

Local Plan

Consultation overview and initial observations

September 2023












Basildon Council

Issues and Options consultation explained:

<https://youtu.be/cRDkZxwM4qE>

- This was the first conversation about the new Basildon Local Plan
- It did not contain any policies or allocate any sites for development at this stage
- Content of consultation was high level, focusing on the new vision, strategic objectives, key issues and spatial strategy
- The consultation also sought to inform residents about how the new local Plan will be developed

16 proposals

 <p>Completed</p> <p>Are you aged 13 - 18 Years Old? Visit our young residents page and give us your views on the Local Plan Issues and Options consultation</p> <p>11 0</p>	 <p>Completed</p> <p>Our Vision and Strategic Objectives Contribute your views and help shape the Local Plan Vision and Strategic Objectives</p> <p>269 6</p>	 <p>Completed</p> <p>Strategic Matters and Key Issues How long should our Local Plan last? Put forward your views and find out more about Key Issues</p> <p>167 3</p>
 <p>Completed</p> <p>Delivering Growth & Continued Prosperity Interested in different types of land allocations and future development?</p> <p>181 6</p>	 <p>Completed</p> <p>Tackling Climate Change What role should the Local Plan play in mitigating climate change? Tell us what you think</p> <p>164 1</p>	 <p>Completed</p> <p>Enhancing Biodiversity and Green and Blue Infrastructure Share your views on plants, animal life, parks, woodland, water courses and more</p> <p>160 3</p>
 <p>Completed</p> <p>Healthy and Sustainable Communities Explore how the Local Plan could positively impact on our health and share your views</p> <p>134 2</p>	 <p>Completed</p> <p>Creating Beautiful Places What makes a beautiful and well-designed place? Put forward your opinion</p> <p>106 3</p>	 <p>Completed</p> <p>Improving Access to Housing The right types and number of homes in the right places - Help shape what this could look like</p> <p>199 5</p>

Consultation overview

Summary

- Consultation launched on 27 June 2023 and concluded on 5 September 2023

Commonplace submissions

- Looking at the raw data, 720 respondents contributed via the Commonplace platform, with 2367 contributions submitted overall. Submissions will need to be validated (meaning name and address or email address must have been provided) Only valid submissions can form part of the Statement of Consultation, so it is likely the final response figure will change. These respondents are a mixture of residents, developers and landowners, statutory consultees and non-statutory bodies

Submissions via other channels

- 71 representations were made via email and 3 letters were received via post (As required by GDPR, consent to process these submissions is currently being requested so this figure may change)

Support

- CRC booked 2 face-to-face appointments with planning services, where additional support was requested to engage with the consultation.
- CRC booked 1 phone call appointment with planning services, where additional support was requested to engage with the consultation.
- 71 Representations were made via email (As required by GDPR, consent for these submission currently underway)
- 3 letters were received via post (As required by GDPR, consent for these submissions currently underway)

Type of Respondent	Explanation	Number of Respondents
Statutory Consultation Groups	Specific consultation bodies are statutory consultation groups that are knowledgeable and may have an interest in the subject of the proposed Local Plan or other planning policy documents. For example, neighbouring authorities, Local Parish and Town Councils, relevant utilities companies, Primary Care Trust and Government Bodies.	15
General Consultation Groups	General consultation bodies considering their interest and skill. For example, voluntary bodies, community interest groups and non-governmental groups.	5
Developer/landowners	Landowners, promoter of land and their agents	31
General Public	Individual members of the public	23
Total		74



Platform Feedback & Points of Learning

Issue: Letters were sent to those registered on the 'old' local plan contacts database advising of the need to sign up to the new Commonplace platform to continue to receive updates. Some contacts advised they did not have the internet/computer.

Our response: A paper copy of the questions was provided along with face-to-face or phone call option for responses and signposting to the library.

Issue: Number of emails (typically from developers) asking if they could not use the platform as they did not want to split their submissions according to the themes and instead wanted to send one submission via email

Our response: Promoted the platform as the best way to submit comments, but email versions were also accepted. We will explore having an individual tile for developer/statutory consultees for the next consultation.

Issue: Some people made their comments on Commonplace but then struggled to go back in to view/amend their comments.

Our response: Once comments have been formally submitted they cannot be amended. We will explore providing additional communication for the next consultation.

Issues: Where individuals, typically developers, were entering lots of responses in one go, the software temporarily froze their account to check if they were a 'bot'

Our response: In these situations, emails versions were also accepted. We will explore having an individual tile for developer / statutory consultees for the next consultation.



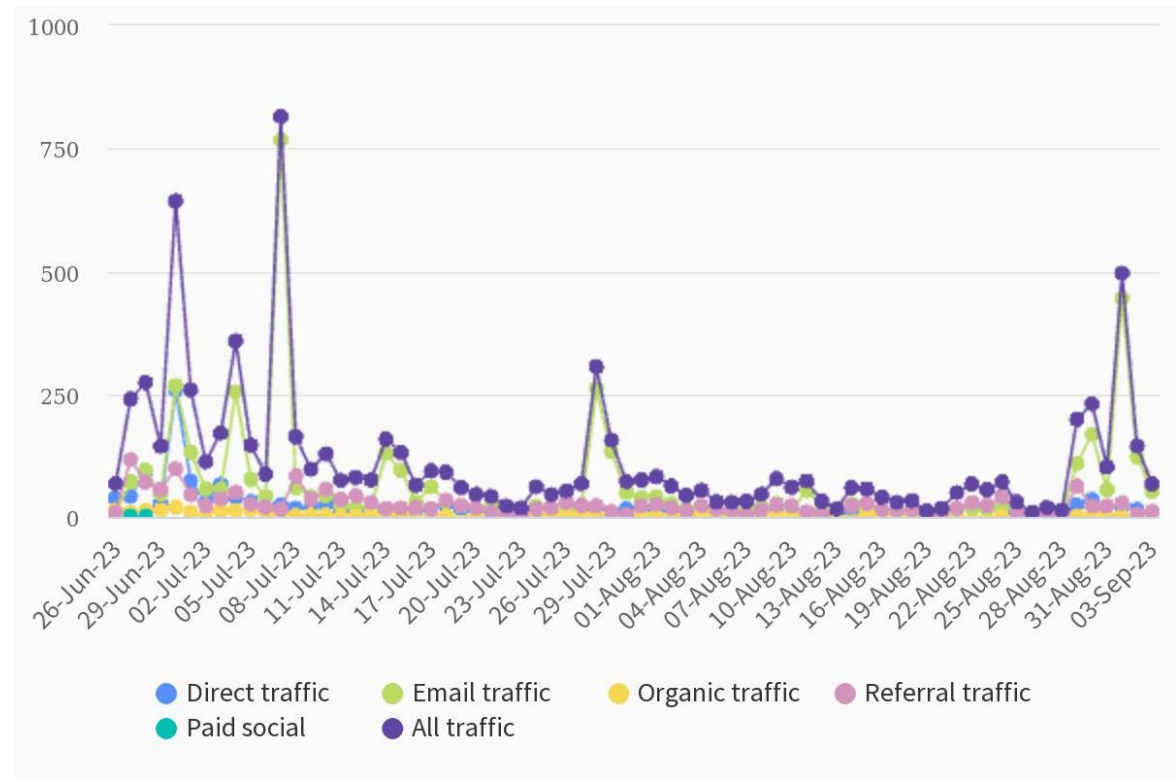
Platform Visitors

- 7933 visitors overall during the live consultation
- 4453 visitors arrived after clicking a link in an email
- Visitors from emails were more likely to contribute (364)
- 1755 visitors arrived via a link on another domain such as basildon.go.uk
- Only 2 visitors came from paid social media
- Visitors to the platform continues to rise – there have been in excess of 1100 visitors since the consultation closed! This supports the need to continue to use the platform as an engagement tool in between formal consultation activity
- 1726 people have signed up to receive updates on the Local Plan since 27 June

Communications campaign

- Press release at launch and towards the end of the consultation period, both picked up by Echo online
- Regular promotion of the consultation on the council’s social media channels
- Regular promotion of the consultation in the council’s email newsletter to 39,000 residents
- Reminders sent to Commonplace news subscribers through the consultation platform
- Facebook reach over 200,000 (how many people saw a post about the consultation at least once)
- 2,400 link clicks generate by facebook posts
- 800 link clicks generate by email newsletters

Platform visitors



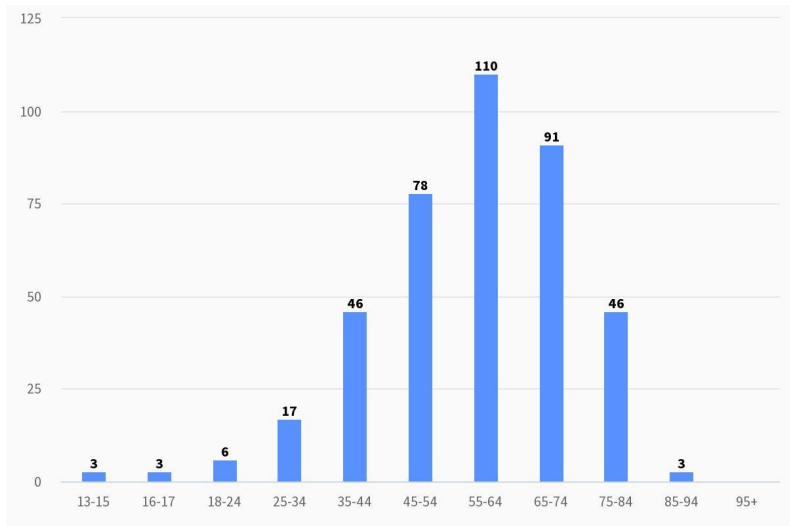
Health warning before moving to next slides:

- Purpose of tonight is to provide a flavour of what was submitted during the consultation, the data has yet to be validated for the purpose of producing a Statement of Consultation, as such no conclusions can be based on tonight's presentation.
- The following slides are based on raw data (720 respondents) but as the contributions are validated and analysed, there will be an impact on the information I am presenting tonight.

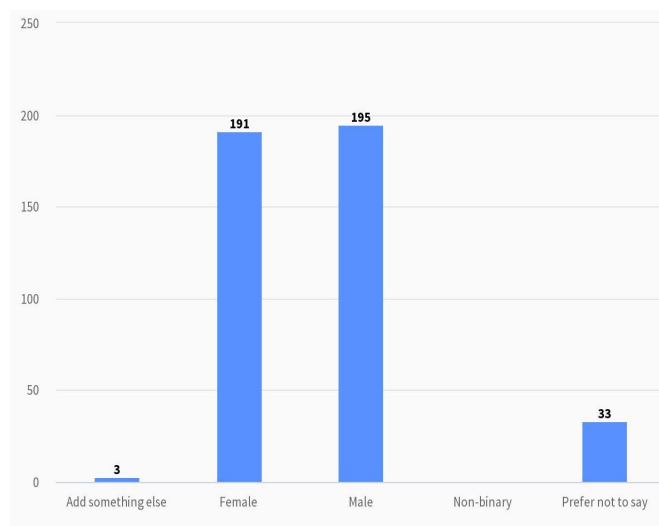


Demographic summary of respondents

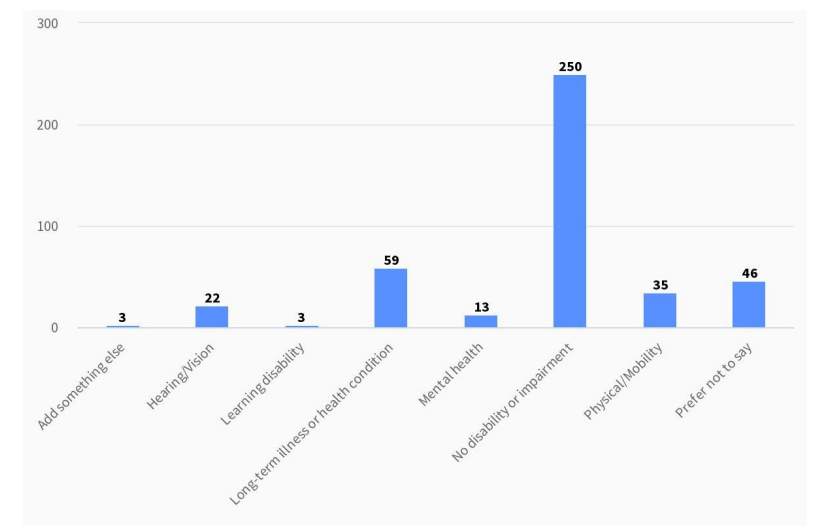
All respondents (720)



What is your Age Group

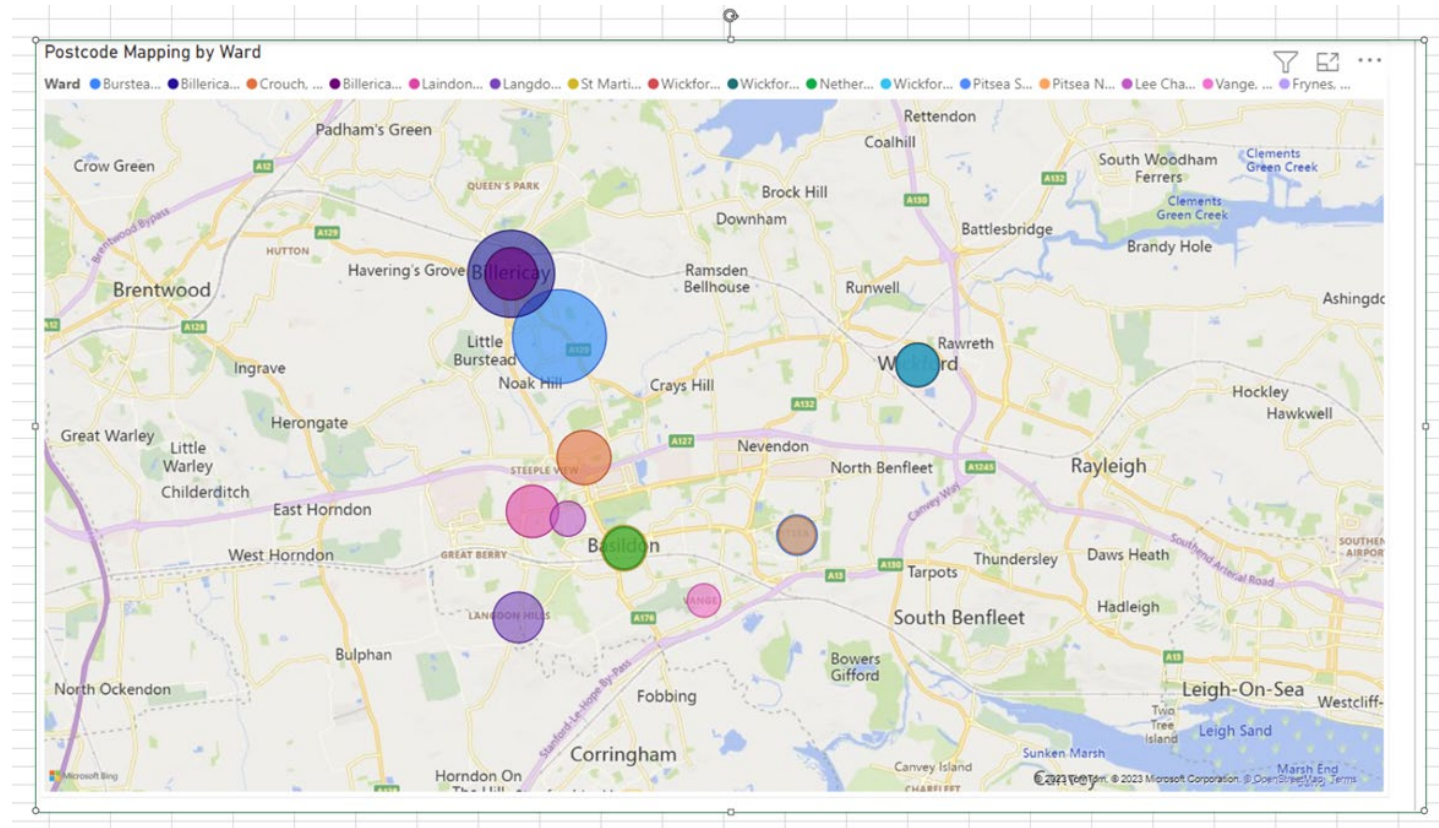


What sex do you identify with?

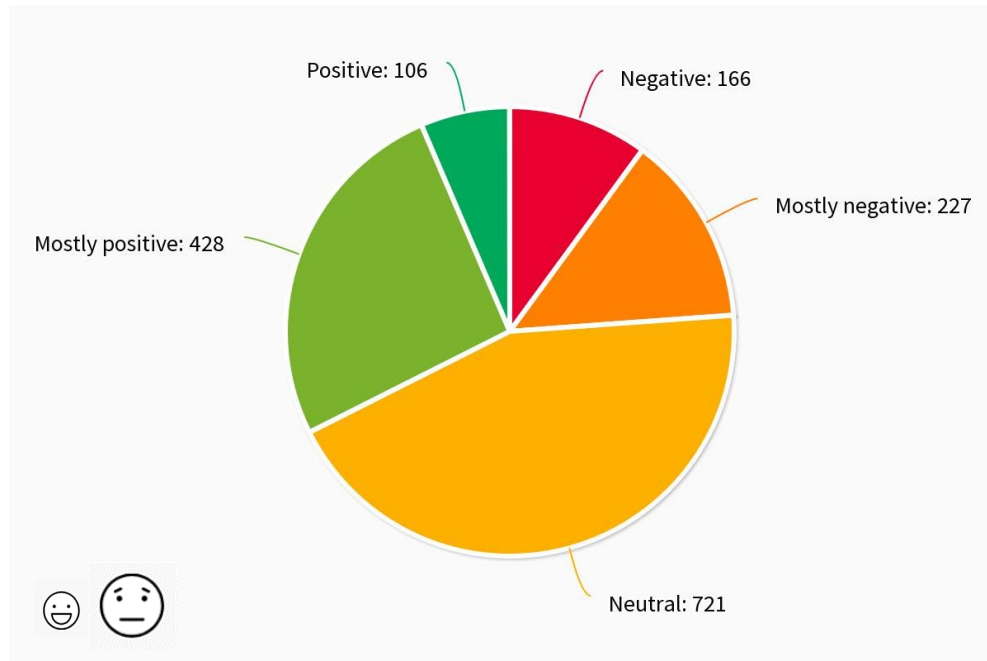


Do you have long-term health problems or a disability

Heat map showing responses from postcodes in the borough



Sentiment analysis of contributions



Overall - Neutral

All contributions – sentiment analysis

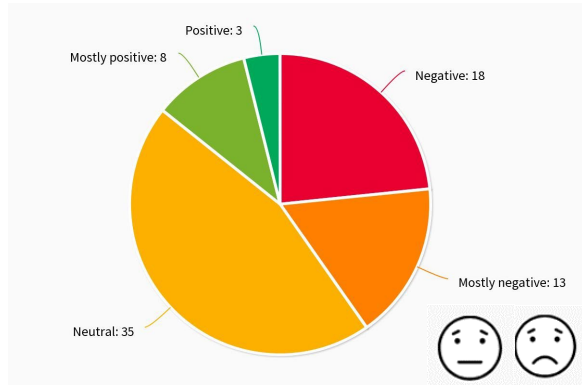
Do you have any other comments on the 'Our Vision and Strategic Objectives' section?

How do you feel about the 'Our Vision and Strategic Objectives' section?

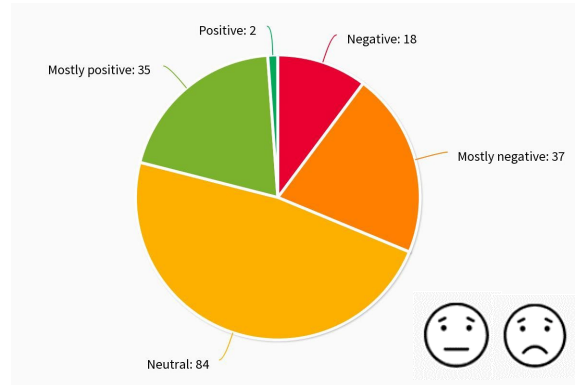
0 25 50 75 100

Dislike Love it

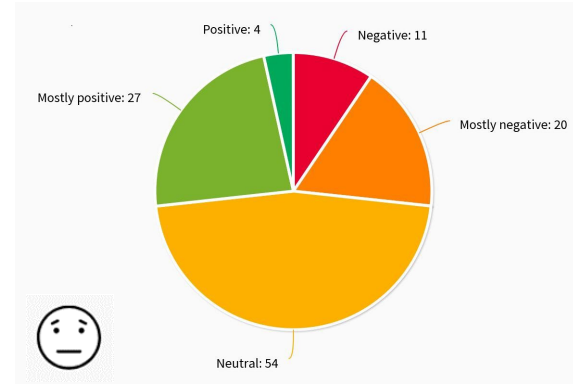
Securing infrastructure to support growth



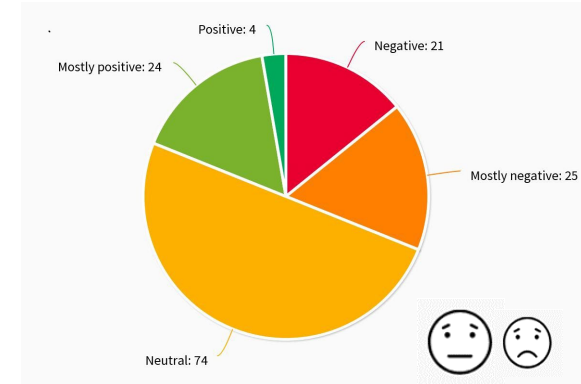
Improving access to housing



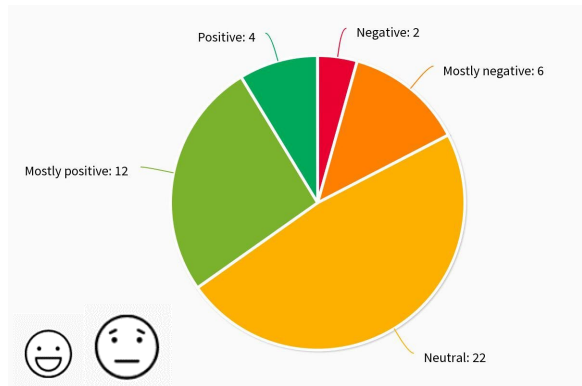
Resilient Town Centres



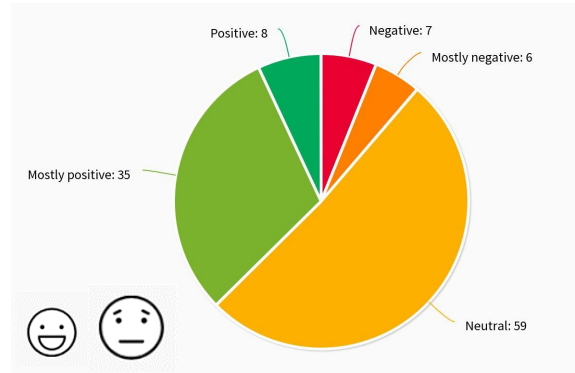
Delivering growth and continued prosperity



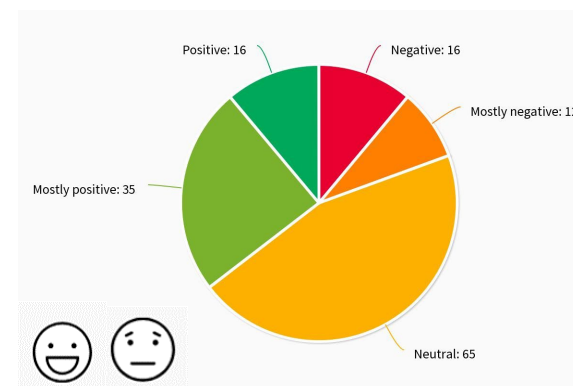
Prosperous Economy



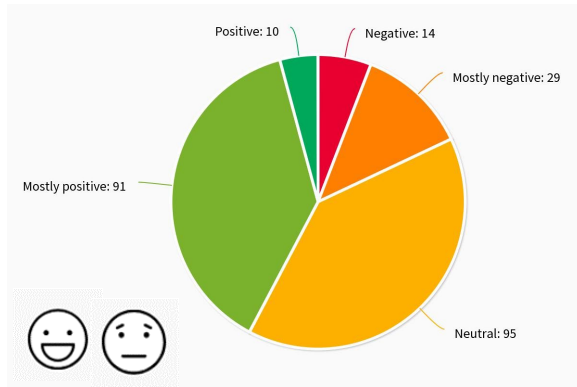
Healthy and Sustainable Communities



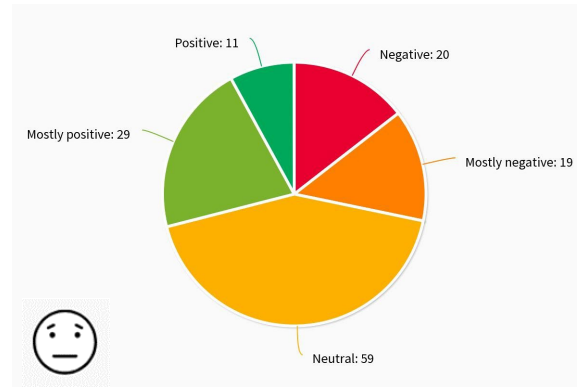
Promoting sustainable transport



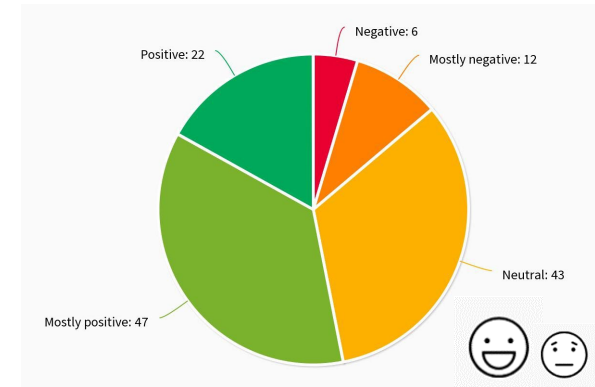
Vision & Strategic Objectives



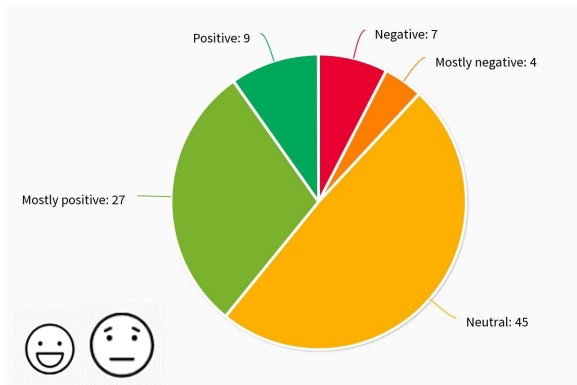
Tackling Climate change



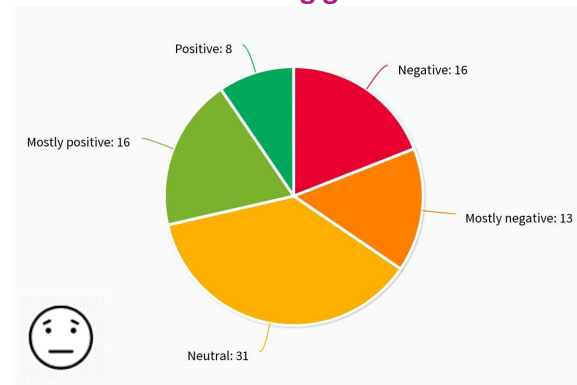
Biodiversity/Green & Blue Infrastructure



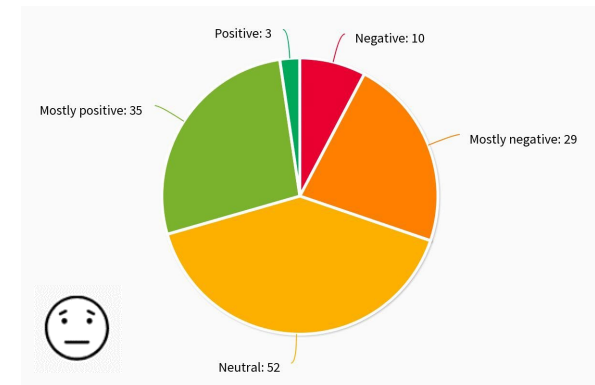
Creating beautiful Places



Spatial options to delivering growth



Strategic matters and Key Issues



Statement of Consultation

The statement of consultation will set out the information required by Regulation 22 of The Town and Country Planning (Local Planning) (England) Regulations 2012.

It will include:

- The organisations and individuals we invited to make representations.
- A summary setting out how they were invited to make representations.
- A summary of the main issues raised by respondents.
- A plan of actions setting out how those main issues will be used to inform the Draft Local Plan.

Next steps - Consultation



Reg 18: Issues & Options Consultation

- Our first conversation about the Local Plan.
- High level consultation which will help the Council move forward on the new vision, strategic objectives, key issues and spatial strategy.
- Informs residents about how we propose to develop a new Local Plan.
- Does not contain any policies or allocate any sites for development at this stage.

Reg 18: Draft Local Plan

- The Draft Local Plan is informed by the Issues & Options Consultation and the Local Plan Evidence Base.
- Sets out the Council's preferred options and other alternative options considered.
- Residents can help to inform the Council's choices about planning policies and the overall spatial strategy for Basildon Borough.
- Estimated timescale Q3 2024.

Reg 19: Submission Local Plan

- Publication of the plan the Council intends to submit to Government, informed by the earlier consultation and engagement.
- Limited to considering if the Local Plan has been positively prepared, justified, effective and is consistent with national policy.
- Open to all including statutory consultees and other professionals.
- Comments are provided for the Government Inspector to consider.
- Estimated timescale Q4 2025.



Next Steps - Future 'All Member Briefings'

25 Jan 2024

- An analysis of the Regulation 18 consultation
- How the consultation will inform the Draft Local Plan

Quarter 2 2024

- Update on the emerging evidence base

Quarter 3 2024

- Update on emerging Draft Local Plan
- Integrated Impact Assessment
- Update on evidence base

