
Report to: Planning Committee

Date of Meeting: 29 June 2011

Subject: Consultation on Core Strategy for Sefton - update

Report of: Jane Gowing, Head of Planning Services

Wards Affected: All

Is this a Key Decision? No

Is it included in the Forward Plan? No

Exempt/Confidential No

Purpose/Summary

To update members on consultation taking place on the proposed Options, a key stage in developing the Core Strategy for Sefton

Recommendation

That members note changes to the approach to the consultation on the proposed Options for the Core Strategy.

How does the decision contribute to the Council's Corporate Objectives?

	<u>Corporate Objective</u>	<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community	√		
2	Jobs and Prosperity		√	
3	Environmental Sustainability		√	
4	Health and Well-Being		√	
5	Children and Young People		√	
6	Creating Safe Communities		√	
7	Creating Inclusive Communities		√	
8	Improving the Quality of Council Services and Strengthening Local Democracy	√		

Reasons for the Recommendation:

To inform Members of changes to our approach to consultation.

What will it cost and how will it be financed?

(A) Revenue Costs

Costs already incurred and contained within agreed departmental budget.

(B) Capital Costs

None

Implications:

The following implications of this proposal have been considered and where there are specific implications, these are set out below:

Legal	No specific implications
Human Resources	No specific implications
Equality	
1. No Equality Implication	<input type="checkbox"/>
2. Equality Implications identified and mitigated	<input type="checkbox"/>
3. Equality Implication identified and risk remains	<input checked="" type="checkbox"/>

Impact on Service Delivery:

Improved service as more people aware of consultation

What consultations have taken place on the proposals and when?

Not applicable

Are there any other options available for consideration?

Not applicable

Implementation Date for the Decision

Not applicable

Contact Officer: Steve Matthews**Tel: 0151 934 3559****Email: steve.matthews@sefton.gov.uk****Background Papers:**

There are no background papers available for inspection.

1. Background

- 1.1 Members are aware that consultation has now started on the Options stage of the Core Strategy for Sefton, and is due to run until 12th August. Drop-in events have already been held in a number of communities and presentations to Area Committees and various interest groups are taking place.
- 1.2 The consultation has been advertised through adverts and article in the local papers which are part of the Trinity group (Southport Visitor, Formby Times, Maghull & Aintree Star, Crosby Herald and Bootle Times). These papers have also run their own stories about the proposed Options to give further coverage. Posters have been distributed in many public buildings including Council buildings, one stop shops, libraries, leisure centres, schools and youth centres. All of the information is also available on the Council's web site.
- 1.3 There has been some criticism that the consultation was not broad enough. Whilst this is not widespread criticism officers had to consider how to respond to these comments. In particular, at one of our early drop-in events, in Melling, local residents said that not many people were aware of the drop-in event being held in their area. This led to a wider concern that people who lived near Green Belt and greenspace sites, which were identified in the Options Paper as having potential for development, might not be aware of these proposals.

2. Action taken

- 2.1 As soon as these concerns became known, all residents and premises within 50 metres of a Green Belt site, and properties fronting onto greenspace sites, were directly notified by letter of what was being proposed with details of local drop-in events which they could attend to find out more.
- 2.2 Posters were re-designed to be more eye-catching and were distributed more widely including to local shops and Post Offices, rail stations, community notice boards and church halls.
- 2.3 Residents in Melling who live close to affected sites were also given details of nearby drop-ins which they could attend, including at Aintree and Maghull.
- 2.4 The further steps we are taking seem be working. The feedback we are receiving suggests that most people who have a direct interest in the proposals of the draft greenspace and Green Belt studies are aware of opportunities to visit the exhibition and to talk to members of the Core Strategy team. Furthermore we are also receiving positive feedback about the consultation events themselves with residents advising that the information provided is well presented and clear.

3. Remainder of consultation period

- 3.1 There will be further drop-ins and presentations, including to Area Committees, schools, business groups, and other forums. There will also be a briefing session for all Members on Monday 11th July (Bootle Town Hall, 6-8pm) to discuss issues arising from the consultation.