
TITLE: BURWELL MASTERPLAN: OPTIONS STAGE PUBLIC
CONSULTATION PROPOSALS

Committee: Burwell Masterplan Working Party

Date: 7th December 2011

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[L211]

1.0 ISSUE

- 1.1 To receive proposals for the Burwell Masterplan options stage public consultation.

2.0 RECOMMENDATIONS

Members of the Working Party are requested to:

- a) Approve the consultation approaches being proposed for the public consultation work.
- b) Decide whether the questionnaire should be delivered to every household.
- c) Decide dates for public exhibition.

3.0 BACKGROUND

- 3.1 The Burwell Masterplan Consultation Strategy was adopted at the Working Party meeting held on 28th July 2011. It proposes a number of activities during the two week options stage consultation to run from 16th January – 30th January 2012.

4.0 PROPOSED CONSULTATION ACTIVITY

- 4.1 Community Questionnaire – A community questionnaire, to obtain local peoples views on the proposed options will be produced. The questionnaire will set out the different scenarios for the future development of Burwell and ask people to select their preferred option. The questionnaire will be available on-line via the District Council website, however as the Burwell Bulletin is no longer in circulation alternative door to door delivery methods will need to be sought, should the Working Party want the questionnaire to be delivered to every household.
- 4.2 Options include employing a delivery company (approximate cost £420 plus printing costs) or relying on volunteers. Alternatively, rather than door to door delivery questionnaires could be left in key locations around the village for people to collect, sent to community groups to distribute to their members,

circulated via the Burwell Masterplan database which currently has contact details of just over 200 people and be made available at the 2 day exhibition. Collection of questionnaires will be via collection boxes located around the village as before, subject to agreement of owners of premises.

- 4.3 Burwell Masterplan Options Exhibition – It is proposed that an exhibition of the options be held over 2 days during the consultation period on dates to include a Saturday 9am – 2pm and a weekday late afternoon/evening 3pm – 8pm. The purpose of the exhibition will be to allow local people to view the options proposed and to comment on them.
- 4.4 Unmanned Displays – It is proposed that Officers will again contact a number of local shops and public buildings to ask them to host a display promoting the Masterplan process, the questionnaire and the drop-in event, to increase awareness of the consultation as per the issues stage consultation.
- 4.5 Stakeholder Meetings – Officers met with key stakeholders as part of the issues stage consultation. It is proposed that stakeholders are sent a copy of the options for comments rather than hold a meeting at this stage of the process.
- 4.6 Young People – Consultation with young people in Burwell, working with the County Council Youth Development Co-ordinator, will be conducted.
- 4.7 Focus Groups – The Focus groups held recently have proved very popular and the Working Party view is sought on whether the focus group approach should be repeated at this stage. The aim of a focus group is to explore issues in further depth, and the Working Party will need to consider whether this is still relevant and useful at this options stage of the work.
- 4.8 Press and PR - To publicise and raise awareness of both the questionnaire and the drop-in event to maximise participation, posters will be put up around the village and press releases submitted to the local newspapers.

5.0 FINANCIAL IMPLICATIONS/EQUALITY IMPACT ASSESSMENT

- 5.1 Room hire and printing costs will be met from existing budgets.
- 5.2 An Equality Impact Assessment (INRA) will need to be carried out on the final Burwell Masterplan document.

6.0 APPENDICES

- 6.1 None

Background Documents

Draft Burwell Masterplan
Working Party Meeting
Minutes 28/06/11

Burwell Masterplan
Consultation Strategy

Location

Room FF102,
The Grange,
Ely

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