



Werrington Neighbourhood Plan Evidence File

Consultation Statement



CONTENTS

Page
Number

1	Overview and Introduction	3
2	Communication Strategy	3
3	Vision and Objectives	4
4	Ongoing Publicity and Consultation	5
5	Community Questionnaires and Stakeholders Correspondence	8
5.1	Resident's Questionnaire	8
5.2	Young Resident' Questionnaire	10
5.3	Business Owners Questionnaire	11
5.4	Stakeholders Correspondence	11
6	Regulation 14 Consultation	11
7	Conclusion	13

APPENDICES: *Refer to Document C2 Consultant Statement Appendices*

Appendix A	Werrington Area Forum Community Communication and Engagement Strategy	15
Appendix B	Resident Questionnaire Results	18
Appendix C	Young Resident Questionnaire Results	29
Appendix D	Business Questionnaire Results	33
Appendix E	Public Comments and Responses	34
Appendix F	Regulation 14 Consultation Results	38

Maps reproduced as part of this assessment are not to scale

This assessment was undertaken by the Werrington Area Forum Steering Group with assistance from local residents between 2020 and 2022.

1 - OVERVIEW AND INTRODUCTION

OVERVIEW

This Consultation Statement has been prepared to fulfil the legal obligations of the Neighbourhood Planning Regulations 2012. Section 15(2). Part 5 of the Regulations sets out the contents of a Consultation Statement as follows:

- details of the persons and bodies who were consulted about the proposed plan.
- explains how they were consulted.
- summarises the main issues and concerns raised by the persons consulted.
- describes how these issues and concerns have been considered and, where relevant, addressed in the proposed neighbourhood development plan.

INTRODUCTION

Werrington Neighbourhood Council has been at the centre of Werrington for over 50 years. Its members have had previous attempts at progressing a Neighbourhood Plan but these stalled due to funding and changes in legislation. During a public meeting in Spring 1998 it was determined that there was enough support to explore progressing a Neighbourhood Plan once again.

Given that Werrington is not a 'parished' area, a designated area had to be determined and approved together with the formation of a Neighbourhood Forum with the required number of members. Over the course of Summer 1998, information about the intention to set up a Neighbourhood Forum and Neighbourhood Plan Area was publicised through the local community newsletter 'Spotlight', social media and information displayed at the local library. Comments made through these consultations can be seen in Appendix E.

Following all relevant meetings and consultations, Peterborough City Council announced the formation of a 'Designated Area' on 15th October 2018 with the formation of Werrington Area Forum (Neighbourhood Forum) on 28th January 2019.

Werrington Area Forum (the 'Forum') has a vastly experienced membership with a strong understanding of local issues as many of its members are current/past members of Werrington Neighbourhood Council or other Community Groups. Local Ward Councillors together with a wide cross section of residents and business members.

The Forum acknowledged the importance of community engagement within the Plan, and this has been at the forefront of all the work being undertaken. The steps taken to engage with residents are detailed within this document.

2 - COMMUNICATION STRATEGY

The Forum drew up its communication strategy to produce the Plan during a series of public meetings in early 2019.

Time was taken to ensure that the strategy gave engagement with all sections of the community with the Forum being keen to acknowledge that:

- The Neighbourhood Plan Area has a higher proportion of older residents who may not be able to access electronic information.
- People working long hours or with young families do not have the time to attend meetings.
- Younger residents are unlikely to engage with traditional methods of communication.

The Forum's 'Community Communication and Engagement Strategy' can be seen in *Appendix A. (C2 – Consultant Statement Appendices)*



Werrington Area Forum's Publicity Postcard

3 - VISION AND OBJECTIVES

Werrington Neighbourhood Council had previously collected views, concerns and data during several resident and business consultations including:

- A large-scale community consultation as part of earlier Neighbourhood Planning work in 2011.
- 'A Better Werrington' - a collection of views collected during drop-in sessions held between 2017 to 2019.

In Spring 2019, the Forum held several public meetings including two consultant-led workshops.

The Forum considered all the views collated from the consultations and meetings to produce a draft 'Vision and Objectives' statement with a further consultation undertaken during Summer 2019. This was published through the community newsletter and the website and displayed at events such as the Werrington Carnival and Werrington Show. Views were considered with the wording adjusted accordingly.

The resultant Vision and Objectives Statement can be seen below:

Vision for the Werrington Neighbourhood Plan is:

The people of the Designated Area wish to see a thriving, vibrant, caring, and safe community where everyone of all ages feel comfortable and valued. We want to preserve the best of what we already have in Werrington - its distinctive character, heritage, and natural assets, and bring about improvements with appropriate development. We want Werrington to become an even better place in which to live and to visit.

Objectives for the Werrington Neighbourhood Plan are:

Objective 1: Built Environment

The protection of the architectural heritage and distinctive characteristics of the area ensuring that new development (within the levels of growth and spatial strategy proposed through the Local Plan) contributes positively to the Designated Area's character in terms of the existing scale, density, location, design, and layout.

Objective 2: Natural Environment

The maintenance and enhancement of the open spaces, natural habitats, and green character of the area for the benefit of people, flora and wildlife including the preservation and improvement of access to the countryside.

Objective 3: Community

The continued development and improvement of the Designated Area embracing opportunities to support and improve services, facilities and local businesses whilst ensuring the maintenance of its identity, character, and integrity.

4 - ONGOING PUBLICITY AND CONSULTATION

Face-to-face Publicity:

During the review of the Communication Strategy, it was clear that face-to-face communication would create the highest profile for the Plan ensuring the greatest community involvement. It was agreed that every Forum meeting would be advertised to encourage residents to attend, and every opportunity would be taken to present information at community groups and events.

The Forum met at least three times and held an Annual General Meeting each year. However, in 2020 and 2021 the meetings were cancelled due to Covid with some being replaced by on-line meetings.

The Steering Group met regularly between the Forum meetings with every meeting being open to the public and widely advertised with invitations sent to specific groups and individuals when certain topics were discussed. All Forum meetings and most steering group meetings attracted additional visitors.

The Forum had a presence at many community events (such as the Carnival, Werrington, scarecrow trail and Christmas Tree Festival) and local organisation meetings (such as Community Association, Local History Group, WI, Scouts, and Guides), as detailed in the table in Appendix E. Postcards and information leaflets were distributed at all the events and were made available at Community Centres, the Library, waiting rooms, etc. A banner was put on display at every event and on a regular basis at the library.



Carnival Stand 2019, 2022 and 2023



Forum Meeting



Steering Group Meeting



Forum Annual General Meeting



Women's Institute Presentation



Ideas added to the Christmas Tree Festival



Community Association Question and Answer Session



Village Show Display



Library Presentation & Display



Local History Presentation



Flower Arranger's Presentation



Activities at the Brownie Meeting



Exhibition at Policing community meeting

Examples of Community Engagement

Online Publicity:

The online publicity was important for all those with little time to engage in meetings such as those in employment, parents, and carers. The Plan's web pages gave general information, formation of the Forum, publicity for forthcoming meetings, information about previous meetings and details of the progress of the Plan and a link to the 'Work in Progress' which enabled an ongoing opportunity for residents to make comments.

The Neighbourhood Council Facebook group, with nearly 500 members, hosted details of the Plan giving regular updates of meetings and progress of the Plan. These updates were additionally posted onto six community Facebook pages with over 10,800 followers between them.

Other Publicity:

The meetings of the Forum and Steering Group were held in a central location and publicised via posters, the community newsletter, and social media. The Forum's Annual General Meeting was held each year alongside the Annual General Meeting of the Neighbourhood Council bringing the Plan to a new audience. The Forum's Annual Reports were posted on the website.

A notice board at the library, a community focal point, provided a permanent display with general information, the Plan's progress, meeting notes, forthcoming meetings and contact information. Posters advertising events were regularly put up at key locations such as Community Centres.

Regular updates of meetings and the Plan's progress were published in Spotlight, the community newsletter delivered to all residences and businesses within the Designated Area.

Mailing list was established to send out updates and meeting invites. The community questionnaire gave the respondents the opportunity to join the mailing list, and because of this initiative, the mailing list rose to nearly 350 people. A regular email was sent out detailing the progress, giving the opportunity to make comment, and providing an invitation to every meeting and steering group.

The Werrington Neighbourhood Plan identifies trees within the area that residents especially appreciate and enjoy. The tree avenues are already named along with the grave yard, the Chapel Street Oak, and the mature trees around the former grounds of Werrington Hall. We looking for some of the more hidden trees maybe tucked along a cycle way or in hedgerow

Is there a tree (or cluster of trees) that you enjoy looking at as you walk or drive past? Then send in the details with a photo werringtonnc@gmail.com

For more details about the Neighbourhood Plan including the draft Plan, please follow the link <https://www.werrington.org.uk/werrington-area-forum...>



Tuesday 21st February 7pm The Barn Hodgson Centre.

Open to all residents. The meeting will include a discussion about the City Council's Climate Change Presentation and a review of the Neighbourhood Plan. For a copy of the papers for the meeting email werringtonnc@gmail.com

Neighbourhood Plan Update: The Neighbourhood Plan has been reviewed by our Consultant. There are additions and amendments to be made. The Consultant will rework the policy wordings whilst the group deals with the remaining work. The original documentation can be seen on the website www.werrington.org.uk The next steps over the coming months are to liaise with Peterborough City Council, to continue the community engagement before triggering the formal consultation stage, the independent inspection and a referendum.

THE NEXT MEETING OF WERRINGTON NEIGHBOURHOOD COUNCIL TAKES PLACE ON MONDAY 12TH DECEMBER AT 7PM THE BARN HODGSON CENTRE.

Werrington Neighbourhood Plan is now well advanced and an update about this work will be made at the beginning of the meeting. Please feel free to only attend this part of the meeting. Information about the Neighbourhood Plan together with a copy of the working documents are available on the website. <https://www.werrington.org.uk/werrington-area-forum-neighbourhood-forum/>



WERRINGTON NEIGHBOURHOOD PLAN

MONDAY 12TH DECEMBER 7PM THE BARN HODGSON CENTRE

The Plan is at an advanced stage and will be discussed tomorrow (Monday). Most of the documents can now be seen on the website. https://www.werrington.org.uk/evidence-base-and-other...

Character Assessment: This is a summary showing the features and characteristics of Werrington's different areas to illustrate their distinctiveness and unique identity. Some parts were written by local residents, others had to be written with the Steering Group's local knowledge. Please take a look and tell us what we have missed especially in the good and bad section. Click on the area to go straight to the summary for each area

Conservation Area: <https://www.werrington.org.uk/.../A2-Character...>

Wider Village: <https://www.werrington.org.uk/.../A3-Character-Assessment...>

Werrington Township: <https://www.werrington.org.uk/.../A4-character-assessment...>

PLEASE EMAIL WERRINGTONNC@GMAIL.COM WITH YOUR COMMENTS

Examples of social media posts reaching over 10,000 users

5 - COMMUNITY QUESTIONNAIRES AND STAKEHOLDERS CORRESPONDENCE

INTRODUCTION

The series of community questionnaires were an important part of the Plan's consultation process and consequently detailed consideration was given to the format. Links to the discussions were placed on the website and sent out as a mailing and amendments were made in response to these.

5.1 - RESIDENT'S QUESTIONNAIRE:

It was agreed that the questionnaire would include a mix of planning issues and social issues for as evidence for the Neighbourhood Plan and to feed into the Community Action Plan.

A copy of the information leaflet/questionnaire was delivered to every house within the designated area as it:

- Would raise the profile of the Forum and increase knowledge about the Plan with every household.
- Would include information about the Plan, the formation of the Forum and designation of the Area the 'Vision and Objectives', the process of delivering the Plan together with the timescales.
- Would signpost how to find further information and would give the opportunity to join the electronic and postal mailing lists and to receive a Young Resident's questionnaire.
- Would capture and reflect the views of all residents and would broaden the Forum's knowledge and understanding of the community issues.
- Distribution would be assisted by the existing Spotlight distribution network. Consideration was given to using addressed envelopes and a mailing service, but this was found to be too expensive (and potentially unreliable).
- A direct delivery would give the opportunity to engage with a broad base of community engagement and encourage participation in the questionnaire.
- Responses would be delivered electronically by SurveyMonkey and by a paper questionnaire returned via the library, the Lighthouse Youth Centre, and a postal address. (Consideration was given to 'freepost' envelopes or a free post mailing address but this would be expensive and would require residents to make a further effort).

The questionnaire distribution was additionally supported by:

- A publicity campaign with articles in Spotlight, social media posts, posters, attendance at events and visits to community groups.
- Availability at other locations including the Community Centres, At Last tea rooms and the library and local businesses such as hairdressers.

A draft questionnaire was drawn up by the Steering Group and the Forum, consulted on through the mailings and website and additionally reviewed with consultants. This was to ensure that all aspects were covered, to eliminate any bias and to ensure that a truly representative view was being obtained. With the support of a local media company, sponsorship was obtained from local companies enabling a full colour eight-page A4 leaflet to be produced. Minimal identification data was collected to avoid data protection issues although optional email addresses were given to access the mailing list. Post codes enabled residents to be distinguished from business owners. *A summary of the main questions can be seen in Appendix 2 and a questionnaire copy can be seen on the website¹.*

¹ www.werrington.org.uk/files/2019/10/Werrington-Plan-Questionnaire.pdf

The delivery of 5,500 questionnaires was undertaken over a three-week period with half delivered by the Spotlight distribution network and half delivered by Forum volunteers. Additional copies were left in the library, hairdressers, pubs, Doctor's surgeries. Responses were encouraged to be returned electronically via SurveyMonkey. Paper copies could also be returned through collection points at the library and local tearoom or via post/hand delivery. This questionnaire was vigorously promoted through Spotlight articles, Facebook, and the community events.

Whilst initially 5 weeks was given for the questionnaire return, this was extended because of the potential responses generated by the Christmas Tree festival.

All the paper and electronic copies of the responses are held for inspection.

950 responses were received from a distribution of questionnaires (17% response rate). This is considered to be an excellent return given the length of the questionnaire, the effort needed to respond and the involvement of volunteers. Only 85% choose to return the questionnaire via the online method which was lower than expected. This meant that nearly 200 responses had to be inputted manually by Forum members.

This however does reflect the proportion of older residents of the Area and demonstrated the success in engaging with this age group.

In addition to the answers there was an additional 1200 comments which showed the depth of feeling of certain issues, however some people made more than one comment about the same issue which skewed the results.

The response showed that there was support for the Plan from residents and was a reassurance that the early ideas for the Plan were aligned with resident views. It also highlighted areas that could be further explored.

Many of the comments though were either likely to be unattainable in this plan or relate to the responsibilities of agencies such as the City Council, private owners (such as Werrington Centre) or transport providers. Where this was the case, issues raised were passed onto the appropriate organisation or were added to the list to be addressed through other means at a later date.

The local issues attracting the most comments were:

- The availability of recreational and sport facilities with the swimming pool being regularly mentioned.
- The importance of open space and green spaciousness across both original Village and 'Township'.
- The importance of the tree lined cycleways and roads, and the overall road network.
- The decline and lack of shops in Werrington Centre (private owner) and, separately, the need for more independent shops.

A full summary of these comments can be seen in Appendix B

Some of the limitations of the questionnaire have been highlighted as follows:

- Some comments questioned the biasedness of questions. The questionnaire, however, has been partly written and approved by consultants and there was plenty of scope to express other opinions.
- There was an error on the online questionnaire where a couple of questions were missing (about bus services and youth activities). But these were not important questions for the Plan and as the results are given as a percentage the results have not been skewed.
- Comments revealed the need to review how to address the areas as using the words 'Old' and 'New' Werrington attracted criticism. Following this and further discussion the terms were changed to 'Wider Village' and 'Township'.

The results of the questionnaire can be seen in Appendix B

5.2 YOUNG RESIDENT'S QUESTIONNAIRE

A questionnaire was produced to appeal to the younger residents. This focussed on the use of the facilities, attitudes to development and 'green' issues, what concerns were and what the future might look like. An invitation to receive a questionnaire was put on Facebook, in Spotlight and on the resident's questionnaire. Copies were available at the library and at the Last tea rooms and copies were sent into the four local schools.

Visits were made to two guide units, one brownie unit and a cub unit where a discussion was initiated about what was good and bad about living in Werrington. After the discussions 'post it' notes were completed describing 'What is good and bad about Werrington and how improvements could be made.' Stones were then decorated with good things about Werrington, varnished and the young residents encouraged to hide them about their local community.

Questionnaire Results: 90 written responses were received to the Young Residents questionnaire. We especially thank William Law Primary School and Hodgson Guides for their support. We also spoke to over 60 young people from the Princes Trust, Cubs, Brownies and Guides and their collective comments were included in the final analysis.

The results from this survey can be seen in Appendix C.

Drawing was also encouraged in our visits and a space for drawing was included in the questionnaire. A selection of these are seen below:



Examples of Children's Activities

5.3 BUSINESS OWNER'S QUESTIONNAIRE

A letter giving the background to the Plan and asking for views about undertaking business in Werrington was hand delivered to 145 business premises based in the Neighbourhood Plan Area along with a copy of the resident's questionnaire.

Eight Business Owners Questionnaire responses were received although a further 73 resident's questionnaires were completed from Werrington 'business owners' picking up the smaller businesses and sole traders.

The outcome of this work is seen in Appendix D

5.4 LANDOWNER AND STAKEHOLDER CORRESPONDENCE

Twelve landowners were identified, and a letter sent explaining the process, inviting comment, and giving the opportunity to join the mailing list. In addition letters and emails were sent to:

- Breton Parish Council,
- Glinton Parish Council
- Peakirk Parish Council,
- Newborough Parish Council,
- Peakirk Parish Church,
- Network Rail,
- Disability Peterborough and,
- Peterborough Racial and Equality Council.

Whilst no direct correspondence was received, two landowners joined the mailing list. Bretton and Peakirk Parish Councils sent an acknowledgement.

6 - REGULATION 14 CONSULTATION

This will be completed after the consultation

7 - CONCLUSION

Overall, the consultation process took a lot of time over many months. The variety of methods used for gathering this information through meetings, events, newsletters, emails, questionnaires etc generated such a good response that we are confident that we have engaged with all sections of our community.

The large level of responses to the questionnaire was not anticipated and is testament to the work undertaken to raise the Neighbourhood Plan's profile and validated the effort of delivery and promotional work around it.

Despite a lot of time, cost, and effort in setting up the electronic survey through SurveyMonkey, a large number of people choose to manually complete the questionnaire and return by the drop boxes or post which also added to the volunteer work inputting the data with the risk of creating possible inaccuracies resulting in an increase in checking required.

The answers provided some very useful thoughts and feedback for the Plan. It demonstrated that much of the community supported the views of the Steering Group and Area Forum together with flagging up several other issues which had not been previously considered.

All comments received were considered and, where possible, investigated further for inclusion in the Plan and these can be seen in Appendix B of C2 – Consultation Statement Appendices. Any issues that cannot be delivered through the Plan may be addressed in other ways including, passing details onto the relevant authority.

Overall, the time and effort of the questionnaire was more than compensated by the valuable data provided which has been used through the Plan's development.

Page numbers 14 to 18 will follow once Reg 14 consultation is complete