

Civic Quarter Masterplan - Consultation Plan

Engagement to date – ‘soft launch’ and stakeholder involvement

During the preparation of the draft Strategic Regeneration Framework, a drop-in session was held at the Town Hall (reception) on the 14th August, having been widely promoted to members of the public. This was attended by all key partners, with an objective of raising awareness of the Civic Quarter Masterplan (CQM) and capturing initial feedback about the concept, prior to any more detailed plans being progressed. The display included several exhibition-style boards giving a flavour for the various potential elements and aspirations of the Civic Quarter.

Attendees were given the option of completing feedback cards or emailing: civicquartermasterplan@trafford.gov.uk. The session was well attended and over 100 individual comments were received. All feedback was shared with the team developing the plans and any ideas/concerns considered (summary of the feedback is available on request).

In addition, and in accordance with Trafford Council’s (TMBC) ‘Statement of Community Involvement’, early engagement and involvement has taken place with members and key officers at TMBC, key stakeholder working group meetings, and 1-to-1 meetings with key landowners. These conversations are ongoing.

This is considered to comprise the consultation required in the initial preparation of the SPD as required by Regulation 12(a) of the Town and Country Planning (Local Planning) (England) Regulations 2012.

Formal public consultation - approach

The CQM document is intended to be adopted as a Supplementary Planning Document (SPD) and TMBC will undertake a formal consultation of the draft document over a period of 6.5 weeks between 30th October and 14th December, together with the Strategic Environmental Assessment (SEA) which accompanies it. All consultation responses and representations received will be considered and the document will then be reviewed and revised, taking account of those consultation responses / representations during January 2019, with potential approval and adoption in February 2019.

This plan sets out a recommended approach to the more formal consultation that is required with all stakeholders. The plan has been developed being mindful of, and informed by the following:

- The Town and Country Planning (Local Planning) (England) Regulations 2012 (which sets out statutory requirements for the adoption of SPD).
- The Environmental Assessment of Plans and Programmes Regulations 2004 (which sets out statutory requirements for SEA).
- Public feedback received from the drop-in session, above.
- The adopted Trafford Council Statement of Community Involvement.
- Agreement of high level approach with Corporate Director for Place and the Leader of the Council.
- Initial discussion across Communications, Strategic Growth, Partnerships & Communities and Planning teams
- Discussion with key CQM partners: FCB Studios, HOW Planning, Planet-IE, Bruntwood, Lancashire Cricket Club.

Language, terminology:

There will be a requirement for the use of ‘technical’ planning language in the main document itself and associated public notices, wherever possible, outside of these formal documents, (social media, public events etc) terminology will be kept to a minimum, plain simple English used and acronyms avoided where possible, or at least clearly referenced.

Mechanisms for feedback and representations:

Any person will be able to make representation on any or all of the SPD, via the following mechanisms:

Online and paper-based survey – widely promoted by a range of activities and broken down into sections to make more digestible and easy to understand.

Questions will be preceded by a summary of the vision and key proposals before leading into a number of open-ended questions followed by a comments box rather than a multiple choice format. The survey will reference the email address (below) as a

reminder that this is not the sole form of feedback mechanism and will also highlight and provide a link to both the supplementary Planning Document and Strategic Environmental Assessment for full information about the proposals.

Dedicated email address – for those who do not wish to complete a questionnaire, or perhaps just have one point to make:

civicquartermasterplan@trafford.gov.uk

Postal address – as above, for those people who don't have access to an email address (planning department, Trafford Town Hall).

Stakeholder and public events

- Public consultation events – in 'round table' format to encourage discussion and increase understanding of proposals. It is recommended that two public events are held, one at the start (6/11) and the conclusion (11/12) of the consultation. Each will cover off the whole of the Civic Quarter area and will provide an opportunity to discuss and understand the key proposals more fully via facilitators made up of senior Council officers and key partners. Relevant images and visuals will be enlarged and mounted on boards to prompt and support discussion. Attendees will be clearly informed that representations will need to be made in writing, either using feedback forms at the event, or by one of the other mechanisms following the event. Verbal discussions will not be captured in writing at the event.
- Other stakeholders meetings – to be held as needed between Council Officers/partners and interested groups

Promotion

Both the online survey and public events will be promoted widely across a variety of channels. The focus will be on digital/social media channels as this is the most effective way of reaching larger numbers of people:

- Social Media channels – TMBC (including Planning, Partnership, Biz etc) and key partners' channels. An agreed budget will be used for focused, tailored social media activity to 'hard to reach' groups (eg young, frail/elderly, people with disabilities, ethnic minority groups)
- TMBC Website – including link to the SPD and evidence base, planning portal and any other relevant documents
- TMBC, LCC, UA92, Stretford GMP and Stretford Leisure centre intranet/staff channels – to encourage staff (in the heart of the Civic Quarter) to get involved and feedback
- Letters to local residents by household (*NB boundary, postcodes to be determined*)
- Press release, public notice and advert in local press (The Messenger) – using standard templates which fulfil statutory requirements
- Posters – A4 and A3 for local libraries etc (see below)
- Emails to community groups and local businesses, via the Partnership team
- Emails to ward members and councillors to encourage them to promote the survey and events via their day to day contacts and conversations

Document availability

The Supplementary Planning Document (SPD) and Strategic Environmental Assessment (SEA) evidence base will be available for inspection during normal opening hours at the following places, throughout the consultation:

- Trafford Town Hall (reception)
- Sale Waterside offices
- Local libraries (Old Trafford, Stretford)
- Trafford Council website

Consultation with organisations and other bodies

In addition to the above plan for public consultation, TMBC will also write to those relevant organisations and other interested parties set out in the Appendix to the Council's Statement of Community Involvement which would normally be consulted on draft SPD.

The SEA will be consulted on in accordance with the relevant Regulations. The scoping process for SEA, which requires the Council to consult with Natural England, Historic England and the Environment Agency, is already underway.

Monitoring

The effectiveness of the consultation, in terms of awareness and engagement, will be measured as follows:

- Reach – social media (engagement, retweets, shares, comments) and web site stats (visits)
- Feedback – numbers of surveys, attendees at events, emails

A consultation feedback report will be compiled by an external provider and shared publicly.

Consultation and adoption statements for both SPD and SEA will be produced in accordance with the relevant Regulations.