

EXMINSTER NEIGHBOURHOOD DEVELOPMENT PLAN

COMMUNICATION & CONSULTATION STRATEGY

Date: 2 December 2013

0 Introduction

Note: this is a living document which we will update as required to meet consultation requirements and to reflect the outcome of consultation activities.

Version 1 of this document was approved by Exminster Parish Council on 3rd June 2013.

Version 2 of this document was approved by Exminster Parish Council on 2nd December 2013.

0.1 Key Components of this document

- (1) Defining the Consultation Strategy – This explains the reasons the Exminster Neighbourhood Development Plan Working (ENDPWP) needs to consult and what outcomes are anticipated.
- (2) Consultation Programme – This sets out the detail of the individual consultation activities. The ENDPWP will monitor the progress and the outcomes and amend this programme where necessary in response to developing circumstance.
- (3) Communications Plan - Recognising that a key element will be keeping the local community and other stakeholders informed, the communication plan sets out the identified methods and timescales for disseminating information.
- (4) List of Consultees.

0.2 The Neighbourhood Planning (General) Regulations 2012

Regulation 15 of the Neighbourhood Planning (General) Regulations 2012 sets out the information that must accompany a neighbourhood development plan proposal when submitted to the local planning authority; this includes a consultation statement. The regulation is reproduced below for information:

- (1) Where a qualifying body submits a plan proposal to the local planning authority, it must include—
 - a. a map or statement which identifies the area to which the proposed neighbourhood development plan relates;
 - b. a consultation statement;
 - c. the proposed neighbourhood development plan; and
 - d. a statement explaining how the proposed neighbourhood development plan meets the requirements of paragraph 8 of Schedule 4B to the 1990 Act.
- (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 Defining the Consultation Strategy

Generally 'consultation' can be translated to cover exercises where for example a Council has some clear idea of new decisions or policies and is seeking to inform people of them and hear their views. There may be room for manoeuvre, or a range of options to consider. The purpose of the consultation is to give people an opportunity to express their opinion, and to weigh up and balance these views before final decisions are made. Consultation can therefore be usefully defined as:

'A process of dialogue or the gathering of information that contributes to a decision or change.'

The aim of this strategy is:

- (1) To undertake sufficient consultation at each stage to ensure;
 - a. that the community support the creation of a Neighbourhood Development Plan (NDP);
and
 - b. that any draft NDP presented for the statutory consultation is in conformity with Statutory requirements and likely to have a majority support from within the community.
- (2) To provide the framework for the production of the required Consultation Statement accompanying any draft NDP submitted for examination.

This strategy underpins the Consultation Programme. The ENDPWP will review the outcomes of each formal consultation activity as well as any informal communications and revise the Programme as necessary to achieve the desired outcomes.

All written representations, both formal and informal, will be acknowledged and logged. Representations may be made in writing or by means of electronic communication. A note will be made of any telephone representations but these will not be formally logged; the caller will be asked to put their comments in writing.

2 Consultation Programme

2.1 Consultation Activity 1 – Exminster Community Plan

Stage of the plan	Step 1 Getting Started Step 2 Identifying the Issues
Why we need to consult	To understand what the residents think of the parish of Exminster: their issues, concerns, needs, aspirations.
Description of event / mechanism	Community Planning process; carried out with guidance from the Community Council of Devon.
Who will be consulted	People who live, work or carry on business in the parish Exminster; stakeholders.
How we ensure everybody's views are considered	Questionnaire hand-delivered to every household in the parish. Publicity in monthly editions of Scene. Community Plan launch and release events
Outcomes of event / what was learned	Questionnaire response rate of over 60%. Community Plan published November 2012
How the findings will help progress the plan	Identifies issues relating to housing, development and infrastructure needs of the parish
Findings that have been disregarded and why	Actions arising from the Community Plan which do not relate to development or spatial matters are not considered within the Neighbourhood Development Plan. Such actions are championed by other groups such as the Parish Council and the Community Plan Steering Group.

2.2 Consultation Activity 2 – Neighbourhood Area Consultation

Stage of the plan	Step 1 Getting Started
Why we need to consult	As required by Teignbridge District Council (TDC) - To enable people who live, work or carry on business in Exminster Parish to comment on whether the proposed Neighbourhood Plan area is appropriate.
Description of event / mechanism	In a manner prescribed by TDC which in their view will bring it to the attention of people who live, work or carry on business in Exminster. See Request Letter at section 5.1.
Who will be consulted	People who live, work or carry on business in Exminster.
How we ensure everybody's views are considered	All responses will be made to TDC for their consideration in accordance with their Neighbourhood Planning protocol.
Outcomes of event / what was learned	Plan area was approved by TDC on 13th December 2012 following the statutory consultation period (see section 5.2). 2 responses were received, one in support and one which was unrelated to the NDP Area.

How the findings will help progress the plan	Will enable TDC to formally approve the Neighbourhood Plan Area.
Findings that have been disregarded and why	None.

2.3 Consultation Activity 3 – Open Morning on 11th May 2013

Stage of the plan	Step 3 Develop Vision & Objectives Step 4 Generate Options
Why we need to consult	To confirm community support for an NDP To confirm the key issues To raise awareness of the NDP and its relationship with the Local Plan To start people thinking about opportunities
Description of event / mechanism	<p>This consultation event was held in Exminster Victory Hall between 10am and 12pm on Saturday 11 May 2013. This was a drop in session hosted by the Neighbourhood Development Plan (NDP) working party focus groups and Teignbridge District Council (TDC) planning representatives.</p> <p>The event was advertised in the parish newsletter “Scene in Exminster”, on the Parish Council website and village website, Exminster.net, and posters were displayed on notice-boards and lamp-posts throughout the Parish. A large poster was displayed outside the Victory Hall on the day, including an invitation to free tea and coffee. Working Party members stood outside to encourage people to call in.</p> <p>The turn-out was less good than we had hoped because of poor weather. About 30 adults attended the drop-in session, in addition to Parish Councillors, Working Party members and TDC officers.</p> <p>The material presented at the drop-in session is documented in: Consultation Activity 3 v2a.pdf (available on the Parish Council Neighbourhood Plan website).</p>
Who will be consulted	People who live, work or carry on business in Exminster
How we ensure everybody’s views are considered	Responses will be recorded and identified. Actions or decisions not to action will need to be justified in the Consultation Statement
Outcomes of event / what was learned	<p>The Highways paper was significantly revised following the Open Morning.</p> <p>ENDPWP were advised to speak with those that had expressed comments and interest on the part of the Local Plan relating to Exminster parish.</p> <p>See NDP Initial Consultation Document with Appendices.pdf on Exminster Parish Council website.</p>
How the findings will help	Reaffirm community commitment to preparing NDP; keep residents

progress the plan	engaged and informed.
Findings that have been disregarded and why	None.

2.4 Consultation Activity 4 – Open Day at Exminster Village Fete on 21st July 2013

Stage of the plan	Step 4 Generate Options / Preferred Options
Why we need to consult	To identify the community's preferred options. To ensure community buy-in To have confidence that a referendum can deliver a 'yes' vote.
Description of event / mechanism	A drop-in event was held at the Exminster Village Fete on 21 July 2013 to consult on the preferred options for the NDP. An A5 brochure was sent to every household in the Parish advertising the event (ENDP Flyer - village fete FINAL A4 1234.pdf). The event was also publicised in the parish newsletter "Scene in Exminster", on the Parish Council website and village website, Exminster.net, and posters were displayed on notice-boards and lamp-posts throughout the Parish, by putting up posters around the Parish. 2.4.1.1.1 On the day, prominent posters were displayed and the NDP stand was located in the Deepway Centre near the toilets and the Coffee on the Corner stand, in order to attract as many people as possible.
Who will be consulted	2.4.1.1.2 People who live, work or carry on business in Exminster and neighbouring parishes.
How we ensure everybody's views are considered	Responses will be recorded and identified. Actions or decisions not to action will need to be justified in the Consultation Statement
Outcomes of event / what was learned	See NDP Initial Consultation Document with Appendices.pdf on Exminster Parish Council website.
How the findings will help progress the plan	Keep residents engaged and informed. Identification of preferred options. Enable ENDPWP to move on to drafting the plan policies.
Findings that have been disregarded and why	None.

2.5 Consultation Activity 5 – Evening drop-in sessions throughout August 2013

Turnout at the Village Fete drop-in (Consultation Activity 4) was lower than we had hoped. The glorious weather saw fewer people than expected coming into the Deepway Centre buildings.

To provide additional opportunities for local people to have their say, the NDP team decided to put on regular evening sessions during August for residents and businesses. These were advertised by

poster, by word of mouth, on Facebook and by contacting local organisations to encourage them to attend.

Stage of the plan	Step 4 Generate Options / Preferred Options
Why we need to consult	To identify the community's preferred options. To ensure community buy-in To have confidence that a referendum can deliver a 'yes' vote To select preferred options.
Description of event / mechanism	Evening drop-in sessions hosted by NDP Delivery Groups.
Who will be consulted	People who live, work or carry on business in Exminster. Voluntary organisations and Community Groups in Exminster
How we ensure everybody's views are considered	Responses will be recorded and identified. Actions or decisions not to action will need to be justified in the Consultation Statement
Outcomes of event / what was learned	See NDP Initial Consultation Document with Appendices.pdf on Exminster Parish Council website.
How the findings will help progress the plan	Keep residents engaged and informed. Identification of preferred options. Enable ENDPWP to move on to drafting the plan policies.
Findings that have been disregarded and why	None.

2.6 Consultation Activity 6 – Stakeholder Meetings

Stage of the plan	Step 4 – Generate Options / Preferred Options
Why we need to consult	To understand the range of options for addressing the objectives. Ensure options offered to the community are viable and realistic
Description of event / mechanism	Meetings (one or several) between ENDPWP and key players.
Who will be consulted	Statutory consultees and other relevant stakeholders; Landowners, Developers; Local organisations, School, Pre-School; Local businesses; Neighbouring parishes.
How we ensure everybody's views are considered	Ensure the right people are invited and are able to attend. Focus sessions on specific objectives. Collect all opinions before starting to evaluate. Feed in any observations from previous consultation activities. Consider all suggestions.
Outcomes of event / what	

was learned	
How the findings will help progress the plan	<p>Enable the ENDPWP to formulate draft options paper in preparation for next phase of community consultation.</p> <p>May require further analysis to confirm options are viable.</p> <p>May identify need for Sustainability Appraisal or Strategic Environmental Assessment.</p>
Findings that have been disregarded and why	

2.7 Consultation Activity 7 – Consultation on draft plan

Stage of the plan	Step 6 – Consultation & Submission
Why we need to consult	Statutory consultation for 6 weeks (see NDP Regulations, Regulation 14)
Description of event / mechanism	<p>Consultation on draft NDP</p> <p>Meet requirements of above regulations</p> <p>Exhibition in Victory Hall (and other sites?)</p> <p>Publication on parish websites</p> <p>Notification in Scene</p>
Who will be consulted	<p>Statutory consultees (see NDP Regulations, paragraph 1 Schedule 1)</p> <p>The community</p>
How we ensure everybody's views are considered	<p>Responses will be recorded and identified.</p> <p>Actions or decisions not to action will need to be justified in the Consultation Statement</p>
Outcomes of event / what was learned	
How the findings will help progress the plan	<p>Any final revisions will be made to the draft NDP</p> <p>NDP will then be submitted to TDC</p> <p>Supporting Consultation Statement will be acceptable to the Independent Examiner</p> <p>Community support for the proposals which will be put to a referendum.</p>
Findings that have been disregarded and why	

2.8 Consultation Activity 8 – Referendum

Stage of the plan	Step 8 Referendum & Adoption
Why we need to consult	To seek approval of the plan by residents of the NDP area.
Description of event / mechanism	Referendum (arranged and paid for by TDC)

Who will be consulted	Residents of the NDP area who are over 18 years of age.
How we ensure everybody's views are considered	Arrangements for the referendum are the responsibility of TDC.
Outcomes of event / what was learned	
How the findings will help progress the plan	TDC will adopt the Neighbourhood Plan as part of the overall Development Plan if the NDP is supported through examination and referendum.
Findings that have been disregarded and why	

3 Communication Plan

Effective communication is vital in order to:

- Demonstrate that the process is both open and inclusive
- Ensure the community feel ownership of the NDP
- Keep the community regularly informed of progress
- Encourage active participation at each stage of the consultation
- Ensure the draft NDP has widespread community support

As work progresses the ENDPWP will publish the following:

- Information about Neighbourhood Planning – the background in Exminster, why the Parish Council believes an NDP or Neighbourhood Development Order or Right to Build Order is appropriate.
- The outcomes of each Consultation Activity – what information was collected and how the ENDPWP will use the information.
- Financial statements – showing what funding has been drawn down, where it comes from and what it has been spent on.
- Documents produced at key stages – Vision and Objectives, Options Report, Preferred options, draft NDP
- General updates on progress

The ENDPWP has identified the following stakeholders who will be kept informed at the appropriate stages of the plan development. Not all of these will be included in all communications:

- Residents of the parish
- Those who work in the Parish
- Businesses trading within the parish
- Exminster Community Primary School
- Exminster Pre-school
- Community organisations
- Neighbouring parishes
- Statutory Consultees and other relevant stakeholders
- Local Landowners
- Potential developers

The following media may be employed. The Consultation Programme identifies the prime media for each activity. The ENDPWP is prepared and able to vary these and employ other mechanisms from this table as required to achieve the best outcomes.

Media	Usage
Scene Magazine	A monthly publication. The ENDPWP will ensure an update is included each month. Delivery agents can also be used to deliver leaflets / questionnaires to every household
Local Press	Press releases and articles will be provided at key stages to reach a wider audience than the <i>Scene</i>
Noticeboards/telegraph poles	Notices / Invitations about events / questionnaires
Notices/Leaflets	At key locations where people congregate – the pub, the church, the school, the pre school, the shops.
Parish-wide leaflet drops	Door-to-door leaflets publicising the key consultation events: preferred options (Consultation Activity 5), consultation on the draft plan (Activity 6) and referendum (Activity 7).
Websites	The parish has 2 websites – exminster.net and the Parish Council site. The Parish Council site already has details of NDP and a developing evidence base. This will be further developed and all future documents will be available on this site.
Email	The ENDPWP has an email contact list for individuals that have expressed an interest. This list will be maintained and expanded as the project progresses. The contact list will be used to email information and copies of key documents.
Social Media - Facebook	The Exminster Parish Council Facebook page will also be publicised as a forum for NDP-related discussion. This will enable the group to reach out to different sectors of the community who may not access other forms of media.
Radio / TV	There is potential to make use of local radio (possibly TV!) to publicise events and activities. The ENDPWP will provide notices and / or interviews.
Presence at Community Events	Stall at Exminster Summer Fete and at monthly markets.
Drop Ins	May be used to raise awareness and to provide a forum for discussion.
Workshops	Stakeholder meetings; focus groups.
Focus Groups	The ENDPWP will offer to meet with community groups and organisations. The intention would be to develop a better mutual understanding of the issues important to these groups and how an NDP might address them.
Word of Mouth	In rural communities the ‘personal contact’ is often very important. All members of the Parish Council as well as other

Media	Usage
	community leaders (County & District Councillors, Church, etc) need to be briefed and kept well informed so as to act as a positive advertisement for the process of Neighbourhood Planning.

Other forms of communication that could be considered:

Media	Usage
Questionnaires	May be used to gauge community opinions.
Q & A sessions	As part of future meetings and general drop-in sessions a Question Time type panel could be set up to take questions from the audience.

4 List of all persons and bodies consulted

4.1 Statutory Consultees

From a list provided by TDC:

Title	First name	Last name	JobTitle	Organisation
Mrs	Rosemary	Saunders	Clerk	Ide Parish Council
Mr	Derek	Madge	Clerk	Kenn Parish Council
Mrs	Suzanna	Hughes	Parish Clerk	Kenton Parish Council
Mrs	Jennifer	Rowland	Chairman	Powderham Parish Meeting
Ms	Jacqueline	Broad	Clerk	Shillingford St George Parish Council
Ms	Ali	Eastland	Locality Development Officer	Devon County Council
Mr	Fergus	Pate	Forward Planning Officer	Exeter City Council
			Alphington Village Forum	
Mr	Ben	Ayres	Development Coordinator	Active Devon
Mr	Greg	Davies	Senior Manager	Community Council of Devon
				E.ON Energy Limited
			Senior Surveyor	EDF Energy Plc
Mr	David	Stuart	Historic Areas Adviser	English Heritage, SW Region
Mr	Steve	Maddison		Environment Agency
Mr	Ian	Parsons	Asset Manager	Highways Agency
Mr	Colin	Molton	Regional Director South West	Homes and Communities Agency
				Marine Management Organisation
				Mobile Operators Association
				National Grid
Dr	Amanda	Newsome		Natural England
Mr	Jeremy	Eaton	Town Planner	Network Rail
Ms	Jo	Curtis	Communication and Engagement (Business Manager)	NHS Devon
Dr	Jim	O'Brien		South West Strategic Health Authority
Mr	Martyn	Dunn	Development Coordinator	South West Water Plc

Title	First name	Last name	JobTitle	Organisation
Mr	Peter	Grainger	Area Manager	Sustrans
Mr	Steve	Gray	Asset Support Assistant	Wales and West Utilities
				Western Power Distribution

4.2 Other Consultees

Exminster Community Primary School

Exminster Pre-school

Westbank Medical Practice

Mr David Seaton, PCL Planning Ltd

Mr Steve Williams Jillings Hutton Planning Ltd

Mr Neal Jillings, Jillings Hutton Planning Ltd

Mr Simon Steele-Perkins, Waddeton Park Ltd

Mr Tim Baker, Waddeton Park Ltd

5 Appendix

5.1 NDP Area Consultation Request Letter

EXMINSTER PARISH COUNCIL

serving the community

4th July 2012

Simon Thornley
Service Manager
Spatial Planning and Delivery
Teignbridge District Council
Forde House
Brunel Road
Newton Abbot
TQ12 4XX

Dear Mr Thornley,

Re: Exminster Neighbourhood Plan

Further to our recent email correspondence, Exminster Parish Council wishes to notify Teignbridge District Council of their intention to prepare a Neighbourhood Plan and make an application for the approval of the parish as a Neighbourhood Area. In accordance with the Neighbourhood Planning Regulations 2012 the Council therefore provides details to enable you to formally consider the designation of the area that will be covered by the Neighbourhood Plan.

Please find enclosed a map, (TDC ref:133969), which identifies the area to which the application relates showing the entire parish and its boundary.

The Parish Council believes this area appropriate for designation as a Neighbourhood Area as it represents the entire community within the area and it is considered appropriate to consider the needs of all parishioners at the same time under a single Neighbourhood Plan. As Teignbridge District Council is aware, Exminster Community Plan will be published this autumn. The Plan is being drawn up after consultation with the whole parish over the last 12 months and the results of which will provide a springboard for the development of the Neighbourhood Plan.

Exminster Parish Council confirms that it is a relevant body to make an application for the designation of a Neighbourhood Area for the purposes of Section 61G(2) of the Town and Country Planning Act 1990, as amended by the Localism Act 2011.

Yours Sincerely

Jill Daw
Clerk, Exminster Council

Jill Daw,
Clerk to the Council
57 Crockwells Road
Exminster
Exeter
EX6 8DH

Tel: 07980630469
e-mail: exminsterparish@hotmail.com

5.2 NDP Area Approval Letter

Please Ask For: Darren Summerfield
Tel: Direct Line 01626 - 215741
Email: forwardplanning@teignbridge.gov.uk
My Ref:
Your Ref:

Mrs J Daw
Clerk to the Council
57 Crockwells Road
Exminster
Exeter
EX65 8DH

13 December 2012

Dear Mrs Daw

Neighbourhood Planning

I can confirm that your proposal to designate Exminster Parish as a Neighbourhood Area has been approved by Teignbridge District Council.

Please note that the preparation of a Neighbourhood Plan must accord with various legal requirements involving consultation and to the following requirements in terms of its content:

- a) Have regard to national policies and advice by the Secretary of State (primarily the National Planning Policy Framework);
- b) Contributes to the achievement of Sustainable Development (note that this is defined within the National Planning Policy Framework);
- c) Is in general conformity with the strategic policies of the development plan for the area; and
- d) Is compatible with relevant EU obligations (for example, habitat regulations).

There is a list of the Strategic Policies on p35 of the Proposed Submission Local Plan, and a number of these apply to your Neighbourhood Area.

You will find useful advice in the plain English guides prepared by Locality, which can be found at <http://locality.org.uk> via their "Neighbourhood Planning" link. Advice is also available from Campaign to Protect Rural England at www.cpre.org.uk, Planning Aid at www.rtpi/planning-aid/neighbourhood-planning and Prince's Foundation for Building Community at www.princes-foundation.org, as well as from a number of other sources.

Continued/.....

**Teignbridge District Council, Forde House, Newton Abbot, Devon TQ12 4XX
DX121075 Newton Abbot 5**

2/.....

I can also advise that at its meeting of 11th December 2013, our Executive approved a funding scheme to support neighbourhood planning.

The grant scheme is payable on approval of the Neighbourhood Area and is intended to cover some of the costs of preparing neighbourhood plans, providing a grant of £1 per elector (minimum of £1000, maximum of £4000) subject to the following requirements:

- Used only for activities in connection with the preparation of the neighbourhood plan (for example consultant support, printing, community engagement, workshop facilitation, room hire for events etc);
- Prior to receipt of grant funding the Parish or Town Council or Neighbourhood Forum to submit a plan of any proposed expenditure, setting out the neighbourhood planning objectives that this will meet and the likely timescales for spending;
- The Parish or Town Council or Neighbourhood Forum to report on a quarterly basis on how the grant has been used during the previous quarter and setting out any future expenditure that has been identified; and
- Unspent funds are returned to the District Council on completion of the neighbourhood plan.

As you may be aware the scheme has been introduced to provide support during the period while the majority of Spatial Planning and Delivery team resources will be focussed on the preparation of the Local Plan and in particular the examination by a Planning Inspector during the summer 2013. It is envisaged during this period the role of the District Council in supporting neighbourhood planning will be limited to providing information and occasional advice.

As of December 2012 our records indicate that there are 2915 electors for the parish of Exminster. Accordingly the Parish Council is eligible for a grant of £2915.

If you wish to take advantage of this fund please let me know in writing, providing the relevant information with regard to proposed expenditure.

If you would like to discuss this matter further please let me know.

Yours sincerely

Darren Summerfield
Senior Planner (Spatial Planning & Delivery)

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