Melton Local Plan Community Consultation and Engagement Statement



Melton Local Plan

Community Consultation Statement

June 2014

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Introduction - Setting the Scene

Community is central to any Local Plan therefore it is essential that all sections of the community are given an opportunity to get involved and have their say on the development of the local plan.

Melton Borough Council began preparing a new Local Plan in July 2013 following a Full Council resolution to withdraw the Melton Core Strategy. The preparation of the new Local Plan is overseen by the Melton Local Plan Working Group, this is a group of elected members from all political backgrounds, which oversee the Plan preparation and make recommendations to Full Council. Full Council will then vote on key stages of the Plan, from its inception through to submission for examination.

This statement is prepared in compliance with The Town and Country (Local Planning) (England) Planning Regulations;

- Regulation 18 requires the Local Planning Authority to invite representations on what the Local Plan ought to contain.
- Regulation 20 entitles anyone to make representations on a Local Plan that is proposed for submission to the Secretary of State for Examination.
- Regulation 22 requires the Local Planning Authority to submit all representations received and a summary of those representations to the Secretary of State as part of the Examination of the Plan.

The National Planning Policy Framework (NPPF - para 155) also sets out parameters for successful engagement, stating that "early and meaningful engagement and collaboration with neighbourhoods, local organisations and businesses is essential" and through this "a wide section of the community should be proactively engaged, so that Local Plans, as far as possible, reflect a collective vision and a set of agreed priorities for the sustainable development of the area, including those contained in any neighbourhood plans".

The Planning Advisory Service (PAS) self-assessment test of soundness states that consultation statements should set out what consultation was undertaken, when it took place, with who and how it influenced the development of the plan. The statement should show that efforts have been made to consult with not just the local community but also hard to reach groups and key stakeholders. It should also make reference the Statement of Community Involvement (SCI).

In accordance with the Planning Advisory Service guidance, National Planning Policy and Town and Country planning regulations listed above, this consultation and engagement statement will detail all approaches made Melton Borough Councils to achieve proactive and meaningful engagement with all stakeholders and local community during the production of its new Local Plan.

The Melton Consultation and Engagement Statement will be developed in stages and published in chapters to coincide with the stages of development of the Local Plan.

The key stages of work are set out below;

- Chapter 1 Consultation and Engagement Undertaken to Inform the Melton Local Plan Issues and Options
- 2. Chapter 2 Consultation and Engagement Undertaken to Inform the Melton Local Plan Preferred Options/Draft Plan
- 3. Chapter 3 Consultation and engagement Undertaken to Information Melton Local Plan Publication (Pre Submission) Draft Plan
- 4. Chapter 4 A Summary of Representations Received in Response to the Melton Local Plan Publication Pre Submission) Draft Plan

For each stage, this statement will set out:

- 1 **How** we engaged and the methods used to promote engagement.
- 2 **When** the engagement took place and the numbers achieved during the engagement.
- 3 **What** was said in response to our consultation/engagement. Including a summary of the responses received at each stage of engagement.
- 4 **In what way** these responses have been used to influence the plan at each stage.

Establishing Reference Groups

As set out above, Melton hopes to achieve meaningful engagement with its local community and key stakeholders throughout the preparation of the Local Plan. Therefore, in addition to statutory consultation; Melton Borough Council chose to promote additional forms of engagement and established seven Reference Groups;

- Residents Housing and Community issues
- Environment and Rural Environment and Green issues
- Town Centre Retail and Leisure
- Employment business across the Borough
- Special Interest Groups for the whole Borough
- Landowners and Developers
- Young People Targeted at 16-24 year olds

This method of consultation was designed to allow open discussion between the community and policy makers on key topics throughout the plans preparation. Each group was assigned an area of focus but all groups would discuss the same topics or select specific areas of that topic to discuss in detail. This allowed for varied contributions to make a comparable input into the development of the Local Plan. Furthermore, this approach encouraged the input of specific expertise on topics such as local knowledge.

How - Promoting Reference Groups

To promote the Reference Groups a series of promotional measures were taken. A conference was arranged to introduce and explain the envisaged role of the Reference Groups. To encourage attendance to the conference and to promote the Reference Groups letters were sent to everyone on the planning policy consultation database - 1,286 letters were sent on 28th Aug 2013 (Appendix A example letter). The same letter was also sent to all doctors' surgeries, shops, post offices and Parish Councils in the Borough, asking them to promote the conference and Reference Groups also.

Articles appeared in the Melton Times and the Leicester Mercury on 29th and 30th Aug 2013 promoting the conference and membership to the Reference Groups (Appendix B table of newspaper articles). Web based advertisement also took place on the Melton Borough Council website, and newly established Melton Local Plan Facebook and Twitter pages.

When - 1st Melton Local Plan Conference

The conference was held on 27th September 2013 where Kate Bailey, an independent planning consultant, gave an introduction to the planning system and Jim Worley, Head of Regulatory Services, presented the role of the Reference Groups in the development of the Local Plan - 54 people attended the conference. (Appendix C MLP Conference Agenda)

What - Response to Reference Groups

Following on from the conference membership to some of the Reference groups was extremely positive. As of 3rd October the Residents group had 38 members and Environment group 46 members.

Membership to the other groups was less forthcoming and so additional promotional methods were pursued. A letter promoting the Employment and Town Centre Reference Groups was sent to all business in the Borough. Leaflets were also distributed throughout the town centre, with the assistance of the Town Centre Managers. Community groups, young person's organisation such as the Youth Council and local schools were contacted regarding promotion of the Young Person Reference Group

On 8th October the Melton Local Plan Working Group were presented with a report detailing the current situation with the Reference Groups and a series of options for moving forward. The recommendation of the Melton Local Plan Working Group was to carry out additional focused marketing and promotion of those Reference Groups with low participate numbers.

The Melton Local Plan Working Group also discussed the issue of duplicate membership to the Reference Groups. As of 3rd October 2013 there were some 105 members of the Reference Groups but they occupied 180 places on the groups. Members of the Melton Local Plan Working Group resolved to maintain the current approach of allowing people to join as many groups as they wished to but offer guidance as to which group may best suit them.

Reference Group Meetings 1

When - 1st Reference Group Meetings

The first round of Reference groups meeting was held between November 2013 and January 2014, details on meeting dates and attendance are below.

Date	Group	Number of Attendees
11 th November	Environment	34
2013		
19 th November	Residents	24
2013		
21 st November	Landowner and	22
2013	Developers	
Melton Local Pla	n Working Group Mee	ting 4 th Dec 2013
16 th December	Special Interest	4
2013		
14 th January 2014	Employment and	13
	Town Centre*	

The principle to the first Reference Group meeting was to establish a broad understanding of planning, planning policy and the need for a local plan, amongst Reference Group members. The content reflected the presentation on planning given by Kate Bailey at the conference on 27th September. The first meeting also gathered input and content for the Vision of the Borough. The Vision would be the golden thread running throughout the Local Plan.

As an ice breaker exercise, the Reference Groups were asked to plot their home and work travel patterns on a map of the Borough. This exercise was intended to get people talking amongst themselves as the groups had been mixed up accordingly to colour coded name cards.

Following on from this the groups were given question and prompt sheets, example below, and asked to discuss "Looking forward to 2035...how would you like the Borough to develop? What do you like about the Borough? What do you dislike about the Borough? What are your hopes for the future of the Borough? What are your fears for the future of the Borough?"



What - 1st Meeting Responses

The table below sets out the main points from the Environment, Residents and Landowners and Developers Reference Group meetings.

Group	Like	Fear	Need
Environment	Rural Character, local distinctiveness	Transport will worsen	Achieve low carbon developments, improved infrastructure and a more vibrant and exciting town
Residents	Rural nature	Concern with wind farms	Thriving economy, sustainable transport and infrastructure such as broadband and education. Bypass and hospital. Develop larger villages as hubs for others
Landowners and Developers	Rural Capital of food	Wind turbines to intrusive but renewables are needed	Improve villages, transport, provide houses consistent with economy, higher paid employment, bypass and promote tourism

With membership numbers to the Young Person's, Special Interest, Employment and Town Centre groups low, despite additional efforts to promote the groups. A report was taken to the Melton Local Plan Working Group on 4th December 2013 with a recommendation to combine the Employment and Town Centre groups. Working Group supported this recommendation.

In relation to the Young Persons' Reference Group the recommendation to Working Group was to move forward with a more tailored approach to engagement, focused on officers making direct approaches to young person's groups, organisations and schools. This engagement and the outcomes are detailed further in the relevant sections.

The Melton Local Plan Working group opted to proceed with the Special Interest group, on the basis that members could not be appropriately distribution across the other groups, due to their specialised interests and instead continued promotion

would support membership moving forward. Full Council approval was sort on these changes on 11th December 2013. This also explains the break between Reference Group meetings.

The table below sets out the main points from the Special Interest and Employment and Town Centre Groups meetings.

Group	Like	Fear	Need
Special Interest	Rural Character	Transport links and	High quality
	and Market town	sustainability of	housing is needed
	distinctiveness.	villages.	both in design and
	Cattle market and		build. Preserve the
	Rural capital of		environment and
	food.		transport.
Employment and	Brand of Melton	Low wages and	Improve education
Town Centre	Mowbray, should	spiral of decline	and educational
	build on this	legacy	attainment to
	concept		promote higher
			wages. Promote
			tourism with Melton
			Brand.

In what way - 1st Meeting Outcomes

The outcomes of the first Reference Group meetings were utilised to build upon the vision for the Local Plan. The vision is the golden thread or reference point running throughout the plan. The vision and objectives for the Local Plan form part of the Issues and Options document.

Young Persons' Engagement

Youth Council and John Ferneley college

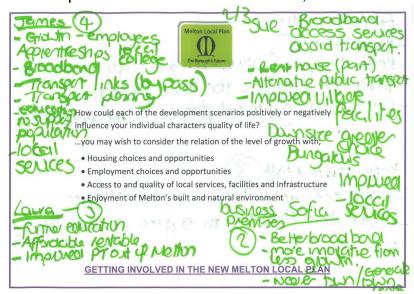
Following on from the first round of Reference Group meetings, officers were also approached by John Ferneley college for an opportunity to engage with students, in every year group. Officers also approached several youth groups and organisations to extend engagement beyond those of school age.

The table below lists all engagement with young persons' groups and organisations;

Group	Date of Meeting
Young Farmers Group	4 th Feb 2014
Youth Council (Melton)	20 th Feb 2014
John Ferneley College – 5 year groups	26 th & 27 th Feb and 5 th March 2014
Youth Council (Bottesford)	17 th March 2014
Youth Council (Melton)	22 nd May 2014
Youth Council (Bottesford)	16 th June 2014

Utilising the same approach as used for the first round of Reference Group meetings, students of John Ferneley college were asked to comment on how they would like Melton to develop to 2035. Responses varied across school years and between groups. The responses have been fed into work on the Vision for the Local Plan.

An example answer sheet is shown below;



The photo below shows students at John Ferneley College engaged in the consultation exercise "Looking forward to 2035…how would you like the Borough to develop? What do you like about the Borough? What do you dislike about the Borough? What are your hopes for the future of the Borough? What are your fears for the future of the Borough?" with Councillor Simpson (left), Chair of the Young Person's Reference Group.



For youth council meetings, the exercises as used and described later in this statement, at all three Reference Group meetings, were utilised, with minor adaptations to tailor them to the youth groups. This was an effective approach and feedback was positive and has been fed into work on the Vision and Issues and Options.

Preliminary Consultation under Regulation 18

As mentioned in the introduction, the plan has to be prepared in accordance with Town and Country Planning Regulations.

At this stage in the plan preparation, Melton invited representations on what the plan ought to contain. This is the first stage in the statutory process of preparing a new Local Plan and offers a good opportunity to scope the remit of the plan. Melton Borough Council sought to collect representations from as wide a section of the community as possible. The engagement methods utilised are detailed below.

How - Consultation under Regulation 18

Melton Borough Council opted to run a preliminary consultation, in accordance with Regulation 18, from 10th January to 24th March 2014.

We notified key stakeholders of our intention to prepare the Melton Local Plan and invited them to consider what the new Melton Local Plan ought to contain. These stakeholders included members of the public and businesses on the authority's consultation database, developers and landowners, neighbouring local authorities and parish councils, the highways agency, the environment agency, English heritage, Natural England and utility providers. In total 53 stakeholder letters were sent, along with 80 stakeholder emails.

To encourage participation the consultation was widely promoted. 578 letters were sent to the planning policy consultation database, dated 7th February (*Appendix D example letter*). Emails were sent to every member of the Reference Groups. Leaflets were provided to all primary schools in the Borough to be sent home for parents, similar to that shown below. Adverts appeared in the Melton Times, Leicester Mercury and Grantham Journal on or around 6th February 2014 (*Appendix B table of newspaper adverts*). A market stall promoting the Regulation 18 consultation and how to get involved in the Local Plan was also held on 8th February, leaflet distribution at this event was extremely positive.

In addition to all the above the consultation was widely promoted on social media through the use of Twitter and Facebook, along with the Melton BC and Melton Local Plan websites.

As a result of our positive promotion, the drop-in sessions were all well attended. Events were held in Bottesford Village Hall, Melton Borough Council Offices, Waltham on the Wolds Village Hall, Asfordby Parish Hall and Long Clawson Village Hall. The promotional leaflet detailing the events is shown below.



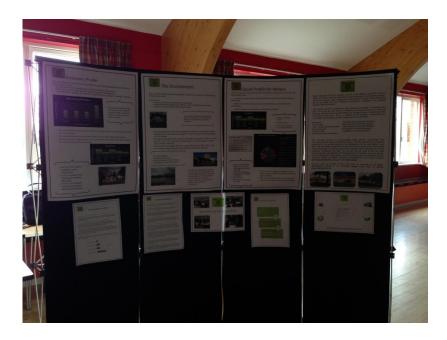


When -Engagement took place

As referenced above, the Consultation ran from 10th January to 24th March 2014

Events held in Bottesford and Long Clawson had the best turn out with 38 attendees each. Waltham on the Wolds achieved 18, Asfordby 15 and Melton Borough Council offices 14.

At these sessions officers were on hand to summarise the purpose of the consultation and answer any questions. Displays were also set up detailing key information on the Borough and purpose and promotion of Reference Groups. A display from the Bottesford event is shown below.



The sessions were well received and positive feedback was received in relation to the establishment of Reference Groups. Several attendees from each session expressed such interest that they subsequently joined a Reference Group, with some then attending the next round of Reference Group meetings held in April and May.

As shown at 4.4; the question sheet "Looking forward to 2035…how would you like the Borough to develop? What do you like about the Borough? What do you dislike about the Borough? What are your hopes for the future of the Borough? What are your fears for the future of the Borough?" as given to the Reference group meetings, was utilised in the Regulation 18 consultation.

This approach was pursued in order to publicise the good work of the Reference Groups and encourage others to get involved, and as demonstrated above, this proved successful with additional applications to the Reference Groups being received. This approach also offered those without the time to consistently commit to the Reference Groups an opportunity to get involved. In addition to all this, the approach also offered the Reference Group members an opportunity to comment as individuals.

In addition to the drop-in sessions, Officers also attended events and the meetings of other groups, in order to promote the consultation and the Reference Groups. On 10th February Officers attended the Melton rotary club; this generated additional membership requests to the Reference Groups and promoted wider consultation and involvement in the Local Plan.

What - Consultation responses

The consultation was well received, in total 48 responses were received from but not limited to members of the public, developers and landowners and statutory bodies, which in turn amounted to 156 representations.

Appendix E – summary of the responses and representations received through community consultation, under Regulation 18.

In what way -Consultation Outcomes

The contributions from this consultation, along with the comments from the first round of Reference Group meetings were used to establish a vision and set of objectives for the new Melton Local Plan; these are detailed in later chapters.

Whilst drafting the issues and options for each chapter, Officers have considered all of the responses received and where appropriate they have been fed them into the relevant issues and options for the Local Plan.

Reference Group Meetings 2

When - 2nd Reference Group Meetings

The second round of Reference groups meeting was held between 19th February 2014 and 3rd March 2014, details on meeting dates and attendance are listed in the table below.

Date	Group	Number of Attendees
19 th February 2014	Landowner and Developers	21
25 th February 2014	Environment	21
26 th February 2014	Employment and Town Centre	10
27 th February	Residents	11
3 rd March	Special Interest	3

The principle to the second meeting of the Reference Groups was to establish a broad understanding of the impact of different levels of growth in the Borough on different members of the Borough's community. Impacts such access to homes, jobs and infrastructure all featured as part of the debate. Reference Group members were each given a character and character fact sheet and asked to adopt them for the duration of the exercise. Then as groups of 5 or 6 characters they were asked to discuss the needs of each character and the group of characters as a whole and then chose a level of growth that could deliver their collective demands.

The characters chosen for the exercise represented different backgrounds and various needs e.g. young people seeking employment or an older person wanting to access services locally and enjoy the tranquillity of the Borough. Appendix F – shows the workshop material from the second round of Reference Group meeting.

What - 2nd Meeting Responses

The table below outlines the responses from the second round of Reference Group meetings exercise.

Group	Infrastructure Needs	Level of Growth
Employment &	-Town Centre more attractive for	Options 2 and 3 –
Town Centre	business and Residents, recognising change -Good Schools and Education Provision -Transport improvements -Broadband improvements -Community facilities improvements	Mid level growth

Special Interest	Exercise not carried out, not sufficient attendance.	No growth level.
Environment	-Housing choice, including affordable housing and housing designSustainability, service provision -Broadband improvements -Education and employment opportunities -Transport connections for businesses and residents -Attractive place to live	Ranging from Nil to Option 4 – Mid level growth
Residents	-Education improvements -Transport improvements -Housing Choice -Employment Choice -Improved access to broadband	Range from Option1 to Option 4 – Mid level growth
Landowners & Developers	-Education and Employment Opportunities -Range of house types, including affordable housing -Broadband improvements -Transport links and public and private transport improvements -Variety of Business spaces	Option 3

In what way – 2nd Meeting Outcomes

Through these responses we have ensured our work on the Issues and Options document is relevant to the concerns and aspirations of the Borough's community. We have mainly fed these responses into the Spatial Strategy chapter, which considers a variety of issues and their associated options, from topics such as the level of growth for the Borough and in turn the distribution of this growth across the Borough through to settlement hierarchy and service provision within settlements.

The Vision for the New Melton Local Plan

Establishing a Vision

Utilising feedback from the Reference Group meetings and wider community consultation, a vision for the New Melton Local Plan was prepared.

A 'vision' is a statement of aspirations that describe a desired future. The new Melton Local Plan will include a spatial vision for the Borough and provides a basis for considering strategic choices. The vision will also be a reference point or 'golden thread' throughout the Plan, helping to define the focus and outcomes of the Plan. The vision encapsulates the views and wishes of the wider community.

The first and second Reference Group meetings and group discussions identified common key issues, these are reflected below;

- Rural character and heritage; compatible and thriving rural economy
- Local distinctiveness; historic buildings; conservation and good design; settlement separation
- Better transport bypass; public transport; sustainable transport; parking; relieve congestion; improve links to A1/M1; coach parking
- Achieving low carbon development and energy solutions; concern with wind turbines and fracking
- Infrastructure broadband; education; hospital; sports facilities; SuDS;
 health services; younger persons activities; recreational facilities
- More exciting and vibrant town; support the market; improve shopping choice; independent traders; Melton Mowbray as the social hub; pedestrianisation; riverside; potential changes to retail due to internet; out of town retail
- Thriving economy; hi-tech jobs with better wages; homeworking; mixed economy; reduced commuting
- Improve the villages; develop large villages as hubs; village amenities and access to services; village housing to sustain villages
- Adequate, suitable, affordable, high quality housing to meet local needs not just a numbers game; housing attractive to high wage earners; balanced urban/rural split
- Tourism; food heritage; cattle market; centre of equine excellence; hotels; tourist information centre; a "brand" for the Borough; Melton in Bloom; cinema; theatre
- Sense of community; support for vulnerable; lack of crime
- Better training facilities; greater diversity in education to match job skills requirements; "University of Melton", centre of excellence; promote educational attainment; science park
- Environment, landscape, wildlife corridors, increase biodiversity, Melton Country Park, waterways, hedgerows and trees
- Coordinated development, appropriate in scale, lots of smaller welldesigned developments rather than large segments

The representations received through wider community consultation, also identified common themes and issues, these are reflected below;

- Protect and enhance the natural environment and landscape; and, reflect the value of the natural environment to the local economy
- Minimise flood risk; incorporate SuDS; ensure water efficiency; re-use brownfield sites; maximise waste reuse and recycling
- Conserve and enhance the historic environment and heritage assets including cultural heritage
- Include detailed development management policies
- Contribute to achieving each of the social, environmental and economic dimensions of sustainable development
- Recognise links to other service centres outside the Borough
- Ensure adequate infrastructure, services and facilities to support development (health care, broadband, schools, public transport, pedestrian and cycling access, highway network, utilities, open space and recreation; cultural facilities)
- Promote renewable energy and energy conservation in buildings; prevent intrusive wind turbines and explore other renewable sources
- Good community spirit; low crime rate
- Rural and market town environment; Rural Capital of Food; improve town centre retail
- Provide new employment opportunities; improve economic profile; tourism opportunities; rural employment
- Preserve village character and facilities and make more vibrant; revised village envelopes
- Good design to preserve and enhance local character
- Housing to meet needs; affordable housing
- Strategy for growth agreed across HMA; defined distribution of development; focus development on Melton Mowbray

In addition to the feedback received from the Reference Group meetings and wider consultation, the Melton Local Plan Working Group was involved in the draft vision, discussing it at regular Working Group meetings. The Working Group considered that the Vision should seek to ensure the following issues were included;

- Countryside
- Transport
- Improved services and facilities, particularly in villages
- Climate Change
- Housing
- Economy, training and employment
- Role and character of Melton Mowbray
- Maintaining and improving quality of life
- Strong, healthy, safer communities

- Natural and built environment and cultural heritage
- Tourism, agriculture and leisure
- Meeting the need for development
- Location of development
- Reuse and recycling of resources

Utilising all of the above, and having regard to National Planning Policy Guidance (NPPG) and the National Planning Policy Framework (NPPF), with its principle of "presumption in favour of sustainable development" and requirement that Local Plans positively meet the objectively assessed development needs of an area. A draft vision for the New Melton Local Plan was prepared. This is set out in the Melton Local Plan Issues and Options document and acts as the golden thread through all chapters of the document.

Full Council considered the vision for the New Melton Local Plan on 30th April 2014. A motion was proposed to accept the recommendation of the Melton Local Plan Working Group and approve the vision, objectives and key issues for inclusion in the new Melton Local Plan. The motion was voted on unanimously. The vision for the new Melton Local Plan was formally approved by Full Council on 30th April 2014 this will now be tested through the Local Plan process.

In what way - Vision and Objectives

The Vision and Objectives are central to the new Local Plan acting as the reference point for the plan now and in years to come. The vision and objectives were pulled together through continued engagement with the Reference Groups and wider community. However, the contribution to the Vision and Objectives does not end there and through the Issues and Options consultation we hope to further develop and refine the Vision and Objectives, to ensure they represent the views and wishes of the entire Borough.

Reference Group Meetings 3

When – 3rd Reference Group Meetings

The third round of Reference group meetings were held between 29th April 2014 and 8th May 2014, details on meeting dates and attendance are listed in the table below.

Date	Group	Number of Attendees
29 th April 2014	Residents	24
6 th May 2014	Employment and Town Centre & Special Interest	11
7 th May 2014	Landowners and Developers	20
8 th May	Environment	13

The principle to the third meeting of the Reference Groups was to update on progress with the Leicester and Leicestershire Strategic Housing Market Assessment (SHMA) as this will set about establishing a housing need for the Housing Market Area.

In order to offer some context to the Reference Group members, Officers drew on the preliminary findings of the SHMA and referenced back to the number of homes built in the past, arriving at a possible range of housing likely to be planned for in the Borough.

Utilising this information the Reference Groups were given maps of the Borough, five maps in total, which set out all sites currently included in the Strategic Housing Land Availability Assessment (SHLAA). The SHLAA is effectively a database of potential sites which the Local Plan will draw upon for the allocation of housing and growth. The Local Plan process will assess sites on their suitability for allocation through sustainability criteria.

The Reference Groups were asked to contribute to that process and give their views on key issues or criteria which could be used to assist with selecting the most sustainable sites for development through the Local Plan process.

Appendix G – shows the SHLAA maps marked across Melton Borough and as used in the third Reference Group Meetings exercise.

What - 3rd Meeting Responses

The table outlines the responses from the third round of Reference Groups meetings exercise.

Group/s	Top Five Site Selection Criteria	Discussion comments
Employment &	- Character preservation	- Clustering communities
Town Centre and	- Employment//business opportunities	to share services and
Special Interest	- Flood Risk	remain viable.
	- Access to services	- Criteria for Melton
	- Landscape and Countryside	Mowbray different from
	- Village Envelopes	Villages
	- Education provision	
	- Transport/Accessibility	
Environment	- Infrastructure provision, including	- Village sustainability
	social infrastructure	through new development
	- Flood Risk and Drainage	- Melton Mowbray
	- Character preservation	employment opportunities
	- Mixed communities	
	- Environment conservation	
	- Transport and Access	
	- Brownfield first	
	- Rural community sustainability	
Residents	- Avoid development in flood zones	- Provision of a New Town
	- Good Transport and Access	or Village settlement/s
	- Protect character and Countryside	
	- Employment opportunities	
	- Provision of new services	
	- Environment and Conservation	
	- Access to viable services	
	- Green/Open space provision	
Landowners &	- Accessibility	- Accessibility and flood
Developers	- Flood Risk	risk
	- Landscape quality	
	- Access to services, new and existing	
	- Employment	
	- Character and Density	

In what way - 3rd Meeting Outcomes

Drawing specifically on the responses gained from this engagement with the Reference Groups we have developed the Spatial Strategy chapter within the Issues and Options document to consider issues such as large scale development sites and how they should be planned for, acknowledging this as an area of discussion at several Reference Group meetings.

Another section of the Issues and Options document that has been influenced by community engagement and the responses received is Design. This section seeks comments on how Melton should approach design, seeking to achieve good design

and the incorporation of better design in the future. The feedback has also fed into the Development Sites Options section of the Issues and Options.

Continued Community Engagement

When & How - 2nd Melton Local Plan Conference

The second Melton Local Plan Conference was held on Thursday 3rd July 2014. The conference was well received with over 100 people in attendance. The Conference included an overview of the Issues and Options consultation, setting out its purpose and highlighting its importance in the preparation of the Local Plan. It encouraged more people to get involved and sought views on how to achieve effective engagement with all members of the community.

The conference was publicised through the use of mail out letters and emails (dated 4th June 2014) to our consultation and Reference Group databases. Adverts appeared in the Melton Times on 26th June and 3rd July 2014. Adverts were also placed in the Leicester Mercury and Grantham Journal newspapers, the week commencing 23rd June (*Appendix B – tabled newspaper articles*). Reminder letters and emails, along with the conference agenda were also sent out to our consultation and Reference Group databases on 24th June 2014.

The conference issued an update on progress with the Local Plan and associated work, such as the Sustainability Appraisal. An update was also given on associated evidence base work, such as the Landscape Capacity Study.

Appendix H - details the agenda for the second Melton Local Plan conference.

What - 2nd Melton Local Plan Conference

As well as issuing an update on progress with the Local Plan work, the conference also set out to gain contributions on future rounds of consultation, such as the Issues and Options consultation scheduled for September 2014.

A presentation was given on the Reference Groups and Effective Engagement this sort to establish if current approaches to community engagement were effective or if perhaps other options should be explored. In order to collect these views an interactive group voting system was used, this proved to be a very effective method of engagement and was well received by the conference audience.

The results of the interactive engagement were interesting, highlighting that methods of engagement already utilised, but perhaps more traditional in nature, are the preference of the conference attendees, methods such as public exhibitions and village hall events.

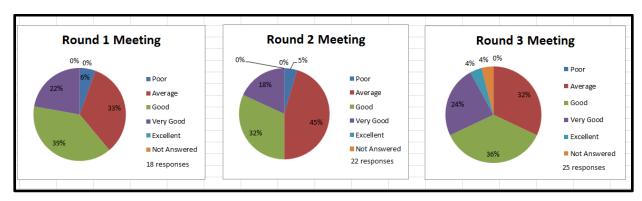
However, the conference attendees also discussed the role of alternative methods of engagement and concluded that they could be utilised to reach out to under-represented groups.

Appendix I – shows the results of the interactive questions.

A follow up questionnaire was produced and promoted at the conference. This asked questions about Reference Group meetings and engagement to date, seeking to identify areas of success and any areas for improvement.

The results of the questionnaire show that 32-39% of respondents rated the Reference Group meetings as good and 32-45% as average. Charts detailing the results are shown below.

Of those responses that rated the Reference Group meetings a poor, this rating related to insufficient notice of meetings. These comments have been taken on board and dates of future meetings will be released well in advance.



Another consistent theme, from the comments received to the questionnaire, was the need for more time for discussion, along with more detailed information before the meetings to enable discussions. As we move forward with the plan preparation more evidence and specific details will come forward and these will be feed into community consultation and Reference Group meetings accordingly.

The questionnaire also asked for input into future Reference Group meeting topics. Analysis of the results shows three specific areas and themes of preference amongst respondents. These are listed below in score order, starting with the highest scoring.

Choice	Theme
Rural Economy	A Strong and Competitive Economy
Design	Managing Development
Transport	Delivering Infrastructure Improvements

Further analysis of the data, through a Reference Group membership breakdown, showed a similar pattern of choices as above. The table below details this;

	Group			
	Residents	Environment	Landowners and	Employment
Rank			Developers	and Town
				Centre
	Responses = 9	Responses = 9	Responses = 10	Responses = 4
1 st choice	A Strong and	Delivering	A Strong and	A Strong and
	Competitive	Infrastructure	Competitive	Competitive
	Economy	Improvements	Economy	Economy
2 nd choice	Delivering	A Strong and	Managing	Managing
	Infrastructure	Competitive	Development	Development
	Improvements	Economy	·	
3 rd choice	Managing	Managing	Managing	Delivering
	Development	Development	Development	Infrastructure
	•	'	•	Improvements
				,

No responses were received from members of the Special Interest Reference Group

In what way - 2nd Melton Local Plan Conference

Moving forward, this information will be utilised to tailor future Reference Group Meetings ensuring that respondents are given an opportunity to comment on the topics that matter most to them.

The outcomes of the interactive conference questions and the follow up questionnaire will be utilised to shape future consultation, ensuring that new methods of engagement are used, to engage with wider sections of the Borough's community.

This engagement will start with the Issues and Options consultation beginning in September 2014. Further details on this will follow in the next section of this engagement statement.

Appendices

Appendix A - example letter promoting the Reference Groups

«AddressBlock» Direct Line: 01664502321

Please ask for: Local Plan Technician

e-mail: planningpolicy@melton.gov.uk

Date: 28th August 2013

«GreetingLine»

GET INVOLVED IN THE NEW MELTON LOCAL PLAN

Melton Borough Council is starting work on a new Melton Local Plan. Once in place, this will provide the framework for the Borough's development needs – where the housing, retail and business needs of the community will be provided and how important countryside, ecological and heritage features will be protected.

I am writing to you as someone who participated in the production of the Core Strategy, in the expectation that you may equally wish to be involved in the production of the Local Plan which will take its place.

The Council is keen to include as many people as possible in producing the plan. To do this, as well as the consultation normally carried out in such an exercise, the Council will invite 'Reference Groups' to have a direct input into the content of the Plan.

This will be in addition to the statutory requirements for consultation and the publicity normally carried out for a Local Plan. The Reference Groups will include a wide range of interests and will consider all issues, but focus especially on those as shown below:

Residents - (Housing and Community Issues)

Environment and Rural - (Environment and Green Issues)

Town Centre - (Retail and Leisure)

Employment - (Business across the Borough)

Special Interests - (Groups for the whole Borough)

Landowners and Developers

Young People - (Targeted at 16-24 year olds)

By becoming a member of a Reference Group you will play a vital role in helping to shape the future of your Borough.

A conference will be held on <u>Friday 27th September</u> when a presentation will explain more about the planning process and the role of the Reference Groups. Attendance is not essential, and those wishing to join a Reference Group can still do so without attending. Your previous involvement in the planning process may mean that you feel your presence at the conference is not necessary, but if you wish to attend, please let us know as space will be limited.

For more information visit www.melton.gov.uk/referencegroups. To express your interest in joining a Reference Group please email us at planningpolicy@melton.gov.uk.

Each of the Reference Groups will be limited to 50 members, and therefore the Council may not be able to accept all applications to a Reference Group. However, you can stay informed by following us on twitter @meltonplan; joining us on Facebook: Melton Local Plan; or visiting www.melton.gov.uk. The Council will also give regular feedback at the Leicestershire County Council Community Forums.

Yours faithfully,

of white

J Worley

(Head of Regulatory Services)

Appendix B - Tabled Newspaper Articles

Purpose of Advert	Date of Advert	Newspaper/s	Example Advert
Promoting Reference Groups and 1st Conference	29 th Aug 2013 30 th Aug 2013	Melton Times Leicester Mercury	GET INVOLVED IN THE NEW MELTON LOCAL PLAN "THE BOROUGH'S FUTURE" Molton Boough Council is stating was on a new Molton Local Plan. This will provide the harnework, to development —whose the housing and resid will go, how beariness needs will be not and protection. The Council is stated to be a new Molton Local Plan. This will provide the harnework to development—whose the housing a residence of the provide an appeal to an appeal to a speakles on influence stated in the provide and businesses interested in juring a finite resrece Group to get in to be Plan. The Reference Groups will have an descriped in the Plan Plan Reference Groups in the state of the Reference Groups will have an descriped to the Plan Reference Groups to the Plan Reference Groups and Community Season's Environment and Groups in Season's Groups and Plan Reference Groups and play as valid not in heaping shape or the Bounciph's believe the Bounciph's believe the Bounciph Season's Groups and play as valid not in heaping shape or the Bounciph's believe to the Reference Conque, Reference Conque and play as valid not in heaping shape or the Bounciph's believe to the Reference plans with www.melon.gov.ub/referenceproups or email; planningsolicy@willence.gov.ub. Vio can also follow so on Testers (Addressings and play as on Faziobost: Melon Local Plan, for register publishes possible. Vio can also follow so on Testers (Addressings and play as on Faziobost: Melon Local Plan, for register publishes possible.) Michael Season and Plan Reference Groups and blooks again at the conference plans with www.melon.gov.ub/referenceproups or email; planningsolicy@willence.gov.ub. Vio can also follow so on Testers (Melon plan and plan plan the Conference plans with www.melon.gov.ub/referenceproups or email; planningsolicy@willence.gov.ub. Vio can also follow so on Testers (Melon plan and plan and plan and plan and plan and plan a
Community Consultation under Regulation 18	6 th Feb 2014 6 th Feb 2014 7 th Feb 2014	Melton Times Leicester Mercury Grantham Journal	MELTON BOROUGH COUNCIL Regulation 18 Consultation Melton Local Plan Makin Broungé, Coune fix commercing work on security and the commercing work on security and the commercing work on security and the commercing work on the county of the county of the county of the county the Booogh over this period. This will be the key tool that will disclaim where the housing real and basteries to the county of the county of the county of the county to the county of the protected. A consultation paper has been prepared in accordance with the Eom and Country Planting Coulf Huming to have a consultation paper has been prepared in accordance with the Eom and Country Planting Coulf Huming to have a consultation of the county of the county of the county to have a consultation of the county of the county to have a consultation of the Eomity of the county of the county of the Eomity of the County of a "Spen to Medically List March 264. Flexe visit www architectures are all planting or county of the counts of the of the county of the counts of
Statement of Community Involvement – Statutory advertisement	22 nd May 2014 22 nd May 2014 23 rd May 2014	Melton Times Leicester Mercury Grantham Journal	MELTON BOROUGH COUNCIL How to Get Involved in the Method Boungle, Granel is currently consulting on how local people will be engaged in the preparation of the house local people will be engaged in the preparation of the many people as producing the first. Reference Graups have already been instead to have a direct tops at most been people and producing the state of them. Reference Graups have already been instead to have a direct tops at most been people and producing the state of them. Reference Graups have already been instead to have a direct top at most been people and comprober producing the state of the them to be a state of the state of the state of the them to be a state of the state of the state of the most and the state of the state of the state of the state of the most and the state of the state of the state of the most and the state of the state of the state of the most and the state of the state of the state of the most and the state of the state of the state of the most and the state of the state of the state of the most and the state of the state of the state of the most and the state of the state of the state of the state of the most and the state of the state of the state of the state of the most and the state of t
Melton Local Plan Conference 2	26 th June & 3 rd July 2014 26 th June 2014 27 th June 2014	Melton Times Leicester Mercury Grantham Journal	GET INVOLVED IN THE NEW MELTON LOCAL PLAN "THE BOROUGH'S FUTURE" Good progress to being radio on the new Motton Local Plan ("The provide the formwork for the Borough's development reach - there he to using, and and business the formwork for the Borough's development reach - there he to using, a radii and business the reach of the provide of the Local Plan. The Contraron will be being on the provide of the Local Plan of the Contraron of the Local Plan of t

Appendix C - First Melton Local Plan Conference Agenda

Speaker	Time (approx)	Subject	Content
Leader	6pm – 6:10	Welcome	Welcome, introductions, importance of LP to Borough
MBC - Chief Exec	6:10 - 6:20	Setting the scene	Where we are now; how we have got here; 'blank sheet' etc
Invited Speaker : Kate Bailey	6:20 – 6:50	The role of the Local Plan	role of LP for the future; decision making (s56A), importance, evidence base, process, involvement (outside RG's) statutory requirements, consultation & publicity, examination; NPPF compliance; flexibility; relationship with Neighbourhood plans
MBC- Jim Worley	6:50 - 7:00	Reference Groups	Role of RG's; how organised and to be run; how they relate to MBC Committees; chairmanship; membership/selection
Cllr Wright	7:00 – 7:20	Issues	Key issues RG's will discuss; estimation of timetable
Leader	7:20 – 7:30	Conclusion	Recap role of RG's, invite confirmation of interest; next steps.
Q and A's from the attendees	7:30		

Appendix D - Community Consultation Promotional Letter

Direct Line: 01664502471

Please ask for: Katie Mills

e-mail: kmills@melton.gov.uk

Date: 7th February 2014

Dear

RE: new Melton Local Plan Community Consultation

Melton Borough Council is commencing work on a new Local Plan to cover the foreseeable future, up to 25 years. The plan will guide development throughout the Borough over this period. And will be a key tool in deciding where the housing, retail and business needs of the community will be provided and how important countryside, ecological and heritage features will be protected.

The Council is keen to include as many people as possible in producing the plan and encourages the community to engage as much as possible in the plan; it provides an opportunity for people to shape the place in which they live, meeting their needs and creating a better and more sustainable place to live.

The Borough Council are consulting local people, in accordance with the Town and Country Planning (local planning) Regulations 2012, Regulation 18.

We are holding a series of drop in sessions throughout the Borough, in order to give you a chance to come and help shape the Vision and Objectives for the new Melton Local Plan.

Time Table

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Date	Time	Venue	
18 th February	12:30-18:30	Bottesford Parish	
		Hall	
19 th February	14:00-20:00	Melton Borough	
		Council,	
		Parkside	
25 th February	14:00-20:00	Waltham on the	
-		Wolds Village	
		Hall	
28 th February	14:00-20:00	Asfordby Parish	
		Hall	
4 th March	14:00-20:00	Long Clawson	
		Village Hall	

The Regulation 18 consultation statement has been prepared and we welcome your comments. The document is available online to view at www.meltonplan.co.uk/meeting-dates/home/community-consultation/. Our online consultation allows your comments to be made electronically. If you wish to view a paper copy of the document this can be arranged by contacting the planning policy team at the above offices. You can also email your response to planningpolicy@melton.gov.uk

Yours faithfully,

J Worley

(Head of Regulatory Services)

Appendix E - Community consultation responses summary

MELTON LOCAL PLAN – REGULATION 18 CONSULTATION - SUMMARY OF COMMENTS RECEIVED

<u>Social</u>: comments received reflected the pleasant nature of the Borough as a place to live, its sense of community and important local heritage features such as the Cattle Market and independent Town Centre and Markets. Comments also reflected a lack of services, such as affordable housing retail choice, sporting facilities and facilities for young people and fear the services currently available in the villages will further decline affecting the local community. Concerns comments are not listen to and the plan will not be based on local, but national priorities.

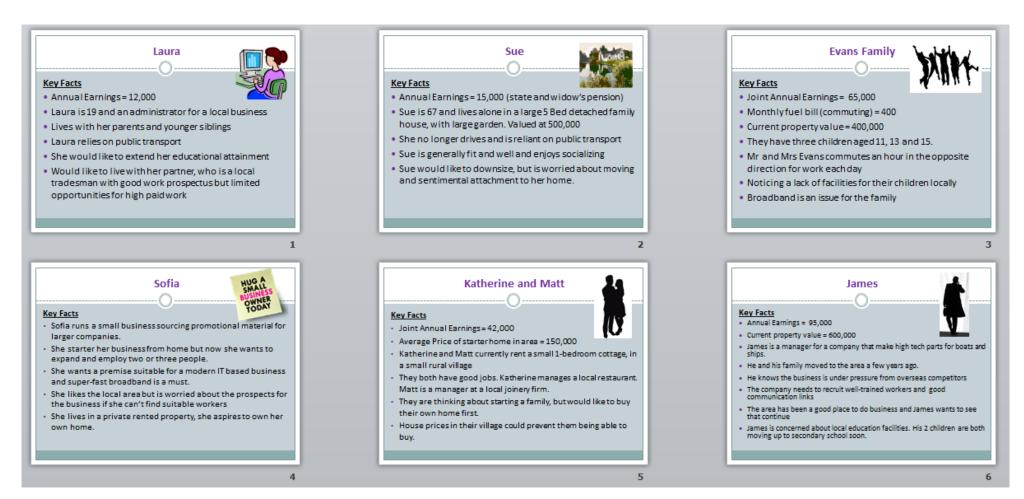
<u>Environmental</u>: comments received expressed concerns over renewable energy generation and seek adequate consideration of all options available. Need to manage water and drainage systems, both of existing and new developments. Footpaths, walkways and cycle paths for new and existing developments should be supported through the development and planning process. Suitable provision of green and open spaces, high quality design and building standards to promote the natural environment. Comments on sustainability of villages and village envelopes, seen as important in context of controlling inappropriate rural development. Distribution of growth amongst villages and town, desire for it to follow sustainability criteria but also be fair and transparent.

<u>Infrastructure</u>: comments received in respect of infrastructure related to ensuring adequate provision of infrastructure alongside future development, both to meet existing demand and future demands. Continued investment in village infrastructure to ensure their continuation if not promotion. Transport feature highly, need to ensure the flow of traffic and people were supported by new developments both with private and public transport. Developers comments state consideration of land allocations as this will ensure housing and employment growth is met and allow for the provision of needed infrastructure. Request that allocations should be land adjacent to existing settlement boundaries.

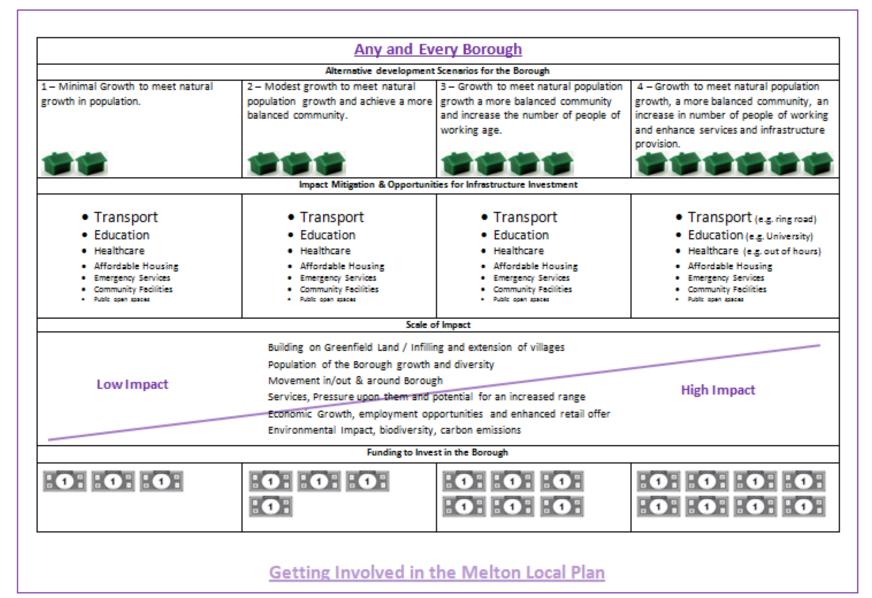
<u>Economic</u>: Need to promote Melton to new employers in order to ensure the provision of jobs for future generations of workers, alongside the decline of primary agricultural employment. Employment provision should be located near to new housing to prevent commuting, but also need to provide employment in rural areas. Need to promote the Town Centre to encourage investment in its future and modernisation without loss of character and heritage.

<u>Character and heritage</u>: Need to retain the character and heritage of Melton as a historic Market Town. Pride in status as Rural Capital of Food, Cattle market, villages and the Countryside. These should be promoted and encouraged through future development, fear loss of rural character through intensive development. One comment stated that the Cattle Market should be relocated out of the Town centre to prevent congestion and pollution.

Appendix F - 2nd Reference Group Meeting Material

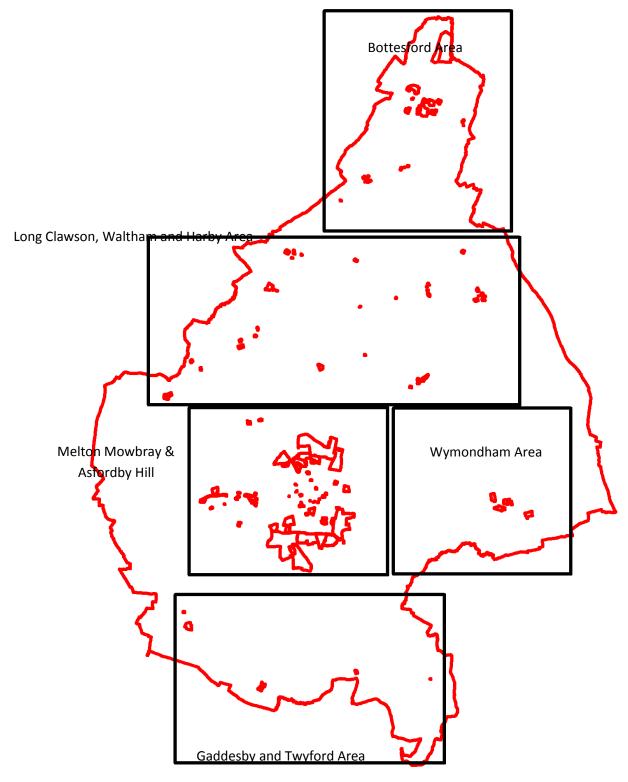


Character Slides from Presentation



Exercise Sheet – 2nd Round Reference Group Meetings

Appendix G - Extract SHLAA mapping used in the third Reference Group Meetings exercise



Appendix H - Second Melton Local Plan Conference Agenda

Get involved in the New Melton Local Plan

"The Borough's Future"

Reference Group Conference 3rd July 2014 18.30 start to 20.00 approximate finish

Council Chamber at the Council Offices, Parkside, Station Approach, Burton Street, Melton Mowbray, LE13 1GH.

Agenda

- 1. **Welcome and Introduction** from the Leader, Cllr Byron Rhodes (10mins)
- 2. **Progress to date** Cllr David Wright Chairman of the Melton Local Plan Working Group will explain the story of the Local Plan so far and the value added by Reference Groups (10mins)
- 3. **Next Steps, the Local Plan Issues and Options:** Luke Fleming, Local Plan Manager will explain the role and scope of the Issues & Options and aim to prepare attendees for the 12 week consultation starting in September (15mins)
- 4. **Sustainability Appraisal:** Presentation and discussion led by Katie Mills Planning Policy Officer who will aim to explain the role of Sustainability Appraisal in assessing the social, environmental and economic effects of policy choices through the Local plan process (15mins)
- 5. Landscape Capacity and Sensitivity Study: Presentation and discussion led by Jim Worley Head of Regulatory Services who will provide an overview of the study and explain how it could be used to inform Local Plan policies and planning applications for wind energy development proposals (15mins)
- 6. **Local Plan Evidence**: Paul Gilding Planning Policy Officer will explain the wider Local Plan evidence base and key pieces of work ahead in the near future (15mins)
- 7. **Reference Groups and Effective Engagement**: discussion of future reference Group meeting content, an invitation to new members and a discussion on the most effective methods of engagement, led by Pat Reid Head of Regulatory Services (15mins)
- 8. **Concluding thoughts** from Cllr Byron Rhodes (5mins)

Appendix I - Melton Local Plan Conference Interactive Questions Results

