

**ERCALL MAGNA NEIGHBOURHOOD DEVELOPMENT
PLAN 2017-2031**

REGULATION 15 CONSULTATION STATEMENT

OCTOBER 2021

This Consultation Statement supports the Ercall Magna Neighbourhood Development Plan Regulation 15 submission document in compliance with Section 15(2) of part 5 of the Neighbourhood Planning Regulations 2012. This Statement includes:

- Details of the persons and bodies that were consulted about the Ercall Magna Neighbourhood Development Plan
- An explanation of how the general public, organisations, agencies and stakeholders were consulted
- A summary of the main matters and concerns that arose through the consultation process
- A description of how the matters raised and representations received have been considered and where relevant addressed in the Plan

1.0 Neighbourhood Planning

1.1 Neighbourhood Planning is a community right introduced under the Localism Act of 2011 and guidance on its implementation is included in the National Planning Policy Framework (NPPF).

1.2 The Neighbourhood Planning (general) Regulations 2012 (Localism Act 2011) require the preparation of a consultation Statement to set out and describe the consultation undertaken. In compliance with these regulations and with the advice of the Local Planning Authority the Ercall Magna Parish Council has engaged with and involved residents, local community groups and other organisations with an interest in the Parish and the preparation of the Neighbourhood Development Plan (the Plan).

1.3 The Parish Council published an “Evidence Review, Consultation and Early Engagement” report in November 2018 (it is available online at the Parish council’s website). This Statement summarises the contents of that report and sets out the stages of consultation and engagement undertaken by the Parish Council in which local people and interested parties have been involved. The aim of the consultation has been to ensure that from the outset there was as much understanding as possible about the preparation of the Plan and its Policies. This Statement explains the approach used to gather information and secure people’s views. The Statement sets out how this information and representations has been used to produce a Neighbourhood Development Plan to guide future development in Ercall Magna and conserve the qualities and character of the Neighbourhood Area valued by the local community.

2.0 Ercall Magna Neighbourhood Development Plan

2.1 The Ercall Magna Neighbourhood Area was designated by Telford & Wrekin Council on 19th. September 2013 after a six week consultation period and Ercall Magna Parish Council was recognised as the qualifying body to produce the Plan.

2.2 The Plan is based on a number of locally important Policy Objectives:

- Housing
- Environment
- Pedestrians, traffic and transport
- Economy and jobs
- Community wellbeing
- Long term sustainability.

2.3 These Policy Objectives form the basis of the detailed policies that comprise the Neighbourhood Development Plan that will be the subject of public consultation, Independent Examination and Public Referendum prior to being “made” by Telford & Wrekin Council.

3.0 Consultation Statement

3.1 This Statement demonstrates that there has been extensive and successful community engagement and that the information gathered and representations received have been openly shared with local people and consultees. Ercall Magna Parish Council has achieved this openness and transparency throughout the consultation process and the preparation of the Plan by:

- Making information available to the community online and in paper format;
- Gathering and assessing the views expressed by individuals and interested parties responding to the matters raised;
- Obtaining information on current or proposed development in the Neighbourhood Area;
- Making sure that all information, views and comment have been made readily available to the public through online and paper means;
- Gathering a comprehensive range of baseline evidence using a range of consultation methods including distribution to households by post, exhibitions and local events, group discussions and presentations, advertisements in the local media and letters to individuals and consultees; and
- Being able to demonstrate in evidence that from the outset of the Plan’s preparation the Parish Council has engaged fully with its local community and given local people the opportunity to influence the contents of the Plan and its Policies prior to Independent Examination.

4.0 Early Consultation and Engagement

4.1 The Parish Council decided to produce a Neighbourhood Development Plan in January 2013 in order to establish planning policies supported by the local community that would complement the Borough-wide Local Plan and provide detailed planning guidance that applies specifically to Ercall Magna.

4.2 The views of residents, local businesses, other interested parties and stakeholders were sought from the outset in order to make sure that the plan represents what local people want and that it can be successfully examined before being put to a public referendum. A positive result at referendum will

result in the plan being made. The Plan will then become part of the Telford & Wrekin Council Development Plan.

4.3 A Steering group was formed with local Councillors and residents to oversee the production of the Plan. The Steering Group's aim was to consult as widely as possible to capture the views of the local community and their vision for the Neighbourhood. The Steering Group adopted a number of principles to guide community and stakeholder engagement:

- All information gathered should be openly available.
- All communications and responses to the community should be open and transparent.
- All consultation events should be well advertised, promoted and publicised in the most appropriate and effective manner
- All consultation events and presentations should be open to all.
- Regular press releases and public notices should be issued by the Parish Council to provide the community with the most up to date information.
- Progress reports on the preparation of the Plan should be regularly presented to the Steering Group and at the public sessions of Parish Council meetings.

4.4 The Steering Group and the Parish council agreed on a broad programme of consultation and evidence gathering. To achieve this a resident's survey questionnaire was designed. The survey was carried out by volunteers from the Ercall Magna Neighbourhood Development Plan Steering Group.

4.5 The resident's survey was distributed in both paper form to households across the Neighbourhood Area and online. Respondents were able to return paper copies to collection points around the Parish or online via the Parish Council's website. In total 225 responses were received, an overall response rate of 34%. Approximately 5% of responses were submitted online. The results of the resident's survey were collated and analysed independently by the Shropshire RCC (the Community Council of Shropshire).

4.6 Gathering the views of local businesses and people engaged in commerce was given the same importance as seeking the views of residents. They provide a valuable source of information in respect of the economic prospects and jobs in Ercall Magna.

4.7 In addition to the residents survey there were a number of approaches to gathering evidence and consultation. These included:

- Advertising in the local media;
- Publicity and displays at public buildings and in shopping areas and supermarkets;
- The use of social media and the internet;
- Local media organisations – newspapers, local radio and television;
- Consultation letters sent to statutory consultees, stakeholders and local interest groups;

- Consultation letters sent to Telford & Wrekin Council, adjacent local authorities and relevant government agencies;
- Consultation letters sent to local employers, landowners and developers with potential interest in the Neighbourhood and the Plan, including Shropshire Chamber of Commerce; and
- Consultation letters to local members of parliament.

4.8 Two public consultation meetings were held at two accessible locations in Ercall Magna These were:

- At High Ercall on 19th. July 2018 attended by 42 participants.
- At Ellerdine on 24th. July 2018 attended by 16 participants.

Both events were well attended and participation by those attending was enthusiastic with plenty of discussion and debate.

4.9 The Surveys and public meetings made sure that local people were aware of the Plan and gathered a broad range of information about housing, jobs, open spaces, recreation, community services, schools, transport and accessibility and the environment.

4.10 Both meetings commenced at 7.00pm and were widely advertised to encourage as many people as possible to attend. The purpose of the meetings was to explain the process of preparing the Plan and to gather local views and opinions from open discussions.

4.11 The content of the presentations at the public meetings included:

- What is a Neighbourhood Plan
- What does a Neighbourhood Plan do and what are the benefits of having one
- The consultation process
- Preparing the Plan – the main stages
- Bring the Plan into force
- The Neighbourhood Area
- The contents of the Plan.

4.12 The main part of the meetings focused on roundtable discussions so that people could express their views and their thoughts about a vision for Ercall Magna and their expectations for the Plan. The groups were provided with a series of open questions to stimulate and guide their discussions. Maps of the Plan area, paper, pens and post-it pads were distributed. Facilitator support was provided to get the discussions started and make the meetings as effective and as informative as possible.

4.13 Participants were also given more focused questions to help them to consider what they might feel to be the most important issues facing Ercall Magna. Issues such as the need for additional new housing and, if so where it should be located, were discussed. Similarly, whether there is a need for more

local jobs and if so what type of jobs and where they should be located. Discussions ranged around development in general, the environment, landscape, leisure, recreation, open spaces, shopping, transport, accessibility and community wellbeing.

4.14 The meetings provided wide ranging discussions around the questions and issues raised. The outcomes of the discussion were recorded and collected at the end of the meetings. This material was used together with the results from the questionnaire survey, the consultation letters and other gathered information to produce the evidence base for the Plan.

4.15 The information gathered from consultation allowed an up to date profile of Ercall Magna to be prepared. This established what local people thought about their neighbourhood and what they want it to be like in the future. This together with information provided by Telford & Wrekin Council and the consultation letters allowed a local vision for Ercall Magna to be established. This together with a list of potential policy themes and objectives that the local community would support provided the basis for the detailed planning policies included in the Plan.

4.16 The evidence used in producing the Plan was gathered from several sources. These are listed below:

- The relevant statutory planning documents
- The Telford & Wrekin Local Plan 2011-2031 and its supporting documents
- Information gathered by local groups and individuals
- The National Planning Policy Framework (NPPF) and Planning Policy Guidance (PPG)
- The 2011 Census
- The 2017 TWC Annual Monitoring Report
- A Parish Profile prepared from information provided by TWC
- The results and outcomes from the questionnaire surveys and the local consultation meetings undertaken by the Steering Group and the Parish Council in 2018.

4.17 The preparation of the Telford & Wrekin Local Plan 2011-2031 required a wide range of evidence and information to be collected. This evidence and information was made available to the local community and was used to produce the Neighbourhood Development Plan.

4.18 The consultation evidence from the Local Plan that has been used includes:

- The Sustainability Appraisal
- The Strategic Housing Market Assessment
- The Strategic Housing Availability assessment
- The Local Green Infrastructure Needs Study
- The Green Space Technical Study.

4.19 The Survey findings were based on an approach that asked residents and businesses key questions relevant to the Plan and its planning policies. A copy of a Review of the Survey findings has been published (November 2018) as a separate document to accompany the Neighbourhood Development Plan. It can be viewed on the Parish Council's website. The Evidence Review mapped constraints and opportunities, identified areas and matters of concern to resident and matters to be included in the Plan.

4.20 This allowed the Steering Group and the Parish Council to highlight a number of critical themes and objectives that have been used to form the basis for policy options and Planning Policies in the Plan. These were:

- Housing
- Environment
- Pedestrians, traffic and transport
- Economy and jobs
- Community wellbeing
- Long term sustainability.

4.21 Using these themes has resulted in a Plan that reflects the aspirations of the local community and allowed the Steering Group to determine the most suitable Policies for Ercall Magna and its residents that will be effective over the life time of the Plan and make a positive contribution to sustainable development as required by the neighbourhood planning Basic Conditions

4.22 The links between the evidence gathered, the objectives defined and the Policies selected make sure that the Plan reflects the needs and expectations of local people as expressed through consultation and engagement. This has allowed the Plan to set out strategic policies, policy objectives, policy options and the NDP Policies to guide the future development of the Neighbourhood.

5.0 Regulation 14 Consultation

5.1 The Regulation 14 public consultation was held between 31st December 2020 and 5th. February 2021. Notification letters were sent to all households within Ercall Magna and emails were sent to all previous consultees. A copy of the Regulation 14 document was sent to the Local Planning Authority, Telford & Wrekin Council. The Regulation 14 document could be viewed online at the Parish Council's website and hard copies were available on request and a copy was displayed in the planning offices. Copies could be viewed at the Parish Council's offices, together with other public buildings in the Parish. In addition to Telford & Wrekin Council and the adjacent local Councils the following statutory bodies were also consulted at this stage:

- Natural England
- The Environment Agency
- Historic England.

5.2 In addition to responses from the statutory consultees and the Coal Authority Telford & Wrekin Council provided a policy by policy response setting out their advice for amending the NDP in order to make sure that it was in conformity with the local development plan and the NPPF. Representations were received from local developers/builders in respect of their local property interests and a number of members from the public.

5.3 The statutory consultees and the Coal Authority had no significant comments on the consultation document and the comments made by people from the local community were generally supportive. Developers operating within the Neighbourhood highlighted their local development proposals. None of these representations required any amendments to the Plan. Telford & Wrekin Council as Local Planning Authority had no fundamental objections to the Plan and their comments were largely focused on matters of clarification and articulation of the policies. Telford & Wrekin attached a detailed schedule of comments to their response letter and these were also the subject of discussions with Telford & Wrekin planning officers. Following these discussions all of the amendments required by Telford & Wrekin Council were incorporated into the Plan.

5.4 Overall the Regulation 14 Consultation demonstrated considerable local interest and support for the Ercall Magna Neighbourhood Development Plan. There were no outstanding public concerns about the content of the Plan that have not been addressed by the Parish Council. The comments received from Telford & Wrekin Council as Local Planning Authority have all been addressed and accommodated by amendments to the Plan in order to make sure that the NDP is in general conformity with the strategic policies in the Development Plan for the local area and the National Planning Policy Framework.

6.0 Conclusion

6.1 The consultation and survey evidence demonstrates the strong sense of community in Ercall Magna and a robust local view about the important qualities of the neighbourhood. Residents were clear about what they want to see in their Neighbourhood Plan and the local character and qualities that they wish to retain. As far as possible the Plan delivers the objectives identified through consultation and includes policies that address the important matters raised by the public.

6.2 The Parish Council will continue to collect information in respect of the neighbourhood and continue to use information gathered by Telford & Wrekin in association with the Telford & Wrekin Local Plan 2011-2031 and their Annual Monitoring Reports. The Neighbourhood Development Plan will be regularly reviewed and reports on its implementation presented to the Parish Council. If necessary it will be amended to make sure that it delivers policies appropriate to Ercall Magna throughout the plan period.

6.3 It can be concluded that the consultation process and the representation received in response to the consultation have resulted in a Neighbourhood Development Plan for Ercall Magna that addresses the matters and issues of

concern to residents and that the Plan fulfills their aspirations and will meet their development needs up to 2031.