



Andrea Pellegram Ltd.

Proposed activity for Consultation Event

Preston Parish Council

Steering Group Meeting

14 September 2017

Prepared by Andrea Pellegram

Purpose of this report

This report is presented to the Steering Group for its 14 September 2017 meeting. It seeks to help the Steering Group decide how it wishes to host the first main public consultation even on 26 September.

This report should be considered a draft to which the Steering Group may suggest amendments.

Purpose of the consultation event

This will be the first public consultation event relating to the content of the NDP. The event will be the foundation for the entire NDP content and process and its importance for a successful outcome cannot be overstressed.

A number of outcomes should be achieved:

- Information should be gathered to identify:
 - A Vision for the future of Preston
 - Policy areas that will be covered in the NDP
 - What evidence will be required to adequately support policies.
- Stakeholder Engagement should support the NDP process by:
 - Awareness-raising amongst key stakeholder, and the villagers in particular
 - Villagers volunteering to assist in some of the NDP activities
 - Building up an understanding amongst those who will be able to vote in the final NDP referendum
 - Persuading villagers of the importance of finding mutually acceptable policies that serve the majority in the best way possible.
- A report of the event should be prepared that:
 - Assists the Steering Group as it begins the evidence gathering stage
 - Keeps the process transparent for all stakeholders

Activities

To meet the purposes of the event, it will be necessary to update attendees on why the NDP plan is being prepared and why the Steering Group is leading the process. This can be done in an introduction from the Chairman.

It will then be necessary to offer an opportunity for open discussion of the key land use issues faced by Preston villagers. In my experience, a SWOT (Strengths/Weaknesses/Opportunities/Threats) analysis is the best and easiest way to do this because the audience can make comments in an unfettered way. I will structure the comments on a flipchart.

It would then be helpful to summarise the SWOT in an exercise to identify the Vision for Preston. To do this, we must have an end-date for the plan – a 10-year horizon would be appropriate. This exercise would be led by me and I would produce a draft Vision for the Steering Group to refine.

I would end the event with a discussion of the main policy areas that the NDP could cover. These would be very broad, for instance “Transport” or “Design” with a few bullet points in support of each policy area.

Draft timetable and agenda

19:00 to 19:30	Registration
19:30	Welcome and introduction by Chairman
19.:40	SWOT Analysis led by AP
20:30	Vision for Preston in 2028 led by AP
20:45	Policy areas led by AP
21:00	Thank you and close by Chairman

Communications

It will be desirable to send direct communications to all participants after the event including those who sent apologies and key stakeholders such as CDC and anybody who might be affected by the outcome of the event (for instance people whose property might be affected). How to do this can be decided in the Steering Group's October meeting.

It will also be desirable to undertake regular communications, perhaps an email "progress report" to those who attended. The purpose of this will be to keep them informed of how policies are developing and to allow for early identification of potential problems, issues or objections.

All reports and outcomes should be made available on the village website.

Reporting and recommendations

I will prepare a brief report of the outcome of the event which will be needed by the Steering Group to guide its future work, can be made available on the website, and can be used as evidence at the end of the NDP process that consultation had been properly executed.

Financial implications

The event will call on Preston Village Council resources:

- Materials for the event (flip chart, tea/coffee/milk, biscuits)
- Room hire?
- Consultancy fees, estimated to be 2 hours for the event, 2-3 hours to prepare the report.