

A Summary of Consultation Techniques Used for the Core Strategy

This is a summary of the measures we will employ in the next stage of consultation. It follows the process previously used for 'Our Place in the Future' with a great deal of success, which was repeated (with very minor revisions) for the Preferred Options stage. The measures go far over and above that detailed in the adopted Statement of Community Involvement.

Who will be consulted?

The consultation aimed to involve the very broadest range of stakeholders and will include all of the following:

- A household survey with questionnaire sent to every household in the district
- "Hard to reach" groups in liaison with our community partners
- Youth via schools and use of the "YeahBut" website
- Statutory and non-statutory consultee
- Government departments and agencies
- Regional agencies
- All elected representatives (MP, County, District and Parish Councillors)
- Strategic partners such as the South Wiltshire Strategic Alliance
- Community groups and residents associations
- Developers and agents
- Business sector such as the Chambers of Trade and Commerce
- All parties on the LDF database
- Voluntary groups
- Public service providers
- Pressure groups (such as CPRE)
- Adjoining districts and parishes

Design of Documents

All consultation documents will be designed in a light, magazine style format in an attempt to make a very complex process, easy to understand and as accessible as possible. It will be designed to be as jargon free as possible and be purposely pitched at 'the layperson' rather than those with a more detailed knowledge of the planning process, in order to try and engage in a far deeper way than just with those 'usual suspects'. In accordance with Government guidance all documents are framed in a manner that identifies the key issues affecting the district and presented a range of options for tackling them.

Copies of all of the consultation documents can be found at our website at www.salisbury.gov.uk/ourplace

The consultation techniques

The consultation is designed to be very comprehensive and will be fully compliant with the adopted Statement of Community Involvement. Indeed a conscious decision was taken to far exceed its requirements in order to try and maximise engagement in this process. It encompasses a range of techniques involving a media strategy, publicity, leaflets, direct notification, use of new technologies and neighbourhood forums, as set out below.

Direct Consultation

- A Consultation document will be sent to all 879 consultees on the LDF database, all councillors, all parish councils and statutory consultees. Copies of the consultation pack were also given to any person who requested a copy.
- All 48,000 households in the district will be directly sent to consultation document

Indirect Notification

The consultation magazine will, as far as resources allow, be distributed in:

- Pubs
- Village shops
- Supermarkets
- Libraries
- Sports centres – Salisbury, Durrington, Amesbury, Tisbury
- Salisbury Playhouse
- City Hall
- Pennyfarthing Street (SDC)
- Planning Reception
- Restaurants
- Sports clubs
- Post offices
- Salisbury Arts Centre
- Bus and Train Station

Technical consultative group

This is a group set up to include representatives from specialist bodies such as the Environment Agency, English Heritage, Natural England, utility companies etc. This group was convened to carry out a specialist audit on the Issues and Options presented in the 'Our Place in the Future' document. The composition of this group included Natural England, GOSW, County Council, English Heritage, Environment Agency, South West Development Agency, Highways Agency and others. The inception meeting was held on the 3rd September 2007 and it continues to meet regularly.

Public Exhibitions

A number of public exhibitions will be held across the district to engage members of the public within all of our communities. A list of the exhibitions we attended is set out below:

Date	Venue
1 st September 2008	Guildhall, Salisbury
2 nd September 2008	Grove Buildings, Mere
3 rd September 2008	Victoria Hall, Tisbury
4 th September 2008	Antrobus House, Amesbury
5 th September 2008	St Laurence's Church Hall, Downton
8 th September 2008	Michael Herbert Hall, Wilton

Pre-publicity will be carried out to try and make members of the public aware of these exhibitions. This will include providing posters for Parish Councils to display in advance. Tea, coffee and biscuits were provided free of charge.

Council Committees

As well as consulting all members individually with the consultation magazine as detailed below, the following Committees of the Council will also be consulted.

City Area Committee (Community)	2 September
Southern Area Committee	11 September
Planning and Economic Development scrutiny	15 September
Western Area Committee	18 September
Northern Area Committee	25 September

Publicity Measures

Local Press

Adverts will be placed towards the front of the Salisbury and Amesbury Journals, the Blackmore Vale Magazine and the Avon Advertiser, to inform people of the consultation.

Press Strategy

Colleagues in Communications have worked out a detailed schedule of press releases and events to keep this project in the public eye.

Focus groups

Focus groups will be held on the following topics: Natural Environment , Transportation, Strategic Landscaping, Economy

Hard to Reach Groups

A list of organisations will be contacted in consultation with Community Initiatives. The list of organisations is stored confidentially by Community Initiatives as many do not wish to be widely publicised. However these include representatives of ethnic minority and disability groups etc.

Schools / young people

To make sure we also engaged the younger generation we will tailor a questionnaire on the 'Yeah but' website, specifically aimed at teenagers. Secondary schools in the district will again be contacted to see if they wish for an officer to give a presentation and to answer any questions that the students had. Over 100 young people responded to the previous stage.

Web pages

Dedicated 'Our Place in the Future' interactive webpages will be revised and will include fully downloadable copies of all documents, Frequently Asked Questions, glossary, useful links, technical documents such as the Sustainability Appraisal and all of the evidence base.