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**TITLE: BURWELL MASTERPLAN CONSULTATION STRATEGY**

Committee: Burwell Masterplan Working Party

Date: 28<sup>th</sup> July 2011

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[L68]

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1.0 ISSUE

1.1 To consider the public consultation proposals for the development of the Burwell Masterplan.

2.0 RECOMMENDATION(S)

2.1 a) That the Working Party consider the Consultation Strategy proposals, amend as considered necessary, and approve as a guide for the Burwell Masterplan developmental work over the next year.

b) That the Working Party identifies key local stakeholders and consultees to be involved in the plan preparation process.

3.0 BACKGROUND

3.1 East Cambridgeshire District Council is committed to encouraging community involvement and has produced a "Statement of Community Involvement" to enable and encourage this.

3.2 One of the great successes of the Masterplans that have been produced to date has been the level of public involvement. Members of the public have reported that they particularly valued being consulted and involved at each stage of the process of plan development, rather than just being presented with a draft document to comment on at the end. The high level of community engagement throughout the process has resulted in strong support and community ownership of the existing Masterplans

3.3 The attached draft consultation strategy proposes public consultation at each stage of the Masterplan process, using a number of techniques to inform and feedback information and to consult and allow for participation, such as regular articles in the village newspaper, public exhibitions, questionnaires, workshops and open Working Party meetings.

4.0 CONSULTEES AND STAKEHOLDERS

4.1 The District Council has contact details for statutory bodies and those it is required to consult with through the planning process. However the Working

Party, as a result of their local knowledge, may be aware of local contacts such as land owners and key local groups and individuals with whom contact should be made during the Masterplan process. They will also have a better understanding of which communication methods might work best in the Burwell community.

4.2 The Working Party is asked to suggest any specific local contacts and communication methods.

#### 5.0 FINANCIAL IMPLICATIONS/EQUALITY IMPACT ASSESSMENT

5.1 It is anticipated that much of the work will be carried out in-house, utilising the skills and experience officers have gained from producing the previous Masterplans. The cost of consultation and printing 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 Burwell Masterplan Consultation Strategy

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<b><u>Background Documents</u></b>	<b><u>Location</u></b>	<b><u>Contact Officer</u></b>
East Cambridgeshire District Council Statement of Community Involvement, 2006.	Room FF102 The Grange, Ely	Shirley Blake, Principal Sustainable Development Officer (01353) 616385 E-mail: Shirley.blake@eastcambs.gov.uk
Burwell Masterplan Work Programme.		

## APPENDIX 1

### Burwell Masterplan – Draft Consultation Strategy

Item	Detail	Timescale
<b>STAGE 1 – IDENTIFICATION OF ISSUES &amp; OPPORTUNITIES (July 2011 – October 2011)</b>		
	<ul style="list-style-type: none"> <li>Set up and continue to update database of public contact details for use for next phases of Burwell Masterplan consultation</li> <li>Set up and regularly update Burwell Masterplan webpage in ECDC website.</li> </ul>	Ongoing  Ongoing
Working Party Meeting <ul style="list-style-type: none"> <li>Elect Chair &amp; Co-optees</li> <li>Review Terms of Reference</li> <li>Review initial consultation feedback</li> <li>Discussion on Issues</li> <li>Agree Work Programme and consultation strategy</li> <li>Review any sources of potential budget</li> </ul>	<ul style="list-style-type: none"> <li>Open to public - advertise date to local community via Burwell Bulletin and email to Burwell Mailing List</li> <li>Post meeting article in Burwell Bulletin giving update</li> <li>Circulate minutes to Burwell Mailing List</li> </ul>	July 2011
Working Party Meeting <ul style="list-style-type: none"> <li>Receive desk top research results</li> <li>Agree village questionnaire</li> </ul>	<ul style="list-style-type: none"> <li>Open to public - advertise date to local community via Burwell Bulletin and email to Burwell Mailing List</li> <li>Post meeting article in Burwell Bulletin giving update</li> </ul>	W/c 5 <sup>th</sup> September 2011

	<ul style="list-style-type: none"> <li>• Circulate minutes to Burwell Mailing List</li> </ul>	
Issues consultation – What are the issues and opportunities?	<ul style="list-style-type: none"> <li>• Questionnaire – to all households via Burwell Bulletin</li> <li>• Unmanned displays in village shops e.g. Co-op, butchers, school, sports centre, library, other community meeting points</li> <li>• Local champions to distribute/collect questionnaires?</li> </ul>	19 <sup>th</sup> – 30 <sup>th</sup> September 2011
South Neighbourhood Panel Meeting	<ul style="list-style-type: none"> <li>• Attend Panel meeting to give update report</li> </ul>	5 <sup>th</sup> October 2011
Working Party Meeting <ul style="list-style-type: none"> <li>• Report back results of desk top research and issues consultation</li> <li>• Identification of any emerging plan options</li> </ul>	<ul style="list-style-type: none"> <li>• Open to public - advertise date to local community via Burwell Bulletin and email to Burwell Mailing List</li> <li>• Post meeting article in Burwell Bulletin giving update</li> <li>• Circulate minutes to Burwell Mailing List</li> </ul>	W/c 17th October 2011
<b>STAGE 2 OPTIONS DEVELOPMENT (October 2011 – January 2012)</b>		
Options development work-where do we want to be?	<ul style="list-style-type: none"> <li>• Wider Community workshop approx 20 invitees to develop up options</li> </ul>	October 2011
Working Party Meeting <ul style="list-style-type: none"> <li>• To approve options proposals for public consultation</li> </ul>	<ul style="list-style-type: none"> <li>• Open to public - advertise date to local community via Burwell Bulletin and email to Burwell Mailing List</li> <li>• Post meeting article in Burwell Bulletin giving update</li> </ul>	W/c 28 <sup>th</sup> November 2011

	<ul style="list-style-type: none"><li>• Circulate minutes to Burwell Mailing List</li></ul>	
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<p>ECDC Development &amp; Transport Sub Committee</p> <ul style="list-style-type: none"> <li>• Special meeting to approve public consultation material</li> </ul>	<ul style="list-style-type: none"> <li>• Open to public - advertise date to local community via Burwell Bulletin and email to Burwell Mailing List</li> <li>• Post meeting article in Burwell Bulletin giving update</li> <li>• Circulate minutes to Burwell Mailing List</li> </ul>	<p><b>W/c 5<sup>th</sup> December 2011</b>  <b>Special meeting</b>  <b>TBA</b></p>
<p>Options Public Exhibition</p>	<ul style="list-style-type: none"> <li>• 2 day manned exhibition, subject to budget availability for hiring hall, adverts etc.</li> <li>• Questionnaire – all households via Burwell Bulletin</li> </ul>	<p>9<sup>th</sup> –23<sup>rd</sup> January 2012</p>
<p><b>STAGE 3 – PLAN DEVELOPMENT (January 2012 – July 2012)</b></p>		
<p>Working Party Meeting</p> <ul style="list-style-type: none"> <li>• Review results from exhibition</li> <li>• Decide on preferred options</li> </ul>	<ul style="list-style-type: none"> <li>• Open to public - advertise date to local community via Burwell Bulletin and email to Burwell Mailing List</li> <li>• Post meeting article in Burwell Bulletin giving update</li> <li>• Circulate minutes to Burwell Mailing List</li> </ul>	<p>W/c 6<sup>th</sup> February 2012</p>
<p>Working Party Meeting</p> <ul style="list-style-type: none"> <li>• Drafts of plan approved</li> </ul>	<ul style="list-style-type: none"> <li>• Open to public - advertise date to local community via Burwell Bulletin and email to Burwell Mailing List</li> <li>• Post meeting article in Burwell Bulletin giving update</li> <li>• Circulate minutes to</li> </ul>	<p>W/c 19<sup>th</sup> March 2012</p>

	Burwell Mailing List	
<p>Development &amp; Transport Committee Sub Committee</p> <ul style="list-style-type: none"> <li>• Report working party comments verbally</li> <li>• Approves draft plan for consultation</li> </ul>	<ul style="list-style-type: none"> <li>• Open to public - advertise date to local community via Burwell Bulletin and email to Burwell Mailing List</li> <li>• Post meeting article in Burwell Bulletin giving update</li> <li>• Circulate minutes to Burwell Mailing List</li> </ul>	<p><b>W/c 26<sup>th</sup> March 2012</b>  <b>Special meeting</b>  <b>TBA</b></p>
Public Consultation period	<ul style="list-style-type: none"> <li>• Dissemination of information by poster, email etc</li> <li>• 2 public drop in sessions</li> <li>• Questionnaire – all households via Burwell Bulletin</li> </ul>	23 <sup>rd</sup> April 2012 – 1 <sup>st</sup> June 2012
<p>Working Party Meeting</p> <ul style="list-style-type: none"> <li>• Review results of public consultation</li> <li>• Finalise draft plan and recommend to Development &amp; Transport Sub Committee for approval</li> </ul>	<ul style="list-style-type: none"> <li>• Open to public - advertise date to local community via Burwell Bulletin and email to Burwell Mailing List</li> <li>• Post meeting article in Burwell Bulletin giving update</li> <li>• Circulate minutes to Burwell Mailing List</li> </ul>	Mid June 2012
<p>ECDC Development &amp; Transport Sub Committee</p> <ul style="list-style-type: none"> <li>• Review plan and recommend to Strategic Finance and Policy Committee for approval.</li> </ul>	<ul style="list-style-type: none"> <li>• Open to public - advertise date to local community via Burwell Bulletin and email to Burwell Mailing List</li> <li>• Post meeting article in Burwell Bulletin giving update</li> <li>• Circulate minutes to Burwell Mailing List</li> </ul>	<p>Dates not yet set for these meetings</p> <p>Mid July 2012?</p>

<p>Strategic Finance and Policy Committee</p> <ul style="list-style-type: none"> <li>• Approve plan as long term vision and policy for Burwell</li> </ul>	<ul style="list-style-type: none"> <li>• Open to public - advertise date to local community via Burwell Bulletin and email to Burwell Mailing List</li> <li>• Post meeting article in Burwell Bulletin giving update</li> <li>• Circulate minutes to Burwell Mailing List</li> </ul>	<p>Dates not yet set for these meetings End July 2012?</p>
<p>Full Council</p> <ul style="list-style-type: none"> <li>• Adopt plan as long term vision and policy for Burwell</li> </ul>	<ul style="list-style-type: none"> <li>• Open to public - advertise date to local community via Burwell Bulletin and email to Burwell Mailing List</li> <li>• Post meeting article in Burwell Bulletin giving update</li> </ul> <p>Circulate minutes to Burwell Mailing List</p>	<p>Dates not yet set for these meetings August 2012?</p>