



Local Development Framework

Central Lancashire Core Strategy

# Statement of Consultation

## Regulation 30 (1)(d) Report

December 2010



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## CORE STRATEGY STATEMENT OF CONSULTATION

### Introduction

1. The Central Lancashire Joint Statement of Consultation details how the three authorities have conformed to the regulations of the Town and Country Planning (England) (Amendment) Regulations 2008 and each authority's Statement of Community Involvement.<sup>1</sup> The Statement focuses on the key stages of producing the Central Lancashire Joint Core Strategy - Issues and Options (stages one and two) and the Preferred Options – it sets out: who has been invited to participate in the preparation of the Core Strategy; how they were invited to do so; the main issues raised through the consultations and how these have been addressed in the Core Strategy.

## ISSUES AND OPTIONS: CONSULTATION DECEMBER 2006 – MARCH 2007

### Introduction

2. The Issues and Options consultation paper set out the main strategies which influenced the Core Strategy. It suggested a spatial vision which the area could aspire to by 2021. Divided into eight themes, the paper went on to suggest an objective for each which would contribute to the overall vision. It further set out under each theme the key spatial planning issues and some options for addressing those issues. Respondents were asked to comment on the vision, the objectives, and indicate their preferred options. They were also given the opportunity to comment in detail and suggest further options or any omissions from the paper.
3. The Issues and Options stage one of the Core Strategy was the first formal stage and commenced by the issuing of a consultation paper. The document was prepared jointly, as are all the following stages of Core Strategy preparation, by Chorley Borough Council, South Ribble Borough Council and Preston City Council – the Central Lancashire authorities. The public consultation process ran from November 2006 to March 2007. It included a variety of methods aiming to reach all members and groups of the community.
4. Following on from the principles set out in the authorities Statements of Community Involvement<sup>2</sup>, the consultation was undertaken using various methods set out below.
  - The Issues and Options Paper was available to download on the dedicated Central Lancashire website ([www.centrallancscity.org.uk](http://www.centrallancscity.org.uk)<sup>3</sup>)
  - A leaflet was produced summarising the main aims of the Core Strategy and advising people where they could obtain the Issues and Options Paper, and a

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<sup>1</sup> Preston City Council, Local Development Framework Statement of Community Involvement, April 2006; South Ribble Borough Council, Local Development Framework Statement of Community Involvement, March 2006; Chorley Borough Council, Local Development Framework, Statement of Community Involvement, July 2006.

<sup>2</sup> Appendix 1: Statements of Community Involvement Engagement Methods

<sup>3</sup> The term Central Lancashire City was used throughout the first Issues and Options Paper because it was thought this best described how the Central Lancashire area functions as a joined-up entity. However, some respondents considered this an inappropriate term so it was dropped for the second Issues and Option Paper and the web address was changed to [www.centrallancashire.com](http://www.centrallancashire.com)

questionnaire which could be returned to a Freepost address or completed online.

- The Issues and Options Paper and leaflet were displayed in the authorities' libraries, leisure centres and reception areas of council offices. Leaflets were delivered to households in the three areas and posters were displayed in community halls and on Parish Council notice boards.
- The Issues and Options Paper and questionnaire were sent to statutory consultees and those who had specifically requested the Paper. For other consultees, including individuals, local businesses, schools and community and interest groups, a letter was sent explaining that the full version of the Issues and Options Paper, questionnaire and leaflet were available online and from the Councils' contact address.
- An article was placed in the Lancashire Evening Post and local community newspapers, detailing the consultation on the Core Strategy Issues and Options Paper and information on where it was available.
- A separate Schools Questionnaire was sent out to schools in the area, asking pupils for their views on the Issues and Options Paper.
- Public 'drop in' forums were held in each of the three areas. In addition, 'specialist' forums were held with stakeholders, local businesses and community groups.
- Officers explained the Core Strategy process and the Issues and Options Paper at community groups and Area Forums throughout Central Lancashire.

### **Questionnaire**

5. The questionnaire was designed to accompany the Issues and Options Paper, therefore addressing all the issues and options posed in the Paper. The questionnaire was available throughout the consultation period and was available at all locations where the Issues and Options paper was. In addition, the questionnaire was sent to all those who had requested their details be added onto the Joint Central Lancashire consultation database.
6. The questionnaire aimed to identify any big planning issues and options that may not have already been considered in the document. The questions aimed to gain opinion as to whether respondents agreed with what had been written in the Paper. To allow respondents to indicate their preferred option a grid was provided to allow respondents to provide information on their preferred or alternative options.
7. One hundred responses were received to the main questionnaire, of these seventeen were received online. Several detailed written responses were also received; these were mainly related to site specific matters or particular interests.

### **General Comments**

8. Throughout the comments, several matters emerged:
  - Support for maintaining the greenbelt
  - Support for re-using previously developed land, though some comments suggested that sustainable greenfield sites should be used

- The need for truly sustainable growth where economic, social and environmental considerations are balanced
- The protection of important open spaces, landscapes and biodiversity
- Support for concentrating development in the existing main centres
- Support for the regeneration of areas in need.

*The Vision*

9. There was mixed support for the vision. Several comments suggested the vision was vague, lacked local distinctiveness and was not specific to the area. Other comments suggested there was too much emphasis on economic growth and not enough about genuine sustainable growth or the impact on the environment. With the exception of the aforementioned comments there was overall support for the vision.

*Locating New Development – Theme 1*

10. There was generally support for the use of brownfield land, before greenfield land, which is centrally situated for sustainable reasons and to reduce the need to travel. However, there were some comments of support with regard to the use of greenfield sites, including those within urban areas, as it could be more sustainable. Nonetheless the majority of comments suggested rigid protection for Green Belt and greenfield sites. Comments also suggested that development should be located mostly in Preston and the key service centres.

*Meeting Housing Needs – Theme 2*

11. There was considerable support for the use of Previously Developed Land (PDL) but suggestions by some indicated that sustainable greenfield sites should be considered. There was concern that economic growth could lead to higher house prices and meeting affordable housing needs emerged as a key concern. Sustainability of new development in relation to location, best use of land, proximity to services, reducing the need to travel and sustainable construction also emerged from the consultation. In addition, there was support for the improvement of older housing rather than new development.

*Fulfilling Economic Growth – Theme 3*

12. Overall there was a mixed reaction to this issue, especially with regard to the focus of economic growth within the document. Comments suggested that sustainability issues need to be considered; therefore growth needs to be sustainable. Comments recommended that a big contribution to economic growth can be made through tourism, leisure and culture. Generally, no one answer was seen to be the solution.

*Improving Accessibility – Theme 4*

13. The factor that emerged from the response to this theme is that there was no one simple answer and that a combination of all options was needed. Better forms of transport and more sustainable forms of transport (walking/cycling) were common responses, but a variety of different views have been made.

*Protecting the Environment – Theme 5*

14. The protection of landscape for recreation and leisure values was a regular comment. Restoration and enhancement of landscapes was just as important as

the protection of existing landscapes. The avoidance of new development in flood risk areas was also a concern. There was a wide range of comments on numerous topics, but no dissension that the environment was an, if not the, most important issue to be considered.

#### *Improving Quality of Life – Theme 6*

15. Provision of, and access to greenspace was raised as being significant. The value of mixed developments was emphasised on several occasions. Community facilities were deemed important. Social conditions linked to crime should not be addressed in the Local Development Framework. As in many of the themes, no one solution or answer is dominant over the others and a combination of options is regularly espoused.

#### *Sustaining Rural Areas – Theme 7*

16. Affordable housing, specifically for the needs of villages was an occurring comment. Small scale development in villages could help to sustain services to serve the rural area. On the other hand, the need to preserve the character of villages by not encouraging new development was put forward. The need for the integrity of the greenbelt and countryside was emphasised on several occasions.

#### *Thriving Centres – Theme 8*

17. There was support for a hierarchy of centres with Preston as the main centre but with investment also in smaller centres. It was also endorsed that Preston should retain its own character rather than trying to become like Liverpool and Manchester, and that a mix of uses should be allowed to contribute to vitality and viability of centres. Comments suggested that out of centre developments should be restricted.

#### *Other Issues*

18. Other issues which respondents considered should be included can be grouped broadly as:

- Impact of climate change, global warming, reducing carbon emissions, use of alternative fuels, decline in fossil fuels and impact on economic growth.
- Need to protect and enhance the landscape and environment, biodiversity, retain the character of the area, ecological connectivity, and ancient woodland.
- Cross boundary issues e.g. Ribble Estuary Regional Park, coastal trail.
- Cross cutting issues: citizenship, education, importance of community, planning out crime, protection of community, cultural and leisure faculties and accessibility.

Other specific issues which respondents raised included:

- The proposed expansion of the BAE Systems site at Samlesbury and its importance to the regional economy should be recognised.
- Deliverability is not addressed.
- Genuine spatial options are not present.

19. In addition a number of representations were made in relation to specific sites and their suitability for development. The Core Strategy does not however identify

precise sites for development; this is addressed through the Site Allocations Development Plan Document.

20. Several other responses were received raising concern about the Central Lancashire City concept. This term was used throughout the Issues and Options Paper because it was thought this best described the Central Lancashire areas function as a joined-up entity. However, some respondents considered this an inappropriate term so it was dropped for the second Issues and Options Paper and the website address was changed to [www.centrallancashire.com](http://www.centrallancashire.com).

### **Schools Questionnaire**

21. The consultation included sending a questionnaire to secondary schools to gain the views and opinions of a broad section of young people in the area. 87 completed questionnaires were returned. The questionnaire consisted of a series of questions covering topics including development, transport, design, city, town and district centres and renewable energy. It also invited comments about how young people envisage the future of the Central Lancashire City area. The following is a brief summary of the issues that came out of the responses.

22. Several options stood out in response to the questions, as follows:

- Concentrate development in the existing large urban areas.
- Encourage development in all centres, such as Leyland, Chorley and smaller centres.
- Employment related development should be spread out across the three boroughs, and between towns and the larger villages.
- Development in some villages should be allowed to increase the local population.
- An integrated network of cycling and walking routes should be provided.
- There should be promotion of modern design and there should be flexibility in this area.
- Be radical and make it a requirement that all large development should include renewable energy as part of the development.

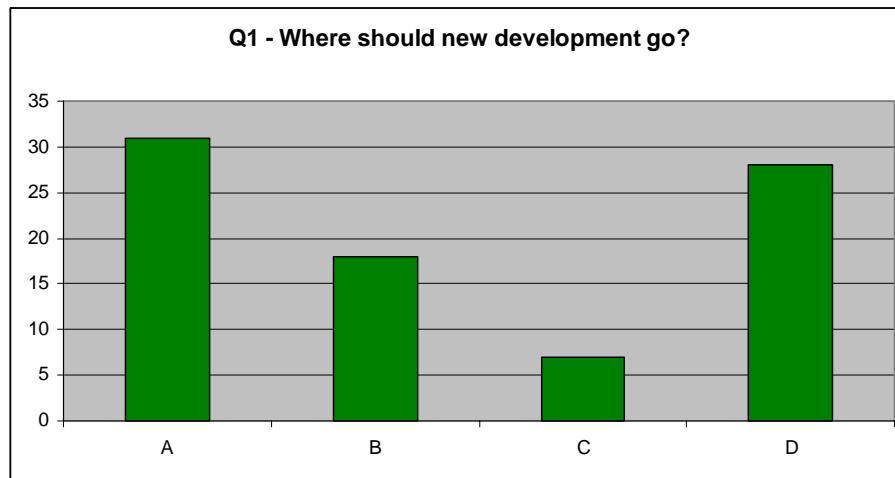
23. The young people also expressed a wide variety of responses to the question of what they would like the Central Lancashire City area to be like in 2016. These can be broadly grouped as:

- It should be a lot cleaner, with less litter in the future.
- There should be a better transport system in the future so it is easier for young people without cars to get around the area.
- Better leisure facilities are needed in the future, especially for young people.
- Provide enough affordable houses in the future so that houses are affordable to everyone.
- Crime is a big problem and this needs to be reduced in the future in this area.
- Better recycling facilities should be provided in the future.
- Make town centres car free in the future.
- Encourage the use of more renewable energy.
- Better landscaping in town centres and open spaces should be a priority in the future.

## Schools Questionnaire - Responses

### Q1 – Where should new development go?

A	Concentrate development mostly into the existing large urban areas of Greater Preston, Leyland and Adlington
B	Spread out across all existing towns and villages
C	Expand the new urban village of Buckshaw near Euxton
D	Create other new urban villages and new settlements



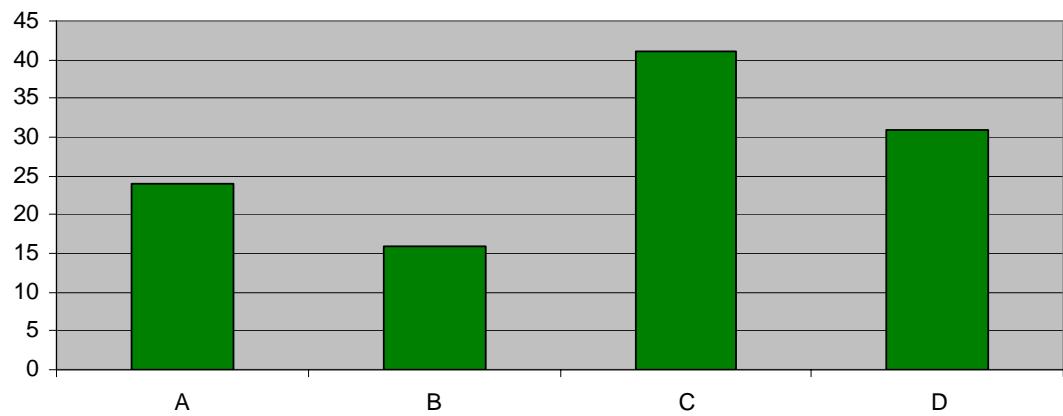
### Q2 – What future for our city, town and district centres?

A	Concentrate shopping, offices and leisure facilities in Preston City Centre
B	Encourage development in all centres, such as Leyland, Chorley and smaller
C	Use some other approach

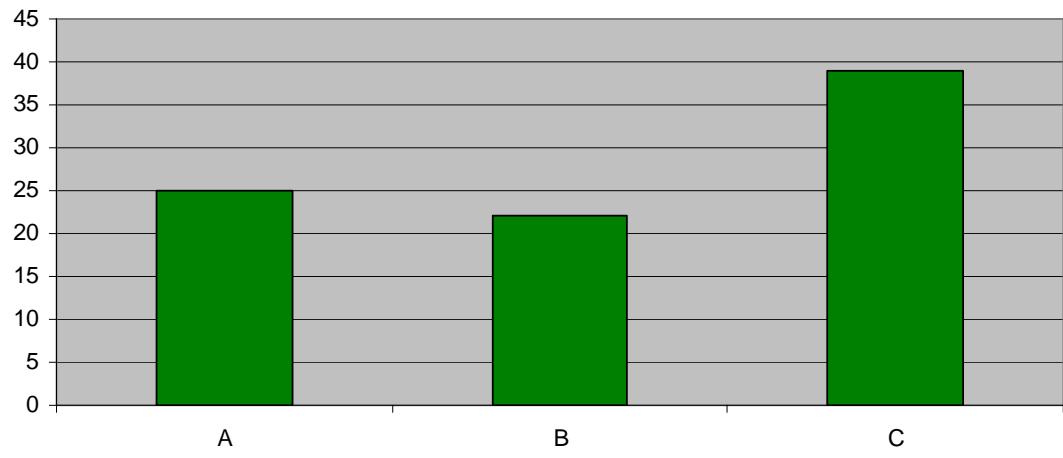


**Q3 – Where should new employment related development be located?**

A	In areas attractive to the market i.e. adjacent to motorway junctions
B	On brownfield sites in urban areas
C	Spread out across the three boroughs, and between towns and the larger villages
D	Next to new housing development

**Q3 - Where should new employment related development be located?****Q4 – How can villages thrive?**

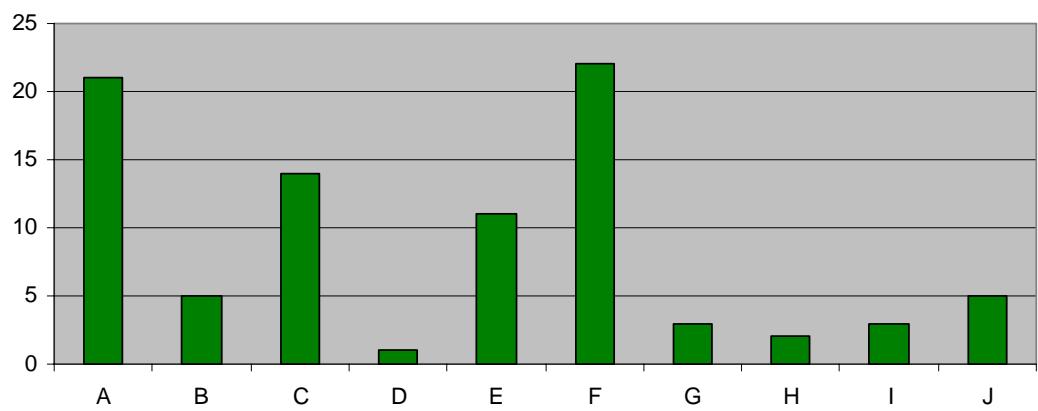
A	Prevent the conversion and closure of existing local shops and facilities
B	Allow dual use (eg part conversion to housing) if it enables local shops and facilities to survive
C	Allow some development in villages to increase the village population

**Q4 - How can villages thrive?**

**Q5 – What is your number one priority for transport infrastructure improvements?**

A	Create new bus routes linking the main residential, business and shopping centres
B	Create a circular bus ring route around the urban area
C	Improve train services
D	Electrify the Blackpool to Manchester Railway
E	Promote rapid transport/light rail/tram solutions
F	Provide an integrated network of cycling and walking routes
G	Provide new road crossings over the River Ribble
H	Complete the motorway ring around Preston
I	Create a new M6 motorway junction for Chorley
J	Create more direct links to Manchester and Blackpool airports

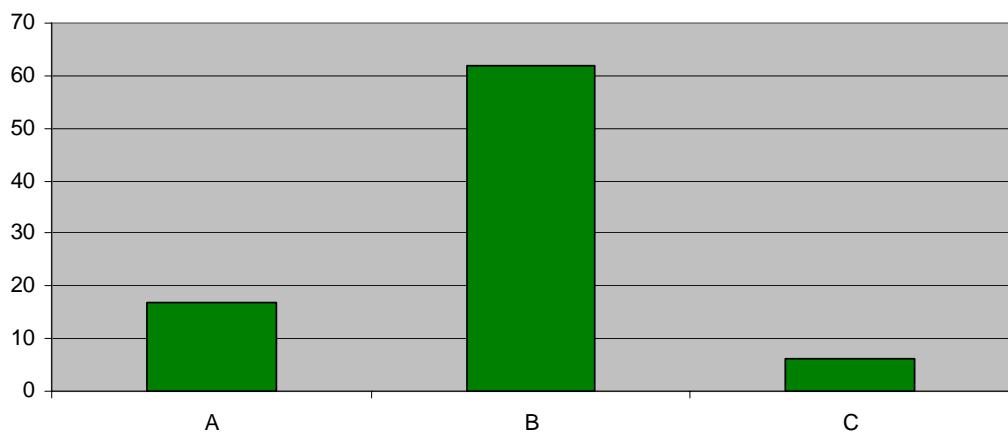
**Q5 - What is your number one priority for transport infrastructure improvement?**



**Q6 – What type of design do we want in new buildings**

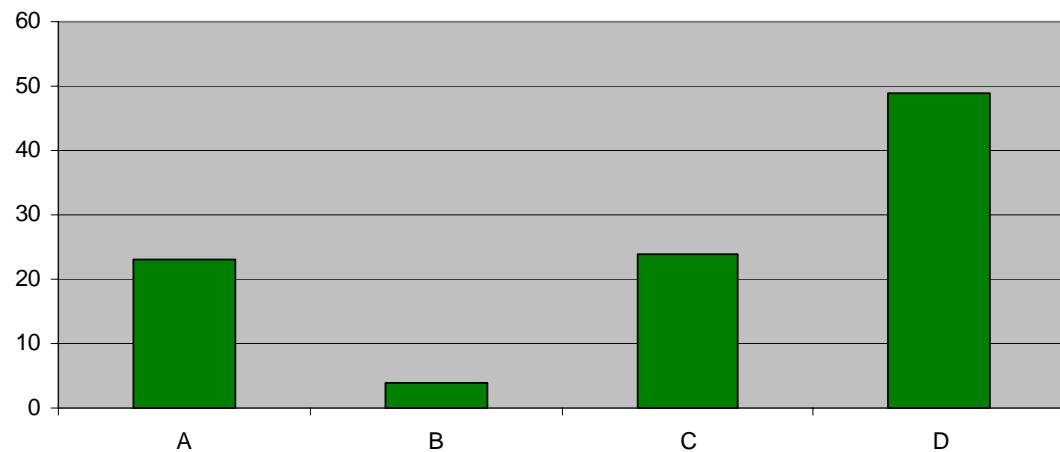
A	Follow existing urban character
B	Be flexible and promote modern design
C	Insist on high density design

**Q6 - What type of design do we want in new buildings?**



**Q7 – What renewable energy schemes should be encouraged?**

A	Only small scale schemes, and only as long as they fit with their surroundings
B	Only large scale schemes, e.g. 50-100 metre high wind farms
C	Both of the above
D	Go radically further – make it a requirement that all large new developments must include renewable energy as part of their development (using, for example, solar power, roof mounted mini-turbines, bio-fuel boilers, geothermic heat etc)

**Q7 - What renewable energy schemes should be encouraged?**

## **ISSUES AND OPTIONS PAPER TWO: CONSULTATION 2 NOVEMBER 2007 – 31 JANUARY 2008**

### **Introduction**

24. In light of the comments received on Paper One, together with independent advice sought, it was decided that more work was needed particularly in respect of “spatial options” and the future roles and functions of the “places” within our area. A further Core Strategy paper – Issues and Options Paper Two – was initially published for consultation on the 2 November 2007 for a six week period, to 14 December 2007, however as a result of stakeholder requests the consultation period was extended for a further six weeks to 31 January 2008.
25. The purpose of the second paper was to address particular points raised in some of the consultation responses in the First Issues and Options Paper in November 2006, particularly in relation to the draft vision and the lack of spatial options which deal with 'places'. Paper Two therefore identified the places or communities that make up the Central Lancashire area, and sets out some spatial options as to how new growth and investment may be accommodated. In summary, the Spatial Options were:
- Spatial Option1: Focus growth on Preston City and the other main urban areas.
  - Spatial Option 2: Target growth to a few priority urban locations but protect suburban areas.
  - Spatial Option 3: Spread growth between all the main urban areas and identified rural service centres.
26. In addition, the opportunity was taken to carry out further consultation on the draft “Vision” presented in Paper One. The draft vision had been criticised for not being locally distinctive, for lacking ambition, and for being too oriented towards economic growth at the expense of environmental considerations.
27. Time and resource constraints meant that the consultation on Paper Two was more limited. The methods used comprised:
- The Issues and Options Paper Two was available to download from the dedicated Central Lancashire LDF website.
  - All the individuals and organisations on the authorities’ shared consultation database, including those who responded to Paper One, were sent letters explaining that a full version of the Issues and Options Paper Two was available online or from the contact addresses. Consultees were invited to submit comments online via the [centrallancashire.com](http://centrallancashire.com) website.
  - Statutory consultees and other key stakeholders were sent a paper copy of the document.
  - Advertisements were placed in community newspapers and local newspapers to generate community interest and a press release was issued to publicise the decision to extend the consultation period to the end of January 2008.
  - The Autumn 2007 edition of “*LDF News*” featured the Issues and Options Paper 2 consultation. *LDF News* was circulated to all contacts on the shared database, and was available free to members of the public at Council offices.
  - *LDF News* was also circulated at each of the five Preston City Council’s Area Forums from November 2007 to January 2008. The LDF Issues and Options

Paper 2 was a standing item on the agendas of each of South Ribble's seven Area Committees between November 2007 and January 2008.

- A presentation was made to the Preston Parish Council's Consultative Forum in November 2007, and subsequently to two individual parish councils (Woodplumpton and Broughton).

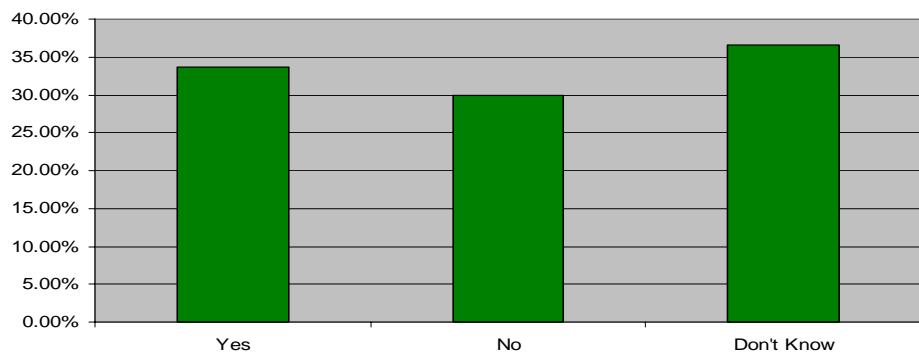
28. The Issues and Options Paper Two comment form focused on the following questions:

- Question 1: Does the Vision cover what you want the area to be like in 20 years time?
- Question 2: Which Spatial Option do you most support?
- Question 3: Are we right to explore the Growth Point idea?
- Question 4: If the Growth Point bid is successful, which of the Spatial Options would best deliver the additional growth?

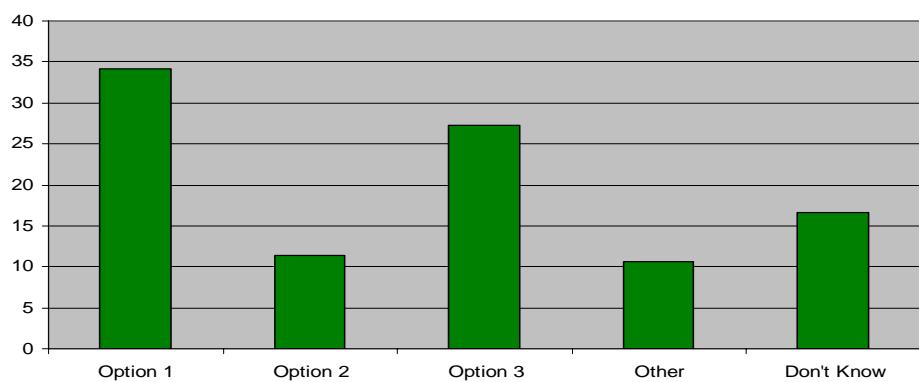
29. A series of options were presented with regard to the above questions and respondents were invited to state: Yes, No, or Don't Know. For questions 2 and 4 respondents were invited to state a preferred Spatial Option.

30. The responses to the four questions are detailed in the graphs on the next page:

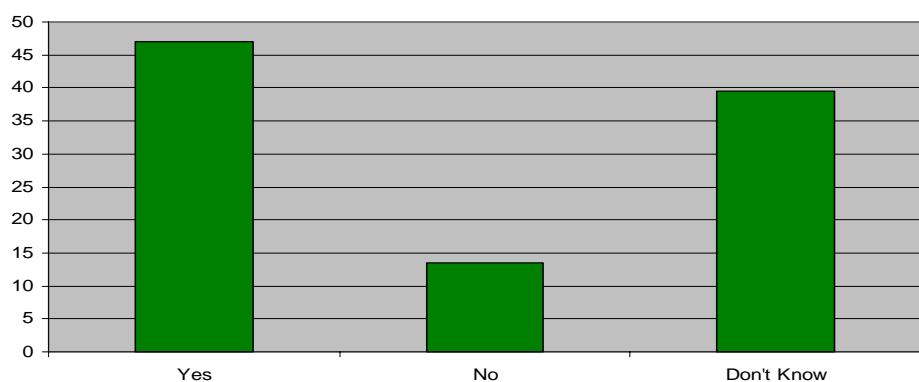
**Question 1. Does the Vision cover what you want the area to be like in 20 years time?**



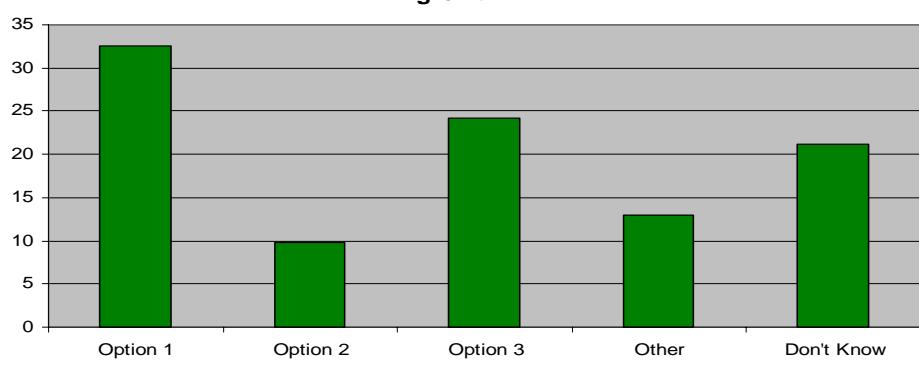
**Q2. Which Spatial Option do you most support?**



**Q3. Are we right to explore the Growth Point idea?**



**Q4. If the Central Lancashire Growth Point Bid is successful, which of the Spatial Options would best deliver the additional growth?**



### *Question One - The Vision*

31. The responses with regard to the Vision confirmed that the Vision needs to be considered further. It was suggested that the Vision was too vague, a matter that was also raised in the previous round of consultation, and does not focus on individual places within Central Lancashire. It was also thought that there was too much emphasis on economic growth and not enough on the importance of environmental sustainability. With regard to the main urban areas it was suggested that these should be the foci for growth, in addition it was a concern that there was not enough mention of quality of life aspects, including deprivation and regeneration, crime, education, health and leisure.

### *Question Two - The Spatial Options*

32. A significant proportion of respondents did not express a preference as to which was the preferred spatial option. However, some respondents put forward alternative suggestions, usually by means of amendments to one of the suggested options. These alternatives included:

- Option 1 but with more detail on amount of development in each settlement
- Option 1, but allow some growth in smaller centres (although not as much as Option 3).
- Option 3 but with more detail on amount of development in each settlement
- Option 3 but allow growth in settlements other than the defined rural service centres.
- Option 3 but also target those urban areas most in need of regeneration (as in Option 2).
- Option 3 but with main urban areas defined more explicitly, and with clear indication of the amount of growth in each settlement.
- Option 3 but with Grimsargh as a defined rural service centre
- The inclusion of a rural service centre to the north of Preston (NOTE – see paragraph 71).
- Combine Option 2 and 3 – protect suburbs, but identify needs in rural service centres
- No further development outside of existing built up areas
- No review of Green Belt in South Ribble
- May be a case for adjusting Green Belt boundary south of the River Ribble if Green Belt was designated to the north of Preston.
- BAE Systems at Samlesbury needs to be given appropriate recognition.
- Concentrate higher density housing on brownfield sites in the town centre, with lower density family housing on the edge of settlements (North Preston).
- Options should reflect the limited strategic choices imposed by the draft Regional Spatial Strategy, particularly in terms of housing, and the need to achieve targets for the development of previously developed land. The Preferred Options should avoid the need to review Green Belt boundaries.
- Maximise the potential of previously-developed land
- No more growth - the proposed level of development is not justified.
- All options need to address sustainability and regeneration, not growth.
- Implications for rural areas of all options need to be clearly expressed.
- The Sustainability Appraisal commentaries are too vague to assess options.
- Recognise Penwortham's identity (not part of Preston).
- Accommodate new development north of Preston, not in South Ribble.

33. The comments form also sought views on whether, in relation to Spatial Option 3, there should be a rural service centre north of Preston. A very small number of

responses made reference to this issue, split evenly between developers/land owners and Parish Councils. No real consensus emerged on this issue. Some developers favoured Goosnargh/Whittingham as a potential rural service centre, others suggested Grimsargh. In addition, there was no consensus amongst those Parish Councils in favour of Spatial Option 3 as to which village might be a rural service centre. Other Parish Councils who responded were opposed to any further development.

*Question Three - The Growth Point*

34. As the Issues and Options Paper Two was being drafted, Central Government invited local authorities in the north of England to submit expressions of interest in being awarded 'Growth Point' status. Growth Points are aimed at delivering residential development and associated infrastructure more quickly in areas of high demand. The Central Lancashire authorities had prepared a bid so it was appropriate to invite people's views on this issue as part of the consultation on spatial options.
35. Almost half (47%) of respondents agreed that the Central Lancashire authorities should explore the Growth Point idea. Only 13% disagreed. However, a significant proportion (40%) did not know or did not express a view.

*Question Four – If the Growth Point bid is successful, which Spatial Option would best deliver the additional growth?*

36. The pattern of representations on this question was similar to that for Question 1, with Option 1 attracting the most support and Option 2, the least. A significant number (21%) did not express a preference or did not know. Some respondents (12.9%) put forward alternative suggestions, but these generally reflected the response to Question 2 on spatial options.
37. Although the overall number of responses received was small in relation to the numbers of people and organisations we sought to engage with, a wide range of views were expressed covering a lot of different issues. This does make it difficult to identify any broad consensus. It is important to remember that the views submitted are not necessary votes for a particular option, and that a well-made point is just as valid if one person says it as if one hundred say it.

## **Preferred Core Strategy: Consultation 30 September 2008 – 19 December 2008**

### **Introduction**

38. Following on from the two Issues and Options consultations the Central Lancashire Preferred Core Strategy was published for consultation on 30 September 2008. Representations were requested to be submitted by 19 December 2008, giving a twelve week engagement period. A series of events were organised, some were specifically arranged to consider the Core Strategy whilst others had the document as an agenda item for discussion. At most events a presentation, tailored to the individual audience, was shown followed by a question and answer session. Consultation on the Core Strategy was also encouraged through the distribution of letters to the extensive list of established consultees, in addition to the numerous types of electronic and media publicity.

### **Paper Engagement**

39. Letters were sent to over 2000 addresses on the joint consultation database covering a wide range of national, regional and locally based organisations and individuals. The letters drew attention to the availability of the documents, the timescale of the consultation and the ways comments could be made. Copies of the documents were made available for inspection in each of the District Councils planning offices and local libraries, plus as is the custom in Chorley Council, local post offices in villages without a library.

40. Approximately 600 printed copies of the Preferred Core Strategy were made available free of charge during the consultation period as were several hundred copies of the Summary document.

41. In terms of ways to respond and make comments, representations could be made in a variety of ways:

- Online form
- Paper form or letter using a Freepost address
- Via e-mail

42. A detailed review of the formal representations received to the Preferred Core Strategy, and how these have been taken into account and considered in the Publication Core Strategy can be found in the *Statement of Representations*.

43. There are many different ways to engage and interact with the local community and key organisations. Careful consideration was given to choosing appropriate forms of involvement.

44. In addition comprehensive notes were taken at each of the engagement events and other meetings; information with regard to these events is detailed below. All of the responses, made through any medium, were taken into account and considered in respect of the future content of the Core Strategy.

## **Events**

### **By Invitation Only**

45. Numerous invitation events took place to specifically meet the needs of particular interests and groups, detailed in the table below.

46. Although a variety of venues, time of day and formats were used attendances for some events were poor. Individual numbers of people attending ranged from 2 to 54 although overall nearly 200 people were involved in this way. The better-attended events were generally with representatives of organisations where there had been earlier contacts made in the Core Strategy process. Getting the interest of 'new' contacts proved more difficult. Most attendees were followed up later and asked to rate the event using an evaluation form. In total, seven forms were returned and all of them generally scored the events positively. Attendees were asked to rank certain aspects of the event from 1 to 5, with 5 being very satisfied and 1 being very dissatisfied. No attendee scored any aspect lower than 3 and the only specific negative comments to be made were regarding room acoustics and parking arrangements.

<b>Date</b>	<b>Meeting</b>	<b>Venue</b>	<b>Location/Town?</b>	<b>Method</b>
04/11/08	Community and Voluntary Sector	Gujarat Centre	Preston	Presentation/Summary and Focus Group
06/11/08	Central Lancashire & Neighbouring Authorities Officer Workshop	Civic Centre	Leyland	Workshop/presentation
10/11/08	Infrastructure Providers	Town Hall	Preston	Presentation followed by Focus Group
11/11/08	Health and Wellbeing	Civic Centre	Leyland	Workshop/presentation
19/11/08	Development Industry	Civic Centre	Leyland	Presentation followed by Q&A session
24/11/08	Transport	Town Hall	Preston	Presentation followed by Q&A session
26/11/08	Environment	Town Hall	Chorley	Presentation followed by Q&A session
11/12/08	Business	Holiday Inn	Chorley	Presentation followed by Q&A session

### **Community and Voluntary Sector**

#### **Methodology:**

47. The Community and Voluntary Sector event was based around a presentation and summary of the Core Strategy followed by a focus group. Three main questions were posed for the focus group, they were:

- What are the challenges facing the groups you represent?
- How are these challenges being addressed?
- What can the Preferred Core Strategy do to help?

Comments:

48. The main challenges facing the groups which the delegates represent were considered to be problems faced with building capacity of the groups involved, lack of participation, capacity and resources, lack of community feedback and the need for employment and training support to save the loss of the younger member of society to other areas. A variety of housing related issues were also mentioned, including the concern with regard to private and/or unregistered landlords and the lack of knowledge of tenancy rights, access to social housing and the requirement to target BME communities.
49. When asked how these challenges could be addressed it was suggested that the Community and Voluntary sector could work with local agencies in an advocacy role, however concern was raised that small groups can only do so much on matters such as housing as they neither have the expertise, resources nor power. In addition it was proposed that confirmation is required that the local area agreement performance indicators are to be used in the Preferred Core Strategy and linked together as part of the same agenda.
50. Delegates indicated that the Preferred Core Strategy could help influence the use of vacant and unused properties. As well as look at the traffic problems affecting rural and urban areas, in particular the ease of access from urban to rural areas by public transport. Green infrastructure and a multi faith community centre were also suggested as ways in which the Preferred Core Strategy could help.

### **Central Lancashire and Neighbouring Authorities Officer Workshop**

Methodology:

51. After a brief introduction and presentation on the Local Development Framework and the Core Strategy, delegates were broken into three groups to focus on specific aspects of the Preferred Core Strategy. The groups discussed the following issues:

- Cross boundary issues
  - What are the cross boundary issues?
  - Do you consider the cross boundary issues have been addressed?
  - Can you recommend any improvements to the Preferred Strategy?
- Development control, regeneration and environmental issues
  - Will the Core Strategy be suitable for making decisions on planning applications?
  - Will it assist implementation of regeneration/environment issues?
  - Will the proposed Supplementary Planning Documents (SPDs) be useful?
  - Are further SPDs required?
- Planning policy
  - Does the Core Strategy respond to your local planning issues?
  - Does the Core Strategy provide clear direction on the future planning of Central Lancashire and your District?
  - Can the Preferred Options/policies be strengthened?

Comments:

*Cross Boundary Issues*

52. The main cross boundary issues that were highlighted were with regard to travel and transport. It was suggested that motorways and the rail network provide key connections, however trains to and from Preston could be better for local services with particular need for improvement in the train links from Preston to West Lancashire. The RSS changes in hierarchy with regard to Bolton and Wigan were also deemed to be matters of concern as was the proposed Tithebarn scheme and its implications and impact on centres outside of Central Lancashire. Infrastructure and sustainable travel were subjects that were also brought up with regard to cross boundary issues. It was also suggested that the location of the BAE Systems site at Samlesbury was not fully explained, as it straddles the boundary of Central Lancashire and Ribble Valley.

*Development Control, Regeneration and Environmental Issues*

53. It was thought that the Core Strategy would not, in its current form, be suitable for making decisions on planning applications as more detail was required, which is likely to be set out in accompanying Supplementary Planning Documents (SPDs), and it is unclear as to how some of the preferred options would be implemented. It was also thought that clarification of terms and phrases was required. As the new system of spatial planning and Local Development Frameworks go beyond the "traditional" role of development control officers; the new system requires a change in culture, hence it was recommended that detail needs to be provided upfront about the purpose of the document and the way in which it will be used. One of the main issues raised with regard to Development Control issues was the fact that the Core Strategy needs to be deliverable.
54. With regard to the implementation of regeneration and environmental issues it was again suggested that the Core Strategy requires more detail before it will be able to assist in such implementation, furthermore additional information is required on the implications of the Preferred Options. Officers queried the specific inclusion of the Tithebarn development and not regeneration projects in Chorley and the need for quality design in regeneration areas.
55. It was agreed that the Character, Housing Design and Streetscape SPDs could be combined. The scope of a proposed Housing SPD should also include design. Mention was also made about retaining existing Local Plan policies in the interim. Suggestion of whether an Area Action Plan would be more appropriate for the Preston Central Business District was also raised, as was the question of where the *Manual for Streets* is to be taken into consideration. Officers also suggested that stronger linkages between local authorities and the Highways Agency need to be included in order to clarify the understanding of the Highways requirements, especially for major developments.
56. It was suggested by officers that there should be a requirement for Parking Standards and Energy Efficiency SPDs, and that all SPDs should use best practice examples to assist developers understand what is required.
57. Other questions and queries raised included the issue of whether the SPDs or Core Strategy could be used to refuse a planning application, how to apply national retail policy in PPS6 (now replaced by PPS4) and the possible gap around rural development, the rural economy and countryside protection. The question of where other elements of sustainability fit into the Core Strategy, the

requirement of a legal review of the language and the need for the document to be deliverable and enforceable were also highlighted as significant issues.

### *Planning Policy*

58. There were various issues raised when the question regarding the Core Strategy and its response to local planning issues was asked. The suggestions were generally with regard to the Core Strategy lacking information on specific areas of detail; this included the need for more information and content on design, more input from service providers, greater detail on the Growth Point and more information of "rural" employment to be detailed in the employment Chapter. Officers also suggested that there should be an infrastructure deficit/infrastructure plan to compliment the Core Strategy, along with detail with regard to funding allocations of such infrastructure. In addition, officers recommended the need to increase information in the Core Strategy in respect of the "provision" of open space and the need to incorporate elements of the three local authority standards. It was also suggested that references made to biodiversity should be increased throughout the document.
59. Officers considered that the Core Strategy did provide clear direction on the future planning of Central Lancashire as a whole and the three individual authorities, the only suggestion from officers was the need to adapt the Core Strategy as new information emerges therefore the document is a constant evolution providing up to date information.
60. It was recommended by officers that in order to strengthen the Preferred Options and policies of the Core Strategy the evidence base needs to be up dated. Officers also question whether the County Council would be able to produce County-wide SPDs covering issues such as biodiversity and employment land. Green Belt boundaries and the matter of whether the Central Lancashire authorities could "hang" SPDs on policies in the Regional Spatial Strategy were also introduced as ways in which policies could be strengthened.

### **Infrastructure Providers**

#### **Methodology:**

61. The infrastructure workshop was based around a summary presentation of the Core Strategy, focussing on the infrastructure related themes and objectives followed by a series of discussion questions:
  - What is the best way to coordinate infrastructure planning?
  - Are the Preferred Options consistent with your organisation's future plans?
  - What can the Core Strategy do to assist your organisation?
  - Are there any gaps?
  - Can the Preferred Options be improved?
  - What role can you play in implementing the Preferred Options?

#### **Comments:**

62. Accessibility was deemed to be a key requirement in the co-ordination of infrastructure planning for Royal Mail. It was also acknowledged that there was need for regular consultation and discussion through the planning referral process. Telecommunications companies, hospital representatives and United Utilities all commented that they work from five year plans to co-ordinate infrastructure. Suggestions and recommendations to best co-ordinate

infrastructure planning included having knowledge of other organisations plans in order to work together and along similar timescales; this was particularly highlighted by the telecommunications companies who suggested linking in their works with road works. Key suggestions from United Utilities included keeping surface water out of the sewerage system and looking at both the impacts of climate change and the capacity of existing infrastructure. In addition it was acknowledged that rural schools are hard to plan for as the sites are often constrained.

63. The Preferred Options were deemed, in general, to be satisfactory with the exception of difficulties facing rural areas. It was suggested that co-ordination of works needs to be improved; equally they need to be commercially viable. Delegates proposed that highways are critical to accessibility and the impacts of technology on service provision need to be investigated. Delegates proposed that in order for the Preferred Options to be consistent with the infrastructure providers future plans it is necessary that the Core Strategy proposes a partnership approach, which along with the policies is useful.
64. As no timelines were published in the Preferred Options Core Strategy it was recommended that the Core Strategy is to be updated and reviewed. The impacts of changes in technology and changes in the population are also to be further reviewed and detailed, the peaks and dips in the population can impact service delivery, in particular school places. Delegates indicated that surface water management plans are needed in the Strategy.
65. Delegates suggested that they could assist in the implementation of the Core Strategy by helping to develop performance indicators and sharing of information. They also commented that it was crucial they are informed early of new developments and that the Publication Core Strategy will have a stronger infrastructure section. Furthermore it was considered necessary that plans from other organisations are linked to the Core Strategy.

## **Health and Wellbeing**

Methodology:

66. The Health and Wellbeing session was aimed at key stakeholders within the Health and Wellbeing sector to discuss specific aspects of the Preferred Core Strategy and determine if it responds to the long term plans and needs of the sector.
67. The event consisted of a presentation, a summary of the Core Strategy, focussing on the infrastructure related themes and objectives followed by a series of discussion questions:
  - What is the best way to coordinate infrastructure planning?
  - Are the Preferred Options consistent with your organisation's future plans?
  - What can the Core Strategy do to assist your organisation?
  - Are there any gaps?
  - Can the Preferred Options be improved?
  - What role can you play in implementing the Preferred Options?

Summary Comments:

68. Delegates suggested that the funding streams from organisations such as the NHS make long term planning difficult; in addition, public health sector trends tend to be reactive rather than proactive. A neighbourhood level approach seems to be a key suggestion, as was the need for Health Impact Assessments and a multi-agency approach. Other suggestions included: a reference in the Core Strategy Vision to creating inclusive communities, access to green spaces, and the need for further detail as to how such Core Strategy policies will be delivered.

## **Development Industry**

Methodology:

69. The developers' session was aimed at key stakeholders within the development industry to discuss specific aspects of the Preferred Core Strategy and determine if it responds to the long term plans and needs of the sector.
70. The event consisted of a presentation, a summary of the Core Strategy, focussing on the infrastructure related themes and objectives followed by a series of discussion questions:
- Are the Preferred Options the best way forward?
  - Are there any other alternatives? Do you have any ideas with regards to emphasising rural/village development or associated opportunities?
  - Have we missed anything?

Comments:

71. Several questions and queries were posed after the presentation, these are detailed verbatim below:
- Explain the timetable of the site specific allocations documents and how they will be integrated into Central Lancashire. Will these be completed by 2009?
  - It is difficult to comment on the Core Strategy until the Site Allocations document is published and all information is available. Some areas have completed the Core Strategy before their Site Allocations and it does not seem to have worked. The Core Strategy shouldn't rely on, or put emphasis towards the Tithebarn development. The option to facilitate growth should be considered in case the development does not happen.
  - Longridge has been included but is in Ribble Valley enabling Ribble Valley to benefit while facilitating growth. Any growth in Central Lancashire will not influence Longridge Key Centre growth therefore cooperation is needed from both sides.
  - The outcome of the Growth Point bid is due to be announced (Dec 09) but Councils can refuse to go ahead. What if one of the Central Lancashire Councils decides to opt out? Will it jeopardise the Core Strategy and have the individual implications for each district been specified e.g. green belt issues?
  - Would this withdrawal jeopardise joint working?

## **Transport**

Methodology:

72. The transport consultation event consisted of a presentation followed by a question and answer session.

Comments:

73. General questions with regard to the documents focused on issues such as the availability of the Central Lancashire Transport Study and the suggestion that the Preferred Core Strategy should include an option relating to the improvement and efficiency of the existing transport network. There was some discussion about the need to provide infrastructure, such as schools, before roads are constructed and hence the need to ascertain a way forward.

### *Preferred Option – PCS28*

74. A detailed discussion on the wording of PCS28 followed.

#### a) Reduce the need to travel by –

##### *3. Assisting home deliveries of ordered goods.*

It was suggested that we should look at good examples from abroad e.g. local pick up places and delivery of internet supermarket shopping.

A new sentence on locating schools, places of work and homes close together was suggested and it was pointed out that the order of the sentences should place walking and cycling first.

#### b) Encourage car sharing by –

##### *1. Promoting work based schemes.*

LCC hosts a car sharing website which has been running for 18 months and is well used.

##### *2. Providing high vehicle occupancy road lanes into Preston.*

Whether there is room for extra lanes was questioned as there are already cycle lanes and bus lanes. The option of using bus lanes for high occupancy vehicles was suggested.

The need to encourage car share ownership was mentioned, e.g. car clubs.

#### c) Manage car use through –

##### *3. Reviewing work place car parking.*

The need to provide an alternative to car parking space before it is taken away was discussed. The Preston Tithebarn development will encourage added short stay parking – there is the need for more Park and Ride schemes around the city of Preston, similar to those at Chester and York. Reducing the number of cars entering the city is a priority.

#### d) Enable travellers to change their mode of travel on trips through –

1. The proposed Park and Ride at junction 31A is under construction, it will be a 'park and cycle' facility, as well as providing the option to car share on motorway trips.

*3. Better coordinated bus and rail services.*

Need for more innovative integrated ticketing proposals.

e) Improve public transport by –

1. There is a need to provide secure cycle parking at rail stations.

'Real time' information should be rolled out from Preston to the wider Central Lancashire area.

Need to mention rural communities' requirements and refer to community-based public transport, such as dial-a-ride and South Ribble's 'flexi link' service.

f) Improve opportunities for cycling by –

1. The word 'completing' should be replaced by 'continually extending'.

There should be more detail on designing new developments to promote healthy lifestyles through cycling and the role of traffic calming and provision of cycle routes through and between estates.

g) Improve pedestrian facilities with –

1. There is a need for high quality public realm and cityscape, not just high quality paving schemes.

2. If 'safe and secure' footways relate to lighting, this could have an adverse environmental effect. The word 'services' needs to be explicit.

The need for improved bus stop facilities should be mentioned.

h) Improve the road network with –

There was a suggestion that extra words should be added to the travel chapter at paragraph 15.21:

*Without a sustainable approach to travel planning this congestion will increase with potentially detrimental impact on the existing economy and businesses.*

There was also a suggestion for an additional sentence (6) to read:

*Potential capacity enhancements to the motorway network e.g. hard shoulder running.*

There was a further suggestion that there should be an additional section (i) to address 'management' of the road network.

## **Environment**

Methodology:

75. The Environment Core Strategy event was based around a short presentation on the Preferred Core Strategy followed by a general discussion of the policies.

Summary Comments:

### Chapter 7: Climate Change, Energy and Resource Use

76. There was concern about the landscape/visual impacts of wind farms and how any impacts could be mitigated. In addition, it was mentioned that to meet government renewable targets the process needs to be quicker. The way in which the Preferred Core Strategy was structured raised concern as delegates suggested the themed chapters made it difficult to connect to other schemes or inter-link one theme with another. Comments were also raised concerning peat, the inclusion of Scheduled Monuments and Heritage, Sustainable Drainage Systems and Green Infrastructure.

### Chapter 14: Biodiversity and the Natural and Built Environment.

77. There was concern with regard to the use of the phrase 'regional park' in paragraph 14.26 of the Preferred Core Strategy, it was suggested that there is no potential regional park and that this reference should be removed. The issue of Green Wedges was raised, particularly with regard to the inclusion of a Green Wedge designation in Fulwood. In addition, it was also suggested that other locations should be considered as Areas of Separation.

## **Business**

Methodology:

78. A breakfast meeting was held at Holiday Inn, Preston, to gain the involvement of the business community with the Core Strategy. The event was structured in the following way:

- A presentation on the general content of the Preferred Core Strategy with an outline of the next stages in the process.
- A general question and answer session followed the presentation.
- Discussion of the three preferred options relating to economic growth and employment.

Comments:

79. The general questions which rose after the presentation included:

- How are the employment sites in the Preferred Core Strategy categorised?
  - It was explained that the Employment Land Review, undertaken to provide the evidence base for the Core Strategy, categorises employment sites into Best Urban, Good Urban, Other Urban, Other and Mixed Use sites. Some of the Other Urban sites may be suitable for other uses and there is the need for the authorities to undertake further work to identify which sites could be released for residential and other uses.
- In relation to sites in the Central Lancashire and Blackpool Growth Point bid, has employment land been correlated with the Growth Point residential sites?

- In response it was suggested that there is a need for an ongoing portfolio of sites and more work needs to be completed to demonstrate to the business community that a balance between housing and employment land has been struck.
- How was the 425 hectares employment land allocation figure included in the Preferred Core Strategy arrived at and how has the total Lancashire figure included in the RSS been disaggregated to district level?
  - It was explained that the figures in the Preferred Core Strategy had been apportioned from past take up rates, relating them on the total RSS figure for Central Lancashire of approximately 1300 ha. It was noted that 4NW is currently commissioning a study to look at disaggregating employment land figures to the local level.

80. The three preferred options relating to economic growth and employment were:

- Preferred Option PCS11 – Provide for economic growth and employment
  - Delegates of the business community raised the question of whether Central Lancashire needs to consider an additional strategic site.
  - It was suggested that there is a requirement for increased residential accommodation that is attractive to higher earners and recent graduates. It was noted that the vast majority of graduates are not in the 18-21 age range but are generally older.
  - A discussion focussed around the Tithebarn Regeneration Area proposals, the need to take advantage of the opportunities that the Tithebarn Regeneration Area provides and the issue of traffic congestion that may occur with the increased numbers of people travelling in and out of the City.
  - The Preferred Option of a presumption in favour of locating office development in town centres was questioned. Delegates thought that office development could work well at Junction 8 of the M61, similar to the office developments that have taken place at Middlebrook, Bolton. However, it was explained in response that the Highways Agency is not eager to encourage more traffic on to motorway but it is recognised that there is the need for a balance.
- Preferred Option PCS12 – Improve skills and economic inclusion
  - It was noted that it is essential to refer to skills shortages and the need to encourage self employment in this preferred option and hence chapter. It was also considered important to recognise the types of business already located in Central Lancashire and link these to the types of business Central Lancashire wants to attract.
  - In addition, it was noted that the prominent sectors in each part of Central Lancashire need to be drawn out, with reference to the area's strategic focus. Delegates considered it necessary to be flexible and look to the future as future growth is dependent on where expertise is and that expertise will attract similar cluster working.
  - Reference was also made to the issue of the North Preston Employment Site suffering from its own success as workers find it increasingly difficult to park and there is no suitable alternative public transport. It was suggested that businesses do want to expand at the location but the parking issues is still a constraint. It was accepted that the planned Park and Ride schemes Preston East and Broughton may improve the situation.
  - It was noted that there is a need to further engage with Preston Vision Board, South Ribble Vision and Chorley's Local Strategic Partnership Economic Development Sub Group on business issues.

- Preferred Option PCS13 – Sustain and encourage appropriate growth of rural businesses
  - Delegates discussed live/work units and referenced a scheme at Brockhall Village in Ribble Valley. It was recognised that significant opportunities lay in live/work units, provided there is stringent design criteria.
  - It was noted that rural issues should be more closely addressed in the Core Strategy, as rural areas provide unique opportunities.
  - Broadband access was raised as an important consideration in rural areas, as there is an issue of limited access and sometimes no access at all in some of the more remote rural areas.
  - In addition, it was acknowledged that transport operators need to be aware of businesses in rural areas in order to plan for additional bus provision.

### **Local Strategic Partnership and Elected Members Events**

Date	Meeting	Venue	Location	Method
13/11/08	SMIT (Chorley LSP)	Tatton Community Centre	Chorley	Presentation followed by Q&A session
14/11/08	Joint LSP Event	Town Hall	Chorley	Workshop/presentation
27/11/08	District and County Council Members	Town Hall	Chorley	Workshop followed by Q&A session

81. The two largest events were those held for representatives of the four Local Strategic Partnerships (LSPs) and elected Members of the four Councils covering Central Lancashire. It was decided to employ the services of a professional facilitator who ran the meetings and encouraged participation.

### **Joint Local Strategic Partnerships Event**

Methodology:

82. Delegates from Chorley, Preston and South Ribble and Lancashire Local Strategic Partnerships (LSPs) were seated at one of six tables according to their particular area of knowledge and expertise. After a brief introduction by the facilitator of the event and a presentation on the subject of the Core Strategy, delegates were asked to document the aspect that they particularly liked about the Core Strategy and the approach to its presentation, the changes they would like to see made and any omissions, which they might have noticed. After this initial part of the session the groups were asked to focus on specific aspects of the Core Strategy. The option to move to a more appropriate group was given and a number of delegates felt the need to do so. The groups discussed the following issues: climate change and the environment; economic growth, skills and inclusion and the rural economy; health and wellbeing; retail and tourism; travel; and housing.

Comments:

83. The integrated approach of the three Central Lancashire authorities was thought to be a positive approach by many of the delegates as were the links to other documents and plans and the overarching themes. Positive comments were also made with regard to the identification of strategic sites and the thorough inclusion of employment within the document. It was suggested that safety strategies

should be included in the document covering aspects such as road and community safety. Education provision was also highlighted as an area of omission, as were transport and development aspects. One main apprehension of the delegates was the role of Preston within Central Lancashire and the fear that Preston may become the focus and dominate of the Core Strategy. It was recommended that some of the diagrams within the Core Strategy be reviewed as some were deemed to be confusing and a little unclear. A fundamental issue raised was the need for the document to be realistic, this was observed in light of the change in economic circumstances hence highlighting that the crucial role of the economy is to be detailed throughout the Core Strategy.

#### *Climate change, water management and flooding*

84. It was commented that the authorities need to take a more pro-active role in land management, specifically with regard to older disused sites and their future. Again it was suggested that regeneration of this type of site would be useful for small and medium sized enterprises. It was also suggested that targets should be more refined and more focused.

#### *Sustaining the rural economy*

85. A key issues for the rural economy and hence its sustainability is the need for better information and communications technology infrastructure. Affordable housing was also deemed to be a fundamental issue for the rural economy as was the suggestion of protecting land for local food production.

#### *Skills and economic inclusion*

86. Retaining skills from all sectors and all levels of educational attainment was deemed to be vital for this chapter. It was suggested graduate retention should be encouraged through the provision of well paid employments in the growth sectors, entrepreneurship should be encouraged by educating school leavers about enterprise in addition to financial life skills. In order to reduce the number of NEETs (Not in Education, Employment or Training) it is proposed that investors support the recruitment process and community groups are supported through the removal of barriers to economic inclusion.

#### *Economic growth*

87. Key concerns to emerge form the discussions on this topic included the aim to create space by reusing space, especially for small and medium sized enterprises. Employment land raised quite a number of concerns and suggestions including: the need for employment land to provide for a variety of uses and to allow for short, medium and long term uses; not to exclude perceived "dirty" developments; enable incubation units for new and developing businesses; and the need for the provision of managed workspace. The need to increase entrepreneurship, enterprise and self employment was advocated as was the need for improved access to high speed communications.

#### *Health and wellbeing, public health and community services*

88. Many of the same matters were put forward for the health and wellbeing and the public health and community services chapters. Comments included the need to reduce the gap between secondary and tertiary health care services and to incorporate diversity issues according to the varied needs of the community. It

was also recommended that hospitals and the voluntary and faith sectors are represented in the Core Strategy's preparation.

#### *Sport and recreation, culture and crime*

89. The main concerns with regard to sport and recreation were mainly due to availability and accessibility issues. It was expressed that access to sport and recreation facilities should be accessible to the community as a whole and how access should be affordable. In achieving both accessible and available facilities it was suggested that the provision of facilities could be shared where possible and partnerships could be established. The issue of crime in the Core Strategy was perceived, by delegates, to be an "add on" issue and therefore it is needed to be thoroughly incorporated into the document to take away this perceived idea that it is an after thought. It was also suggested that community safety should be a higher planning priority and "design out crime" solutions should be incorporated.

#### *Housing*

90. A variety of issues were raised with regard to housing including the requirement for a mix of tenures to create inclusive communities and for mixed use sites. It was also thought the topic of Homes for Life should be included within the Housing chapter of the Core Strategy, as should the consideration of care housing and the requirement for a range of different care levels to be accommodated. The concern for security and design was raised as delegates considered there to be a need to consider these aspects when landscaping developments. It was suggested that for infrastructure needs to be in places for all changes and developments detailed in the Core Strategy. The delegates on the housing table also questioned the funding for affordable housing, where is this coming from?

#### *Retail and tourism*

91. The main area where comments were made was the Tithebarn development in Preston. It was suggested that the Tithebarn development should be seen as an opportunity, rather than a threat, to Chorley and Leyland. Additionally it was recommended that the markets of the three authorities should be developed as tourist attractions, furthermore the specialities of the towns of Chorley and Leyland should be addressed. Finally it was proposed that the concept of the "green" city be built upon and developed as an economic driver for tourism and a "unique selling point".

#### *Travel*

92. Predominantly it was the aims of the Core Strategy Travel chapter that were discussed. These tended to be with regard to reducing the need to travel by car and increasing the use of more sustainable forms of transport. It was suggested the aim of the policies should be to allow people to travel to and from work quickly and easily in a low cost environmentally friendly manner. The need for schools and work places to create travel plans was also recommended as was the issue of creating added value jobs in Chorley to help reduce commuting.

## Area Committees/Forums

93. The following meetings considered the Core Strategy as an item on their agenda.

- South Ribble – Regular Area Committee events held (cycle of 6 meetings)
- Preston – Regular Area Forums events held (cycle of 5 meetings)
- Chorley – Area Forums events (regular series)
- Lancashire Local Meetings (regular series)

Date	Meeting	Venue	Location	Method
09/10/08	Eastern Area Forum	St Oswalds Parish Centre	Preston	Presentation followed by Q&A session
23/10/08	Central Area Forum	Catherine Beckett Centre	Preston	Presentation followed by Q&A session
30/10/08	Preston Lancashire Local	County Hall	Preston	Presentation followed by Q&A session
06/11/08	Western Area Forum	Lea County Primary School	Lea	Presentation followed by Q&A session
13/11/08	North Area Forum	Harris Park Conference Centre	Preston	Presentation followed by Q&A session
13/11/08	West Leyland Area Committee	Leyland Baptist Church	Leyland	Presentation followed by Q&A session
17/11/08	Western Parishes Committee	Hutton Village Hall	Leyland	Presentation followed by Q&A session
18/11/08	Eastern Area Committee	Higher Walton Community Centre	Higher Walton	Presentation followed by Q&A session
20/11/08	South Ribble Lancashire Local	Civic Centre	Leyland	Presentation followed by Q&A session
20/11/08	Eastern Area Forum	St Oswalds Parish Church	Preston	Presentation followed by Q&A session
27/11/08	Central Area Forum	Preston and District SCOPE	Preston	Presentation followed by Q&A session
02/12/08	South West Chorley Forum (SWITCH)	Eaves Green Community Centre	Chorley	Presentation followed by Q&A session
03/12/08	East Chorley Forum PAICE	Tatton Community Centre	Chorley	Presentation followed by Q&A session
04/12/08	Rural Area Forum	Barton Village Hall	Preston	Presentation followed by Q&A session
05/12/08	Clayton Brook Together	Clayton Brook Village Hall	Clayton Brook	Presentation followed by Q&A session

11/12/08	Penwortham Area Committee	Penwortham Girls High School	Penwortham	Presentation followed by Q&A session
15/12/08	Leyland East Area Committee	Lancashire Football Association	Leyland	Presentation followed by Q&A session
16/12/08	Central Area Committee	St Paul's Church of England School	Farrington Moss	Presentation followed by Q&A session

Methodology:

94. The area committee and area forum events included, as an agenda issue, a ten minute presentation with regard to the Preferred Core Strategy Preferred followed by a question and answer session. The presentation explained what the Preferred Core Strategy document was about and its role within the planning system and details of how and why the three authorities decided on a jointly prepared document. Information with regard to the consultation process was also explained.

Specific Comments:

- Public transport was a key concern for the attendees at the Preston Lancashire Local event. It was suggested there was a need to improve the quality of public transport and the provision of better public transport, pedestrian and cycle routes.
- Attendees also felt there was a great importance to address the issue of deprivation and the need for affordable social housing. Members at the West Leyland Area Committee considered that there was a need to ensure that members of the public knew what was happening to specific sites in the area. It was explained that this will be addressed in the Site Allocations DPD, which will give details of site specific allocations after assessments have been carried out for each suggested site.
- Attendees at the Clayton Brook Together event questioned the employment use designation of the Botany strategic site and the availability of brownfield sites within Chorley East. There were also concerns regarding the boundary of the Moorland Gateway on the Key Diagram and the provision for affordable social housing.

**Parish Council Liaison**

- Neighbourhood group meeting in Chorley, Parish council associations across Central Lancashire.

Date	Meeting	Venue	Location	Method
27/10/08	Chorley Lancashire Association of Local Councils	Town Hall	Preston	Presentation followed by Q&A session
06/11/08	South Ribble and Preston Association of Local Councils	Civic Centre	Leyland	Presentation followed by Q&A session

**Methodology:**

95. The Association of Local Council committee meetings included, as an agenda issue, a ten minute presentation with regard to the Preferred Core Strategy followed by a question and answer session. The presentation explained what the Preferred Core Strategy document was and its role within the planning system and details of how and why the three authorities decided on a jointly prepared document. Information with regard to the consultation process was also explained.

**Comments:**

96. Recommendations made at the Chorley Lancashire Association of Local Councils were mainly centred on public transport issues. The general outlook was that the Core Strategy should be clearer about what it was proposing in the way of rural transport, more focused concerns included uncoordinated connections between trains and buses, and the need for live timetable information. Not only were the immediate effects of limited public transport provision recognised but also the implications on rural employment and their dependence on the availability of transport links.
97. At the South Ribble meeting there were no major issues raised but rather many questions asked covering a range of minimal topic areas, such as concerns as to why the Core Strategy does not provide information for a specific area, the growth point and the cost and funding of proposed railway stations.

**General Public**

Date	Meeting	Venue	Location
17/10/08	Market Stall	Market Hall	Leyland
11/11/08	Market Stall	Market Walk	Chorley
On numerous dates	Citizenzone Vehicle	Various	Preston

**Methodology:**

98. The Citizenzone Vehicle was used on numerous dates, mostly coinciding with the Area Forum meetings being held at a nearby event. South Ribble Planning Policy team held an event at Leyland Indoor Market to publicise the Core Strategy, and attempt to pass on information in an informal and easy to understand manner. The event took place between 10:00 and 15:00 and attracted approximately fifty to sixty enquiries from interested parties. Unfortunately very few of those spoken to wished to discuss the Core Strategy, within the event, in the main being used as a sounding board for a broader range of Council service complaints and requests.

**Specific Comments**

99. The following comments were all made at the Leyland Market event:

- Several of the comments made were with regard to the park and ride facility at Walton-le-Dale (Capitol Centre), receiving numerous compliments; however the Portway facility was not as popular.
- All respondents agreed the more park and ride facilities in the area the better, with a small number of people requesting a facility of this nature in the vicinity of Chorley Hospital. The majority of the concerns raised were with regard to the issue of an aging population, access for those less able was a key concern with a particular regard to access to Leyland rail station, however, this is an issue to be addressed in the Leyland Town Centre Masterplan.
- Although the feedback received was both useful and insightful it was not representative of the populous of the area and discussion tended to focus on minimal topic areas. Barely any of the enquirers agreed to consult or accept a copy of the full version of the document; many did however take a summary document.

## **Electronic Engagement**

### *Central Lancashire Website*

100. The Central Lancashire website was used for several reasons. It was a portal whereby up to date information could be quickly and freely made available. It allowed for representations to be made in a timely fashion and enabled people to browse all of the relevant documents along with associated information in a convenient way. An online calendar of events was made available with details of times and directions to the meetings. This information was updated regularly.

101. A log of 'hits' to the website has been compiled (see Appendix 3). There was an increase in October 2008 of approximately 30% compared to pre-consultation internet use. This increased level of use was maintained throughout the consultation period (30 September – 19 December).

### *District Council Websites*

102. The individual Council websites were uploaded with the Core Strategy documents and background information as well as being set up to act as portals to the Central Lancashire Website.

## **Media Engagement**

### *Local Newspapers*

103. As this was a non-statutory stage in preparing the Core Strategy there was no legal requirement to place public notice advertisements in local newspapers. So instead of this it was decided to use a more eye catching advertising campaign devised with the assistance of the Councils' Communications Officers and featuring a few key messages aimed at stimulating interest in the document. The advertisements provided contact information (website address and telephone number) to the Central Lancashire website and the Officer team, where more details could be gained.

104. To ensure full control over content, advertising space was bought in a range of local newspapers – namely the Chorley and Leyland Guardians, the Lancashire Evening Post, the Lancashire Advertiser and the Citizen franchise. Overall a series of advertisements with accompanying 'advertorial' pieces appeared over

several weeks. These adverts were also made available on some of the newspapers' own websites in the form of an animated moving banner with direct links to the Central Lancashire website.

105. During the period of engagement a log was kept of 'clicks' through these newspapers' websites into the Central Lancashire site:

- Guardian Newspapers – 38 direct clicks through out of 30,000 hits
- Lancashire Evening Post – 27 out of 40,000

### **Radio Advertisements**

106. Central Lancashire now boasts its own radio station covering the Preston, Chorley and South Ribble areas – Central FM. So this was an appropriate choice for advertising the Core Strategy – not only because the station's area of coverage matched the plan's area but as a new venture the cost of advertising was relatively inexpensive and the service all inclusive i.e. actors, recording and air time. However, the downside of using a new radio station was that listener figures were not available.

107. A series of four separate adverts was commissioned – each with a separate distinct message and each delivered using an actor from a different age group e.g. older man, younger girl etc in an attempt to convey that the Core Strategy is of relevance to everyone.

108. The four messages advertised were based on those that also appeared in the local newspapers:

1. Land for 17,000 new jobs by 2026
2. 6 Park & Rides around Preston by 2026
3. 24,000 new homes by 2026
4. 4 new railway stations in the area by 2026

### **Equality and Diversity Monitoring**

109. The Preferred Core Strategy Comments form contained an Equality and Diversity Monitoring Form in order to assess whether the community engagement process was reaching all sectors of the community.

110. About a quarter of the formal representations received were accompanied by a completed equality and diversity monitoring form. Such a low number of returned forms can be partially explained as such a large number of representations were from planning consultants and formal organisations, tending not to use the standard comments form.

## Appendix 1: Statements of Community Involvement Engagement Methods

### Chorley: Statement of Community Involvement Engagement Methods

Opportunities for Community Involvement in the Different Types and Stages of the Local Development Framework

Table 1				
	Statement of Community Involvement including: <ul style="list-style-type: none"><li>• Statement of Conformity</li></ul>	Core Strategy / Key Diagram Including: <ul style="list-style-type: none"><li>• Sustainability Appraisal Report</li><li>• Statement of Conformity</li></ul>	Other Development Plan Documents (DPDs) including <ul style="list-style-type: none"><li>• Area Action Plans: (e.g. Town Centre)</li><li>• Topic based documents: (e.g. Sustainable Resources).</li><li>• Site Specific Allocations ▲ Proposals Map</li></ul> To include: <ul style="list-style-type: none"><li>• Sustainability Appraisal Reports.</li><li>• Statement of Conformity</li></ul>	Supplementary Planning Documents (SPD) Including <ul style="list-style-type: none"><li>• Sustainable Resources SPD;</li><li>• Planning Contributions SPD;</li></ul> To include: <ul style="list-style-type: none"><li>• Sustainability Appraisal Reports</li><li>• Statement of Conformity</li></ul>
Groups to be Consulted	<b>How Consulted?</b>	<b>How Consulted?</b>	<b>How Consulted?</b>	<b>How Consulted?</b>
<b>Borough Councillors</b>	✓ Meetings & Council approval	✓ Meetings & Council approval	✓ Meetings & Council approval	✓ Meetings and Council approval

Table 1				
	Statement of Community Involvement including: <ul style="list-style-type: none"><li>• Statement of Conformity</li></ul>	Core Strategy / Key Diagram Including: <ul style="list-style-type: none"><li>• Sustainability Appraisal Report</li><li>• Statement of Conformity</li></ul>	Other Development Plan Documents (DPDs) including <ul style="list-style-type: none"><li>• Area Action Plans: (e.g. Town Centre)</li><li>• Topic based documents: (e.g. Sustainable Resources).</li><li>• Site Specific Allocations ▲ Proposals Map</li></ul> To include: <ul style="list-style-type: none"><li>• Sustainability Appraisal Reports.</li><li>• Statement of Conformity</li></ul>	Supplementary Planning Documents (SPD) Including <ul style="list-style-type: none"><li>• Sustainable Resources SPD;</li><li>• Planning Contributions SPD;</li></ul> To include: <ul style="list-style-type: none"><li>• Sustainability Appraisal Reports</li><li>• Statement of Conformity</li></ul>
Groups to be Consulted	<b>How Consulted?</b>	<b>How Consulted?</b>	<b>How Consulted?</b>	<b>How Consulted?</b>
<b>Chorley Partnership</b> (Over 80 local organisations who aim to work together to improve the Borough and the delivery of services)	✓ Evidence Gathering/ Meetings.  Notification of pre –submission consultation stage and Submission to Secretary of State  Opportunity to make representations at pre- submission consultation stage and during Submission to Secretary of State stage.  Independent Examination  Notification of adopted Local Development Document.	✓ Evidence Gathering/ Meetings  Notification of Core Strategy for consultation (Issues and Options Report); consultation period for Preferred Options and Submission to Secretary of State, and independent examination  Opportunity to make representations at Preferred Options stage and Submission to Secretary of State stage.  Notification of adopted DPDs.	✓ Evidence Gathering/ Meetings and formulation of DPDs  A six week consultation period on alternative sites if the DPD is concerned with site suggestions - allocations of land  Notification of consultation periods for DPDs (Issues and Options Report); consultation period for Preferred Options and Submission to Secretary of State, and independent examination.  Opportunity to make representations at Preferred Options stage and Submission to Secretary of State stage.  Notification of adopted DPDs	✓ Evidence Gathering Meetings & formulation of SPD.  Notification of consultation period for SPDs. Opportunity to make representations Finalise SPD and Notification of adoption

**Table 1**

	<b>Statement of Community Involvement</b> including: <ul style="list-style-type: none"><li>• Statement of Conformity</li></ul>	<b>Core Strategy / Key Diagram</b> Including: <ul style="list-style-type: none"><li>• Sustainability Appraisal Report</li><li>• Statement of Conformity</li></ul>	<b>Other Development Plan Documents (DPDs) including</b> <ul style="list-style-type: none"><li>• Area Action Plans: (e.g. Town Centre)</li><li>• Topic based documents: (e.g. Sustainable Resources),</li><li>• Site Specific Allocations ▲ Proposals Map</li></ul> <b>To include:</b> <ul style="list-style-type: none"><li>• Sustainability Appraisal Reports.</li><li>• Statement of Conformity</li></ul>	<b>Supplementary Planning Documents (SPD)</b> Including <ul style="list-style-type: none"><li>• Sustainable Resources SPD;</li><li>• Planning Contributions SPD;</li></ul> <b>To include:</b> <ul style="list-style-type: none"><li>• Sustainability Appraisal Reports</li><li>• Statement of Conformity</li></ul>
<b>Groups to be Consulted</b>	<b>How Consulted?</b>	<b>How Consulted?</b>	<b>How Consulted?</b>	<b>How Consulted?</b>
<b>Government Office for the North West, Statutory bodies and groups</b>	<p>✓ Evidence Gathering/ Meetings.</p> <p>Notification of pre – submission consultation stage and Submission to Secretary of State</p> <p>Opportunity to make representations at pre- submission consultation stage and during Submission to Secretary of State stage.</p> <p>Independent Examination</p> <p>Notification of adopted Local Development Document.</p>	<p>✓ Evidence Gathering/ Meetings</p> <p>Notification of Core Strategy for consultation (Issues and Options Report); consultation period for Preferred Options and Submission to Secretary of State, and independent examination</p> <p>Opportunity to make representations at Preferred Options stage and Submission to Secretary of State stage.</p> <p>Notification of adopted DPDs</p>	<p>✓ Evidence Gathering/ Meetings.</p> <p>A six week consultation period on alternative sites if the DPD is concerned with site suggestions - allocations of land</p> <p>Notification of consultation periods for DPDs (Issues and Options Report); consultation period for Preferred Options and Submission to Secretary of State, and independent examination.</p> <p>Opportunity to make representations at Preferred Options stage and Submission to Secretary of State stage</p> <p>Notification of adopted DPDs</p>	<p>✓ Notification of consultation periods for SPDs</p> <p>Opportunity to make representations</p> <p>Finalise SPD and Notification of adoption</p>

**Table 1**

	<b>Statement of Community Involvement</b> including: <ul style="list-style-type: none"><li>• Statement of Conformity</li></ul>	<b>Core Strategy / Key Diagram</b> Including: <ul style="list-style-type: none"><li>• Sustainability Appraisal Report</li><li>• Statement of Conformity</li></ul>	<b>Other Development Plan Documents (DPDs) including</b> <ul style="list-style-type: none"><li>• Area Action Plans: (e.g. Town Centre)</li><li>• Topic based documents: (e.g. Sustainable Resources),</li><li>• Site Specific Allocations ▲ Proposals Map</li></ul> <b>To include:</b> <ul style="list-style-type: none"><li>• Sustainability Appraisal Reports.</li><li>• Statement of Conformity</li></ul>	<b>Supplementary Planning Documents (SPD)</b> Including <ul style="list-style-type: none"><li>• Sustainable Resources SPD;</li><li>• Planning Contributions SPD;</li></ul> <b>To include:</b> <ul style="list-style-type: none"><li>• Sustainability Appraisal Reports</li><li>• Statement of Conformity</li></ul>
<b>Groups to be Consulted</b>	<b>How Consulted?</b>	<b>How Consulted?</b>	<b>How Consulted?</b>	<b>How Consulted?</b>
<b>General Public, Local Organisations and Hard to Reach Groups</b>	<p>✓ Evidence Gathering/ Focus Groups/ Workshops, Touring Exhibition.</p> <p>Notification of pre – submission consultation stage and Submission to Secretary of State</p> <p>Opportunity to make representations at pre- submission consultation stage and during Submission to Secretary of State stage.</p> <p>Independent Examination</p> <p>Notification of adopted Local Development Document.</p>	<p>✓ Evidence Gathering/ Focus Groups/Workshops, Touring Exhibition/.</p> <p>Notification of Core Strategy for consultation (Issues and Options Report); consultation period for Preferred Options and Submission to Secretary of State, and independent examination</p> <p>Opportunities to make representations at Preferred Options stage and Submission to Secretary of State stage.</p> <p>Notification of adopted DPDs</p>	<p>✓ Evidence Gathering, Focus Groups/Workshops, Planning for Real, Touring Exhibition</p> <p>A six week consultation period on alternative sites if the DPD is concerned with site suggestions - allocations of land</p> <p>Notification of consultation periods for DPDs (Issues and Options Report); consultation period for Preferred Options and Submission to Secretary of State, and independent examination.</p> <p>Opportunity to make representations at Preferred Options stage and Submission to Secretary of State stage</p> <p>Notification of adopted Proposals Map which also identifies any saved policies</p>	<p>✓ Evidence Gathering Notification of consultation periods for SPDs</p> <p>Opportunity to make representations</p> <p>Finalise SPD and Notification of adoption</p>

**Table 1**

	<b>Statement of Community Involvement including:</b> <ul style="list-style-type: none"><li>• Statement of Conformity</li></ul>	<b>Core Strategy / Key Diagram Including:</b> <ul style="list-style-type: none"><li>• Sustainability Appraisal Report</li><li>• Statement of Conformity</li></ul>	<b>Other Development Plan Documents (DPDs) including</b> <ul style="list-style-type: none"><li>• Area Action Plans: (e.g. Town Centre)</li><li>• Topic based documents: (e.g. Sustainable Resources).</li><li>• Site Specific Allocations ▲ Proposals Map</li></ul> <b>To include:</b> <ul style="list-style-type: none"><li>• Sustainability Appraisal Reports.</li><li>• Statement of Conformity</li></ul>	<b>Supplementary Planning Documents (SPD) Including</b> <ul style="list-style-type: none"><li>• Sustainable Resources SPD;</li><li>• Planning Contributions SPD;</li></ul> <b>To include:</b> <ul style="list-style-type: none"><li>• Sustainability Appraisal Reports</li><li>• Statement of Conformity</li></ul>
<b>Groups to be Consulted</b>	<b>How Consulted?</b>	<b>How Consulted?</b>	<b>How Consulted?</b>	<b>How Consulted?</b>
<b>Other Interested Parties</b>	<p>✓ Evidence Gathering/ Focus Groups/Workshops, Touring Exhibition/ Informal meetings and Informal Representations.</p> <p>Notification of pre –submission consultation stage and Submission to Secretary of State</p> <p>Opportunity to make representations at pre- submission consultation stage and during Submission to Secretary of State stage.</p> <p>Independent Examination.</p> <p>Notification of adopted Local Development Document.</p>	<p>✓ Evidence Gathering/ Focus Groups/Workshops, Touring Exhibition/ Informal meetings and Informal Representations.</p> <p>Notification of Core Strategy for consultation (Issues and Options Report); consultation period for Preferred Options and Submission to Secretary of State, and independent examination.</p> <p>Opportunity to make representations at Preferred Options stage and Submission to Secretary of State stage.</p> <p>Notification of adopted DPDs</p>	<p>✓ Evidence Gathering/ Focus Groups/Workshops, Touring Exhibition/ Informal meetings and Informal Representations.</p> <p>A six week consultation period on alternative sites if the DPD is concerned with site suggestions - allocations of land</p> <p>Notification of consultation periods for DPDs (Issues and Options Report); consultation period for Preferred Options and Submission to Secretary of State, and independent examination.</p> <p>Opportunity to make representations at Preferred Options stage and Submission to Secretary of State stage</p> <p>Notification of adopted DPDs</p>	<p>✓ Evidence Gathering/ Informal meetings and Informal Representations</p> <p>Notification of consultation periods for SPDs</p> <p>Opportunity to make representations</p> <p>Finalise SPD and Notification of adoption</p>

**Table 1**

	<b>Statement of Community Involvement including:</b> <ul style="list-style-type: none"><li>• Statement of Conformity</li></ul>	<b>Core Strategy / Key Diagram Including:</b> <ul style="list-style-type: none"><li>• Sustainability Appraisal Report</li><li>• Statement of Conformity</li></ul>	<b>Other Development Plan Documents (DPDs) including</b> <ul style="list-style-type: none"><li>• Area Action Plans: (e.g. Town Centre)</li><li>• Topic based documents: (e.g. Sustainable Resources).</li><li>• Site Specific Allocations ▲ Proposals Map</li></ul> <b>To include:</b> <ul style="list-style-type: none"><li>• Sustainability Appraisal Reports.</li><li>• Statement of Conformity</li></ul>	<b>Supplementary Planning Documents (SPD) Including</b> <ul style="list-style-type: none"><li>• Sustainable Resources SPD;</li><li>• Planning Contributions SPD;</li></ul> <b>To include:</b> <ul style="list-style-type: none"><li>• Sustainability Appraisal Reports</li><li>• Statement of Conformity</li></ul>
<b>Groups to be Consulted</b>	<b>How Consulted?</b>	<b>How Consulted?</b>	<b>How Consulted?</b>	<b>How Consulted?</b>
<b>The Media</b>	<p>✓ Press Releases and Publicity Invitations.</p> <p>Notification of pre –submission consultation stage and Submission to Secretary of State and Independent Examination.</p> <p>Notification of adopted Local Development Document.</p>	<p>✓ Notification of Core Strategy for consultation (Issues and Options Report); consultation period for Preferred Options and consultation period for Submission to Secretary of State, and independent examination</p> <p>Notification of adopted DPDs</p>	<p>✓ Notification of consultation periods for DPDs (Issues and Options Report); consultation period for Preferred Options and Submission to Secretary of State, and independent examination.</p> <p>Notification of adopted DPDs</p>	<p>✓ Notification of consultation periods for SPDs</p>

*Preston: Statement of Community Involvement Engagement Methods*

		CONSULTEES		THIS IS USEFUL FOR.....	APPROPRIATE FOR WHICH DOCUMENTS	AT WHAT STAGE?	
		SPECIFIC	GENERAL				
INFORMATION	Availability of documents and comment forms on Council website	✓	✓	Allowing access to the latest documentation and providing an opportunity to contribute.	All documents	All stages	Low
	Coverage by local newspapers, Council website		✓	Raising awareness levels. Reaching a wide audience.	All documents	All stages	Medium
	Public notices in the press	✓	✓	Publicising specific opportunities for involvement.	All documents	All stages	Low
CONSULTATION	Public exhibitions/ roadshows		✓	Summarising specific plans and proposals to a target audience.	AAPs, Site Specific Allocations	Production, Submission	High. Facilitators, staff time, publicity material, venue hire
	Making documents widely available (see para 5.2.1)		✓	Allowing everyone the opportunity to comment on draft documents.	All documents	All stages	Low
	Area Forums		✓	Reaching communities through existing, well managed forums dealing with local issues.	Area Action Plans, Site Specific Allocations, Core Strategy	All stages	Low
	Public Meetings		✓	Allowing the public to express their views on specific issues.	Area Action Plans, Site Specific Allocations, Core Strategy	All stages	Low
	Invitation for comments, by letter or email	✓	✓	Allowing everyone the opportunity to comment on draft documents.	All documents	All stages	Low
PARTICIPATION <b>38</b>	Focus groups and roundtables	✓	✓	Bringing together representatives to provide ongoing support to LDF development and production.	Core Strategy, Development Control Policies, Area Action Plans, Site Specific Allocations	All stages	Medium/High
	Planning For Real workshops		✓	Involving the local community in 'hands-on' workshops in which they can directly participate in the shaping of their community.	Area Action Plans, Site Specific Allocations	All stages	High. Facilitator costs, time needed for preparation. Venue hire.

*South Ribble: Statement of Community Involvement Engagement Methods*

GROUPS IN THE COMMUNITY	All Development Plan Documents (DPDs) & accompanying Sustainability Appraisals; SCI revisions	ADDITIONAL FOR:		Supplementary Planning Documents (SPDs)
		Core strategy DPD	Site Specific Allocation DPD	
All groups	<p><i>Initial stage:</i> Documents placed at SRBC offices, libraries &amp; website. Area committee meetings.</p> <p><i>Preferred Options stage:</i> Documents placed at SRBC offices, libraries &amp; website. Area committee meetings. Public notice in the local press.</p>			<p><i>Initial stage:</i> Focus group /workshop.</p> <p><i>Draft SPD:</i> Draft placed at SRBC offices, libraries &amp; website. Area committee meetings. Public notice in the local press.</p>
General public & hard-to-reach groups	<p><i>Initial stage:</i> Citizens Panel survey. SRBC "Forward" &amp; Local Press coverage. Mini displays (poster format)</p> <p><i>Preferred Options stage:</i> Mini displays (poster format) Local press coverage.</p>	<i>Initial stage</i> Focus group/ workshop	<i>Pref. Options:</i> Public information displays	<p><i>Pref. options:</i> Site Notices. Public information displays.</p> <p><i>Draft SPD:</i> Mini displays. Local press coverage.</p>
Borough councillors & council departments	<p><i>Initial stage:</i> Internal consultation. SRBC Planning Committee.</p> <p><i>Preferred Options stage:</i> SRBC Planning Committee.</p>			<p><i>Initial stage:</i> Internal consultation.</p> <p><i>Draft SPD:</i> SRBC Planning Committee.</p>
Parish & town councils, county councillors & MPs, statutory consultees	<p><i>Initial stage:</i> Invitation for comments by letter/ email.</p> <p><i>Preferred Options stage:</i> Notification of formal consultation by letter or email.</p>			<p><i>Draft SPD:</i> Formal consultation by letter or email.</p>
South Ribble Partnership	<p><i>Initial stage:</i> Invitation for comments by letter/ email.</p> <p><i>Preferred Options stage:</i> Notification of formal consultation by letter/ email.</p>	<i>Initial stage</i> Focus group/ workshop.		<p><i>Initial stage:</i> Focus group /workshop.</p> <p><i>Draft SPD:</i> Formal consultation by letter or email.</p>
Local organisations & interest groups, Developers/ Agents, Local businesses, Landowners	<p><i>Initial stage:</i> Invitation for comments by letter/ email.</p> <p><i>Preferred Options stage:</i> Notification of formal consultation by letter/ email.</p>	<i>Initial stage</i> Focus group/ workshop.	<i>Pref. Options:</i> Official launch with press coverage.	<p><i>Initial stage:</i> Focus group /workshop.</p> <p><i>Draft SPD:</i> Formal consultation by letter or email.</p>

## Appendix 2: Media Engagement Sample Extracts

### Central Lancashire Website

<b><i>Central Lancashire Website Hits</i></b>												
<b>Date</b>	<b>Total Sessions</b>	<b>Total Page Hits</b>	<b>Total Hits</b>	<b>Total bytes Transferred</b>	<b>Average Sessions Per Day</b>	<b>Average Page Hits Per Day</b>	<b>Average Hits Per Day</b>	<b>Average Bytes Transferred Per Day</b>	<b>Average Pageviews Per Session</b>	<b>Average Hits Per Session</b>	<b>Average Bytes Per Session</b>	<b>Average Length of Session</b>
December 2008	2689	12727	22195	801.44 MB	83.52	410.65	749.23	28.78 MB	4.92	8.96	35.268 KB	00:30.25
November 2008	2998	12451	23675	181.74 MB	99.93	415.03	862.50	6.06 MB	4.15	8.63	62.07 KB	00:23.06
October 2008	2257	14087	20384	443.58 MB	72.81	454.42	850.45	14.31 MB	6.24	11.68	201.25 KB	00:27.30
September 2008	2084	11914	20075	70.62 MB	69.47	397.13	669.17	2.35 MB	6.72	9.63	34.70 KB	00:27.22
<b>Total Sessions</b>		9926										
<b>Total Website Hits</b>		95609										
<b>Total Page Hits</b>		51179										

**Preston**  
**South Ribble**  
**Chorley**  
**Central Lancashire**

Your local Councils working together to plan for a better future for everyone

Email Us    Links    Downloads    LDF Newsletter

**Welcome to our website**

Central Lancashire is a title which describes the administrative areas of Preston, South Ribble and Chorley Councils, and we are working together on the Core Strategy part of our Local Development Frameworks.

This website contains a wide range of information about the Core Strategy process. Use the menu on the left to find out about us and our work.

**Latest News and Events**

The Central Lancashire Preferred Core Strategy has commenced its community engagement phase which will run through until 19th December 2008.

**FIND OUT MORE ABOUT THE CENTRAL LANCASHIRE PREFERRED CORE STRATEGY**

Come along and meet us at the Penwortham Area Committee, Penwortham Girls High School, Cop Lane - 11th December at 7pm, Leyland East Area Committee at Lancashire Football Association, Thurston Road, Leyland - 15th December at 7pm and Central Area Committee, St Pauls C E School, Farington on the 16th December at 7pm.

Need Adobe Reader?  
Click image to download.

To comment on the Preferred Core Strategy [please click here](#).

To find out about up and coming community engagement sessions, or to view our timetable of community consultation events please go to the [News and Events](#) section.

## Newspaper Advertisements



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Your local councils working together to plan for a better future for everyone

**Preston** **SOUTH RIBBLE** **Chorley** **Council** **Central Lancashire**

# A NEW PLAN TO TACKLE THE BIG ISSUES

The next step towards completing the big picture planning blueprint for the future of Central Lancashire – Chorley, Preston and South Ribble – has arrived. This is the chance to create the sorts of places we want now and for generations to come.

The three Councils, assisted by Lancashire County Council, have worked together to produce a new area wide strategy as part of the new style development plan – the Local Development Framework.

Called the Preferred Core Strategy it is a draft for consultation but when finalised, it will guide planning and investment decisions for the next 18 years to 2026. The Councils consider that the current economic slowdown is the time to get plans in place so as to best cater for future growth.

Councillor Peter Malpas executive member for Business at Chorley Council says "Preston, South Ribble and Chorley are very much interconnected as far as transport routes are concerned. The new strategy deals with all types of travel and covers proposals for improving both private and public transport".

Councillor Neil Cartwright cabinet member for Development at Preston City Council "Rail travel is becoming increasingly popular for commuting, business and leisure trips as people look for an alternative to car use. The strategy aims both to improve services and access to them".

Councillor Cliff Hughes cabinet member for Regeneration and Planning at South Ribble Borough Council says "Four new stations are suggested in the strategy. The one at Buckshaw Village is well advanced and will serve as a Park and Ride. A site at Cottam is also earmarked as a Park and Ride. Further stations are proposed at Coppull and Midge Hall".

You can find out more at [www.centrallancashire.com](http://www.centrallancashire.com) or by ringing 01772 536775.

The deadline for comments is 19th December 2008.

26 Evening Post, Tuesday, November 4, 2008 [lpo.co.uk](http://lpo.co.uk)

## RBS backs £5m care home deal

A TEAM of specialist bankers from Preston has funding a £5m expansion of a regional care home firm.

Two new homes from Royal Bank of Scotland's office on Fishergate, Preston has been agreed with the manager of Moorhouse Nursing Home in Surry by Ashbury Housing Group, which is based in Washington, having already sold a further £1.5m to add 24 new beds to the dementia care unit at Moorhouse site in the North West.

**BioGen buys two new sites**

AN ENERGY firm has secured two huge new sites to develop two new waste plants in a £20m deal. BioGen Power, based on the outskirts of Huddersfield Park in Huddersfield, has bought two plots in Newport, South Wales and Doncaster.

Timothy Burgh, managing partner of Preston-based law firm Harrison Drury, sealed the deal for BioGen, saying: "The firm is looking forward to positive as we can by offering advice but equally we want to sign people from the beginning on the right path. If people are heading in the wrong direction we will bring them back to reality."

Travis Banga, managing director of consultants Chorley Solutions, said: "I am really excited about this deal, and I had a successful interview from Manchester and Liverpool to see what areas they wanted to go into."

He said: "We are in the same space as Dragon's Den and are aiming to do something similar positive as we can by offering advice but equally we want to sign people from the beginning on the right path. If people are heading in the wrong direction we will bring them back to reality."

"In summary, we have some great ideas whether they are products or services and there has been a lot of interest from the panel in some cases, while in others they are very keen to invest."

Mr Burgh leads the panel which includes Richard Thompson, managing director of Preston-based venture capitalists Enterprise Ventures,

## Dragon's Den here, Lancashire style

**PANEL HEADS Timmy Burgh, managing director of Chorley Solutions**

Bangla named in curry honours

A BESTIALITY major Preston has been named one of the top six in the North West. Bangla Fusion, on Liverpool Old Road in Much Hoole, near Preston, made the final shortlist for the regional at the British Curry Awards which received more than 1,000 entries. The awards were presented at the Hilton Hotel, Greater Manchester, picked up the top prize.

**Police are call centre winners**

LANCASHIRE Police picked up two awards at the annual North West Call and Contact Centre awards ceremony. It was the first time the force had entered the awards, having implemented its helpline at the awards organised by Preston-based CallNorthWest, the champion of the regional industry which employs 149,375 people.

**Schwan's nets football award**

PIZZA manufacturing Schwan's Consumer Brands has been awarded an award for its investment in the Lancashire Football Association. The firm, which has a factory on Marathon Place, Preston, has won the Community and British Federation Community Partnership Award for its work, including a funding major football coaching programme.

**Fletchers shortlisted for prize**

CARLISLE construction and engineering firm specialist Fletchers' Yorkshire branch has been shortlisted for the regional at the Personal Injury Awards. The firm, which employs 190 people at its head office on Lord Street in Southport, is shortlisted for the Personal Injury Team of the Year prize at the prize-giving.

**Contest for lean times ahead**

LANCASHIRE manufacturing businesses have been invited to enter for a new national award to celebrate 'Year mania' manufacturing. The Stiggy Prize will be awarded by the Manchester-based Manufacturing Association to the business which can make the most in its operations to increase value of a product.



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**Preston** **SOUTH RIBBLE** **Chorley** **Council** **Central Lancashire**

# A NEW PLAN TO TACKLE THE BIG ISSUES

The next step towards completing the big picture planning blueprint for the future of Central Lancashire – Chorley, Preston and South Ribble – has arrived. This is the chance to create the sorts of places we want now and for generations to come.

The three Councils, assisted by Lancashire County Council, have worked together to produce a new area wide strategy as part of the new style development plan – the Local Development Framework.

Called the Preferred Core Strategy it is a draft for consultation but when finalised, it will guide planning and investment decisions for the next 18 years to 2026. The Councils consider that the current economic slowdown is the time to get plans in place so as to best cater for future growth.

Councillor Peter Malpas executive member for Business at Chorley Council says "The Councils are working together because the issues faced across Chorley, Preston and South Ribble are very similar and it's more efficient to produce a combined plan. Where people work takes little account of local authority boundaries and many local firms trade with each other".

Councillor Neil Cartwright cabinet member for Development at Preston City Council says "Based on recent research there could be 17,000 additional jobs across Central Lancashire by 2026. This strategy aims to make sure there is enough land in the right locations for the workplace of the future to sell a wide range of businesses".

Councillor Cliff Hughes cabinet member for Regeneration and Planning at South Ribble Borough Council went on to say "People will also need the right skills for these new jobs. The strategy deals with education and training too, as these are key to equipping the workforce of the future".

You can find out more at [www.centrallancashire.com](http://www.centrallancashire.com) or by ringing 01772 536775.

The deadline for comments is 19th December 2008.

## South Ribble Forward

[www.southribble.gov.uk](http://www.southribble.gov.uk)

JOHN McCrory is an incredible man.

The 71-year-old widower has spent almost every day for the last four years taking care of Hill Road Cemetery in Penwortham.

Come rain or shine, frost or fog, you can find John tending graves, cleaning headstones, removing old flowers and marking out new plots at the site.

He does this for free, and always with a smile on his face.

John told FORWARD why he does it.



### In loving memory

How did your voluntary work at the cemetery get started?

My wife Doreen died of cancer four years ago and I used to come up here every day to take care of her grave. After a time I began to notice other volunteers and if someone asked if I would keep an eye on a plot nearby. It sprouted there really. I started cleaning headstones for people I had met and before long I had become one of the team here.

Four years later and you're still coming every day – don't you ever get tired?

Never. Since Doreen died, she told me it was important for her to know that after she had gone, I would keep myself out of trouble. She didn't want me to end up spending all my days in the pub – and she was right. Come here and take care of the dead. It has been me a purpose and I know Doreen would be proud. I'd be miserable staying at home all day staring at the television.

What do others think of what you do?

I'm not looking for recognition and I don't want a fuss. I'm here because I want to be, because it makes happy to help out and because I enjoy talking to the people I meet. Paul Fletcher, who digs the graves and his brother Mark who helps are great lads. They know what they're doing and they deserve a mention much more than I do. But people have written to thank me and it's always nice to hear from them. This cemetery belongs to Penwortham Town Council and they kindly gave me a plaque signed by the Mayor of Penwortham to recognise my help. My family came to see me receive it and that was nice.

What's the best thing about coming here?

Meeting people is by far the best thing, and making new friends.

And the worst thing?

The worst thing is hearing sad and tragic stories. People who may have been in accidents, or died much too young through illness.

When's your next day off?

Sunday. I always give myself one day a week off – and Sunday is usually it!

DO you know a community hero whose efforts deserve a mention in FORWARD? Call Lisa Gillibrand on 01772 625312 or email FORWARD@southribble.gov.uk

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### Partnership event could be just the job

If you fancy a change of vocation, are looking to get your first foot on the career ladder, or simply want to find out about employment opportunities near you – South Ribble Partnership has just the job.

South Ribble residents are encouraged to come along to a recruitment event on 27 March, designed to provide information

about public sector and other local employment opportunities.

The event, run jointly by South Ribble Economic Partnership, South Ribble Plus, Lancashire Development Ltd and local partners, will provide an opportunity for people to find out more about public sector apprenticeships and applying for jobs in the public sector. There will also be handy information about local transport, healthcare and childcare.

If you're interested, simply turn up on the day and find out what opportunities are available for you. The event will run from 10am until 4pm on Tuesday 27 March in the Banqueting Suite at the Civic Centre on West Paddock in Leyland. There's no need to book a place in advance.

For more information, contact the council's Economic Development Team on 01772 625567 or email [economicdev@southribble.gov.uk](mailto:economicdev@southribble.gov.uk)

### Your chance to shape local planning policy



The Central Lancashire City



Planning officer  
Alan Green

DO you think affordable housing should be a priority for your area? Are you keen to see your area developed? Do you have strong ideas about where new job opportunities should be located?

Central Lancashire's biggest ever consultation programme is underway and is giving everyone in South Ribble, Chorley and Preston an opportunity to share their views about planning issues that affect their neighbourhood.

With a consultation deadline of Friday 30 March, the clock's ticking fast, so everyone in South Ribble is encouraged to make sure they don't miss their opportunity to influence planning policies that could affect their neighbourhood.

South Ribble, Chorley and Preston councils are working together to develop a strategy to focus on planning and development issues in the three districts.

The three authorities will use the strategy to plan positively for the next 15-20 years, but to ensure those plans meet with public needs and preferences you're invited to have your say now.

A draft strategy has been drawn up by planning experts from the three authorities and is split into the following eight themes:

- Locating new development
- Meeting housing needs
- Planning economic growth
- Improving accessibility
- Protecting the environment
- Improving quality of life
- Sustaining rural areas
- Thriving centres

Residents are being encouraged to read information leaflets that have been sent to their homes, obtain a copy of the full consultation paper – called Core Strategy Issues and Options, together with a response form, and submit responses before the deadline.

Once the consultation period is over, the three authorities will consider the responses and feed them into the next stage of producing the core strategy. This document will then become part of each council's individual Local Development Framework (LDF) – which will replace existing local plans and statutory documents.

Residents are encouraged to think about their own street, village, town or city and consider what they would like to see in the future. This is an opportunity for you to tell us what's important to you and it's a chance for us to listen, take that information away and create a working strategy to suit everyone.

Core Strategy Issues and Options is available from [www.centrallancashire.co.uk](http://www.centrallancashire.co.uk). Alternatively, you can also obtain a free copy by calling 01772 625584 or emailing [consultation@centrallancashire.org.uk](mailto:consultation@centrallancashire.org.uk)

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Tell us what you think.

Chorley, Preston and South Ribble want to hear your views on plans to build 24,000 new homes by 2026.

Call Preston 53 67 75 or visit [central Lancashire.com](http://central Lancashire.com) and have your say. All comments should reach us by the 19<sup>th</sup> of December.