



Petersfield Neighbourhood Plan



Consultation Statement

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1 Designated Neighbourhood Area

This consultation statement relates to Petersfield Town Councils (Qualifying Body) Petersfield Neighbourhood Plan the boundary is indicated on the plan below. The boundary matches that of the Designated Neighbourhood Area.

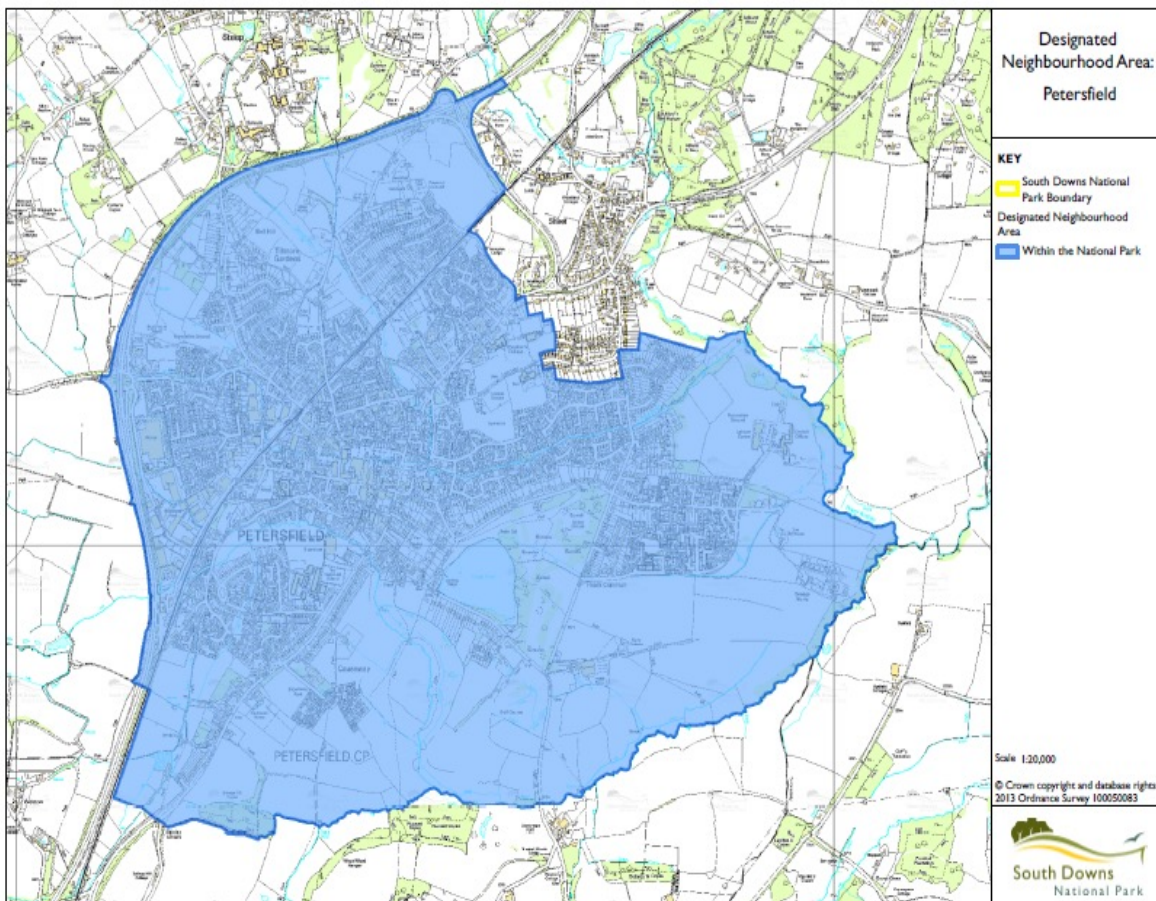


Figure 1 - Designated Neighbourhood Area

2 Introduction and Background

2.1 Introduction

This Consultation Statement has been prepared with the aim of fulfilling the legal obligations of the Neighbourhood Planning Regulations 2012, section 5.0.

The Petersfield Neighbourhood Plan (PNP) Steering and Project Groups have carried out an extensive level of engagement and consultation with the Petersfield community and statutory bodies operating in Petersfield. The level of consultation and engagement is far beyond what is expected by the Neighbourhood Plan regulations.

2.2 Background

The Petersfield Town Council (PTC) have a long history of working with the community to help shape the future of the town since the development of the Petersfield Market Town Health Check (Petersfield Tomorrow) in May 2006. The Petersfield Tomorrow exercise addressed a wide range of issues ranging from non-spatial land use to spatial land use however the document had no legal status. The desire to influence the growth and change in Petersfield continued when the wider community embarked on the production of the Petersfield Town Design Statement (PTDS). The PTDS set out guidance and policy for developers and homeowners to ensure the high standard of design expected in Petersfield continued. The PTDS was adopted as a non-statutory Supplementary Planning Document in 2010.

The PTC has represented the views of the community over the years by responding to consultations from the South Downs National Park Authority as well as District and County Councils. The PTC made representations on behalf of the wider community in the preparation of the East Hampshire Joint Core Strategy and continues to play an active role in engaging with other statutory bodies. Subsequent to the Localism Act 2012, the decision was taken at full council in April 2012 to initiate the production of a community-led neighbourhood plan. Petersfield Town Council then successfully applied for a Front Runner grant in 2012 to help fund the work.

The PNP is the culmination of almost 3 years work by the Town Council, Neighbourhood Plan Steering Group, local residents and local organisations. The Town Council was determined to ensure that the PNP reflected the view of the wider community, therefore the decision was taken that the PNP would be prepared by residents of Petersfield supported by the Town Council, with Town Councillors and officers attending regular meetings. The intent was to empower the community rather than make the PNP a closed Town Council project. A small Steering Group, whose purpose was to provide high level governance, reporting, and programme management of the PNP, was formed from representatives of the PTC, East Hampshire District Council, South Downs National Park Authority, Petersfield Society and local residents. A Project Group was then established to produce the PNP. Almost all members of the Steering Group were also members of the Project Group, however the membership of the Project Group was open to the wider community which increased the potential for more local residents to take an active part in developing the PNP. Several local residents joined, and left, the Project Group at various stages throughout the production of the PNP.

3 Pre-plan analysis and consultation

In addition to the formal consultation required by Neighbourhood Planning regulations the PNP steering group carried out extensive pre-plan engagement and consultation. The details of this are set out in the following sections.

3.1 Background research

An initial review of previous consultation exercises and input from locally elected representatives identified the key areas which the Neighbourhood Plan should consider, this early review saw the creation of eight topic areas, each allocated to a single individual within the PNP team who became the Lead for the topic. These topics were:

- Housing
- Built Environment
- Natural Environment
- Getting Around
- Community
- Business
- Retail
- Tourism

For each topic, existing reports, surveys or other relevant documents such as the Petersfield Town Design Statement and Petersfield Market Town Health Check were obtained and examined in order to identify key issues. The Lead person for each topic would collate the feedback from the engagement activities and identify any common themes.

3.2 Initial community engagement

The next stage of the process involved a series of community engagement events aimed at understanding the community's issues and aspirations for Petersfield. These included an initial open event, workshops aimed at specific sections of the community (either by location or interest group), a stall at the Petersfield Spring Festival in 2013 and presentations and workshops to a variety of clubs societies and individuals.

It was envisaged that this period of intensive engagement activity could be delivered in around about 12 weeks at the end of which there would be another open event to present the results.

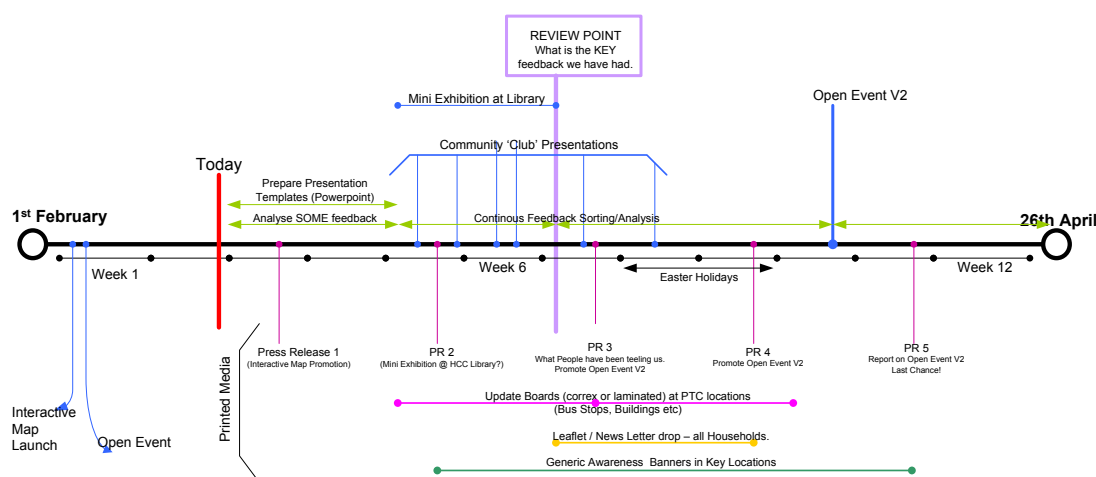


Figure 2 - Initial Community Engagement Plan

3.3 Initial Timeline of Engagement Activity

However it was soon realised that although the volume of activities and events proposed was achievable the timescale was not realistic and therefore the period of initial engagement was extended to cover a period of some 30 weeks until early September 2013. With a range of events and activities throughout this extended period it would maximise the opportunities for as many of the community to have their say in developing the Plan.

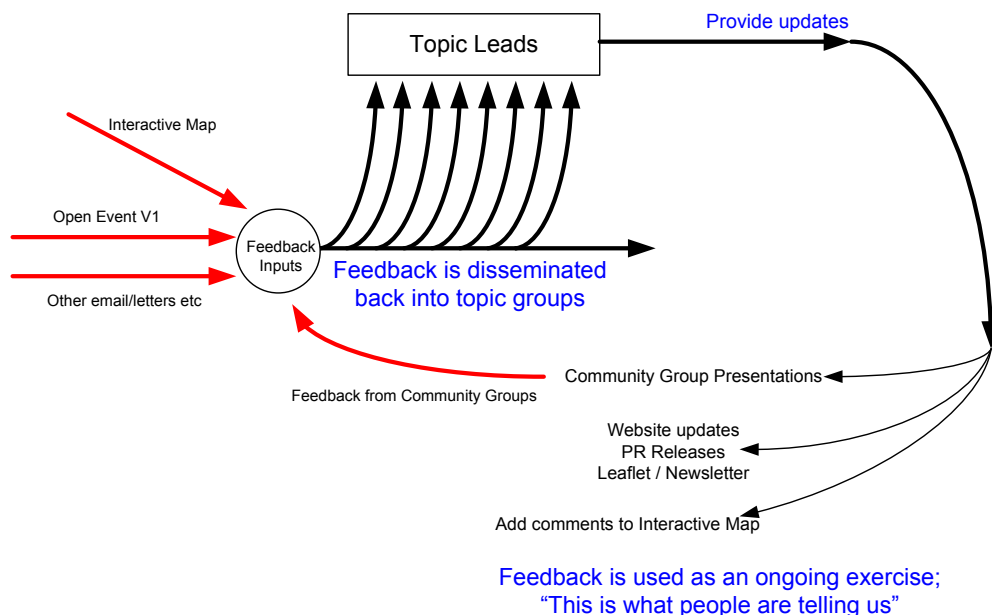
At each of these events, feedback and comment were sought from the local community. This took various forms including questionnaires, flip-charts and post-it notes.

All of these formal engagement events were supported by a comprehensive website offering the same opportunities to explore the issues and provide feedback. The website also made use of an interactive map which was based on the highly engaging Google Maps technology.

A “Petersfield’s Plan” brand and identity were developed by a local Graphic Design company to help present a consistent image of the PNP.



Throughout this period the feedback from the community was collated and distributed to the Lead person for each topic. There was a continuous process of feedback;



3.4 Community Engagement Events

2nd December 2012 – A soft launch at the Petersfield Christmas Market involved handing out “teaser” business cards promoting the PNP’s website and informing people that the development of the plan would launch in early 2013.

5th February 2013 – An Open Event was held at the Petersfield Festival Hall. Promoted through the local press and posters around the town. Displays covered 8 key topics and feedback was sought on these 8 themes. The event was attended by 150 people. The information on display at the event could also be viewed and comments submitted on the PNP website.

The feedback was reported on the PNP website at www.petersfieldsplan.co.uk/your-responses/. At the same event the **Interactive Map** on the PNP website was launched.



Figure 3 - The February 2013 Open Event held at the Festival Hall

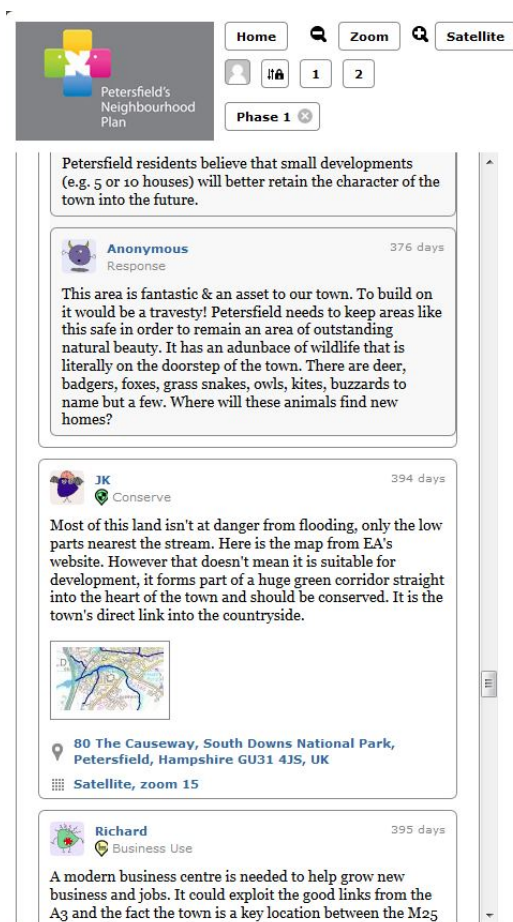
February 2013 to July 2013. The **Interactive Map** was developed for the PNP by logograph.com. It was promoted through the PNP website, local press and social media.

People could place pushpins on the map, which used Google Maps as the underlying mapping technology, and add their comments. The pushpins were categorised by the 8 key topics.

The map was also on display in the entrance hall of The Petersfield School, one of the two main secondary schools in Petersfield, for two weeks, inviting students to add their views.



Figure 4 - The PNP Interactive Map - Overall View



The map received around 200 comments and was a very effective tool of engagement by enabling a platform for discussion of the issues affecting the future of the community, particularly when it came to identifying some sites for development. The comments can be viewed in **Annex XIV to XXI**.

Figure 5 - The PNP Interactive Map - Detailed View

May 2013 – Banners displayed at key locations around the town. Bus Shelters dressed with PNP branding.

To help further promote awareness of the PNP project, PNP branding was installed in key locations around the town, mainly on Town Council owned property. There were two types of outside display material used to promote the PNP. These were large PVC banners and smaller vinyl printed boards.

The PVC banners were 1 metre high and 3 metres in width and were displayed on PTC owned fences around the town at the following locations:

- Moggs Mead – on playing fields fence.
- The Avenue – on playing fields fence opposite end of Weston Road.
- The Heath – fence towards junction of Heath Road /Heath Road West.
- The Heath – Heath Road West fence facing into Heath by the Plump Duck.
- Penns Place – on fence alongside road to Penns Place.

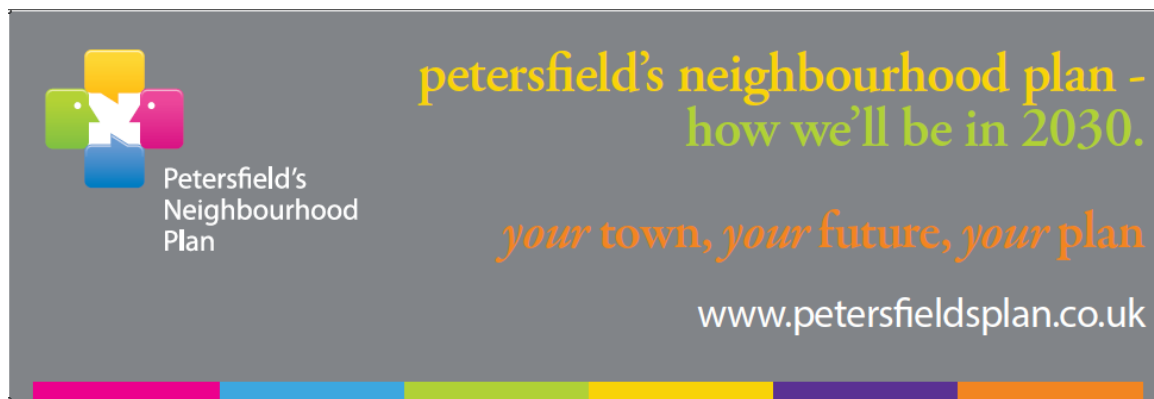


Figure 6 - PVC Banner Design

The vinyl printed boards were 265mm high and 515mm in width. They were double sided and displayed, in repeating fashion until the desired length was achieved, on the bus stop shelters around town at the following locations:

- The Square – both bus stops either side of road
- The Causeway (southbound) bus stop opposite end of Cranford Road
- The Causeway (northbound) bus stop beyond Cranford Road junction towards Tesco
- Dragon Street - both bus stops either side of road, near the pedestrian crossing
- Rams Hill – South west bound, outside of Churchers College
- Rams Hill – South west bound at bottom of hill
- Borough Road – opposite end of Alderfield

Additionally there were boards displayed at:

- Bell Hill Recreation Ground - in the car park
- The Heath – on post at Durford Road/Heath Road junction
- Waterworks Road, Sheet – at entrance to new allotments



Figure 7 - Examples of the vinyl board designs (four designs were used)

26th May 2013 – Petersfield Spring Festival. Exhibition stand. Displays included feedback from the February Event and a large map showing the comments that people had made online on the Interactive Map. The organisers of the Petersfield Spring Festival were able to offer the PNP a key location for the exhibition stand, in the heart of the town centre opposite the main shopping area at Rams Walk. The organisers advise the event attracted in the region of 10,000 visitors.



PNP Exhibition stand at the Petersfield Spring Festival 2013.

Petersfield's Neighbourhood Plan

Petersfield's Neighbourhood Plan is setting out what development we want to see and what we don't. For the first time ever, the community can create its own Plan.

However it MUST:

- Have regard to national planning policy.
- Be in general agreement with the strategic policies within the Joint Core Strategy (which is currently being developed by BHDC/SDNP)

Does that sound a bit wordy? What exactly does it mean?

Ok, right, Petersfield's Neighbourhood Plan can't:

- Affect existing planning permissions.
- Block development already identified as necessary.
- Block all future development.

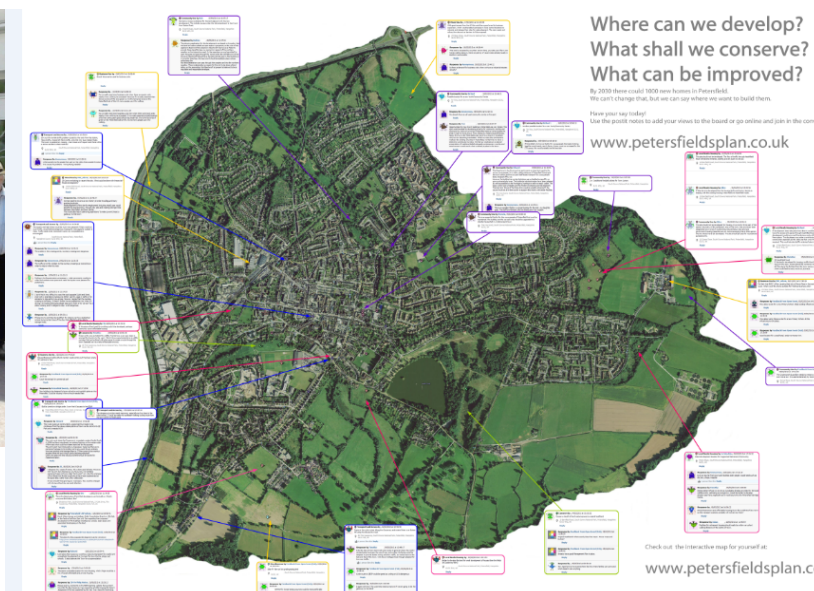
However the Neighbourhood Plan could include any of this stuff:

- Allocate sites for development of housing
- Specify what type of housing is required
- Policies on affordable housing
- Transport and access issues addressed by the planning system
- Leisure and entertainment venues
- Provision for locating new businesses - Policies concerning the High Street
- Community or youth centres/facilities
- Development of schools, places of worship and health facilities
- The design of buildings
- Re-use of derelict land
- Protection of open spaces, nature reserves, play areas, allotments, sports pitches, The Heath and so on...
- Protection of important buildings, conservation areas and historic sites
- Promotion of renewable energy projects

What Authority does the Plan have?

The Localism Act, which received Royal Assent on November 15 2011, introduced new rights and powers to allow local communities to shape new development by coming together to prepare neighbourhood plans.

The plan will be voted on at a referendum and if approved by the people of Petersfield, it becomes a legal document which will shape future planning decisions in our Town.



Above and left. Examples of material used at the Petersfield Spring Festival 2013. A large printed map with comments taken from the Interactive Map application.

See **Annex V** for the large display banner that was used at this event, listing the issues the community had fed back to date.

Figure 8 - PNP Exhibition at the Petersfield Spring Festival 2013

Throughout the period February to September at all of the engagement events the PNP organised we asked the same questions based around the same 8 core topics. Some of these questions were designed to stimulate conversations about our community so that key themes could be identified.

On 8th July we held a presentation and workshop in the Festival Hall. We invited 125 community associations and groups to send representatives and 21 organisations were represented on the day. The PNP group felt this would be a great opportunity to engage with a wide range of organisations and raise awareness of the PNP project. Navigus Planning also gave a presentation on Housing in Petersfield. A total of 55 people attended this event.

People were grouped into 6 tables and each was given a topic to explore and discuss. All 6 tables were able to discuss the housing topic, it being the main area of interest. At the end of the workshop there was a short Q&A session.

The feedback from the workshop and list of attendees can be found in **Annex VIII**.



Figure 9 - Planning Workshop, 8 Jul 13

Individual members of the PNP delivered small group presentations and workshops to the following community groups:

20th May 2013 - Association of Petersfield Businesses AGM. Around 30 people present.

22nd May 2013 - Woodbury Avenue Residents Association. 23 people present. See **Annex IV** for feedback comments.

11th June 2013 - Workshop with representatives of cycling groups. 15 people present. See **Annex III** for feedback comments.

17th June 2013 - Churcher's College Sixth Form. 80 people present. See **Annex II** for feedback comments.

7th August 2013 – The Causeway and Sussex Road area residents held in the Rose Room at the Festival Hall. 45 people present. See **Annex VII** for feedback comments.



Figure 10 - PNP Workshop, 7 Aug 13

2nd September 2013 - Tilmore Road/North Road Residents. Around 80 people attended this workshop. See **Annex VI** for feedback comments.

30th September 2013 - University of the 3rd Age (U3A).

26th September 2013 – Developer's Day.

The PNP team also held a Developer's Day where landowners and developers with an interest in land were invited to discuss their proposals. These meetings also provided the opportunity to discuss emerging themes and ideas with developers and gauge their level of support for some of the more complex issues.

Annex X contains further details of the Developer's Day.

3.5 Forming the options

The feedback from the community was surprisingly consistent with a number of key messages being reinforced at each event. This allowed the team to formulate four principles supporting an overall Vision for the future of the town which provided a headmark for the rest of the plan. These principles and the Vision are detailed in section 2 of the plan.

The detailed information gathered during ‘forming the options’ was analysed and a series of key themes were identified. These themes were then used to create a series of objectives with supporting draft policies intended to realise those objectives.

Selecting appropriate sites, particularly for housing, was one of the most critical parts of the planning process. This stage therefore involved employing planning professionals who provided the PNP team with two detailed housing need studies and an initial evaluation of all the potential sites which had been identified through the various consultation processes described above. This information was passed to our urban design consultants who then produced three broad-brush options which showed how we could allocate sites for business and residential development whilst also making best use of our community facilities and green spaces.

The Vision, the draft policies and the three site allocation options were presented to the public at an Options Weekend in October 2013.

26th & 27th October 2013 – Options Weekend.

The Options Weekend was the culmination of the previous 8 months of community engagement activities and marked a milestone in the PNP project. The event was held in Petersfield’s Festival Hall and was hosted by the PNP team in conjunction with CBA Planning Consultants and Paul Bulkeley from Snug Architects. The intent was to present a number of aspects of the emerging plan to the public and gauge their opinion.

The event was heavily promoted through the local press, an email distribution list, mail shot to all households (circa 6000) in Petersfield, banners at key locations around town (see May Event). Bus shelter branding was updated with “strap stickers”. Following the Options Weekend all of the information on display could also be viewed and comments submitted on the PNP website.

Over 500 people visited the event and provided over 1500 comments. The event also provided a number of new volunteers to the PNP project group. A detailed report on the Options Weekend can be found in **Annex IX**.



Figure 11 - Options Weekend (L) Aerial view of the main hall (R) Visitors look at some of the options maps on display



Figure 12 - Options Weekend (L) Damian Hinds MP and Margaret Paren, Chair of the SDNPA; (R) Visitors watch a presentation on the scope and vision of the PNP.

27th November 2013 – Presentation to The Petersfield Society.

Members of the PNP group gave a presentation to The Petersfield Society and provided an update on the feedback received from the Options Weekend.

3.6 Site Selection

The results of the Options Weekend revealed that there was strong support for the Vision and most of the policies. Comments on the various site allocation options showed that people, in general, supported the development of smaller sites close to the town centre. However, it was clear that there was no single option which gained universal support.

One of the legal requirements of the PNP is that it would be subject to a Sustainability and Environmental Appraisal (SEA). This is an analysis of the plan against a series of sustainability criteria – these typically include housing quality, climate change, biodiversity, transport impact, health and wellbeing, accessibility, community impact as well as the effect on the local economy. This analysis is a useful tool in measuring the sustainability of the potential development sites as the criteria can be applied consistently to individual sites.

The PNP team drew together all the potential development sites within the Petersfield area. These sites were identified from a variety of sources:

- Sites that had been previously considered by the Strategic Housing Land Availability Assessment (SHLAA)
- Sites that had been identified by the community via the interactive map
- Other sites identified by the PNP team

This amounted to over 70 individual sites.

3.7 Site Refinement Workshop, March 2014

In March 2014, a workshop was held to narrow down the list of potential sites. The workshop used the following methodology:

The sites were divided into 5 groups:

Group 1 – identified as most sustainable by the SEA

Group 2 – identified as being moderately sustainably by the SEA

Group 3 – sites which were less sustainable than groups 1 and 2, but were former reserve sites (i.e. larger sites previously identified in the Local Plan)

Group 4 – sites which were less sustainable than groups 1 and 2, but were included as part of the PNP Options Weekend in October 2013.

Group 5 – all other sites

Groups 1 to 4 were then scored against the following criteria:

Criteria 1 - Should this site be reserved for specific use (e.g. community / sport / education) and thus removed from consideration for residential development?

Criteria 2 – How likely is this site to be deliverable over the lifetime of the plan?

Criteria 3 – How well does this site align with the vision and objectives outlined in the Plan's draft policies?

Criteria 4 – Given the critical nature of landscape impact in the South Downs National Park, what is the likely landscape impact of developing this site?

The result of this workshop was a prioritised list of the top 25 sites suitable for residential development, together with a list of sites which were to be reserved for non-residential use.

3.8 Participatory Planning Design Event

On 31 March 2014, the PNP team held a participatory planning design event. The aim of the event was to further refine the list of residential sites and also discuss design ideas for the town centre.

This event was facilitated by professional urban designers Allies and Morrison and representatives from a wide range of community stakeholders, from community clubs and societies and relevant experts from organisations such as East Hampshire District Council, the South Downs National Park Authority (SDNPA) and Hampshire County Council were invited. In all, over 40 people were present.

With representatives from a wide variety of backgrounds in the same room, issues surrounding sites could be discussed in detail and, in many cases, resolved, without having to wait for further information. The outcome of this event was a further prioritisation of the residential sites. This list was then refined by the PNP team with advice from the SDNPA regarding specific landscape issues. This work produced the final list of residential development sites and sites that should be reserved for other uses. The refined list of sites was presented to the public at a The Big Plan Event on 9 and 10th May 2014.

The full list of attendees at this event is in **Annex XI**.



Figure 13 - Participatory Planning Design Event, 31 March 2014

3.9 The Big Plan Event 9th & 10th May 2014

The Big Plan Event was held at the Petersfield Festival Hall and was the first opportunity for the community to see the emerging draft Petersfield Neighbourhood Plan. It was the final public exhibition delivered as part of the extensive community engagement exercise that has been a core part of the delivery of the draft Petersfield Neighbourhood Plan.

The event was extensively promoted throughout the community and the level of engagement was high with around 1,050 people visiting the exhibition. The community could also view all of the information on the Petersfield Neighbourhood Plan's website and could make representations for a further 10 days following the event.



Extract from rear of card

This is an important moment in the history of our town. Come and join in - don't say you we didn't ask you!

Preview Petersfield's Big Plan - Petersfield Festival Hall
Friday 9th May 3pm - 8.30pm | Saturday 10th May 10am - 4pm

Figure 14 - Postcard Invitation to the Big Plan Event, 9/10 May 2014

The PNP project group came up with a highly innovative approach, which was to display the policies and background information, together with maps on LCD touchscreens throughout the exhibition hall. This was backed up with printed copies of the policies and maps available to take away. Maps and master plans were also projected onto a huge cinema display screen on the stage area of the hall.

The PNP group had learnt through previous community engagement activities that visitors highly valued the opportunity of a formal presentation. Therefore the event was designed so that everyone attending passed through a smaller side room, before entering the main exhibition hall, to watch a short 8 minute video presentation explaining the background of the Petersfield Neighbourhood Plan, the work carried out to date and what the next stages were. The video was continuously repeated with a 3 minute gap between each showing. By adopting this method of repetition it ensured that visitors wouldn't have an unduly long wait and therefore maximised their engagement in the presentation.

Through previous engagement events, various options had been considered and comments, views analysed and themes identified. Therefore at this event the project group was keen to understand what the community thought of the plan as an overall entity and whether they would give their support to the plan in its format as presented. The Vision remained unchanged from the October event, however the policies had been refined and the maps presented a single option showing site allocations for housing, business, community use and green space.

The community was asked 'If you were to vote today on the plan, would you vote Yes or No'. Over 1000 people attended the event and 85% voted 'Yes'.

The feedback was analysed and comments coded to identify common issues, the project group could then decide whether the issue was something the plan could address.

See **Annex I** for a full report on this event.

As a result of the feedback received during this period, a number of changes were made to the emerging draft Neighbourhood Plan:

1. The Bell Hill Recreation Ground and Love Lane sites (11 and 18 dwellings respectively) were removed from the plan.
2. To compensate for this, the density on the site south of Durford Road (H8) was increased from 10 to 15 dph. This density was originally set artificially low to reflect the ecological sensitivity of the site and thus ensure careful development. After discussion with the SDNPA, a figure of 15 dph was agreed as being acceptable.
3. The 'Getting Around' section of the plan was enhanced to provide more detail on parking and a clearer strategy for a shared space scheme within the town centre.
4. New evidence came to light that there was some existing and historical employment use on site B2 (Land at the Domes), thus the full area of 1.63ha could not be claimed as a new allocation. Advice was sought from the planning authority and a revised area of 1.1ha was agreed as being appropriate.
5. In order to try and compensate for the net reduction in employment land area (see item 4 above), the SDNPA agreed slightly revised western edge limits (based on landscape impact) for sites H2 and B1, thus allowing the area of B1 to increase from 0.91ha to 1.31ha.
6. Advice from both EHDC and SDNPA indicated that the town centre employment land gains resulting from new and mixed use allocations should not be included in the overall employment land allocations as they were minor sites.

4 Pre-submission consultation

8th July 2014 – The Draft (pre-submission) Petersfield Neighbourhood Plan was published on the 8th July 2014. In accordance with The Neighbourhood Planning (General) Regulations 2012 – Part 5 there was a period of public consultation. The consultation period lasted for eight weeks, until the 2nd September. This was two weeks more than the minimum period required, which was to ensure that all interested stakeholders had the opportunity to make a representation whilst acknowledging part of the consultation period fell during the traditional summer holidays.

Notice of publishing the Draft Neighbourhood Plan was published on the PNP website and by letter to the Petersfield Post. Posters were placed in some key buildings; Town Hall, Library, Community Centre, Winton House along with printed copies of the Draft Plan documents. The poster is shown in Annex XII.

The Draft (pre-submission) Neighbourhood Plan and the supporting documentation was all published on the PNP website in a dedicated section www.petersfieldsplan.co.uk/draftplan and actively promoted from the homepage of the website.

An email was sent to around 100 statutory consultees listed in Annex XIII



Draft Petersfield Neighbourhood Plan

Dear << Test Title >> << Test Last Name >>,

You are receiving this email as we believe that you are the point of contact within << Test Organisation >> who would wish to be aware that the Petersfield Town Council has, as of 8th Jul 2014, published the pre-submission public consultation draft of the Petersfield Neighbourhood Plan.

The plan can be viewed on the Petersfield Neighbourhood Plan website, www.petersfieldsplan.co.uk/draftplan and hardcopies are available to view at:

The Town Hall, East Hants District Council Offices at Penns Place, Winton House, Petersfield Library and Petersfield Community Centre

The consultation period runs for 8 weeks and will close at 12pm on Tuesday 2nd September 2014.

Representations can be made via the Neighbourhood Plan website or in writing to:

Petersfield Neighbourhood Plan
c/o Petersfield Town Council
Town Hall
Heath Road
Petersfield GU24 4EA

In addition to the statutory consultees, the PNP has collected an email database of around 800 individual stakeholders such as residents and these all received an email notice.

All the email communication for the formal consultation was sent from and to a dedicated email address; draftplan@petersfieldsplan.co.uk.

Submissions could also be made through a webform on the PNP website.

All of the responses received from this pre-submission consultation and any action taken are detailed in the Forming The Plan document, section 1.7 and Annex E.

Figure 15 - Example Email from pre-submission consultation

4.1 Actions arising from representations

In some cases, the representations resulted in further actions. In particular:

- The group engaged with the developers representing sites B1/H2 to agree design principles for the entire area. In support of this, the group commissioned further urban design work
- The group engaged with Hampshire County Council to determine their views on sites H2 and H9. The resulting discussion revealed that HCC were content for site H9 (Depot Site) to be included in the plan, despite being in operational use at the moment. They also indicated that they would be supportive of self or custom build on site H2 if concerns over demand and deliverability were addressed.
- The group engaged a local planning consultant to provide further advice and to make the wording of the policies more robust.

4.2 Principal amendments

Whilst the 'Forming the Plan' document, Annex F contains the full list of amendments, the principal amendments arising from the public consultation were:

1. An allocation of just 701 homes was not robust and that the loss of any site would therefore compromise the plan. It was therefore agreed to increase the allocation by 10% to around 770.
2. The allocation of less than 3ha of employment land might not be in conformity with the Joint Core Strategy. After discussions with the SDNPA, it was therefore agreed to extend employment site B1 to around 2ha. In order to mitigate the landscape effects of this, the group commissioned further urban design work in order to be able to provide a more detailed design framework in the final plan.
3. As a result of suggestions that the plan's policies risk making development unviable, the PNP team conducted a viability analysis. This analysis indicated that policy HP6 (10% of homes marketed at 90% of market value), when combined with the other policies did risk making some developments unviable. This policy was therefore removed from the plan and the viability analysis included as an annex.
4. A number of responses suggested that the demand for self and custom-build housing had not been demonstrated and that such a large allocation was not deliverable. The accompanying narrative for this policy was therefore expanded, and a five-year review point included. The previously separate 'Self and Custom Build' document was also included as an annex.
5. It was suggested that the plan had not made the retail allocations required by the JCS. Whilst the JCS' retail allocations were advisory, the plan was modified to show new retail allocations in the town centre and a map defining retail frontage was also included.
6. The Rother Conservation Area was added as a protected Green Space.

4.3 Site review

As mentioned above, one of the principal amendments at this stage was the decision to increase the site allocation from 701 to around 770 dwellings. In order to allocate further dwellings, the following process was adopted:

- Review all 'reserved' sites (i.e. sites we were previously set aside for community or special use) to confirm that they are not available for housing
- Review all the selected sites to determine whether (a) the developable area can be increased and/or (b) the density can be increased
- Review the sites rejected at the final stage of the last site selection process to determine whether they can be included
- Review any new sites that have come forward as a result of the consultation process.

The results of this process were as follows:

1. The representation from Hampshire County Council had proposed that the now empty Bulmer House site be allocated as homes for elderly people. Thus, this was included at this point as a new site (H12), providing 40 dwellings.
2. Following discussion with the SDNPA landscape officer, a small increase to the developable area of Causeway Farm (site H1) was agreed, raising the area from 5.42ha to 5.68ha.
3. The density on site H1 was increased from 25 to 28 and on site H9 from 25 to 35.

In addition, a review of the town centre sites and the balance of mixed use allocation, together with the removal of site H6-3 (a small residential site at the end of Hylton Road) as recommended by the Environment Agency, resulted in the town centre residential allocation dropping from 77 to 62 dwellings.

5 The PNP website

From the very start of the PNP project, the team agreed that use of a dedicated website would be a critical factor in the success of delivering an effective community engagement strategy.

The website was launched in December 2012 with the initial design work being supplied by a local company. Members of the PNP steering group were then able to manage the website, updating and uploading material as required. The website also made use of easy to use feedback forms so that questions and comments could be submitted to the PNP teams.

The graph below shows the numbers of unique visits made to the website. There are clear increases with each engagement activity. The website traffic reaches a peak in May 2014 which coincided with The Big Plan event.

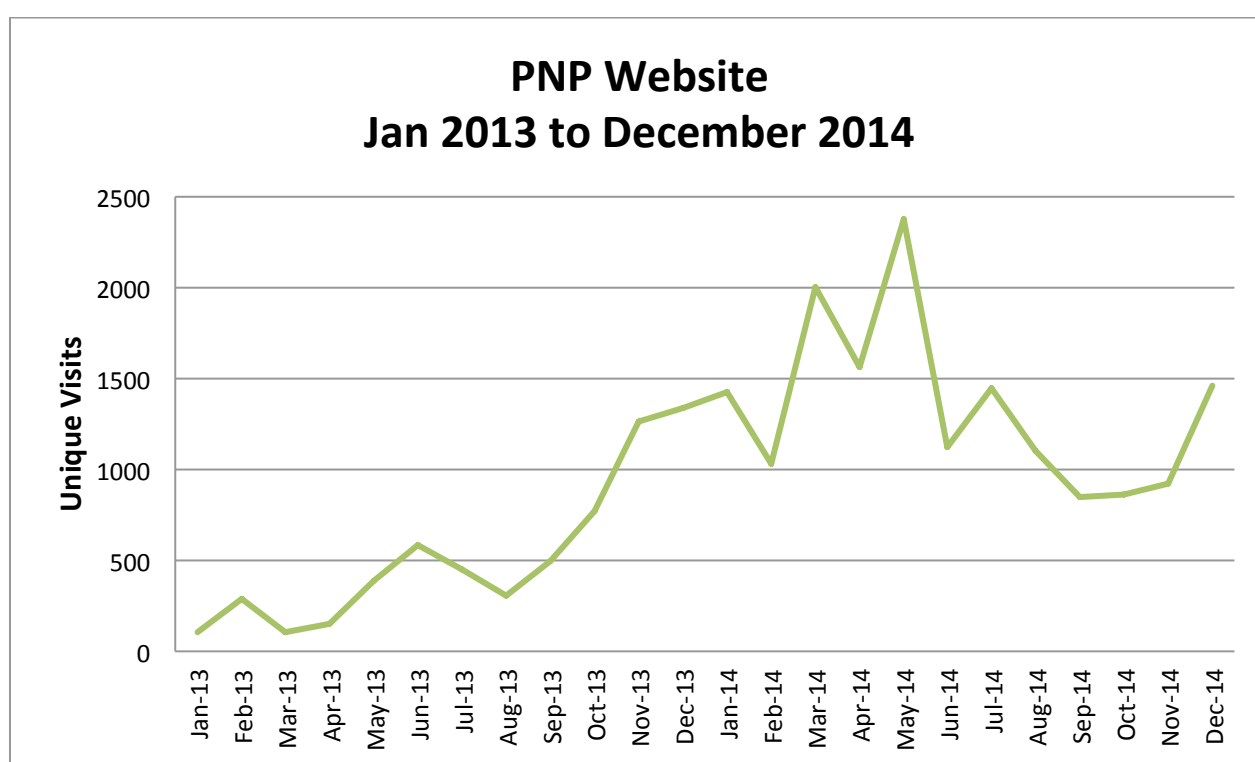


Figure 16 - PNP Website Usage

6 Press Coverage

There are two local newspapers covering the Petersfield area, The Herald and The Petersfield Post, both have a loyal following and provide an excellent platform to engage with the community.

The PNP developed a good working relationship with reporters on both titles with regular coverage of progress of the plan. Several front page headlines contributed towards the success of raising awareness of the PNP to the wider community.



Figure 17 - Press cuttings from The Herald and Petersfield Post

7 Legislative conditions

Section 15(2) of Part 5 of the 2012 Neighbourhood Planning Regulations sets out that a consultation statement should be a document containing the following:

- (a) **Details of the persons and bodies who were consulted about the proposed neighbourhood development plan.** This can be found in Sections 3.2 through to Section 4 and the associated Annex documentation.
- (b) **Explanation of how they were consulted.** This can be found in Sections 3.2 through to Section 4.
- (c) **Details and summary of the main issues and concerns raised by the persons consulted on draft plan.** This can be found in the accompanying 'Forming The Plan' document, Section 1.7 and Annex E.
- (d) **Description of how these issues and concerns have been considered and, where relevant, addressed in the proposed neighbourhood development plan.** This can be found in Sections 4.1, 4.2 and 4.3 and in more detail in the 'Forming The Plan' document.

The Draft Proposed Petersfield Neighbourhood Development Plan was published on the 8th July 2014 and made available on the PNP website and directly promoted on the homepage of the Petersfield Town Council website. A direct email containing a link to the draft plan was sent to around 100 statutory consultees (listed in Annex XIII). The draft plan was also made available for inspection in the locations set out in Section 4.0 Copies were also made available to be taken away from the Town Hall

Section 4 of this Consultation Statement, together with the 'Forming the Plan' document sets out the consultation timetable and refers to additional meetings, events, adverts and posters and other communication devices undertaken to comply with Part 5 s15 of the Neighbourhood Planning Regulations.

9 Conclusion

This Consultation Statement has been prepared in accordance with The Neighbourhood Planning (General) Regulations 2012 (SI No. 637) Part 5 Paragraph 15 (2).

The Consultation Statement sets out how the Petersfield Neighbourhood Plan Steering Group undertook extensive public consultation and engagement activities both prior to the publication of the Draft Petersfield Neighbourhood Development Plan, and during the formal Draft Plan stage public consultation process. The activities to engage and consult local residents, organisations and Consultation Bodies went above and beyond those required by the Regulations and represent good practice in neighbourhood planning.

The Consultation Statement provides a summary setting out how the representations submitted during the consultation process have informed and influenced the Policies and supporting text of the draft Petersfield Neighbourhood Development Plan. The full schedule of representations received and consideration is contained in the 'Forming the Plan' document.

This Consultation Statement is submitted alongside the Submission Version, Petersfield Neighbourhood Development Plan, the Basic Conditions Statement and other supporting documentation to the South Downs National Park Authority for consideration and then public consultation in Spring 2015.

10 List of Annexes

Annex I – The Big Plan event review
Annex II – Churcher’s feedback
Annex III – Cycling Group feedback
Annex IV – Woodbury Avenue residents feedback
Annex V – Banner used at Petersfield Spring Festival
Annex VI – Tilmore residents feedback
Annex VII – Causeway & Sussex Road residents feedback
Annex VIII – Community groups workshop
Annex IX – Options Weekend summary report
Annex X – Developer’s Day summary report
Annex XI – Attendees at Participatory Planning Design event
Annex XII – Pre Submission draft consultation poster
Annex XIII – Scheudle1 Pre submission consultee list
Annex XIV – Interactive Map comments Mixed Use
Annex XV – Interactive Map comments Conserve
Annex XVI – Interactive Map comments Enhance
Annex XVII – Interactive Map comments Housing
Annex XVIII – Interactive Map comments Miscellaneous
Annex XIX – Interactive Map comments Transport & Access
Annex XX – Interactive Map comments Business
Annex XXI – Interactive Map comments Community