain Community School
	Crookhorn College of Technology
	Emsworth Primary School
	Fairfield Infant School
	Front Lawn Infant School
	Front Lawn Junior School
	Oaklands School
	Glenhurst School
	Glenwood School
	Hart Plain Infants School
	Hart Plain Junior School
	Havant College
	Meadowlands Infant School
	Meadowlands Junior School
	Mengham Infants School
	Mengham Junior School
	Mill Rythe Infant School
	Mill Rythe Junior School
	Morelands Primary School
	Padnell Infant School
	Padnell Junior School
	Hulbert Junior School
	Riders Infant School
	Riders Junior School
	Riverside School
	Purbrook Infant School
	Purbrook Junior School
	Purbrook Park School
	Park Community School
	Queens Enclosure Primary School
	Rachel Madocks School
	Sharps Copse Primary & Nursery School
	Trosnant Infant School
	Trosnant Junior School
	St Albans Primary School
	St Francis CofE
	St James Primary School
	St Michaels
	St Peters Primary School
	St Thomas More's Primary School
	Stakes Hill Infant School
	Staunton Park Community School
	Warblington School
	South Downs College
	Warren Park Primary School
	Waterloo School
	The Hayling College

	Waite End Primary School
<b>Planning Agents</b>	Adams Hendry
	ARUP
	Barton Willmore Planning Partnership
	Bidwells Property Consultants
	Boyer Planning
	Bryan Jezeph Consultancy
	Charles Planning Associates
	Dialogue Planning
	Dev Plan UK
	Douglas Briggs Partnership
	DPP
	GVA Grimley
	Alliance & Environment Planning Ltd
	Goadsby & Harding
	Lennon Planning Ltd
	Level Ltd
	Malcolm Judd & Ptnrs
	Miller Hughes
	Kris Mitra Associates Ltd
	Llewelyn Davies
	Luken Beck
	DC Planning Ltd
	James Barr Consultants Ltd
	Nathaniel Lichfield & Ptnrs
	DPS Consulting Group
	Hallam Land Management
	Savills
	Richard Stubbs MRTPI
	MKW Developments
	Project Planning Association Ltd
	ProVision
	Jubb Consulting Engineers
	Kember Loudon Williams
	Dwyer plc
	TIBBALDS TM2
	Planning Issues Ltd
	West Waddy ADP
	PWP Architects Ltd
	Rapleys
	Southern Planning Practice Ltd
	Oldfield King Planning
	Tetlow King Planning
	Tanner & Tilley
	RPS Planning
	White Young Green
	White Young Green
	The Planning Bureau
	Terence O'Rourke plc

	Robin Bryer MRTPI
	Chandler Hawkins FRICS
	Charles F Jones & Son
	Graham Thorne & Partners
	Howard Sharp & Ptnrs.
	Landmark Information Group Ltd
	Littman & Robeson
	Wm Enterprise
	UK Land Investments Group
	Stewart Ross Associates
	Matthews & Son
	Paul & Co
	Austin Adams
	Bond Pearce
	Catalyst Capital
	Jones Day
	Peacock & Smith
	Henry Adams and Partners
	Chancellors
<b>Housing Associations</b>	Atlantic Housing Ltd
	Drum Housing Association
	Hyde Housing Assn.
	Parchment Housing Group
	Portsmouth Housing Assn.
<b>Local Community Groups</b>	Bedhampton Society Environment Group
	Bedhampton Society
	Bosmere 100 Havant
	Bosmere Hundred
	Bosmere Hundred Hayling
	Area Director Hants and IoW
	Brook Meadow Group
	CPRE Hampshire
	Denmead Environment Group
	Emsworth Conservation Society
	Hampshire & IOW Wildlife Trust
	Hampshire Business Environment Forum
	Forest End Area Tenants Assoc.
	Friends of Langstone Harbour
	Friends of Nore Barn Woods
	Friends of the Earth
	Langstone Conservation Group
	Ramsdale Environmental Group
	Hampshire Wildlife Trust
	SHUV/Green Party
	Havant 50+ Forum
	Neighbourhood Watch (Havant, Hayling, Emsworth, Leigh Park)
	Neighbourhood Watch (Waterlooville)

	Havant International
	Leigh Park Community Dev. Team
	Leigh Park Community Forum
	Waterlooville Trust
<b>Businesses</b>	Royal Mail c/o Atisreal
	Sainsburys
	WM Morrison Supermarkets
	Tesco c/o DPP
<b>Developers</b>	Bellway Homes
	Bellway Homes c/o Robert Turley Associates
	Linden Homes
	Persimmon Homes SE
	Rydon Homes
	Westbury Homes
	Bridehall
	Merlion Group plc
	Taylor Woodrow
<b>Other organisations</b>	CABE
	Age Concern Hampshire
	Forestry Commission
	Friends of the Earth
	Home Builders' Federation
	Commission for Racial Equality
	English Partnerships
	Langstone Harbour Board
	Housing Corporation
	National Trust
	Natural England
	CPRE
	Energy Saving Trust
	English Heritage
	Health and Safety Executive
	Help the Aged
	Disability Rights Commission
	Chichester Harbour Conservancy
	Outdoor Advertising Association
	Equal Opportunities Commission
	NFU
	Mental Health Trust NHS South Central Strategic Health Authority
	NHS South Central Strategic Health Authority
	British Wind Energy Association
	SEEDA
	RSPB
	NPFA
	Planning Aid South
	The Showmen's Guild of Great Britain

	The Theatres Trust
	Sport England
	Portsmouth and SE Hants Chamber of Commerce
	Railtrack Property
	South West Trains
	FRCA
	Environment Centre
	Bourne Leisure Ltd
	Women's Institutes (Cowplain, Denmead, Denvilles, Lovedean, Stoke and North Hayling)
	Women's National Commission
	Women's Royal Voluntary Service
	WRVS
	Princes Foundation
	Road Haulage Association
	Traveller Law Reform
	URBED
	Gypsy Council
	Streetworks Department, Crown Castle UK Ltd.
	Defence Land Agent - Southern Region
	DTI (ETSU)
	Employment Resource & Support Centre
	South Central Ambulance Service NHS Trust
	Southern Tourist Board
	Sport Hampshire & IoW
	Hampshire Constabulary
	Hampshire Constabulary
	Hampshire Fire & Rescue Service
	Horizon Leisure Trust
	Hants Coalition of Disabled People
	National Offender Management Service
	Staunton Country Park
	Leigh Park CAB
	RYA
	Shaw Trust
	Job Centre Plus
	Sure Start Centre
	The Learning Centre
	The Original Place
	Havant Tourism Forum Facilitator
	Fareham & Gosport Primary Care Trust
<b>HBC Councillors</b>	Cllr A Briggs
	Cllr A Lenaghan
	Cllr A Welch
	Cllr B Gibb-Gray
	Cllr C Hilton
	Cllr D Collins
	Cllr D Farrow
	Cllr D Gillett

	Cllr D Guest
	Cllr D Keast
	Cllr Mrs E Shimbart
	Cllr F Pearce
	Cllr J Hunt
	Cllr J Smith
	Cllr K Moss
	Cllr K Smith
	Cllr M Cheshire
	Cllr M Fairhurst
	Cllr Miss J Wride
	Cllr Ms F Ponsonby
	Cllr Mrs Branson
	Cllr Mrs G Blackett
	Cllr Mrs H Farrow
	Cllr Mrs June Hanan
	Cllr Mrs M Smallcorn
	Cllr Mrs S Pearce
	Cllr Mrs S Stocker
	Cllr Mrs S Troke
	Cllr Mrs V Steel
	Cllr Mrs V Wilson-Smith
	Cllr Mrs W Brown
	Cllr Mrs Y Weeks
	Cllr N Tarrant
	Cllr O Kennedy
	Cllr R Bolton
	Cllr R Brown
	Cllr T Hart
	Cllr V Pierce-Jones
<b>Local Business Associations</b>	Mengham Traders Assoc.
	Cowplain Business Assn.
	Havant Business Assn.
	Emsworth Traders & Bus. Assn.
	Emsworth Business Association
	Broadmarsh Business Group
	Waterlooville Business Assn.
	Havant Business Group
	Waterlooville Business Assn.
<b>Local Businesses</b>	Snell & Wilcox
	Lewmar Marine
	Emsworth & District Services
	Havant & Waterlooville FC
	Stagecoach Coastline Buses
	Wyeth
	Basepoint Plc
	Fasset c/o White Young Green

<b>Youth clubs</b>	Park Youth Club
	Cowplain School Council
	Crookhorn College of Technology School Council
	Hayling College School Council
	Horndean Community School Council
	Oaklands R C School Council
	Park Community School Council
	Purbrook Park Community School Council
	Rachel Maddox School Council
	Staunton Park Community School Council
	Warblington School Council
	Senior Youth Worker District Youth Office
	Connexions
	Cowplain School Youth Project
	Havant Youth Sailing Training
	Off the Record
	Wecock Youth Project
	West Leigh Youth Project
	Warblington School Youth Club
	Emsworth Klub
	Hayling Youth Project
<b>Faith Groups</b>	Leigh Park Baptist Church
	The Methodist Church
	English Province & the Catholic Diocese of Ports.
<b>Individuals</b>	Alison McDonald-Hughes
	I Stewart
	John Hume
	Mr J Hendrick
	Mr Marlow
	Cllr A Buckley
	Graeme G F Borny
	Mark Middleton-Smith
<b>Libraries</b>	Emsworth Library
	Hayling Island Library
	Leigh Park Library
	Waterlooville Library
	Havant Library
<b>Local sport clubs</b>	Havant Rugby Football Club
	Widbrook United Boys FC
<b>Health facilities</b>	Greywell Surgery
	Middle Park Way Medical Centre
	Havant Health Centre
	Park Lane Medical Centre

**Appendix B - Workshop 19<sup>th</sup> January 2007 - List of Participants**

**Name Representative**

A Griffiths Bosmere Hundred  
V Blamire & A Fowler Chichester Harbour Conservancy  
D Ansell, N Chilcott, P Cooper, J Briggs, M Barnes, K Chessell, K Gilchrist, F Jannaway - Community Board Representatives  
M Scott Community Partnership  
C Dibden CPRE  
J Dyer Emsworth Residents Assoc.  
M Hawthorne Fasset c/o White Young Green  
J Goodspeed Friends of Langstone Harbour  
R Cobbett Friends of the Earth  
P Holmes Hampshire & IOW Wildlife Trust  
Insp Murphy Hampshire Constabulary  
I Morley Havant District Residents Liaison Group  
Mr Martin Havant & Waterlooville Football Club  
Sue Spencer HCCS  
P Fisher Hayling Island Residents Assn.  
P Blake Highways Agency  
P Goodhew Langstone Village Association  
Mr Smith Portsmouth Water Company  
Susan Solbra Southern Water  
D Webb West Bedhampton Res. Assn.  
J Hannan Councillor  
D Guest Councillor  
J Hunt Councillor  
J Wride Councillor  
O Kennedy Councillor  
C Hilton Councillor  
R Bolton Councillor  
S Stocker Councillor  
B Gibb-Gray Councillor  
V Pierce-Jones Councillor  
J Branson Councillor  
A Lenaghan Councillor  
K Smith Councillor  
Y Weeks Councillor  
F Ponsonby Councillor  
G Blackett Councillor  
E Shimbart Councillor  
M Fairhurst Councillor

**Officers Present:**

Enid Ashley; Toby Ayling; Barry Bateman; Andrew Biltcliffe; Julie Boschi; Eleanor Fielder; Sarah Green; Roger Jenness; Tony Lee; Peter Marshall; Bruce Neilson; Paul Ramshaw; Carole Samuda; Dominic Thompson

**Appendix C- Second Round Core Strategy Issues and Options consultees**

In addition to the same groups and organisations who were contacted as part of the first Issues and Options consultation (see appendix B), the following additional consultees who made representations at the initial consultation were added to the contacts as part of the second Issues and Options consultation.

<b>Agents</b>	Tolcarne Drive c/o Provision
	Bryan Jezeph Consultancy
	J F Goodwillie c/o Provision
	Les Weymes Planning Consultancy
	Grainger Trust plc c/o Boyer Planning
	Tesco Stores Ltd
	Hillreed Homes
	Taylor Woodrow Homes
	Fairview New Homes
	Jones Lang La Salle
	RJ & EA Cleeve
	H&T Partnership
	Ralph Associates
	Crayfern Homes c/o Provision
<b>Businesses</b>	British Aerospace
	Marina Developments
<b>Individuals</b>	33 - unnamed for this document – available if required.

## **Appendix D - Analysis of Issues and Options – March – April 2007**

During March – early April a questionnaire was sent out to the Community Pulse asking for views on the Core Strategy development options. At the same time letters were sent out to over 600 stakeholders inviting them to participate in the same consultation as the Community Pulse, but through the website. Some respondents expressed concern about the web form of consultation. A limited number of paper copies were provided for those unable to access the web

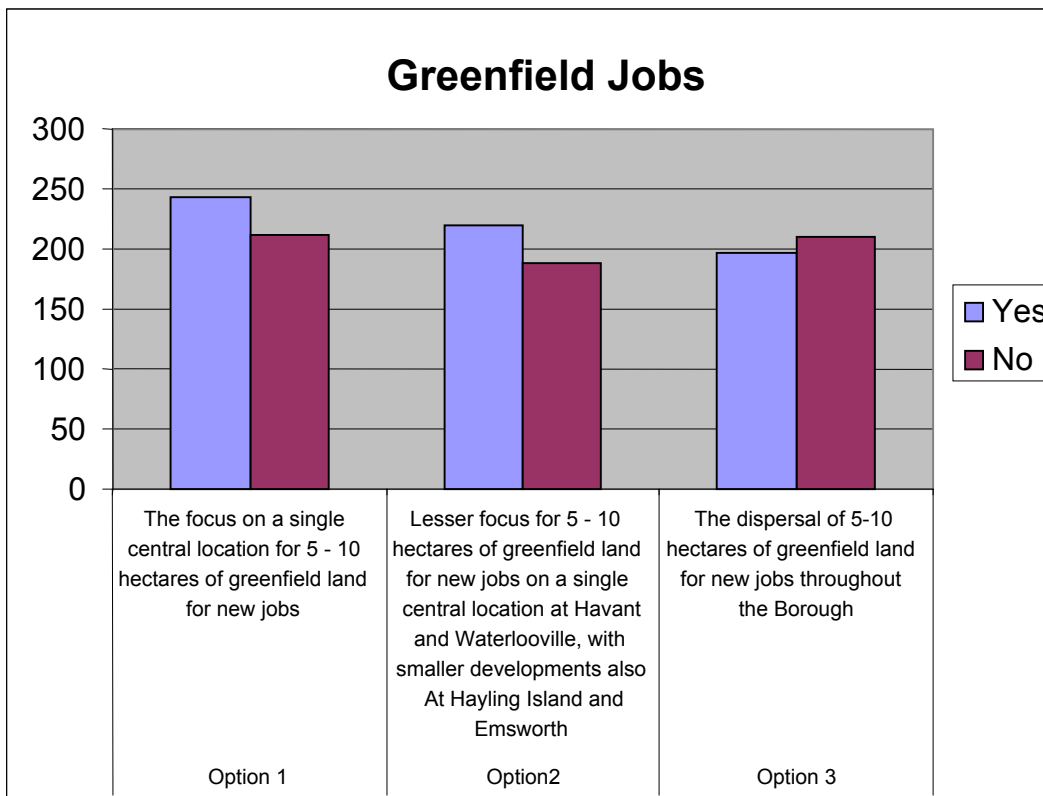
We received 500 responses to the Community Pulse plus 51 individual responses, 22 through the web and another 29 on paper. The total responses to the set questions are shown in the graph analysis below.

The questionnaire asked for peoples views in relation to a set of questions about the distribution of land for greenfield jobs, greenfield housing, new shopping and tourist development. The questions were set out under three distinct options. The options could be described as **Option 1 – Concentration; Option 2 – Concentration plus Emsworth & Hayling and Option 3 – Dispersal.**

### **Analysis of Specific Questions**

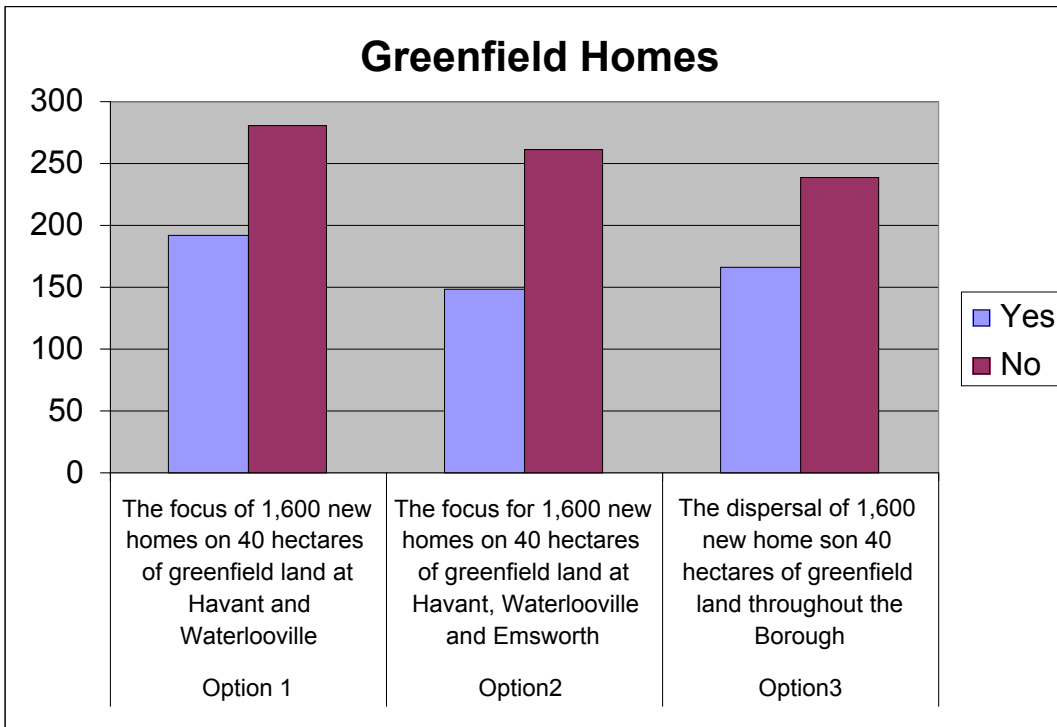
An initial analysis of the three options does not show any particular preference for a single option. This is reasonable as each option contains parts for which there is likely to be a preference. The initial analysis is undertaken by comparing responses to the different themes of greenfield jobs, greenfield homes, shopping and tourism.

**Greenfield Jobs** – There is no significant difference between a single greenfield site (Option 1) and a greenfield single site plus Emsworth & Hayling (Option 2). Spreading the greenfield job development throughout the Borough (Option 3) is the least favoured option.



A variety of individual comments about the greenfield jobs were made. There was some preference for Option 1 because it would produce a site with good access and be the most attractive to business. However, there were concerns that the Havant/Waterlooville Gap or the nature conservation interest shouldn't be harmed. The need for further greenfield release was questioned before the existing employment areas are used more effectively and efficiently. Option 2 introduced Hayling and Emsworth for which there was less support. However, the potential benefits of reducing out commuting off Hayling were recognized, but fears of attracting workers onto the island should also be recognized. Option 3 received few comments. The RSPB did support this option because it could be considered more sustainable to provide jobs spread around to match existing residential areas. But concerns were expressed that marine related employment on Hayling would need to be carefully sited to minimise environmental impact.

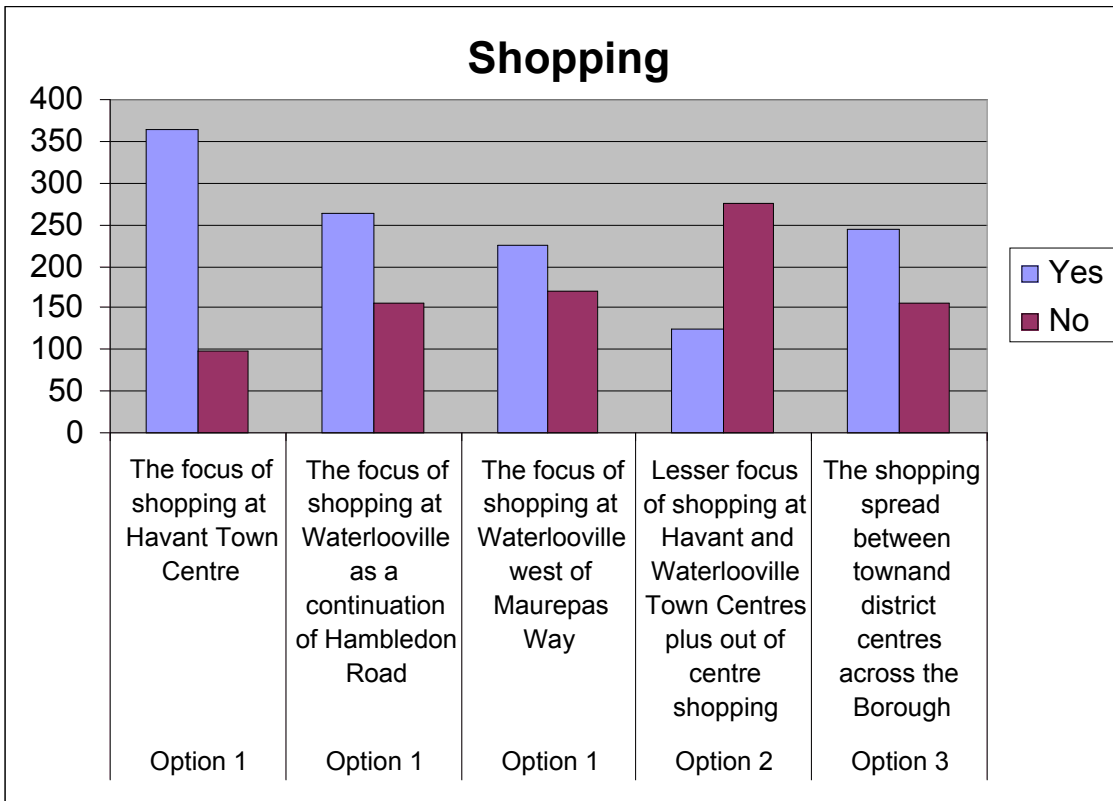
**Greenfield Homes** – There is a clear negative response to any suggestion of greenfield housing development. The least negative response is for the Option 3, whilst the greatest is for the concentration option (Option 1). The variance between yes and no is the smallest in the dispersal option (Option 3) which could indicate the least strong feelings about this option.



It is difficult to identify any clear positive preferences in terms of the greenfield housing options. Most people would rather not see any greenfield housing than realize that the Government housing requirement will necessitate the use of greenfields.

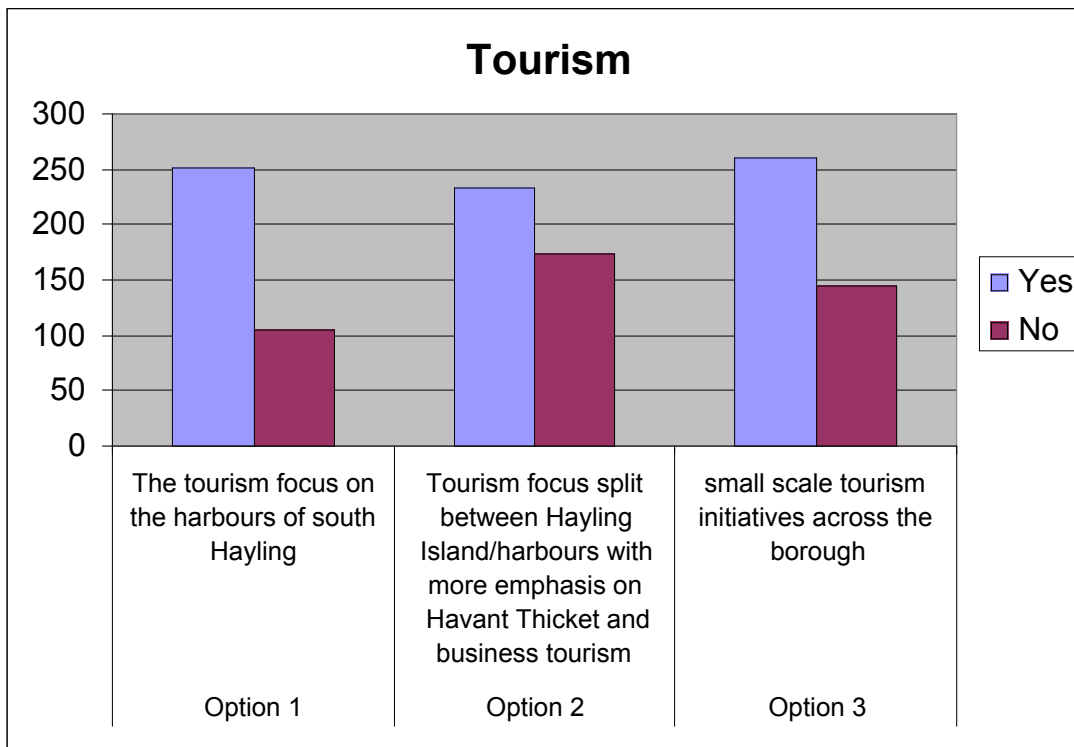
Greenfield housing attracted the largest number of individual comments, some from developer interests starting the process of promoting or maintaining the momentum at their sites, e.g. Hooks Lane and Hampshire Farm. The comment was made that land north of Leigh Park featured in all the Options, although that area is subject to environmental designations. Concentration was suggested to be more in accordance with government advice. Option 1 would not provide affordable housing across the area where a general need exists. However, it was also recognized that the greatest affordable housing needs are around Havant and that this should be the focus, even more so than Waterlooville which has substantial outstanding development at the MDA. Option 2 attracted support from respondents by introducing land north of Emsworth where some potential exists. One developer felt that Option 3 was the most sustainable although others consider it to be the least as it wouldn't make the best use of facilities at the main centres. The Highways Agency has concerns that whilst concentration is more likely to result in fewer trips, proximity to the Strategic Road Network could result in more trips. With dispersal it is important to take account of the cumulative trips from more sites on the Strategic Road Network.

**Shopping** – In this section Option 1 contained three questions about shopping. Some reasonably clear indicators from these responses show that there is strong support for the focus on Havant Town Centre (most positively responded to question). Waterlooville expansion along Hambledon Road is supported and out of centre shopping opposed. The lack of knowledge about the Maurepas Way option for Waterlooville may have reduced its impact. There is also support for maintaining the existing shopping centres around the Borough.



The individual comments on the shopping options reflect the questionnaire results. Strong support for maintaining and improving Havant and Waterlooville, a rejection of out of town development and a recognition that shops must be maintained in the district centres to meet daily shopping needs.

**Tourism** - There is reasonably even support for the three options. The lowest negative response is for Option 1 focusing on the harbours & south Hayling. The largest negative response is for Option 2 which contains the relatively unknown elements of Havant Thicket and business tourism. Option 3 received the highest positive response. All the options show more positive than negative response which indicates that all forms of tourism are seen as having overall benefits.



The tourism options all raised the issue of traveling to Hayling Island. The single access to Hayling is a major issue and a number of people raised the possibility of a new bridge, possibly for buggies, cycles and pedestrians. The RSPB is concerned about more tourism around the harbours affecting the birds and suggest tourist facilities should be moved away from the coast, although welcoming 'green tourism'. Only visitor development should be allowed at Beachlands. There is support for the introduction of Havant Thicket in Option 2 as it's more accessible than boating in the harbours. Option 3 was seen as having less impact on the sensitive harbours and recognizes that "visitors want to enjoy the multifaceted attractions of the coast, country and smaller places of interest and the closeness, yet separation form Portsmouth".

### Community Pulse Responses

Approximately 200 of the 500 Community Pulse respondents made written comments. A number of respondents had some difficulty understanding the maps and the options. There is a real problem with the LDF system separating out the actual site specifics from the overall Core Strategy, the excessive use of jargon and acronyms which all add to the potential for misunderstanding.

The main messages coming out of the comments were:

- Significant levels of anti any development
- Infrastructure needed for any new development
- Any proposals involving Hayling Island will impact on traffic and the need for a new (leisure) bridge.
- More houses and jobs = congestion
- Leave Emsworth as it is.
- Use brownfield sites before any greenfields
- Option 3 is spreading development too thinly but could reduce commuting.
- Loss of Tourist information centre doesn't show support for tourism
- Better quality shops in Havant, e.g. Debenhams M&S

- Address Havant's appalling night time economy
- Where will all these people in new jobs and homes park?
- Open up the coastal paths

### **Initial Conclusions**

There was a clear message that a mixture of parts of each option would be the most suited to the Borough.

In terms of greenfield jobs there appears to be more of a preference towards concentration in Options 1 and 2 rather than dispersal. For greenfield housing the preference was more towards dispersal. For shopping there is a clear message to retain the focus at Havant and Waterlooville, resist out of centre development but don't let the district centres decline. For tourism the focus remains on Hayling and the harbours subject to the critical issues of access to Hayling Island and the impact on the natural environment. There is support for shifting the focus from Hayling with the recognition that visitors now want other things as well as the ever popular seaside.

**Appendix E - List of organisations consulted on the Preferred Options  
Consultation in March 2008**

**Available on request**

**Appendix F – List of Consultation events for the draft Core Strategy****Exhibitions and Events**

	<b>Time</b>	<b>Date</b>	<b>No. of attendees</b>
Meridian Centre -	10.00 - 14.00	Sat 27 <sup>th</sup> June	296
Havant Market - Trailer -	10.00 - 14.00	Tue 14 <sup>th</sup> July	160
Waterlooville London Rd - Trailer	10.00 - 14.00	Sat 20 <sup>th</sup> June	165
Waterlooville London Rd - Market day - Trailer	10.00 - 14.00	Fri 10 <sup>th</sup> July	135
Emsworth Square - Pastoral Centre	10.00 - 14.00	Tue 16 <sup>th</sup> June	155
Hayling Island - Trailer outside Sainsburys	10.00 - 14.00	Thu 18 <sup>th</sup> June	104
Civic Offices - Foyer	16.30 - 19.30	Thu 18 <sup>th</sup> June	12
Leigh Park - Westleigh Park (Planning Aid)	18.45 - 20.30	Thu 25 <sup>th</sup> June	5
Leigh Park Community Centre (Planning Aid)	10.00 - 12.30	Fri 26 <sup>th</sup> June	4
Leigh Park - Park Comm Schl (Planning Aid)	9.30 - 12.00	Sat 27 <sup>th</sup> June	5
Leigh Park- Park Parade- Trailer	10.00 - 14.00	Thu 9 <sup>th</sup> July	134
<b>Other Events</b>			
Party in the Park – Havant Park	11.00 - 16.00	Sat 6 <sup>th</sup> June	253
Customer Service Briefing	10.00 - 11.00	Tue 9 <sup>th</sup> June	n/a
Customer Service Briefing	10.00 - 12.00	Thu 11 <sup>th</sup> June	n/a
Residents and Amenity Groups - Civic Offices	17.00 - 18.30	Tues 16 <sup>th</sup> June	21 + Cllr D Guest & G Blackett
Leafleting Havant Station (entrances x2)	7.30 - 9.00	Tues 16 <sup>th</sup> June	392 leaflets and 310 bookmarks
Leafleting Havant Station (entrances x2)	16.00 - 18.00	Wed 17 <sup>th</sup> June	400 leaflets & 267 bookmarks
Community Boards/LSP – Civic Offices	17.00 - 18.30	Mon 22 <sup>nd</sup> June	20
PAS Infrastructure Delivery – Civic Offices	10.00 - 17.00	Thu 25 <sup>th</sup> June	31 delegates
Youth Council – Civic Offices	16.00 - 18.00	Tue 7 <sup>th</sup> July	12
Business Breakfast seminar	7.30am - 9am	30 <sup>th</sup> June	28 + Cllr D Guest
Portsmouth and SE Hants Chamber of Commerce	12.30- 2pm	Wed 1 <sup>st</sup> July	7

Havant Borough Regulation 30(1)(d).doc

Havant Local Strategic Partnership Board	9.30 - 11.	Thurs 23rd July	15
Express FM - Live Radio interview (Portsmouth)	8.30 am	Tue 16th June	n/a
Developers & Agents presentation	1pm	Fri 1st May	15
Quay/Spirit Radio interview	1pm	Tues May 12th	n/a
Depot Stand	2-4pm	Wed 8th July	4
Council Members & Managers Briefing – Civic Offices	17.00 - 18.30	Tue 9 <sup>th</sup> June	15 members & 8 managers
Development Management Committee	17.00 - 17.30	Thu 18 <sup>th</sup> June	6 Members & 30 Members of public



**Appendix G - Regulation 25 consultations in relation to the Statement of Community Involvement techniques.**

<b>Method and Description (As outlined in the SCI)</b>	<b>Issues and Options Stages (July-August 2006 &amp; March –April 2007)</b>	<b>Preferred options Stage - March to April 2008</b>	<b>New Regulation 25 Draft Core Strategy Consultation - June – July 2009</b>	<b>Comments on overall effectiveness</b>
<p><b>Serving You</b> Councils quarterly magazine to every household and business in the borough</p>	<p>Standing item in Serving You. Updates have been in every issue since the Summer 2006 Issue. The first reference to the LDF system was in the Autumn 2005 issue.</p>	<p>Centre page spread Spring 2008 for Preferred Options</p>	<p>Double page spread in Serving You, including dates for exhibitions and displays along with a brief overview of what is included both in a mapping and word format.</p>	<p><b>Successful at informing residents of exhibitions dates and the website address. Established ‘brand’ of the LDF and ongoing updates.</b></p>
<p><b>Press Releases / Local Media</b> Newspapers / Radio / TV Ensure that local press are well informed about the production of LDF documents and details of all opportunities for the public involvement through the issue of press releases.</p>	<p>Press releases made through Communications Team. Items in various newspapers and radio (Angel and commercial syndicated radio) interviews undertaken. (Newspaper cuttings in file)</p>	<p>Press release provided to local media. A number of high profile articles appeared in The News, The Hayling Islander and the Ems and in the letter pages of the newspapers. Interview given to commercial radio syndicate</p>	<p>Press releases made through Communications Team. This initiated articles in The News, The Hayling Islander and The Ems. A number of site specific articles were later produced as a result of the information provided as part of the consultation Along with the press release statutory adverts were also provided.</p> <p>Interview given on Express FM and Quay/Spirit Radio to outline details of the Core Strategy and</p>	<p><b>This provides an easily accessible method of communication and provides a good alternative for those without internet access. Articles often generate readers’ letters &amp; debate.</b></p>

Method and Description (As outlined in the SCI)	Issues and Options Stages (July-August 2006 & March –April 2007)	Preferred options Stage - March to April 2008	New Regulation 25 Draft Core Strategy Consultation - June – July 2009	Comments on overall effectiveness
<p><b>Leaflets and Posters</b> Produce readable and accessible summaries of LDF documents highlighting opportunities to get involved where considered appropriate. Publish on the website and distribute in public buildings across the borough. Continue to produce and keep up to date the planning advice notes which are available on the website and in the Civic Offices.</p>	<p>Documentation for all the previous consultations has been produced, made available in paper and electronic formats. Copies always available at the Council Offices and Libraries during consultation periods.</p>	<p>Leaflet based on the Serving You article. Paper copies of the detailed documentation will be limited (available at council Offices, Libraries and exhibitions) with access being focused through the website.</p>	<p>consultation events Leaflets, a bookmark and a poster(displayed on the council’s 22 public notice board) providing a brief outline of the Core Strategy along with the dates and location for manned and unmanned exhibitions/displays. The leaflets (4,575) &amp; bookmarks (1,900) were distributed at all exhibitions/libraries including the Civic Offices. Leaflets were also handed out at Havant Railway Station during a morning (7.30 - 9.30) and afternoon (16.00 - 18.00) ( 792 leaflets and 577 bookmarks). For the 9 strategic sites – brightly coloured site notices were posted around the sites.</p>	<p><b>Leaflets are always popular at exhibitions being accessible and people like to take something away. The Havant Railway Station leaflet drop was considered a positive innovation to reach different people. The bookmarks proved particularly popular, the stylish and professional appearance of the bookmark enticed people to find out more. The strategic site notices appear to have been an effective innovation sparking off a significant body of objection to the Hayling Island and Woodcroft Farm proposals.</b></p>
<p><b>Libraries</b></p>	<p>Documentation for all the consultations has</p>	<p>Leaflet based on the Serving You article. Paper</p>	<p>Copies of the Draft Core Strategy were made</p>	<p><b>Libraries are important deposit points and</b></p>

Method and Description (As outlined in the SCI)	Issues and Options Stages (July-August 2006 & March –April 2007)	Preferred options Stage - March to April 2008	New Regulation 25 Draft Core Strategy Consultation - June – July 2009	Comments on overall effectiveness
	<p>been produced, made available in paper and electronic formats. Copies always available at the Council Offices and Libraries during consultation periods.</p>	<p>copies of the detailed documentation available at the Council Offices, Libraries and exhibitions to view, with access being primarily focussed through web.</p>	<p>available at libraries within the borough and copies were available for lending. Small display of the strategic sites and the vision along with leaflets and questionnaires.</p> <p>Alternative arrangements were made for Hayling Island as the Library was closed for refurbishment.</p>	<p><b>there is a need to ensure they have the latest information and the correct contacts for further information</b></p>
<p><b>Council Website</b> Dedicated planning pages on the website providing information, access to documents and applications.</p>	<p>Website homepage link to the consultation pages where all details including questionnaire could be found.</p> <p>Of the 123 responses made on the first consultation 112 (91%) were made electronically either through the website or by email. On the second consultation of the 51 individual responses, 22 (43%) were through the web.</p>	<p>Website homepage link to the consultation pages where all details including questionnaire could be found.</p> <p>On the Core Strategy 36 (17%) respondents used the web questionnaire</p> <p>In terms of website use the Core Strategy consultation page - 775 hits, was the 38<sup>th</sup> most popular page on the site with 0.36% of whole site hits.</p>	<p>Website homepage link for instant access to consultation information, questionnaires and the documents themselves. 37 (13%) respondents used the Core Strategy web questionnaire to make their submission</p> <p>The Core Strategy page (10245) that contained the link to the questionnaire received 2,228 hits. It was the 7<sup>th</sup> most popular page on the HBC website during the consultation period</p>	<p><b>Planning policy has by far the most webpages of any team in the whole Council. The webpages are the hub of the LDF in terms of information – but also increasingly so in terms of the consultation approach. Ease of use must continue to be improved, whilst recognising that the web is not accessible to all.</b></p>

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			with 1.51% of total website activity.	
<b>Written Consultation</b> Statutory consultees, organisations, residents associations and other community groups will be contacted at each consultation stage of production of the DPD. Previous respondents will also be contacted at subsequent stages.	Approximately 400 consultees held on the database were mailed signposting where more information could be found and how they could comment. A total of 174 written responses were made	Approximately 600 consultees held on the database were mailed signposting where more information could be found and how they could comment.  The level of response to the consultation was relatively good considering the complexity of the LDF process with the concurrent consultation. A total of 210 people/organisations responded to the Core Strategy making 1,899 individual representations.	In total 2045 consultees/ previous respondents were notified of the consultation period and signposted as to where further information could be obtained. Out of this figure approximately 1435 were notified by letter, the remainder by email.  The level of response was good with a total of 308 respondents making 1,905 individual representations. Out of 308 respondents 143 were objecting to Woodcroft Farm strategic site.	<b>Taking an overall view of the written consultations (including electronic and the Citizens panel) approximately 4961 letters/emails have been sent out and 1192 responses received, which gives a 24% response rate. This level of response rate is considered to be good. It is accepted that many respondents are often the same important organisations; nevertheless the numbers of respondents has continued to rise.</b>
<b>Email</b> Where respondents have requested contact via email, direct consultations	Of the 123 responses made on the first consultation 112 (91%) were made electronically either	The general focus was not on email as the only means of communication. Where consultees requested email it will be used more in the	Approximately 600 consultees held on the database were emailed to be informed of the consultation period, where	<b>Electronic response rates have been consistently high. Increasingly important communication</b>

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<p>will be communicated to them in this way. In addition the ability to circulate documents electronically will be investigated.</p>	<p>through the website or by email. On the second consultation of the 51 individual responses, 22 (43%) were through the web.</p>	<p>future.</p> <p>On the Core Strategy 55 (26%) respondents used email.</p> <p>These are significant levels of electronic response, particularly when added to the web questionnaire, with a total of 91 (43%) of responses being made electronically.</p>	<p>information could be obtained and how to comment. 95 (32%) people chose to respond via email. In total 131 (45%) respondents made their representations electronically via email or the web questionnaire.</p>	<p><b>method, considered effective – although not available to all. Therefore need to maintain a variety of other media. An email and web newsletter (currently quarterly) has been used in autumn and winter 2009 to keep (electronic) respondents updated. Serving You continues to be available for those who are not online.</b></p>
<p><b>Citizen’s Panel</b> The citizen’s panel called Community Pulse consists of 1500 residents selected by sending out approximately 8800 letters to randomly selected residents from the electoral register.</p>	<p>The Citizens panel was used for the 2<sup>nd</sup> Issues and Options Consultation in March 2007 and attracted 500 responses</p>	<p>The Citizen’s Panel underwent a membership refresh at the time of the consultation and was therefore not used at this stage.</p>	<p>Due to the structure of the Citizen’s Panel and a cross over with other associations and groups it was considered that a presentation / exhibition would create duplication in information.</p>	<p><b>Targeted use of the citizen’s panel for specific issues may be appropriate. The use of the panel informed many people who may not normally engage with the process, although the breadth of the Core Strategy was not easily</b></p>

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They are contacted up to 4 times a year, with questionnaires on various subjects covering a range of council services.				<b>comprehensible in the limited information that was available through this medium.</b>
<p><b>Havant Community Partnership</b> Havant's Local Strategic Partnership (LSP) includes a range of key local public organisations such as the Police, the council and the Health Service, together with the business community and the voluntary and community sector (also includes a representative from each community board). The HCP will be used as a</p>	HCP Members invited to Community Workshop 19/01/07.	<p>Presentation given to the Havant Community Partnership 19<sup>th</sup> March 2008. Significant joint working between planning policy and the LSP Support Officer in developing the new Sustainable Community Strategy for Havant to ensure it is integrated with the LDF.</p>	<p>The HCP were invited to attend a Planning Advisory Service (PAS) presentation on Infrastructure delivery and the LDF. 25<sup>th</sup> June 2009 (1 board member attended plus deputies out of 31 attendees))</p> <p>Presentation given to the HCP board meeting on the 23<sup>rd</sup> July</p> <p>Presentation given to the HCP board meeting on the 21<sup>st</sup> January 2010</p>	<p><b>Members of the Havant Community Partnership and local Community Boards were invited to attend events but have not always been able to attend due to other pressures. The current chair of the HCP is the leader of the council who is well aware of the Core Strategy through the LDF member's panel, cabinet and other briefings.</b></p> <p><b>Closer partnerships will be developed with the HCP, particularly in respect of infrastructure delivery.</b></p>

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forum for involving and consulting these key partners.				
<p><b>Community Boards</b> The Community Boards have been set up to represent local opinions and aspirations, wants and needs. They do this through their members and representatives of the local population and through inviting the general public to their meetings. Each board sends a representative to the HCP.</p>	<p>Attended and presented Issues and Options to a meeting where all the Boards were invited (14/08/06).</p> <p>Community Board members invited to workshop on 19<sup>th</sup> January 2007 and to workshop on the 16th October 2007.</p>	<p>Presentation and question session to all Community Boards was prioritised as part of the consultation strategy. All the chairs of the boards were contacted asking if they wanted the Council to provide them with a presentation. They all replied that they wanted a presentation. These took place at:</p> <p>Waterlooville North – 3 March 2008 (6 attendees) Waterlooville South – 26 March 2008 (15 attendees) Hayling Island Community Board – 10 March 2008 (8 attendees) Emsworth 13<sup>th</sup> March 2008 (115 attendees) Havant &amp; Bedhamton – 19<sup>th</sup> March 2008 (30 attendees) Leigh Park 18<sup>th</sup> March – (10 attendees)</p>	<p>All Community Boards were invited to attend a presentation on the 22<sup>nd</sup> June. (20 attendees).</p>	<p><b>Community Boards have been given specific presentations and consultation throughout the process. During the 2008 consultation significant resources were given to attending every community board. However, with the exception of Emsworth, where there was a site specific issue, the attendance was low. Therefore a single presentation for all the boards is considered the most effective.</b></p>

Method and Description (As outlined in the SCI)	Issues and Options Stages (July-August 2006 & March –April 2007)	Preferred options Stage - March to April 2008	New Regulation 25 Draft Core Strategy Consultation - June – July 2009	Comments on overall effectiveness
<p><b>Exhibitions and Displays</b>                      These will be produced at key stages in the production of documents and will be provided at the Civic Offices, libraries, community centres, shopping centres and other public buildings across the borough. The council trailer is also available for exhibitions/displays.</p>	<p>Civic Office display during July/August 2006 and March/April 2007 consultations. However, as the Issues and Options stage is not a full public consultation and therefore workshops were used at this stage to engage with the Boards.</p>	<p>Manned exhibitions:                      Waterlooville Library - 5<sup>th</sup> April – 150+ attendees                      Havant Meridian Centre - 29<sup>th</sup> March – 200+ attendees.                      Leigh Park Library – 18<sup>th</sup> March – 30 attendees                      Emsworth Pastoral centre 11<sup>th</sup> April – 100 attendees                      Hayling Island URC 18<sup>th</sup> April -75 attendees</p>	<p>Manned exhibitions: over a period of dates within each of the 5 areas (number of attendees).                      Party in the Park – 6<sup>th</sup> June (253)                      Havant Meridian Centre 27<sup>th</sup> June (296)                      Havant Market - Trailer - 14<sup>th</sup> July (160)                      Waterlooville –trailer 20<sup>th</sup> June (165) –with WCC                      Waterlooville –trailer – 10<sup>th</sup> July (135) – with WCC                      Emsworth pastoral centre 16<sup>th</sup> June (155)                      Hayling Island – Trailer – 18<sup>th</sup> June (104)                      Civic Offices –foyer- 18<sup>th</sup> June (12)                      Leigh Park – trailer -9<sup>th</sup> July (134)                      Leigh Park – Westleigh park, Park Community School &amp; community centre – 25, 26 &amp; 27<sup>th</sup> June –organised by Planning Aid and supported by HBC</p>	<p><b>Over 2000 people have attended manned exhibitions across the borough.</b></p> <p><b>Coordinated working with Winchester City Council at the Waterlooville trailer exhibitions and Planning Aid within Leigh Park ensured an element of coordination with neighbouring authorities.</b></p> <p><b>The experience is that manned exhibitions need to be associated with high footfalls, e.g. in the town centre on market day or on a Saturday to engage with the widest range and largest numbers. Reasonable leads in time are required to give ample prior notice</b></p>

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			officers(14) Council Depot – 8 <sup>th</sup> July (4) Unmanned exhibitions were held at libraries which provided signposting for further information.	<b>of the event location and timing in a variety of media. Manned exhibitions are resource intensive in terms of officer time but have significant benefits and remain a key engagement tool.</b>
<b>Enquiry by Design Events</b> Branded technique allowing small groups of professionals and non professionals to develop planning and design ideas.	Not considered suitable for Core Strategy. Also Issues of resourcing trademarked events.	Not considered suitable for Core Strategy. Also Issues of resourcing trademarked events.	Not appropriate for the Draft Core Strategy.	N/A
<b>Planning &amp; Community Workshops</b> Main stakeholders and wider community consultees work together to explore options for an area or particular site. Also specific	Members Seminar on the LDF System and Proposals – 28/02/05  Members Seminar on LDF Proposals – 18/07/05  Members Seminar on SCI & Core Strategy 26/09/05	Members Drop In sessions to discuss Core Strategy and Allocations – 19 <sup>th</sup> & 20 <sup>th</sup> December 2007  Members Core Strategy & Allocations Seminar/workshop - 10/03/08 (21 attendees)  Schools and College	Planning Advisory Service (PAS) Workshops:  1. Common Vision – 30 Officers & Councillors – 7 <sup>th</sup> April 2009  2. Effective Community Involvement – 19 <sup>th</sup> May 2009 - 10	<b>Workshops have been used throughout the Core Strategy evolution and are critical to gaining shared understanding of participant’s issues. Workshops with senior officers and particularly councillors have been fundamental to the</b>

Method and Description (As outlined in the SCI)	Issues and Options Stages (July-August 2006 & March –April 2007)	Preferred options Stage - March to April 2008	New Regulation 25 Draft Core Strategy Consultation - June – July 2009	Comments on overall effectiveness
workshops for councillors	<p>Sustainability Appraisal Workshop with members/stakeholders – (7/04/06)</p> <p>Facilitated Day workshop with wide range of stakeholders on Core Strategy objectives and options (46 attendees) (19/01/07)</p> <p>Workshops were held for Councillors and Local Community Groups on the 3/09/07 and 16/10/07.</p>	<p>workshops arranged to explore implications of the proposals -27<sup>th</sup> March 2008 (35 Attendees)</p> <p>Business workshop to explore business space needs for the allocation plan 7<sup>th</sup> April 2008 (23 Attendees)</p> <p>PAS LDF Diagnostic workshop 25/26<sup>th</sup> June 2008 – attended by variety of officers and councillors.</p>	<p>officers &amp; councillors</p> <p>3. Core Strategy &amp; Infrastructure delivery – 25<sup>th</sup> June 2009 – 31 attendees</p> <p>4. Developing and using the evidence base – 20<sup>th</sup> October 2009 – 15 officers</p> <p>Youth Council workshop 7<sup>th</sup> July 2009 – 12 young people</p>	<p><b>excellent corporate and member support for the Core Strategy. The use of external facilitators has been of benefit in terms of resources and expertise. Workshops have had an impact on the content and direction of the Core Strategy, e.g. the PAS common vision workshop resulted in a re-write of the Core Strategy vision.</b></p> <p><b>Attendees at the workshops have all been invited, or sent as substitutes by their organisation. The organisations are selected from the database of key stakeholders. Over a hundred different people have taken part in the various workshops and each</b></p>

Method and Description (As outlined in the SCI)	Issues and Options Stages (July-August 2006 & March –April 2007)	Preferred options Stage - March to April 2008	New Regulation 25 Draft Core Strategy Consultation - June – July 2009	Comments on overall effectiveness
				has had an opportunity to shape the Core Strategy.
<p><b>Presentation to public meetings / Youth Council meetings and Residents Associations</b> Raising awareness of the planning systems and providing opportunity to comment with opportunity for questions and answer sessions. Presentations given on particular documents.</p>	<p>Presentation to Portsmouth and SE Hants Chamber of Commerce (16/08/06) (6 attendees)</p> <p>Presentation to Senior Council Officers (18/05/06) (15 attendees)</p> <p>Presentation &amp; workshop with Councillors (26/06/06) (22 attendees)</p> <p>Presentation to HBC Development Control officers (2/08/06) (10 attendees)</p> <p>Emsworth Residents Assoc (22/08/06) (15 attendees)</p>	<p>Technical workshop used to inform Development Control officers (15 Attendees)</p> <p>Residents Association of the borough presentation advising of consultation details 17<sup>th</sup> March (25 Attendees)</p> <p>Development Management Committee presentation 3<sup>rd</sup> April (25 attendees)</p> <p>Hermitage Housing Association -7<sup>th</sup> May 15 attendees.</p> <p>Warblington &amp; Denvilles residents association AGM 24<sup>th</sup> September – 100 attendees</p>	<p>Residents and Amenity Groups – 16<sup>th</sup> June (23 attendees)</p> <p>Portsmouth and South East Hampshire Chamber of Commerce - 1<sup>st</sup> July (7 attendees)</p> <p>Developers and Agents - 1<sup>st</sup> May (15 attendees)</p> <p>Development management Committee – 18<sup>th</sup> June (36 attendees)</p> <p>Members and Managers Briefing – 9<sup>th</sup> June (23 attendees)</p> <p>Business Breakfast – 30<sup>th</sup> June (29 attendees)</p> <p>Developers and Agents – 23<sup>rd</sup> October 2009 – (15 attendees)</p>	<p><b>Presentations on the Core Strategy have been heard by around 400 individuals. These specific presentations on the Core Strategy are in addition to presentations given to the community boards and have helped to inform and update attendees. A variety of audiences has been targeted to address some of the hard to reach issues with businesses and young people.</b></p> <p><b>The group that have been targeted have their own membership protocols outside the control of the council.</b></p>

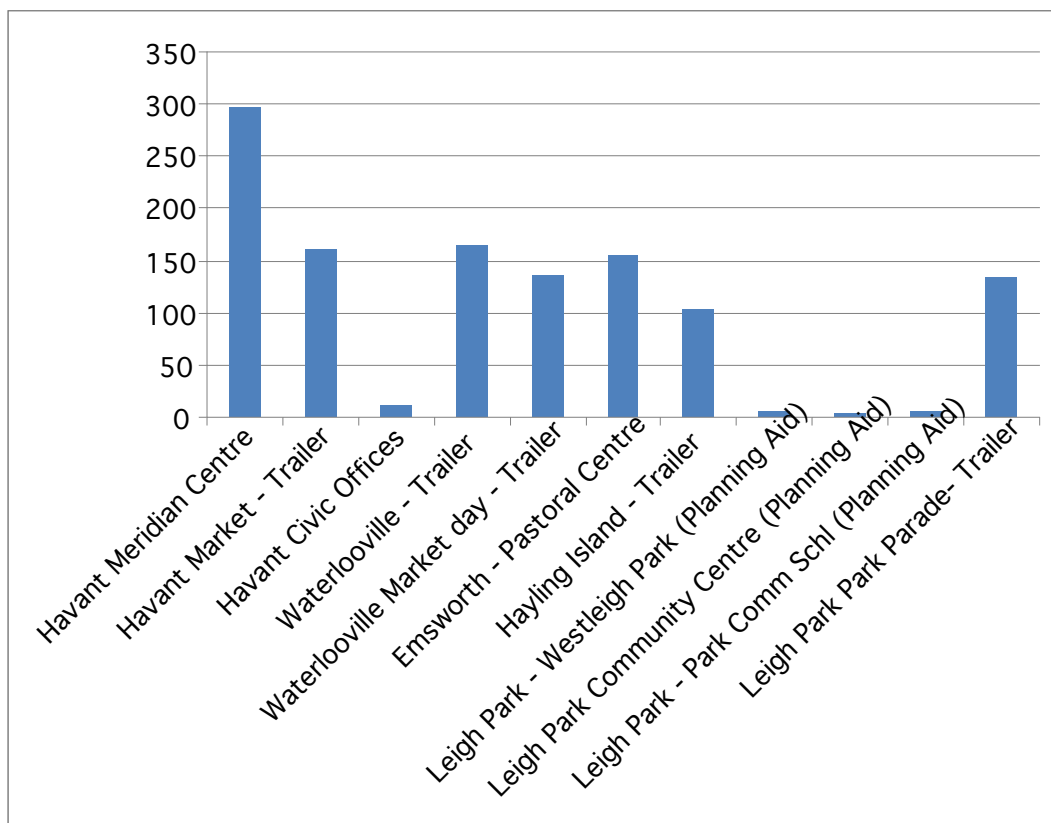
## Appendix H - Analysis of the Draft Core Strategy Consultation, Methodology and Responses

### How successful was the consultation?

#### Success of exhibitions

- 1.1 The consultation process was advertised and promoted through a number of different channels and sources. Most of the promotional activity directed people to obtain further information on the website exhibitions through which further information could be found. Upon reaching this information further direction was given as to how comments could be made by directing people to the questionnaires or email / postal addresses for comments.
- 1.2 Success of the consultation can therefore be determined by the number of attendees at exhibitions and use of the website and ultimately the number of responses received. Graph 1 shows the attendance recorded at each of the exhibitions

**Graph 1: Exhibition attendance**



- 1.3 As shown in Graph 1 attendance at exhibitions was high within areas such as Havant, Waterlooville, Emsworth and market/trailer locations of Hayling Island and Leigh Park, good attendance in such areas was expected due to the high profile of sites such as the MDA, Woodcroft Farm and recent publicity surrounding the Public Service Village. The location of these venues also

allowed people to ask questions and gain further information regardless of whether they had seen previous information; this was in fact the general case as the exhibitions tended to attract passers by. In this respect the use of the exhibition allowed a wider variety of audience to be reached and provided opportunity to ask questions and clear up any misconceptions. A brief summary of frequently asked questions follows in Table 1.

**Table 1: Summary of frequently asked questions**

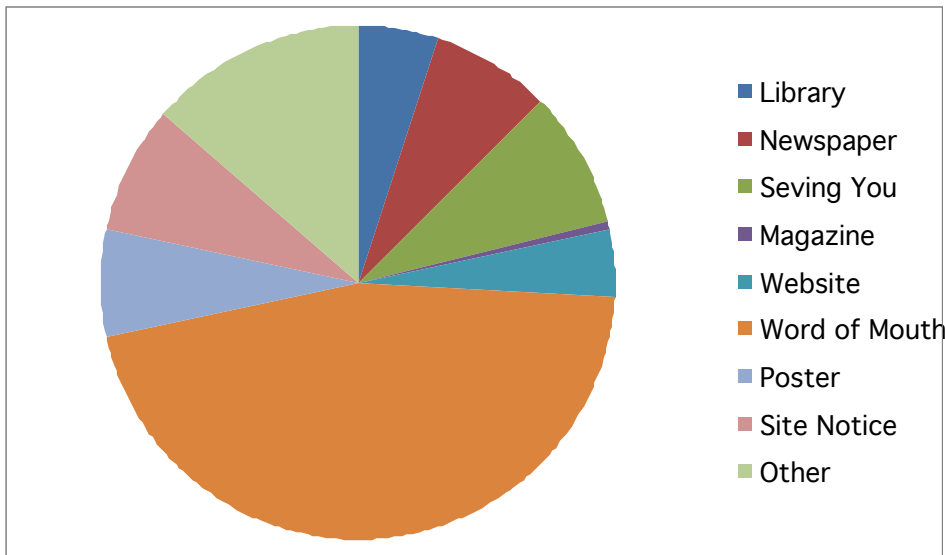
1	We don't need more houses in the borough
2	New houses will not go to those in need or to local people
3	New jobs will not be for local people
4	Why is the council seeking opinions if there are no real options
5	There is already too much traffic congestion (frequent reference to MDA)
6	Public transport is of poor quality and expensive
7	Young people need safe open spaces
8	There is nothing for young people to do
9	Unclear as to why the Allocations and Core Strategy documents are separate
10	Greenfield and Agricultural land should not be lost to housing / employment
11	Support for regeneration of Leigh Park
12	Concern over lack of consultation particularly with residents neighbouring strategic sites
13	Would be nice to see larger houses, not just flats
14	No more housing in Emsworth and Hayling Island
15	What has the council done with previous comments

- 1.4 Attendance was unfortunately poor within areas such as Leigh Park, with the exception of Park Parade. Despite numerous venues within the locality and the support of Planning Aid uptake was limited. This is particularly disappointing due to the amount of potential development which the Core Strategy may bring namely in the form of Havant Thicket, Dunsbury Hill Farm and Cabbagefield Row. Despite this the use of the exhibition within a public place such as Park Parade did allow people to ask questions and utilise the publicity material provided. Once information was obtained the general view was that change in the area was welcome with further suggestions for improvements / additions. It would appear that exhibitions were more successful than planned meetings whereby people were more likely to attend an event if it were part of their usual day rather than making a special trip.
- 1.5 Other events such as the Havant Civic Offices event aimed to reach people after work hours, providing an alternative time of day. This particular event proved unsuccessful with attendance of 12 people. Alternative methods may need to be considered in order to attract people after hours. Despite this the events held on a Saturday did prove popular particularly on Hayling Island, the Meridian Centre and Party in the Park.

### Success and use of the questionnaire

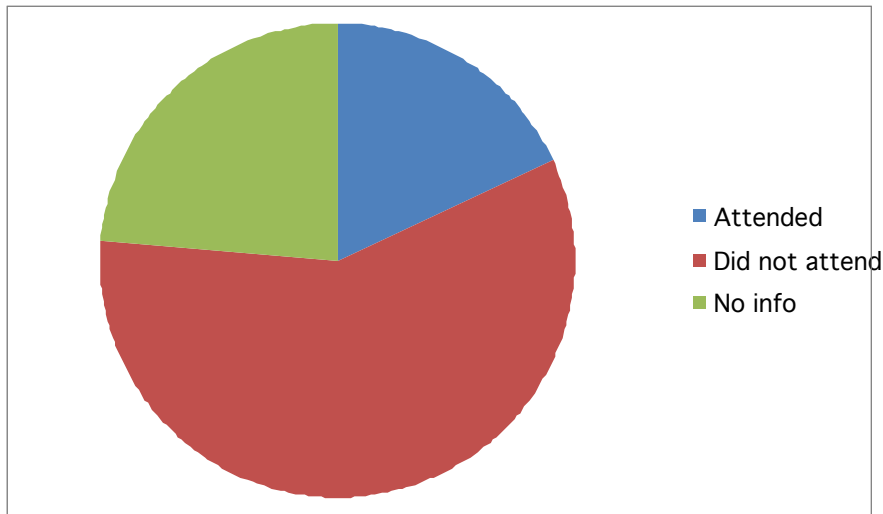
- 1.6 As part of the question strategy within the CS questionnaire respondents were asked how they found out about the consultation and its events, Graph 2 provides an indication as to how those who responded in this way found out further information.

**Graph 2: How did people answering the CS questionnaire find out about the consultation?**



- 1.7 The majority of respondents gained further information through word of mouth, however, it must be noted that these results maybe slightly skewed as a significant proportion of consultees responded as a result of marketing activity completed by residents living in and around the Woodcroft Farm site. However, over half of other respondents found out about the consultation through other methods such as Serving You, site notices and newspapers. Those answering 'other' to this question found out about the consultation through their local community boards and Councillors. The variety of methods shown in Graph 2 would indicate that people had numerous ways through which they could access information indicating that the spectrum of methods used were all successful in reaching different segments of the community. Of those answering this question a very small segment actually attended an exhibition, indicating that the information available to them was enough to satisfy any questions prior to making their comments. Again, it must be noted that a high proportion respondents wrote in as a result of independent marketing activity on the Woodcroft Site therefore information will have been dispersed through other methods other than exhibitions. Graph 3 shows the number of questionnaire respondents who also attended an exhibition.

**Graph 3: Number of questionnaire respondents who also attended an exhibition.**



### **Success of other events**

- 1.8 As part of the 2009 consultation a few different methods of engagement were used which were in addition to the Statement of Community Involvement.

### **Railway**

- 1.9 In order to promote the additional information at exhibitions leaflets and bookmarks were handed out at Havant Railway Station at 7.30 – 9.00am and 16.00 – 18.00pm in order to catch commuters who may otherwise have difficulty in obtaining further information. This event was particularly useful as it provided a means of engaging with different members of the community such as college students commuting into the borough to Havant College as well as ethnic groups and skilled workers. This was however a leaflet drop and due to the speed at which people travel in and out of the station there was limited scope for question and answer sessions. This did however provide an opportunity to speak to people who may not live within the borough but do work and contribute to the local economy. Overall it is difficult to determine the overall success but it is considered a wider audience was obtained as a result with 792 leaflets and 577 bookmarks handed out across the two time slots.

### **Youth Council**

- 1.10 As part of the SCI it is recognised that engaging with the young regarding planning issues is particularly difficult. However, it is also considered fundamental as changes made to the borough are more likely to effect this generation of people. As a result the Youth Council was approached and was asked to consider the potential changes within the borough indicated within the Core Strategy. Discussions took an informal approach and looked to

gather opinion on current and future development issues rather than the Core Strategy document itself.

- 1.11 Youth Council met for their formal meeting on 7 July 2009. They were asked during a previous meeting in June 2009 to take photos of areas or buildings within the borough that they liked or disliked. They were then asked to produce a poster in either small groups or individually which reflected their likes and dislikes and relay this back to the group.
- 1.12 Around 5 cameras were handed back with photos, while others opted to use their own digital cameras or produce artistic impressions of the borough. After a quick briefing the attendees (around 12 members ranging from 11yrs to 19yrs) got into small groups of 2's and 3's or chose to work individually.
- 1.13 Posters that were produced raised the following issues within the borough:
- Lack of affordable infrastructure
  - Like to have local open space to meet friends, however they felt that open space should be well maintained which would encourage young people to take an active lifestyle in a safe environment. Open space left as just fields was not considered constructive and it was considered that facilities should be provided where possible, such as a skate park, football pitches or community centres
  - Some open space is scruffy, and promotes pollution and anti social behaviour
  - Development for the purposes of houses should not be at the expense of small gardens
  - Trees should not be cut down for new development
  - Nature is being destroyed in favour of underdeveloped sites which do not utilise the site to its full potential
  - Nature reserves are great places to meet friends and family, and add a sense of pride to where they live, such as Staunton Country Park
  - Litter is a problem borough wide – not enough bins
  - Increase the local economy by producing more jobs, such as local retail parks and the development of Tesco
  - Create tourism opportunities in the borough
  - Lack of good infrastructure, poor bus service which is expensive for young people and not frequent enough to appropriate areas
  - Too much housing, too little space
  - Poor traffic layouts, not enough consideration has gone into pedestrian crossings and sight lines
  - Too much graffiti in the borough
  - Too much pollution in rivers.

### **Party in the Park**

- 1.14 The Party in the Park was a skills and employment event held in Havant Park and organised by the borough council. There was live music and displays throughout the day. There were about forty stalls in a large marquee run by local employers, colleges and voluntary organisations.

- 1.15 Planning Policy ran a stall to advertise the Draft Core Strategy. Over 250 people over a five hour period visited the stall. The Core Strategy was explained and people were encouraged to look on-line and complete a questionnaire. Notably, due to the nature of the event and the target audience a significant proportion of those attending were young, a group who are traditionally a hard to reach. The atmosphere of the event was very positive and it was good to be part of a successful and high profile event.

### **Business Breakfast Seminar**

- 1.16 This event focused on the business community. It was facilitated by Hampshire Economic Partnership (HEP) and hosted by Fasset at Langstone Technology Park.
- 1.17 The main points raised were:
- There is a need for HBC to consider aging employment sites with a view to increasing density and make a more efficient use of land particularly in regard to car parking. This requires a favourable policy position BAE Waterlooville, Portsmouth Water and Langstone Technology Park were given as examples
  - The need to manage tensions between competing strategic sites in the PUSH sub-region
  - How can Havant Borough promote itself above other boroughs? Different areas have different opportunities and there is still money looking for a good home even in a recession
  - Market Parade is a major problem. It is the main entrance into the town from the railway station. It is like a shop window for Havant
  - The bridge across the railway line in Havant could be iconic linking the Public Service Village with the Town Centre and park
  - Why is there funding for the Public Services Village when private companies are struggling?
  - There is a huge undercurrent of creative potential. This should be including in Promoting Havant's Economy. The Cultural Centre. This is also a good way of engaging with disaffected young people
  - Need to stress the importance of apprenticeships. Planning permissions and legal agreements should require the taking on of apprentices. There needs to be more dialogue between the specific needs of businesses and course content.

## 2. Responses to the consultation

- 2.1 The primary objective of the consultation process is to obtain feedback and comments from statutory consultees and the general public. A clear indication of how well the consultation has been is to establish the quantity of comments; we can also establish whether the engagement methods were successful by looking at the way by which people provided those comments. Table 2 shows a summary of total responses for both 2008 and 2009 which provides some insight as to whether the variety of feedback channels and engagement methods were successful and if people are choosing to access information in a different way. It must be noted that in 2008 both the Core Strategy and Allocations document went out for consultation at the same time, this enabled specific comments about each document. In 2009 however, some representations will have made comment on sites not found with the Core Strategy but to sites which would normally be found in the Allocations Plan, therefore taking this into account direct comparisons are some what problematic but do highlight improvements and changes.

**Table 2: Comparison of total response (actual figures) and methodology of the responses between 2008 consultation and 2009 consultation.**

	Total for 2008 Core Strategy ( <i>Allocations Plan</i> )*	Total for 2009
Number of respondents	210 (712)	308
Individual representations	1899 (6348)	1905
Response via letter/mail	119	176
Response via email	55 (210)	95
Response via web questionnaire	36 (80)	37
Total electronic use (emails plus web questionnaire)	91 (290)	131
Web hits	775 (783)	2228
Ranking of web page	38th (37 <sup>th</sup> )	7 <sup>th</sup>
Website activity	0.36% (0.36%)	1.51%

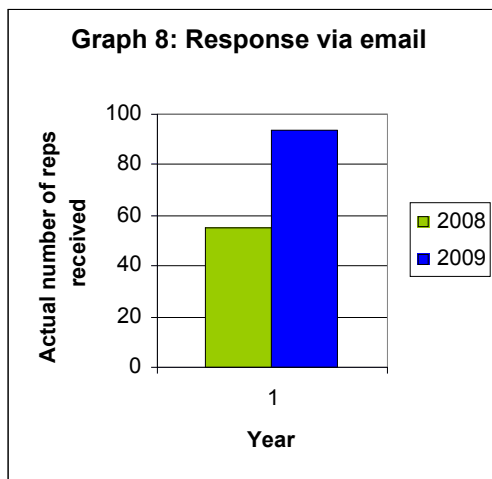
\* Figures shown in brackets refer to total responses relating directly to the Allocations Plan which went out for public consultation alongside the Core Strategy in March 2008.

- 2.2 The number of respondents increased year on year with 308 people/organisations making some form of comment about the Core Strategy. The number of actual representations or number of individual points raised declined year on year. This is to be expected in some cases as comments made in 2008 will have been resolved as a result of this draft. Previous consultations will have also provided factual information which allows people to make more concise and specific comments about their point of interest.

Overall 1,905 individual comments were received which will provide significant feedback and therefore impact new versions of the Core Strategy. The 143 respondents to the Woodcroft Farm Strategic site has also skewed the comparisons.

2.3 The most notable change since the previous consultation is the way in which people chose to feedback their comments and obtain further information. As a result of the 2009 consultation the web page which contained the web questionnaire received 2228 hits making the page the 7<sup>th</sup> most popular page within the Havant Borough council website during the six weeks of the consultation. This is quite an achievement when taking into account the complexity of the LDF process. As part of the 2008 consultation a similar web page within the HBC website received just 775 hits (for the Core Strategy alone), therefore the site received 187% more hits year on year with activity increasing from 0.36% in 2008 (total activity during the consultation period) to 1.51% over the six weeks in 2009. This is an area which can only grow in usage particularly as we encourage people to view online rather than print, this form of contact allows for up to date information to be passed on quickly within an interactive forum. Improvements to the site both in terms of content and graphics will encourage younger people to gather information and will allow a greater audience over time, particularly as access to the internet improves along with access to social networking sites and other communication sites.

2.4 The use of the internet as a means of obtaining and providing information has also had implications on the way in which people respond and choose to make comment. Letter and mail still remains the most popular way to provide comments, this may be due to lack of internet access, the age of the respondent or whether the respondent received a printed questionnaire at an event. Year on year there was a 33% growth in the number of representations received by letter. However, in 2009 the use of email as a means of responding grew by 70%, this is shown in Graph 8 which indicates the actual numbers received. The actual figures can be seen within Table 2. Despite this the use of the web questionnaire did not prove as successful with 36 received as part of the 2008 consultation and 37 in 2009. Consideration should be made to



how accessible the link was to the questionnaire and whether the format was too complex or not clear enough for people to make comments in this way.

The use of electronic formats has shown significant growth and will only continue to develop as a means of communication particularly as further email addresses are collected as part of the feedback process. These details will then be stored on the database and used to make regular updates to those

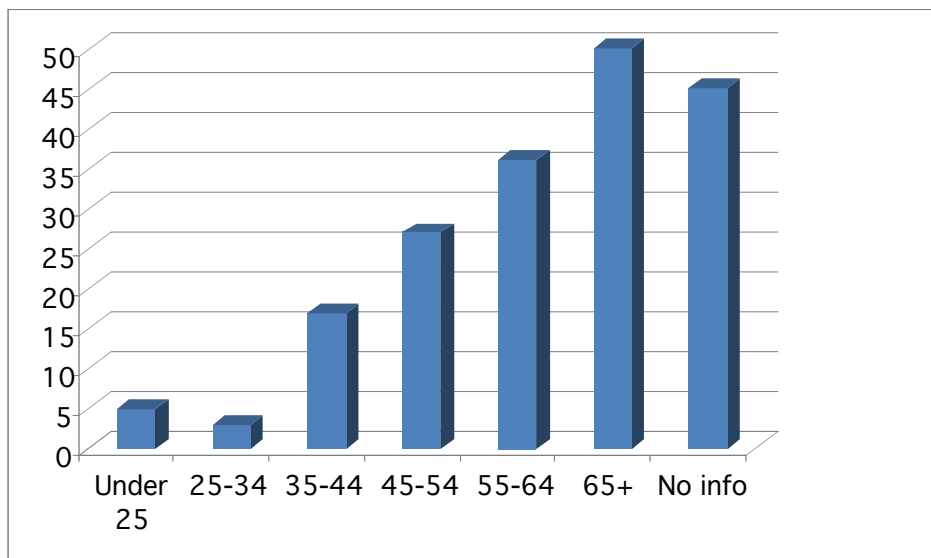
interested parties. For future consultations it will be expected that feedback by letter will decline year on year with a significant increase in electronic formats.

### 3. Respondent's profile - Reaching the 'hard to reach groups'

3.1 As part of the consultation processes members of the public were invited to answer a series of monitoring questions which were attached to the Draft Core Strategy Questionnaire. The results of these answers provide some indication of the demographic of the respondents; however it must be noted this only provides a rough indication as some people may have chosen to ignore these questions or made comments via email or letter which did not have such questions attached.

#### Age of respondents

**Graph 4: Number of questionnaire respondents listed by age**

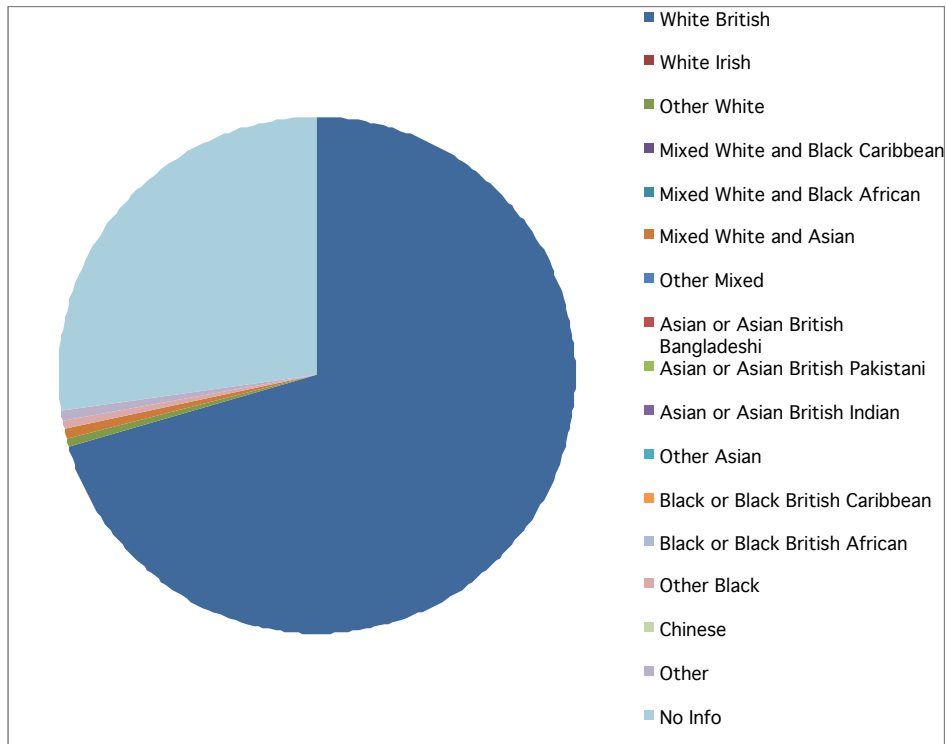


3.2 As shown within Graph 4 the majority of respondents were aged over 45 years with a peak within the 65 years and over category, approximately 36% of respondents who provided information regarding age fell within this category, with a total of 81.8% of respondents being over 45 years of age. A total of 18% were aged below 44 years of age.

3.3 In accordance with the aims of the Statement for Community Involvement (Oct 2006) one of the objectives was to reach 'the young people of the borough'. Young people (under 25 years) make up around 29% of the total population of Havant Borough, therefore of the total population of under 25 years 0.015% responded.

## Ethnic background of respondents

**Graph 5: Ethnic background of questionnaire respondents**

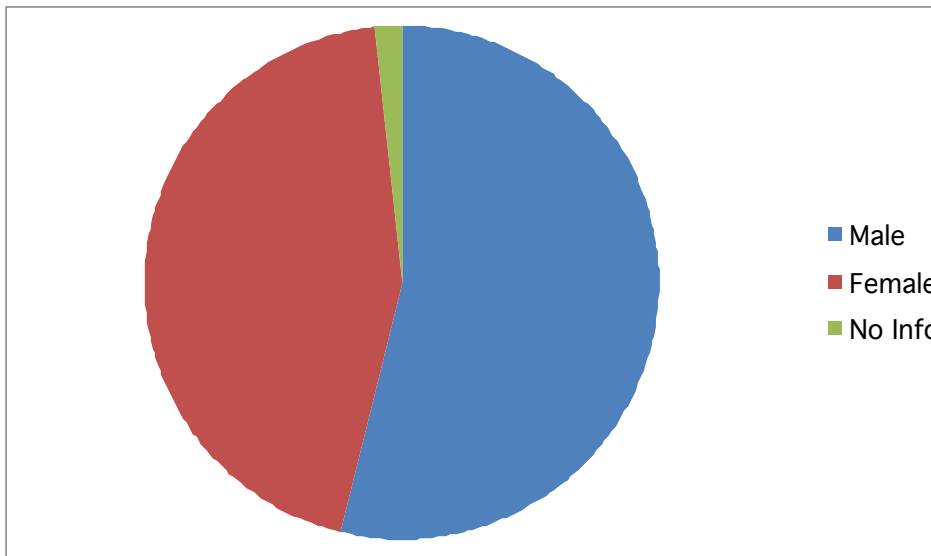


- 3.4 The majority of people that wrote in with comments via the questionnaire were white and British with around 70% falling within this category. Generally, reaching other ethnic groups via consultation has proved difficult in the past, not only for planning related consultations but also for other council events. Comments were received from within the other white (Finnish) (0.5% of all respondents), mixed white and Asian (0.5%), other black (0.5%) and other (0.5%) shown in detail within Graph 5. No information was provided by 27% of comments received
- 3.5 This may initially look as though these hard to reach groups were not 'reached', however within the borough these particular groups make up a very small percentage of the population, so proportionately it may appear that there was some degree of success in receiving some feedback from these groups within the community. 5.5% of the population within the Havant Borough is made up other ethnic groups other than white/British.

## Gender of respondents

- 3.6 Reaching either males or females as part of the planning process is not considered within the 'Hard to Reach' category of the Statement of Community Involvement however as it is a consideration within the questionnaire and Acolaid, it may be worthy of note here. Just over half of respondents who answered were male with just under half being female. Such an even response would show that marketing was targeted evenly between the sexes within dates and times of day accessible to all, see Graph 6.

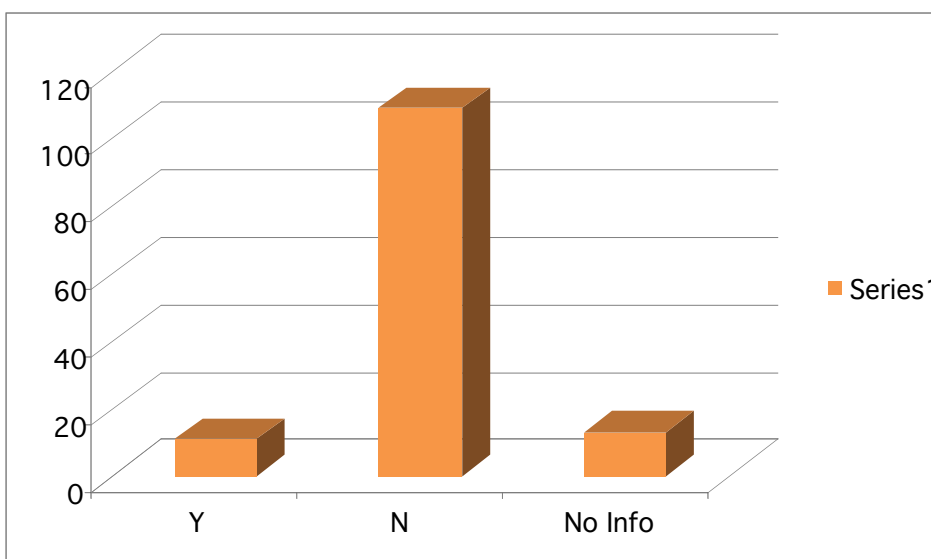
**Graph 6: Gender of questionnaire respondents**



**Disability**

- 3.7 As part of the questionnaire respondents were invited to tick whether they considered themselves to have a disability, of those who answered 82% stated that they did not have a disability with 8% stating they did consider themselves to have a degree of disability.
  
- 3.8 It difficult to determine whether this is a true representation of the disabled community within the Havant Borough as such information is not available, however it can be established that there was some success here as 8% of all respondents who provided information is a reasonably good response rate, see Graph 7.

**Graph 7: Questionnaire Respondents who considered they have a disability**



### **In Summary**

- 3.9 A generalised view of the average consultee writing in the council via the pre-prepared questionnaire was that they are male of white British background and aged over 55 years of age. As mentioned this is a particularly generalised view of the results but it does show a true reflection of the actual make up of the population of Havant Borough. Responses were received from the young and those of ethnic groups other than white/British. However further work can be done to ensure that such groups are fully engaged. It must also be noted that other groups indicated within the Statement of Community Involvement such as those on low incomes, those with low literacy levels and gypsies and travellers were not fully identified within the questioning strategy therefore it is uncertain whether such groups were aware and fully engaged.

#### **4. Review and conclusions**

- 4.1 A review of the consultation process, what was achieved, what was a success and what was less successful allows for some reflection and a chance to establish what can be amended or changed in order to learn and ensure that future LDF consultations engage most effectively.
- 4.2 Overall it can be considered that the consultation was a success. In total the Planning Policy and Urban Design team had the opportunity to discuss face to face at exhibitions to a total of 1175 people, and across all events it is estimated that the officers were able to present, answer questions and discuss with a total of 1566 people borough wide. This is the total number of people directly engaged with, however it can be seen from Graphs 2 and 3 that a large proportion of those attending then went on to discuss the issues contained within the Core Strategy to neighbours, colleagues, friends and family allowing a greater audience to ultimately be obtained through word of mouth.
- 4.3 Analysis of the consultation process has also outlined the importance of the website as a major source of information. During the 2009 consultation the LDF web page which contained the link to the web questionnaire received 2228 hits, which is a significant increase from the 2008 consultation which received 775 (for the Core Strategy). The use of the Havant Borough Council website as a means of communicating information is extremely effective, and it is important that the LDF maintains a high profile in this manner through regular updates and newsletters to ensure that interested parties have the most up to date information.
- 4.4 The number of respondents does provide a good indication of the success of the consultation. In total after a six week consultation the department received 308 letters/emails/questionnaires which totaled 1,905 representations (comments about a policy or a site or a chapter). Of these representations 338 were comments, 1133 objections and 434 supports. It must be noted that 143 of the 308 respondents wrote in as a result of targeted campaign against the strategic site at Woodcroft Farm.
- 4.5 The way in which respondents chose to make their comments has changed considerably since previous consultations. Compared to 2008, 2009 saw the number of comments received by email increase by 70%. The actual figures show that 95 emails were received out of the 308 responses received, compared to 55 out of 210 in 2008. This is set to increase for future consultations and should be a primary consideration when collating information at a later stage and for future events. Throughout the consultation process further email addresses have been collected and added to the database so that this resource can be used to its full effect. The use of the web questionnaire was utilised by 37 respondents, this may appear as a relatively small uptake however it can be argued that people may prefer to email in their own time rather than follow a set of questions, however it may also show that the questionnaire was unclear or not easily accessible. The use of letter and mail as a means of correspondence remained the most popular form of communication with a total of 176 letters received, which is over half of all responses received. This represents a growth of 33% year on year which once

again highlights the shift in email and electronic formats as a means of communicating.

- 4.6 One of the primary objectives of the SCI is to engage with those considered 'hard to reach'. This is particularly difficult to determine as it is only possible to make comment from officer's observations at exhibitions and the select responses from the monitoring questions on the questionnaire.
- 4.7 The leafleting exercise at Havant Train Station was considered to be a huge success in providing information to the hard to reach groups, particularly young people, people who are working and too busy to engage with the LDF and those from ethnic groups. However it is unclear as to whether they later went on to obtain further information. Other exercises such as Party in the Park and workshops held with the Youth Council also provide unique opportunities to engage with those who may not have felt they could attend a more formal surrounding.
- 4.8 There is however significantly more work that can be done in this area both in regards to attracting people to find out more information but to also find a way to monitor whether respondents fall into the disabled, low income or low literacy categories.
- 4.9 With regards to the principles of community involvement as set out within the SCI, the consultation was considered a success in providing information borough wide and for the whole community. Numerous channels were utilised in order to ensure this objective was fully achieved. Documents were available within libraries, leaflets were given at a variety of locations (totally 4575 leaflets and 1,900 bookmarks), exhibitions provided question and answer sessions, businesses and other sections of the communities were approached and the website exceeded expectations with 2228 hits making it the 7<sup>th</sup> most popular site during this time.
- 4.10 Another aspect of the SCI is to ensure a coordinated approach to consultation and engagement with the public. Partnership working particularly with Winchester City Council ensured that correct and up to date information could be passed on to those concerned. A representative from Winchester City Council attended both of the Waterlooville exhibitions held within the town centre and was on hand to answer questions relating to this side of the MDA. Along with the MDA, Winchester and East Hampshire District Council were also involved at the early stages of the planning for the Woodcroft Farm site.
- 4.11 In conclusion, it can be determined that with the resources available the consultation was a success in engaging with local people. Lessons have been learnt as a result of the process and this can be applied to future LDF consultation.

## **Appendix I – High level Summary of draft Core Strategy Representations**

### **Generally:**

- Individuals and voluntary associations perceive the document to be too heavily influenced by regional and sub-regional strategies.
- Regional/sub regional bodies generally approve of the document, with more emphasis on delivery plus other format changes.

### **Greater emphasis needed on:**

- Agriculture/food production
- Renewable energy generation (especially tidal).
- AONB
- Water quality and sewerage
- Flood defences for existing properties
- Enhancement of natural and heritage assets, not just protection.
- Specific targets on renewable energy and energy efficiency.
- Provision of infrastructure before housing/employment development.
- Environmental and infrastructure constraints of Hayling Island; either how they will be solved, or how they should preclude development.

### **Support proposals for (generally while advocating proposals to be taken further):**

- More sports infrastructure
- More allotments
- Havant Thicket Reservoir as a recreation site.
- Cycle network
- Concentration on previously developed land (PDL)
- Protection of waterfront sites for marine businesses.
- Local Gaps (should be stronger/bigger); Green Infrastructure
- Limiting retail to town centres (concern over edge-of centre developments)
- Requirements for good design; designing out crime.
- Coastal climate change adaptation.

### **Contradictory response trends (where individual respondents/organisations have conflicting points of view):**

- Support for the maintenance of marine business sites and desire for more detail on flood protection was combined with a desire for more commitment to climate change adaptation, including coastal retreat.
- Support for internal space standards, renewable energy standards and sustainable homes standards - including proposals for them to become stricter. This clashed with claims that they would damage the feasibility of development and drive developers away from the borough.
- Support for increased cycle and footpath networks, including around Hayling Island, were accompanied by concerns that these could damage designated wildlife sites through disturbance.
- Policy emphasis on urban extensions was outweighed by support for concentration of development on PDL within urban areas, coming from both developers and the general public.

- Strong support for the idea of settlement gaps was accompanied by statements that any such gaps should be minimised and justified in landscape terms.

**Objection to:**

- Regional housing targets (should be adjusted in light of recession; infrastructure insufficient).
- Omission of plans for regeneration of Havant Town Centre.
- Urban extensions and proportion of housing to be on greenfield sites (especially in Emsworth and the Woodcroft Farm Strategic Site).
- Too prescriptive requirements for the West of Waterlooville Major Development Area Strategic Site and that MDA should not be part of same strategic site as the town centre integration.
- Restrictions on affordable housing (should be more flexible)
- Requirements for affordable housing (should be more flexible)

**Need for more robust justification/explanation of:**

- What justifies a strategic site designation?
- Tourism section/ Hayling Island circular path/ Hayling Seafront SS (should explain how impact on Natura 2000/ SSSIs will be avoided, with some changes proposed).
- Urban extensions and urban/ non-urban division.
- Local gaps.
- Provision and funding of infrastructure.
- Proposals for reduction of car use (significant reduction considered unrealistic by some)
- Influence of SA and especially HRA on Core Strategy (not currently convincing).