

THE ROSELAND PLAN

OUR ROSELAND - OUR FUTURE

www.roselandplan.org

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Consultation Statement Detail Documents



Produced by the Roseland Neighbourhood Plan Steering Group

5 December 2014



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STAGE I

GETTING STARTED - Mid 2012 to July 2013

STAGE 1: GETTING STARTED

Mid 2012 to July 2013

DATE	ACTIVITY	PURPOSE	METHODS	OUTCOMES	ACTIONS
28 June 2012	Meeting of the Roseland 'cluster' to discuss progressing the Neighbourhood Plan	To pool resources to handle the complexity and volume of work involved in developing a Neighbourhood Plan		Agreement to find out more about Neighbourhood Planning	Set up briefing meetings and attend external events
17 October 2012	Julian German (Cornwall Councilor for the Roseland) convenes a public meeting at Gerrans Memorial Hall	To inform Parish Councillors and members of the public about Neighbourhood Planning	Talk by Andrew England from Cornwall Council Planning Department re: Neighbourhood Planning	Over 70 people attended. 25 people with a variety of skills offered help. Strong support for Neighbourhood Plan across the five parishes.	Draw up Terms of Reference Get all five Parish Councils / Meetings on board
Autumn 2012	Work begins on the 'Terms of Reference' for the Steering Group		By Julian German	Draft completed	Consult on draft with Parishes and the community
Autumn 2012	Various meetings of Parish Councils and the cluster with Julian German	To build consensus and agreement on joint cluster approach to developing a NDP To agree process for forming Steering Group			
11 December 2012	Parish Councillors and interested members of the public attend a meeting arranged by Julian German at Veryan Parish Hall	To provide further information about the stage reached To discuss next steps		Meeting agrees that a questionnaire is required to identify the issues of most concern to the community	A sub group is formed to draw up the questionnaire (Questionnaire 1)

STAGE I: GETTING STARTED

Mid 2012 to July 2013

DATE	ACTIVITY	PURPOSE	METHODS	OUTCOMES	ACTIONS
14 December 2012	Some future members of the Steering Group attend workshop	To learn more about what will be needed to complete a NDP	Workshop at Eden Project		
18 December 2012	Develop questionnaire agreed at 11th December meeting Questionnaire I	To get a quick snapshot of key issues of concern to the community	Small group of volunteers	Questionnaire finalised. Became known as QI.	Organise volunteers to do house to house distribution of QI
December 2012 to March 2013	Parishes consider whether to join the proposed Neighbourhood Plan cluster	To signify formal support for joining the cluster to produce a Neighbourhood Plan	Individual Parish Councils /Meetings consider the issue	All 5 Parishes agree to join the cluster	Parishes to put forward their nominees for the Steering Group Members of the community invited to apply through Parishes
14 January 2013	Public Meeting held in Philleigh	To provide information on progress so far	By Julian German		
31 January 2013	Julian German and Jon Smith attend workshop on Landscape Character Assessment	To see if the LLCA approach might have an application in the Roseland NDP	Run by Kath Statham from Cornwall Council	Agreed that the approach could be very useful	To be discussed further at an appropriate point in the process
13 February 2013	Meeting of the Roseland Cluster convened by Julian German at the Millenium Rooms in St Mawes	To discuss the draft Terms of Reference for the Steering Group		Agreement reached	Put Terms of Reference to a public meeting for information and discussion
25 February 2013	Public meeting at St Mawes Memorial Hall Questionnaire I Results	Information about Neighbourhood Plans Initial discussion of results from QI To seek volunteers	Presentation from Julian German	Approximately 50 people attended. Gathering contact details of further potential volunteers Support for Terms of Reference	

STAGE I: GETTING STARTED

Mid 2012 to July 2013

DATE	ACTIVITY	PURPOSE	METHODS	OUTCOMES	ACTIONS
March 2013	All 5 Parishes now agreed to participate in the Plan Terms of Reference for the Steering Group	To signify formal agreement to joining the cluster	Decisions by each Parish	Each Parish formally approves the Terms of Reference	
March 2013	Cornwall Council asked to initiate the designation process	To trigger the formal process for designation of the area and the cluster	Letters from each Parish Council	Designation finally confirmed on 3rd July 2013 (Ref: PA12/00012/NDP)	
11 March 2013	Julian German addresses public meeting in Ruan Lanihorne	To raise awareness and understanding of the Neighbourhood Planning process			
13 March 2013	Julian German and some future members of the Steering Group attend presentation by NDP examiner	To learn more about how Examiners approach their task	Workshop run by Christopher Balch (Examiner for the Dawlish NDP)		
25 March 2013	Two workshops run by Paul Weston from Locality on how to produce a project plan for a Neighbourhood Plan	To learn greater detail about how to get the Plan off the ground To gain a greater understanding of the different stages and potential activities of a Neighbourhood Plan	Meeting with mix of potential Steering Group members Led by Paul Weston	Agreement for sub groups to prepare outline project plan and outline community engagement strategy in preparation for first meeting of Steering Group	Paul Mace to coordinate production of a draft Project Plan and Colin Hastings to coordinate production of a draft Community Engagement Strategy
4 April 2013	Notification regarding designation of the area	Formal notification of the intention to designate the area and the cluster	Advert in the West Briton		

STAGE 1: GETTING STARTED

Mid 2012 to July 2013

DATE	ACTIVITY	PURPOSE	METHODS	OUTCOMES	ACTIONS
25 April 2013	Julian German addresses the St Mawes and St Just Society	To launch the Plan to the public To invite involvement	Publicised in the Roseland Magazine and in the West Briton	Update of volunteer database	
April 2013	Outline Project Plan and outline Community Engagement Plan produced	To do a first scoping of the key activities and to assess their likely timescales and resource requirements	Prepared by two sub groups of proposed Steering Group members	Provided useful starting point for the Steering Group and Management Team. Draft Project Plan Outline Communications and Community Engagement Plan can be seen on next page.	Modified later based on more detailed discussion and research
April/May 2013	Formation of Steering Group	To guide the overall management of the Plan	Parish Councillors and volunteer members of the community nominated through Parish Councils	Steering Group takes over the responsibility for developing the Plan	
22 May 2013	First meeting of the Steering Group Minutes of SG Meetings	Julian German in the Chair pending election of Chair	Appointment of Secretary	John Adams volunteers as Secretary. All agreed.	Invitation for applications for Chair role to submit written application
13 June 2013	Second meeting of the Steering Group (SG) Minutes of SG Meetings	To elect the Chair and Vice-Chair	Secretary takes the Chair until election for the Chair	Jon Smith elected Chairman and Colin Hastings Vice Chairman	
3 July 2013	Formation of the Management Team Minutes of SG Meetings	To plan and coordinate the day-to-day activities involved in delivering the Plan on behalf of the Steering Group	Appointment of the Chair, Vice-Chair and Secretary as members	Management Team starts day-to-day project management	Management Team reports regularly to the Steering Group

STAGE I: GETTING STARTED

Example Literature - I

First draft of Community Engagement Plan April 2013

ROSELAND NEIGHBOURHOOD PLAN	2013									2014				
Communications and Community Engagement	Q2			Q3			Q4			Q1			Q2/Q3	
Version 1: 23rd April 2013	April	May	June	July	August	September	October	November	December	January	February	March	April	May/June
NEIGHBOURHOOD PLAN PHASE	Phase 1: Getting started			Phase 2: Identifying issues and opportunities						Phase 3: Developing the draft			Phase 4: Consultation	
COMMUNICATIONS PLAN PHASE	Assembling resources			The Summer Programme			The Autumn Programme			The Winter programme			Consultation	
Equality Impact Assessment		X	X											
COMMUNICATIONS ACTIVITY														
Building the database of local stakeholders														
Publicising and explaining the NP process														
Attracting volunteers with necessary skills														
Building the website														
Building social media														
Monthly updates to all stakeholder groups	X	X	X	X	X	X	X	X	X	X	X	X		
Information flow to and from subject groups			X	X	X	X	X	X	X	X	X	X		
COMMUNITY ENGAGEMENT ACTIVITY														
Planning the summer programme														
Publicising the summer programme														
Implementing the summer programme														
Summarising the data from summer programme														
Planning the autumn programme														
Publicising the autumn programme														
Implementing the Autumn Programme														
Summarising the data from autumn programme														
Planning the Winter Programme														
Publicising the winter programme														
Implementing the Winter Programme														
Summarising the data from the winter programme														
PRE SUBMISSION CONSULTATION														
Planning the formal consultation														
Implementing the consultation														
Summarising the data from the consultation														

STAGE 1: GETTING STARTED

Example Literature - 2

Questionnaire 1 (Q1)

Advert in the West Briton

THE FUTURE OF THE ROSELAND

Since April 2012, local communities have been able to produce Neighbourhood Plans for their local area, putting in place planning policies for the future development and growth of the neighbourhood.

This gives us the opportunity to protect what we like about the Roseland and keep out what we dislike. Now is your chance to shape the future of the Roseland - so let us know what you think about:

(please tick)	Important	Not Important	Don't Care
1. Renewable energy			
2. Open spaces e.g. playgrounds & allotments			
3. Restriction of second homes			
4. Transport links			
5. Commercial development/jobs			
6. Planning e.g. new homes/extensions			
7. Affordable housing			
8. Protection of the landscape			
9. Schools			
10. Health facilities			

ANYTHING WE HAVEN'T THOUGHT OF? LET US KNOW BELOW

Nothing will happen unless Roseland residents are interested in doing something so please return this form to **Portscatho Post Office, Verryan and Portloe Stores or St Mawes Post Office.**

Any queries, contact Julian German, Cornwall Councillor, jgerman@cornwall.gov.uk or 07737 183 690

Roseland Peninsula Neighbourhood Development Plan

Application for designation of a Neighbourhood Area

Gerrans, Philleigh, Ruan Lanihorne, St. Just in Roseland and Verryan Parish Councils are producing a Neighbourhood Plan for the Roseland Peninsula area. The first formal stage of the process requires the parish councils to apply to Cornwall Council for the Neighbourhood Area to be formally designated.

Gerrans, Philleigh, Ruan Lanihorne, St. Just in Roseland and Verryan Parish Councils have applied to Cornwall Council to designate the parishes of Gerrans, Philleigh, Ruan Lanihorne, St. Just in Roseland and Verryan as a Neighbourhood Area, in accordance with the Neighbourhood Planning Regulations 2012, which came into force on Friday 6 April 2012.

If this designation is made no alternative plan may be designated for that Neighbourhood Area until that designation expires or is withdrawn.

The Council is consulting residents and other interested stakeholders on this application. Consultation will run between 4th April and 16th May 2013. You can comment by emailing us at neighbourhoodplanning@cornwall.gov.uk or send us your response in writing to the address at the bottom of the page.

Copies of the applications, which includes a copy of the application letter and a statement that explains how the City and Parish Councils and area meet the conditions of Section 61G(2) of the Town And Country Planning Act, 1990 are available to download. Copies of the documents for collection are available from Truro One Stop Shop, Carrick House, Pydar Street, Truro, TR1 1EB.

For further copies of the above documents, or for any queries you can email the Council at neighbourhoodplanning@cornwall.gov.uk. **Please make any representations to the Council by 16th May 2013.** If you wish to send your comments in writing please send them to: The Head of Planning and Regeneration, Neighbourhood Planning, Cornwall Council.

STAGE I: GETTING STARTED

Example Literature - 3

EMAIL TO JULIAN GERMAN'S CONTACT LIST, 30th September 2012

JG's email list at this point was for 71 contacts.

Subject: Roseland Neighbourhood Plan - your opportunity to influence the future of the Roseland

There will be a public meeting concerning a Roseland Neighbourhood Plan on Wednesday 17th October 7pm at Gerrans Parish Memorial Hall.

Whatever your interest may be, from housing to transport, from design to landscape, from energy to maritime industry, from economy to public open space, a neighbourhood plan can address these issues and more.

The public meeting will be the beginning of wider community engagement and hopefully people will come forward with a variety of interests and a willingness to get more involved.

Some more information about neighbourhood planning; Planning policies which apply to the whole of Cornwall are going to be reduced to simplify the planning process. This means there will be relatively little planning guidance at the Parish level. Communities can develop their own planning policies to support those developed by Cornwall Council – to reflect the priorities of local people. Those policies would be set out in a Neighbourhood Plan. A Neighbourhood Plan will enable communities to develop planning policies that reflect their own local issues. It will mean that local views must be taken into place when planning decisions are made. A Neighbourhood Plan also enables communities to set out the projects that they would like to see happen over the coming years. By having a plan in place the community will be in a better position to secure funding and bring forward projects that will make a difference to local people. Neighbourhood Planning is intended to increase local influence over what happens locally. Its purpose is not to give communities the tools to prevent development and change, but to encourage them to take positive steps to deliver the sort of change they want to see. It is an opportunity for local communities to say 'this is what I want in my back yard'.

A Neighbourhood Plan can set out a vision for an area and planning policies for the use and development of land. For example it could cover where new shops, offices or homes should be built and what they should look like, and what open spaces and local amenities should be protected.

Neighbourhood Plan is optional – there is no need for a community to prepare one if they don't wish to – but once such a plan is made, and it has been adopted by Cornwall Council, it becomes a part of Cornwall Council's Local Plan for the area and that means it will become a very important consideration when deciding on planning applications.

In order for any Neighbourhood Plan to be adopted, it will need to demonstrate support from the local community and will need to conform to planning policies and guidance at the national and European level, as well as Cornwall Council's Core Strategy. More information can be found on the Cornwall neighbourhood planning guidance website <http://3218.lida-design.co.uk>

Parish Councils are the bodies legally entitled to prepare a Neighbourhood Plan. St Just, Pilleigh, Gerrans, Ruan Lanihorne and Veryan Parish Councils have agreed to explore the creation of a Neighbourhood Plan covering these five Parishes. This will need strong community involvement if it is to be successful.

Please do come along to the public meeting and make your views known.

Best wishes, Julian

Julian German, Cornwall Councillor for the Roseland

STAGE I: GETTING STARTED

Example Literature - 4

Typical Invitation to Neighbourhood Development Planning Workshop



Cornwall Neighbourhood Planning Workshops

Are you from a Parish in, or near, an AONB in Cornwall? Are you thinking of, or currently preparing a Neighbourhood Plan?

The AONB with Cornwall Council, CRCC and LDA Designs have designed a toolkit specifically to help parish councils develop and deliver a successful neighbourhood plan.

Our workshops introduce the new 'Cornwall Neighbourhood Planning Toolkit' and focus on giving you the mechanisms and resources to embed landscape considerations at the heart of your Neighbourhood Plan.

Workshop Dates:

16th October 2012 – 7pm-9pm –

Dragon Leisure Centre, **Bodmin**

24th October 2012 – 7pm-9pm –

Grenville Room, County Hall, **Truro**

25th October 2012 – 7pm-9pm –

Room GW:03, One Stop Shop ,

Camborne

To book your place on of these
workshops please contact

Emma Critchley

ecritchley@cornwall.gov.uk

01872 322350

STAGE 2A

IDENTIFYING ISSUES AND OPPORTUNITIES - Jan 2013 to Sept 2013

STAGE 2A: IDENTIFYING ISSUES AND OPPORTUNITIES

January 2013 to September 2013

DATE	ACTIVITY	PURPOSE	METHODS	OUTCOMES	ACTIONS
January 2013	Questionnaire 1 (Described in this phase as it had an important role in identifying issues and opportunities) Q1 initial quantitative summary Q1 quantitative and qualitative breakdown	To get a quick snapshot of the key issues of concern to the community. To make people aware of the Neighbourhood Plan	Small sub group of volunteers agreed to draw up Q1 and to organise distribution to every household on the Roseland (around 2300)	397 (14% of the adult population) responses with relatively minor publicity. Gave widespread visibility to the Plan for the first time. Produced some new volunteers. Some criticism about the structure and validity of the questionnaire. But provided very useful initial qualitative data. Distribution system was not systematic.	Experience of Q1 directly fed into the production of a better structured and more valid quantitative and qualitative questionnaire (Q2) later in the year Decision to build up a Parish-based network of volunteers to distribute material to every household
February and March 2013	Initial qualitative and quantitative analysis of Q1	To summarise the key issues emerging from Q1 To record all the written comments	A local volunteer with the relevant IT skills transferred the results onto a spreadsheet and also transcribed all the written comments	Quantitative and qualitative results published.	Presentation of results to Steering Group and the community
June 2013	Finalise 'branding' of the Roseland Plan	To provide a clear and easily recognisable identity for all the Roseland Plan communications	Local artist provided different designs. Steering Group discussed and then advice sought from professional graphic designer before final choice made	Agreed 'logo' and 'wordmark' (The Roseland Plan: Our Roseland - Our Future)	Consistent use of the logo and wordmark on all publications
From July 2013	Build up of monthly communications programme: Email Roseland Magazine and Roseland Online Facebook Website	To provide a regular and steady flow of information using a range of different methods to suit the preferences of diverse groups within the community	Initially: Roseland Magazine, Roseland Online, Added later: Email, Facebook, Website update and Chair attendance at Parish Council meetings	Community kept informed by multiple communication methods	

STAGE 2A: IDENTIFYING ISSUES AND OPPORTUNITIES

January 2013 to September 2013

DATE	ACTIVITY	PURPOSE	METHODS	OUTCOMES	ACTIONS
16 July 2013	First letter from Chairman to all households (almost 3000) Letters from Chairman	To explain the basics of NDPs to the community To explain about the Steering Group To invite participation	Letter distributed by hand to Roseland households	Some problems with achieving '100% distribution' in an acceptable timeframe.	Steering group discussion led to more formal commitment of Parish-based distribution teams. Overall significantly improved distribution process
July 2013	Set up website www.roselandplan.org	To increase the visibility of the Plan To act as a publicly accessible repository of information about the Plan	Set up done by Secretary and local young volunteer	Initial simple version of the website. Plan was then to develop it in phases The website also provided a means for people to communicate with the Steering Group etc by email	Regular updates of the website going forward (roughly monthly).
July 2013	Communications Preference Questionnaire Communications Preference Questionnaire	To understand which communication channels likely to be most effective in reaching our different audiences To gather email addresses to simplify future communications	Delivered by volunteers in each Parish coordinated by Steering Group member from that Parish. Responses could be left at one of three post offices or a garage on the main road. Facility for collection of questionnaires for those who would find it difficult to deliver to collection point	Distribution still taking 2-3 weeks. Difficult to get all out within a few days Specific distribution problem identified in Veryan.	Need for further improvements to the distribution process Better briefings for those organising the local distributors Improved distribution system in Veryan Parish (led by Jon Smith, Chair of the Steering Group).

STAGE 2A: IDENTIFYING ISSUES AND OPPORTUNITIES

January 2013 to September 2013

DATE	ACTIVITY	PURPOSE	METHODS	OUTCOMES	ACTIONS
July 2013	Preparation of Roseland Plan stand that could be erected at summer events	Increase visibility of the Plan Find out more about issues Widen the contact database Seek out potential volunteers	Purchase of a gazebo Design and production of two laminated banners Printing and mounting of maps and posters Printing of 'Hopes and Fears' questionnaire Involving the Steering Group in staffing the stand	All materials ready for summer events. 'Hopes and Fears' questionnaire collected for analysis. Contact details collected.	Attend and gather data from all designated summer events
July 2013	Analysis of Communications Preference Questionnaire Summary of communications preferences and demographics			Good mix of those who were aware of the Plan and those who were not. Total of 642 forms returned (558 full time residents, 45 second home owners and 39 visitors), yielding 410 email addresses, 151 Facebook users, and 249 Roseland Online viewers. Confirmation of high readership levels for the Roseland Magazine (582), hand delivered letters (444) and the Roseland Plan website (421). Also high level of interest stated in attending parish based meetings (489) Parishes represented fairly in this sample 18-35's under-represented in this sample.	All communication channels important. Data used to develop wide range of communication methods going forward Management Team discusses what additional steps should be taken to communicate with 18-35's
August 2013	Revised Project Plan accepted by Steering Group, including outline of community engagement activities Evolving Project Plan	To produce a more ambitious plan timetable given the sense of urgency felt by all	More realistic time-scales based on growing understanding of what will be involved. More parallel activity	More ambitious timetable	Management Team tasked to ensure that the timetable was adhered to

STAGE 2A: IDENTIFYING ISSUES AND OPPORTUNITIES

January 2013 to September 2013

DATE	ACTIVITY	PURPOSE	METHODS	OUTCOMES	ACTIONS
August 2013	Roseland Plan exhibition stand at six summer community events. Philleigh Fayre (twice), Verryan Carnival, St Just Carnival, St Mawes Carnival, Portscatho Regatta 'Hopes and Fears' questionnaire can be seen on page 40.	To carry out face to face interviews with residents, second home owners and visitors To identify their 'Hopes and Fears' for the future of the Roseland To gather more contact details and communication preferences	Gazebo with banners displaying the new 'logo' 11 members of the steering group 'interview' passers by Use of standard 'Hopes and Fears' interview form with age and Parish data Additional list of supplementary questions for last two events to try to get more detail behind broad/vague comments	180 forms completed overall. 113 from full time residents, 37 from second homers and 30 from visitors Increased the visibility of the plan process Qualitative comments on peoples' 'Hopes and Fears' for the future of the Roseland Additional contact details and communications preferences. Update of volunteer database	'Hopes and Fears' data amalgamated with Q1 qualitative data to provide raw material for development of Q2 (see later)
20 August 2013	First experimental Facebook page set up.	To explore how Facebook could help communicating to the community and especially with the younger generation.	Set up by young local volunteer who coached the Vice-Chair in how to make posts and develop the audience	Vice-Chair becomes the coordinator of the Facebook page	Need to build the Facebook audience systematically
21 August 2013	Interim analysis of issues derived from Q1 and first 4 summer events presented to Steering Group	To summarise the key issues of concern to the community	Clustering of qualitative comments by theme. Presented as diagram to Steering Group	Steering Group begins to sense the types of issues emerging	Full analysis of all data awaited
August 2013	Analysis of responses from Q1 and Summer Events. Q1 Results	To understand better how consistent the responses were over the 5 Parishes, ages etc.		Responses from each Parish broadly same percentages as population counts in the 2011 Census 18-35's under-represented in this sample.	Management Team make proposals to Steering Group to broaden range of communication routes. Steering Group agreed on 4th September that we should activate the Facebook page

STAGE 2A: IDENTIFYING ISSUES AND OPPORTUNITIES

January 2013 to September 2013

DATE	ACTIVITY	PURPOSE	METHODS	OUTCOMES	ACTIONS
September 2013	<p>Full analysis of qualitative data from Q1 and 'Hopes and Fears' Questionnaire in preparation for Q2</p> <p>Q1/SE full analysis by theme</p>	To provide a more rigorous analysis of the qualitative data from Q1 and the 'Hopes and Fears' questionnaire	All written comments transcribed and sorted into files by theme	<p>Consistency of themes.... 'Hopes and Fears' similar to Q1</p> <p>Second homers and visitors had very similar issues as residents</p> <p>Many issues relevant to the Plan, but also significant issues that are unlikely to be addressed through the Plan</p> <p>Responses came in over many weeks (implications for Q2)</p> <p>Need for more structured further questionnaire which would give good quality quantitative information</p> <p>Concern re: how best to contact the housebound and those who are dubious about the process and the 18-35 age group</p> <p>Interesting that following up those who had volunteered indicated that only a fraction would provide practical help. How best to mobilise them?</p>	<p>Facebook site to reach 18-35 age group</p> <p>'Have Your Say' campaign at next phase</p> <p>Shift of emphasis to electronic communications (email, Facebook, Roseland Online) rather than just Roseland Magazine</p> <p>Cash prize draw for next questionnaire</p> <p>All comments published on the website</p> <p>Decision to do more focused quantitative questionnaire to test opinion of all of the community on the issues identified to date</p> <p>Continue to offer to deliver and collect specially to those requesting it</p> <p>Volunteers best approached with specific tasks rather than for general help. (Used successfully later for LLCA)</p>
September 2013	Start to widen the Facebook audience	To provide a further method of making regular contact with the community and especially the younger generation	<p>Built up links to local personal contacts</p> <p>Asked them to get their friends to 'Like' the Roseland Plan page</p> <p>Also approached all those Facebook users who had provided emails in the Communications Preference Questionnaire</p>	Initial 82 'Likes'	Facebook posts added to regular monthly communications programme

STAGE 2A: IDENTIFYING ISSUES AND OPPORTUNITIES

January 2013 to September 2013

DATE	ACTIVITY	PURPOSE	METHODS	OUTCOMES	ACTIONS
September 2013	<p>First email newsletter to new email contact list. Repeated on Roseland Online</p> <p>Emails to Distribution List</p> <p>Email contact list statistics are given in Background Document B3.</p>	To provide a further method of making regular contact with the community in order to widen the Plan's outreach to different sections of the community	<p>Thanking people for giving email details.</p> <p>Answering questions from some forms</p> <p>Request to spread the word</p> <p>Ask people to pass on details of the Facebook Page and get likes</p>	<p>New method of communication initiated which had been requested in the Communications Preference Questionnaire</p> <p>Initial reach of 347</p>	Email newsletter added to regular monthly communications programme

STAGE 2A: IDENTIFYING ISSUES AND OPPORTUNITIES

Example Literature - I

The Roseland Plan 'wordmark' and logo used in all communications to create an immediately recognisable and memorable identity. Logo produced by local artists and gallery owners Sam and Steve Dexter.

First letter sent from the Chairman to the community. Hand delivered to every household on the Roseland.

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THE ROSELAND PLAN

OUR ROSELAND - OUR FUTURE

Web: www.roselandplan.org Email: info@roselandplan.org Tel: 01872 501749

Q. What is a Neighbourhood Development Plan for the Roseland?

A. It is a plan for the future development of the Roseland, compiled by local people.

Q. Why do we need one?

A. The Government has relaxed the planning laws in favour of applicants/developers. We need our own plan to ensure that our views count.

Q. How can we do this?

A. A Committee (The Steering Group), with representatives from all the local Parishes, has been set up to produce a Plan. When it is completed, and has passed an independent examination and a referendum, it will become part of local planning policy and can guide development in the future.

Q. How can you have your say?

A. Our first survey indicated that the top priority was protection of the landscape, but identified several other issues. We will be sending you a further questionnaire in the Autumn. Please could you take the time to help us identify what really matters to you. We will be at many of the village carnivals and events this Summer. Please come to meet us to tell us your hopes and fears for the future of the Roseland.

Q. Many hands make light work. Could you help us?

A. We will need a lot of help, eg delivering surveys, but we will also need people with specific knowledge and capabilities, including computer skills. Please contact us if you'd like to help.



Published and produced by the Roseland Neighbourhood Development Plan Steering Group, July 2013.

STAGE 2A: IDENTIFYING ISSUES AND OPPORTUNITIES

Example Literature - 2

'Communications Preference Questionnaire'
Distributed to every household on the Roseland. Also handed out at summer events 2013.

The Roseland Plan

Our Roseland Our Future

Web: www.roselandplan.org Email: info@roselandplan.org Tel: 01872 501749

Communication Questionnaire

Please help us to keep you informed

As the production of a Neighbourhood Plan is focused on WHAT YOU WANT, The Roseland Plan Steering group will need to contact all residents over the next few months to make sure we understand what is important to you.

So that we can maximise the responses to our consultation with the Community, we need to know how we can best keep you informed. Please tell us what would work best for you. Please tick the appropriate boxes (as many as you like).

Would you welcome letters and information delivered to your home?	YES	NO
Would you like to receive information by Email?	YES	NO

If you'd like us to use Email, what is your Email address?

Do you use Facebook?	YES	NO	Do you use Twitter?	YES	NO
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Would you like to see articles about the Plan in the Roseland Magazine?	YES	NO
Would you look for information about the Plan on Roseland Online?	YES	NO
Would you welcome a dedicated website for The Roseland Plan?	YES	NO

Do you have any other suggestions for improving communications?

WHAT TO DO WITH THIS FORM NOW

It would be very helpful if you could drop this form off within the next couple of weeks at the Post Office in Verran, Portscatho or St Mawes. If that's difficult for you, please phone John Adams, Secretary of the Roseland Plan, on 01872 501749, and he'll arrange for someone to call round to collect the form.

AND FINALLY: COULD YOU GIVE US A FEW DETAILS?

NAME: AGE: 18-29 () 30-44 () 45-64 () 65-84 () 85+ ()
YOUR PARISH: Gerrans () Philleigh () Ruan Lanihorne () St Just () Verran ()

Thank you for your time and help. The Roseland Plan will be better as a result.

Summary of preliminary qualitative analysis of Q1 comments. Printed as a poster for display at the summer events in 2013 to stimulate thought and discussion.

THE ROSELAND PLAN

OUR ROSELAND - OUR FUTURE

Web: www.roselandplan.org Email: info@roselandplan.org Tel: 01872 501749

Something?	WHAT DO <u>YOU</u> THINK SHOULD BE DONE ABOUT..	Nothing?
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Preserving village character	Provision of new work spaces	Derelict buildings	Demolition then rebuilding
Location of commercial work spaces	Affordable housing	Design of "domestic" buildings	Wind turbines
Holiday lets	Commercial signage	Second homes	Location of "domestic" development
Marine and fishing development	Solar panels	Offshore development	Conversion or renovation vs new build
"Large" building projects	Design of work spaces	New sports and fitness facilities	Elderly care facilities
Home extensions	Facilities for the young and families	Wild habitats	The impact of farming
Parking for cars and boats		Conserving historic buildings	

HAVE YOUR SAY NOW

See contact details above for more information and to say what YOU think

STAGE 2A: IDENTIFYING ISSUES AND OPPORTUNITIES

Example Literature - 3

IT WOULD HELP THE STEERING GROUP A LOT IF YOU COULD BRIEFLY DESCRIBE YOUR THOUGHTS AND FEELINGS ABOUT THE FUTURE OF THE ROSELAND

What are your HOPES for the future of the Roseland

What are your FEARS for the future of the Roseland

Thank you for your time and help. The Roseland Plan will be better as a result.

Published and produced by the Roseland Neighbourhood Development Plan Steering Group, July 2013.

'Hopes and Fears'
Questionnaire used
at Summer Events
in 2013

Message for contacts who had just given us their email addresses in September/October 2013. We were making a substantial effort to expand our email list.

Dear Supporter,

Thank you for giving us your email address. It allows us to send you information about The Roseland Plan quickly and efficiently.

The most important message we can give to everyone on the Roseland at the moment is:

Make Sure You Have Your Say

We are continuing to gather opinions about the future of the Roseland, so that we can build a genuine consensus. I have attached a very relevant letter from the Chairman of the Roseland NDP Steering Group, Jon Smith, to explain how we are going about this.

Best wishes

John Adams, Secretary Roseland NDP Steering Group

PS If any of your friends would like to be on our mailing list, please ask them to contact me using the contact information below.



THE ROSELAND PLAN

OUR ROSELAND - OUR FUTURE

Web: www.roselandplan.org Email: info@roselandplan.org Tel: 01872 501749

STAGE 2B

GATHERING QUANTITATIVE DATA - October 2013 to March 2014

STAGE 2B: GATHERING QUANTITATIVE DATA

October 2013 to March 2014

DATE	ACTIVITY	PURPOSE	METHODS	OUTCOMES	ACTIONS
October 2013	Monthly communications programme.	To provide a regular and steady flow of information using a range of different methods to suit the preferences of diverse groups within the community	Roseland Magazine, Roseland Online, Email, Facebook, Website update and Chair attendance at Parish Council meetings	Messages reach the community via multiple channels thus broadening range and level of understanding enabling the community to make informed input and choices	Ensure the monthly communications programme is consistently implemented
October 2013	Development of second community questionnaire (Q2) Procedures	To provide quantitative measure of the degree of support for the key themes identified via Q1 and the Summer Events	Coordinated by Management Team. Starting from the themes and data from Q1 and Summer Events.	An agreed questionnaire with input from the Steering Group, Cornwall Council, Planning Aid England and local specialists.	Get Q2 printed in time for the distribution date
October 2013	Started planning of the 'Have Your Say' campaign to encourage people to fill in and return Q2	To maximise the response rate to the Q2 questionnaire and ensure the needs of different groups were catered for	Distribution to every household, drop in events for telephone line or those needing help. Deliver completed forms to Post Offices or collection from home if required. Prize Draw to encourage Completion.	High response rate to Q2 (see later)	Ensure tight coordination and implementation of all the different elements of the campaign
3 October 2013	Letter 2 from Chairman (duplicated via other communication channels) Letters from Chairman	Alerting the community to the forthcoming Q2 distribution Giving dates of 'drop in' sessions	Written by Management Team, printed by local printer and distributed by hand by volunteers to all households	Community prepared for Q2 and able to tell the Management Team if Q2 is not delivered to their house thus ensuring maximum distribution of Q2	Get ready to supply copies of Q2 rapidly if there are gaps in distribution
October 2013	Start of the 'Mapping Exercise' Pictures of maps	To gather information about local businesses and other stakeholders onto detailed maps for each parish	Volunteers from each Parish gather information about local businesses and plot the information onto large maps of each Parish	Some difficulty in producing consistent data between the different Parish groups	Ask one person to coordinate all the groups

STAGE 2B: GATHERING QUANTITATIVE DATA

October 2013 to March 2014

DATE	ACTIVITY	PURPOSE	METHODS	OUTCOMES	ACTIONS
November 2013	Launch of the 'Have Your Say' campaign Letter and Poster given on page 46. Email Roseland Magazine Facebook link	To communicate to the Community and other stakeholders about the Q2 process	via email, Facebook, posters, Roseland Magazine and Roseland Online and drop in meetings. Offer of three prizes to those who complete and return Q2	High response rate to Q2 (see later)	
November 2013	Distribution of sufficient copies of Q2 to all households Questionnaire 2	To ensure that every adult member of every household is able to fill in a copy of Q2	Hand distribution to all households by network of local volunteers using electoral roll to define number to be delivered per house	Distribution system considerably improved. Few identified gaps.	Copies of Q2 delivered to the few people missed by the distribution teams
November 2013	Q2 drop in sessions	To provide help and advice for any people experiencing difficulty with filling in Q2	First three drop in sessions for those wanting any advice or help on Q2 Two in Ruan Lanihorne One in Veryan	Very few attendees. We took this to signify that Q2 was easy to fill in as general feedback was that Q2 was very 'user friendly'	
November 2013	'Have Your Say' posters for Parish notice boards	To maximise awareness of the importance of filling in the Q2 questionnaire	Design, print and distribute laminated 'Have Your Say' posters for parish notice boards	Posters put up on all the notice boards in the five Parishes	
November 2013	Planning the analysis and presentation of Q2 data	To ensure that the complex data from Q2 could be clearly summarised and presented to all the stakeholders	Discussions with consultant on how to organise and input data in such a way that it can be clearly analysed, presented and explained to different audiences	Agreement to use coloured bar chart and pie chart style coupled with tables showing the breakdowns of answers to each question by age group, and by parish	Design the data analysis spreadsheet so that it would be relatively simple to produce reports in these formats

STAGE 2B: GATHERING QUANTITATIVE DATA

October 2013 to March 2014

DATE	ACTIVITY	PURPOSE	METHODS	OUTCOMES	ACTIONS
November 2013	Develop mailing list of stakeholders	To be prepared for the formal stakeholder consultation	Based on mapping exercise and advice from Cornwall Council and Planning Aid England Volunteer researcher also phoned many businesses to ask if they wanted to be included Steering Group asked to look for gaps in the list	List contained 98 organisations List available from the Secretary.	Prepare the letters to be signed by the Chairman
December 2013	Further Q2 drop in sessions	As above	One in St Mawes One in Philleigh One in St Just in Roseland Two in Gerrans	As above	
17 December 2013	Final formal date for return of Q2	Set last date to be eligible for the prize draw.	This date had been extensively advertised through all our communication channels. See details above	814 responses (almost 30% of the electorate)	In practice this date was for the prize draw and we continued to accept replies until the end of January. This was announced in the January communications programme
18 December 2013	Prize draw amongst all those who had returned Q2.	To find the winners of £250, £100 and £50 cash prizes	Drawn by Julian German our Cornwall Councillor. Photo of draw sent out by all communication methods	Three people win prizes.	
January 2014	Analysis and clustering of all Q2 qualitative data Q2 Results	To organise all the qualitative comments from Q2 in a form that could be analysed and communicated	All comments transcribed into Word files reflecting the question numbers in Q2	Data available to Management Team for analysis	Management Team analyses the Qualitative data

STAGE 2B: GATHERING QUANTITATIVE DATA

October 2013 to March 2014

DATE	ACTIVITY	PURPOSE	METHODS	OUTCOMES	ACTIONS
January 2014	Writing to Q2 responders whose replies were ambiguous to seek clarification	To ensure that as many comments as possible were seriously considered	Assistant Secretary wrote personally by email where possible but also by post for some 181 emails sent 91 letters sent	96 email replies 47 replies to letters	All clarifications included into Q2 data analysis
January and February 2014	Analysis of both quantitative and qualitative data from Q2 Procedures	To build up an objective picture of the community's priorities	By Management Team	Data summarised and published in various forms	
January and February 2014	First Stakeholder consultation Letter to Stakeholders Procedures	To ensure that all local businesses, and local organisations societies and interest groups had an opportunity to contribute their opinions	Personal letter from the Chair sent by post with deadline for reply. Contacted 98 local organisations Chairman personally emailed those who had not responded to encourage response Prompt/reminder sent out electronically around 20 February	14 responses	Disappointment at low response rate. Hope for better response to the stakeholder consultation which will form part of the formal six week consultation process Set up meetings with some stakeholders as requested
16 February 2014	Publicise request for volunteers to help with Landscape Character Assessment using all media channels Copy of Email is on page 47.	To ensure that the LLCA used local knowledge and captured what was of importance to the community	Via all communication channels	Total of 27 people volunteered to take part.	Arrange briefing process for LLCA volunteers (see later)
19 February 2014	Presentation to the Steering Group of the results from Q2	To give the Steering Group the first overview of the Q2 results	Powerpoint presentation.	Very clear results expressing the community's wishes and priorities. Remarkable degree of consensus between parishes and age groups	Presentation simplified for Parish Councils and written version for Community Management Team makes further proposals to Steering Group to reach younger generation (see 24th March 2014)

STAGE 2B: GATHERING QUANTITATIVE DATA

October 2013 to March 2014

DATE	ACTIVITY	PURPOSE	METHODS	OUTCOMES	ACTIONS
February/ March 2014	Chair has further contact with business stakeholders Stakeholder responses	To respond to requests for more detailed discussions	Three individual meetings and one group presentation to tourism-related businesses at the Roseland Information Centre	9 responses to first stakeholder consultation	
1 March 2014	Chair and Vice-Chair meet Daniel Black (Sustainability Consultant) and Gavin Black (Marine Specialist with Natural England)	To respond to their offer of help. (Daniel and Gavin are sons of local Parish Councillor and have specific relevant expertise but also knowledge of the Roseland)	Informal meeting	Useful guidance on sustainability assessment and the various organisations involved in the marine environment	Start research into what will be involved in doing the sustainability assessment Add marine organisations to stakeholder list
8/17/29 March 2014	Briefing and review workshop for volunteers involved in doing the Landscape Character Assessment	To ensure that the volunteers were well prepared to carry out the work	Meeting at Ruan Reading Room led by staff from Cornwall Council. and the AONB Unit (See picture on the front page of this document)	Volunteers ready to go Huge amount of time contributed by volunteers. Implementation sometimes proved more difficult than expected (The Roseland was acting as a pilot for this approach)	Review meeting of volunteers with LLCA Project leaders. Aspects of the methodology clarified
March 2014	Chair attended all Parish Council meetings and presented the results of Q2	To roll out the results of Q2 more widely	Presentation of overall results plus data broken down for each individual Parish	Positive reactions from all Parish Councils	
19 March 2014	Discuss the implications of Q2 for policy development (Steering Group)	To give Management Team guidance as to Steering Group member's thinking	Discussion at Steering Group Meeting	Endorsement of the importance of policies being clearly based on the community preferences and priorities revealed and measured by Q2	Trigger for more detailed work by the Management Team on developing policy options

STAGE 2B: GATHERING QUANTITATIVE DATA

Example Literature - I

House to house hand delivered letter and poster for notice boards launching the “Have your say” Campaign

THE ROSELAND PLAN

OUR ROSELAND - OUR FUTURE

Web: www.roselandplan.org Email: info@roselandplan.org Tel: 01872 501749

Dear Resident

Make Sure You Have Your Say

Everyone should be involved in making the Roseland a great place to live, work and play. If you live in the Roseland you will have knowledge about the area and how it can be improved. If you are a local group or business you will have information and ideas that can help shape the future of the area. By taking part in our Neighbourhood Plan you can make sure that decisions being made are the best for you and the Roseland.

The Steering Group for the Roseland Neighbourhood Development Plan will seek to:

- Inform you about your Plan and how it might affect or interest you
- Consult you so we can act on your feedback
- Involve you by giving you greater influence over the making of the Plan
- Collaborate with the community in each aspect of decision making
- Empower you by enabling you to make decisions about what is in the Plan.

Our strategy aims to get anyone who is interested in improving the Roseland's future involved in the Neighbourhood Plan process. This includes private organisations, voluntary and community groups, residents, workers, students and any individual with an interest in how the environment and community could change over time.

Many of you have responded to our initial Questionnaires. We thank you for your participation. Over the next few months you will hear more about the Plan and be invited to take part in consultation activities of various types. In particular, we will be circulating a further Questionnaire and getting your views is vital. Please ensure that you take part and have your say so that your views are taken into consideration.

Yours sincerely



Jon Smith
Chairman Roseland NDP Steering Group



Published and produced by the Roseland Neighbourhood Development Plan Steering Group, September 2013.

THE ROSELAND PLAN

OUR ROSELAND - OUR FUTURE

Web: www.roselandplan.org Email: info@roselandplan.org Tel: 01872 501749

Have your say

Please help us produce a vision
for the future of the Roseland
that
reflects YOUR views

Please complete the
QUESTIONNAIRE
that you will receive soon



Published and produced by the Roseland Neighbourhood Development Plan Steering Group, November 2013.

STAGE 2B: GATHERING QUANTITATIVE DATA

Example Literature - 2

Extension of the deadline for returning Q2 sent out by multiple means.

THE ROSELAND PLAN

OUR ROSELAND - OUR FUTURE

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Email: info@roselandplan.org Tel: 01872 501749



Hi there everyone....and a Happy New Year to all.

We have been very pleased with the number of responses so far (789 and counting) but **we will continue to accept Questionnaires till the end of January**. If you haven't returned yours yet, please fill it in and return it to us. Remember, if you don't 'Have Your Say', then the future of the Roseland may not be as you would want it.

The Prize Draw for those who returned their Questionnaire by December 17th took place on 18th December. Julian German did the honours (see attached photo with Julian flanked by Jon Smith and Colin Hastings, Chair and Vice Chair of The Steering Group). Those who won were presented with their cheques soon after so, if you haven't heard yet, you weren't lucky. Sorry.....

If you still need a copy of the Questionnaire, please email or phone John Adams, the Secretary of the Roseland Plan (contact details above)

VOLUNTEERS WANTED!

Landscape Character Assessment is a tool that we will be using in creating The Roseland Plan. It will allow us to create a landscape / environmental evidence base which will feed into the development of policies directly relating to land use and future developments on the Roseland.

We have been lucky enough to be chosen as part of a pilot study and we will be given considerable help to generate our very own Roseland Local Landscape Character Assessment (LLCA).

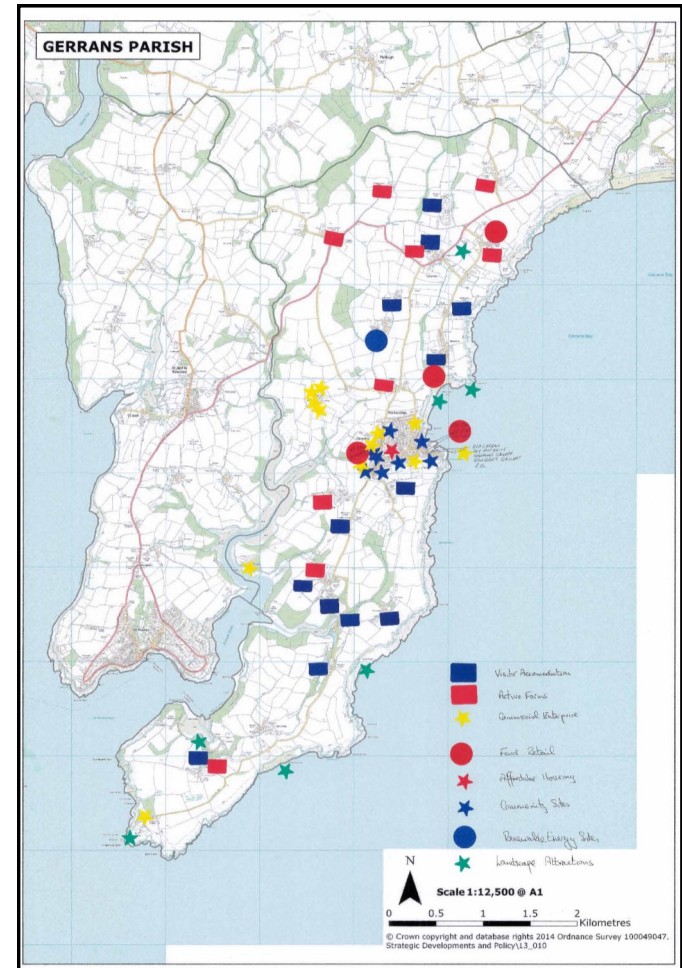
The LLCA will be a document which will define and celebrate what is important to our community about our landscape. The key feature is that it will be created by the local community.

We are in a very strong position, with two passionate landscape architects from the Roseland involved.

However, the experts are not enough. We need a group of volunteers to help us produce the LLCA over the next 5 months or so. No special or specific expertise is required, just a willingness to get stuck in and tramp around the Roseland making notes and taking pictures. It will be fun!

If you'd like to be a part of this exciting and useful venture and make a really important contribution to producing The Roseland Plan, please contact me ASAP by email or phone. We will be having training sessions in February.

Call for volunteers for LLCA Project.
Sent to Email distribution list (Jan 2014)



Example of Parish map annotated with details of local businesses, organisations and other key stakeholders.

STAGE 3

DEVELOPING THE DRAFT PLAN - March 2014 to July 2014

STAGE 3: DEVELOPING THE DRAFT PLAN

March 2014 to July 2014

DATE	ACTIVITY	PURPOSE	METHODS	OUTCOMES	ACTIONS
	Monthly communications programme.	To provide a regular and steady flow of information using different methods to suit diverse groups in the community	Roseland Magazine, Roseland Online, Email, Facebook, Website update and Chair attendance at Parish Council meetings		
14 March 2014	Prepare 'plain English' version of the Q2 results for distribution to every household Letters from Chairman	Short document summarising Q2 results	Drafted by Secretary and amended by Management Team.		
19 March 2014	Steering Group agreed further actions to reach the younger generation	To continue and expand efforts to communicate with the 18-35 audience		Agreement to boost Facebook, use schools to approach parents and take advantage of new local radio station	Use ads to boost Facebook reach for key messages. Chairman to approach schools. Build relationship with new local radio station (Hub Radio)
24 March 2014	Consultations with Cornwall Council AONB Unit	To explore ways in which the Plan's policies could reinforce the AONB Management Plan	Meeting with Colette Beckham, the AONB Unit Manager	Very useful and knowledgeable input into policy development	Incorporate key points into the policy development process
25 March 2014	Consultation with Cornwall Council Neighbourhood Planning Specialists	To seek advice on the process of turning Q2 results into policies	Several meetings with Sarah Arden, Principal Planning Officer involved in Neighbourhood Planning.	Very useful and knowledgeable input into policy development	Incorporate key points into the policy development process
28 March 2014	Consultation with Cornwall Council Renewables and Affordable Housing Specialists	To seek advice on policy development	Meetings with relevant personnel	Appreciation of Cornwall Council's approach	
April 2014	Summary of Q2 results published Q2 Results	To inform the community about Q2 results	Hand distribution to all households Also on website and via electronic channels	Distribution process working well Positive feedback	

STAGE 3: DEVELOPING THE DRAFT PLAN

March 2014 to July 2014

DATE	ACTIVITY	PURPOSE	METHODS	OUTCOMES	ACTIONS
6 April 2014	Steps taken to boost Facebook coverage	To extend reach of messages posted and build number of Likes	Use of Facebook 'ads'	Growth in reach of key posts to max of 2500 Likes grow from 161 to 188 after first ad boost	Effectiveness of ads clear. Use for selected important posts going forward
15 April 2014	Consultation with local architect and estate agent	To seek their advice on how best to approach the Roseland Design Guide	Meetings	Decision to adopt sections of the Carrick Design Guide in the short term and develop Roseland Design Guide as a Supplementary Planning Document.	Work out how to incorporate the relevant parts of the Carrick Design Guide into the Plan Place Roseland Design Guide onto the implementation project list
29 April 2014	Consultation meeting with Cornwall Council Planning and Sustainability specialists	To seek advice on how best to prepare the Sustainability Assessment	Meeting with Sarah Arden and Hilary Gooch	Agreed methodology and level of detail to be followed First draft of Sustainability Assessment prepared and submitted for comment	Feedback from Hilary Gooch assessed and incorporated as appropriate
15 April 2014	Consultation meeting with Cornwall Community Land Trust	To understand better how to finance Affordable Housing without the use of open market subsidy	Meeting with Alan Fox	Agreement to work closely with Cornwall Community Land Trust to deliver 100% Affordable Housing without cross subsidy from open market housing	Ensure regular contact with Alan Fox going forward

STAGE 3: DEVELOPING THE DRAFT PLAN

March 2014 to July 2014

DATE	ACTIVITY	PURPOSE	METHODS	OUTCOMES	ACTIONS
May 2014	Ongoing consultation with Planning professionals	To seek guidance on emerging policies as they were drafted	Meetings with Planning Aid England and Cornwall Council Planning Department	Very useful and knowledgeable input into policy development	Incorporate key points into the policy development process
	Draft Plan discussed at all Parish Council meetings	To allow Parish Councils their first opportunity to see how the community's wishes had been turned into draft policies	Printed copies circulated to all Parish Councillors. Chair attends meeting to answer questions	The response from all Parish Councils was positive and there was appreciation of the work that the Steering Group had undertaken	Reactions of Parish Councils were reported back to the Steering Group. No amendments to the Plan were required
18 May 2014	Letter 4 from Chair to all households Letters from Chair-man	To communicate the Vision and Objectives of the draft plan and to advertise the forthcoming public exhibition	Printed letter distributed to all households	Distribution worked well and we need this to continue.	Give as much advanced notice of when letter distributions will be needed as possible
21 May 2014		To allow the Steering Group their first opportunity to see how the community's wishes had been turned into draft policies	Printed copies circulated to all Steering Group members for discussion at Steering Group meeting on 21 May	Constructive points made by Steering Group	Relevant points incorporated into the policy development process
12 June 2014	Special workshop held for Steering Group	To help members to understand the detail of the Plan	With help from June Crossland, AONB Unit.	Steering Group have better understanding of how policies have been developed and their implications	
14 June 2014	Public exhibition at Gerrans Memorial Hall (Landscape value form on page 52)	To showcase the work done on the Landscape Character Assessment and to give a preview of the draft Plan	Showcase of approximately 100 A2 posters illustrating the LLCA and the Plan	57 people attended 22 Landscape Value forms completed 17 comment forms submitted	Comments incorporated into LLCA and Plan policy process as relevant

STAGE 3: DEVELOPING THE DRAFT PLAN

Example Literature

Front page of the “user friendly” summary of the results from Q2. This was distributed by hand to all households.

THE ROSELAND PLAN

OUR ROSELAND - OUR FUTURE

Results from the Have Your Say Questionnaire

Quality of Life

1. Please choose your top three in order of importance	RESULT
• The character of villages and hamlets	3 (989 marks)
• The quality of the landscape and coastline	1 (1169 marks)
• Making it easier for young people to live and work here	4 (886 marks)
• Maintaining the Roseland as a favoured tourist destination	6 (222 marks)
• Local heritage - Natural environment	5 (303 marks)
- Historic buildings	7 (33 marks)
• Sustaining local services and facilities	2 (1035 marks)

The Landscape

3. Do you think it is necessary for the Neighbourhood Plan to strengthen the existing provisions for the conservation and enhancement of the landscape and seascape? **RESULT 87% YES, 13% NO**

4. Which aspects of the Roseland would you like to see conserved?
RESULT - % of people who value each aspect:

Rivers, streams and creeks	86%	The farmed landscape	67%
The coastline	91%	Ridges and skylines	60%
Uninterrupted offshore public views	61%	Unspoilt public landscape views	67%
Natural habitats	78%	Footpaths	82%
Hedges	70%	Harbours	82%
Trees	74%	Local built heritage	61%
Field patterns	51%	Other	2%

Vision and Plan objectives derived from the results of Q2. Incorporated into the plan. This version also delivered by hand to every household to give the community an early idea of how the plan was shaping up and to provide an opportunity to check that it met the community's expectations.

E8.2 Vision

Steering Group Mission

'Shaping future development in the Roseland whilst safeguarding and enhancing what is valued by its local communities'

Linking this with 'What the Community Said' (Section C6), we identified:

VISION FOR THE FUTURE OF THE ROSELAND

Conserving and Enhancing the Roseland's Character and Distinctiveness for a Sustainable Future

E8.3 Objectives

To achieve our vision, we identified the following Objectives used to develop policies:

Landscape	To define and protect the valued characteristics of the Roseland's special landscape, coastline and heritage from inappropriate development since these are the basis of its economy and future.
Character of Villages and Hamlets	To define and sustain the distinctive character of each of the Roseland's villages and hamlets.
Local Services and Facilities	To sustain and enhance essential local services, facilities and infrastructure whilst ensuring that the distinctive character of the landscape, coastline, villages and hamlets is not eroded.
General Principles for Development	To define general principles / policies for all residential, commercial and carbon reduction / energy efficiency developments.
Design Guidelines	To define a set of Roseland Design Guidelines for all residential, commercial and carbon reduction / energy efficiency developments to ensure that the character of the Roseland is maintained.
Housing	To support the provision of a mix of affordable housing which meets a proven local (Roseland) need and which is of a scale and design that integrates with existing villages and hamlets. To support measures to increase the proportion of housing occupied by full time residents. To provide guidance for applicants wishing to replace an existing dwelling or build an extension for any purpose.
Commercial Development	To support commercial opportunities which are of a scale and design that respects the distinctive character, sensitivity and capacity of the landscape and coastline.
Carbon Reduction / Energy efficiency	To support appropriate carbon reduction technologies that are of a scale and design that does not erode the character of the landscape, the coastline, villages and hamlets.

STAGE 3: DEVELOPING THE DRAFT PLAN

Exhibition

WHAT DO YOU VALUE ABOUT YOUR LANDSCAPE AND WHERE IS IMPORTANT TO YOU?

Where is this ?.....

Why do you think it is important? Tell us below filling in the following boxes where you can?

What give this place or area its special quality?

Can you describe any Historical or cultural interests here?

Can you describe any natural conservation interests here?

Can you describe the recreation value here ?

Do you have any personal memories or associations with this place?

Is there anywhere else on the Roseland like this place or area?



Landscape Value Form used at Exhibition and also available online.

Exhibition about the LLCA and preview of first draft of plan policies held at Gerrans Memorial Hall on the 14th June 2014

STAGE 4

FINAL CONSULTATION AND SUBMISSION - July 2014 to Dec 2014

STAGE 4: FINAL CONSULTATION AND SUBMISSION

July 2014 to December 2014

DATE	ACTIVITY	PURPOSE	METHODS	OUTCOMES	ACTIONS
	Monthly communications programme.	To provide a regular and steady flow of information using a range of different methods to suit the preferences of diverse groups within the community	Roseland Magazine, Roseland Online, Email, Facebook, Website update and Chair attendance at Parish Council meetings		
8 July 2014	Letter 5 from Chair to all households Letters from Chair-man	To announce the Regulation 14 six week consultation To advise the community of the forthcoming one week exhibition and other consultation events during August and September	Distributed by hand to all households with consultation response form		Preparations made for recording and analysing the responses
16 July 2014	Draft plan presented to Steering Group	To demonstrate agreement to the Plan being put out to formal consultation	Steering Group Meeting	Steering Group endorsed the Draft Plan and the launch of the six week consultation process	Initiation of formal Regulation 14 consultation process
July 2014	Publishing of draft consultation version of the plan and associated documents	To make the draft Plan and all its associated documents available to the community and stakeholders prior to the start of the six week consultation	All relevant documents placed on website People able to request paper copies Two page summaries available at summer events One week exhibition to be held in August	Multiple means available to study the Plan and its associated documents Provision made for the house-bound and those not able to access the Plan electronically	
July/ August 2014	Second Stakeholder consultation	To seek their feedback as part of the formal six week consultation	Personal letters from Chair to all Stakeholders backed up by general communications inviting responses.	13 replies	Replies incorporated into the post-consultation analysis of responses

STAGE 4: FINAL CONSULTATION AND SUBMISSION

July 2014 to December 2014

DATE	ACTIVITY	PURPOSE	METHODS	OUTCOMES	ACTIONS
3 August 2014	Formal six week consultation period begins (3rd August to 14th September 2014)	To fulfil our obligations under Regulation 14 of The Neighbourhood Planning (General) Regulations) 2012	See details of consultation methods below	There were 49 responses from individuals and 13 responses from Stakeholder businesses and organisations. Some individuals sent more than one submission, ie there were responses from 42 individuals.	Replies incorporated into the post consultation analysis of responses
August 2014	Roseland Plan stand at summer events	To publicise the plan and consultation process	Stand erected at St Mawes Carnival, Portscatho Regatta, Philleigh Fayre Summaries of the Plan handed out Further contact details added to database	44 Email addresses gathered, mostly of visitors.	Incorporate feedback into post consultation analysis of responses Incorporate new contact details into master contacts database
9 August 2014	Interviews on new local radio station	To publicise the plan and consultation process	Vice-Chair interviewed live on Hub Radio at St Mawes Carnival	New method of communication about the Plan. Hub Radio gives strong 'plug' for the Plan and encourages listeners to read the plan and get involved by voting in the final referendum. Very good new way to reach the younger generation	Chair to be interviewed in the following week

STAGE 4: FINAL CONSULTATION AND SUBMISSION

July 2014 to December 2014

DATE	ACTIVITY	PURPOSE	METHODS	OUTCOMES	ACTIONS
25 to 31 August 2014	One week exhibition about the draft Plan	To provide a non-electronic means for the community to study the details of the Plan	Gerrans Memorial Hall. Central. Good access and free parking A2 posters of the whole Plan Copies of all ancillary documents available to view	94 Attendees during the week.	Incorporate any new responses into the analysis of responses
19 August 2014	Second interview on local radio Recording of Chair-man's interview on Hub Radio	To promote the Plan to a wide and diverse audience and to encourage feedback during the consultation period	Chair interviewed at Hub Radio studios. Hub Radio also attended exhibition to interview members of the community	Interview recorded and placed on Roseland Plan website Hub radio used clips for info slots throughout the consultation period Excellent level of coverage	
10 September 2014	Special briefing for Gerrans Parish Council	To help the Councillors better understand the details of the Plan and how they might use it	Secretary attends special Plan briefing workshop requested by Gerrans Parish Council	Gerrans Councillors report much greater understanding of the Plan and its implications for their role re planning applications in the future	Consider how best to help other Parish Councillors discharge their planning role using the Plan in the future

STAGE 4: FINAL CONSULTATION AND SUBMISSION

July 2014 to December 2014

DATE	ACTIVITY	PURPOSE	METHODS	OUTCOMES	ACTIONS
September to early November 2014	Analysis of responses to six week consultation period Consultation re-sponse assessment spreadsheet	To study all submissions To decide which suggestions should be incorporated into the Plan and which should not	See link to the full Consultation response assessment in the activity column which describes the process used	Plan document annotated as follows: 1. Red Text = Where non-controversial changes were made by the MT as a result of assessing the consultation responses. 2. Blue Text = Where further changes were made after we had discussed some of the issues raised in the consultation with our consultants (Rob Lacey, Sarah Arden, Julian German, Jo Widdecombe). 3. Green Text = Recent changes made in response to concerns raised by Natural England, mostly following suggestions by Rob Lacey.	Version 25 of the draft Plan circulated to Rob Lacey, Julian German and Graham Webb with colour coded changes as in previous column asking them to make final checks on all content
October 2014	Reminder to community about registering on the electoral roll	To ensure that all those wishing to vote in the referendum can do so	Roseland Magazine, Email, Facebook	Not known	Further reminder in November and December
November 2014	Final version of LLCA ready	To be incorporated in the Appendices as part of the evidence base	Final version coordinated and edited by one of the LLCA volunteers in conjunction with Cornwall Council and the AONB Unit	Key reference document for the future	
December 2014	Formal sign off by the Steering Group of the Plan before submission (5.12.2014)	To allow submission to Cornwall Council	Amendments from six week consultation incorporated and published on website. Other amendments agreed with consultants.	Plan sent to Cornwall Council and subsequently to the Examiner	Wait for response. In the meantime start focusing on implementation issues and projects

STAGE 4: FINAL CONSULTATION AND SUBMISSION

Documentation and Example literature - I

Staffing rota for the one week exhibition of the draft plan during the six week consultation period in August 2014.

DATE	MORNING 10.30 -2.00	AFTERNOON 2.00 – 5.30
SUNDAY 24 th	NO SESSION	SET – UP JON SMITH COLIN HASTINGS JOHN ADAMS SUE WAGSTAFF
MONDAY 25 th	JON SMITH DAVE SPREADBOROUGH BRIAN WILLIS	JOHN ADAMS DAVE SPREADBOROUGH
TUESDAY 26 th	JOHN ADAMS DAVID HUBBARD	COLIN HASTINGS BRIAN WILLIS
WEDNESDAY 27 th	JON SMITH KEITH FISHER	COLIN HASTINGS KEITH FISHER
THURSDAY 28 th	GRAHAM WEBB JULIE JOHNS	JON SMITH RALPH GERMAN
FRIDAY 29 th	GRAHAM WEBB DAVID HUBBARD	COLIN HASTINGS GEOFF PRING
SATURDAY 30 th	GRAHAM WEBB DAVID GILES	JOHN ADAMS GEOFF PRING
SUNDAY 31 st	GRAHAM WEBB GEOFF PRING	JON SMITH SUE WAGSTAFF + ISSY SMITH

A2 poster used on the plan gazebo whilst attending summer events during the six week consultation period in August 2014

HOW TO FIND OUT MORE ABOUT THE DRAFT ROSELAND PLAN

- **PICK UP A ONE PAGE SUMMARY**
 - Copies available here today
- **CHECK OUT ALL THE DETAIL ONLINE**
 - www.roselandplan.org
 - Click on 'The Plan'
- **COME TO THE EXHIBITION**
 - Monday 25th to Sunday 31st August 2014
 - Gerrans Memorial Hall
 - 10.30 am to 5.30 pm every day
- **ASK FOR A PAPER COPY**
 - Email info@roselandplan.org
 - Call 01872 501749



STAGE 4: FINAL CONSULTATION AND SUBMISSION

Documentation and Example Literature - 2

A QUICK OVERVIEW OF THE ROSELAND PLAN

Underpinning the tourist, agriculture and service industries by protecting the natural beauty of the AONB and maintaining and enhancing the distinctive character of the Roseland:

- adoption of the AONB Management Plan (and successor documents) with full recognition of the purposes and objectives of the AONB designation;
- encouragement of commercial/agricultural development that does not adversely affect the landscape, wildlife and environment and the character of villages and hamlets;
- seeking opportunities for enhancement of the environment through, for example, extensions of semi-natural habitats and the application of sound management.

Positive management of new development to minimise the impact on the landscape and on cherished Roseland villages and hamlets by:

- encouraging re-use of suitably constructed redundant or disused buildings;
- being flexible in allowing change-of-use of buildings to provide homes or workshops;
- defining strict settlement boundaries;
- allowing infill development inside these boundaries and, where appropriate, including extensions and annexes for specific purposes (such as accommodation for relatives and offices for home working);
- strictly limiting new development outside the settlement boundaries (exception sites) to less sensitive locations, taking into account the local landscape character, flood risk, quality of agricultural land etc;
- encouraging greater awareness of the ways in which good design, colours, materials, siting, planting and landscaping can enhance the Roseland's distinctive character;
- ensuring that development would have no negative impact on bio-diversity or habitats.

Provision of housing to meet local need:

- provision of housing (for which there is a demonstrated need) that is affordable for local people who live and/or work on the Roseland today, or were brought up here.
- restriction on all new open market housing to ensure the dwelling is occupied full time as a principal residence, to avoid an increase in second homes and holiday lets.

A balanced approach to carbon reduction / energy efficiency:

- encouragement of energy reduction / energy efficiency;
- restrictions on installation of wind turbines and solar panels to avoid adverse visual impacts;
- strong support for landscape-friendly carbon reduction technologies of a (small) scale and design appropriate for the AONB and its setting.

Support the retention of the existing services valued by the community.



A4 handout given out at summer events and the one week exhibition during the six week consultation period in August 2014

Standardised response form hand delivered to all households and also handed out at summer events and the one week exhibition as part of the six week consultation in August/ September 2014

CONSULTATION RESPONSE FORM

Name: Parish:

Contact Info: Resident / Second Home Owner / Visitor
(Address, Email, Phone) (Please delete as appropriate)

- Please let us have your feedback about specific parts of The Roseland Plan.
- It is important that you indicate clearly which page (or specific policy) that you are referring to.
- We will record your contribution (an anonymous set of comments will be placed on our website) and we will take all these comments into account when finalising the Plan.
- IF YOU HAVEN'T GOT ENOUGH ROOM ON THIS FORM, PLEASE PHOTOCOPY IT OR CONTACT THE SECRETARY FOR MORE COPIES.

Page Number Or Policy	Your Comments

Thank you for your help.

Handwritten signature

If you have any comments on one of the Appendix Documents, please write them on a separate page, indicating clearly which document you are referring to, and which specific page.



**Roseland Plan stand at Portscatho Regatta
as part of the six week consultation process
in August 2014.**



STAGE 5

IMPLEMENTATION PLANNING - Outline only

STAGE 5: IMPLEMENTATION PLANNING

Outline only

DATE	ACTIVITY	PURPOSE	METHODS	OUTCOMES	ACTIONS
	Monthly communications programme.	To provide a regular and steady flow of information using a range of different methods to suit the preferences of diverse groups within the community	Roseland Magazine, Roseland Online, Email, Facebook, Website update and Chair attendance at Parish Council meetings		
Autumn 2014	Develop implementation strategy	To set priorities for implementation To assess the resources required To set timescales	Identify suitable 'Champions' to take forward projects already identified in the Plan	First 4 implementation projects already agreed	Renew Steering Group Form Project Teams
End 2014 onwards	Affordable Housing Provision for those with local (Roseland) connections.	To develop a new approach for providing Affordable Homes for those with proven (local) need without Open Market Housing	Community Land Trust approach	Delivery of Affordable Housing needed by the community on the Roseland	
End 2014 onwards	Roseland Design Guide	To develop a Roseland-specific Design Guide to replace the adopted Carrick Design Guide.	Based around local, knowledgeable volunteers on the Roseland working closely with Cornwall Council	Production of respected, quality Design Guide as a Cornwall Council SPD	
End 2014 onwards	Conservation Area Management Plans	To produce Management Plan for all of the Roseland's Conservation Areas	Based around local, knowledgeable volunteers on the Roseland working closely with Cornwall Council	Production of respected, quality document as a Cornwall Council SPD	
End 2014 onwards	Evaluation of carbon reduction / energy options for the Roseland.	To identify which 'landscape friendly' renewable energy technologies would be both appropriate and feasible for development on the Roseland	Students and faculty from the Renewable Energy department at the Combined Universities of Cornwall will review and assess a range of technologies	First report to suggest a short list Further work then to be done to do more in depth feasibility studies on the short list	

STAGE 6

BUILD UP TO THE REFERENDUM - Outline only

STAGE 6: BUILD UP TO THE REFERENDUM

Outline only

DATE	ACTIVITY	PURPOSE	METHODS	OUTCOMES	ACTIONS
	Monthly communications programme: Roseland Magazine, Roseland Online, Email, Facebook, Website update and Chair attendance at Parish Council meetings	To keep the community engaged with the Roseland Plan during the long period when Cornwall Council and the Examiner are considering The Plan	Use of our whole range of communication tools		
November 2014 - March 2015	Writing, design and printing of a short 'plain English' summary of the Plan to go to all households	To provide an easily understandable guide for potential voters	Document produced already. Will be beta-tested before distribution		
Spring 2015	Second 'Have your say' campaign	To achieve a high turnout and a high 'yes' vote	Use of our whole range of communication tools		