

Appendix 1

Note for Strategic Delivery Board on NW Bicester Consultation Activities

Pall Mall Consult on behalf of P3Eco

April 2010

Background

Pall Mall Consult is the engaged consultancy supporting P3Eco and A2Dominion's consultation and communications work around the NW Bicester Eco Town development.

This note sets out our proposed framework for consultation activities during the Masterplanning and pre-application phases of the development. While it is not intended to provide a methodology in detail, it does provide an outline of the first phase of activity – the launch of the 'Masterplanning in Partnership' approach - as it is intended to take place prior to the next Strategic Delivery Board meeting.

Approach to consultation

Our aim is to achieve a fully-inclusive interactive consultation which reaches all stakeholders and audiences prior to the submission of applications for the Exemplar and for the Masterplan to the planning authority.

In addition, we want to foster enthusiasm in the town for the eco development, its range of benefits for the existing town and contribute to introducing residents to a more sustainable lifestyle.

Working with the architects we are developing an innovative 'Masterplanning in Partnership' approach. This will be an ongoing process using workshops, web, newsletters, meetings and many other activities throughout the Masterplanning process to allow as much public engagement as possible. A similar, but smaller scale approach will be used to communicate and consult on the development of plans for the Exemplar.

To ensure that there is a clear framework for the Masterplanning in Partnership approach, we propose that primary consultation activities should be structured around four focal points:

- 'Masterplanning in Partnership' launch via an open planning weekend – at the beginning of the process
- Publication of a project 'Green Paper' for consultation – half way through
- Publication of a project 'White Paper' for pre-application consultation
- Consultation on outline Masterplan, pre-application

The Green and White Papers would summarise the work undertaken with partners to deliver the full PPS.

The development of the Exemplar will be considered alongside the Masterplan, with consultation a fast-track microcosm of the Masterplanning in Partnership approach. We propose three focal points of activity:

- Inclusion in the 'Masterplanning in Partnership' launch open planning weekend
- Initial proposal of Exemplar plans
- Pre-application consultation on detailed Exemplar plans

Working with P3Eco and its partners in conjunction with CDC, BTC and OCC, we anticipate a complex array of events, networks and streams of activities to maximise the engagement and educational opportunities and to optimise benefits to the existing town.

'Masterplanning in Partnership'

The 'Masterplanning in Partnership' approach we are proposing follows the approach that P3Eco and Farrells have taken to the project so far, working with consortium partners, public sector bodies and local groups to develop the principles which inform their approach to the site. To extend this to the local community and have an 'open book' approach to Masterplanning, Pall Mall Consult is developing a process which allows community representatives and members of the public access to information at key stages of the development of the project, and access to the professional team and decision makers directly and via other means. Initial activity will be in the format of an 'Open Planning Weekend'.

Launch of Masterplanning in Partnership process: an 'Open Planning Weekend'

To initiate the Masterplanning in Partnership process, Pall Mall Consult proposes an 'open planning weekend' at the beginning of the next phase of the professional team's Masterplanning work. An example of how this can be done is the Prince's Foundation's 'Enquiry by Design' process - a summary of this approach can be found via <http://www.princes-foundation.org/index.php?id=33>.

An EbD/open planning weekend process enables all consortium partners, local authorities and community representatives to discuss the project over a few days in facilitated workshops considering each aspect in turn. It is a useful mechanism for the professional team to develop the project significantly, with direct input from local stakeholders. This would include, for instance, elected representatives, representatives from residents' associations, representatives for other community-based organisations.

Additional stakeholders would be asked to attend as appropriate – such as Government agencies or additional members of the wider professional team.

In addition, there would be public sessions. We propose a public drop-in day which would be attended by key members of the professional/consortium team and would allow members of the public to learn about P3Eco's approach. There would be a range of ways that attendees providing feedback on different aspects of the project.

We also propose a public feedback session following the open planning weekend, so that people who have attended the public drop in session, or are generally interested, can hear what the result of the sessions has been.

A possible is for this to include:

- A public drop-in day
- Two-three days of professional/local stakeholder workshops (majority of time discussing the Masterplan but some dedicated to Exemplar)
- A public report-back meeting

We envisage an open planning weekend taking place in late-May/early-June – with the public drop-in session available on a Saturday daytime (and possibly longer), and professional workshops falling either side of the weekend/during the week.

Green Paper/White Paper concept

Government consultations take a Green paper/White paper format. A green paper usually sets out the Government's approach to a policy area and is followed by a period of consultation. A white paper then provides a proposal for delivery of the approach established, prior to becoming adopted policy or going forward as legislation.

Using the structures employed for Government consultations, we propose the publication of the consortium's strategies for responding to the PPS for public response. This provides a structure for the

local community to find out about and respond to developing proposals, although the language 'Green'/'White' Paper needs to be modified to be accessible.

A 'Green Paper' would come first – in early summer – which sets out the general principles on how the PPS standards should be met and an update on the Masterplan, following on from the open planning weekend. The paper can incorporate detail on aspects of the project where appropriate. This would be published for consultation – with questions relating closely to the strategy put forward. Views in response to the Green Paper would be actively sought and consultation activities arranged to give information and take feedback from a wide range of stakeholders and the community.

A White Paper would then be developed from the result of the Green Paper consultation, and the ongoing work of the professional team. Publication of the White Paper would again be followed by a period of consultation. It is the method through which P3Eco could propose the full response to the PPS. The consultation period would be separate from the pre-application consultation on the Masterplan, but they may overlap.

Key Exemplar milestones:

- Exemplar project included in open planning weekend – late-May/early June
- Consultation on outline plans, including workshops, drop-in sessions – late May/early-June
- Pre-application exhibition on detailed plans – mid/late July

Key Masterplan milestones:

The Masterplan and full PPS delivery is much more complicated, and will include many information sessions and ways for stakeholders to be involved in the Masterplanning process. These will fall around the following shape:

- Open planning weekend (public and professional)
- Opinion poll to find out representative views to feed into professional team's work
- Publication of project 'Green Paper' towards the summer – outlining the general strategies on each aspect of the project – consultation activities around this
- Use of Demonstration House – from Summer 2010 onwards
- Publication of project 'White Paper' – Autumn
- Pre-application exhibition on Masterplan – late Autumn