

## **DEVONPORT DEVELOPMENT FRAMEWORK: SUMMARY OF CONSULTATION PROCESS**

This brief paper aims to outline the 5 main ways through which consultation has so far been carried out on the draft Devonport Development Framework (DDF). For each of these mediums for consultation, the methodology, scale, outcomes, and documentation available is identified. Documentation listed can be found in the DDF Consultation Evidence folder.<sup>1</sup>

### **1. ONGOING MONTHLY DEVONPORT REGENERATION COMPANY (DRC) BOARD MEETINGS**

The Board is an unincorporated partnership body made up of the local community (10 resident board members who are in the majority on the Board), and other stakeholders with responsibilities for delivery of services and regeneration. The Board's primary responsibilities are the shaping, management and delivery of the New Deal for Communities (NDC) programme in Devonport. These meetings have been used as a forum to consult on issues pertaining to the DDF, provide updates on progress on the DDF through DRC staff team, Matrix Partnership Ltd or other partners, and make certain funding decisions with regards to the development of the DDF e.g. payment of consultancy fees and consultation event costs.

**Evidence:**

- Board meeting minutes
- Board briefing papers produced by Matrix Partnership Ltd e.g. strategic options paper; key issues paper

### **2. ONGOING MONTHLY DRC'S ENVIRONMENT FOCUS GROUP (EFG) MEETINGS.**

The Environment Focus Group (EFG) is an open public meeting (with approximately 15 – 30 people at each meeting) which aims to provide the opportunity to discuss issues arising within the community around the theme of the Environment, and to support the Project Cycle Management Process including the monitoring and evaluation of particular activities. Since the start of the whole process, these meetings have been used as a forum to consult on issues pertaining to the DDF such as providing feedback on methodologies for consultation, strategic land development options, and the content of the draft DDF documents.

**Evidence:**

- EFG meeting minutes

### **3. "DEVONPORT DAY HAVE YOUR SAY" CONSULTATION EVENT**

This was a large community consultation event held on Granby Green on 10<sup>th</sup> May 2003 to present emerging ideas and seek feedback. This was a very successful event and was jointly organised by a steering group consisting of group of local residents, DRC staff & Matrix Partnership. Approximately 300

<sup>1</sup> A copy of all documentation listed with an asterisk is enclosed for Scott Wilson

people registered their attendance on the day plus c.50 children participated in the activities on offer. The methodology for this consultation event was as follows:

- I. Steering group set up to decide upon a methodology and deliver the event
- II. A consultation exhibition explained the key strategic choices facing the community. The existing "Urban Village Framework Plan (prepared in 2000)" was presented as the existing baseline but it excluded the two MoD sites. Four different scenarios were presented as to how development planning for the whole of Devonport might take place (it was emphasised that these were not mutually exclusive options to be voted on but that each scenario depicted different possibilities underpinned by realistic deliverability assumptions): (1) Employment-led strategy (2) District Centre (3) District Centre Plus (4) Back to the Future. For more information of the different options presented see Matrix's options scoping paper, strategic options briefing paper, and within the content of the exhibition displays.
- III. The Matrix team and appropriate staff were on hand to discuss the different choices with those who attended the event, and support them to fill in their feedback forms.
- IV. Special edition newsletter was produced and sent to every household in Devonport to outline the key strategic choices and invite people to give feedback. Local media and public banners were also used to publicise the event.
- V. A variety of activities were provided for young people and children, in addition to a free buffet, as an incentive for people to attend the event.
- VI. Specific measures were used to support the participation of hard to reach groups such as the provision of interpreters, transport and youth workers. Also, local traders were sent targeted invitations.

The findings for this consultation were written up in an "Analysis of the Devonport Day consultation forms" and fed back to the local community via the DRC newsletter, board and environment focus group.

**Evidence:**

- A Development Framework for Devonport: Options Scoping Report
- Matrix strategic options briefing paper
- Matrix consultation brief
- Exhibition display material (also available A4 size)\*
- Special edition newsletter\*
- DRC newsletter
- Photographs
- Feedback forms\*
- Attendance register
- Budget & logistics correspondence
- Media coverage e.g. Evening Herald article
- Analysis of Devonport Day consultation forms\*

#### **4. DDF PARTNERS DAY, DEVONPORT FLEET CLUB**

Based on the feedback from the Draft DDF, the client team identified a series of key issues that needed tackling for the DDF to succeed (movement framework, land use mix & phasing, green arc, housing improvement strategy, culture & identity, energy, development processes). There was recognition that the DDF process will only be successful if everyone involved signs up to the plan, based on shared objectives, and if there is political will, individual support & focused resources. More information is available on this in the Matrix DDF Key Issues Paper.

In light of this, DRC organised a DDF Partners Day on October 10<sup>th</sup> 2003 at the Devonport Fleet Club, prior to the production of the revised draft DDF, to work with partners involved re what is to be done, by what time, by whom & with what resources. The purpose of the day was to try & reach agreement on: the strategic objectives of the development programme; the vision for the new Devonport; the core components of the framework; the actions, roles & responsibilities for implementing key projects; the focus & nature of the Phase 1 scheme. Attendance list provides evidence of the partners that participated.

##### **Evidence:**

- Matrix Key Issues paper
- Attendance list & participants pack
- Matrix Action Notes from Partners Day.
- June 03 edition draft DDF

#### **5. "DEVONPORT DAY 2: NEXT STEPS" CONSULTATION EVENT**

This was a large community consultation event held over 2 days, on 21<sup>st</sup> February in the Old Market building within the Storage Enclave, and 25<sup>th</sup> February at the Devonport Guildhall. Based on the feedback from "Devonport Day 1 – Have Your Say" consultation, & the fact that the Storage Enclave (MoD site) is to be returned to community use, the DDF was presented to the wider community and all key stakeholders for their feedback primarily on the 9 key principles: bringing back the buzz; transport; urban design; mixed land use; housing; energy; health & community safety; education/training; employment. Both events were very successful and were jointly organised by a steering group consisting of local residents, key partners, DRC staff & Matrix Partnership. Approximately 400 people registered their attendance. The methodology for this consultation event was as follows:

- I. Preliminary discussions with representatives of the Housing Corporation, housing associations, PCC planning, Urban Design and other partners were held to discuss appropriate methodology for the consultation, and to ensure the consultation process complied with planning requirements for results to be adopted as Supplementary Planning Guidance. 6 week statutory consultation period adhered to (21<sup>st</sup> Feb – 3<sup>rd</sup> April). It was agreed that consultation would concentrate on (1) the land use options (2) implications of possible land sites & new facilities (3) consideration of urban design principles.
- II. Steering group set up to: agree the methodology for consultation; monitor progress with consultation; provide support & facilitation on the day; approve special edition newsletter & feedback newsletter. Membership of the group

included representatives from the key stakeholders: local community; traders; PCC housing; planning; Urban design; housing associations; Urban Village; English Partnerships; SWRDA; GOSW; private developers; DRC theme group facilitators (i.e. crime, health, work, education, environment); BME; and young people.

- III. Public Notice in Plymouth Evening Herald informing the wider community that the DDF was available for public consultation. DDF made available on PCC websites and in public venues such as libraries, civic centre
- IV. All key stakeholders/consultees (as identified by PCC code of practice) were sent a copy of the DDF for their feedback along with a special edition newsletter/summary and an invitation to attend the consultation open days.
- V. A variety of mediums were used to maximise participation in the consultation and capture feedback during 2 open days:
  - scale model of Devonport with removable sections & programme of amendments as building work progresses
  - documentary style video made by local residents on the proposals within the DDF
  - exhibition stands
  - special edition newsletter/summary
  - appropriate staff and partners were on hand throughout both days to discuss the proposals and collect feedback c/o feedback forms
- VI. Specific measures to include hard to reach groups such as the provision of interpreters & key text translated; provision of transport; youth worker support; prize draw on completed feedback forms aimed at attracting young people; use of visual media.

157 feedback forms were completed: 19% under 20 years, 36% 20-50 years, 45% over 50 years; including 9 BME; 37 with a disability. The consultation results and feedback forms have been analysed and tabulated with draft amendments proposed by Matrix, and sent to partners/PCC for approval. A feedback special edition newsletter will also be produced to inform the local community.

**Evidence:**

- Dec 03 edition draft DDF document
- Special edition newsletter (translated into French & Arabic)\*
- Matrix brief
- Public Notice in Evening Herald\*
- [www.plymouth.gov.uk](http://www.plymouth.gov.uk)
- [www.cybercafelibrary.org.uk](http://www.cybercafelibrary.org.uk)
- photographs of the event\*
- newspaper articles & other TV, radio & media coverage
- exhibition displays (A4 copy also available)\*
- scale model of Devonport
- film script
- film (VHS/DVD) made by local residents outlining draft DDF proposals
- volunteer rotas evidencing partnership work
- site plan
- feedback forms\*

- budget
- correspondence & logistics
- positive feedback/letters of thanks
- Table of consultation results\*

## **6. DEVONPORT DAY 3: THE PLANS ARE BEING HATCHED CONSULTATION EVENT**

This was a large consultation event held on 20<sup>th</sup> March 2005 at Brickfields Recreation Ground. The event was used as an opportunity to consult with the local community on 3 areas namely: the content of the "Issues and Options" stage of the Plymouth Local Development Framework (LDF) (including an Area Action Plan for Devonport), the informal/pre-consultation consultation on the ideas contained within English Partnership's draft outline planning application (OPA) for the development of Stores Enclave, and finally, the designs for the new Brickfields sports facilities. The methodology for this consultation event was as follows:

I. Preliminary discussions with representatives of Devonport Regeneration Company, Plymouth City Council, English Partnerships, Scot Wilson, GOSW, and Plymouth Albion RFC were held to discuss appropriate mechanisms and methodology for the consultation, and to ensure (where relevant) that the consultation process complied with statutory requirements. It was agreed that "Issues and Options" consultation on the LDF should focus on collecting community feedback on: (1) What issues are important to you (2) What ideas will have the best results for Plymouth as a whole (3) How Devonport should develop in the 21<sup>st</sup> Century. The informal consultation on the Stores Enclave was aimed at "testing the water" on the ideas for the enclave such as new houses to rent or buy, a new supermarket, offices and employment, and open space.

II. Steering group set up to: agree the methodology for consultation, monitor progress of the consultation, engage representatives of the local community in planning the consultation process, and approve a "special edition newsletter" for the local community to feedback on progress made and future plans. Membership of the group included representatives from the key stakeholders: Plymouth City Council Planning Dept; DRC staff; English Partnerships; Scot Wilson; Seymour House, Urban Village, and Bobbies on the Beat, and local community representatives from DRC theme groups (i.e. crime & community safety, health, work, education, environment & housing) and DRC Board.

III. Announce start of statutory 6 week consultation period (7<sup>th</sup> March) on LDF in newspaper, public venues, PCC website and send to appropriate partners etc (PCC)

IV. Production of a short video on the proposals and issues/options within the LDF including coverage of the Area Action Plan for Devonport (PCC)

V. Production of display materials on the proposals and issues/options within the LDF including coverage of the Area Action Plan for Devonport (PCC)

VI. Production of feedback forms for people to feedback on contents on the LDF (PCC)

VII. Production of displays and 3D diagrams on a "sketched back" version of the OPA for the Stores Enclave (EP)

VIII. Collect informal feedback on the 3D diagrams on the OPA for the Stores Enclave using a "sticky wall" approach where residents are supported to note their likes, concerns, and questions. Feedback on comments & questions to be provided c/o DRC newsletter. (EP& DRC)

IX. Update scale model of Devonport to help consultation participants visualise proposed developments for the Stores Enclave

X. Special edition newsletter (DRC) informing the community of what has happened since Devonport Day 2 & 3, the consultation event on 20<sup>th</sup> March, and next steps and future plans (DRC)

XI. Devonport community event (coordinated by Kaos) on Sunday 20<sup>th</sup> March at Brickfields with an Easter Party theme which and 5 main areas:

- PCC present with their mobile consultation materials on the LDF in the form of the video, displays, feedback forms & staff team
- EP present with their 3D diagrams, displays, and scale model to get informal feedback on the ideas/plans for the Stores Enclave OPA.
- Display Brickfields community sports hall plans
- Activities for children e.g. Easter egg hunt, competitions, egg decoration etc (youth & play workers)
- Free teacake and cup of tea (after visiting all the consultation areas)

NB Provision of interpreters and transport where need identified (DRC)

XII. Collate feedback from Devonport Day 3 and use to inform any revisions to the Master plan for the Stores Enclave prior to submission of the OPA, and to be formally incorporated into the consultation process for the Local Development Framework.

**Evidence:**

- Minutes/notes from preliminary discussions with stakeholders
- Letter to steering group 7<sup>th</sup> Feb 05
- Indicative programme to submission of OPA (03.02.05)
- Draft Action Plan: Consultation on Issues/Options stage of LDF and OPA for Stores Enclave (09/02/05)
- Devonport Day 3 publicity leaflet, banners and photographs
- Feedback forms from Devonport Day 3 for LDF and Stores Enclave
- Video produced on LDF
- Display boards produced
- Feedback in DRC newsletter (May 05 edition)
- Press release in Evening Herald (21<sup>st</sup> March 05)
- Registration cards for all attending Devonport Day 3
- Consultation feedback report 20/03/05

**7. SPECIFIC CONSULTATION WITH DEVONPORT TRADERS**

A specific study was necessary to assess the potential for a 10,000sq ft Class Ai retail stores and a range of smaller secondary retail units within the

Enclave, and to assess the implications of their implementation on existing retail centres.

The retail study, carried out by GVA Grimley funded by EP, aimed at providing clear proposals for location, impact and management of retail provision in Devonport, address issues of integration of Stores Enclave OPA with the broader Devonport area, and identify local views, needs, and issues for trader and businesses in the regeneration process. The brief to deliver a retail strategy included specific consultation with existing local businesses using Devonport Regeneration Company networks and links and therefore the following activities were carried out:

- I. Preliminary meeting with DRC representatives to discuss methodology of engaging the local business community.
- II. Letters to every business in Devonport with an invitation to a local event in the Royal Fleet Club on the 22 February 2005 to advise traders of the up coming consultation process. Presentation on current status of site from English Partnership.
- III. Presentation attended by 40 traders including an open forum to address English Partnership and Scott Wilson. Questionnaire issued to enable traders to provide information on specific issues/concerns.
- IV. Follow up meeting with Devonport Regeneration Company Board Business members to take forward concerns re consultation. A Consultant, with links in the local community, to be engaged to work on a one to one basis with retail traders to complete questionnaire.
- V. Open day (9th March 2005) in Marlborough St to enable those traders not able to attend meeting to talk directly to Retail Consultant.
- VI Locally engaged Consultant provided input to GVA Grimley retail study re baseline information and issues/concerns raised through consultation process.
- VII. Retail Traders Consultation meeting at Royal Fleet Club on the 11 April 2005 to discuss the Retail Strategy with local traders, and for English Partnership to present there preferred option. A letter was sent to every business inviting them to the meeting. A feedback form was issued to all present.
- VIII. Formation of a Retail Steering Group to continue to address issues/concerns of traders and be a method of engagement with English Partnership and other partners.

**Evidence:**

- Devonport Retail Strategy
- Invitation letter to all traders to first meeting on the 22<sup>nd</sup> February 2005 (notes taken)
- Questionnaire
- Existing shopkeepers survey
- Invitation letter to all traders re meeting on the 11 April 2005 (notes taken)
- Feedback form issued at meeting

**Further consultation planned:**

- Specific consultation with young people on site in the Stores Enclave supported by secondary schools (Seymour House)
- Formal consultation on Outline Planning Application for Stores Enclave (English Partnerships)
- Formal consultation on Preferred Options stage on Local Development Framework (PCC)

**Appendix 1. LIST OF OTHER CONSULTATION CARRIED OUT WITHIN DEVONPORT**

- Mount Wise Community Action Planning Event (11<sup>th</sup>- 8<sup>th</sup> September 1997)
- Devonport Urban Village Final report (Sept 2000) (Framework Plan)
- Devonport Regeneration Design Guide (August 2001)
- Breaking the Poverty Cycle Theme Day Report (October 2002)\*
- Safe & Healthy Communities Theme Day Action Plan report (October 2002)\*
- New Deal for Communities Devonport Business Survey (2002)\*
- New Deal for Communities Devonport Residents Survey (2002)\*
- Black & Minority Ethnic Consultation Day Report (November 2002)\*
- Resident-led Consultation on the Bullring – Now and in the Future Report (February 2003)
- Mount Street “Chocolate Covered Consultation Event” results ((April 2003)
- Mount Wise Neighbourhood Centre: Community Consultation results (October 2003)
- Pottery Quay Residents Survey (February 2004)
- Brickfields Sports Centre Consultation (February 2004)
- Devonport Park Green Spaces Strategy (consultation write up) 2003
- Youth theme day draft report (summary of key information gathered via DRC consultation activities in relations to young people) (2004)\*

**Appendix 2. LIST OF EXISTING SOURCES OF SOCIO-ECONOMIC DATA & KEY STRATEGIC DOCUMENTS**

- Devonport People’s Dreams New Deal for Communities Delivery Plan 2001 - 2011
- Devonport Regeneration Company Delivery Plan (April 2004 – March 2007)\*
- Themed development plans/strategies for Crime, Health, Education, Work and Environment.
- Community Engagement Strategy (October 2002)
- MORI National Evaluation of New Deal for Communities Household Survey (preliminary results summary October 2004)\*
- Performance Management Report (Internal Report) (2004)
- 2001 Census Results

For further statistical information please contact our Research Officer Nathan Sanders on 01752 562518 (extension 6411). All documentation can be made available upon request.