



**STATEMENT OF COMMUNITY INVOLVEMENT
CONSULTATION STATEMENT**

PUBLISHED IN JUNE 2016

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1. Introduction

- 1.1 The purpose of this document is to provide details about the consultation which has taken place during the production of the Statement of Community Involvement (SCI).
- 1.2 Full details as to how the consultation was undertaken are included in the statement as well as the results of the consultation and how these results have been addressed in the SCI.
- 1.3 Regulations relating to SCIs have now changed. The requirements for Council's to produce an SCI remains under the 2004 Planning & Compulsory Purchase Act and compliance with the contents of the document remain a test of soundness when documents are examined before an independent inspector. All other regulations relating to SCIs no longer exist. Therefore the approach taken by the Council to produce this document has been to follow the same regulations in place for Supplementary Planning Documents (SPDs), particularly regarding public participation.
- 1.4 Regulation 12 of 2012 Act requires that:

Before a Local Planning Authority adopt an SPD it must:

Prepare a statement setting out:

- i) the persons the LPA consulted when preparing the SPD;
- ii) A summary of the main issues raised by those persons; and
- iii) How those issues have been addressed in the SPD

When seeking representations, copies of the statement must be made available with the Draft Document when it is published.

- 1.5 Following adoption of the Council's SCI in December 2014, new planning regulations were issued in April 2015, affecting the Development Management process set out in Chapter 5 of the SCI. This necessitated a review of the wording this chapter only to reflect the new legislation. Part 4 of this document details the consultation which took place, the main issues raised and how these were addressed in the SCI.

2. Consultation during Preparation of the Draft SCI

How the Consultation was Undertaken

- 2.1 The aim of the first stage of consultation was to collect views from the general public and local groups and organisations who are not statutory consultees (and therefore not automatically notified about consultations) as to the consultation methods which they consider to be the most appropriate to notify them about the

production of planning policy documents and to gather their views about the content of these documents.

- 2.2 Statutory bodies with email addresses on the Council's consultation database did receive direct notification of this initial consultation but it wasn't really aimed at them. The questions being asked were not considered to be relevant for statutory bodies i.e. it was not considered necessary to ask them about how they can be made aware of consultations or appropriate methods to gather their views. It was considered more relevant to consult all statutory bodies upon publication of the Draft Document to ensure that they were satisfied with its contents and to meet planning Regulations. However, as details of the consultation were published on the District Council's website any individual or organisation was free to respond.
- 2.3 The consultation was conducted between **22nd July and 2nd September 2013** – a period of 7 weeks, (though this wasn't strictly observed and late submissions were also considered) - as follows:
- Citizens' Panel Questionnaire sent out in June 2013 (to around 500 people) using the same questions as the questionnaire (see **Appendix A**);
 - Parish Councils were notified at the Parish Assembly on 27th June 2013;
 - Questionnaire was published on the Council's website in July 2013 along with details about the document and a link from the Home Page (refer to **Appendices A & B**);
 - A tweet was sent from the Council's Twitter account to notify its followers (several hundred of these exist);
 - An electronic version of the questionnaire was published on the Council's web-based portal, Objective and all those on the system with an email address were notified of this (for a full list of consultees refer to **Appendix C**);
 - An email was sent to notify people with an email address on the Council's Core Strategy Examination database about the publication of the questionnaire (around 560 people and organisations);
 - An email sample of people (40 no) who had recently applied for planning permission to develop in the area was selected and they were also notified about the questionnaire;
 - A letter (see **Appendix D**) and a copy of the questionnaire was sent to a sample of 200 people (geographically distributed across the District – 50

each for residents of Leek, Biddulph, Cheadle and rural areas) on our database who hadn't supplied an email address;

- Publicity posters (see **Appendix E**) were sent to Parish Councils in the Staffordshire Moorlands planning area for them to be displayed on local notice boards;
- Posters were also distributed to one stop shops and libraries along with paper copies of the questionnaire;
- Hard to reach groups were involved through:
 - Attendance at the Staffordshire Moorlands Access Group in June 2013. Questionnaires were completed by group members during the meeting and information was supplied for their website so that they could share details of the consultation with their contacts;
 - Outreach work took place with the Staffordshire Youth Service. Questionnaires were distributed to young people aged 13-18 years at local youth groups.

Results of the Consultation & How Responses have been addressed in the Draft SCI

2.4 **Appendix G** contains full details of the consultation results from the preparation stage. The charts on pages 2, 3 and 4 of this appendix show the results in terms of how they compare amongst the 3 respondent groups – those responding through the Council's online portal (Objective), members of the Citizens' Panel and young people. These results are summarised below and details are given as to how they have been used to inform the Draft SCI.

a. Objective Questionnaires

Q1 The most effective ways of notifying respondents about consultation on development plans was considered to be (in order of overall unweighted preference):

- 1) An email alert
- 2) Leaflet / Letter to householders
- 3) Through Parish & Town Councils
- 4) Local newspapers
- 5) The Council's website
- 6) Site notices
- 7) Posters on local boards
- 8) Paper copies of documents in Council offices and libraries
- 9) Coverage elsewhere in the media
- 10) Social media

11) Other

How these results have been addressed in the Draft SCI

2.5 The results of this question have been taken into account in tables 3.1 – 3.2 of the Draft SCI which show the consultation methods the Council proposes to use as well as who they will be used for and at what stage in the plan production process. All of the items listed have been included as consultation methods the Council will use as notification of forthcoming consultation. The plan production stage that each method will be used at has been carefully considered, particularly in the context of available resources. The proposed approach focuses the highest variety of notification methods at the beginning of the process with the aim of giving people an opportunity to be involved in plan production at the outset rather than very late in the process.

Q2a The most effective ways of gathering views about plan proposals was considered to be (in order of overall unweighted preference):

- 1) Public exhibitions / staffed drop in sessions
- 2) Meetings between Council officers and local groups / interest groups
- 3) Interactive workshops involving members of the public in the local community
- 4) Questionnaire on Council's website
- 5) Parish and Town Council workshop
- 6) OTHER (Please provide details)
- 7) Focus group with members of Citizen's Panel
- 8) Outreach work with 'hard to reach groups' (e.g. the disabled, ethnic minorities and the young - school aged, young professional and young families)

Q2b The least effective ways of gathering views about plan proposals was considered to be (in order of overall unweighted preference):

- 1) Focus group with members of Citizen's Panel
- 2) Questionnaire on Council's Website
- 3) Outreach work with 'hard to reach groups' (e.g. the disabled, ethnic minorities and the young - school aged, young professional and young families)
- 4) Parish and Town Council workshop
- 5) Interactive workshops involving members of the public in the local community
- 6) Public exhibitions / staffed drop in sessions; and Meetings between Council officers and local groups / interest groups
- 8) OTHER (Please provide details)

How these results have been addressed in the Draft SCI

- 2.6 The results of these questions have been taken into account in tables 3.1 – 3.2 of the Draft SCI which show the consultation methods the Council proposes to use as well as who they will be used for and at what stage in the plan production process. All of the items listed apart from the Citizens' Panel have been included as consultation methods the Council will use as notification of forthcoming consultation and to gather views. The plan production stage that each method will be used at has been carefully considered, particularly in the context of available resources.
- 2.7 This feedback has helped to shape Table 3.2 in particular and it is considered that an appropriate balance has been achieved according to the particular document being produced i.e. the most resources have been concentrated on consultation in relation to the Local Plan / Site Allocations, which are likely to have the highest level of public interest. Although outreach work with 'hard to reach groups' was a low level priority with respondents, the Council also considers this consultation method to be important in term of equality so it has been incorporated into the tables. It has been noted that the other 2 top least effective consultation methods are a questionnaire on the Council's website and a focus group with members of the Citizens' Panel. The questionnaire or response form (depending on the plan preparation stage and the document being prepared) on the District Council's website is a well established method of gathering views about planning documents and the Council intends to continue using it alongside the methods identified as being the most effective. Input from the Citizens' Panel is proposed to be confined to the Statement of Community Involvement and the effectiveness of this document through the monitoring process.

About Respondents

- 2.8 There are a few notable trends from the characteristics of the questionnaire respondents, particularly their age groups, ethnicity and employment status. Over half of respondents who revealed their age were aged 60+. Consequently almost half of respondents were retired. All respondents were from white ethnic groups. Information about respondents to consultations is invaluable to the Council to highlight groups who are not responding and consider the reasons for this and whether there is a need for more targeted consultation with these groups.

How these results have been addressed in the Draft SCI

2.9 This has been acknowledged in Part 6 paragraph 6.2 of the SCI with a commitment to include a monitoring form with all planning policy consultations to enable collection of this valuable data.

b. Citizens' Panel

Q1 The most effective ways of notifying respondents about consultation on development plans was considered to be (in order of overall preference):

- 1) Letter
- 2) Newspapers
- 3) Email alert
- 4) Posters
- 5) Council's website
- 6) Local radio
- 7) Parish / Town Councils
- 8) Site Notices
- 9) Paper copies
- 10) Social media
- 11) Other

How these results have been addressed in the Draft SCI

2.10 The results of this question have been taken into account in tables 3.1 – 3.2 of the Draft SCI which show the consultation methods the Council proposes to use as well as who they will be used for and at what stage in the plan production process. All of the items listed have been included as consultation methods the Council will use as notification of forthcoming consultation. The plan production stage that each method will be used at has been carefully considered, particularly in the context of available resources. The proposed approach focuses the highest variety of notification methods at the beginning of the process with the aim of giving people an opportunity to be involved in plan production at the outset rather than very late in the process.

2.11 In terms of the local newspapers suggested, those that have been named by the most people, the Leek Post & Times, Sentinel, Biddulph Chronicle and Cheadle & Tean Times will be used for paid advertising (assuming they are still in circulation at the time) at the appropriate time in the process (refer to table 3.2 in the Draft SCI).

2.12 In terms of local radio and other suggested local media, the Council will send out media releases to advise that consultation is taking place (in line with Tables 3.1 – 3.2 of the Draft SCI). Radio Stoke, Moorlands Radio and Signal 1 which were highlighted by the most members of the Citizens Panel will be included within this. Table 3.1 of the Draft SCI acknowledges that the Council cannot control

whether the contents of the media release are broadcast. The Council has to consider best use of its limited resources when undertaking all consultation and it is considered that paid advertising in the local newspapers would be a more effective use of its resources than paid advertising on the radio.

2.13 The other suggestions made, particularly about the distribution of notices to shops such as supermarkets and post offices as well as GPs and hospitals will be considered when proposals are likely to generate significant public interest.

Q2a The most effective ways of gathering views about plan proposals was considered to be (in order of overall preference):

- 1) Exhibitions
- 2) Meetings
- 3) Questionnaire
- 4) Interactive workshops
- 5) Focus Groups
- 6) Hard to Reach
- 7) Parish
- 8) Other

Q2b The least effective ways of gathering views about plan proposals was considered to be (in order of overall preference):

- 1) Questionnaire
- 2) Parish
- 3) Focus Groups
- 4) Hard to reach
- 5) Interactive workshops
- 6) Exhibitions
- 7) Meetings
- 8) Other

How these results have been addressed in the Draft SCI

2.14 The results of these questions have been taken into account in tables 3.1 – 3.2 of the Draft SCI which show the consultation methods the Council proposes to use as well as who they will be used for and at what stage in the plan production process. All of the items listed apart from the Citizens' Panel have been included as consultation methods the Council will use as notification of forthcoming consultation and to gather views. The plan production stage that each method will be used at has been carefully considered, particularly in the context of available resources.

2.15 This feedback has helped to shape Table 3.2 in particular and it is considered that an appropriate balance has been achieved according to the particular

document being produced i.e. the most resources have been concentrated on consultation in relation to the Local Plan / Site Allocations, which are likely to have the highest level of public interest.

- 2.16 It is interesting to note that the same most effective 3 methods of gathering views in the same order of priority have been selected by the Citizens Panel and others who completed the questionnaire. These are public exhibitions, meetings between the Council and local interest groups and a questionnaire on the Council's website. This has given a clear steer to the Council and all of these methods are proposed for use during the Local Plan process and may also be used as part of consultation on SPDs where the topic area is likely to create a lot of public interest.
- 2.17 Also, the same 4 least effective ways of gathering views have been chosen by both the Citizens' Panel and others completing the questionnaire, (though in a different order), namely questionnaire, Parish / Town Council Workshop, Focus Group and hard to reach groups.
- 2.18 Although outreach work with 'hard to reach groups' was a relatively low level priority with respondents, the Council also considers this consultation method to be important in term of equality so it has been incorporated into the tables. It has been noted that the other 3 least effective consultation methods are considered to be a questionnaire on the Council's website, a focus group from the Citizens' Panel and a Parish / Town Council Workshop. The questionnaire or response form (depending on the plan preparation stage and the document being prepared) on the District Council's website is a well established method of gathering views about planning documents and the Council intends to continue using it alongside the methods identified as being the most effective. It is interesting to note that Parish/Town Council workshops are clearly not considered to be a useful way to gather views about plan proposals. The Council is statutorily obliged to consult Parish & Town Councils when producing planning documents and these workshops have proved an effective mechanism in the past alongside other methods. Input from the Citizens' Panel is proposed to be confined to the Statement of Community Involvement and the effectiveness of this document through the monitoring process.

About Respondents

- 2.19 It is notable that the age distribution of respondents to the Citizens' Panel is more varied than those who completed the questionnaire independently from the Citizens' Panel process. 53% of respondents were under the age of 60. The economic status of respondents was also more variable with just under half in work and just over 40% retired. As the Citizens Panel is made up to be representative of the Moorlands residents, their responses are invaluable to inform the Draft SCI.

c. Youth Service

Q1 The most effective ways of notifying respondents about consultation on development plans was considered to be (in order of overall preference):

- 1) Social media
- 2) Email alert
- 3) Newspapers
- 4) Posters
- 5) Council's website
- 6) Letter
- 7) Local radio
- 8) Paper copies
- 9) Parish / Town Councils
- 10) Other
- 11) Site Notices

How these results have been addressed in the Draft SCI

2.20 The results of this question have been taken into account in tables 3.1 – 3.2 of the Draft SCI which show the consultation methods the Council proposes to use as well as who they will be used for and at what stage in the plan production process. All of the items listed apart from the Citizens' Panel have been included as consultation methods the Council will use as notification of forthcoming consultation. The plan production stage that each method will be used at has been carefully considered, particularly in the context of available resources. The proposed approach focuses the highest variety of notification methods at the beginning of the process with the aim of giving people an opportunity to be involved in plan production at the outset rather than very late in the process.

2.21 It is notable that social media has been identified as the top notification method by young people. The Council has a Facebook page and a Twitter account and social media will be utilised to draw attention to planning policy consultations as stated in the consultation plans for individual documents within the Draft SCI. As well as electronic means of notification, it is noted that newspapers and posters have also been identified by a significant proportion of young people and the Council intends to use these methods to draw attention to policy documents which are likely to create a significant amount of public interest.

Q2a The most effective ways of gathering views about plan proposals was considered to be (in order of overall preference):

- 1) Meetings
- 2) Questionnaire
- 3) Parish

- 4) Hard to Reach
- 5) Interactive workshops
- 6) Exhibitions
- 7) Focus Groups
- 8) Other

Q2b The least effective ways of gathering views about plan proposals was considered to be (in order of overall preference):

- 1) Focus Groups
- 2) Interactive workshops
- 3) Exhibitions
- 4) Hard to reach
- 5) Parish
- 6) Questionnaire
- 7) Meetings
- 8) Other

How these results have been addressed in the Draft SCI

- 2.22 The results of these questions have been taken into account in tables 3.1 – 3.2 of the Draft SCI which show the consultation methods the Council proposes to use as well as who they will be used for and at what stage in the plan production process. All of the items listed have been included as consultation methods the Council will use as notification of forthcoming consultation and to gather views. The plan production stage that each method will be used at has been carefully considered, particularly in the context of available resources.
- 2.23 This feedback has helped to shape Table 3.2 in particular and it is considered that an appropriate balance has been achieved according to the particular document being produced i.e. the most resources have been concentrated on consultation in relation to the Local Plan / Site Allocations, which are likely to have the highest level of public interest.
- 2.24 It is interesting to note that two of the top three most effective ways of gathering views (namely meetings and questionnaire) have been identified by the Citizens Panel respondents and the other questionnaire respondents as well as young people. This has given a clear steer to the Council and all of these methods are proposed for use during the Local Plan process and may also be used as part of consultation on SPDs where the topic area is likely to create a lot of public interest.
- 2.25 In terms of the least effective ways of gathering views, focus groups with members of the citizens panel has been raised by all 3 groups who responded to the questionnaire as being in their top three. It is proposed to use the Citizens Panel for SCI monitoring, rather than for any documents involving the allocation

of sites. Workshops and exhibitions are both considered to be effective means of gathering views though it is acknowledged that their format could be improved to appeal more to younger people to gather more of their views.

About Respondents

2.26 As expected, the respondents from the Youth Groups are younger than 24 and most are still in education. This is an age group which the Council has struggled to reach when consulting on planning policy documents so their responses are invaluable to inform the Draft SCI.

d. Other Comments

2.27 A summary table has been produced detailing 7 other (non-questionnaire) comments received during the SCI consultation and an officer response to them which can be viewed in Appendix G. The main issues raised related to undertaking the notification of Council proposals to the general public at an early stage and using clear advertising in recognised local publications with the aim of ensuring that as many people find out about proposals at an early stage as possible. All comments received have been taken account of when producing the Draft SCI and these are particularly reflected in Table 3.2.

Previous Comments

2.28 Previous comments about consultation on recent planning policy documents (namely the Core Strategy – Submission, Addendum, Revised Submission & Main Modifications Stages and Churnet Valley Masterplan – Draft Masterplan) have also been reviewed and the contents of the Draft SCI have addressed these where possible. The main issues raised by respondents relating to consultation were:

- Inadequate notification about proposals
 - every household should receive direct communication from the Council i.e. a leaflet / flyer;
 - no account was made for residents that do not receive local papers / read free local papers;
 - lack of site notices;
 - poor advertising and poor coverage in the press;
 - too much information on the internet (too many files and too big to download);
 - difficult to find the information on the website;
 - needs of residents without access to computers has been ignored;
 - not enough paper copies of documents made available;

- no advertising or information anywhere in the villages and most people questioned do not know of the document;
- poor timing of consultation over Christmas and New Year period;
- poor publicity of the consultation event – need to notify those directly affected by proposals;
- No evidence of any coverage on Signal Radio.

- Lack of public debate about proposals
 - only limited opportunities to attend meetings with Council officers;
 - Poor presentation of documents at Cheadle Library.

- Difficult to understand material presented
 - plans not clear to public;
 - accessibility of information;
 - too many background documents;
 - need to consult with the Plain English Campaign about an appropriate format and process;
 - Lack of user friendly summary;
 - Website consultation portal online forms are unnecessarily complex.

- Not enough time to consider proposals

How these issues have been addressed in the Draft SCI

- 2.29 In terms of the issues raised, these have been addressed in Tables 3.1 – 3.2 of the Draft SCI where possible.
- 2.30 It is proposed that the Council will directly communicate with residents about proposals in planning policy documents which are likely to generate significant public interest particularly relating to site allocations (i.e. in a Local Plan). The Council must make best use of its resources and with this in mind it is not proposed to use a flyer delivered to every household in the District at every consultation stage. It is proposed to be used at the site options and preferred options stages only because they are part of the process for preparing the document and will give the public a chance to be fully involved in the narrowing of these sites. Anyone commenting at the early stage would automatically be consulted at all the other stages so they can take part throughout the process. The flyer would include details of public events for people to attend to find out more information.
- 2.31 Site notices are proposed at options and preferred options stages where the consultation refers to site allocations. The Council will also request assistance from Parish Councils to publicise consultations locally through displaying posters in their parish at site options and preferred options stages.

- 2.32 Although press coverage (both newspaper and radio) is beyond the control of the Council, it can take a pro-active approach and pay for its own advertising. This is intended to take place during the early stages of plan production to notify the general public about proposals.
- 2.33 Information about planning policy consultations on the internet is a statutory requirement and as proposals are supported by evidence this can lead to a lot of information being presented on the internet, though a summary document containing key information relating to the consultation is prepared for site allocation documents and those of interest to the general public. Table 3.1 in the Draft SCI (in the 'District Council's Website' section) makes a commitment to include a link from the home page of the Council's website directly to the consultation material during all periods of consultation to ensure that interested parties are able to easily find documents.
- 2.34 Those who do not have access to computers in their home can visit one of the Council one stop shops or libraries in the District to access paper copies of the documents. Summary documents of the main proposals in Local Plans and Area Action Plan documents will be created and made available in paper format for individuals and organizations to take away free of charge. As stated above, mail outs (e.g. flyers) will be used at an early stage in the plan production process to notify every household of the main proposals.
- 2.35 In terms of timing of consultations, this is not directly covered in the SCI as the Council is legally obliged to produce another document called a Local Development Scheme detailing when all key stages in the production of its main planning policy documents including consultation stages will take place. Whilst the Council does try to avoid holding planning policy consultations over holiday periods, where this is unavoidable a longer consultation period is held to allow for this.
- 2.36 The desire for public debate on significant proposals is acknowledged and represented in the Draft SCI with reference to interactive events and public exhibitions during the preparation stages of documents with proposals likely to generate significant public interest. The number of these events held and their distribution across the District will depend on the areas and topics being covered by that document.
- 2.37 In response to comments that 'the document is difficult to understand' the Core Strategy needs to be comprehensive and precisely worded so as to enable planning decisions to be made in a consistent manner. A glossary is included within the document to explain the terms used. In order to aid consultation the Council will produce simpler summary documents highlighting the changes made. The summary documents produced by the Council are assessed by a member of staff who is not a planner before publication for clarity and ease of understanding.

2.38 The length of consultation periods is not specified in the SCI as this is variable depending on the document being produced and its precise contents. There are however, statutory minimum time periods in place of 6 weeks for a Local Plan and 4 weeks for a Supplementary Planning Document. The Council is usually able to accept late representations received within a reasonable period of time though this is not guaranteed.

3. Consultation on Draft SCI

3.1 Following member agreement to publish the draft Revised SCI for public consultation, the document was published on the 17th March 2014. The consultation was undertaken in a more formal way than initial consultation by inviting representations on the published document and it was open to anyone to respond.

3.2 The consultation was conducted between **17th March and 28th April 2014** – a period of 6 weeks (though late submissions were also considered) - as follows:

- The draft Revised SCI was published on the Council's online portal which could be accessed from the Council's website (the website contained full details about the consultation including a consultation statement detailing consultation which had taken place up to that point). There was a link directly to the consultation pages from the Home Page of the website throughout the consultation period. A representations form was available to complete online;
- An email or postcard was sent out to everyone on the Council's planning policy consultation database (over 2000 individuals and organisations) to notify them of the publication of the draft Revised SCI. This included all Town and Parish Councils as well as local and statutory organisations and members of the public. Also notified were all those who took part in the previous consultation (where valid contact details were provided);
- Copies of the draft Revised SCI were placed on deposit at Moorlands House, Leek Cheadle & Biddulph One Stop Shops, as well as Biddulph, Blythe Bridge and Werrington Libraries. Paper response forms and summary sheets of the draft Revised SCI as well as copies of the consultation statement were also made available at all these locations;
- A media release was published which led to some coverage in the local media including Radio Stoke; and

- A number of tweets were sent from the Council's Twitter account to notify its followers of the publication of the document and deadline for responses (several hundred followers exist).

Results of Consultation and how they have informed the final Document

3.3 A total of 15 individuals and organisations made representations on the Draft SCI:

- David McGrath
- Natural England
- Staffordshire Police
- Sandbrook
- Chris Stanyer
- United Utilities
- Paul Denning
- English Heritage
- Coal Authority
- N. Kelsall
- Cheadle Unite
- Staffordshire County Council
- HOW Planning
- Derbyshire Gypsy Liaison Group
- Churnet Valley Conservation Society

3.4 Of those who made detailed comments, the points raised related to specific parts of the document and minor amendments to the wording have been proposed to address them, where appropriate. The only issue raised which is considered to require a more significant addition to the SCI is the suggestion that the document should include objectives. A list of objectives has now been included in Part 1 of the SCI. Full details can be viewed in **Appendix H** where a summary and officer response to the representations received can be found.

3.5 A number of the issues raised do not relate specifically to the Revised SCI, for example, comments about past consultations and matters relating to site allocations. However, the revisions to the SCI do seek to improve the way in which the Council engages with the public and organisations on future planning documents.

3.6 Several other minor changes and additions have been made to the Revised SCI, namely a very minor change to the diagram (Picture 1) to show Neighbourhood Plans adjacent to Development Plan Documents rather than below them to properly reflect their statutory status. Also, an addition has been made to the duty to co-operate section (paragraph 2.26) listing neighbouring authorities to the Staffordshire Moorlands to accompany the list of statutory bodies the Council has

to engage with as part of its duty to co-operate requirements, as suggested for inclusion by English Heritage.

Amendments made by LDF Working Party on 2nd July 2014 and 13th August 2014

3.7 The following amendments have been made to the document to reflect the member feedback received from the Working Party as follows:

- Removal of photographs within the document;

Amendments to Part 4

- Addition of a new paragraph (4.4) reading 'Effective engagement between District Councillors and Council Officers is also extremely important when creating new planning policy documents. As the legislative process for the creation of policy documents is constantly changing, Councillor training at an early stage in the process to advise them of the Council's statutory requirements will ensure that they are able to make fully informed decisions on the content of their Council policy documents'.
- Addition of new text to Table 4.1, Parish & Town Workshops / Meetings section 'In particular, the Council is committed to involving Parish Councils at an early stage in the production of documents (i.e. prior to any public consultation) where proposals will significantly affect their Parish, such as the allocation of sites for development in the Local Plan. For example, in certain circumstances, the Council may provide assistance by undertaking measures such as arranging site visits to view similar types of development to that which may take place in their Parish to help them with understanding how this may fit into their area, about different types of design, scale and massing etc.'
- Further addition of text to Table 4.1, Parish & Town Workshops / Meetings section 'On occasions special meetings of the Parish Assembly will be set up to discuss key policy issues which would impact upon parishes such as the allocation of sites. In these cases, parishes will be supplied with information in advance of the meeting so that they can reach a view on the matter(s), which can then be relayed to officers at the Parish Assembly through the parish representatives who attend. Training sessions have also been undertaken for the Parish Assembly and these will be held from time to time to assist Parish Councils.'

Amendments to Part 5

- Addition of new text relating to pre-application requirements for Wind Turbines (paragraph 5.9) to read: 'In December 2013 the Government issued

new Regulations which require that applicants proposing wind turbines above a certain height (or proposing multiple turbines), conduct pre-submission consultation with affected communities. Whilst it is not mandatory for applicants to consult the Council before carrying out such consultation, the Regulations state that applicants must have regard to any advice given by the Council regarding local good practice under these Regulations. Applicants should consult the planning department if they are not sure what pre-consultation measures are expected. Please refer to the Council's document Additional Validation Guidelines Specific to Wind Turbines, or the Regulations.

- Paragraph 5.4 now reads: 'Additionally the Council will employ various **additional** 'outreach' methods of public consultation, where a planning application would ~~be~~ either be:
 1. **on a site identified for redevelopment in a planning policy document or**
 2. 'major' in scale and not in accordance with planning policy; or
 3. Where **in the opinion of Councillors or Officers** it would give rise to issues of local controversy.'

3.8 Paragraph 5.8 has been amended to read: ' It must be noted however **that although** the Council **will strongly encourage effective consultation, it** cannot refuse to accept a valid application because it disagrees with the way in which a developer has consulted the community. ~~but~~ **However**, failure by the developer to **adequately** consult could lead to objections being made which are material to the determination of the application.'

3.9 This consultation statement demonstrates that the Council has undertaken thorough consultation before and after the publication of this document and has considered the views of all parties who made representations, making amendments to the final version of the document where appropriate.

4. Further Consultation on Revised Chapter 5 of SCI

- 4.1 The Council's most recent Statement of Community Involvement was adopted in December 2014 and contains a section relating to community involvement and planning applications (Chapter 5). It was necessary to propose amendments to this chapter of the Statement of Community Involvement following changes to planning procedures contained in The Town and Country Planning (Development Management Procedures)(England) Order 2015, which became effective from 15 April 2015. (Changes relate to new legal requirements upon developers to conduct their own pre-application consultation and when the Council may undertake wider consultation for major proposals, amongst others). With this in mind, the wording of this chapter required updating.
- 4.2 Clearly, consultation had to take place before the Council could adopt this revised wording. Following member agreement to publish the draft revision to Chapter 5 for public consultation (at Council Assembly on 15th June 2015), the consultation was undertaken alongside the Local Plan Site Options Consultation between **July 6th and September 14th 2015**, a period of 10 weeks. It must be emphasised that it was only Chapter 5 of the SCI where revisions were proposed so it was only the wording in this chapter that was the subject of consultation and not the content of the rest of the document (refer to **Appendix I** for details of the revised wording which went out to consultation).
- 4.3 The consultation was widely publicised:
- Postcards or emails were sent to all interested parties on the Local Plans database (around 3,000). This included all Town and Parish Councils as well as local and statutory organisations and members of the public. Also notified were all those who took part in the previous SCI consultations (where valid contact details were provided);
 - The consultation was advertised on the home page of the Council's website throughout the 10 weeks with details available on the SCI webpage (see **Appendix J**) and a link through to the Council's online consultation portal was provided to enable people to make online comments;
 - Copies of the consultation booklet (which included a chapter on the SCI) were placed on deposit at Moorlands House, Leek Cheadle & Biddulph One Stop Shops, as well as Biddulph, Blythe Bridge and Werrington Libraries. Paper response forms were also made available at all these locations;
 - Consultation events were held throughout the District where interested parties could attend drop in sessions to view the proposed revisions to

Chapter 5 (alongside Local Plan Site Options Proposals) and raise queries with planning officers.

Results of Consultation and how they have informed the final Document

- 4.4 Around 5,500 responses were received from individuals and organisation in response to the consultation as a whole, the highest number of responses received to a Local Plan consultation for many years.
- 4.5 **Appendix K** contains a table detailing who responded to the consultation on the SCI, a summary of the comments made, an officer response and a recommendation. A total of 129 individuals and organisations commented on the SCI and of these 79 considered that changes were required to the wording and 50 considered that changes were not required to the wording.
- 4.6 Of those who considered that changes were required to the wording of the SCI, 42 of the 79 considered that paragraph 5.8 should be amended 'as most people don't understand the planning process'. (This paragraph reads: "Neighbour notification letters, site notices and press advertisements give the date of serving the notice and the date by when representations must be made; they also advise on how and where the application can be inspected and how representations can be made. The close of consultation date will be 21 days after the publication of the advertisement or site notice, but the date will also be published on the Council's website".)
- 4.7 This identical comment was sent to the Council in a standard pre-prepared format which suggests that it was circulated by an individual. However, no alternative wording was suggested by any of the respondents and it is considered difficult to re-word this section without knowing which part of it the residents were finding difficult to understand. It was therefore suggested to Councillors at the meeting of the Council Assembly on 13th April 2016 that the word 'representations' could be changed to 'comments' as this is more widely understood.
- 4.8 Of the 79 comments received requesting changes to the SCI, a further 23 were from Cheadle residents objecting to the reduction of the consultation period for planning applications to 21 days. As 21 days is the time period set out in the Town and Country Planning (Development Management Procedure)(England) Order 2015 it was not considered appropriate for the Council to amend this. The other issue raised was site specific and related to the new Local Plan, rather than the SCI.
- 4.9 Of the remaining comments received, 5 said that changes were required to the SCI but did not specify any changes, one disagreed with the lack of a right of reply to Planning Officer's comments to the Planning Committee (there are no

current plans to change this) and one respondent raised issues relating to education in Biddulph, which are beyond the remit of this Council. Another respondent was unhappy about a perceived lack of assistance from Council Officers and Councillors to the community when faced with a planning application which they objected to. Another respondent queried why the Council could not set out defined ways in which a developer must consult the community. For very large scale development (in excess of 200 homes for example) developers are required by law to consult with the community. For other major applications the National Planning Policy Framework and the Council both encourage developers to engage with the community prior to submitting planning applications. However for these developments the Council cannot require that pre application consultation is carried out.

- 4.10 One respondent raised concerns about the lack of involvement of the community / local interest groups in discussions between the Council and a developer about a major planning application. However, it would not be appropriate for third parties to be involved in these discussions. They get the opportunity to comment on the application in any case. Specific references to specific cases were made (refer to Appendix K for details) which cannot be addressed by amending the wording of the SCI.
- 4.11 Cheadle Unite along with 3 members of the public raised a variety of issues relating to the planning applications process and the Local Plan production process, to which detailed responses have been made in the table in Appendix K. However, it was considered that none of the issues raised could be addressed through amending the wording in the SCI.
- 4.12 The revised Chapter 5 (with an amendment to take into account responses received to the consultation) was adopted by Council Assembly on 13th April 2016 as part of the SCI in place of the previous Chapter 5 contained within the December 2014 version.
- 4.13 This consultation statement demonstrates that the Council has undertaken thorough consultation on the amendment of Chapter 5 of the adopted SCI and has considered the views of all parties who made representations, making amendments to the final version of the document where appropriate.

HOW WOULD YOU LIKE TO BE NOTIFIED ABOUT AND INVOLVED IN DETERMINING WHERE NEW DEVELOPMENT TAKES PLACE IN YOUR AREA?

PLEASE TAKE A FEW MOMENTS TO COMPLETE THIS SHORT QUESTIONNAIRE. YOUR RESPONSES WILL BE COLLATED AND USED TO DETERMINE THE CONTENT OF THE COUNCIL'S REVISED STATEMENT OF COMMUNITY INVOLVEMENT.

Q1 Which of the following methods do you think would be the **MOST** effective way **of notifying you** (or your organisation) about consultation on plans setting out where future development (e.g. housing and employment) should take place? (Please choose your top 3)

- a) Council's website
- b) Social Media
- c) Leaflet / Letter to householders
- d) Paper copies of documents in Council offices and libraries
- e) Email alert
- f) Site notices
- g) Posters on local notice boards
- h) Local newspapers (please name)
- i) Coverage elsewhere in the media (e.g. local radio – please name)
- j) Through Parish & Town Councils
- k) OTHER (Please provide details)

- 1.
- 2.
- 3.

Q2 Which of the following methods would be the **MOST** and **LEAST** effective way to **gather your views** about plans setting out where future development (e.g. housing and employment) should take place and why? (Please choose your top 3 most effective ways and your top 3 least effective ways).

- a) Questionnaire on Council's website
- b) Focus group with members of Citizen's Panel

(continued on next page)

- c) Parish & Town Council workshop
- d) Public exhibitions / staffed drop in sessions
- e) Interactive workshops involving members of the public in the local community
- f) Meetings between Council officers and local groups / interest groups
- g) Outreach work with 'hard to reach groups' (e.g. the disabled, ethnic minorities and the young – school aged, young professionals and young families)
- h) OTHER (Please provide details)

Most

- 1.
- 2.
- 3.

Least

- 1.
- 2.
- 3.

Q3 Would you like to be added to the Council's database so you will receive personal notification of the consultations described above? (e-mail address preferred if possible). *Please note that if you have already been directly notified about this questionnaire, your details will already be on this database.*

If so, please provide your contact details below:

Name
 Organisation (if applicable)

Address

Postcode

Tel No*

Email*
 (* = optional)

(continued on next page)

Any other mixed background (Please specify)

.....

Black or Black British

Caribbean	<input type="checkbox"/>	African	<input type="checkbox"/>
-----------	--------------------------	---------	--------------------------

Any other black background (Please specify)

.....

Asian or Asian British

Indian	<input type="checkbox"/>	Pakistani	<input type="checkbox"/>
--------	--------------------------	-----------	--------------------------

Bangladeshi

Any other Asian background (Please specify)

.....

Chinese

Any other ethnic background (Please specify)

.....

Where do you live?

Leek	<input type="checkbox"/>	Biddulph	<input type="checkbox"/>
Cheadle	<input type="checkbox"/>	Rural (i.e. outside the towns)	<input type="checkbox"/>

What is your economic status?

Working full-time	<input type="checkbox"/>	Unemployed	<input type="checkbox"/>
Working part-time	<input type="checkbox"/>	Self employed Retired	<input type="checkbox"/>
Long-term sick	<input type="checkbox"/>	Not working for other reasons	<input type="checkbox"/>

Please be assured that the personal details you have provided above will be used for analysis purposes only and individual details will not be published by the Council or shared with any third parties.

Please return completed questionnaires to:

Freepost RRLJ-XCTC-JBZK,
Regeneration Manager,
Staffordshire Moorlands District Council,
Moorlands House,
Stockwell Street,
Leek,
ST13 6HQ
(No stamp needed)

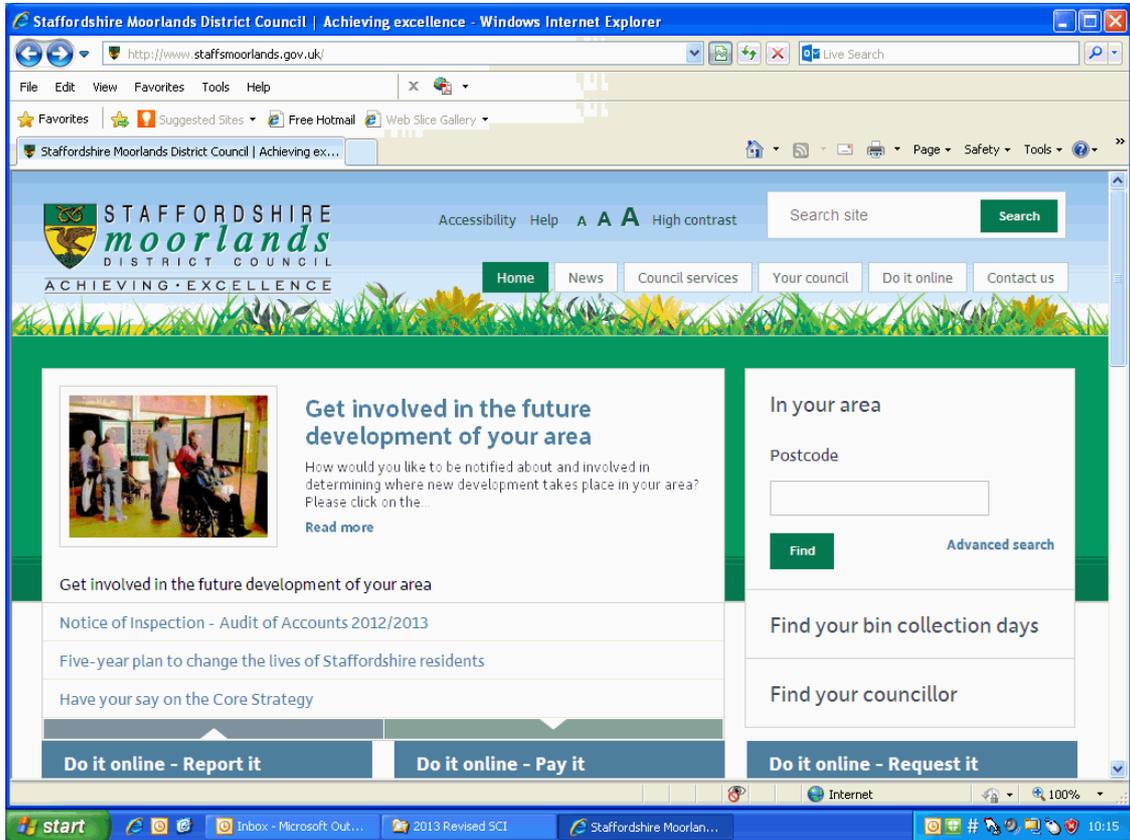
Questionnaires should be received by 2nd September 2013

To find out more about this consultation please visit the Council's website at www.staffsmoorlands.gov.uk/sm/statement-of-community-involvement

Or telephone (01538) 395570

APPENDIX B – WEBSITE & TWITTER TEXT

a) Council Website Home Page Reference



b) Council Website Reference 2

Get involved in the future development of your area | Staffordshire Moorlands District Council - Windows Internet Explorer

http://www.staffs Moorlands.gov.uk/sfn/news/get-involved-in-the-future-development-of-your-area

File Edit View Favorites Tools Help

STAFFORDSHIRE
moorlands
DISTRICT COUNCIL
ACHIEVING EXCELLENCE

Accessibility Help A A A High contrast Search site Search

Home News Council services Your council Do it online Contact us

News > Get involved in the future development of your area

Get involved in the future development of your area

Submitted: 22nd July 2013



How would you like to be notified about and involved in determining where new development takes place in your area?

Please click on the following link to complete our short questionnaire about how you as an individual or organisation would like to be notified about and have your say on important development issues such as the location of new housing, employment land and community facilities in the Staffordshire Moorlands.

By service area

- Business
- Community and living
- Council tax and benefits
- Environment and waste
- Housing
- Leisure, tourism and culture
- Planning and buildings
- Your council

Share this page on facebook Share this

Done Internet 100%

start Inbox - Microsoft Out... 2013 Revised SCI Get involved in the Fu... 10:16

c) Council Website Reference 3

The screenshot shows a Windows Internet Explorer browser window displaying the Staffordshire Moorlands District Council website. The page title is "Statement of Community Involvement | Staffordshire Moorlands District Council". The URL in the address bar is "http://www.staffs Moorlands.gov.uk/council-services/local-plan/local-development-framework/stateme...". The website header features the council's logo, "STAFFORDSHIRE moorlands DISTRICT COUNCIL", and the tagline "ACHIEVING EXCELLENCE". Navigation links include "Home", "News", "Council services", "Your council", "Do it online", and "Contact us". A search bar is also present. The main content area is titled "Statement of Community Involvement" and includes a sub-heading "How would you like to be notified about and involved in determining where new development takes place in your area?". Below this, there is a section for a "Questionnaire (available from 22nd July 2013)" with a brief description and a link to the council's online consultation portal. On the right side, there are two sidebars: "Do it online" with links for "Application forms", "Search for a planning application", and "Request a Building Control inspection"; and "Planning and buildings" with links for "Changes to planning rules for householders and businesses", "Planning enforcement", and "Property Services". The Windows taskbar at the bottom shows the Start button, several open applications, and the system tray with the time 10:26.

d) Council Website Reference 4

The screenshot shows a Windows Internet Explorer browser window displaying the website for Staffordshire Moorlands District Council. The page title is "Statement of Community Involvement | Staffordshire Moorlands District Council". The URL in the address bar is <http://www.staffs Moorlands.gov.uk/smi/council-services/local-plan/local-development-framework/stateme>. The page content includes:

- A link to the Council's online Consultation Portal.
- Text stating: "Comments are welcomed from any members of the public, community groups, businesses, other organisations etc. who have an interest in development in the District."
- Text stating: "It would be helpful if you could complete the questionnaire online as this makes it quicker and easier for the Council to analyse the results. However if you would prefer to complete a paper version, questionnaires are available for you to collect at the following locations in the District:"
- Locations listed: "Leek, Cheadle & Biddulph One Stop Shops" and "Blythe Bridge & Werrington Libraries".
- Contact information: "Please send questionnaire responses to: Freepost RRLJ-XCTC-JBZK, Regeneration Manager, Staffordshire Moorlands District Council, Moorlands House, Stockwell Street, Leek, ST13 6HQ".
- Date: "By 2nd September 2013".
- Section: "Background Information and review of the SCI".
- Text: "The SCI is a statutory document explaining to the local community how the Council will involve them in the preparation of planning policy documents and major planning applications."
- Text: "Please note that this document applies to the parts of the Staffordshire Moorlands which are outside the Peak District National Park."
- Text: "The existing SCI (see link at the bottom of this page), which was adopted in September 2006, has now become out of date. When completed, the revised document will reflect recent changes to the planning system, the Moorlands Together Partnership structure and new opportunities to engage with the public which have recently arisen. It will also provide an opportunity to update the style of the document to make it clearer and more user-friendly to help members of the local community, who are likely to be the main users."

On the right side of the page, there is a vertical navigation menu with the following items:

- Planning enforcement
- Property Services
- Planning applications
- Building control
- Conservation of the built environment
- Local development (highlighted with a right-pointing arrow)
- Climate change and renewable energy
- Community Conversations
- Consultations and suggestions
- Evidence base
- Local plan/Local Development Framework
 - Adopted Local Plan
 - Local Development Scheme
 - Statement of Community Involvement
- Monitoring
- Neighbourhood planning
- Site Allocations Development Plan
- Supplementary Planning Documents and Guidance
- Core strategy
- Masterplans/Area action plans
- Regeneration - Contact us
- Local land searches

At the bottom of the page, there is a Facebook share button with the text "Share this page on facebook" and a "Share" button. The browser's taskbar at the bottom shows the Start button, several open applications (Inbox - Microsoft Out..., 2013 Revised SCI, Statement of Commu...), and the system tray with the time 10:33.

e) Council Website Reference 5

The screenshot shows a Windows Internet Explorer browser window displaying the website for Staffordshire Moorlands District Council. The page title is "Statement of Community Involvement | Staffordshire Moorlands District Council". The URL in the address bar is <http://www.staffs Moorlands.gov.uk/smf/council-services/local-plan/local-development-framework/statement-of-community-involvement>. The page content includes:

system, the Moorlands Together Partnership structure and new opportunities to engage with the public which have recently arisen. It will also provide an opportunity to update the style of the document to make it clearer and more user-friendly to help members of the local community, who are likely to be the main users. Updating the document also provides an opportunity to ensure that the most effective consultation mechanisms are in place so that the public are able to play a full part in shaping future planning documents.

The contents of the SCI are extremely important as consultation on the Council's planning policy documents is measured against requirements set out in the SCI when these documents are independently examined.

Since the existing SCI was adopted, the preparation process for these documents has now changed and there is no requirement for them to go through independent examination. The production process the Revised SCI will follow is:

1. *Initial consultation to be held with a wide range of interested parties*;
2. Assessment of responses received;
3. Draft document created and presented to Councillors for approval to undertake further consultation;
4. Consultation for 6 weeks inviting comments;
5. Responses assessed and amendments made to the draft document where appropriate; presentation of the final version of the SCI to Council for adoption. At this point, the existing SCI will be superseded.

* We are at this stage in the production process.

For further information about the Statement of Community Involvement, please contact the Forward Plans team on 01538 395570.

Documents:

- [Statement of Community Involvement](#)

The browser interface includes a menu bar (File, Edit, View, Favorites, Tools, Help), a toolbar with navigation and utility icons, and a taskbar at the bottom showing the Start button, several open applications (Inbox - Microsoft Outlook, 2013 Revised SCI, Statement of Commu...), and the system clock (10:34).

f) Council Twitter Account Reference

The screenshot displays the Twitter profile for Staffs Moorlands DC (@TweetSMDC). The browser window title is "Staffs Moorlands DC (TweetSMDC) on Twitter - Windows Internet Explorer". The address bar shows the URL "https://twitter.com/TweetSMDC". The page layout includes a left-hand navigation menu with options: Tweets, Following, Followers, Favourites, and Lists. Below this is a "Follow Staffs Moorlands DC" section with input fields for "Full name", "Email", and "Password", and a yellow "Sign up" button. A "Photos and videos" section is also present. The main profile area features the council's crest and logo, the name "Staffs Moorlands DC @TweetSMDC", and a bio: "The latest tweets from Staffordshire Moorlands District Council on service news, updates and information. Staffordshire Moorlands - staffsmoorlands.gov.uk". Statistics show 257 TWEETS, 86 FOLLOWING, and 363 FOLLOWERS, with a "Follow" button. Two tweets are listed: one from 22 Jul about housing development and another from 16 Jul about installing play equipment. The Windows taskbar at the bottom shows the start button, several open applications, and the time 10:35.

APPENDIX C - LIST OF THOSE CONSULTED AT PREPARATION STAGE

EMAIL ADDRESSES

Over 700 individuals and organisations with email addresses on the consultation database.

NAMES OF THOSE SENT COPIES OF THE QUESTIONNAIRE BY POST (200NO.)

Mr J G Owen
Mr E Nixon
Mrs K Grice
Mr D Spruce
Mr E L Dawson
Mr Hebron
E Ball
Mr T Gibson
Mr J B Ecclestone
Mr And Mrs F H Smith
Mr & Mrs Hancock
Mr D Brown
Mr J Brown
Mr S W Meredith
Mrs J Mason
Mr A Barker
G Winsor
Mr D Stone
Mrs C Barber
Mrs JB Proctor
Mr & Mrs Bradbury
Mr S Johnson
Ms P Windsor
Miss H Rowley
Mr J Shenton
Mrs S Coveney
Mr N J Brown
Mr T Hales
Mr R Lloyd
B Ball
Mr F B Biddulph
Mr C Kisicki
Mr P Langley
Mrs Sylvia Lawlor
Mr D Moore
Mr P Boote
Mrs J Howle
Ms J Pettite

K P Lee
Miss K Barnett
W M Turnock
Ms S Bostock
Mrs D Casewell
Mrs M A Jones
Rev W J Peal
Mrs M Worthington
Mr Whitmore
Ms C Bowe
Mr P And Mrs J Dowson
Professor R A Hackney
Mr Reg Shaw
Miss V Payton
Mr G Walker
Mr G Challinor
Mrs Diana Gardner
Mrs Millard
Mr D Wilshaw
Mrs A Burton
Ms J Weaver
Mr C H Day
Mr S Booth
Ms A Brown
Ms A Dawson
Mr G Edwards
Mrs Meakin
Mr G Finney
Ms C Taylor
Mrs G Chadwick
Mr G B Edwards
Mr B Lawton
L Mycock
Mr R Goodall
Mr and Mrs J Hulme
Mrs Y Bagguley
Mr R A Berrisford
G Farmester
J Forrester
Mrs J E Findler
Ms C Crundell
Mrs M Green
Mr Neil Smith
Mr Russell Booth
Mrs J Prince
Mr and Mrs J Toft
Mr and Mrs Fenton
Mr G Bagnall
J Ballan
Ms C Midmore

Mrs S Edwards
Mr Lewis
Ms B Speed
Mr R Harrison
Mr P Siddique
Mrs D M Kent
Mrs S Harvey Brown
Mr Roy Johnson
Mr David Gee
Mrs J Hambleton
Mrs Christine Meyrick
Sheila Hine
Ms B Barks
B Whiston
Ms M Shaw
Mr M Fox
Mr A Muller
Mr B Burley
Ms A Hill
Mr M Stonier
Mr S Boon
Mr J Hurst
Mrs G Walley
Mr K Booth
Mrs S Walley
Mrs J A Hollies
Mr J Keates
Mrs D Button
Mrs B James
Mrs Brandrick
Mr G Brooke
Mrs W Birtles
Mr M Keay
Ms B Matthews
Mr And Mrs A B Lewis
Mrs F Prime
Mr D Hargreaves
Mrs C Bostock
Mr R Payne
Mr M Cartmail
Mrs M Stanley
Mr D Stanley
Ms L West
Mr G Fisher
L Dubber
Mrs C Vernon
Mr J Beasley
Mr A Barningham
Mrs L A Pyatt
Mrs J E Richards

Mrs A Boughey
Mrs M Campbell
Mr R Turner
Mrs F Broadbent
Mr P Williams
Mr C Mason
Mr I Bassett
Mrs J Birks
Mr A Dean
Mrs L J Hurst
Mr K Scott
Mrs R Barker
Mrs S Chadwick
Mrs P Farquharson
Mrs A Hollingsworth
Mr And Mrs A Fernandez
M P Machin
M Upton
Mrs D R Bloor
Mr And Mrs Beardmore
Mr D Rushton
Mr & Mrs P Bennett
P Machin
Mrs J Siggers
P Baxter
Ms P Nixon
Ms D Deaville
L Weiyand
Mrs M Culleton
Mrs S McDermott
Mrs B White
C Turner
Mrs M Cartledge
Ms H Challinor
Ms P Goodwin
Mr H West
Mrs A Burnett
Ms K Lownds
Mr T Wood
Mrs S Bowcock
Ms A Challinor
L Folgh
Ms J Humphrey
Mrs M Pierpoint
S F Ellis
Mr J M Davis
Mrs E Bagshaw
Mr F Bradbury
A Morton
Mr Gater & Miss Jago

Mr P Beasley
Mr & Mrs P Daniels
M Goodwin
Mr T Hammond
Mr & Mrs N Barr
Mr D Johnson
Ms A Smith
Mrs H Brown
Mrs C Duffield
Mr S Porter
Cruthenden & Howson
Ms R Young
Mr Vernon Whilock
Mrs Brenda Maureen Whilock
Yvonne Wilton
G Winfield
Mr G Winfred

+ ALL MEMBERS OF CITIZENS PANEL AS AT JULY 2013 (around 450 individuals)

APPENDIX D Letter sent to Sample from LDF Consultation Database

Dealt with by: Claire Sansom

E-mail: claire.sansom@staffsmoorlands.gov.uk

Direct Dial: 01538 395400 Ext 4137

Date: July 2013

Dear Sir / Madam

HOW WOULD YOU LIKE TO BE NOTIFIED ABOUT AND INVOLVED IN DETERMINING WHERE NEW DEVELOPMENT TAKES PLACE IN YOUR AREA?

The Council is reviewing its Statement of Community Involvement which is a document explaining how individuals and organisations can be kept informed and involved in important planning matters decided by the Council, such as where new development takes place.

In order to help inform this review, the Council is consulting a sample of residents who are on its planning consultation database. If you would like to have your say, please complete the enclosed questionnaire about how you would like to be consulted on local development plans in the future and return it to the freepost address (given on page 5 of the questionnaire).

Your responses will be collated and used to determine the content of the Council's Revised Statement of Community Involvement and you will have the opportunity to comment on a Draft Version of the document before it is adopted. Comments are welcomed from any members of the public who have an interest in development in the Staffordshire Moorlands. Further copies of the questionnaire can be obtained using the contact details below.

Please return your questionnaire to the Council by 2nd September 2013

If you require further information or advice regarding this consultation please contact the Forward Plans team on 01538 395570 or forward.plans@staffsmoorlands.gov.uk. Full details can be found on the website at www.staffsmoorlands.gov.uk/sm/statement-of-community-involvement.

Yours faithfully,



G M Clarke
Principal Regeneration Officer (Planning Policy)

Note – You have received this letter as you have previously responded to one of our consultations or asked to be kept informed about new planning policy documents. Please contact the Council on the above telephone number or email address if you no longer wish to be kept informed and we will remove your details from our database.



Interested in plans for your area?

How would you like to be notified about and involved in determining where new development takes place in your area?

Staffordshire Moorlands District Council is currently reviewing its Statement of Community Involvement which explains how we will involve communities in important development decisions such as the location of new housing, employment land and community facilities.

Have your say by completing our short questionnaire online:

<http://staffsmoorlands-consult.objective.co.uk/portal>

or collect a questionnaire from the following locations:

Leek, Biddulph & Cheadle One Stop Shops, Blythe Bridge & Werrington Libraries

If you wish to be sent a questionnaire please call (01538) 395570
or email forward.plans@staffsmoorlands.gov.uk

Your responses will influence how the council undertakes public consultation on planning documents in the future.

Questionnaires need to be returned to the council by 2 September 2013.



STAFFORDSHIRE
moorlands
DISTRICT COUNCIL

ACHIEVING · EXCELLENCE

APPENDIX F List of Meetings Held at Preparation Stage

21/02/13 – Ruth Reeves, Locality Partnership Officer

Discussed the Community Strategy (2007 – 2020) and how current the information is as this is heavily referenced in the current SCI. RR confirmed that the strategy is now out of date and will be reviewed. In particular the community engagement structures have changed significantly with many of the groups and forums identified no longer in existence e.g. the Area & Neighbourhood Forums, the Neighbourhood Partnerships and the Area Partnerships. Reference was made to the Council's website for the latest information – in particular the Annual Report and the Joint Strategic Needs Assessment (JSNA) which the County Council is required to undertake and has involved the Districts in its production. The Local Strategic Partnership is now known as the 'Moorlands Together Partnership'. It was decided to reduce the level of information about the Community Strategy in the SCI and remove all the parts which are out of date.

22/02/13 – Kerry Towers, Assistant Policy Officer - Consultation

Discussed the Citizens Panel – how many members on it and whether it could be used as a consultation mechanism for SCI. Questions were supplied for the next questionnaire which was sent out in June 2013.

17/04/13 – Kerry Towers, Assistant Policy Officer - Consultation

Discussed the following matters:

- Forthcoming Corporate Consultation Policy
- Citizens Panel questions
- Hard to Reach Groups
- Equality Monitoring Questions
- Equalities Act 2010

20/06/13 – Staffordshire Moorlands Access Group

A presentation was given to the group about the SCI Review and the importance of responding.

The questionnaire was handed out to all members who completed a copy.

Various views were given as to consultation methods. It was suggested by one member that use of social media would be useful to reach young disabled people who find it difficult to attend meetings.

The following points were suggested and acted upon:

- Provide information about consultation on Access Group's website;
- Malcolm of CVS offered to email their contacts a copy of the questionnaire;
- It was suggested that the Access Group should be named in the SCI – this has been done.

27/06/13 – Staffordshire Moorlands Parish Assembly

Officers made Parish Councillors aware that consultation would be taking place and they would receive posters and questionnaires by the end of July 2013.

APPENDIX G

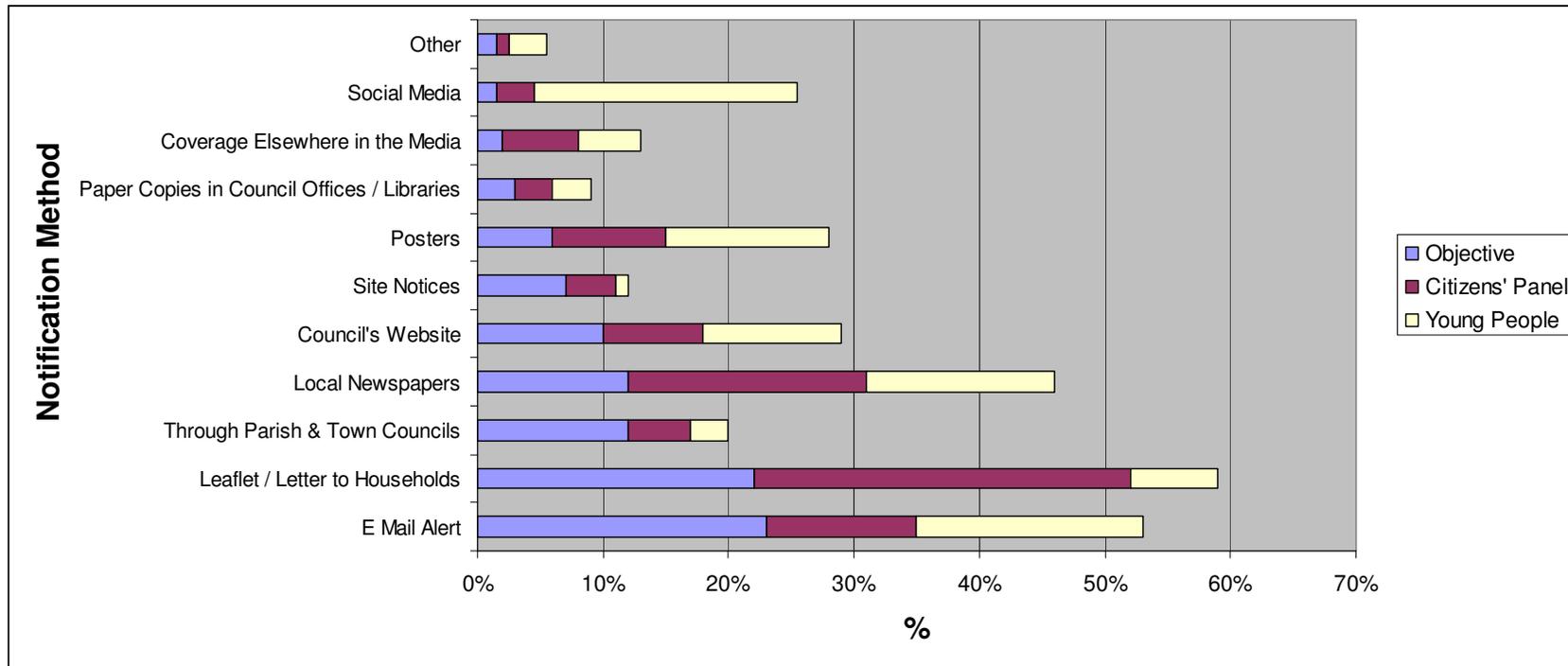
CONSULTATION RESULTS AT PREPARATION STAGE

Total number of respondents = 595

SUMMARY OF RESULTS CHARTS

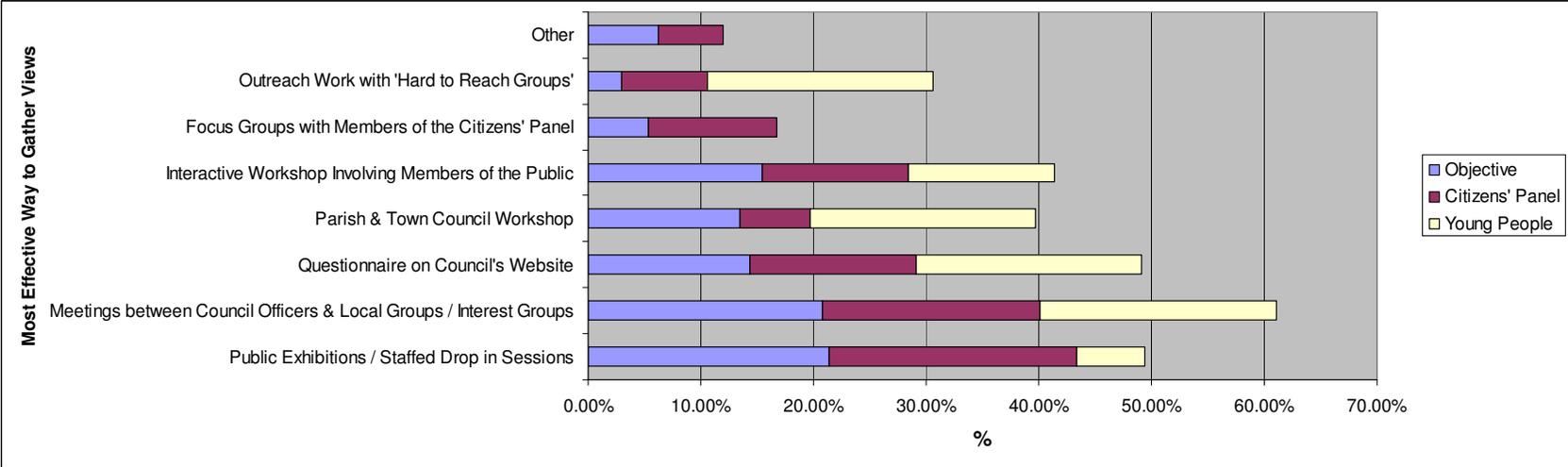
QUESTION 1 – Which of the following methods do you think would be the **MOST** effective way of **notifying you** (or your organisation) about consultation on plans setting out where future development (e.g. housing and employment) should take place? (Respondents were asked to select their top 3 choices)

The chart below shows the frequency each method was mentioned as a top 3 preference



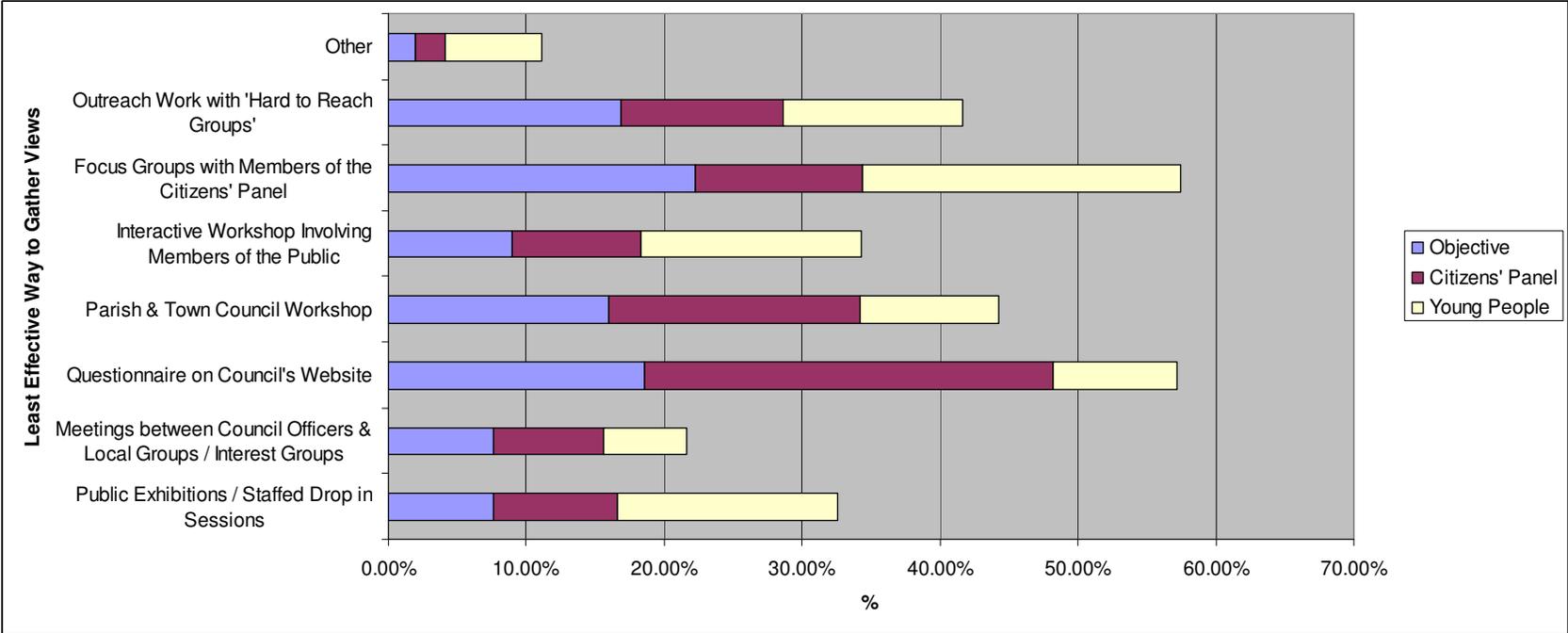
QUESTION 2a) - Which of the following methods would be the **MOST** effective way **to gather your views** about plans setting out where future development (e.g. housing and employment) should take place and why? (Respondents were asked to select their top 3 choices)

The chart below shows the frequency each method was mentioned as a top 3 preference



QUESTION 2b) - Which of the following methods would be the **LEAST** effective way to **gather your views** about plans setting out where future development (e.g. housing and employment) should take place and why? (Respondents were asked to select their top 3 choices)

The chart below shows the frequency each method was mentioned as a top 3 preference



FULL RESULTS CHARTS

1. Analysis of Objective Questionnaire (incorporating Staffordshire Moorlands Access Group)

116 responses received

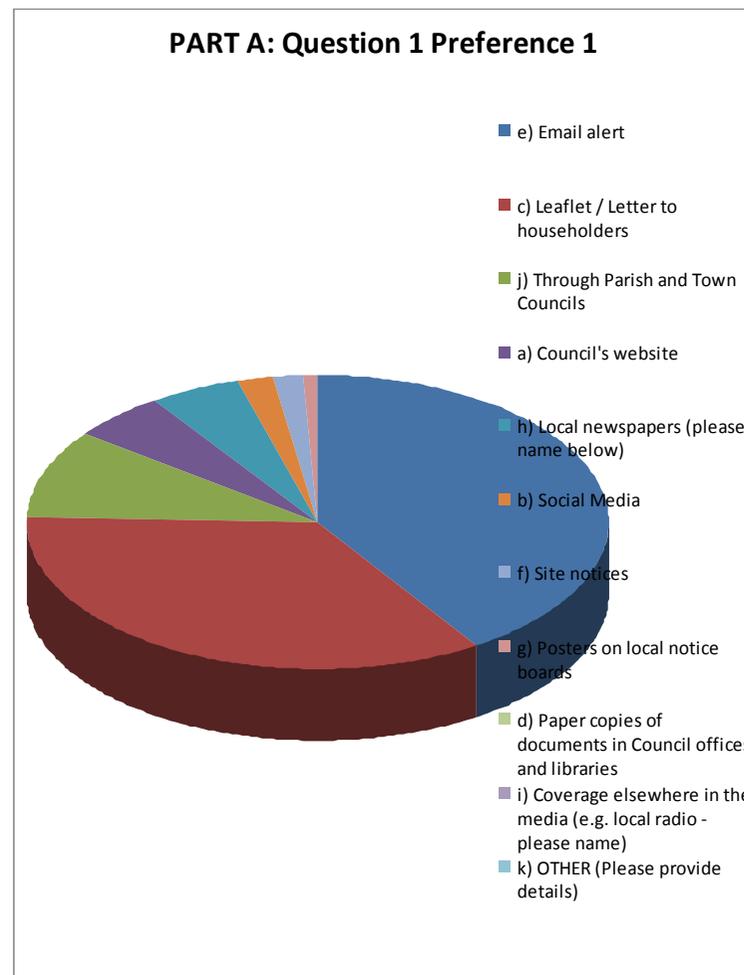
Q1 Which of the following methods do you think would be the **MOST** effective way **of notifying you** (or your organisation) about consultation on plans setting out where future development (e.g. housing and employment) should take place? (Please choose your top 3)

- a) Council's website
- b) Social Media
- c) Leaflet / Letter to householders
- d) Paper copies of documents in Council offices and libraries
- e) Email alert
- f) Site notices
- g) Posters on local notice boards
- h) Local newspapers (please name)
- i) Coverage elsewhere in the media (e.g. local radio – please name)
- j) Through Parish & Town Councils
- k) OTHER (Please provide details)

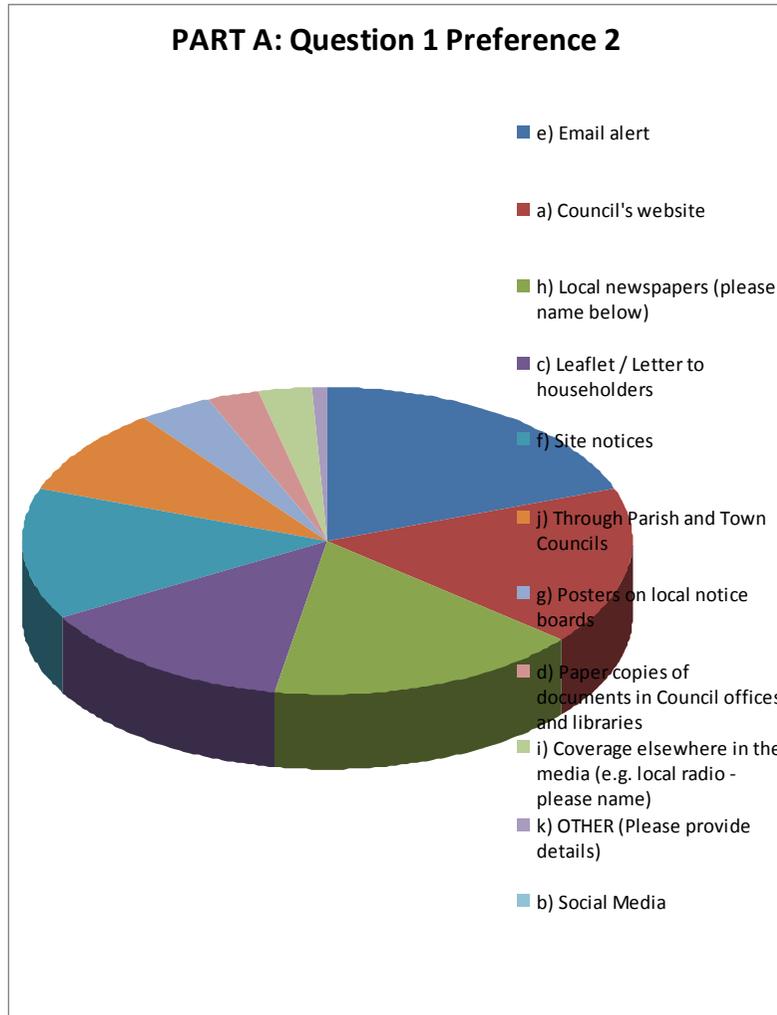
- 1.
- 2.
- 3.

PREFERENCE 1

	% Total	% Answer	Count
Number of Responses	99.14%	-	115
e) Email alert	40.52%	40.87%	47
c) Leaflet / Letter to householders	34.48%	34.78%	40
j) Through Parish and Town Councils	9.48%	9.57%	11
a) Council's website	5.17%	5.22%	6
h) Local newspapers (please name below)	5.17%	5.22%	6
b) Social Media	1.72%	1.74%	2
f) Site notices	1.72%	1.74%	2
g) Posters on local notice boards	0.86%	0.87%	1
d) Paper copies of documents in Council offices and libraries	0.00%	0.00%	0
i) Coverage elsewhere in the media (e.g. local radio - please name)	0.00%	0.00%	0
k) OTHER (Please provide details)	0.00%	0.00%	0
[No Response]	0.86%	-	1
Total	100.00%	100.00%	116

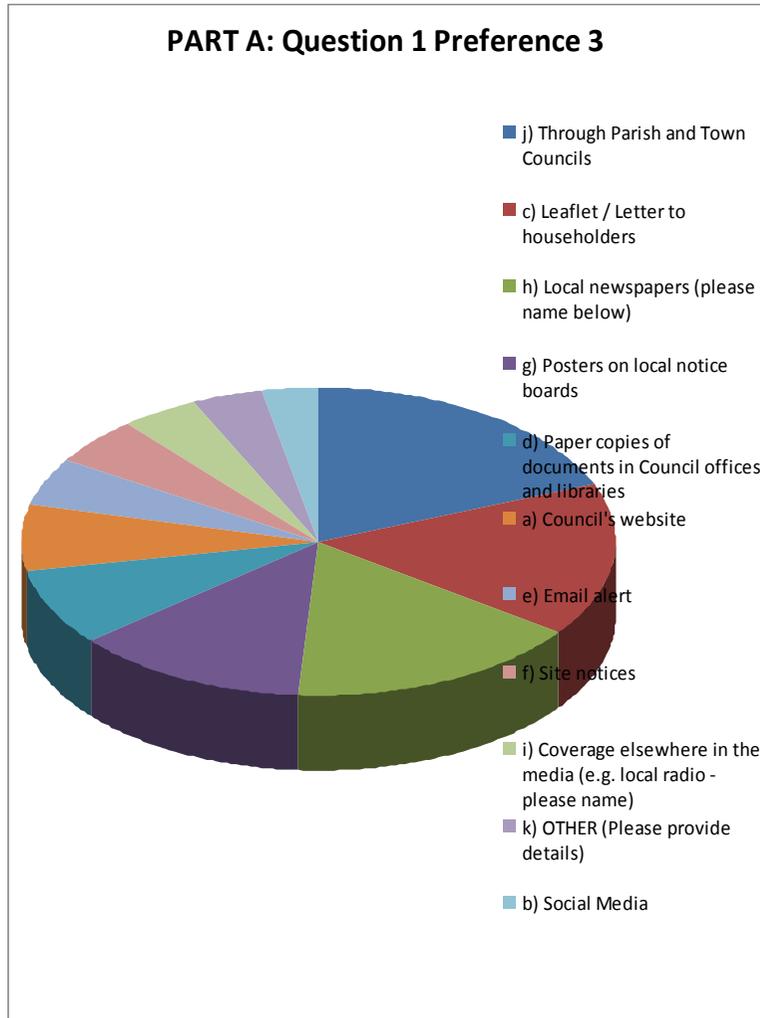


PREFERENCE 2



	% Total	% Answer	Count
Number of Responses	93.10%	-	108
e) Email alert	18.10%	19.44%	21
a) Council's website	15.52%	16.67%	18
h) Local newspapers (please name below)	15.52%	16.67%	18
c) Leaflet / Letter to householders	12.93%	13.89%	15
f) Site notices	12.93%	13.89%	15
j) Through Parish and Town Councils	8.62%	9.26%	10
g) Posters on local notice boards	3.45%	3.70%	4
d) Paper copies of documents in Council offices and libraries	2.59%	2.78%	3
i) Coverage elsewhere in the media (e.g. local radio - please name)	2.59%	2.78%	3
k) OTHER (Please provide details)	0.86%	0.93%	1
b) Social Media	0.00%	0.00%	0
[No Response]	6.90%	-	8
Total	100.00%	100.00%	116

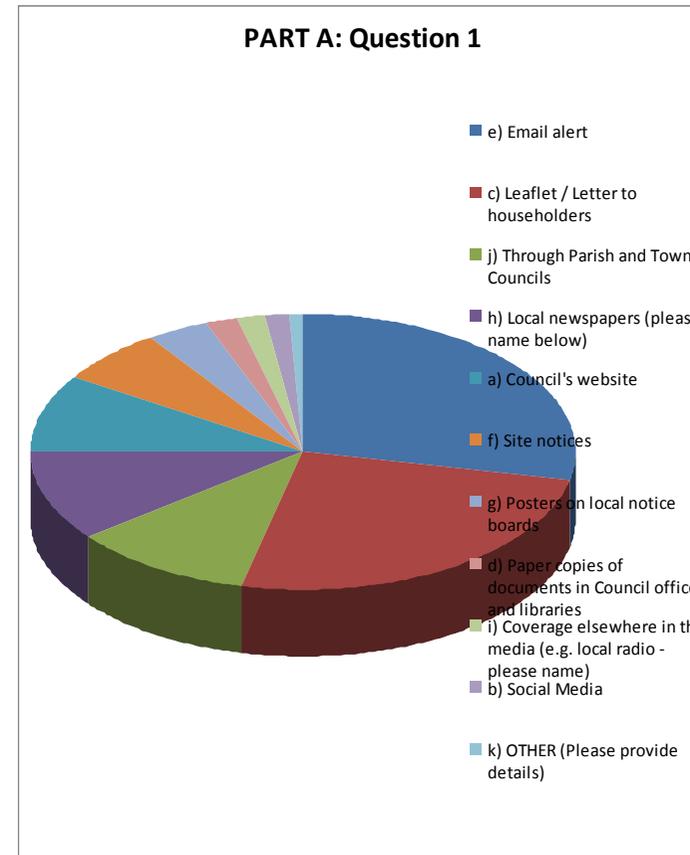
PREFERENCE 3



	% Total	% Answer	Count
Number of Responses	86.21%	-	100
j) Through Parish and Town Councils	16.38%	19.00%	19
c) Leaflet / Letter to householders	13.79%	16.00%	16
h) Local newspapers (please name below)	13.79%	16.00%	16
g) Posters on local notice boards	11.21%	13.00%	13
d) Paper copies of documents in Council offices and libraries	6.90%	8.00%	8
a) Council's website	6.03%	7.00%	7
e) Email alert	4.31%	5.00%	5
f) Site notices	4.31%	5.00%	5
i) Coverage elsewhere in the media (e.g. local radio - please name)	3.45%	4.00%	4
k) OTHER (Please provide details)	3.45%	4.00%	4
b) Social Media	2.59%	3.00%	3
[No Response]	13.79%	-	16
Total	100.00%	100.00%	116

QUESTION 1 – OVERALL PREFERENCE SCORING
 (Note – this has been weighted)

	% Answer	Score
e) Email alert	28.44%	188
c) Leaflet / Letter to householders	25.11%	166
j) Through Parish and Town Councils	10.89%	72
h) Local newspapers (please name below)	10.59%	70
a) Council's website	9.23%	61
f) Site notices	6.20%	41
g) Posters	3.63%	24
d) Paper copies of documents in Council offices and libraries	2.12%	14
i) Coverage elsewhere in the media (e.g. local radio - please name)	1.51%	10
b) Social Media	1.36%	9
k) OTHER (Please provide details)	0.91%	6
Total	100.00%	661



Q1. Overall Preference Scoring without weighting i.e. Frequency which each method was mentioned as a top 3 preference

	% Answer	Score
e) Email alert	23.00%	73
c) Leaflet / Letter to householders	22.00%	71
j) Through Parish and Town Councils	12.00%	40
h) Local newspapers	12.00%	40
a) Council's website	10.00%	31
f) Site notices	7.00%	22
g) Posters	6.00%	18
d) Paper copies of documents in Council offices and libraries	3.00%	11
i) Coverage elsewhere in the media	2.00%	7
b) Social Media	1.50%	5
k) OTHER	1.50%	5
Total	100.00%	323

Q2a Which of the following methods would be the **MOST** effective way to **gather your views** about plans setting out where future development (e.g. housing and employment) should take place and why? (Please choose your top 3 most effective ways).

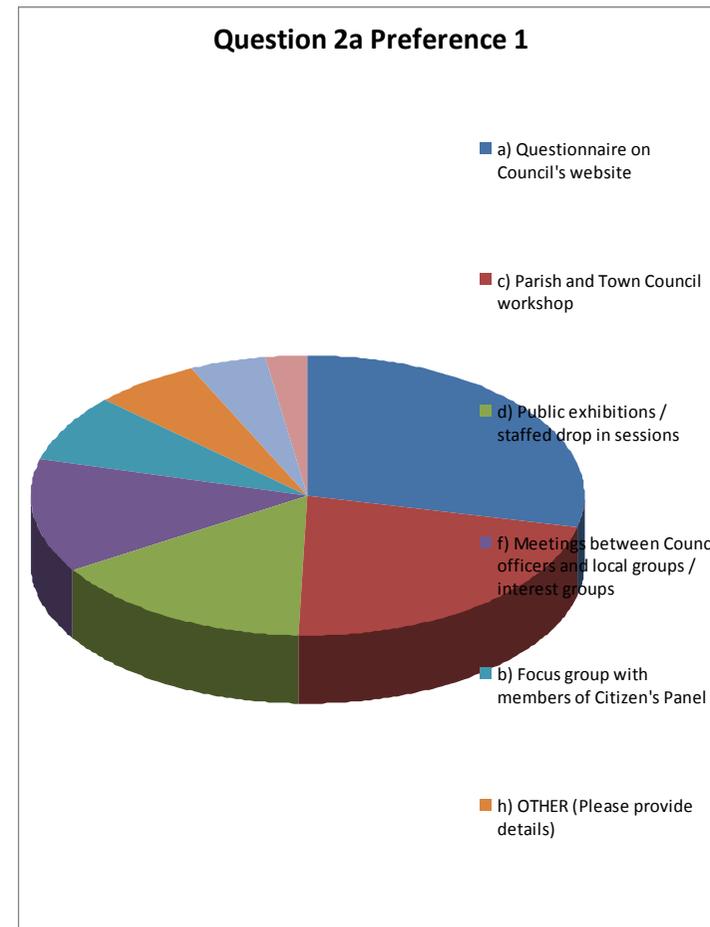
- a) Questionnaire on Council's website
- b) Focus group with members of Citizen's Panel
- c) Parish & Town Council workshop
- d) Public exhibitions / staffed drop in sessions
- e) Interactive workshops involving members of the public in the local community
- f) Meetings between Council officers and local groups / interest groups
- g) Outreach work with 'hard to reach groups' (e.g. the disabled, ethnic minorities and the young – school aged, young professionals and young families)
- h) OTHER (Please provide details)

Most

- 1.
- 2.
- 3.

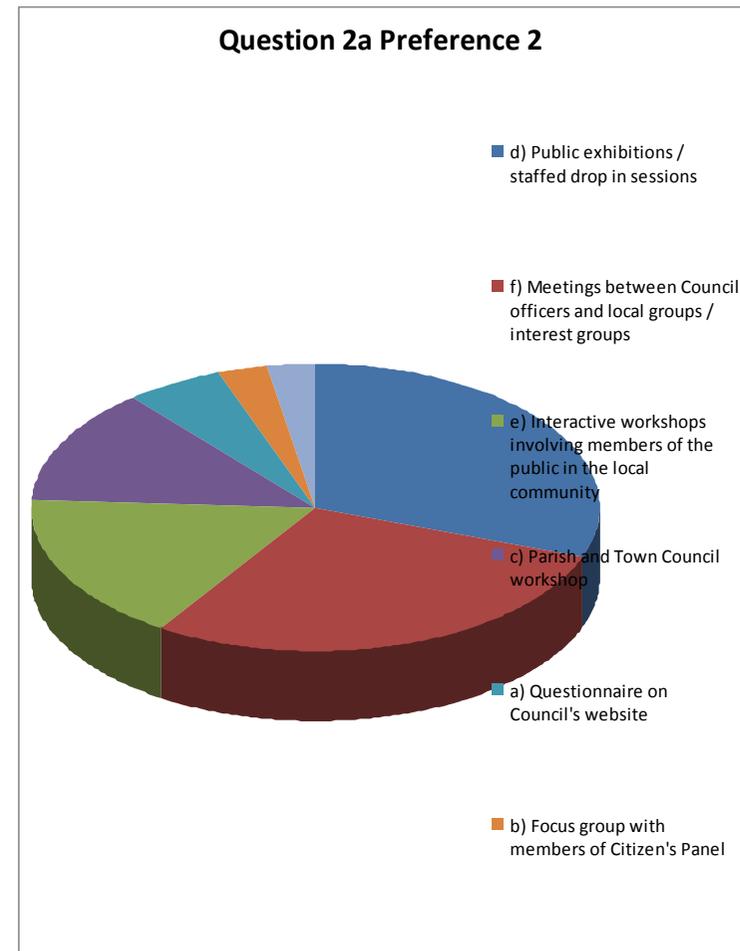
QUESTION 2A PREFERENCE 1

	% Total	% Answer	Count
Number of Responses	99.14%	-	115
a) Questionnaire on Council's website	28.45%	28.70%	33
c) Parish and Town Council workshop	21.55%	21.74%	25
d) Public exhibitions	15.52%	15.65%	18
f) Meetings between Council officers and local groups	12.93%	13.04%	15
b) Focus group with members of Citizen's Panel	7.76%	7.83%	9
h) OTHER (Please provide details)	6.03%	6.09%	7
e) Interactive workshops	4.31%	4.35%	5
g) Outreach work with 'hard to reach groups'	2.59%	2.61%	3
[No Response]	0.86%	-	1
Total	100.00%	100.00%	116



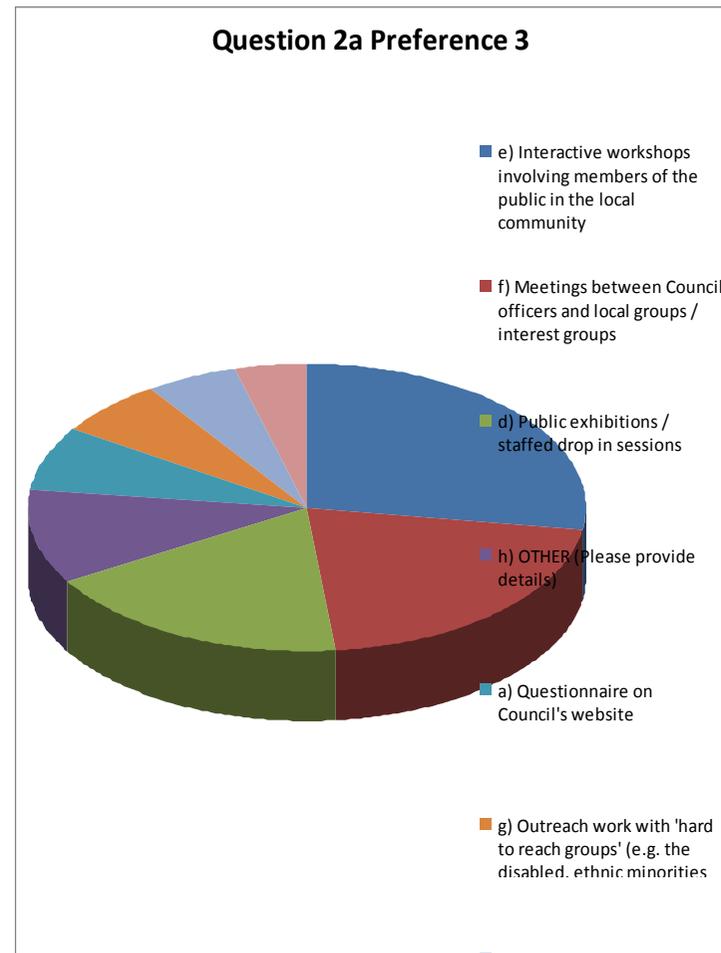
QUESTION 2A PREFERENCE 2

	% Total	% Answer	Count
Number of Responses	93.10%	-	108
d) Public exhibitions	28.45%	30.56%	33
f) Meetings	26.72%	28.70%	31
e) Interactive workshops	15.52%	16.67%	18
c) Parish and Town Council workshop	12.07%	12.96%	14
a) Questionnaire on Council's website	5.17%	5.56%	6
b) Focus group with members of Citizen's Panel	2.59%	2.78%	3
h) OTHER (Please provide details)	2.59%	2.78%	3
g) Outreach work with 'hard to reach groups'	0.00%	0.00%	0
[No Response]	6.90%	-	8
Total	100.00%	100.00%	116



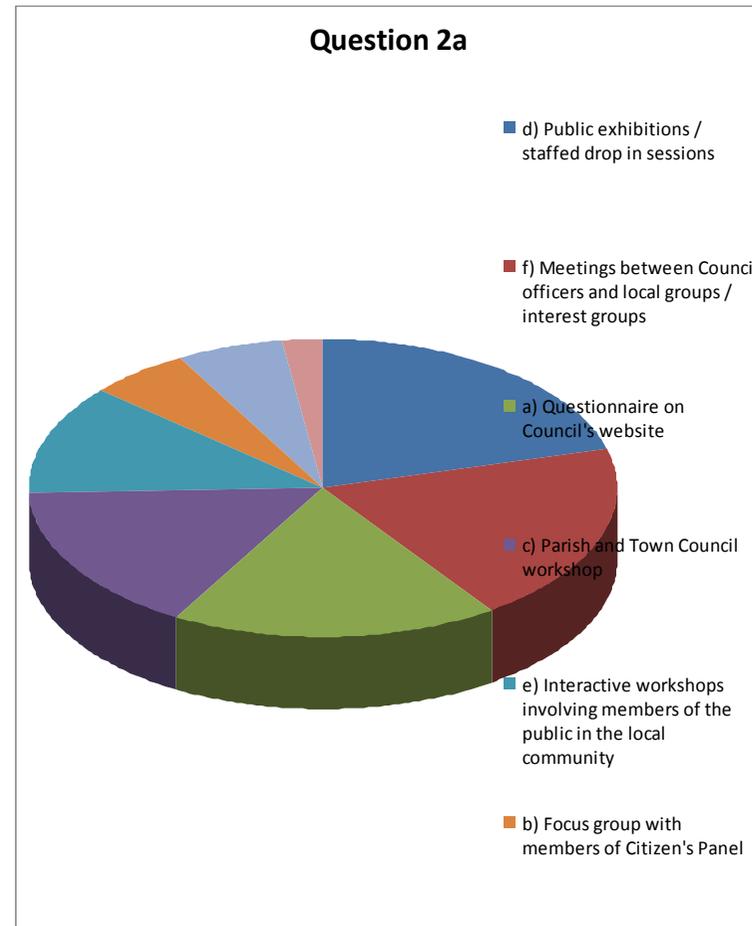
QUESTION 2A PREFERENCE 3

	% Total	% Answer	Count
Number of Responses	81.90%	-	95
e) Interactive workshops i	22.41%	27.37%	26
f) Meetings	17.24%	21.05%	20
d) Public exhibitions	14.66%	17.89%	17
h) OTHER (Please provide details)	8.62%	10.53%	10
a) Questionnaire on Council's website	6.03%	7.37%	7
g) Outreach work with 'hard to reach groups'	5.17%	6.32%	6
b) Focus group with members of Citizen's Panel	4.31%	5.26%	5
c) Parish and Town Council workshop	3.45%	4.21%	4
[No Response]	18.10%	-	21
Total	100.00%	100.00%	116



QUESTION 2a – OVERALL PREFERENCE SCORING
 (Note this has been weighted)

	%	Score
d) Public exhibitions / staffed drop in sessions	20.88%	137
f) Meetings	19.36%	127
a) Questionnaire on Council's website	17.99%	118
c) Parish and Town Council workshop	16.31%	107
e) Interactive workshops	11.74%	77
b) Focus group with members of Citizen's Panel	5.79%	38
h) OTHER (Please provide details)	5.64%	37
g) Outreach work with 'hard to reach groups'	2.29%	15
Total	100.00%	656



Q2a. Overall Preference Scoring without weighting i.e. Frequency which each method was mentioned as a top 3 preference

	% Answer	Score
d) Public exhibitions / staffed drop in sessions	21.4	68
f) Meetings between Council officers and local groups / interest groups	20.8	66
a) Questionnaire on Council's website	14.4	46
c) Parish and Town Council workshop	13.5	43
e) Interactive workshops involving members of the public in the local community	15.4	49
b) Focus group with members of Citizen's Panel	5.3	17
h) OTHER (Please provide details)	6.2	20
g) Outreach work with 'hard to reach groups' (e.g. the disabled, ethnic minorities and the young - school aged, young professional and young families)	3	9
Total	100.00%	318

Q2b Which of the following methods would be the **LEAST** effective way to **gather your views** about plans setting out where future development (e.g. housing and employment) should take place and why? (Please choose your top 3 least effective ways).

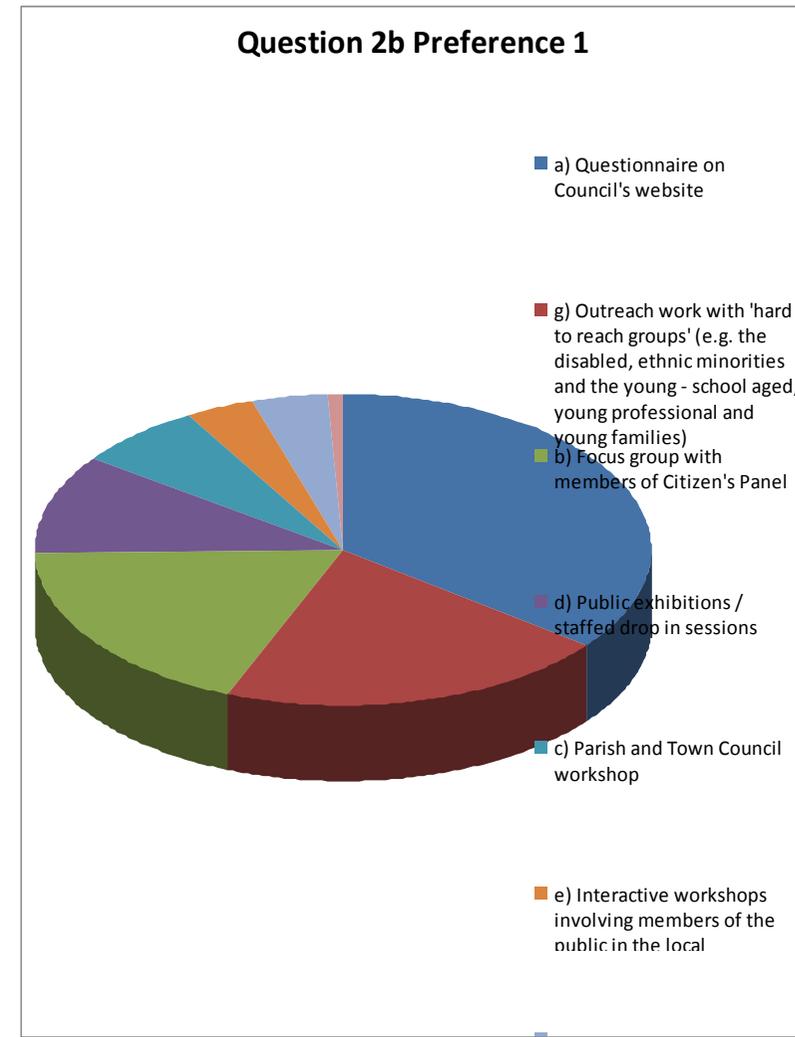
- i) Questionnaire on Council's website
- j) Focus group with members of Citizen's Panel
- k) Parish & Town Council workshop
- l) Public exhibitions / staffed drop in sessions
- m) Interactive workshops involving members of the public in the local community
- n) Meetings between Council officers and local groups / interest groups
- o) Outreach work with 'hard to reach groups' (e.g. the disabled, ethnic minorities and the young – school aged, young professionals and young families)
- p) OTHER (Please provide details)

Least

1.
2.
3.

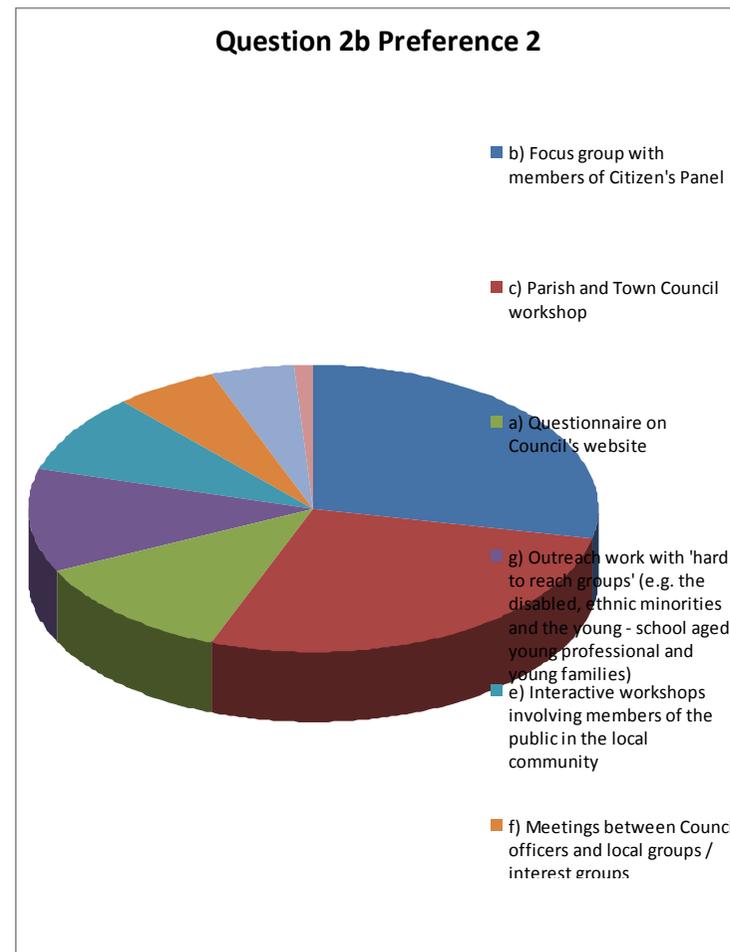
QUESTION 2B PREFERENCE 1

	% Total	% Answer	Count
Number of Responses	92.24%	-	107
a) Questionnaire on Council's website	32.76%	35.51%	38
g) Outreach work with 'hard to reach groups'	18.97%	20.56%	22
b) Focus group with members of Citizen's Panel	17.24%	18.69%	20
d) Public exhibitions / s	9.48%	10.28%	11
c) Parish and Town Council workshop	6.03%	6.54%	7
e) Interactive workshops	3.45%	3.74%	4
f) Meetings between Council officers and local groups / interest groups	3.45%	3.74%	4
h) OTHER (Please provide details)	0.86%	0.93%	1
[No Response]	7.76%	-	9
Total	100.00%	100.00%	116



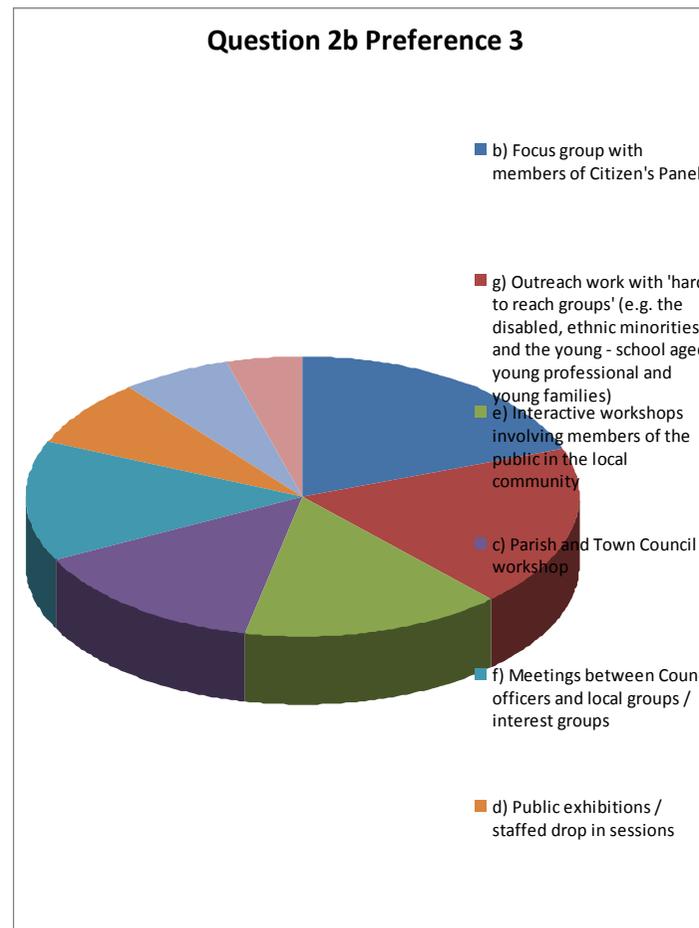
QUESTION 2B PREFERENCE 2

	% Total	% Answer	Count
Number of Responses	87.93%	-	102
b) Focus group with members of Citizen's Panel	25.00%	28.43%	29
c) Parish and Town Council workshop	24.14%	27.45%	28
a) Questionnaire on Council's website	10.34%	11.76%	12
g) Outreach work with 'hard to reach groups'	10.34%	11.76%	12
e) Interactive workshops	7.76%	8.82%	9
f) Meetings	5.17%	5.88%	6
d) Public exhibitions	4.31%	4.90%	5
h) OTHER (Please provide details)	0.86%	0.98%	1
[No Response]	12.07%	-	14
Total	100.00%	100.00%	116



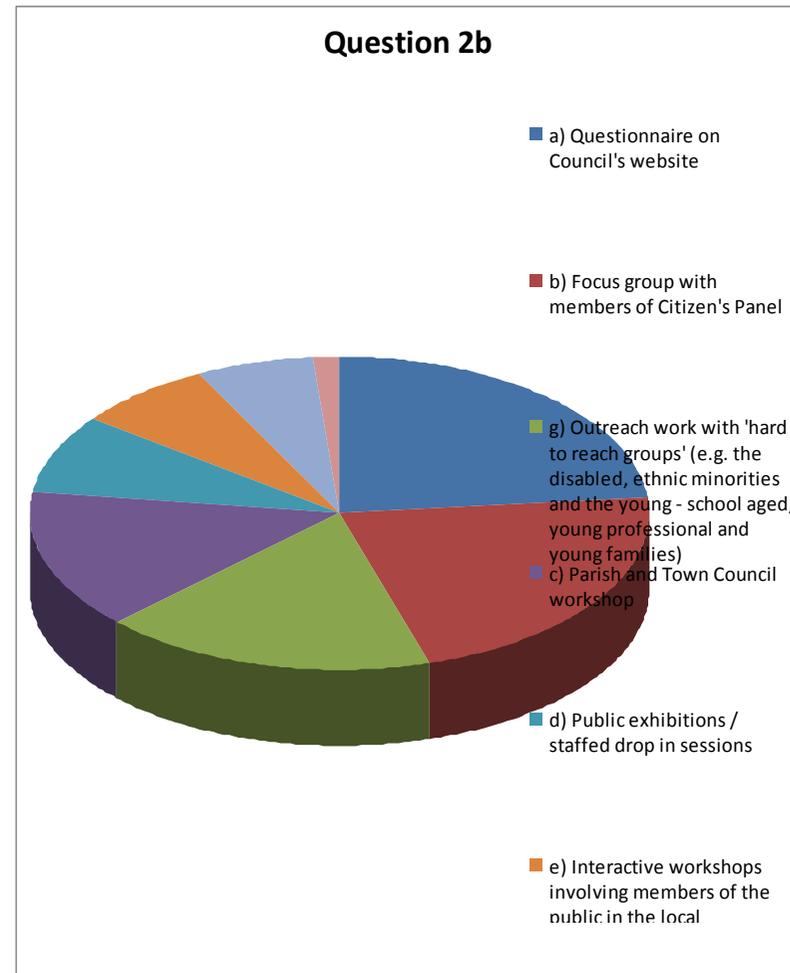
QUESTION 2B PREFERENCE 3

	% Total	% Answer	Count
Number of Responses	79.31%	-	92
b) Focus group with members of Citizen's Panel	15.52%	19.57%	18
g) Outreach work with 'hard to reach groups'	14.66%	18.48%	17
e) Interactive workshops	12.07%	15.22%	14
c) Parish and Town Council workshop	11.21%	14.13%	13
f) Meetings between Council officers and local groups / interest groups	11.21%	14.13%	13
d) Public exhibitions / staffed drop in sessions	6.03%	7.61%	7
a) Questionnaire on Council's website	5.17%	6.52%	6
h) OTHER (Please provide details)	3.45%	4.35%	4
[No Response]	20.69%	-	24
Total	100.00%	100.00%	116



QUESTION 2b – OVERALL PREFERENCE SCORING
 (Note – this has been weighted)

	%	Score
	Answer	
a) Questionnaire on Council's website	23.34%	144
b) Focus group with members of Citizen's Panel	22.04%	136
g) Outreach work with 'hard to reach groups'	17.34%	107
c) Parish and Town Council workshop	14.59%	90
d) Public exhibitions / staffed drop in sessions	8.10%	50
e) Interactive workshops	7.13%	44
f) Meetings between Council officers and local groups / interest groups	6.00%	37
h) OTHER (Please provide details)	1.46%	9
Total	100.00%	617



Q2b. Overall Preference Scoring without weighting i.e. Frequency which each method was mentioned as a top 3 preference

	%	
	Answer	Score
b) Focus group with members of Citizen's Panel	22.3	67
e) Interactive public workshops	9	27
d) Public exhibitions / staffed drop in sessions	7.6	23
g) Outreach work with 'hard to reach groups'	16.9	51
c) Parish and Town Council workshop	16	48
a) Questionnaire on Council's website	18.6	56
f) Meetings between Council officers and local groups	7.6	23
h) OTHER	2	6
TOTAL	100	301

PART B – ABOUT RESPONDENTS

Proportion of Organisations & Individuals

	% Total	% Answer	Count
Number of Responses	87.93%	-	102
Organisation	18.97%	21.57%	22
Individual	68.97%	78.43%	80
[No Response]	12.07%	-	14
Total	100.00%	100.00%	116

Male / Female Split

	% Total	% Answer	% Frequency	Count
Number of Responses	76.72%	-	-	89
Male	49.14%	64.04%	49.14%	57
Female	27.59%	35.96%	27.59%	32
[No Response]	23.28%	-	23.28%	27
Total	100.00%	100.00%	-	116

Respondents with Disabilities

	% Total	% Answer	% Frequency	Count
Number of Responses	74.14%	-	-	86
No	65.52%	88.37%	65.52%	76
Yes, affecting mobility	5.17%	6.98%	5.17%	6
Yes, affecting hearing	1.72%	2.33%	1.72%	2
Yes, affecting vision	0.00%	0.00%	0.00%	0
Yes, a learning disability	0.00%	0.00%	0.00%	0
Other (Please specify below)	1.72%	2.33%	1.72%	2
[No Response]	25.86%	-	25.86%	30
Total	100.00%	100.00%	-	116

Age Groups of Respondents

	% Total	% Answer	% Frequency	Count
Number of Responses	75.00%	-	-	87
16-24	0.00%	0.00%	0.00%	0
25-34	2.59%	3.45%	2.59%	3
35-44	6.90%	9.20%	6.90%	8
45-54	8.62%	11.49%	8.62%	10
55-59	8.62%	11.49%	8.62%	10
60-64	17.24%	22.99%	17.24%	20
65-74	26.72%	35.63%	26.72%	31
75+	4.31%	5.75%	4.31%	5

[No Response]	25.00%	-	25.00%	29
Total	100.00%	100.00%	-	116

Ethnic Group of Respondents

	% Total	% Answer	% Frequency	Count
Number of Responses	75.86%	-	-	88
White British	74.14%	97.73%	74.14%	86
White Irish	0.86%	1.14%	0.86%	1
Any Other White Background (please specify below)	0.86%	1.14%	0.86%	1
Mixed: White and Black Caribbean	0.00%	0.00%	0.00%	0
Mixed: White and Black African	0.00%	0.00%	0.00%	0
Mixed: White and Asian	0.00%	0.00%	0.00%	0
Any other Mixed background (please specify below)	0.00%	0.00%	0.00%	0
Black or Black British: Caribbean	0.00%	0.00%	0.00%	0
Black or Black British: African	0.00%	0.00%	0.00%	0
Any other Black background (please specify below)	0.00%	0.00%	0.00%	0
Asian or Asian British: Indian	0.00%	0.00%	0.00%	0
Asian or Asian British: Pakistani	0.00%	0.00%	0.00%	0
Asian or Asian British: Bangladeshi	0.00%	0.00%	0.00%	0
Any other Asian background (please specify below)	0.00%	0.00%	0.00%	0
Chinese	0.00%	0.00%	0.00%	0
Any other ethnic background (please specify below)	0.00%	0.00%	0.00%	0
[No Response]	24.14%	-	24.14%	28
Total	100.00%	100.00%	-	116

Where Respondents Live

	% Total	% Answer	% Frequency	Count
Number of Responses	77.59%	-	-	90
Leek	12.07%	15.56%	12.07%	14
Biddulph	12.07%	15.56%	12.07%	14
Cheadle	14.66%	18.89%	14.66%	17
Rural (i.e. outside the towns)	38.79%	50.00%	38.79%	45
[No Response]	22.41%	-	22.41%	26
Total	100.00%	100.00%	-	116

Employment Status of Respondents

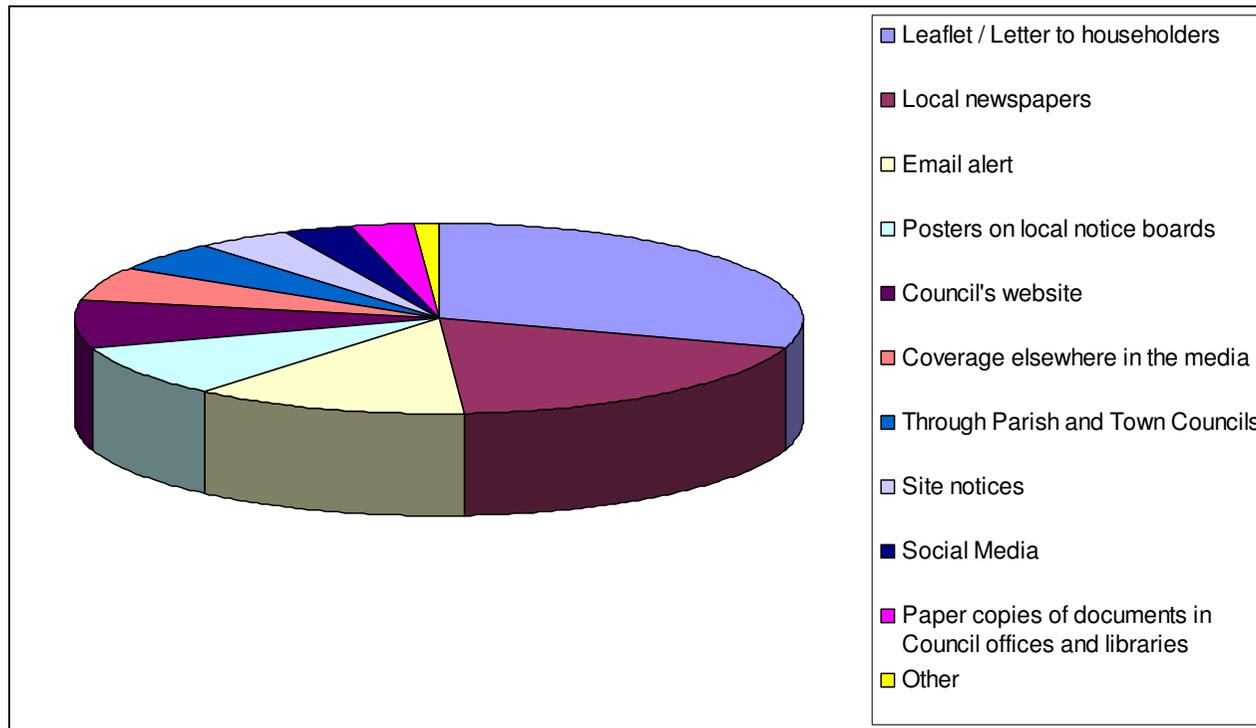
	% Total	% Answer	% Frequency	Count
Number of Responses	75.00%	-	-	87
Working full-time	13.68%	18.18%	13.79%	16
Working part-time	11.97%	15.91%	12.07%	14
Self employed	5.98%	7.95%	6.03%	7
Long term sick	0.00%	0.00%	0.00%	0
Unemployed	1.71%	2.27%	1.72%	2
Retired	35.90%	47.73%	36.21%	42
Not working for other reasons	5.98%	7.95%	6.03%	7
[No Response]	24.79%	-	25.00%	29
Total	100.00%	100.00%	-	117

2. Citizens Panel

448 Responses Received

- a) Which of the following methods do you think would be the **MOST** effective way of notifying you about consultation on plans setting out where future development (e.g. housing and employment) should take place? (Respondents could choose up to 3 options)

Most Effective Ways of Notifying People about Consultations



	%	
	Answer	Score
c) Leaflet / Letter to householders	30	366
h) Local newspapers	19	237
e) Email alert	12	145
g) Posters on local notice boards	9	110
a) Council's website	8	94
i) Coverage elsewhere in the media	6	75
j) Through Parish and Town Councils	5	60
f) Site notices	4	52
b) Social Media	3	34
d) Paper copies of documents in Council offices and libraries	3	38
k) OTHER (Please provide details)	1	12
TOTAL	100	1223

Name of suggested local newspapers:

- Leek Post & Times – 132
- Sentinel - 67
- Biddulph Chronicle - 37
- Cheadle Post & Times - 11
- Cheadle & Tean Times – 38
- Stunner - 3
- Uttoxeter Advertiser – 4
- Biddulph News (free paper) – 2
- Biddulph Times - 1
- Ashbourne Telegraph – 1
- Blythe & Forsbrook Times – 1

- Werrington Focus - 1
- Other – 4

Name of other suggested local media:

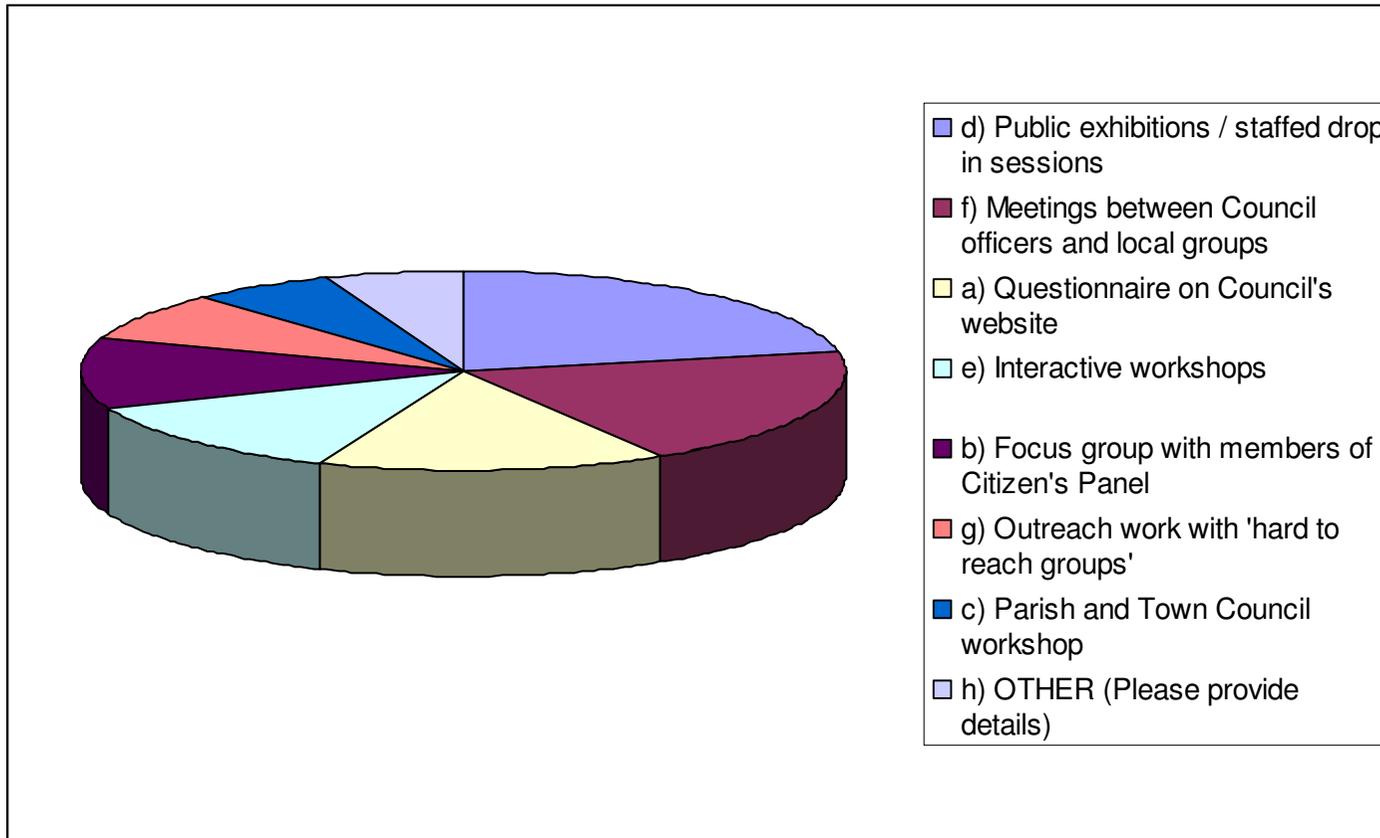
- Radio Stoke – 82
- Moorlands Radio – 25
- Signal 2 – 3
- Signal 1 – 26
- Radio Derby - 1
- Midlands TV – 1
- Local Radio - 5

Other ways of notifying people about planning proposals:

- Libraries (including mobile) - 3
- Cheadle town council - 2
- Local meeting in the village hall - 2
- Councillors are very poor at communicating with voters - 2
- Community associations
- Places public access i.e. GPS, hospitals,
- Telephone or door stepping
- Notice to near neighbours likely to be affected
- Need a community board for all such information
- Large Focus groups e.g. U3A
- Werrington village life magazine
- Notice Board at local shop or post office
- Supermarket public notice boards. Leisure centre
- Community associations
- Places public access i.e. GPS, hospitals,

b) Which of the following methods would be the MOST effective way to gather your views about plans setting out where future development (e.g. housing and employment) should take place and why?

Most Effective ways of gathering Views about Plans



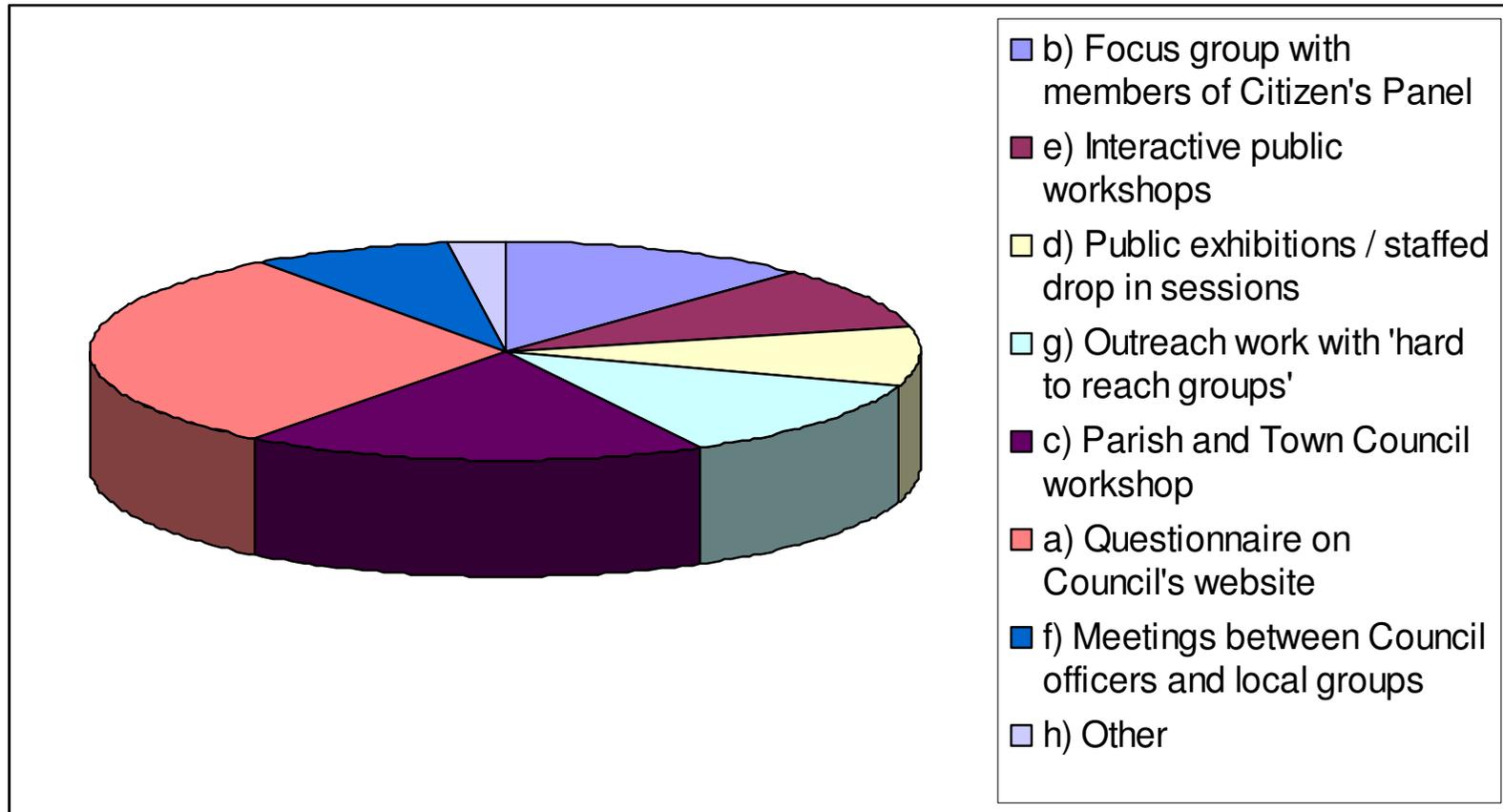
	%	Answer Score
d) Public exhibitions / staffed drop in sessions	22	167
f) Meetings between Council officers and local groups / interest groups	19.3	146
a) Questionnaire on Council's website	14.7	111
e) Interactive workshops involving members of the public in the local community	13	98
b) Focus group with members of Citizen's Panel	11.4	86
g) Outreach work with 'hard to reach groups' (e.g. the disabled, ethnic minorities and the young - school aged, young professional and young families)	7.6	58
c) Parish and Town Council workshop	6.2	47
h) OTHER (Please provide details)	5.8	44
	Total 100.00%	757

Reasons given / other methods:

- Most people would look at web;
- Because Citizens' Panel is useful;
- Assuming the questionnaire is advertised or posted out;
- E mail & hard copy questionnaire;
- Community association meetings;
- Door to door visits or letters;
- All options needed.

c) Which of the following methods would be the LEAST effective way to gather your views about plans setting out where future development (e.g. housing and employment) should take place and why?

Least Effective ways of gathering Views about Plans



	%	
	Answer	Score
b) Focus group with members of Citizen's Panel	12.1	74
e) Interactive public workshops	9.3	57
d) Public exhibitions / staffed drop in sessions	9	55
g) Outreach work with 'hard to reach groups'	11.7	72
c) Parish and Town Council workshop	18.2	112
a) Questionnaire on Council's website	29.6	182
f) Meetings between Council officers and local groups	8	49
h) OTHER	2.1	13
TOTAL	100	614

Reasons given / other methods:

- Time;
- Have to know it is there;
- Details only available at Leek;
- Not achieve a wide selection.

Gender of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	167	37.3	41.4	41.4
	Female	236	52.7	58.6	100.0
	Total	403	90.0	100.0	
Missing	No answer	21	4.7		
	System	24	5.4		
	Total	45	10.0		
Total		448	100.0		

Age of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-24	17	3.8	4.0	4.0
	25-34	30	6.7	7.1	11.2
	35-44	61	13.6	14.5	25.7
	45-54	70	15.6	16.7	42.4
	55-59	45	10.0	10.7	53.1

	60-64	60	13.4	14.3	67.4
	65-74	107	23.9	25.5	92.9
	75+	30	6.7	7.1	100.0
	Total	420	93.8	100.0	
Missing	No	19	4.2		
	Answer				
	System	9	2.0		
	Total	28	6.3		
Total		448	100.0		

Economic_Status of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Working full time	114	25.4	26.6	33.6
Unemployed	4	.9	.9	34.6
Working part time	53	11.8	12.4	47.0
Self employed	29	6.5	6.8	53.7

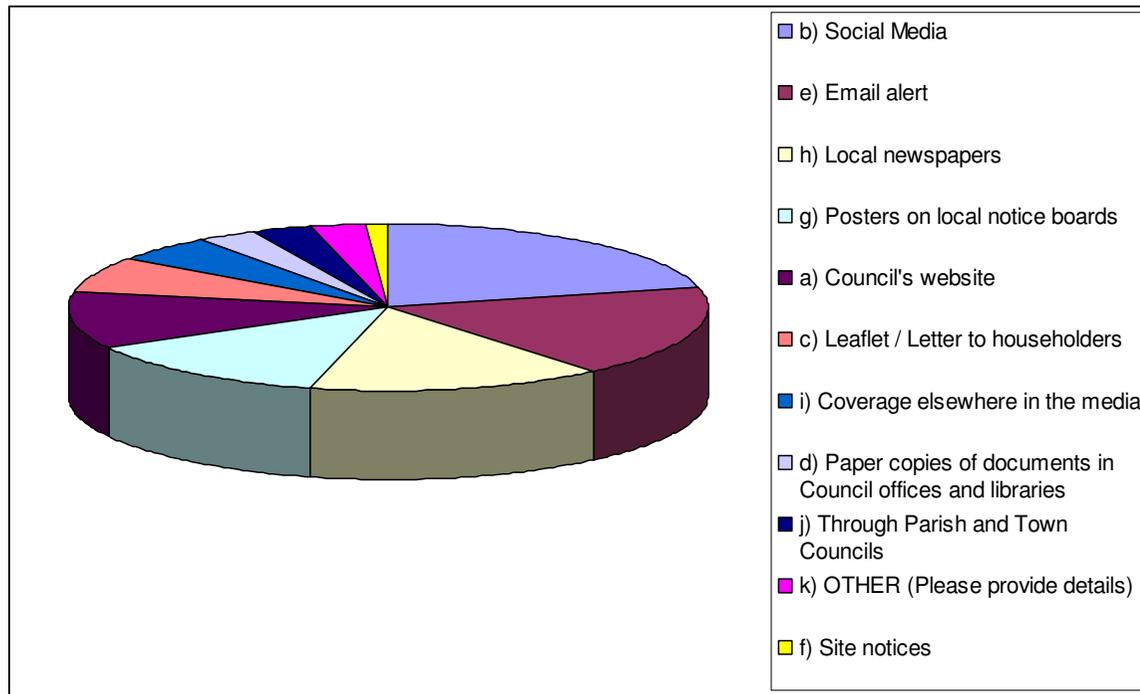
	Long term sick	8	1.8	1.9	55.6
	Retired	177	39.5	41.4	97.0
	Not working for other reasons	13	2.9	3.0	100.0
	Total	428	95.5	100.0	
Missing	No answer	47	3.8		
	System	3	.7		
	Total	20	4.5		
Total		448	100.0		

3. Youth Service

24 Responses Received

a) Which of the following methods do you think would be the MOST effective way of notifying you about consultation on plans setting out where future development (e.g. housing and employment) should take place? (Respondents could choose up to 3 options)

Most effective way of notifying people about consultations (overall result)

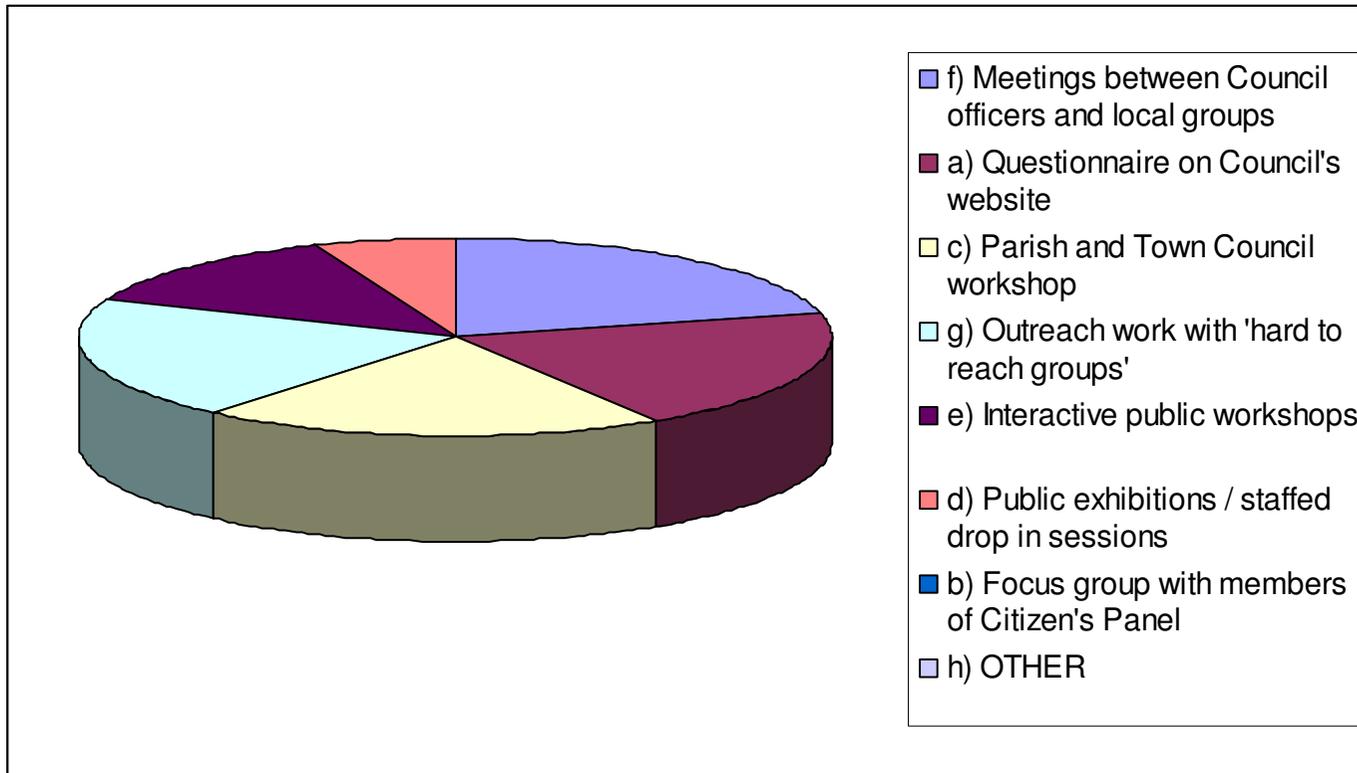


	%	
	Answer	Score
b) Social Media	21	15
e) Email alert	18	13
h) Local newspapers (please name below)	15	11
g) Posters on local notice boards	13	9
a) Council's website	11	8
c) Leaflet / Letter to householders	7	5
i) Coverage elsewhere in the media (e.g. local radio - please name)	5	4
d) Paper copies of documents in Council offices and libraries	3	2
j) Through Parish and Town Councils	3	2
k) OTHER (Please provide details)	3	2
f) Site notices	1	1
TOTAL	100	72

Radio Stoke	1
Text Message	2
Leek Post & Times	2

b) Which of the following methods would be the MOST effective way to gather your views about plans setting out where future development (e.g. housing and employment) should take place and why?

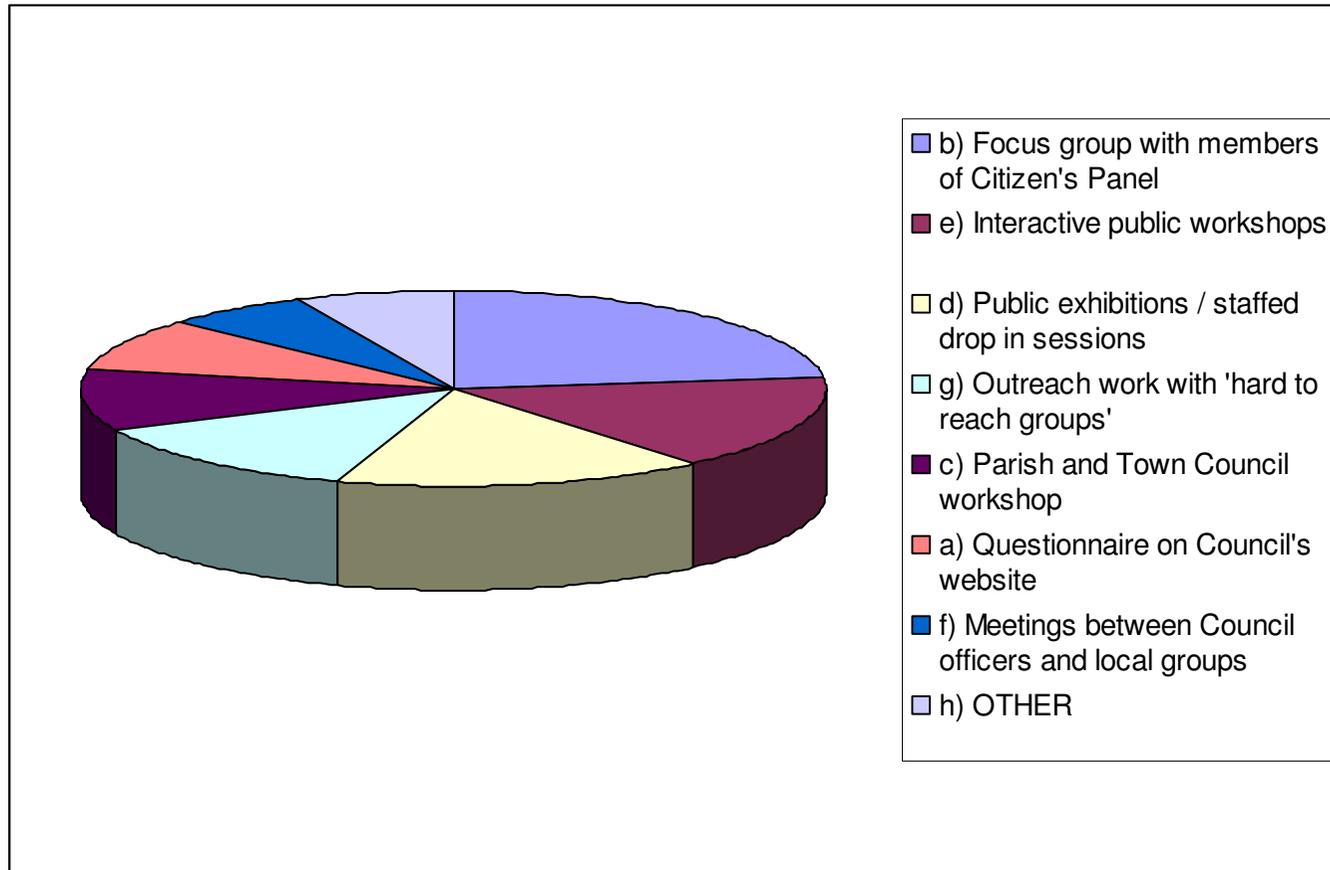
Most effective ways of gathering views about plans (overall result)



	%	Score
	Answer	Score
f) Meetings between Council officers and local groups	21	15
a) Questionnaire on Council's website	20	14
c) Parish and Town Council workshop	20	14
g) Outreach work with 'hard to reach groups'	20	14
e) Interactive public workshops	13	9
d) Public exhibitions / staffed drop in sessions	6	4
b) Focus group with members of Citizen's Panel	0	0
h) OTHER	0	0
TOTAL	100	70

c) Which of the following methods would be the LEAST effective way to gather your views about plans setting out where future development (e.g. housing and employment) should take place and why?

Least effective ways of gathering views about plans (overall result)



	%	
	Answer	Score
b) Focus group with members of Citizen's Panel	23	16
e) Interactive public workshops	16	11
d) Public exhibitions / staffed drop in sessions	16	11
g) Outreach work with 'hard to reach groups'	13	9
c) Parish and Town Council workshop	10	7
a) Questionnaire on Council's website	9	6
f) Meetings between Council officers and local groups	6	4
h) OTHER	7	5
TOTAL	100	69

ABOUT RESPONDENTS

Male / Female Respondents

Male	19
Female	5

Disability

No	18
No response	2
Yes	4

Age

Under 16	16
16 – 24	7
No response	1

Ethnicity

White (British)	21	Polish 1
No response	2	

Where they live

Leek	11
Cheadle	1
Biddulph	0
Rural	11
Not stated	1

Economic Status

Working Full Time	0
Working Part Time	6
Long Term Sick	0
Unemployed	1
Self Employed	0
Retired	0
Not working for other reasons (in Education)	16
No response	1

4. Other Comments

RESPONDENT NAME	SUMMARY OF COMMENTS	OFFICER RESPONSE
Environment Agency	No comments	Noted.
Network Rail	<p>In the existing SCI from 2006 it states that Network Rail is under a list of '<i>general consultees (as appropriate)</i>'. Network Rail is a statutory undertaker and has been so since 2008. Please ensure that Network Rail is consulted as a statutory undertaker for all proposals adjacent to, adjoining, over, under or above the railway and railway infrastructure.</p> <p>We would also flag up the council's statutory duty to consult us under Schedule 5 (f)(ii) of the Town & Country Planning (Development Management Procedure) Order, 2010 where the council must consult the statutory rail undertaker where a proposal for development is likely to result in a material increase in the volume or a material change in the character of traffic using a level crossing over a railway.</p> <p>Councils (and now increasingly neighbourhood areas) are urged to take the view that level crossings can be impacted in a variety of ways by planning proposals:</p> <ul style="list-style-type: none"> • By a proposal being directly next to a level crossing • By the cumulative effect of developments added over time in the vicinity of a level crossing • By the type of level crossing involved e.g. where pedestrians only are allowed to use the level crossing, but a proposal involves allowing cyclists to use the route • By the construction of large developments (commercial and residential) where road access to and from the site includes a level crossing or the level / type of use of a level crossing increases as a result of diverted traffic or of a new highway, but where the level crossing is not adjacent to the railway. • By developments that might impede pedestrians ability to hear approaching 	<p>Comments noted. It is accepted that the current SCI is out of date in many respects and this is the main reason the Council has decided to review it. Network Rail is listed as a statutory consultee on our Consultation Database.</p>

	<p>trains at a level crossing, e.g. new airports or new runways / highways / roads</p> <ul style="list-style-type: none"> • By proposals that may interfere with pedestrian and vehicle users' ability to see level crossing warning signs • By any developments for schools, colleges or nurseries where minors in numbers may be using the level crossing • By any proposal that may cause blocking back across the level crossing • By any proposal which may see a level crossing impacted by the introduction of cycling or walking routes 	
Staffordshire County Council Education Section	<p>Most effective way of notifying us (in priority order) – email alert, Council's website, leaflet / letter.</p> <p>Most useful way to gather views (in priority order) - we have found it useful to have meetings with Borough/District Council officers to discuss issues; Questionnaire on Council's website – so that we can provide a formal written response; If SMDC provides information in relation to the location and size of strategic sites and the location of other developments we can carry out a modeling exercise to project the likely requirements to address the increasing numbers expected in connection with the housing growth proposed. This does not necessarily need to form part of a formal consultation but can be done alongside this process to provide an evidence base for the local plan and we would welcome discussing this further. Any information provided would be treated in a confidential manner where applicable.</p> <p>Least useful way to gather views - Outreach work with 'hard to reach groups' – as not applicable to our team.</p>	Comments noted. Meetings and correspondence with statutory consultees are considered to be particularly useful where issues exist which require further exploration. This has been reflected in the Draft SCI with its inclusion at the preparation and publication stages in Table 3.2.
Councillor Hawkins	I believe at least three of the options are relevant if not more. 1. The Council, website. 2. Via the Parish Councils and 3. One Stop Shops etc.	Comments noted. The three options identified have all been included as consultation methods in the SCI and are proposed to be used extensively when consulting on planning policy documents.

<p>Cheadle Unite</p>	<p>Cheadle Unite committee have not been available to meet and comment on the 'Statement on Community Involvement'. The committee is made up of employed individuals, many with families with holiday commitments during the summer and who have already placed significant time and effort in a significant number of representations in the interests of Cheadle. The last of these was only last month (5/08/13).</p> <p>Further we are awaiting feedback regarding the Planning inspector process and the Cheadle Unite Representation for main modifications (Aug 2013) which we hope for clarity will contain details and comments on the situation that pre-date any current or future 'Community Involvement' initiative. Given the time and date we have spent to date we want to ensure that the Planning inspector feedback from last winter's hearings is fully understood before moving forward on further engagement and effort. We feel this is more than reasonable given our unpaid and extensive community support to date.</p>	<p>Comments noted. There will be a further opportunity for Cheadle Unite and any other interested parties to comment on the contents of the SCI before its adoption. Notification about this consultation will take place in due course.</p>
<p>J. Weston</p>	<p>In my opinion, the complications in Cheadle largely stems from residents finding out about the proposals at different stages of the process. The preferred options stage was the key stage when residents needed to engage with the process in order to express their views. Following SMDC's half page advertisement the local paper during the preferred options stage, it is not surprising in my opinion, that the majority of people in Cheadle including myself were unaware of the proposals. I believe it would have been preferable to follow the East Staffs example of advertising, as they gave a clear informative advert conveying the information in map form which detailed exact housing numbers in each area of the district (see attached pdf). This is the key information which will prompt people to make representations, all at the same time.</p> <p>I understand SMDC does not have the luxury of a Council newsletter anymore. Therefore, please consider spending extra time on advertising when the next stage of the strategy needs to be publicised. Articles need to provide detailed maps and accompanying information such as housing numbers (not percentages) and actual locations in order to</p>	<p>Comments noted. The strategy proposed in Table 3.2 of the Draft SCI, the consultation plan for the planning policy documents the Council produces, addresses the points made. The section of the table showing how the general public will be consulted during preparation of the Local Plan and its publication shows that emphasis is being placed on notifying people about proposals at an early stage giving them the opportunity to be involved throughout the process rather than them finding out at a late stage. A number of methods aiming to notify as many people as possible are proposed to be used over and above the Council's statutory</p>

	<p>gain best feedback from residents. Each market town has its own local paper, so the article could be tailored specifically for that town. A half page advert would provide enough space for all the detail required, as east staffs have demonstrated. This would not result in extra costs in advertising but the outcome would be much more fruitful and appreciated by residents and I am sure this would improve the decision making process.</p>	<p>requirements such as direct mail outs to all households and businesses in the District at the Site Options and Preferred Options stages as well as site notices and paid publicity in the local papers.</p> <p>It is agreed that the nature of the advertising is very important to ensure that the public understand the proposals and this will be given careful consideration before publication. The example supplied from East Staffordshire is noted.</p>
Councillor Price	<ul style="list-style-type: none"> • Importance of social media as a way of engaging with younger people; • Use of local newspapers is important though clear message needs conveying; • Careful communication of the message as to why more housing is needed would be very useful to help people understand this; • Suggest going to places with high footfalls of people to obtain views as one method e.g. town centres and schools to engage with younger people. 	<p>Comments noted. All of the points made will be carefully considered when producing the Local Plan including Site Allocations in particular.</p>

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Response No.	Name	Organisation	Summary of Representation	Officer Response
GENERAL COMMENTS				
1	David McGrath		Past workshops have been managed in a very controlled way to obtain what the Council wanted to know not what the audience wanted to know. It was also very unclear as to exactly what the workshop was being held for.	Comments noted. It is assumed that this refers to the Community Conversations Workshops held in 2011. The feedback is noted and the Council will endeavour to address these issues in future workshops it undertakes. No changes to the SCI proposed.
1	David McGrath		Do not feel that Parish Councils are receiving sufficient one to one training on what is a very complicated issue around the Core Strategy to enable them to answer the daily questions from the electorate - some Councillors have no comprehension of what this all entails. To hold one meeting on May 8th for a Parish Assembly where two members of each Council attend to go back to their respective Parish Council is not sufficient as they will provide their own personal interpretation of what they gain.	Comments noted. One way of addressing this is for a future Parish Assembly to be held which will take the format of a training session with an open invitation to all Parish Councillors to attend. Involvement of Parish Councils in the site allocations process is considered to be extremely important and with this in mind, following the special Parish Assembly meeting on 8th May 2014, the Council has presented an opportunity for Parish Councils to further consider potential sites for allocation within their Parish before the Council decides on site options for public consultation. Packs have been sent out to Parish Councils with maps and further details of potential sites in their area and they have been given until 31st July 2014 for comments to be submitted back to the Council prior to any decisions being taken. No changes to the SCI proposed.
2		Natural England	Supportive of the principle of meaningful and early engagement with the public, community and other organisations and statutory bodies in local planning matters, both in terms of shaping policy and	Support noted. No changes to the SCI proposed.

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Response No.	Name	Organisation	Summary of Representation	Officer Response
			participating in the process of determining planning applications.	
4		Sandbrook	Document seems very comprehensive.	Comment noted. No changes to the SCI proposed.
5	Chris Stanyer		<p>I wish to have full written re-assurances that SMDC will actually engage directly with the Elected Members of this Parish and District Councillors alike as part of a targeted consultation, with a full updated evidence base and prior to site allocations.</p> <p>A workshop and/or meeting directly with the Parish Council is great step forward and I welcome this, but actual effectiveness will depend on timing. This would need to be prior to any publication.</p> <p>I reiterate a targeted consultation of the elected members as part of the SCI must be prior to site allocations being published and not part of the general malaise of public consultation.</p> <p>The fundamental ideology of the consultation and the main thread of the Localism Act 2011 is to ensure community involvement.</p> <p>Stress again the importance of a sound evidence base for the basis of forming proposals and adopting proposals. It is accepted by SMDC that partially due to the protracted Core Strategy process, that parts of the evidence base is out of date. I respectfully refer you to the Development Capacity Studies in direct relation to Brown Edge.</p> <p>I am told by SMDC that the evidence base will be, "Reviewed where appropriate"? I am not totally clear on that interpretation. Having consulted the NPPF (National Planning Policy Framework) paragraph 158, there are no exceptions to a sound evidence base and there is no selection of the evidence that requires to be appropriate.</p>	<p>Comments noted. The points being made relate specifically to the site allocations consultation process.</p> <p>Parish Councils have been extensively involved in the process of selecting site options prior to any decisions being taken on this matter by the District Council. A special meeting of the Parish Assembly took place on the 8th May 2014. The session was held in a workshop format giving parish councillors the opportunity to take part in round table discussions about sites with council officers and feed back their views.</p> <p>Following this the Council has presented an opportunity for Parish Councils to further consider potential sites for allocation within their Parish before the Council decides on site options for public consultation. Packs have been sent out to Parish Councils with maps and further details of potential sites in their area and they have until 31st July 2014 for comments to be submitted back to the Council prior to any decisions being taken.</p> <p>Workshops have also been held with District Councillors to discuss potential site options prior to them taking a decision on them.</p> <p>The issue raised about the evidence base does not relate to the SCI and has been previously discussed through other correspondence with the respondent.</p>

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				No changes to the SCI proposed.
6		United Utilities	No comments to make at this stage, but wish to be included in further consultations and where necessary, the development of your future Statement of Community Involvement and supporting policies, to ensure we can facilitate the delivery of the necessary sustainable infrastructure in line with your delivery targets, whilst safeguarding our service to customers.	Comments noted. United Utilities along with other utility companies operating within the Staffordshire Moorlands will be consulted at key stages throughout the site allocations process. No changes to the SCI proposed.
8		English Heritage	Welcome the draft SCI and particularly the opportunity for wide community engagement and public participation in the planning process. As a specific consultation body English Heritage welcomes being included in this consultation. We support the Council's intention to engage over and above the consultation requirements set out in the regulations and to seek feedback from a wide variety of public bodies, organisations, local groups and individuals etc. For consistency we note that the term 'specific consultation body' and 'statutory consultee' are both used within the document. It may be worth using one term.	Comments noted. The document has been amended to use only the term 'statutory consultee' throughout as it is considered that this is easier to understand than the term 'specific consultation body'. Minor amendment to the SCI proposed. The term 'specific consultation body' has been replaced by the term 'statutory consultee' throughout the document.
9	Rachael Bust	The Coal Authority	It is noted that Staffordshire Moorlands District Council has chosen not to specifically list statutory / specific consultees within the draft Statement of Community Involvement. The Coal Authority does not object to such an approach, and is confident that the LPA will continue to consult us on emerging development plan documents in line with Town and Country Planning (Local Planning)(England)Regulations 2012 Part 1, Regulation 2 (1)(a) and on planning applications in notified areas in line with the Town and Country Planning (Development Management Procedure) (England) Order 2010: Part 3 (16) (1)	Comments noted. The SCI does not specifically list statutory consultees by name because these may change over time. No changes to the SCI proposed.
11		Cheadle Unite	Disappointed at the lack of feedback from SMDC	Following the examination, the inspector sent

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Response No.	Name	Organisation	Summary of Representation	Officer Response
10		N. Kelsall	<p>regarding the Core Strategy examination last year. Residents have committed significant time and effort into representations, planning inspection hearings and various town plans and despite action groups requesting (via our representations and requesting to be kept informed and included in verbal representations) we have had no appropriate feedback on the findings of the Planning inspector or in fact any decisions made in response to residents.</p> <p>We request that future consultation is acknowledged and responded to as positive encouragement of public interaction, instead of merely regenerating lengthy documents with buried information.</p> <p>SMDC clearly has time to produce large documents, as courtesy, a summarised response to action groups and residents is not a big ask.</p>	<p>the Council his report and this was published on the Council's website. This report is the feedback from the examination as at this point in proceedings it is the inspector's role to feedback to the Council and participants in the examination.</p> <p>The Council notified all interested parties of publication of the inspector's report and adoption of the Core Strategy by email or letter.</p> <p>Paragraph 4.7 of the SCI states that all representations made will be acknowledged.</p> <p>Unfortunately, the Council does not have the resources to send out individual responses to each group or resident. These are published on the website as part of committee reports as this is considered to be the most appropriate way to ensure the information is in the public domain.</p> <p>No changes to the SCI proposed.</p>
11 10		Cheadle Unite N. Kelsall	<p>Residents request a level of transparency should apply to SMDC internal strategy and policy meetings and that these meetings be documented with minutes and form a public record. It should be standard policy that decisions and reasons must have documented minutes.</p>	<p>Minutes of Council meetings open to the public are published on the Council's website. In terms of the release of information into the public domain from internal meetings, the Council's standard practices are followed.</p> <p>No changes to the SCI proposed.</p>
11 10		Cheadle Unite N. Kelsall	<p>Residents would like transparency on the internal financial drivers and motivators with traceability and an accountability diagram within the hierarchy of SMDC, including access to levels of senior and executive staff pay and any bonus schemes included in the 'Statement of Community Involvement' or any other equally promoted and circulated material. The level of detail requested is in response to the disparity between what many</p>	<p>This is not within the remit of the SCI and it is not considered appropriate for publication in this document.</p> <p>No changes to the SCI proposed.</p>

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Response No.	Name	Organisation	Summary of Representation	Officer Response
			would regard as a common sense strategy for the environment and community and actual policies to date.	
11 10		Cheadle Unite N. Kelsall	Future Plans for Cheadle must take into account, the various costly studies and assessments carried out around Cheadle. Examples include; The Local Transport Plan for Staffordshire (Cheadle Strategy 2000) highlighting road infrastructure requirements, Sustainability Appraisals and Site Assessments detailing areas and scores including considered green field sites around Cheadle. These documents must not be buried for convenience and should be considered alongside assessments made for the land on 'other public bodies' and surrounding areas as part of a rationale for housing allocation, for example in comparison to Brownfield sites around the Potteries.	Comments noted. This issue relates to Site Allocations rather than the SCI and there will be ample opportunity for public involvement in this document as it progresses. All documents produced to support the Local Plan are made publicly available on the Council's website upon completion. No changes to the SCI proposed.
12		Staffordshire County Council	We have reviewed the SCI and are content with the proposed methods of consulting with the County Council.	Comments noted. No changes to the SCI proposed.
PART 2: ABOUT THIS STATEMENT				
7	Paul Denning		Proposed addition to Paragraph 2.3 to read: While the District Council has aimed to exceed these requirements the SCI is also an excellent opportunity to fundamentally reassess the Council's relationship with its funding community (as its customers) so as to pursue reasons for the many concerns that were evident during the Inspector's Public Examination of the Core Strategy in February 2013. The Inspector's observations of public concerns were noted in his report. Although independent examination of a revised SCI policy is not required, because of public concern with the consultation processes the Council believes it is essential that it shows to the community the importance of consultation prior to its decisions and how comments received have been included or give	The Inspector who examined the Council's Core Strategy considered the document to be sound in respect of public consultation. The Council fully demonstrated how it had met the statutory minimum requirements and gone over and above these throughout the production process. In revising its SCI the Council is required to undertake public consultation on its contents which has been done but there is no requirement for the document to be independently examined by an inspector so consequently this cannot be undertaken. It is considered that the public have had sufficient opportunity to review and make comments on the Draft SCI.

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Response No.	Name	Organisation	Summary of Representation	Officer Response
			<p>reasons for rejection.</p> <p>As part of the preparation of a revised SCI the Council will invite comments from an independent Inspector and ask the community to address any outstanding concerns on the final draft for further consideration before the Inspector makes his report. The anticipated increase in community consultation will require additional funding.</p>	<p>No changes to the SCI proposed.</p>
15	Karen Seaton	Churnet Valley Conservation Society (CVCS)	Paragraph 2.2 - Suggest the document sets out objectives and gives an example from North Norfolk District Council.	<p>It is accepted that the addition of objectives will be useful to help achieve and monitor the requirements of the SCI.</p> <p>Change proposed to the SCI. The following objectives have been added to the SCI in paragraph 2.6:</p> <p>'With these aims in mind, the SCI objectives are as follows:</p> <ul style="list-style-type: none"> • To clearly inform members of the public and all other interested parties how they will be notified about our planning policy consultations and how they can give their views on planning applications; • To ensure the process of making comments is as straightforward as possible both electronically and on paper; • To make our consultation material as clear as possible so that people understand the issues when replying to our consultations; • To plan consultation carefully to ensure that the opportunity is given for all interested parties to participate in the process whilst at the same time making the most

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Response No.	Name	Organisation	Summary of Representation	Officer Response
				effective use of Council resources.'
PART 3: BACKGROUND				
7	Paul Denning		Proposed Amendment of 3.37: The Council will be proactive in its statutory duty to support and advise in the Neighbourhood Planning process in the Staffordshire Moorlands. Parish Councils will be asked to report on progress, together with advice on their community involvement consultations and responses so that Council levels of support can be properly budgeted for on a case by case basis within both District and Parish Councils.	This amendment is not considered to be necessary. The existing wording is considered to adequately cover the point. No changes to the SCI proposed.
8		English Heritage	Under the heading 'Duty to Co-operate' it may be useful to list the bodies/organisations where the regulations require active engagement/highlight the relevant paragraphs in the regulations where this is set out or to insert a list of bodies/organisations within an appendix.	Agreed. Minor amendment to the SCI proposed. The following text has been included in paragraphs 3.26, 3.27 and Table 3.3 The relevant neighbouring Local Authorities for Staffordshire Moorlands are Stoke on Trent City Council, Newcastle under Lyme Borough Council, Stafford Borough Council, East Staffordshire Borough Council, Peak District National Park Authority, Derbyshire Dales District Council, High Peak Borough Council and Cheshire East Council as well as Staffordshire County Council. Regular co-operation takes place, particularly in relation to joint studies such as the Strategic Housing Market Assessment to inform each area's Local Plan. Paragraph 4(1) of the 2012 Planning Regulations lists the current bodies that

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Response No.	Name	Organisation	Summary of Representation	Officer Response
				<p>the Council is required to engage with as: (Note: this is subject to change as new regulations are issued or bodies change their name and / or function)</p> <p>Bodies the Council is required to engage with in Duty to Co-operate Legislation Environment Agency English Heritage Natural England Mayor of London Civil Aviation Authority Homes & Communities Agency Primary Care Trust Office of Rail Regulation Transport for London (London only) Each Integrated Transport Authority Each Highway Authority Marine Management Organisation Local Enterprise Partnerships</p>
8		English Heritage	<p>It may also be useful to add some additional detail to the Neighbourhood Planning section in terms of consultation and what the regulations require. English Heritage is required to be consulted on Neighbourhood Development Plans and any associated Strategic Environmental Assessment where necessary, including at the early preparation stages.</p>	<p>Agreed.</p> <p>Minor amendment to the SCI proposed. The following text has been included in paragraphs 3.33 and 3.34 and Table 3.4: The consultation bodies for Neighbourhood Development Plans are set out in Schedule 1 of the Neighbourhood Planning Regulations 2012 and comprise:</p> <p>Consultation Bodies for Neighbourhood Development Plans A Local Planning Authority, County Council or Parish Council any part of whose area is in or adjoins the Local Planning Authority Coal Authority Homes & Communities Agency Natural England</p>

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Response No.	Name	Organisation	Summary of Representation	Officer Response
				<p>Environment Agency English Heritage Network Rail Infrastructure Ltd Highways Agency Marine Management Organisation Those responsible for Electronic Communications within the Local Planning Authority Area Primary Care Trust Utility Providers (Gas, Electric, sewerage undertaker, water undertaker) Voluntary bodies relating to any part of the neighbourhood area Bodies representing the interests of different racial, ethnic or national groups in any part of the neighbourhood area Bodies representing the interests of different religious groups in any part of the neighbourhood area Persons carrying on business in any part of the neighbourhood area Bodies representing the interests of disabled persons in any part of the neighbourhood area</p>
11 10		Cheadle Unite N. Kelsall	Residents welcome section 3.26 regarding the 'Localism Act' and would like a requirement for clear evidence i.e. documented dates of meetings and minutes of meetings of SMDC and the 'other public bodies' e.g. Stoke-on-Trent Council that comply with the spirit of the Localism Act' to be detailed in the final Statement of Community Involvement documentation. This would demonstrate that senior management at SMDC are in fact committed to supporting Stoke on Trent and regeneration of the wider region (formerly detailed under the Regional Spatial Strategy). The detailed documents should be a public record and will provide part of the evidence required for section 3.27. Further we believe that representatives from locals and	<p>The Council's Duty to Co-operate Statement, produced as required under planning legislation to support the submission of the Core Strategy for independent examination, is publicly available and has been published on Council's website. This document contains extensive information about how the Council has engaged with neighbouring authorities including details about meetings.</p> <p>Meetings held between the Council and other public and private bodies are not open to the public.</p> <p>If more information is required about the</p>

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Response No.	Name	Organisation	Summary of Representation	Officer Response
			<p>interested groups should be given adequate opportunity and notice to attend these meetings. The level of transparency requested is in response to the lack of evidence that this has occurred to date.</p> <p>Residents request appropriate information, support and interaction from suitably qualified staff (points of contact) within SMDC on the Localism bill focused on supporting and protecting the interests of the council tax payers in the Staffordshire Moorlands area.</p>	<p>Localism Bill, any resident or organisation can contact the Council about this for further advice.</p> <p>No changes to the SCI proposed.</p>
15	Karen Seaton	Churnet Valley Conservation Society (CVCS)	Reference paragraph 3.3 - No consideration for a truly all-encompassing group representative of all aspects of the community, service providers and their clients, e.g. a Community Partnership. Makes reference to such a group in North Norfolk.	<p>An equivalent group to the one in North Norfolk does not exist in the Staffordshire Moorlands. However, this does not prevent extensive consultation being undertaken.</p> <p>No changes to the SCI proposed.</p>
15	Karen Seaton	Churnet Valley Conservation Society (CVCS)	Reference paragraph 3.12 - Alton Towers Long Term Plan has never been presented for public consultation by SMDC and therefore exists in contradiction to this statement.	<p>The Alton Towers Long Term Plan is not a Council document and is not therefore required to follow the consultation process set out in the SCI. However, the Council's Churnet Valley Masterplan which draws upon elements of the Alton Towers Long Term Plan has undergone extensive public consultation in accordance with the SCI.</p> <p>No changes to the SCI proposed.</p>
15	Karen Seaton	Churnet Valley Conservation Society (CVCS)	<p>Reference paragraph 3.14 - Do not consider that previous consultation undertaken was adequate, namely the visioning event relating to the Churnet Valley Masterplan.</p> <p>In future expect that on topics affecting the lives, wishes and needs of residents, local village hall conversations should be conducted, recognising residents as stakeholders.</p> <p>Legitimacy for SMDC policies should be demonstrated by records of all meetings with all</p>	<p>Comments noted in relation to past consultation and expectations for future consultation.</p> <p>In terms of records of meetings with stakeholders (e.g. public bodies, organisations, private businesses) summarised information regarding such meetings is made available as part of the Consultation Statement or Duty to Cooperate Statement for the document in question, where appropriate. However, the public</p>

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			stake holders being available for all to see. A balanced and transparent approach would be for minutes to be made available of SMDC meetings held with large businesses e.g. Alton Towers, Laver Leisure etc.	availability of notes of meetings would depend on whether discussions related to commercially sensitive information which it would not be appropriate to release into the public domain. No changes to the SCI proposed.
15	Karen Seaton	Churnet Valley Conservation Society (CVCS)	Reference paragraph 3.27 - Crucial to make available all minutes from meetings with other Councils. The CVCS believe that a greater emphasis on community involvement requires that consultation and other activities are being undertaken to an appropriate standard. (Provides details of RTP1 best practice from its consultation charter). The phrase "Providing a clear audit trail of analyses and recommendations so that the influence of consultations upon decisions can be followed." is highlighted.	Refer to response above. No changes to the SCI proposed.
PART 4: HOW CAN YOU GET INVOLVED IN INFLUENCING THE CONTENT OF PLANNING POLICY DOCUMENTS?				
1	David McGrath		Reference Parish Workshops query how is this to work - is it meant that the views of the Parish Council are obtained and that then this would form part of the Council decision. I as a Councillor feel uneasy regarding this as I am appointed to represent the views of my village having measured what they require. As a result of this I would require prior information in order for me to obtain my village views before I provided my views at the Workshop.	A Special Meeting of the Parish Assembly is not intended to be the only way of consulting Parish Councils. For example, for site allocations a detailed level of consultation will be required. The Council has recently sent out information packs including maps of potential sites to each parish to discuss at their meetings and feedback comments to district council before any decisions are taken on site options. For SCI purposes a general reference is made as circumstances will be different depending on the nature of the document e.g. site allocations is likely to be a key area which Parish Councils require further involvement in the process.

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				No changes to the SCI proposed.
3	David Elkington	Staffordshire Police	<p>Page 33 Paragraph 4.5 - refers to the need to consult when preparing Local Plans with 'general consultation bodies' and 'specific consultation bodies'. Paragraph 4.6 follows on by stating 'Table 4.2 set out below shows how each consultation category (listed in paragraph 3.1) will be consulted on the production of all key planning policy documents'.</p> <p>The following points are made:</p> <ol style="list-style-type: none"> 1. The wording '(listed in paragraph 3.1)' should read '(listed in paragraph 3.2)' as no list appears in 3.1. 2. The 6 consultation categories listed in Table 4.2 do not correspond with the 6 stake holder categories bullet pointed in Paragraph 3.2. Four categories feature in both - General Public, Parish & Town Councils, Local Businesses and Hard to Reach groups. However, Specific Consultation Bodies (of which Staffordshire Police are presumably one) and General Consultation Bodies feature in Paragraph 3.2 but not in Table 4.2, and Statutory Bodies and Developer/Landowner/Agent feature in Table 4.2 but not Paragraph 3.2. Presumably (according to the first sentence of Paragraph 4.6) the categories in both Paragraph 3.2 and Table 4.2 should be the same. Currently under Table 4.2 as it is, it is unclear whether Staffordshire Police would be consulted since the police are not a statutory consultee. 3. On Page 34 'Picture 4.2' should be reworded as 'Table 4.2'. 4. On Pages 36 and 37 'Figure 4.2' should be reworded 'Table 4.2'. 	<p>Corrections are agreed.</p> <p>In relation to Point 2, it is acknowledged that confusion exists due to the use of different terminology and the desire to present table 3.2 in a way that clearly illustrates to all groups how they will be consulted at each stage in the production of a document.</p> <p>To clarify, in the list in paragraph 2.2, the term 'specific consultation body' has been changed to 'statutory consultee'. The police are not listed as a statutory consultee in relation to planning policy documents in the planning regulations. They are listed as a 'general consultation body' in the planning regulations so they are included in paragraph 2.2 under this category. In Table 3.2 Statutory Bodies comprises both specific and general consultation bodies listed in the planning regulations so the police are included in this section of the table.</p> <p>Minor amendments to the SCI proposed. In the list in paragraph 3.2, the term 'specific consultation body' has been changed to 'statutory consultee'.</p>
7	Paul Denning		Suggest that the Council should improve the web based format for community consultation responses.	The Council is continuously looking to improve its web based consultation to

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			It is not "user friendly" and is likely to discourage respondents - contrary to the aims of community consultation.	encourage as many people as possible to use it. The comments made will be fed back to the software providers. No changes to the SCI proposed.
8		English Heritage	Picture 4.2 depicts what type of body/organisation/individual etc. is required to be consulted at which stage. Query the section relating to statutory bodies and SPDs; as we would consider they also need to be consulted at the preparation stage on both draft SPDs and draft Sustainability Appraisals, where they exist.	Noted. There may have been some misunderstanding in relation to interpretation of Table 4.2 as under the SPD heading for statutory bodies direct notification is included at the preparation stage. No changes to the SCI proposed.
15	Karen Seaton	Churnet Valley Conservation Society (CVCS)	Table 4.1 (section relating to the Consultation Database) - gives an example of another Council's approach. States that many businesses are not on the LDF Database, at the very least local chambers of commerce should be involved. Suggests that a regular consultation advert should be placed in all local papers for the community to pick up and respond to.	As stated in the Consultation Database section of Table 4.1 in the SCI, "As new community groups <i>and businesses</i> are being formed and dissolved all the time the Council will rely on representatives of the group to inform them as to whether they want to be included or excluded from this database. Groups should not expect to be automatically included on the database unless they are 'Specific Consultees' (as defined in the Regulations). It is proposed to add the words 'and businesses' to clarify the position. It should be noted that notification from the consultation database is not the only form of direct notification which would be used for businesses. On documents which raise the highest levels of interest (generally those relating to sites), mail outs (flyers / leaflets) are proposed to be sent to all households and businesses in the District at Site Options and Preferred Options stages (refer to Table 4.2). Addresses will be sourced from the latest Council records or Royal Mail to ensure that they are as up to date as possible (i.e. include recent new developments). Local Chambers of Commerce are on the

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				<p>Councils LDF database.</p> <p>Clear advertising will take place in local papers where it is appropriate for that particular document (refer to Table 4.1 section on 'Media Releases').</p> <p>Minor change to the SCI proposed. As stated in the Consultation Database section of Table 4.1 in the SCI, "As new community groups <u>and businesses</u> are being formed and dissolved all the time the Council will rely on representatives of the group to inform them as to whether they want to be included or excluded from this database.</p>
15	Karen Seaton	Churnet Valley Conservation Society (CVCS)	Table 4.1 (section relating to Parish & Town Councils Workshops / Meetings) - The statement does NOT include any reference to the duty of individual councillors to obtain opinion and feedback from the electorate/parishioners.	<p>It is not considered necessary to go into this level of detail in terms of the role of District Councillors.</p> <p>No change to the SCI proposed.</p>
15	Karen Seaton	Churnet Valley Conservation Society (CVCS)	Reference paragraph 4.4 - the documents involved are consistently very large, complicated and lacking in Plain English which naturally reduces their accessibility!	<p>Comment noted. Summary documents are produced for all major planning policy consultations and these (as well as the main documents) are offered in alternative languages, large print or braille. Every effort is made to achieve the right balance between provision of information and clarity in the summary documents. The main documents by their very nature (e.g. the Core Strategy) are technical as they need to include information in order to determine planning applications. A glossary is included to explain technical terms.</p> <p>No change to the SCI proposed.</p>
15	Karen Seaton	Churnet Valley Conservation Society (CVCS)	Comments made about dissatisfaction relating to previous consideration of representations made in relation to the Churnet Valley Masterplan as well as pre-application discussions relating to Moneystone	<p>Comments noted. The Council is statutorily obliged to produce a Consultation Statement for the majority of documents it produces e.g. the Core Strategy, Local Plan and</p>

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			<p>Quarry.</p> <p>Suggest for future consultations demonstrating how public and stakeholder views have been taken into account in previous engagement exercises; and how forthcoming involvement will be used.</p> <ul style="list-style-type: none"> • Public bodies need to take steps to ensure not only that data is fairly interpreted, but that it is seen to be so interpreted; • Publishing raw output data (e.g. public meeting minutes, focus group reports, survey results etc.) whenever appropriate; • Explaining how the data will be analysed, and clarifying the distinction between analysis and interpretation; • Using established methods of analysis and statistically sound procedures; • Considering the involvement of trusted third parties, either to advise on the analysis, to undertake the analysis, or to provide independent oversight of the interpretation; • Discussing the need for independent verification with key stakeholders; • Using accreditation schemes to demonstrate adherence to best practice standards. 	<p>Supplementary Planning Documents such as the Churnet Valley Masterplan. Council's are required to include:</p> <ul style="list-style-type: none"> • A list of who was consulted; • A summary of the main issues raised by those persons; and • How those issues have been addressed in the document. <p>The Council already publishes details about many meetings held with organisations within its consultation statements (e.g. refer to the Consultations Statements for the Core Strategy & the Churnet Valley Masterplan) but it does not publish commercially sensitive data.</p> <p>Analysis of the results of planning policy consultations is not a statistical process. It relates to the content of the comment and the planning reasons to support the argument and not the number of people who make the comment. It has to be undertaken by a planning professional, especially as the Council's response will be viewed by an independent planning inspector and / or other planning professionals (e.g. statutory bodies and developers) who could challenge the response.</p> <p>No change to the SCI proposed.</p>
PART 5: HOW CAN YOU GET INVOLVED IN THE DECISION MAKING PROCESS ON PLANNING APPLICATIONS?				
1	David McGrath		<p>(Paragraph 5.8) Consultation is the key word throughout the document and yet the following statement is a get out clause provided for any unethical Developer.</p> <p>'It must be noted however the Council cannot refuse</p>	<p>Comment noted. Although the Council has to deal with planning applications in accordance with legislation, the following amendment to the text has been made to address this issue:</p> <p>Minor change to the SCI proposed</p>

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			to accept a valid application because it disagrees with the way in which a developer has consulted the community.'	(paragraph 5.8) It must be noted however <u>that although the Council will strongly encourage effective consultation, it cannot refuse to accept a valid application because it disagrees with the way in which a developer has consulted the community.</u> butHowever, failure by the developer to adequately consult could lead to objections being made which are material to the determination of the application.
3	David Elkington	Staffordshire Police	<p>Page 40 Paragraph 5.2 - concerning consultation on planning applications, reference is made to consultation 'depending on the nature of the application' with 'national bodies with statutory functions'. This terminology is very confusing and needs clarification. Is this referring to national bodies who are statutory consultees? The Police do have a statutory function but do not count as statutory consultees. If it is referring to statutory consultees, where do Staffordshire Police fit in? Under the rather loose term 'interested parties'?</p> <p>The NPPG (under Design - Paragraph 010 - Planning Should Address Crime Prevention) states that 'designing out crime and designing in community safety should be central to the planning and delivery of new development'. Consequently although not statutory consultees per se, Staffordshire Police welcome the opportunity to comment via a formal consultation process on all planning applications where there could be a crime, disorder, anti-social behaviour or community safety impact, with a view to 'designing out crime and designing in community safety'. Such consultations also help SMDC to fulfil its statutory obligations under Section 17 of the Crime and Disorder Act 1998 which is also referenced in the respective NPPG paragraph.</p>	<p>Comments noted. The wording in paragraph 5.2 does relate to national bodies who are statutory consultees so Staffordshire Police would be categorised as an interested party.</p> <p>Staffordshire Police are currently consulted on all relevant planning applications.</p> <p>Paragraph 5.7 has been amended to accommodate the opportunity for Staffordshire Police to be involved in pre-application discussions where relevant.</p> <p>Pre-application discussions currently take place for a wide variety of proposals both small and large. The text in paragraph 5.7 just relates to significant applications as the Council would like developers to undertake more rigorous activities such as early community consultation on these applications.</p> <p>Minor change to the SCI proposed (paragraph 5.7) For significant applications such as those listed above, the Council will encourage developers to undertake pre-application discussions and early community consultation. The aim of this process is to</p>

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			<p>Page 41 Paragraph 5.7 - This along with Paragraph 5.8 talks about pre-application discussions for 'significant applications' between 'developers, statutory consultees and the community to identify any issues of concern before a formal application is made and therefore give an opportunity for these to be resolved at an early stage'. This is commendable and accords with NPPG Design Paragraph 033. However the following points are made:</p> <ol style="list-style-type: none"> 1. Staffordshire Police are neither statutory consultees nor 'the community' as intimated in Paragraph 5.8 ('Parish Councils, community groups'). However, Staffordshire Police really value opportunities for pre-application discussion with developers at an early stage where they can be most effective. Often the views of Staffordshire Police are sought when it is too far down the road (usually at application stage) and there is an unwillingness/inability to alter development layouts etc in any real way to design out criminal/ASB opportunities. Paragraph 5.7 should be rewritten to accommodate the opportunity for and in fact promote pre-application discussions with specific consultation bodies such as Staffordshire Police. 2. The opportunity for pre-application discussions with developers should not be confined to 'significant applications' only. Some small applications can sometimes have wide-ranging implications. For example, locating a youth shelter next to an residential home for the elderly might not constitute a 'significant application' under the criteria (is the criteria laid down incidentally?) but would be worthy of pre-application discussion. <p>Staffordshire Police believe the above raises sufficient concerns with the Draft Statement of Community Involvement to justify objecting to it in its current form. However, if the above points can be satisfactorily addressed then the objection would be</p>	<p>promote discussion between developers, statutory consultees, <u>other relevant bodies like Staffordshire Police</u> and the community to identify any issues of concern before a formal application is made and therefore give an opportunity for these to be resolved at an early stage.</p>

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13	Christopher Sinton	HOW Planning	<p>overcome.</p> <p>HOW's clients are broadly supportive of the Draft SCI. Our clients welcome the flexible approach to consultation endorsed by the Council as this enables consultation strategies to be tailored according to the scheme proposed.</p> <p>However, clarification is sought in relation to the 'outreach' methods proposed in paragraphs 5.4 and 5.5 where applications are either:</p> <ol style="list-style-type: none"> 1. "major" in scale and not in accord with planning policy; or secondly 2. where it would give rise to issues of local controversy." <p>We are concerned that public meetings are included within the list of proposed 'outreach' methods. In our experience this method of consultation is ineffective and often leads to increased tensions and unnecessary confrontation. HOW favour public exhibitions and workshops as a way to effectively engage with the community and stakeholders in a constructive manner. Therefore HOW suggests that paragraph 5.5 is reworded to remove reference to public meetings.</p>	<p>Agreed.</p> <p>Minor amendment to the SCI proposed. Removed reference to public meetings in paragraphs 5.5 and 5.8.</p>
PART 6: ENSURING EQUAL OPPORTUNITIES IN CONSULTATION				
14	Roger Yarwood	Derbyshire Gypsy Liaison Group	<p>Paragraph 6.8:</p> <p>The Council's approach to engaging with Gypsies and Travellers (note use of capitals!) is inadequate and the implication that Gypsies and Travellers are a single "community" is misguided.</p> <p>Gypsies and Travellers</p> <p>There are a number of local and national organisations which represent the interests of Gypsies and Travellers and these groups offer a point of contact for these "hard to reach" groups. This should be recognised in the text.</p>	<p>The use of lower case "gypsy and traveller" is intentional - the Council applies the Government's definition (for planning purposes) of gypsy/traveller, as set out in March 2012 planning policy for traveller sites - this is the wider term encompassing all of nomadic habit of life, not just those of certain ethnic groups (which would be capitalised), since the Council must address the accommodation needs of all nomadic habit. Councils cannot make land allocations or approve developments for specific ethnic groups (on discrimination grounds). Therefore the lower case use is correct.</p>

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				<p>The Council recognises that there are a number of local and national organisations representing gypsies and travellers - many of these have already been the subject of targeted traveller consultations in the past. However for clarity a sentence has been added at the end of para 6.8:</p> <p>It is recognised that gypsies/traveller groups comprise various communities. For clarity the single "<i>community</i>" in para 6.8 will be pluralised as "<i>communities</i>".</p> <p>Minor amendments to the SCI proposed. This is not to say that the list above is exhaustive - there may be other groups which are also hard to reach (e.g. the gypsy and traveller <u>communities</u>), but attempts will be made to target them more specifically over particular issues which may affect them.</p>
PART 7: MONITORING & REVIEW				
7	Paul Denning		<p>Proposed Amendment of 7.1 The Council's Annual Monitoring Report will review specific objectives set for the previous year of community involvement activities in relation to the 2016 Local Plan, Development Plan Documents, Supplementary Planning Documents, Conservation Areas and in compliance with NPPF para 180 planning policies set by Staffordshire County Council that bind the District Council (e.g Minerals and Highways).</p> <p>Before 30 October 2014 the District Council will publish a list of all topics for regular monitoring and funding from the beginning of the Council's financial year (April 2015/16). Additionally the Council will</p>	<p>Production of an Annual Monitoring Report (AMR) is a statutory requirement on the Council. However, this document relates to planning policy matters only and is not a corporate (i.e. Council wide) document.</p> <p>Most of the suggestions put forward relate to corporate matters and not planning policy so cannot be included within the AMR.</p> <p>The first paragraph of suggested amendments, which do mainly relate to policy documents, are already considered to be adequately covered by existing wording.</p>

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			<p>publish a running list of non-attributable complaints including those to the Local Government Ombudsman and lessons learned from such complaints.</p> <p>After the May 2015 elections the newly elected members of the District Council will consider as a priority the Monitoring arrangements and results and make such changes as necessary to ensure the Council is seen as leaders in community consultation and proactive in gathering data and responding to all - both positive and negative.</p>	<p>The existing wording already makes a commitment to consider all comments received in relation to the quality or effectiveness of planning policy consultations and where appropriate to use them to inform future practices.</p> <p>No changes to the SCI proposed.</p>
7	Paul Denning		<p>Proposed Amendment of 7.2 The Council's wish for extensive consultation options via online (preferred) or paper will be advertised regularly to invite comments on the Annual Monitoring progress of para 7.1. There will be an opt-out option for those who do not wish to be consulted. Opt-in and opt-out records will include all those recorded in the 2011 Census Results for Staffordshire Moorlands and others listed in draft SCI Part 5.</p> <p>The Council will review all processes for collection of comments, so that the Council will be considered as leaders in facilitating feedback and community awareness.</p>	<p>It is considered that the existing wording in paragraph 7.2 is adequate. It is only considered necessary to invite comments about the effectiveness of consultations at the time they take place.</p> <p>New wording has been included in Table 4.1 (Consultation Database section) to cover the opportunity to opt-out of receiving consultations.</p> <p>Census data is not used to obtain address details of all Staffordshire Moorlands residents as the Council has its own data on this which is frequently updated as information changes e.g. new houses are built. The Census data remains static for 10 years so when sending out mail to all residents newer households could be missed.</p> <p>A commitment is already made in SCI paragraph 4.2 to review and update consultation methods to ensure that they are effective. Table 4.1 also gives further details about collection of comments.</p> <p>Minor change to the SCI proposed. New wording has been included in Table</p>

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				<p>4.1 (Consultation Database section) to cover the opportunity to opt-out of receiving consultations.</p> <p>'For convenience, an opportunity to opt out of receiving consultations on planning policy documents will be given when consultation notifications are sent out.'</p>
7	Paul Denning		<p>Proposed Amendment of 7.3 Parish Councils will provide essential feedback on the effectiveness of planning policy consultations. They will also be encouraged to achieve Quality Parish Council status with a grant incentive to achieve and maintain this accreditation. (Note - Quality Parish Councils. There are 181 parish, town and city councils in Staffordshire (Sept 2012). Only 12 hold Quality Status and none are in the Staffordshire Moorlands. The scheme was set up in March 2003.)</p> <p>Staffordshire Moorlands DC should require all Parish Councils to achieve accreditation as Quality Parish Councils. An ambitious training programme would be required for Parish Councillors with District Council annual grants being higher for Quality Parish Councils. The initiative would also be supportive of increased community involvement.</p> <p>The role of Parish Councils does not feature in the draft SCI (see only page 29). For Council Tax 2014/15 the Council has held all costs without increase - but – as an example for Alton Parish Council there is an increase of 3.3%.</p> <p>The function and costs of Parish Councils will be reviewed by the Council plus the opportunity for some to be combined e.g Alton and Farley as both being within the same Conservation Area and with a common interest in the future strategy for Alton Towers Resort and adjacent JCB Vehicle Testing</p>	<p>Parish Councils have the opportunity to feedback on the effectiveness of consultations when they take place and often do. However it is not considered appropriate to include wording in the SCI which suggests that they have to do this.</p> <p>The issue of Quality Parish Councils needs to be addressed by other means. It is not appropriate for the Council to include wording in the SCI to require all Parish Councils to receive accreditation.</p> <p>It is considered that the role of Parish Councils is adequately covered in the SCI particularly in Table 4.1 'Parish & Town Council Workshops / Meetings' section.</p> <p>The other issues raised about cost increases and potential merging of Parish Councils are not appropriate for inclusion in the SCI as they raise wider issues beyond the scope of this document.</p> <p>No changes to the SCI proposed.</p>

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			facility.	
7	Paul Denning		Proposed Amendment of 7.4 All comments received on the quality or effectiveness of planning consultations will be considered as essential contributors to the Annual Monitoring Report.	Wording amendment is not considered to be necessary as Section 7 of the SCI already commits to considering all comments received about the quality and / or effectiveness of planning policy consultations. No changes to the SCI proposed.
7	Paul Denning		Proposed Amendment of 7.5 The engagement methods outlined in this document will be a key topic for review in the Annual Monitoring Report. They should demonstrate best practice in community engagement, to better manage the expectations of the community and other interested parties and to address specific problems or concerns as they emerge. The Council shall give priority to superfast internet broadband expectations of Staffordshire County Council (NPPF para 180) with a plan to exceed SCC minimum implementation standards both in timescale and technical quality. The SCI for SMDC shall always be compatible and cross referenced to that of Staffordshire County Council. The Annual Monitoring Report shall also demonstrate full cooperation with neighbouring Councils to ensure consistency and compliance with the directive of NPPF para 180 (See also paras 2.2 to 2.6) The SCI is to be benchmarked against those Councils considered to be setting the best standards and named as performance partners that are also committed to achieving the best standards. This expectation also links to the ambition that all Parish Councils should gain accreditation as Quality Parish Councils.	The proposed wording amendments are not considered to be appropriate for inclusion in the SCI. The contents of the first suggested paragraph are considered to be adequately covered with existing wording. Superfast internet broadband is not a matter to cover in the SCI. In terms of the compatibility of the Staffordshire Moorlands SCI with the Staffordshire County Council SCI, the County has been consulted on the draft document and has raised no concerns. The Council's AMR already has a section on duty to co-operate with neighbouring Councils and key organisations. Suggestions made in the final paragraph are not considered appropriate for inclusion in the SCI. No changes to the SCI proposed.
7	Paul Denning		Proposed Amendment of 7.6 Further regular reviews of this SCI document will be	It is not considered appropriate to include the suggested wording in the SCI because it is

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			<p>needed because :-</p> <p>1. This SCI document is the responsibility of elected members who will complete their term of office in May 2015 when there will be District and Parish Council Elections.</p> <p>2. Newly elected councillors from May 2015 shall have the opportunity to review the SCI and its processes for essential community involvement. In addition the newly elected councillors will have responsibility for preparing the Local Plan 2016 – 2031 and approve preliminary community consultations.</p>	<p>not considered necessary to review the SCI again in 2015 as it will still be up to date at this time. New District Councillors elected in the May 2015 elections will have the opportunity to comment on planning policy consultations from the time they come into office. Precise consultation details at each stage are agreed through the committee process at that time so there will still be ample opportunity for new Councillors to shape the form and content of future consultations.</p> <p>No changes to the SCI proposed.</p>
15	Karen Seaton	Churnet Valley Conservation Society (CVCS)	<p>Reference paragraph 7.5 - Suggest that the Council have a mechanism for measuring the effectiveness of their Community Involvement/Consultation. There is too much reliance on ticking boxes giving an impression of complying with 'Statutory Requirements'. There should be a set of objectives which they should review against. This would give them a target to aim for and a method of assessing their performance annually. There are also matrixes that allow the calculation of respondents based on the ice-berg concept: that for every respondent there are x number of people who would have, but did not send in a response.</p>	<p>Comments noted. It is agreed that the Council needs a mechanism for assessing the effectiveness of planning policy consultations. Paragraph 7.1 of the SCI makes a commitment to assessing the effectiveness of that year's community involvement in the Council's Annual Monitoring Report. Paragraph 7.2 explains that the results of an optional monitoring form made available to all consultation respondents at the time they make their comments will be used to monitor the effectiveness of consultations. This is particularly focussed on the characteristics of respondents (age, where they live, whether they have any disabilities etc.) to assess whether alternative methods are required to target those who have not responded to consultations.</p> <p>Paragraph 7.4 commits to considering all comments received on the quality and effectiveness of consultations.</p> <p>It is considered that the above measures are sufficient to monitor consultation and provide</p>

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				<p>useful information to enable any improvements to be made to notification methods in particular to ensure that those who are interested in making comments have the opportunity to do so.</p> <p>No changes to the SCI proposed.</p>
15	Karen Seaton	Churnet Valley Conservation Society (CVCS)	Reference paragraph 7.6 - As new elected council leaders take up post it would provide a rational opportunity for the document and the foreword to be reviewed and revised to demonstrate genuine ownership and accountability for the policy.	<p>It is not considered necessary to review the SCI again in 2015 as it will still be up to date at this time. New District Councillors elected in the May 2015 elections will have the opportunity to comment on planning policy consultations from the time they come into office. Precise consultation details at each stage are agreed through the committee process at that time so there will still be ample opportunity for new Councillors to shape the form and content of future consultations.</p> <p>No changes to the SCI proposed.</p>
APPENDIX A: GLOSSARY OF TERMS USED				
			No comments made.	
APPENDIX B: SOURCES OF FURTHER INFORMATION AND ADVICE ON PLANNING				
			No comments made.	

SCI PROPOSED AMENDMENTS FOR CONSULTATION - JULY 2015

5 How can you get involved in the Decision Making Process on Planning Applications?

This section sets out how it is possible for residents and communities to get involved with very large developments prior to the submission of a planning application, and with all planning applications once submitted.

Pre-application Community Involvement

5.1 For very large scale planning applications developers are required under Section 122 of The Localism Act 2011 to engage with local communities in advance of submitting their application. These applications will typically involve more than 200 dwellings or housing sites in excess of 4 hectares, or non-housing schemes of more than 10,000 sqm of floorspace or non-housing development sites in excess of 2 hectares. Developers may use leaflets, public events, surveys, website publicity, exhibitions, a dedicated website, a post-paid or telephone comment facility, and surveys. The aim of this process is to promote discussion between developers and the community, including its elected representatives, as well as statutory consultees, to identify any issues of concern before a formal application is made. The engagement gives an opportunity for these to be resolved at an early stage, and the Council will want to scrutinise the efforts developers have made to engage with local people once their application is submitted.

5.2 The Council will, wherever possible, seek to engage with developers before the local consultation process starts. The Council will want to know:

- The developer's timetable for consultation
- The methods of consultation to be applied
- With whom the developer plans to consult
- How residents can feed in their comments
- What the developer plans to do with the feedback from residents and how this will be taken into account in their proposed scheme.

5.3 It must be noted that although effective consultation for these major developments is mandatory, the Council cannot refuse to accept a valid application for a scheme because it disagrees with the way in which a developer has consulted the community. However, failure by the developer to consult adequately could lead to objections being made which could be material to the determination of the application.

5.4 Regardless of size or location the Council will always encourage applicants to engage with neighbours and the wider community, in advance of submitting a planning application, but cannot oblige prospective applicants to do this. Many applicants ask the Council for pre-application advice; this is a confidential service which includes some consultation with statutory bodies like the highway authority, but it is advisory only and the Council is not committed to follow the advice it has provided when it comes to determine a consequent planning application.

Methods of Involvement when Consulting on Planning Applications

5.5 The Council's policy for consulting on planning applications is set out below. It conforms to the Town and Country Planning (Development Management Procedure) (England) Order 2015 and other relevant guidance including the National Planning Policy Framework.

5.6 When a valid application is received and registered, the Council has to carry out formal consultations, for example with the local parish or town council, and the highway authority. Depending on the nature and location of the application, national bodies with statutory functions, such as the Environment Agency, Sport England, Natural England and Historic England will also be consulted. Other consultees can include the Coal Authority and the Derbyshire Wildlife Trust. For major developments with surface water drainage the Council must consult with Staffordshire County Council as the lead local flood authority. The Council also notifies interested parties and neighbours in accordance with Government guidelines and its own adopted practices.

5.7 The Council also has to ensure that residents are properly consulted. Different types and scales of application require different methods of consultation, and these are set out in statute. For most applications the Council will **notify adjoining neighbours in writing or will display a site notice**. For applications that are deemed 'major' in terms of their scale or that require an Environmental Impact Assessment Statement or are deemed contrary to the Council's development plan, the Council will **also advertise these applications in the local press** (and sometimes the national press). Other forms of planning application have different publicity requirements.

5.8 Neighbour notification letters, site notices and press advertisements give the date of serving the notice and the date by when representations must be made; they also advise on how and where the application can be inspected and how representations can be made. The close of consultation date will be 21 days after the publication of the advertisement or site notice, but the date will also be published on the Council's website.

5.9 All applications received by the Council are, once registered and validated, uploaded to the Council's website. Every week the Council publishes a list of applications received and decisions made, and this can be accessed at this link:

<http://www.staffsmoorlands.gov.uk/sm/council-services/planning-applications/weekly-list>

5.10 Residents can follow progress with any given application on the Council's website. This gives the full application and supporting information, any representations made about the application, the results of consultations, the Planning Officer's report and the decision made. The link includes a section enabling residents to give their views on the application whilst it is current. Note that these views are thereby made public. The Council will not take into account views made anonymously.

Planning applications are accessed at this link:

<http://www.staffsmoorlands.gov.uk/sm/council-services/planning-and-buildings/search-for-a-planning-application>

5.11 For very significant applications, particularly those for sites identified as major regeneration opportunities in the Council's adopted core strategy, or where they are for major developments but not in accordance with planning policy, the Council may want to

undertake wider consultation itself. This is to ensure that residents have every opportunity to understand a potentially contentious proposal and to scrutinise the application. The Council may organise local exhibitions, for example in village halls or libraries, and may call a public meeting.

5.12 Town and parish councils can invite a planning officer to attend one of their meetings, to help the local council consider a particular application. These are public meetings. The planning officer will not comment on the merits or otherwise of an application but will be present to take questions and to aid understanding.

Local Councils

5.13 Town and parish councils are sent details of all current planning applications within their area of the Staffordshire Moorlands, for information and comment. Town and parish councils whose areas adjoin Staffordshire Moorlands will be sent details of planning applications which are likely to have an impact on their areas. This will be applied at the discretion of the Council but applies in all cases for wind turbine applications.

5.14 The Council's Development Management team can be contacted or enquiries made at planning@staffsmoorlands.gov.uk, and through the web.

Inspection of Plans

5.15 As well as on the Council's website planning applications are available for inspection at the District Council offices in Moorlands House, Stockwell Street, Leek during normal office hours. An appointment is not required.

Commenting on a Planning Application

5.16 21 days are allowed for comment upon a planning application except where separate legislation dictates otherwise. Anyone is entitled to comment on a planning application whether or not they have received a neighbour notification letter. Any representations need to be made in writing or on the Council's online public access system and will be placed on the relevant file and available for public inspection including online. These views will be taken into consideration when a decision is made or an officer recommendation to the Planning Applications Committee is made.

Planning Applications Committee

5.17 Most planning applications are determined by planning officers under powers delegated to them by the Council. About 10% of planning applications however, mainly the larger or more contentious applications, are considered by the Planning Applications Committee of the District Council. Everybody who has made a representation on an application to be considered by the Committee will be notified of the meeting date and time, should they wish to attend. Applicants, residents and other interested parties are able to address the Committee. The Council has published a guidance leaflet called "Public Speaking at Planning Applications Committee". This is available on the Council's website at:

<http://www.staffsmoorlands.gov.uk/sites/default/files/documents/pages/Public%20Speaking%20at%20PAC%20Version5%20-%20Master%20for%20Amendment.doc>

Pre-submission Consultation Regulations: Wind Turbines

5.18 In December 2013 the Government issued new regulations which require that applicants proposing wind farms of at least two turbines, or wind turbines more than 15 metres tall, conduct pre-submission consultation with affected communities. Whilst it is not mandatory for applicants to consult the Council before carrying out such public consultation, the Regulations state that applicants must have regard to any advice given by the Council regarding local good practice under these Regulations. Applicants should consult the planning department if they are not sure what pre-consultation measures are expected. Please refer to the Council's document Additional Validation Guidelines Specific to Wind Turbines, or the Regulations. The guidelines are available at this link:

<http://www.staffsmoorlands.gov.uk/sites/default/files/documents/pages/GUIDANCE%20NOTES%20FOR%20TURBINE%20APPLICATIONS%20FINAL.pdf>

APPENDIX J – PUBLICATION OF CONSULTATION ON SMDC WEBSITE

The screenshot shows a web browser window displaying the Staffordshire Moorlands District Council website. The page title is "Statement of Community Involvement | Staffordshire Moorlands District Council - Microsoft Internet Explorer provided by High Pe". The URL is "http://www.staffsmoorlands.gov.uk/smi/council-services/local-plan/local-develop...". The website header features the council's logo, navigation links (Home, News, Council services, Your council, Do it online, Contact us), and a search bar. The main content area is titled "Statement of Community Involvement" and includes a sub-section "Statement of Community Involvement (SCI)". The text describes the council's current SCI, adopted in 2014, and mentions a consultation on a minor amendment in 2015. It also provides a link to "View Consultation and make Comments" and an "About the SCI" section. A right-hand sidebar contains two sections: "Do it online" with links for planning applications, application forms, and contact forms; and "Planning and buildings" with links for applying online, application forms, and planning fees. The Windows taskbar at the bottom shows the Start button, taskbar icons for Mail, Chrome, Outlook, Word, and the current page, along with the system tray showing the time as 2:51 PM on 5/20/2016.

Statement of Community Involvement

Statement of Community Involvement (SCI)

The Council's current Statement of Community Involvement (SCI) was adopted by Council on the 10th December 2014. The Council is currently consulting on a minor amendment to the SCI as a result of changes to development management procedures in April 2015. Consultation will take place between 6th July 2015 and 14th September 2015.

[View Consultation and make Comments](#)

About the SCI

The Statement of Community Involvement (SCI) is a statutory document explaining to the local community how the Council will involve them in the preparation of planning policy documents and major planning applications.

Please note that this document applies to the parts of the Staffordshire Moorlands which are outside the Peak District National Park.

The revised SCI replaces the 2006 SCI which became out of date. The new SCI reflects recent changes to the planning system, the Moorlands Together Partnership structure and new opportunities to engage with the public which have recently arisen. The new style document makes it clearer and more user-friendly to help members of the local community, who are likely to be the main users. Updating the document also provided an opportunity to ensure that the most effective consultation mechanisms are in place so that the public are able to play a full part in changing future planning documents.

Do it online

- Planning applications - apply online
- Application forms
- Search for a planning application
- Planning contact form
- Building control contact form
- Request a Building Control inspection
- Interactive planning map
- Interactive planning map
- Land charges contact form

Planning and buildings

- Apply online
- Application forms
- Planning fees
- Search for a planning application

applications.

Please note that this document applies to the parts of the Staffordshire Moorlands which are outside the Peak District National Park.

The revised SCI replaces the 2006 SCI which became out of date. The new SCI reflects recent changes to the planning system, the Moorlands Together Partnership structure and new opportunities to engage with the public which have recently arisen. The new style document makes it clearer and more user-friendly to help members of the local community, who are likely to be the main users. Updating the document also provided an opportunity to ensure that the most effective consultation mechanisms are in place so that the public are able to play a full part in shaping future planning documents.

The contents of the SCI are extremely important as consultation on our planning policy documents are measured against requirements set out in the SCI when these documents are independently examined.

For further information about the Statement of Community Involvement, please contact the Forward Plans team on 01538 395570.

Documents:

- [Statement of Community Involvement - Dec 2014](#)
- [Consultation Statement](#)
- [Adoption Statement](#)

Last updated: 6th October 2015

Land charges contact form

Planning and buildings

- Apply online
- Application forms
- Planning fees
- Search for a planning application
- Planning appeals
- Agricultural or forestry developments
- Changes to planning rules for householders and businesses
- Design Guidance
- Information and advice
- Interactive planning map
- Interactive planning maps
- Land and property assets list
- Planning enforcement
- Pre- application advice and guidance
- Property Services
- Self Build Register.
- Supporting, Objecting or Commenting on a Planning Application
- The planning process explained
- Viewing planning applications
- Building control
- Conservation of the built environment
- Local development**
- Climate change and renewable energy

APPENDIX K

SCI CONSULTATION RESPONSES IN RELATION TO THE PROPOSED CHANGES TO CHAPTER 5 OF THE DOCUMENT 'HOW CAN YOU GET INVOLVED IN THE DECISION MAKING PROCESS ON PLANNING APPLICATIONS?'

RESPONDENT NAME	COMMENTS RECEIVED	OFFICER RESPONSE & RECOMMENDATION
<p>Cheadle Unite J. Shaw G. Rowley E. Johnson</p>	<p>Consultations should be carried out by SMDC and not third party developers.</p> <p>This should include full consultation with affected residents for large scale developments of over 10 houses.</p> <p>Residents should be given equal balanced support to oppose planning applications.</p> <p>Planning officers should be allocated to the local community in equal measure to developers and their availability clearly detailed to residents at the start of any consultation.</p> <p>All correspondence between SMDC and Developers should be freely accessible to residents as part of the consultation. This has not happened in the past with Freedom of Information Requests being refused and ignored.</p> <p>The SCI document should not be classed as final and should be open to modification in line with community requirements. It should not be necessary to make a high court appeal to amend this document when the community request change.</p> <p>On the SMDC Website page there is a document titled 'SCI Proposed Amendments for Consultation - July 2015'.</p> <p>This proposal document appears to infer that instead of carrying out a formal consultation for Major housing developments (10 or more houses), that formal consultation is only needed for very large</p>	<p>Formal consultation on planning applications is carried out in accordance with the statutory requirements set out in the Town and Country Planning (Development Management Procedure) (England) Order 2015.</p> <p>Members of the public are always able to speak with a Planning Officer to discuss a planning application. Their contact details are provided in notifications and are on the Council's website.</p> <p>All relevant correspondence between the applicant/agent and Case Officer is recorded on the planning file.</p> <p>The SCI undergoes extensive consultation in line with regulations during the production process and it is then adopted by the Council. It is not an acceptable approach to continually revise the document without having a final version. Also, it must undergo public consultation every time a revision takes place and a finished version is part of the Council's</p>

RESPONDENT NAME	COMMENTS RECEIVED	OFFICER RESPONSE & RECOMMENDATION
	<p>scale development (>200 houses). This excessively high figure would in effect take all probable housing developments out of any formal consultation process and is not considered appropriate.</p> <p>Further the proposed reduction in consultation from 35 days to 21 days is not appropriate. Residents require more time to respond to a consultation not less, given the complexities involved.</p> <p>Cheadle Unite Wrote to SMDC regarding the Framework for Community Involvement Namely the 'Statement of Community Involvement – Cheadle Unite Response April 2014 [8].</p> <p>Residents do not feel the implementation of Community involvement has:</p> <ul style="list-style-type: none"> • Taken into account an adequate scope for a Community framework (I.e. the SCI) • Taken on the points raised in that letter [8] • Created a 2-way dialogue with the community • Been effectively implemented by SMDC <p>In order to Consult (discuss) in a process incorporating a 'duty to co-operate' with a community, the process has to involve a 2-way flow of information, Including relevant documents and feedback.</p> <p>SMDC has not presented residents with the Latest 2012 ONS Population figures (Published in full May 2014) or the Department for Communities and Local Government (DCLG) Household Predictions for England 2012 -2037 (Published Feb 2015). The figures for <u>all</u> SMDC between 2016 and 2031 show a housing demand of 2573 Significantly Lower than the proposed 6000.</p> <p>These figures have been available since February, 5 months in advance of the consultation. Further on the 18th March 2015 you wrote to Cheadle Unite indicating that the '2012 based household</p>	<p>evidence base to submit to the Secretary of State to support the examination process for the Local Plan.</p> <p>Formal consultation is carried out in accordance with the statutory requirements set out in the Town and Country Planning (Development Management Procedure) (England) Order 2015.</p> <p>21 days is the time period set out in the Town and Country Planning (Development Management Procedure) (England) Order 2015.</p> <p>Consultation on the Council's Local Plan is ongoing and the next round of public consultation will take place in April / May 2016 and will be open to anyone who wishes to make comments.</p> <p>On the 2nd March 2016, the Council took a decision on housing numbers in the Staffordshire Moorlands taking into account the latest available population projections. The committee report and minutes are available to view on the Council's website.</p> <p>Duty to co-operate with neighbouring authorities is an on-going process which the Council is actively involved in.</p>

RESPONDENT NAME	COMMENTS RECEIVED	OFFICER RESPONSE & RECOMMENDATION
	<p>projections' would be included in the current consultation.</p> <p>Cheadle Unite has always written to SMDC with a positive attitude towards engagement, however, any responses that are forthcoming from SMDC are handled through a complaints department. This clearly does not set a positive precedent for a co-operative District Council.</p> <p>Numerous documents including Road Traffic Survey information have not been in place during the consultation.</p> <p>The SCI should include an open and transparent process with residents and our local City of Stoke-on-Trent and Newcastle-under-Lyme Borough Council and give residents the opportunity to be involved and support a strategy to ensure much needed redevelopment is focused on Brownfield site regeneration around the Potteries as detailed in [8] Point 2.</p> <p>Health & Safety Concerns and Environment and Ecology concerns have been dating back to January 2010 [2] have been raised and largely ignored.</p> <p>Documents 1-8 Referenced in brackets throughout this document e.g. [1] are appended to this Document for inclusion in full as part of the Cheadle Unite consultation response.</p>	<p>The Council is required to meet its objectively assessed housing needs within the District boundary unless they can demonstrate to an Inspector that this is not possible. There would need to be exceptional circumstances in order for this to be adequately demonstrated. The Council's Strategic Housing Land Availability Assessment, a key evidence base document, demonstrates that there is capacity in the Staffordshire Moorlands to meet its housing requirements without the need for development in neighbouring authorities areas.</p> <p>The Council recently published its Phase 1 Ecological Survey and this is available to view on the website. It will inform the content of the Local Plan alongside the rest of the evidence base.</p> <p>RECOMMENDATION</p> <p>NO CHANGE TO SCI</p>
<p>Cheadle Residents: Yes (changes required) 23, No (changes not required) 5</p>	<p>I object to the reduction in the council's duty to consult residents. We with the council fought Danbank in 1998, the hearing was heard over a week in the Guild Hall Cheadle. The cost of the hearing will be wasted if the outcome is ignored. The people in this area (Mobberly Farm) have for approx. 30 years had this threat hanging over us .</p> <p>The pressure is not fair we have suffered enough, There are many old people in this area who can no longer fight. This is taking</p>	<p>Consultation on planning applications is carried out in accordance with the Councils statutory requirements contained in the Town and Country Planning (Development Management Procedure) (England) Order 2015.</p> <p>The issue raised regarding housing in</p>

RESPONDENT NAME	COMMENTS RECEIVED	OFFICER RESPONSE & RECOMMENDATION
	<p>advantage of the battle fatigue felt by my neighbours.</p>	<p>Cheadle is not a matter for the Statement of Community Involvement as this document does not allocate land for development. Housing land allocations will be made in the Council's Local Plan which is currently being produced.</p> <p>Consultation on the Council's Local Plan is ongoing and the next round of public consultation will take place in April / May 2016 and will be open to anyone who wishes to make comments.</p> <p>RECOMMENDATION</p> <p>NO CHANGE TO SCI</p>
<p>42no. Cheddleton Residents</p>	<p>Para.5.8 should be amended as most people don't understand the planning process. Plain English and accredited with the 'Crystal Mark'.</p> <p>(This paragraph reads: "Neighbour notification letters, site notices and press advertisements give the date of serving the notice and the date by when representations must be made; they also advise on how and where the application can be inspected and how representations can be made. The close of consultation date will be 21 days after the publication of the advertisement or site notice, but the date will also be published on the Council's website".)</p>	<p>It is unclear as to how this could be worded any more simply without suggested amendments being put forward. However, it is suggested that the word 'representations' could be replaced with the word 'comments' as this is more widely understood.</p> <p>RECOMMENDATION</p> <p>AMEND SCI</p>
<p>Biddulph Residents: Yes (changes required) 1, No (changes not</p>	<p>This is a comment rather than a proposed change : Community involvement is limited by the inability to have input into the Local Strategic Partnership Plan , which prioritises and monitors areas of health and , education , sport and leisure , and infrastructure etc . When proposed developments are presented to</p>	<p>Comments noted though the issues raised go beyond the scope of the Statement of Community Involvement and the District Council's remit (Staffordshire County Council is the</p>

RESPONDENT NAME	COMMENTS RECEIVED	OFFICER RESPONSE & RECOMMENDATION
required) 15	<p>the public, there is limited scope to change the fundamental issues of schools , utilities etc , The current issues around schools in Biddulph was already evident in 2012 when an 'AMBER' designation was given, yet a budget of only £230,000 was allocated (compared with Leek £1,500,000 and Cheadle although no shortfall in provision was shown , was allocated £8,000,000, despite both being 'GREEN') . Cheadle and Leek each have 2 secondary schools (Cheadle additionally has a sixth Form College) . Biddulph, with a population similar to Leek should be given another secondary school to comply with the NPPF which refers to there being 'a choice of schools'</p> <p>It is also an ideal time to ditch the Middle School system. Woodhouse should revert to a secondary school, thereby creating space at BHS to take in at age 11 which would then create space at James Bateman. JB and Knypersley First and could become a split site primary school due to physical limitations on expansion . If any development has to take palce in the buffer zone towards Biddulph Moor from Pennine Way , it should be for Oxhey school to expand the provision of places .</p>	<p>Education Authority) so no changes to this document are recommended.</p> <p>RECOMMENDATION</p> <p>NO CHANGE TO SCI</p>
Leek Residents: Yes (changes required) 1, No (changes not required) 2	<p>Currently, procedure allows for the applicant to name 3 x 3 minute slots at committee to verbally support the planning application. However, currently there is no right of reply to the Planning Officers comments on the application to the committee, even if these contain inaccuracies or misleading information . There should be permitted a right of reply by the applicant. At the very least the applicant should be permitted to exchange one of the 3 x 3 minute slots for a right of reply to the planning officers comments on an application. This has been raised with the Executive Director/Monitoring Officer on a previous occasion.</p>	<p>There is no right of reply to the Officer's comments to the Planning Committee.</p> <p>RECOMMENDATION</p> <p>NO CHANGE TO SCI</p>
Endon Residents: Yes (changes required) 5, No (changes not required) 28	<p>Changes not specified.</p>	<p>RECOMMENDATION</p> <p>NO CHANGE TO SCI</p>
Easom	<p>SCI is a sham - Inadequate and should be changed (with</p>	<p>Planning Officers are always available</p>

RESPONDENT NAME	COMMENTS RECEIVED	OFFICER RESPONSE & RECOMMENDATION
	<p>community involvement) to give the community real consultation and participation especially when greenfield sites are the subject of planning applications. At present, any community facing a planning application cannot expect any meaningful help from SMDC officers and little help from elected representatives, especially those with vested interests.</p> <p>Obstruction of Neighbourhood planning proposals by the Conservative majority on the Town Council is one way in which community consultation and participation is denied.</p>	<p>to discuss current applications with members of the public. However they must remain impartial. Their role is to assess an application in light of national and local planning policy and any other material considerations and then to make a recommendation to the Planning Applications Committee.</p> <p>RECOMMENDATION</p> <p>NO CHANGE TO SCI</p>
Leach	<p>Paragraph - 5.7 SMDC need to encourage more community involvement.</p> <p>Until the elections in May I worked with VVSM who represented local residents. They asked to be involved in all discussions as application SMD/2014/0576 was so large and out of character for the area but they were refused. Only meetings were held between SMDC and the developer. The developer refused to accept down scaling of the application and did not speak to local residents about their huge concerns. Everything went through SMDC.</p> <p>Paragraph 5.8</p> <p>Developers must acknowledge resident's concerns. A public exhibition was held but no effective consultation occurred with the developer. VVSM wrote an objections report but this was not put on the planning portal website until after the application had been passed so the residents were still not sure if the developer had seen their concerns. The developer also refused to accept the independent flood report that was submitted by VVSM and accepted by the Environment Agency.</p>	<p>It is normal and entirely correct that all discussions and negotiations on an application take place between the Planning Officer and the applicant. It would not be appropriate to involve third parties in those discussions. Members of the public/third parties are however able to comment on planning applications and their views, where raising material planning considerations are taken into account in the planning process.</p> <p>The WSM objections report was seen by the Case Officer and assessed as part of the application referred to.</p> <p>The Council cannot comment on the reason why the applicant for the Blythe Colours, Cresswell application (Mr M J Barrett) did not consult with the community.</p>

RESPONDENT NAME	COMMENTS RECEIVED	OFFICER RESPONSE & RECOMMENDATION
	<p>They also had an independent traffic report written which may not have been seen by the developer and was definitely not discussed with the community. This has to change.</p> <p>The proposed Draycott Solar Panels recently raised concerns by residents and the company have had open discussions about the issues. Mr Barrett and Scentarea never once met with the community or the Parish Council only through the exhibition. The questionnaire provided straight after the exhibition did not allow time for VVSM to do their own investigating and put the objections in.</p>	<p>RECOMMENDATION</p> <p>NO CHANGE TO SCI</p>
Unstead	<p>Referring to the council:</p> <p>"It can not refuse to accept a valid application because it disagrees with the way in which a developer has consulted the community."</p> <p>Should not the council be able to set out defined ways in which a developer must consult the community. Otherwise all the power lies in the hands of the developer - this is bad for community involvement.</p>	<p>For very large scale development (in excess of 200 homes for example) developers are required by law to consult with the community. For other major applications the National Planning Policy Framework and the Council both encourage developers to engage with the community prior to submitting planning applications. However for these developments the Council could not require that pre application consultation is carried out.</p> <p>RECOMMENDATION</p> <p>NO CHANGE TO SCI</p>