

Edenbridge Neighbourhood Plan Consultation Statement



Neighbourhood Planning Regulations 2012 (Part 5 s15)

**Edenbridge Neighbourhood Plan
Consultation Statement**

By: Edenbridge Town Council (Qualifying Body)

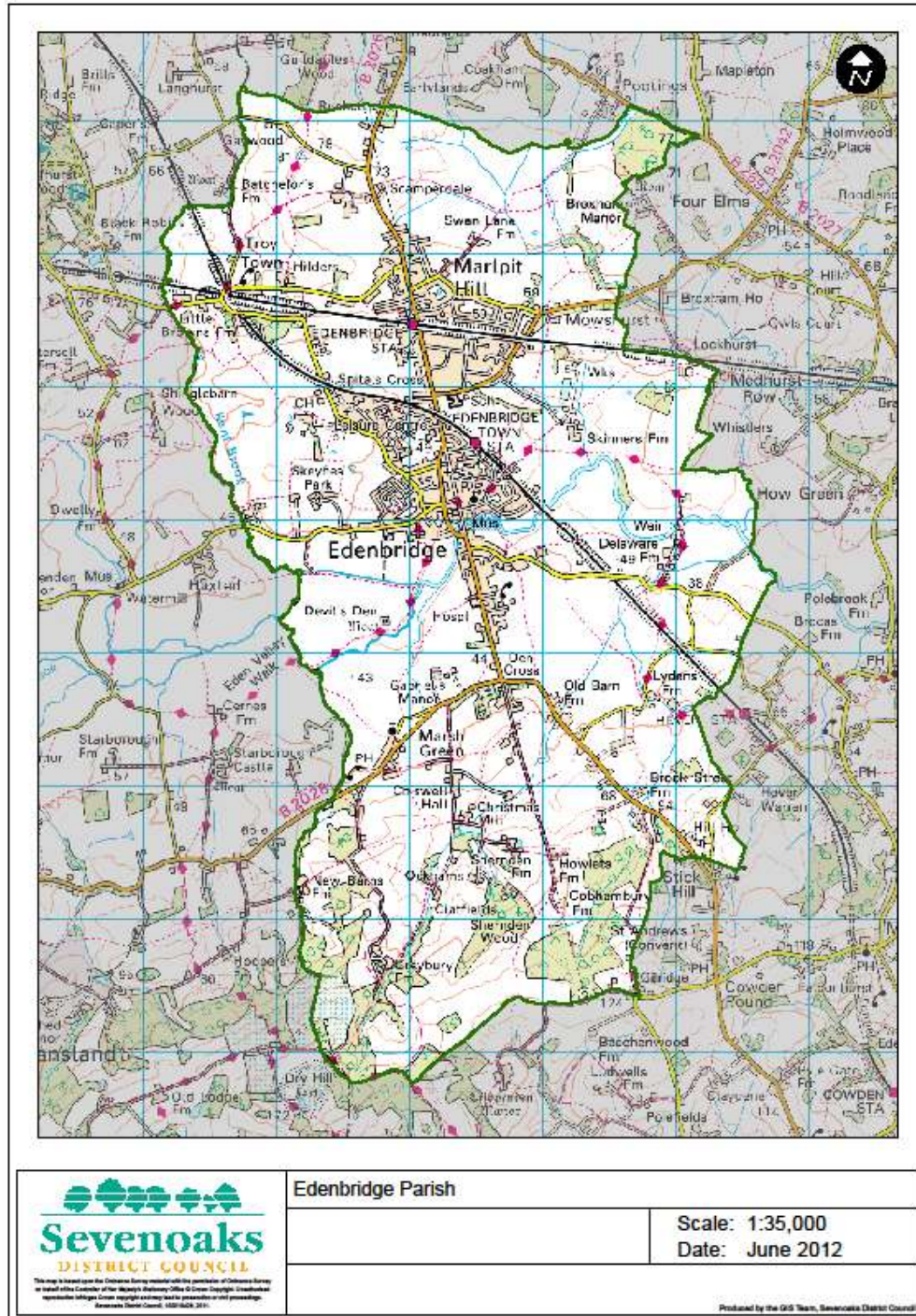
October 2017

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Neighbourhood Plan Title:

Edenbridge Neighbourhood Plan (ENP)

This application relates to Edenbridge parish, the boundary as indicated on the map below.



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Section 1 Introduction:

This Consultation Statement has been prepared with the aim of fulfilling the legal obligations of the Neighbourhood Planning Regulations 2012, which are set out in the legislative basis below.

An extensive level of consultation (community and statutory) has been undertaken by the steering group, focus groups and town council which is required by the legislation and is set out below.

Legal basis:

Section 15(2) of Part 5 of the 2012 Neighbourhood Planning Regulations sets out that, a consultation statement should be a document containing the following:

- (a)* details of the persons and bodies who were consulted about the proposed neighbourhood development plan; (see section 3)
- (b)* explanation of how they were consulted; (see section 3)
- (c)* summary of the main issues and concerns raised by the persons consulted; (see section 4) and
- (d)* description of how these issues and concerns have been considered and, where relevant, addressed in the proposed neighbourhood development plan (see section 4)

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Section 2 Background

The **Edenbridge Neighbourhood Plan** is the culmination of three years' work by the Steering Group, initiated by the Town Council and led by the community on the implementation of the Localism Act 2011.

Parish:

The market town of Edenbridge is situated in the Eden Valley on the western edge of Kent within Sevenoaks District Council administration, bordering on the counties of Surrey and East Sussex.

Location:

Its location is served by rail links to London through two stations and convenient access to the M25. It is also served by bus routes to the nearby larger towns in both East Sussex, Surrey and Kent such as East Grinstead, Oxted, Sevenoaks and Tunbridge Wells.

Environment:

Edenbridge is a visitor destination, heritage and cultural centre with its own museum, and historic country houses such as Hever Castle and Chartwell nearby.

Challenges:

Much of the Parish falls within various areas subject to flood risk as defined by the Environment Agency.

The Launch:

The ENP Steering Group was established by Edenbridge Town Council in February 2014. In addition to Town Councillors the Steering Group contained members representing Edenbridge Youth Forum, Eden Valley Chamber of Commerce, Edenbridge Community Partnership, Edenbridge Medical Practice, Coopers Estates and other individuals.

Support:

The Steering Group has been supported by Planning Aid, Sevenoaks District Council, ACRK and Community Spirit CIC, together with individuals forming Task Groups to explore issues and analyse needs.

The Consultation:

These groups collaborated with the Town Council on a number of activities enabling engagement with groups and individuals, including organizing focus groups and workshops as outlined in section 3 of this report.

The Steering Group also consulted with residents by engaging through leaflets, and surveys utilising mail, web and social media, as well as face to face communication.

The period from March 2014 to September 2016 featured engagement of key groups and individuals, including focus groups and workshops together with interaction. This included a community survey, and a Housing Needs Survey delivered to every household in the parish. Businesses were also consulted through a Business Needs Survey.

These were publicised using a mix of exhibitions, posters, flyers, newsletters, press releases, online social media and the Town Council website. The latter being updated regularly during the process.

As a result, we achieved the following response rates to the surveys:

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- Initial community survey 2%
- Housing needs survey 23%
- Business needs survey 15%

Section 3 Consultation Process

3.1 Surveys: The consultation process consisted of several types of survey:

- Character Area Assessment project – April 2015
- Business Survey – May 2015
- Community and Housing Needs Survey - June 2015
- Youth Survey – November 2015
- First-Draft Policies questionnaire – March 2016

3.2 Types of Engagement: activities utilised the following types of approach:

- Public meetings and open day drop in events (PM)
- Presentations to local groups (LG)
- Stakeholder seminars and meetings (SS)
- Focus Groups and Workshops (FGW)
- Direct mail self-completion surveys (DM)
- Face to Face engagement at community events (FF)
- Exhibition events (EE)
- Newspaper, community notice boards, web site and social media (NWS)

3.3 Consultation: These consultations broadly but not exclusively engaged with the following individuals and groups:

- Parish Residents
- Young people under 11 years Nursery and Toddler Organisations, Edenbridge Primary school, Cub Scouts
- Young people 11 – 25 years Edenbridge Youth Forum
- Older People Age UK, Edenbridge U3A, EdenARA, Fircroft Tenants Association (FTA)Pop in Club, Eden Centre Older Persons Lifestyle Group, WI
- Business Community Chamber of Commerce
- Commuters Edenbridge Rail Travellers Association
- Faith Groups
- Traveller Community
- Stakeholders Kent County Council, Sevenoaks District Council, West Kent Housing Association, Environment Agency, NHS
- Landowners Cooper Estates, Gaywood Farm Partnership
- Health Edenbridge Medical Practice, Edenbridge Hospital League of Friends

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3.4 Diary of Engagement Activities:

2014	Engagement Activity	Type	Target Groups
March	ENP Launched	PM Annual Town Meeting	
March	Awareness Project	LG, FGW	
		Edenbridge U3A	Older People
April	Awareness Project	LG, FGW	
		Afternoon WI	Older People
		Evening WI	Older People
		EdenARA	Older People
April	Publicity Launch	NWS All	Parish Residents
April	Publicity Launch	NWS	
		Station Notice Board display	Commuters
May	"Have Your Say"	DM	4,000 Addresses
July	HYS Results	NWS All	Parish Residents
July	Awareness Project	LG, FGW	
		Primary School	Young People under 11
September	Awareness Project	LG, FGW	
		Edenbridge Cub Scouts	Young People under 11
October	Vision and Objectives workshops	NWS All	Parish Residents
December	Engagement Results	NWS All	Parish Residents
2015			
	Engagement Activity	Type	Target Groups
March	Progress Report	PM Annual Town Meeting	
March	Awareness	NWS Face Book and Twitter Pages Created	Parish Residents, Business Community and Stakeholders
April	Character Area Assessment (CAA) Launch	NWS	Parish Residents
May	Business Survey Launched	DM	Business Community
May	Awareness	EE, FF	
		Community Fun Day	Parish Residents
June	Housing Needs Survey Launched	DM	Parish Residents
July	Youth Consultation Launch	LG, FGW Youth Forum	Young People 11- 25
September	Progress Report	FGW West Kent	
		Housing Association	Parish Residents
October	All Survey Results Published	NWS	Parish Residents
October	CAA Update	PM Town Council	
October	Awareness and Progress	EE, FF Apple Festival	Parish Residents
October	Youth Consultation Results	LG	Young People 11- 25
November	Youth Consultation Review	FGW Youth Forum	Young People 11- 25

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3.4 Diary of Engagement Activities *continued*:

2015	Engagement Activity	Type	Target Groups
November	Awareness and Progress	NWS Station Notice Board	Commuters
November	Awareness and Progress	EE, FF Christmas Market	Parish Residents
2016	Engagement Activity	Type	Target Groups
January	Awareness and Progress	NWS Edenbridge Directory	Parish Residents
February	Policies Launch first draft	PM, EE Rickards Hall	Parish Residents
March	Draft Policies Consultation	DM Booklet	Parish Residents
March	Awareness and Progress	NWS Edenbridge Directory	Parish Residents
April	Progress Report	PM Town Meeting	Parish Residents, Business Community and Stakeholders
June	Awareness Housing Options Survey	EE, FF Rotary Fete	Parish Residents PR over 25 under 60
June	Progress Report	SS Edenbridge Partnership	Stakeholders
June	Policies Consultation Results	NWS	Parish Residents
June	Housing Survey Refined	FF Eden Centre	PR over 25 under 60
July	Housing Survey Refined	EE, FF Family Fun Day Four Elms Fete	PR over 25 under 60
August	Awareness Housing Survey Refined	FF Leisure Centre Stangrove Park playdays	PR over 25 under 60
September	Awareness Housing Survey Refined	EE, FF Car Show	PR over 25 under 60
September	Housing Survey Refined	FF Travellers Site	PR Traveller Community
2017	Engagement Activity	Type	Target Groups
March	NP Policies Approval	PM	Town Council
	Awareness and Progress	EE, NWS	Parish Residents
	Awareness and Comment	SS Sevenoaks District Council	Stakeholders
	Awareness	NWS Inclusion on Town Council Website	Parish Residents, Business Community and Stakeholders
April	Progress Report	PM Town Meeting	Parish Residents, Business Community and Stakeholders
June	Design Statement Consultation	PM	Town Council

Section 4 Main Issues and Concerns with Actions and Outcome

4.1 Through analysis of data and feedback from the various individuals, groups and stakeholders, specific issues and concerns were identified by the steering group.

4.2 The main concerns not in any particular priority or timescale:

- Structure and wording of Housing Needs Survey was complex, challenging completion by some target groups
- Low response rates to direct mail questionnaire (8%)
- Disproportionate response rates within age groups of parish residents; weighted to the over 60's
- Lack of expertise in structuring and wording Neighbourhood Plan to reflect community wishes whilst producing a robust document for the planning system

4.3 Actions:

- Reduced Housing Needs Survey questions and introduced plain English wording
- Targeted and engaged age and community groups through:
 - Door to door survey with the Travelling Community
 - Specially designed activities with Edenbridge Primary School
 - Focus group discussions with Edenbridge Youth Forum
 - Face to face age group targeted surveys at community events particularly the under 45-year olds
- Engaged planning consultant to assist in policy wording and structure of Neighbourhood Plan

4.4 Outcome:

- Redrafted Neighbourhood Plan Policies in September 2016
- Neighbourhood Plan document in September 2017

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Section 5 Appendices

Documents relating to the Neighbourhood Plan consultation process can be accessed through the Edenbridge Town Council website:

<http://www.edenbridgetowncouncil.gov.uk/say/neighborhood-plan>

For reference a summary of documentation by type of engagement is included in this appendix as follows, listed by date:

Direct marketing:

DM 1	'Have your say' initial leaflet	May 2014
DM 2	'What do we need' leaflet	October 2014
DM 3	'Character Area Assessment project	April 2015
DM 4	'Business needs Survey'	May 2015
DM 5	Housing Needs Survey	June 2015
DM 6	'Have your say – Draft Policies' booklet	March 2016
DM 7	'Housing options questionnaire'	June/July 2016

Exhibitions and Events:

EE 1	Vision and Objectives workshops	October 2014
EE 2, 3	Edenbridge Town Station Awareness	November 2015
EE 4	Edenbridge Town Station NP Launch	April 2015
EE 5	First Draft policies display	February 2016
EE 6	'Community Fun Day'	May 2016
EE 7	Town Station policies display	March 2017

Public Meetings:

PM 1	Town Meeting Agenda, NP Launch	March 2014
PM 2	Town Council Agenda, NP update	March 2015
PM 3	Town Meeting Poster/Agenda, awareness	April 2016
PM 4, 5	Town Meeting Photographs	April 2016
PM 6	Town Council Agenda, Draft Policies approval	March 2017
PM 7	Town Meeting Progress report	March 2017
PM 8	Town Council design statement consultation	June 2017

Feedback:

FB 1	'Have your say' first results	April 2014
FB 2, 3	'Have your say' results updated	May/June 2014
FB 4	'Have your say' results	June 2014
FB 5	Edenbridge Cub Scouts	September 2014
FB 6	Edenbridge Primary School	July 2014
FB 7	Young Persons Neighbourhood Plan Input	October 2015

Newspapers, Community Noticeboards, Web Site and other Social Media:

NWS 1, 2, 3	NP Launch various newspaper articles	March/April 2014
NWS 5	Press Release – 'Vision for the future'	July 2014
NWS 6, 7, 8, 9	'Vision for the future' various newspaper articles	July/August 2014
NWS 10	Town Clerk column – Chronicle	October 2014
NWS 11	'What do we need' poster	October 2014
NWS 12	'What do we need' web page	October 2014
NWS 13, 16, 17	'What do we need' various newspaper articles	October 2014
NWS 14	Twitter Account	October 2014
NWS 15	Facebook Account	October 2014

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NWS 17, 19	'What do we need' results- various newspaper articles	December 2014
NWS 18	'What do we need' press release	December 2014
NWS 20	Character Area Assessment launch – Press release	April 2015
NWS 21	Character Area Assessment launch – newspaper article	April 2015
NWS 22	Business Needs Survey launch, Press release	May 2015

Section 5 Appendices contd.

Newspapers, Community Noticeboards, Web Site and other Social Media cont.:

NWS 22	Housing Needs Survey launch, Press release	June 2015
NWS 23	Business Needs Survey launch, Chamber of Commerce	June 2015
NWS 24	Youth Consultation Needs launch	July 2015
NWS 25, 26	Housing Needs newspaper articles	July 2015
NWS 27	NP update press release	July 2015
NWS 28	Housing Needs Community Poster	July 2015
NWS 29	West Kent Housing magazine article	September 2015
NWS 30	Housing Needs Survey results press release	October 2015
NWS 31	Housing Needs results newspaper article	October 2015
NWS 32	Business Needs Survey results press release	October 2015
NWS 33	Business Needs results newspaper article	October 2015
NWS 34	Edenbridge Directory awareness and progress	March 2016
NWS 35	NP Policies Survey Launch press release	February 2016
NWS 36, 37	NP Policies Survey Launch banner display	February 2016
NWS 38	Policies Survey launch Online press article	February 2016
NWS 39	Policies Survey launch press article	February 2016
NWS 40	NP Draft Policies press release	June 2016
NWS 41	Rotary Fete awareness and progress	June 2016
NWS 42	Edenbridge Partnership awareness and progress	June 2016
NWS 43	NP Committee 'Thank You' press release	June 2016
NWS 44	'Thank You' newspaper article	July 2016

A hard copy file of documents is held in the Town Council Office.