

**Addition 1**

**ARLESEY CROSS DRAFT MASTERPLAN**

**STATEMENT OF COMMUNITY CONSULTATION**

**DRAFT**

## 1. INTRODUCTION

- 1.1 This Statement of Community Consultation (SCC) has been produced to document the public consultation undertaken during the preparation of the Arlesey Cross Draft Masterplan. It does not include an analysis of consultation responses as this has been produced separately, but outlines the extent of consultation undertaken, who was involved and how consultation events were advertised.
- 1.2 Consultation has been carried out throughout the period in which the Masterplan has been prepared and has involved various methods, including Public Exhibitions, Stakeholder Groups and presentations to Arlesey Town Council (ATC). These are described in detail below in chronological order.

## 2. SUMMARY OF CONSULTATION UNDERTAKEN

### Arlesey Cross Website

- 2.1 A development site specific website was launched in June 2012 ([www.arleseycross.com](http://www.arleseycross.com)) as an easily accessible location for up to date information on the Arlesey Cross site and has been used to publish details of consultations and post copies of documents and information that can be downloaded by interested parties.

### Public Exhibition on Baseline, Constraints & Opportunities – June 2012

- 2.2 Consultation on the Draft Masterplan began early in its preparation with a first Public Exhibition held in Arlesey Village Hall on Friday 22<sup>nd</sup> June 2012 between 13:00 and 19:30 and Saturday 23<sup>rd</sup> June between 10:00 and 15:00. The purpose of this first exhibition was to present and obtain feedback on 'baseline' information that had been collated up to that point, particularly in respect of site constraints and opportunities.
- 2.3 The exhibition was widely advertised through various mediums to encourage as much participation from residents in Arlesey as possible. This included the following:
- i. Press adverts in the Bedfordshire on Sunday newspaper and the Arlesey Town Council Newsletter, with the latter being delivered to every door in Arlesey;

- ii. Adverts on the following websites; Arlesey Cross (site website); Central Bedfordshire Council, Arlesey Town Council and On The Button (dedicated Arlesey local information website).
  
  - iii. Site notices posted in the following locations:
    - Outside Arlesey Town Council Offices/the Village Hall;
    - Other Arlesey Town Council noticeboards around Arlesey;
    - Gothic Mede Lower School;
    - Arlesey Doctor's Surgery;
    - St Peter's Church, Church Lane, Arlesey;
    - The White Horse Public House, High Street, Arlesey
    - Various lampposts and telegraph poles on High Street, Lewis Lane, House Lane and Stotfold Road.
- 2.4 The exhibition involved 14 boards displaying information on the proposed development and providing opportunities for interactive feedback, for example by allowing people to suggest their preferred location for the proposed Local Centre. Officers from CBC and consultants from the Project Team who have prepared the Draft Masterplan were in attendance to answer questions and collect feedback.
- 2.5 Over the course of the two days approximately 365 visitors attended the exhibition. A feedback questionnaire was available for people to complete on the day, or to take away and return. This questionnaire was also posted on the Arlesey Cross website, along with a copy of the exhibition boards, so that both could be downloaded. Members of the public were allowed 4 weeks to complete and return their responses and a total of 79 were received.
- 2.6 A feedback report was produced summarising the consultation responses received and this was published on the Arlesey Cross website.

#### Stakeholder Meetings & Design Workshops – August 2012

- 2.7 Following the exhibition two Stakeholder Design Workshop meetings were held in August 2012. These were attended by representatives of local organisations within Arlesey, CBC Planning and Technical Officers (covering various specialisms), CBC's Executive Member for Planning, Ward Councillors and consultants from the Masterplan Project Team.

- 2.8 The first meeting covered feedback from the exhibition and then specific topic areas including, transport and highways, drainage and utilities, employment, retail, community uses, education, housing, green infrastructure, biodiversity and play and open space. The second workshop involved the presentation of three potential options for a concept plan to be included in the final Masterplan. Feedback was sought from attendees to inform decisions on the final concept option.

#### Presentation to Arlesey Town Council Meeting – September 2012

- 2.9.1 A presentation was given to Arlesey Town Council by representatives of the Masterplan Project Team at its monthly meeting on 4 September 2012. This meeting was open to the public to attend with the agenda published in advance and covered feedback from the public exhibition and a run through of the 3 options for a concept plan tabled in the second Stakeholder Design Workshop. Town Councillors were able to ask questions in response to the presentation.

#### Stakeholder Update Meeting 19<sup>th</sup> June 2013

- 2.10 A Stakeholder Meeting was held on the 19<sup>th</sup> of June and was attended by Arlesey Town Councillors, representatives of two local interest groups, Arlesey Residents Association (ARA) and the Voice of Arlesey (VoA), Planning Officers and consultants from the Masterplan Project Team. The Meeting was held to give an update on the technical work that had been ongoing to produce a Masterplan over the previous months. Following the meeting a briefing note was supplied to help the Town Council and others to communicate with the residents of Arlesey.

#### Stakeholder Meeting and Presentation to Arlesey Town Council - September – October 2013

- 2.10 A Stakeholder meeting was held on 23 September and was attended by Arlesey Town Councillors, representatives of two local interest groups, Arlesey Residents Association (ARA) and the Voice of Arlesey (VoA), CBC's Executive Member for Planning, Arlesey Ward Councillors, Planning Officers and consultants from the Masterplan Project Team. A presentation was given covering the background to and purpose of the Masterplan, a preview of key elements within the Draft Masterplan and next steps in terms of public consultation to be held. Stakeholders were given the opportunity to ask questions during the meeting.

- 2.11 A similar presentation was given to Arlesey Town Council at its monthly meeting on 1 October 2013. Again, this was a meeting open to members of the public to attend with the agenda published in advance. Town Councillors were given the opportunity to ask questions of the Planning Officer and members of the consultant team in attendance.

Public Exhibition and Consultation on the Draft Masterplan – November – December 2013

- 2.12 The Draft Masterplan was published for 5 weeks public consultation on 9 November 2013 with consultation ending on 16 December 2013. To launch the consultation a public exhibition was held at Arlesey Village Hall on 9<sup>th</sup> and 16<sup>th</sup> November between 11:00 and 16:30. Exhibition boards provided information on key aspects of the Masterplan with CBC Officers and consultants from the Masterplan Project Team in attendance to answer questions from members of the public. Copies of the Draft Masterplan and supporting Interim Transport Assessment were available for attendees to look through.
- 2.13 The exhibition boards and copies of the Draft Masterplan were left in the foyer outside the doctor's surgery for the duration of the consultation period. Copies of the Draft Masterplan and Interim Transport Assessment were also available for downloading on the Arlesey Cross and CBC websites, to view at CBC's Chicksands Offices and by post upon request.
- 2.14 The Masterplan consultation and public exhibition details were widely advertised in advance through the following:
- i. Adverts in the Arlesey Town Council Newsletter and On The Button Magazine, with both being delivered to every door in Arlesey;
  - ii. A CBC mail drop through every door in Arlesey;
  - iii. Adverts on the following websites; Arlesey Cross (site website), Central Bedfordshire Council, Arlesey Town Council and On The Button;
  - iv. Site notices posted in the following locations:
    - Outside Arlesey Town Council Offices/the Village Hall;
    - Other Arlesey Town Council noticeboards around Arlesey;

- Gothic Mede Lower School;
- Arlesey Doctor's Surgery;
- St Peter's Church, Church Lane, Arlesey;
- The White Horse Public House, High Street, Arlesey
- Various lampposts and telegraph poles on High Street, Lewis Lane, House Lane and Stotfold Road.

- 2.15 Over the course of the two exhibition dates circa 400 people attended. A feedback questionnaire on the Draft Masterplan was available for completing on the day or to take away and return to a freepost address. Questionnaires were also left in the foyer outside of the doctor's surgery with the exhibition boards and copies of the Draft Masterplan and were posted on the Arlesey Cross Website. The CBC website contained an interactive version of the questionnaire enabling respondents to complete the questionnaire online.
- 2.16 A total of 124 questionnaires were completed and a further 24 written comments were received not directly responding to the questions in the questionnaire. An analysis of the responses received is provided elsewhere.

Presentation to Arlesey Town Council and Stakeholder Meeting – January 2014

- 2.17 In order to continue with the community engagement, a presentation was given at the Arlesey Town Council meeting on 7 January 2014 providing an initial summary of the feedback received. Again, this was a public meeting with the agenda published in advance. Town Councillors were given the opportunity to ask questions of the Planning Officer and consultant from the Masterplan Project Team who gave the presentation.

Stakeholder Meeting 28<sup>th</sup> January 2014

- 2.18 A further Stakeholder Meeting was held on 28 January 2014 and was attended by Arlesey Town Councillors, representatives of ARA and the VoA, the Executive Member for Planning, CBC Arlesey Councillors, Planning and Highways Officers and consultants from the Masterplan Project Team. Further feedback on the consultation responses received on the Draft Masterplan was provided, along with details of changes being made to the Masterplan as a result and information on further traffic modelling undertaken. Discussion resulted in some further amendments to the masterplan.

**3. CONCLUSION**

- 3.1 From the above it can be seen that considerable efforts to engage with residents in Arlesey and their representatives have taken place through the period in which the Masterplan has been prepared and this has informed decisions take on the detail included within the document.

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