



# Consultation and Engagement Strategy Report

## Ivinghoe Neighbourhood Development Plan

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## 1. Introduction

The following consultation and engagement strategy, and attached programme, ensures the delivery of a “Consultation Statement” that accords with the definition of such a document as set out in Regulation 15 of the NP Regulations (a Consultation Statement being a statutory part of the package to be submitted for examination), which reads as follows:

*15(2) In this regulation “consultation statement” means a document which -*

- (a) Contains details of the persons and bodies who were consulted about the proposed neighbourhood development plan;*
- (b) Explains how they were consulted;*
- (c) Summarises the main issues and concerns raised by the persons consulted; and*
- (d) Describes how these issues and concerns have been considered and, where relevant, addressed in the proposed neighbourhood development plan.*

### 1.1 Background context to plan area and key issues to address

The parish of Ivinghoe lies within the district of Aylesbury Vale in Buckinghamshire with a population of around 965, and with approximately 390 households based on recent census data. The designated plan area is the whole parish of Ivinghoe which includes Ivinghoe Aston and a few properties and farms in Ringshaw. Aylesbury Vale District Council (AVDC) approved the designation of Ivinghoe’s neighbourhood plan area in January 2015.

Ivinghoe is a parish four miles north of Tring and six miles south of Leighton Buzzard, close to the village of Pitstone.

The neighbourhood plan aims to address a range of local issues relating to housing, including design standards, the environment, traffic and transport, infrastructure, employment, built heritage and finally community services. Education is a further matter to be considered as part of developing the neighbourhood plan as the local primary school in the parish is at capacity. Extensive consultation with the community over coming months will seek to understand more clearly the issues, concerns and aspirations for local people, both residents and business owners in the parish, in order for clear objectives to be agreed with the community for addressing through the neighbourhood plan.

The following consultation strategy will assist the Steering Group in reaching all residents, businesses and community groups in the parish to maximise the opportunity for all who want to engage in the process to become involved in shaping Ivinghoe’s plan.

Retaining the rural character and integrity of the parish and avoiding coalescence with other settlements such as Pitstone and Ford End is at the heart of the neighbourhood plan. One of the key drivers for the plan is for the community to have a say over the number of houses that the Local Authority will require the parish to build over the life of the new Local Plan currently being developed by

AVDC, called Vale of Aylesbury Local Plan (VALP) which is likely to be examined in late 2016 and adopted in 2017. Also to influence the type of development that takes place in the parish in future, including design standards, and to ensure that it is sustainable. Two unwelcome planning applications for housing of inappropriate scale and location have been the catalyst for the plan which now seeks to address other local planning matters alongside housing development.

The Parish Council has independently appointed a consultant to undertake a feasibility study into possible methods to improve the current negative impact of large volumes of traffic and HGVs travelling through the village of Ivinghoe e.g. through re-shaping traffic movement, increasing parking, reducing unnecessary signage, and texturing the road. It will be important that the results of this study feed into the neighbourhood plan and help to determine suitable options for development where any changes to traffic movement could impact on potential future development.

It is anticipated that S.106 money from any future development would contribute to funding the implementation of approved schemes to improve traffic flow through the village.

Concerns regarding the capacity of the local primary school, and the impact on the primary school of a growth in housing, is a further matter to be addressed through the plan. The Local Education Authority does not support further development of houses because of the pressure on school places.

Preserving significant green spaces and protecting the environment is a further matter for the plan to address. A conservation study, undertaken recently by AVDC which relied on wide consultation with the community, was commissioned by the Parish Council. Some of the results of this study, which includes heritage features and information relating to the historic growth of the village, will feed into the neighbourhood plan, and consultation with the community on environmental issues will ensure that the matters covered in the conservation report are not duplicated through this neighbourhood plan process.

Whilst the plan can only address matters relating to future planning and land use, consultation with the community is most likely to identify a range of other community issues such as broadband connectivity, maintenance of local footpaths and possibly improvements in public transport. It is hoped that Section 106 money and Community Infrastructure Levy (CIL) will contribute towards improvements in community facilities and the group will need to clarify AVDC's S.106 and CIL policies with them.

There is no Parish Plan for the area and no Village Design Statement in existence.

Ivinghoe's neighbourhood plan will keep the need to allocate sites for future housing under review, dependent on the outcome of community consultation. Otherwise the parish council may decide to develop a planning criteria-led approach to future development. It is understood that two SHLAA sites have been identified by AVDC for Ivinghoe village, one to take 70 homes and the second 36

homes, with a further site identified in Ivinghoe Aston for housing. The up to date list of SHLAA sites and planning applications is to be clarified with AVDC by the group's planning consultant. It is also understood that sites that came forward from land owners in 2013 as part of AVDC's Local Plan preparation were carried forward into the renewed Local Plan process in 2014 but with no new land owners being contacted since 2013. Should the plan look to allocate sites, it is therefore considered prudent to undertake a fresh call for sites to 'back up' AVDC's work to date, gathering information regarding any possible new sites that may have been missed by AVDC's process. This will also be discussed with the Steering Group's planning consultant.

AVDC currently has a Housing Land Supply of 4.3 years and the lack of a 5YHLS is resulting in pressure from developers to develop land outside of confines. There is the potential for 500 additional houses to be built within 3 miles of the village of Ivinghoe.

AVDC's housing strategy for Ivinghoe, and what AVDC expects of Ivinghoe's plan, needs to be clarified at an early opportunity to ensure that the development of both the Local Plan and the neighbourhood plan align.

The Steering Group currently consists of three Parish Councillors and eleven residents, some of whom represent community groups, and one of whom is the Editor of the quarterly community magazine 'Ivinghoe Beacon', so the parish is well represented by the Steering Group. The Youth Worker for Ivinghoe will be asked to support the Steering Group to add a 'younger persons' dimension to the group.

The group will assess the skills within the group using an agreed proforma to identify any gaps in skills that would be useful to help progress the plan, in order to inform specific volunteer requirements. This is in addition to the support with more general 'leg work' required for the plan such as leafleting and manning stands at events. Once volunteer requirements have been assessed by the group, attracting volunteers will form part of sharing information about the plan with a few community groups between now and the launch event, these discussions also serving as useful opportunities to promote the launch and the start of the consultation in September.

The Neighbourhood Plan Officer from AVDC will also be invited to attend Steering Group meetings whenever possible.

Clear Terms of Reference which explain accountability to the Parish Council and the community will be posted onto the neighbourhood plan website to ensure transparency in the process and to provide the community with assurance that the process is being managed effectively.

A consultation session with the group has helped to identify stakeholders to be engaged throughout the process, including those often considered harder to reach or engage in the process, with a view to engaging as widely as possible, and to

demonstrate effective and meaningful engagement which should help to deliver a positive outcome at referendum.

This strategy sets out best practice in neighbourhood plan consultation and engagement, alongside statutory requirements, with the detailed design of consultation events to be agreed prior to each event for which support is offered if required. The strategy balances the desire to progress swiftly with robustness, and the group's capacity to undertake all consultation within the projected timeframe for plan completion, and submission to AVDC, currently planned for around November 2016 (see section 4 of this report). This time period should be reviewed regularly and can be shortened subject to the group's capacity to undertake all the agreed consultations.

Finally, this strategy should be shared with AVDC and the community at an early stage by making it available to view on the neighbourhood plan website, along with the timeline for consultation right up to referendum which is likely to be around March 2017.

## **1.2 Relationship with the Local Planning Authority**

The Parish Council is looking to build their relationship with AVDC further through regular discussion and information sharing to ensure that both the emerging Local Plan and the developing neighbourhood plan take full account of each other. It is anticipated that both processes will be mutually supportive, with all evidence gathered through consultation and desk top research feeding into the current development of the Local Plan. This needs to be clarified with AVDC. The Steering Group will work closely with AVDC throughout both the neighbourhood plan and Local Plan processes to ensure that thinking and planning objectives are aligned wherever possible. The neighbourhood plan is due to run until 2032, bringing it in line with the Local Plan once adopted.

The Steering Group will need to clarify the support that AVDC can lend to consultation with communities, for example, maps, printing, publicity and communications, in addition to the planning authority's statutory duties in supporting development of a neighbourhood plan, i.e.

- Agreeing and designating the area of the NDP/NDO
- Agreeing and designating a forum (where relevant)
- Preparation - Support
- Submission
- Examination
- Referendum

### **1.3 Previous consultation on the neighbourhood plan**

No consultation on the neighbourhood plan has taken place to date. However two articles to share information about the intention to produce a neighbourhood plan have been inserted in the village magazine.

Consultation will start with the community launch of the neighbourhood plan scheduled for September 15, followed a by a series of bespoke consultations with sectors of the communities and a comprehensive questionnaire.

A small number of information sharing sessions with some community groups will be held between now and September to provide the context to the neighbourhood plan, set out why a plan is needed, key stages to get involved and shape the objectives and policies of the plan, and to try to engage volunteers to assist with the process. These discussions will also provide a good opportunity to spread the word about the launch event.

### **1.4 Purpose of the consultation programme**

For the final neighbourhood plan to reflect the views of those living, working and running a business in the parish of Ivinghoe, it is important that opportunities to consult on key issues, options and proposals, and to feed into the process of developing the plan, are made available to all who wish to get involved. The Steering Group is keen that the plan should belong to those living and working in the parish and recognises that the views of all communities within the parish are needed to shape the plan as it is developed.

Engagement and consultation run throughout every stage of the plan process and adopting an agreed consultation strategy and programme should maximise the use of existing capacity within the Steering Group to effectively manage consultation requirements, both statutory and non-statutory, through an agreed approach that evidences how concerns raised through consultation have been addressed. This is particularly important at pre-submission stage of consultation which must accord with Regulation 14 of the Neighbourhood Planning (General) Regulations 2012 and is essential for a robust Consultation Statement to accompany the final plan to the LPA (Regulation 15).

The Steering Group will be responsible for ensuring that the consultation programme is kept under regular review, and for updating the attached spread sheet as required. The programme is not set in stone and is designed to provide a firm foundation upon which to build all stages of consultation.

In conclusion, this report reflects the views and agreement reached by those present at the facilitated workshop and is intended for use by the Steering Group to help move its plan forward. It should be reviewed by the Group and agreed by the parish council, depending on governance arrangements, before being made publicly available.



## 2. Resources

This strategy identifies the resources and budget required in order to deliver consultation and engagement activity.

### 2.1 Human and Project Resources

The Steering Group will need to be clear about the resources available to undertake consultation with the community. The Group will need to consider the following at an early stage in the process:

- What is your budget for external support with consultation?
- How many people are required to support the consultation activities?
- Who will carry out the work?
- How much time can people offer?
- Does this affect what you can do regarding consultation activity?
- Do you have the right skills and resources to carry out engagement/ consultation/ website and marketing activities/ data analysis?
- If not, what skills do you need to bring on board through volunteering, or to pay for?
- Are any additional resources e.g. people/ equipment/ expertise/ facilities etc required?

### 2.2 Budget

The Steering Group will need to identify its budget for the consultation process. The following should be taken into consideration:

- Room hire
- Refreshments
- Equipment
- Stationery
- Printing
- Advertising
- Cost of building/ hosting website
- Additional support with analysis of consultation feedback (particularly questionnaire)
- *Please add to this as appropriate*
- .....

### 3. Work to be completed prior to launching the neighbourhood plan

During discussion as part of the facilitated session to develop this strategy, the Steering Group identified some tasks to complete before launching their plan with the community in order to place the work required to produce a plan on a sound footing. These tasks include (not exhaustive):

- Meeting with AVDC, supported by Jenny Lampert, to discuss the neighbourhood plan ambitions/ objectives and how these align with the current development of AVDC's Local Plan, including operation of the S106 developer levy and CIL policy.
  - Booking venues for consultations
  - Developing a comprehensive database of all community stakeholders e.g. local interest groups, community groups, businesses, landowners etc. with whom to be consulting, including statutory bodies and utilities (see section 5 below).
  - Requesting an up-to-date Statement of Community Involvement (SCI) from AVDC and an up-to-date list of Statutory Undertaker contacts.
  - Obtaining the current business directory from AVDC if one should exist, and reviewing/ updating as required.
  - Reviewing census data to establish demographics and sectors of the community that may be harder to reach.
  - Completing the main elements of website design, uploading all relevant and available key documentation at this stage and establishing website links with other relevant sites e.g. AVDC, Locality's 'My Community Rights' page etc.
  - Completing Terms of Reference endorsed by the Parish Council for publicising on the website.
  - Completing a 'whose who' of Steering Group members to publicise on the website, with brief resumes of interest and involvement by each member.
  - Contacting potential volunteers to seek additional skills/ fill skills gaps.
  - Meeting with representatives from local community groups between now and the end of August to share information on the plan process and the local strategic context for the plan. Also to publicise the forthcoming launch event in September where consultation will start.
  - Inform the local paper of event in September - can they cover this story?
  - Meeting with the local business contact
- To be added to by the group*

#### 4. Key timescales

Core events to be factored in:

NB. **Statutory consultations and time periods are highlighted in yellow**

Date	Consultation programme	Number of weeks to plan and prepare for/ deliver event
Complete	<b>Consultation on designated area: Publicising of Neighbourhood Plan area (see Regulation 5 of the NP Regs)</b> - submission to LPA followed by 6 week consultation period	6 weeks
Previous consultations and information sharing	No consultation on plan, but information sharing to start from June until September to inform about the plan process and to publicise launch	
11 <sup>th</sup> /12 <sup>th</sup> and 19 <sup>th</sup> September	<b>Community launch of Ivinghoe's plan</b>	4 weeks
Late Sept/ early October	Business event	3 weeks
15 <sup>th</sup> October	Youth event	3 weeks
4 <sup>th</sup> and 6 <sup>th</sup> November	Older Persons event	3 weeks
November	Questionnaire design and printing (including uploading to website for on-line completion via e.g. Survey Monkey/ SNAP)	3-4 weeks
Early December	<b>Distribution, completion and collection of Neighbourhood Plan questionnaires</b>	2 weeks
Late December/ January 16	Questionnaire feedback data input to on-line survey software e.g. Survey Monkey, SNAP (relating to manual surveys), questionnaire analysis (of both on-line and manual responses) and production of report by Steering Group. Includes producing graphics/ visuals to capture results of questionnaire consultation	4-6 weeks
February	Consultation feedback exhibition	2-3 weeks
Late February/ early March	Finalise first draft of options for plan based on all consultation feedback.	2 -3 weeks
March	Prepare for consultation on draft options (including preparing for options exhibition if holding one)	3 weeks
April	<b>Options exhibition to consult on draft options</b> (also on-going consultation via website)	1 day 2-3 weeks

May	Review feedback on draft options and finalise options for plan	2-3 weeks
June	Write the draft Neighbourhood Plan	3-4 weeks
June/ July	Prepare for Statutory Consultation, (publicity, designing and printing consultation response form, up-loading key documents to website, meeting with LPA, consider a consultation launch exhibition, printing of draft plan, etc)	4 weeks
Late July/ August	Holiday period	
Sept/ early Oct	<b>Pre-submission consultation</b> (see Regulation 14 of the NP Regs - 6 week consultation period on draft plan, followed by relevant amendments)	<b>6 weeks</b>
Oct	Analyse consultation feedback and make changes to Plan.	3 weeks
Early November	Complete Consultation Statement (ongoing) Sign off NP by Ivinghoe PC	1-2 weeks
November 16	<b>SUBMISSION of Plan</b> with Consultation Statement, map of area and Basic Conditions Statement	<b>2 weeks</b>
November/ Dec	<b>LPA publicity of Plan</b> (minimum of 6 weeks) <b>Regulation 16</b>	<b>6 weeks</b>
January 17	<b>Plan examination</b>	3-4 weeks
February 17	<b>Referendum publicity (min 28 days)</b> Support AVDC with this publicity	<b>4 weeks</b>
March 17	<b>NP Referendum</b>	<b>1 day</b>

## 5. Community Stakeholders

The following is an example of potential community consultees which was discussed in some detail with the group. The group will compare this list of potential stakeholders with their own current database of contacts and add to their existing list of contacts as appropriate:

<p><b>General list of groups to engage with:</b></p> <p><i>Residents</i>  <i>Local Planning Authority</i>  <i>Young people/ youth groups/ clubs</i>  <i>Guides and Scouts</i>  <i>Mums and tots groups</i>  <i>Businesses/ shop keepers/ economic groups/ traders groups</i>  <i>Market stall holders</i>  <i>Large employers</i>  <i>Community Groups/ Historical societies/ Trusts</i>  <i>Conservation groups/ environmental groups/ other local interest groups</i>  <i>“Friends of” groups</i></p>	<p><i>Land owners/ developers</i>  <i>Neighbouring parish councils affected by the Plan</i>  <i>Statutory bodies/ utilities (Reg 14)</i>  <i>Churches/ faith groups</i>  <i>Care homes</i>  <i>Allotment Association/ holders</i>  <i>Housing associations</i>  <i>Residents associations</i>  <i>Schools - primary/ secondary</i>  <i>Educational institution/ college/ Universities</i>  <i>Tourism trade</i>  <i>Local MP</i></p>
<p><b>Groups identified by the Steering Group (to be reviewed and expanded if necessary)</b></p> <p><i>Business community in the parish (plus businesses bordering the parish)</i>  <i>Land owners and developers</i>  <i>Elderly residents</i>  <i>Retirees</i>  <i>Young people, youth café, youth club</i>  <i>Scouts and Guides</i></p>	<p><i>Farmers</i>  <i>Commuters</i>  <i>Gladman Developers</i>  <i>DP Architects</i>  <i>Cottesloe school on outskirts of Wing</i>  <i>Local grammar schools</i>  <i>Brookmead primary School</i>  <i>LEA</i></p>

NB. It is also advisable to consult with relevant statutory bodies from an early stage in the process rather than wait until the need for statutory consultation (Reg 14) prior to submitting the completed plan to the LPA, to avoid any unforeseen hitches that may come to light with proposed options far into the plan making process thus slowing progress.

## 5.1 Engaging the “harder to reach” communities and groups

Sometimes traditional methods of engagement don't work effectively and some groups can be harder to engage than others.

Some groups this can apply to (though not restricted to) are older people, children and young people, those who are disabled or incapacitated, those whose first language is not English, those rurally isolated including farmers, commuters and those feeling disenfranchised. The Steering Group recognises the benefits of targeting engagement with particular groups of residents within the parish to try to get them on board with the plan, such as older people, and younger people, farmers and commuters, and these targeted consultations will form part of a broader programme of consultation with other sectors of the community following the launch of the plan.

Census data will help the group to identify harder to reach communities where these exist.

To help with engagement, the group will consider the following when planning consultations:

- Choose accessible venues, with public transport, central, walking distance
- Consider offering support with transport
- Don't hold meetings too late (people may not feel safe to be out)
- Include elements of play for children
- Consider one to one meetings or small group discussion in more informal settings
- Producing materials in large font if required, to suit different needs
- Offer help to fill in surveys
- Make display materials bright and appealing
- Consider language barriers and use of community interpreters
- Engage local voluntary groups to help you access those harder to reach (e.g. elderly person homes, housing associations, Rural Housing Provider, age concern, etc)
- Look at practical considerations - hearing loop, ramp, parking, lighting of venue, toilets accessible for all, is prayer space needed?

## 5.2 Engaging neighbouring parishes

It is good practice to engage with neighbouring Parish Councils. Where development on the edge of a parish may impact on the neighbouring parish, the neighbourhood plan examiner may decide to widen the referendum net to include those living in the affected parish. The role that neighbourhoods play is also set in the context of the wider hinterland (ref the NPPF), often visited and supported by residents from adjacent parishes, so it is completely acceptable to include the views of others living outside the designated area on the developing plan prior to statutory consultation with the residents of Ivinghoe parish. It is recommended that neighbouring parish councils are invited to the launch event, consultation feedback event and options exhibition. If an event takes place to launch the period

of statutory consultation then neighbouring parish councils can be invited to this too.

## 6. Consultation and information sharing techniques

### Drop in days

Drop in days, such as that to be designed for the launch of the neighbourhood plan in September, present an ideal opportunity to discuss the plan, exchange views and ideas, view maps and gain an understanding of the process, the benefits of having a plan and how to get involved in shaping the plan further. The presence of additional technical planning support would be helpful to respond to more complex planning questions.

### Use of local newspaper

Keeping the community informed of key consultation events through press releases will be useful and demonstrates that the group is trying to engage through relevant mediums as and when appropriate. The Steering Group will look to issue press releases with respect to the launch of the plan in September, the consultation feedback event, the options consultation/ exhibition and the launch of the statutory period of pre-submission consultation. It is recommended that a press release is also used to publicise the referendum. The 'Leighton Buzzard Observer' and 'Bucks Herald' will be used for publications. A volunteer on the Steering Group with journalistic knowledge will produce the releases and liaise with the two papers. A journalist will be asked to attend significant events such as the launch event.

### Local radio

Providing occasional interviews at key points in the plan's development is a further opportunity to raise awareness of the plan and encourage buy-in from the community. The group prefers to ask 'Mix 96' and '3 Counties' radio station to publicise consultation events on their behalf to generate interest among the community.

### Local publications

Full use should be made of local publications, particularly the parish's quarterly magazine 'Ivinghoe Beacon'. This is a free magazine which gets delivered to all households in the parish by a team of volunteers. This small parish magazine is considered ideal for this purpose and with the editor sitting on the Steering Group, this will assist with helping to keep the community up to date with progress. The next edition is produced in July which is timely for publicising the consultation events to come. A brief newsletter or progress report in the form of a leaflet containing the dates (as and when these are confirmed) of future consultations will also be included with the magazine to act as an aide memoire.

The monthly church parish magazine, whilst reaching a relatively small audience, can hopefully be used to publicise events. The group will also approach the primary school to see whether it would be prepared to support information sharing through using existing mechanisms, such as pupils' book bags.

Local newsletters managed by any Voluntary and Community Sector organisations supporting residents in the parish should help to reach into the community and are a further medium for information sharing.

#### Websites

A dedicated neighbourhood plan page to link to the Parish Council website is being created for publicising information on the plan. This will prove particularly useful at the statutory consultation stage and for sharing a wide range of background information with the community. The group will look at other examples of good NP websites as discussed. The website address will be printed onto all publicity, e.g. posters, flyers and in 'Ivinghoe Beacon'. It is important that the website is regularly refreshed with up to date information. In addition, for the purposes of completing the neighbourhood plan questionnaire later this year, on-line completion will save time and resources, along with encouraging a greater response rate to the questionnaire.

The group has agreed that the site needs to be largely complete in readiness for the launch event. Earlier completion would be beneficial for sharing information prior to the launch if possible. The presence of a populated website will demonstrate that neighbourhood plan information and key background documents, along with information about pending consultations and feedback from consultations, has been made available to all to view. The website will be needed for statutory consultation purposes (Regulation 14 consultation). The site should have sufficient memory to hold a significant amount of documentation.

The group is to set up a Q&A page on the website to capture all questions raised about any aspect of the plan process with associated responses. (This is aside from all comments, questions and ideas recorded as part of interactive consultation feedback gathered at the launch and other bespoke events).

NB. It is recommended that questions are responded to within a maximum period of two weeks and that response times form part of the Terms of Reference. This will provide additional clarity about the process, increase transparency and help to keep people informed and on board.

#### Facebook and Twitter (social media)

The group will make use of facebook and twitter to share current information and to point the public towards the website for more detailed information. This should help to engage younger people in the process. These accounts will need to be managed carefully to ensure that accurate information is shared in a timely manner. Protocols will need to be established by the group to manage information sharing.

#### E-mails

The Steering Group is to develop a comprehensive e-mail database of all community groups and clubs, local interest group, businesses, the local school, statutory undertakers (see section 5 above for examples) and neighbouring parishes. The group may wish to try to engage the support of other local groups and voluntary organisations by seeking permission to "piggy back" others' e-mail databases for disseminating information on the plan e.g. Voluntary and Community Sector groups, schools, church etc. Developing an interactive page on the website

for questions to be raised by the community, where e-mail contact details are required, would also help to build the e-mail database and assist with wider communication.

#### Leafleting/ flyers/ posters

Where helpful, leaflets could be delivered through doors to provide additional information at key moments in the plan process. In addition, by agreement posters can hopefully be placed in the windows of business such as the shop, hairdresser, cafe, pharmacy, pubs, and the primary school, along with residents' homes.

#### Public displays

The group will discuss the possibility of erecting short-term, static, displays of information about the neighbourhood plan and pending consultation activity in the entrance to the town hall/ library, in The Hub, and in the village hall in Ivinghoe Aston at key stages in the plan process in order to increase the reach into the community.

#### Notice boards

Maximum usage should be made of the 3 notice boards which are well positioned around the parish to help maximise publicity during significant stages of the plan process. In addition, use of the internal notice boards in the town hall, the hub and the church will support information sharing. Again, reference to the website and facebook addresses should be made on notice boards.

#### Making the most of existing planned community events

Any community events planned for the village are useful opportunities for promoting the work of the group on the plan and the benefits of having a neighbourhood plan. Use of display boards and maps will help to maximise opportunities to consult and involve at such events.

#### Focus groups

To reach sectors of the community that may be harder to engage in the process e.g. younger people, older people or to find out more about specific topics, such as business or traffic, it will be useful to take the consultation out to the community through focus groups, to find out more about the issues and concerns. Short, bespoke questionnaires tailored to specific groups of people can form part of these sessions to increase feedback. This type of focussed consultation should prove valuable in gaining support for the plan.

#### Consensus building meetings

Where contentious issues might exist, or groups/ individuals or developers exist that might not be behind the plan, meetings to look at the issues and hear everyone's views in order to gain consensus on the way forward would be very useful to head off problems as soon as possible.

#### NP questionnaire

A NP questionnaire circulated to all residents and businesses in the parish will help to build on, and fill in the gaps in, available evidence relating to each topic and start to drill down into options for the plan. This is an excellent means of reaching everyone in the parish and help should be offered by the group (or volunteers) with completing the questionnaire where needed. Support can be given with the development of the questionnaire during the second tranche of work on the plan.

Surgeries The Town Clerk's surgeries will include the neighbourhood plan.

## 7. Consultation Programme

The following consultation programme aims to effectively engage all communities in the parish. The Steering Group is responsible for recording the outputs of the different events within the body of this text (see section 7.1 below) along with feeding these outputs into the next stages of consultation. The consultation programme set out below should continually be reviewed and updated, however section 4 above sets out the key stages of consultation with suggested time frames for planning events. (Also see consultation time line/ spreadsheet attached.)

### Principles underlying the consultation and engagement programme:

- Effective use of resources and targeting consultations in such a way as achieves maximum feedback and involvement from the wider community, including neighbouring parish councils
- Builds on any consultation that has already taken place.
- Focuses more specifically on the use of land within the plan area, as opposed to wider community aspirations not addressed through a neighbourhood plan (but captured through the Community Action Plan)
- Ensures those that might be considered “harder to reach”, or “harder to engage” are a focus of attention in engaging the community in discussion and ascertaining views
- Maximises the potential for volunteer support
- Maximises use of existing communication mediums
- Aligns consultation activities where appropriate to deliver the best outcomes for the plan, avoiding delays to the plan process where timing is an issue

For each activity, a planning tool to help design your consultation event could be completed to determine who is leading the work, key aims and messages, volunteers involved and their responsibilities, materials required, timescales and any associated costs. (See Appendix A.)

### 7.1 Consultation event

#### 7.1.1 Stage of Consultation

##### Launch of Neighbourhood Plan Consultation

#### 7.1.2 Why do we need to consult?

This is an important event to build awareness of the neighbourhood plan, and understand local views to help shape the objectives of the plan. This event helps to get buy-in to the plan from the community from the start.

The Steering Group is keen that everyone living, working and running a business in the parish is made aware of this event to maximise the numbers attending and the opportunity to consult. The launch event will encourage discussion and comment on agreed topics that the plan is likely to cover and will provide a good

opportunity to attract volunteers to assist with the plan, however more activity to recruit volunteers is in hand.

This event will be repeated in two locations throughout the parish to maximise information sharing and consultation.

### **7.1.3 Description of the event/ mechanism**

A public drop-in session held on the following days:

- Ivinghoe Hub on 11<sup>th</sup> Sept (6-10pm) and 12<sup>th</sup> Sept (11-3pm).
- Ivinghoe Aston Village Hall on 19<sup>th</sup> September, (11am -3pm).

Both events will be widely publicised to residents living in both parts of the parish to encourage residents from both areas to each event, increasing cohesion among the parish.

NB. The group is to check the availability of the venues which may lead to a change of venue e.g. the Town Hall.

These launch events will provide the background to the plan and will seek to identify the key issues for the plan to address. Topic sheets will be located around the room upon which to comment, with prompt questions to start people thinking about various issues they might want to see addressed by the plan. The event will explain what the plan can and can't achieve and provide some information about key stages of development and the consultation opportunities. It is suggested that rolling presentation, every 30 mins, throughout the event, lasting around 10 mins, will be presented by a member of the group throughout the duration (although this has yet to be discussed with the group). A project plan to assist with design of the launch events, plus some examples of materials, will be provided and a mix of volunteers from both Ivinghoe and Ivinghoe Aston will be sought to assist with all three events.

### **7.1.4 Who will be consulted?**

Anyone living, working and running a business in the parish. AVDC, Statutory Undertakers, neighbouring parishes, and land owners (see section 5 above) should also be invited. The evening event on 11<sup>th</sup> Sept has been designed to take account of the many commuters living in the parish so widens the opportunity for all to participate. A summary of all consultation feedback will be posted onto the website following the events. Any specific questions or concerns raised that are logged by the group will be responded to either personally where this is requested, or via a Q&A page on the neighbourhood plan page of the PC website (or through an agreed other medium such as the newsletter).

### **7.1.5 How will you ensure that everybody's views are considered?**

All written comments using, for example, stickies, wall chart comments, and dots on maps to denote preferences will be collated, summarised, reviewed and analysed by the Steering Group to tease out the key issues under each topic heading and to inform wider consultation feedback later on in the process, topic by topic. A summary report, to include the feedback from all other bespoke consultations and the questionnaire survey, will be made available on the website and shared with the community through the consultation feedback exhibition. The

issues and priorities to emerge from consultations will inform the options available to the group to consider when drafting the plan.

For all issues emerging from these event that are not dealt with through the neighbourhood plan mechanism, these can be added to the Community Action Plan, appended to the neighbourhood plan, and used as evidence for prioritising CIL and S.106 funding along with helping to prioritise future actions on the part of the parish council. Maintaining a Community Action Plan as part of this process demonstrates that all views are being heard and recorded.

#### **7.1.6 What were the outcomes of the event / what did you learn?**

Section left deliberately blank to allow NP group completion upon progression of plan

#### **7.1.7 How will you use these findings to progress your plan?**

Section left deliberately blank to allow NP group completion upon progression of plan

#### **7.1.8 In the event that you have disregarded any of your findings, explain why?**

Section left deliberately blank to allow NP group completion upon progression of plan

### **7.2 Consultation event 2**

#### **7.2.1 Stage of Consultation?**

Business consultation event

#### **7.2.2 Why do we need to consult?**

The economy and employment is a key driver to the plan. Consulting with businesses, along with those considering starting a business, will help to tease out issues such as barriers to growth, aspirations and opportunities, plans for expansion/ relocation, types of new housing/business development, employment trends and impact of traffic and parking on areas of the parish etc.

#### **7.2.3 Description of the event / mechanism**

Support with the design of this event will be sought through a local contact who is resident in the village and who has strong connections with the business sector.

The event will take place two weeks after the launch event to maintain momentum, with the actual date and time to be decided by the group based on aforementioned advice (so late Sept/ early Oct). This could take the form of a social evening, to include wine tasting for example, or perhaps a breakfast event among other ideas. Tring Chamber of Commerce will hopefully become involved in supporting publicity.

As part of the invitation to businesses, a small pack of information prepared by the Steering Group will be developed to provide some background context to the plan and to clarify the purpose of the event. It is suggested that agenda items are requested by the Steering Group to help shape the agenda and encourage

attendance. A short business questionnaire can be prepared for completion at the event, and made available through the NP website for those unable to attend.

NB. At this topic-based consultation, a SWOT activity could be carried out at the start of the consultation to explore strengths, weaknesses, opportunities and threats for Ivinghoe in relation to business and the economy. Using this information, members of the Steering Group would then be tasked to:

- Add this feedback to their topic research
- Scope out the evidence that is available and highlight any existing issues (with support from their planning consultant)
- Understand the role of existing plans, strategies and programmes and their relationships to the neighbourhood planning process (supported by planning consultant).
- Identify any “gaps” in the evidence base and consider whether any further research needs to be undertaken
- Identify key players relating to this topic to engage in the plan making process

NB: The above actions would apply to any other topic based consultation, should the need for this arise from the launch event feedback.

#### **7.2.4 Who will be consulted?**

The group should ideally look to engage with local businesses, residents in the parish considering starting a business (whether from home or otherwise), along with older students interested in starting a business locally. The group will compile a comprehensive business database to support publicity and engagement; reference to the non-domestic rates register may help this process of mapping businesses if required. Time permitting, personal invitations to businesses which have a premises in the parish should help to increase participation.

#### **7.2.5 How will you ensure that everybody’s views are considered?**

Holding a separate focus group for businesses in the area will help to ensure that those attending this event can make their views known. All comments will be recorded and will be added to the analysis of feedback from all consultation events and will feed into the evidence paper for the business topic.

#### **7.2.6 What were the outcomes of the event / what did you learn?**

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#### **7.2.7 How will you use these findings to progress your plan?**

Section left deliberately blank to allow NP group completion upon progression of plan

#### **7.2.8 In the event that you have disregarded any of your findings, explain why?**

Section left deliberately blank to allow NP group completion upon progression of plan

## **7.3 Consultation event 3**

### **7.3.1 Stage of Consultation?**

Youth Consultation (and children)

### **7.3.2 Why do we need to consult?**

Whilst unable to vote on the plan at referendum unless aged 18 and over and on the Electoral Register, the neighbourhood plan is about the future of the parish and as such it is important that younger people have the chance to find out more about it and to help shape the objectives of the plan. Engaging younger people should also have the knock on effect of stimulating interest among parents/ family members.

### **7.3.3 Description of the event / mechanism**

An event targeting young people living in the parish (aged 11-18) will be held on 15<sup>th</sup> October, 4-5.30pm, at The Hub in Ivinghoe.

A similar event to that of the launch will form the basis of the approach, with a short questionnaire for young people to complete during the event, in return for a chance to win a raffle prize (such as a store voucher) subject to funding approval by the Parish Council. The questionnaire will contain around 6 -10 questions that are of particular relevance to younger people. An incentive to join in the consultation by way of a drink and some snack will be offered as part of publicity. The Steering Group will try to engage support from the Youth Worker at AVDC in designing and supporting the event.

In addition, subject to agreement from the local secondary and grammar schools supporting young people from Ivinghoe parish, a small pack of information on the neighbourhood plan will be prepared in order that teachers can support a discussion with pupils about Localism within the school curriculum (PSHE) prior to the event once the new school term starts in September. This should encourage attendance at the youth consultation event and schools will be asked to inform pupils from Ivinghoe specifically about this event. Information regarding the event will also be circulated through the scout group, the football group and any other community groups that support young people in the parish.

It is hoped that Brookmead Primary School will engage older pupils at the school (suggest years 5 and 6) in the neighbourhood plan through a school project, such as a google maps/ IT project. Further discussion will be held with the Head Teacher regarding other ideas for engaging older children in the plan e.g. A light touch 'planning for real' project.

Posters advertising the event will be placed on all schools' notice boards with their permission.

### **7.3.4 Who will be consulted?**

There are approximately 70 young people living in the parish aged between 11 and 18 years and the intention is to engage as many of these as possible. Older primary school children will also gain an awareness of Ivinghoe's neighbourhood plan.

#### **7.3.5 How will you ensure that everybody's views are considered?**

Holding a separate focus group for young people will help to ensure that those attending this event can help shape plan objectives. All comments will be recorded and will be added to the analysis of feedback from all consultation events. The group will also request any feedback from schools as part of their discussions/projects on the neighbourhood plan.

#### **7.3.6 What were the outcomes of the event / what did you learn?**

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#### **7.3.7 How will you use these findings to progress your plan?**

Section left deliberately blank to allow NP group completion upon progression of plan

#### **7.3.8 In the event that you have disregarded any of your findings, explain why?**

Section left deliberately blank to allow NP group completion upon progression of plan

### **7.4 Consultation event 4**

#### **7.4.1 Stage of Consultation?**

Older person's consultation event

#### **7.4.2 Why do we need to consult?**

The views of older people living in Ivinghoe are a valuable contribution to shaping the plan. It is important to understand what makes the parish a better place to live in for older people now and in the future, along with how easy it is to access essential services and the future housing needs of older people.

This event will explore issues such as retirement care provision, particularly housing needs within the village, community facilities, transport needs and any matters that those being consulted wish to raise.

#### **7.4.3 Description of the event / mechanism**

It was agreed that two events based around 'tea and cake' in the parish will take place on 4<sup>th</sup> November in Ivinghoe, and repeated on 6<sup>th</sup> November in Ivinghoe Aston, both between 1.30 and 3.30pm. However, following some further discussion during the facilitated session, the type of event needs to be finalised within the group.

Again a short questionnaire geared towards the needs and interests of older people could support the consultation more generally on the different topics covered by the plan.

#### **7.4.4 Who will be consulted?**

The event will aim to target as many older people in Ivinghoe as possible, from the approximate age of 65 and upwards. The group's database will hopefully be able to increase attendance at this event through effective communications with local clubs and groups such as the WI, the church community, the Royal British Legion, and the Beacon Choir. In addition to these two events, a display of information will be prepared for those attending one of the 'Super Lunches' (date to be confirmed). A discussion will also be held with the local GP surgery to ascertain whether a small static display can be set up within the surgery during the period of community consultations (September to November 15).

#### **7.4.5 How will you ensure that everybody's views are considered?**

All comments and views expressed will be recorded and fed into the overall consultation responses to shape options for the plan and to help understand wider community needs. Community priorities and aspirations that are not directly addressed through the neighbourhood plan will be captured in a separate Community Action Plan.

#### **7.4.6 What were the outcomes of the event / what did you learn?**

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#### **7.4.7 How will you use these findings to progress your plan?**

Section left deliberately blank to allow NP group completion upon progression of plan

#### **7.4.8 In the event that you have disregarded any of your findings, explain why?**

Section left deliberately blank to allow NP group completion upon progression of plan

### **7.5 Consultation event 5**

#### **7.5.1 Stage of Consultation?**

Neighbourhood Plan Questionnaire (parish wide)

#### **7.5.2 Why do we need to consult?**

Once the Steering Group has gathered together the relevant evidence relating to topics covered in their plan through both desk top research and anecdotal feedback from consultations, a neighbourhood plan questionnaire will enable the group to build on existing information available, fill in any gaps in evidence and start to determine draft options for the plan.

The questionnaire narrows down some of the feedback received thus far to help establish more specific information relating to the parish and to help generate options. By now, draft objectives have been agreed which form the basis of the questionnaire.

Adopting a questionnaire technique to gather both quantitative and qualitative feedback provides the mechanism to reach into all homes and businesses, with on-line completion of questionnaires to be encouraged (but with paper copies available for completion). The need for additional support for data input, analysis and reporting should be considered by the group and it is likely that an experienced member of the group will be providing this support. A headline report, including some simple graphics ideally, will be required to summarise all findings from the questionnaire surveys.

### **7.5.3 Description of the event / mechanism**

The development of neighbourhood plan questionnaire.

Shaping Communities Ltd will provide support to the group in this area of consultation if required, through a one day workshop, to help develop questions for the survey. Ideally the questionnaire will be made available to complete on-line through the group's chosen web-based system, along with hard copies being made available at various locations in the parish and available to download. The group should be looking for as many questionnaires to be completed per household as possible, rather than rely on one response per household as views within a household can differ considerably.

Promoting on-line submission will reduce capacity needed to input results from manually completed surveys and therefore reduce time and possibly costs. The questionnaire should be relatively short - aiming to contain no more than 35 questions but advice on this will be received during the workshop if support is requested.

Publicity about the pending questionnaire survey should be provided sufficiently in advance of its distribution in early December, with reference made to the importance of the questionnaire at all consultations.

### **7.5.4 Who will be consulted?**

Anyone living, working and running a business in the parish will have the opportunity to complete the questionnaire.

It is suggested that two weeks is allowed for questionnaire completion.

The questionnaire will be promoted through a range of mediums as already identified in this report e.g. posters, newsletters and website. Postcodes should be collected to understand the area of the parish where issues are being raised.

### **7.5.5 How will you ensure that everybody's views are considered?**

All returned/ on-line completed questionnaires will be processed with all views recorded. Manually completed questionnaires could be returned to agreed central

community locations, to encourage completion. Consideration should be given to the use of SAE's in the case of any isolated homes and farmsteads.

Efforts should be made to provide support to those struggling to complete the questionnaire for any reason e.g. visual impairment, and this support should be referred to as part of a covering letter to accompany the questionnaire, along with the questionnaire being made available in large font if requested. The role of the group and volunteers is important in offering this level of assistance and needs to be made clearly available.

Once collated, all responses will need to be analysed with a report produced that captures views, both written and through graphics ideally, to make interpretation of questionnaire results simple to understand "at a glance". This will prove useful for the Consultation Feedback Exhibition which combines results of all consultations.

#### **7.5.6 What were the outcomes of the event / what did you learn?**

Section left deliberately blank to allow NP group completion upon progression of plan

#### **7.5.7 How will you use these findings to progress your plan?**

Section left deliberately blank to allow NP group completion upon progression of plan

#### **7.5.8 In the event that you have disregarded any of your findings, explain why?**

Section left deliberately blank to allow NP group completion upon progression of plan

## **7.6 Consultation event 6**

### **7.6.1 Stage of consultation?**

**Consultation Results Exhibition**

### **7.6.2 Why do we need to consult?**

This Consultation Results Exhibition provides the opportunity to feedback to the community on all the consultation results, bringing together the findings from all forms of consultation since the process first started. It is important that the community knows that their views have been listened to, and taken on board in shaping the plan.

The event will serve the following purposes:

- To demonstrate that the group is listening to all comments made from consultations and has taken on board feedback from every community member or Group/ Association consulted
- To inform the wider community of the current stage of plan and next steps
- To share the finalised vision and plan objectives with the community based on feedback

- To show the evidence trail between issues and possible options so there are no surprises when it comes to seeing the draft options for the plan
- To promote the benefits of having a plan for the parish to the wider community
- To give an early indication of time frame for the pre-submission consultation and referendum - so the community can see that the end is in sight!

### **7.6.3 Description of the event / mechanism**

A well-publicised event to be held in both Ivinghoe and Ivinghoe Aston (venues to be confirmed).

This event presents back to the community the summarised feedback through easy to understand graphs and charts, with some limited commentary. The full report of consultation findings should be made available on the neighbourhood plan website, or available in paper copy if requested. A brief summary of the headline findings regarding each topic could be written up into an article for publication through the village magazine. The event would focus on the different topics covered by the plan. The usual communication mediums should be used to increase awareness of, and interest in, the Consultation Feedback Exhibition e.g. use of existing village publications, posters and notice boards, flyers, e-mails, website

### **7.6.4 Who will be consulted?**

Anyone living, working or running businesses in the parish. Neighbouring parishes, AVDC, and statutory undertakers should all be invited to this event.

### **7.6.5 How will you ensure that everybody's views are considered?**

The exhibition will be organised and manned by the group who will be responsible for recording comments and observations for feeding into further discussions on draft options to include in the plan. This event however is primarily a feedback event rather than a consultation event at this stage in the process.

### **7.6.6 What were the outcomes of the event / what did you learn?**

Section left deliberately blank to allow NP group completion upon progression of plan

### **7.6.7 How will you use these findings to progress your plan?**

Section left deliberately blank to allow NP group completion upon progression of plan

### **7.6.8 In the event that you have disregarded any of your findings, explain why?**

Section left deliberately blank to allow NP group completion upon progression of plan.

## **7.7 Consultation event 7**

### **7.7.1 Stage of consultation?**

**Consulting on Draft Options for the Plan**

### **7.7.2 Why do we need to consult?**

It is important to consult the community on draft options for the plan to avoid 'surprises' when it comes to statutory consultation on the completed draft plan. This will inform the preferred options that will be the subject of statutory Regulation 14 consultation with the community during the next stage of consultation. Consulting on the draft options also keeps the community updated on the process, illustrates how the outcome of all consultation has informed the options and enables further views to be taken into consideration prior to statutory consultation.

### **7.7.3 Description of the event / mechanism**

A public exhibition of draft options could be held in both Ivinghoe and Ivinghoe Aston as before (venues to be confirmed).

This would be publicised through all usual channels of communication previously identified. In addition, details of draft options should be easily accessible via the plan's website with an opportunity to make comments on-line about each proposal, for up to 2 weeks ideally.

### **7.7.4 Who will be consulted?**

As above.

### **7.7.5 How will you ensure that everybody's views are considered?**

Along with the ability to comment on line through an interactive web page, people will be encouraged to send in written comments to the Steering Group. In addition, at the exhibition/ drop in session itself, a short set of questions relating to each option should be available for completion on the day to encourage comments and feedback. All written views will be collated and analysed by the group to help finalise draft options. Feedback and its analysis should be publicised on the neighbourhood plan website.

### **7.7.6 What were the outcomes of the event / what did you learn?**

Section left deliberately blank to allow NP group completion upon progression of plan

### **7.7.7 How will you use these findings to progress your plan?**

Section left deliberately blank to allow NP group completion upon progression of plan

### **7.7.8 In the event that you have disregarded any of your findings, explain why?**

Section left deliberately blank to allow NP group completion upon progression of plan

## **7.8 Consultation event 8**

### **7.8.1 Stage of consultation?**

Statutory consultation on draft Plan pre-submission to LPA (Reg 14)

### **7.8.2 Why do we need to consult?**

This is a statutory requirement of the consultation process and important for generating support for the final neighbourhood plan.

The examiner appointed by AVDC will focus on the approach used by the group to consult on the draft plan and the extent to which changes are made, where required, to reflect representations made, or a clear statement to justify why changes were not made.

#### **7.8.3 Description of the event / mechanism**

The final draft plan and all the main associated documentation providing key background evidence to the plan should be posted on the neighbourhood plan website, along with the ability to submit feedback and comments manually and electronically via a Consultation Response Form. The draft plan should also be accessible via AVDC's website.

Consideration should be given to holding an open event, or launch exhibition, to enable anyone to view the draft plan and to provide a further opportunity for concerns or issues, including positive comments on the plan, to be logged through formal process.

In addition to the above, copies of the draft plan can be made available for viewing at local venues such as described above and should be made available to view in the reception of AVDC offices. This stage of consultation should be widely publicised, including a press release with consideration given to a radio broadcast.

#### **7.8.4 Who will be consulted?**

All residents and community groups, businesses, land owners, neighbouring parish councils, AVDC, and all relevant bodies identified under Regulation 14 of the Neighbourhood Planning Regs (schedule 1, para 1). The LPA's Statement of Community Involvement should contain the full and up-to-date list of statutory bodies with whom to consult at this stage of the process, along with community organisations.

#### **7.8.5 How will you ensure that everybody's views are considered?**

Maintaining a detailed comments/ feedback record (example provided) which also states how concerns and representations are addressed within the plan, or why disregarded. It is possible that more external professional support will be needed by the Steering Group at this stage of consultation to help design and manage this process.

#### **7.8.6 What were the outcomes of the event / what did you learn?**

Section left deliberately blank to allow NP group completion upon progression of plan

#### **7.8.7 How will you use these findings to progress your plan?**

Section left deliberately blank to allow NP group completion upon progression of plan

#### **7.8.8 In the event that you have disregarded any of your findings, explain why?**

Section left deliberately blank to allow NP group completion upon progression of plan

## **7.9 Consultation event 9**

### **7.9.1 Stage of consultation?**

**Referendum**

### **7.9.2 Why do we need to consult?**

Succeeding at referendum is necessary if the plan is to be adopted by AVDC.

Responsibility for publicising the referendum lies with AVDC. However it is in the interests of the group to encourage voting on the plan, given the consultation undertaken to increase support for it. The referendum requires a majority of over 50% of those voting for the plan to pass. Communicating with the community at this final stage is important to show the benefits of having a neighbourhood plan for the parish and to explain where and when to vote.

### **7.9.3 Description of the event / mechanism**

Electronic and written communications with residents, statutory undertakers, stakeholders and community representatives, use of the website (including a link to AVDC's website), posters in community buildings and on notice boards, village publications and local press. It would be helpful to inform the community in advance of the question they will be asked at referendum i.e. "Do you want Aylesbury Vale District Council to use the Neighbourhood Plan for Ivinghoe to help it decide planning applications in the neighbourhood area?"

### **7.9.4 Who will be consulted and when?**

All on the electoral register of the Parish.

### **7.9.5 How will you ensure that everybody's views are considered?**

Through referendum process.

## **8.0 REVIEW, EVALUATION AND IMPROVEMENTS**

The Steering Group will review this strategy regularly e.g. monthly intervals. This is to ensure that engagement is successful and achieving the aims of this strategy. At these reviews the following questions will be considered:

*How many people have we reached?*

*Has it been successful as an engagement process?*

*How do we know?*



*How we gathered views of residents and business to feed into our plan?  
 Have the timings of consultation affected our overall project plan?  
 Have our priorities changed as a result of the engagement / consultation process?  
 Are we capturing all issues outside the scope of the plan?*

**Appendix A: Example of a planning tool to help design public exhibitions and drop in days.**

<b>Activity – Public Exhibition</b>	
<p><b>Date/Time:</b> XXXXXX</p> <p><b>Venue:</b> tbc</p> <p><b>Lead:</b> Named person</p>	
<p><b>Format (description of the activity) Example</b></p> <p>An initial public exhibition to launch the neighbourhood plan to highlight the aims of the work and process involved and to start enable the collection of views and opinions on what is important to people locally about the future of Ivinghoe. We will have a large map of the neighbourhood area illustrating sites where development is proposed. We will also have information up on boards about what the neighbourhood plan is, the process involved and plan to run a brief presentation periodically with time for questions. The room will be divided into zones, each with a specific theme – we will include prompt questions and encourage people to input their thoughts on post-it notes. There will be members of the steering group on hand to talk to attendees about the project and attendees will be encouraged to keep in touch by joining the mailing list. A brief ‘script’ will be prepared for all Steering group members to ensure all are responding consistently to questions from the public.</p>	
<p><b>Target Audience</b></p> <ul style="list-style-type: none"> <li>• General public / local groups</li> </ul>	
<p><b>Key aims and messages</b></p> <ul style="list-style-type: none"> <li>• Introduction to the plan/process</li> <li>• Seek views on vision, themes, other areas that people wish to flag</li> <li>• Recruit volunteers for theme groups</li> </ul>	
<p><b>Promotional activities/ publicity</b></p> <ul style="list-style-type: none"> <li>• Posters around town</li> <li>• Radio/local press</li> <li>• Door-to-door leaflet</li> </ul>	<ul style="list-style-type: none"> <li>• Website/social media</li> <li>• Emails to mailing list</li> <li>• Inclusion in newsletters</li> </ul>

<b>Resources Needed and costs</b>	
<b>Required:</b>	<b>£</b>
Maps	
Post-it notes	
Flipchart paper	
Pens	
Venue costs	
Powerpoint screen/laptop (if presentation would be helpful to explain the process)	
Images	
Refreshments	
<b>TOTAL</b>	<b>£</b>
<b>Volunteers:</b>	
Detail who from the Steering Group will be involved and their responsibility	
Name of volunteer attending: XX to attend XX to attend	Responsibility: XX to give presentation XX to man Environment topic table
<b>Monitoring</b>	
<ul style="list-style-type: none"> <li>• Collate post-it notes / contributions for writing up and feeding into next stage</li> <li>• Collate contacts</li> <li>• Note number of delegates attending and their origin (eg. by collecting postcodes)</li> </ul>	