

ESSENTIAL REFERENCE PAPER 'B'

Consultation activities February-May 2014

The table below lists the activity agreed by Full Council as part of the Consultation Strategy in the middle column, and compares this with the activities undertaken in implementation of the strategy in the right-hand column.

	Type	Agreed Consultation Strategy	Implementation of the strategy
	Printed format		
1	Poster (community boards in shops)	A3 and A4 formats distributed to all libraries, local supermarkets, local schools and Town and Parish Councils for community notice boards.	A3 and A4 posters supplied to all libraries, schools, Town and Parish Councils in the consultation pack supplied. The poster was available on the website.
2	Full colour A3 folded leaflet	Containing headlines of the development strategy, the leaflet will be sent to all households, delivered by a reputable distribution company.	A3 leaflet printed but not widely distributed. Copies were included in all consultation packs.
3	Summary Brochure (the headlines from the plan)	Comprising 12 pages of full colour, the Summary Brochure is an A4 booklet containing the development strategy headlines.	The decision was taken to distribute this Summary Document to all households using a distribution company. There were some problems with distribution. Where this was known the company redistributed and officers hand-delivered or posted copies to residents. Some Members

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			also assisted the team with delivery. The Summary Document was available on the website. Copies were provided in every consultation pack and additional copies were sent to every Town and Parish Council in April. Copies were also made available at every evening meeting and drop-in session for residents to take as desired. A total of 61,000 copies were printed.
4	Supporting Document and Development Strategy Report	<ul style="list-style-type: none"> • The Supporting Document compiles all the information and evidence used during the plan-making process. • The Development Strategy Report explains how the plan-making process in the Supporting Document is linked to the Draft District Plan. • All documents are available on the Council's Website. 	A Development Strategy Report and Infrastructure Topic Paper were supplied as part of all consultation packs. Copies were made available at every evening meeting and drop-in session for residents to take as desired.
5	The Draft District Plan	<ul style="list-style-type: none"> • Three hard copies sent to all Town and Parish Councils. • One 'reference only' copy sent to all local libraries. • Also available for purchase on 	<ul style="list-style-type: none"> • Three hard copies sent to all Town and Parish Councils. • One 'reference only' copy was sent to all local libraries. • Approximately 30 copies were

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		<p>request.</p> <ul style="list-style-type: none"> All documents are available on the Council's Website. 	<p>purchased.</p> <ul style="list-style-type: none"> The Draft Plan was available on the Council's Website broken into chapters for convenience. Officers printed and posted to residents separate chapters on request. Large scale formats of the Draft Plan and Policies Maps were available on request.
6	Written Response Template	<p>Although the online consultation portal is the preferred method of responding to the consultation, those who wish to submit a written response could benefit from a simple response form.</p> <p>This will be designed in a way which encourages responses to be attributed to specific chapters, policies or paragraphs. This assists in both the setting out and recording of comments.</p>	<p>Copies of the Comment Form were included in all consultation packs. Copies were also made available at evening meetings and drop-in sessions. The Comment Form was widely used. This method is considered by residents to be the most accessible form of response but it is labour intensive when processing comments.</p> <p>In addition to the Comment Form, many hand written and typed letters were received.</p>
7	FAQ sheets	<p>Frequently asked question sheet provided with all copies of the Draft District Plan.</p>	<p>Two FAQ sheets were produced. One normal version and one specifically designed for a younger audience which was sent to schools and within</p>

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			all the consultation packs.
8	Consultation Portal Guidance Note	A brief pictorial guide to accessing the consultation portal, following each step of registering and responding via the consultation portal.	Copies of the Guidance Note were provided as part of all consultation packs and were available at evening meetings and drop-in sessions.
9	Information board in Council Offices	Containing a poster, key diagram and site location maps.	Information boards contained posters only due to space being needed for other Council information.
Consultation Packs			
10	Information pack for schools	<p>A pack containing:</p> <ul style="list-style-type: none"> • An FAQ sheet re-designed for a younger audience; • A4 Poster; • A3 leaflet; and • A copy of the Summary Brochure; • A covering letter explaining the consultation process and where interested parties can find further information and respond. Schools will be invited in the covering letter to request an engagement session by officers. The letter will also request that the schools advise parents of the consultation 	Copies of this consultation pack were sent to all primary and secondary schools across the District. Both 'normal' and younger audience FAQ sheets were provided.

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		in their newsletters and place the poster on notice boards.	
11	Information pack for Hertfordshire University, Hertford Regional College and other further education establishments	<p>A pack containing:</p> <ul style="list-style-type: none"> • An FAQ sheet; • A4 Poster; • A3 leaflet; and • A copy of the Summary Brochure; • A covering letter explaining the consultation process and where interested parties can find further information and respond. 	Copies of this consultation pack were sent to Hertfordshire University and Hertford Regional College.
12	Consultation pack for libraries, Town Council Offices and Parish Clerks	<p>A pack containing</p> <ul style="list-style-type: none"> • a 'reference only' copy of the Draft District Plan; • 20x Summary Brochure; • 20x FAQ; • 20x Consultation Portal Guidance Note; and • 20x Written Response Template. 	<p>In addition, this pack contained a laminated poster, a Development Strategy Report and Infrastructure Topic Paper.</p> <p>Additional copies of the Policies Maps and Summary Documents were supplied to all libraries mid-way through the consultation.</p>
13	Consultation pack for statutory consultees	<p>A pack containing:</p> <ul style="list-style-type: none"> • Covering letter; • Draft District Plan • CD of Consultation Documents; • FAQ; • Consultation Portal Guidance 	It was decided that a CD was not necessary. Instead all documents are provided on the Council's website.

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		Note; and <ul style="list-style-type: none"> • Written Response Template. 	
14	Consultation pack for non-statutory consultees	A pack containing: <ul style="list-style-type: none"> • Covering letter; • CD of Consultation Documents; • FAQ; • Consultation Portal Guidance Note; and • Written Response Template. 	It was decided that a CD was not necessary. Instead all documents are provided on the Council's website.
15	Link Magazine		<p>The Council produce Link Magazine which is distributed to all households. The Spring Link 2014 was inserted into the Council Tax bill and information pack which was posted to all Council Tax registered properties in the first week of March 2014. The front cover illustration was of the Key Diagram of the Development Strategy and the centre double page spread contained a map and article advertising the District Plan consultation (see colour scan of cover and pages 8-9 below).</p> <p>The Winter 2013 edition of Link Magazine also contained a full page article advising residents that the</p>

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			<p>consultation was due to start in early 2014. This article discussed the involvement of the East Herts Association of Parish and Town Councils in the development of the emerging Plan. The Summer 2014 Link Magazine has also included an article on the consultation.</p> <p>Link is also available electronically on the Council's website.</p>
	Electronic format		
16	Twitter and Facebook announcements	<ul style="list-style-type: none"> • Advanced notice of approval of the Draft District Plan and forthcoming consultation. • Announcement of the start of the consultation period. • Announcement of community public meeting details. • Reminder in week 10 of close of consultation period. • Closure of consultation. 	<p>The Council tweeted messages and posted messages on Facebook advertising the consultation which contained a web link to the District Plan web pages on the following dates:</p> <p>Twitter:</p> <ul style="list-style-type: none"> • February 26 • March 4, 19, 20, 24 • April 1, 7, 17, 24, 28 • May 1, 15, 21 <p>Facebook:</p> <ul style="list-style-type: none"> • March 4, 20, 27

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			<ul style="list-style-type: none"> • April 7, 8, 23 • May 1, 15
17	Front page of the Council's Website	Banner on Council's home page announcing the consultation and providing links to the District Plan web pages for more information.	<p>The front page banner was updated several times throughout the consultation. In addition the 'quick links' section of the front page also contained links to news stories on the consultation and to the District Plan pages.</p> <p>In addition, several news stories or press releases were published in February, April and May 2014 advertising the consultation.</p>
18	Email notification to all registered on the consultation portal and all those registered on the Council's Stay Connected service	<ul style="list-style-type: none"> • Advanced notice of the consultation sent once approved by Council. • Announcement of the start of the consultation. • Announcement of public meeting details. • Reminder two weeks before end of consultation. 	<p>The District Plan Bulletin (dated 20 January 2014) was emailed to all registered on the consultation portal, which set out the decision of Council to consult on the Draft District Plan from February 2014.</p> <p>An email was sent to all those registered on the consultation portal as below. In addition, the Council used the Stay Connected Network Bulletin system to advertise the consultation. Bulletins were sent to all 592 users on:</p>

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			<ul style="list-style-type: none"> • April 11, 25 • May 9
19	Email notification to all Town and Parish Councils, Councillors, local interest groups, statutory consultees etc.	<ul style="list-style-type: none"> • Advanced notice of the consultation sent once approved by Council. • Announcement of the start of the consultation. • Announcement of public meeting details. • Reminder two weeks before end of consultation. 	<ul style="list-style-type: none"> • An email was sent to all those registered on the consultation portal on 25th February advising that the consultation would commence on 27th February. This email invited people to update their log in details and contact officers if they had problems with their log-in details prior to the start of the consultation. • The consultation documents had been live to read on the consultation portal from 5th February (the day after the Executive). When the consultation became open for comment (26th February at 10.30pm) an automatically generated email was sent from the consultation portal to all those parties registered inviting comment and advising of the closing date. • A series of emails were sent to all Town and Parish Councils and local interest groups containing information about the evening meetings and drop-in sessions around the District. Prior to this

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			<p>there had been several weeks of intensive discussion with local Members and clerks to arrange these meetings.</p> <ul style="list-style-type: none"> • A reminder email was automatically generated from the consultation portal to all those registered who had yet to submit or make comments.
20	Members Information Bulletin	<ul style="list-style-type: none"> • Advanced notice of the consultation sent once approved by Council. • Announcement of the start of the consultation. • Announcement of public meeting details. • Reminder two weeks before end of consultation. 	An article was included in the Members Information Bulletin which appeared every week for 7 weeks from 7 March to 11 April 2014. This contained a link to the web page which advertised all public meetings.
21	District Plan Bulletin	Bulletin will be distributed by email to Town and Parish Councils and all those registered on consultation portal following approval of the Plan by Council.	The District Plan Bulletin (dated 20 January 2014) was emailed to all registered on the consultation portal, which set out the decision of Council to consult on the Draft District Plan from February 2014.
22	CD containing Consultation Documents	Interested parties will be able to request a CD containing electronic copies of Consultation Documents for free.	A decision was taken not to produce a CD. The logistics of producing the CD would have meant we could not start the consultation in February. All documents were instead uploaded

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			onto the website.
23	Telephone Opinion Survey	An Opinion Research Organisation will be engaged to undertake a structured survey of the District's residents, seeking to reach a cross section of the local community to explore opinions on future development and Draft District Plan.	ORS were commissioned to undertake this survey. The results are being collated and a report will be made available in due course.
Face-to-Face Meetings			
24	Town and Parish Councils, Civic Societies and the Local Strategic Partnership.	<ul style="list-style-type: none"> • Parishes will be grouped together where appropriate and meetings will be held in accessible locations to these Parish clusters. • Meetings will be chaired by the Executive Portfolio Holder for Strategic Planning and Transport, and will be attended by the local Members and an officer from the Planning Policy Team. • Other meetings may be held with interested parties, if appropriate, where resources allow. 	22 meetings were held across the District attended by Officers and Members (see meeting schedule below). All but one of these was a public meeting where all were welcome to attend. Attendance averaged over 50 people per meeting. Officers and Members gave a detailed presentation using Powerpoint and then the opportunity was given for residents to partake in frank and open discussions with officers and Members. In addition, drop-in sessions were held on two Saturday mornings in Sawbridgeworth and one on a Saturday afternoon at Bishop's

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			Stortford. The Sawbridgeworth sessions organised by the Town Council were very well attended.
25	Staff Briefings	<ul style="list-style-type: none"> Internal meetings will be held with Council officers from all departments to increase awareness of the consultation and the content of the Draft District Plan. 	Planning Policy officers attended Staff Briefings during February and May to advise Council colleagues about the consultation.

Schedule of Meetings as part of the District Plan Consultation, Feb-May 2014 (see item 24 above)

No.	Date	Location	Type
1	01-Mar	Sawbridgeworth Town Council, Sayesbury Manor, Bell Street	Drop-in session
2	04-Mar	Datchworth Village Hall, Datchworth Green	Parish Councillors only
3	17-Mar	Hunsdon Village Hall, 45 High Street, Hunsdon	Presentation, Q&A
4	19-Mar	Hertford Catholic Church - Hertford Civic Society	Hertford Civic Society only
5	20-Mar	Chauncy School, Ware	Presentation, Q&A
6	25-Mar	Datchworth Village Hall, Datchworth Green	Presentation, Q&A
7	27-Mar	Hertford Town Council, Hertford Castle - Annual Town Meeting	Presentation, Q&A
8	31-Mar	Bishop's Stortford Town Council	Town Councillors only
9	31-Mar	Ware Town Council Annual Town Meeting, The Priory	Presentation, Q&A
10	01-Apr	Buntingford - Seth Ward Community Centre, Luynes Rise	Presentation, Q&A
11	03-Apr	Brickendon - Fanshaws Room, Brickendon Lane	Presentation, Q&A
12	05-Apr	Sawbridgeworth - Sayesbury Manor, Bell Street	Drop-in session
13	07-Apr	Tewin - Tewin Memorial Hall, Lower Green Road	Presentation, Q&A
14	09-Apr	Nigel Copping Community Centre, Stanstead Abbots	Presentation, Q&A
15	10-Apr	Braughing - St Mary's Church Hall, Church End	Braughing APM, Presentation, Q&A

No.	Date	Location	Type
16	14-Apr	Sawbridgeworth Town Council, Sayesbury Manor, Bell Street	Annual Town Meeting
17	15-Apr	Buntingford - Benson Hall, Station Road	Buntingford Civic Society
18	16-Apr	High Wych Memorial Hall, High Wych Road	Presentation, Q&A
19	17-Apr	Cottered Village Hall	Presentation, Q&A
20	25-Apr	Amwell Society	Presentation, Q&A
21	26-Apr	Bishop's Stortford, Charris Centre	Drop-in session
22	29-Apr	Little Hadham Village Hall	Presentation, Q&A

LINK Magazine

Distributed with Council Tax Bills during March (see item 15 above)

East Herts Council

Line your kitchen caddy
Pages 16-17

Celebrating small businesses
Pages 22-23

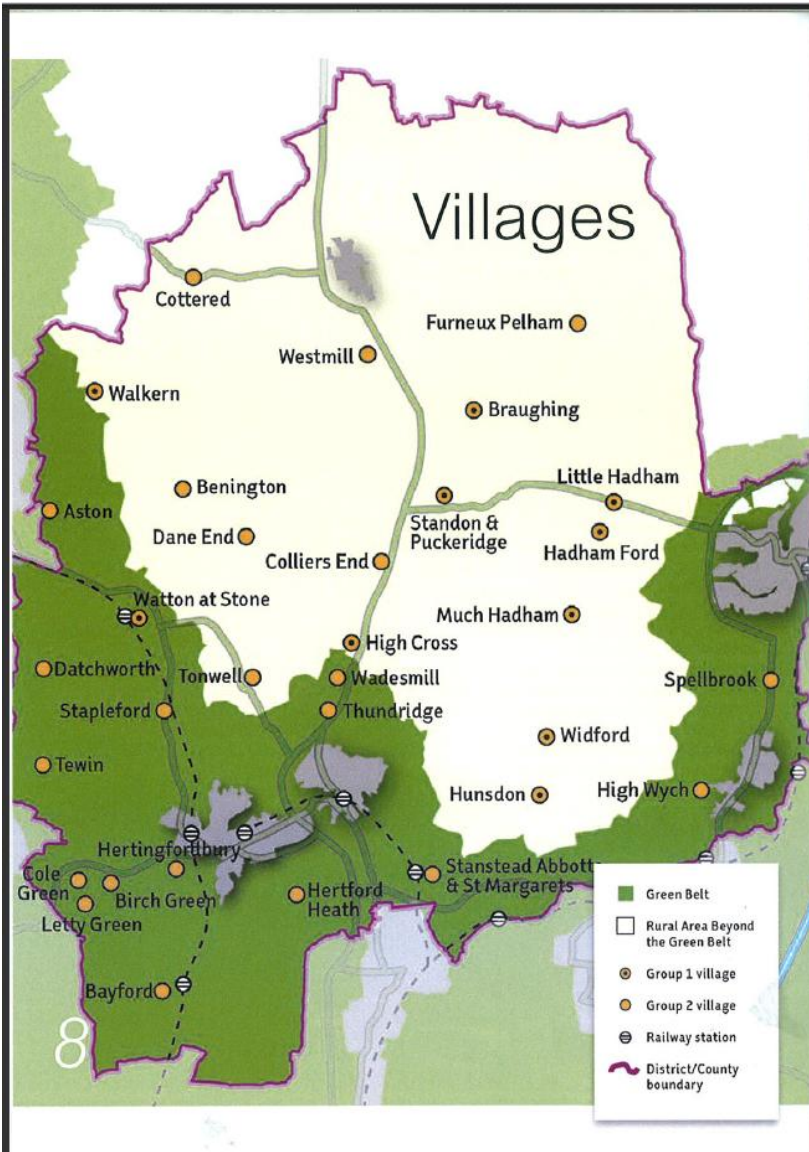
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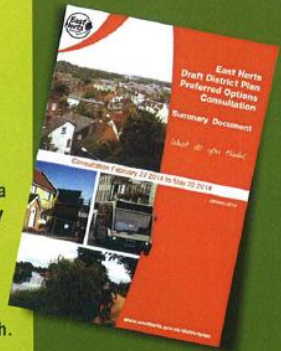
LINK

Draft District Plan consultation
Pages 8-9: have your say

Pages 10-15
East Herts council tax freeze



By now you'll have received a short summary of the draft District Plan, delivered through your door last month.



Draft District Plan ⁹ What do you think?

The draft District Plan, which runs to several hundred pages, sets out where the council thinks homes and related infrastructure could go to 2031. Local and national research shows that the district will need 15,000 additional homes within that timeframe.

The summary explains what the District Plan is, the supporting evidence, and the headline challenges and strategies for each town and the villages.

Before moving to the next stage, the council wants your views. The consultation runs until May 22 so there's still plenty of time to respond. If you've mislaid your summary, go to www.eastherts.gov.uk/districtplan to download it.

Before submitting comments, you can read the full draft at your local library, town council offices and East Herts Council offices in Bishop's Stortford and Hertford.

The full draft, together with all supporting documents and some Frequently Asked Questions, is on the council's website too.

Mike Carver, Executive member for strategic planning and transport, said: "We started work on the District Plan more than two years ago and we've carried out an enormous amount of research and consultation, putting

everything in the public domain at each stage.

"The District Plan will shape the place where we all live for many years to come so before the next stage we want to hear from as many residents as possible."

After the consultation, everyone's comments will be considered and collated into a new draft which is due to be completed by the end of the year. Before the District Plan comes into force it will be examined in public by an independent government inspector.

