



Consultation and Engagement Strategy Report
Mursley Neighbourhood Development Plan

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1. Introduction

The following consultation and engagement strategy, and attached programme, ensures the delivery of a “Consultation Statement” that accords with the definition of such a document as set out in Regulation 15 of the NP Regulations (a Consultation Statement being a statutory part of the package to be submitted for examination), which reads as follows:

15(2) In this regulation “consultation statement” means a document which –

- (a) Contains details of the persons and bodies who were consulted about the proposed neighbourhood development plan;*
- (b) Explains how they were consulted;*
- (c) Summarises the main issues and concerns raised by the persons consulted; and*
- (d) Describes how these issues and concerns have been considered and, where relevant, addressed in the proposed neighbourhood development plan.*

1.1 Background context to plan area and key issues to address

The parish of Mursley lies within the district of Aylesbury Vale in Buckinghamshire with a population of around **610**, and with approximately **255** dwellings spanning **Great Brickhill & Newton Longville** wards, based on recent census data. The designated plan area is **the Parish of Mursley**.

Consultations between AVDC & Mursley took place in February and May 2017. AVDC was contacted ahead of the first public meeting in February 2017 and liaisons has continued thereafter.

Residents and stakeholder were consulted on the potential of neighbourhood planning during meetings in February and May 2017. Designated area detail was submitted to AVDC in June 2017 and proved in the same month.

Consultation with the community over coming months will seek to understand more clearly the issues, concerns and aspirations for local people, both residents and business owners in the parish, in order for clear objectives to be agreed with the community for addressing through the neighbourhood plan. The following consultation strategy will assist the Steering Group in reaching all residents, businesses and community groups in the parish to maximise the opportunity for all who want to engage in the process to become involved in shaping the plan.

Whilst the plan can only address matters relating to future planning and land use, the ‘funnel’ approach adopted towards community consultation should identify a range of other issues faced by those living and running a business in the parish.

The Steering Group currently consists of a combination of Parish Councillors and local residents with a very good understanding of the local area and the issues affecting the parish. However, the Steering Group are aware that drawing together the evidence for the Plan is labour intensive and will actively try to recruit new members during the process. The Group will assess the specific skills within the Group, using a pro-forma, to identify any gaps in skills that would be useful to help progress the plan, and in order to inform specific volunteer requirements. This is in addition to the support with more general 'leg work' required for the plan such as leafleting and manning stands at events. Once volunteer requirements have been assessed by the group, attracting volunteers will form part of the launch events and as part of sharing information about the plan.

Agreement was reached about our Terms of Reference which explain accountability to the Parish Council and the community will be posted onto the neighbourhood plan website to ensure transparency in the process and to provide the community with assurance that the process is being managed effectively. Two representative members of the Parish Council joined the Steering Group to ensure that those relationships and terms were maintained. The Chairman of the NP Steering Group is an active member of the Parish Council.

A Mursley NP website and Twitter page were established and clearly set out how the Steering Group would operate in an open and transparent way. Stakeholders have been encouraged to contribute via a Q&A feature on the website. The website displays all information relating to our journey.

Two consultation workshops in conjunction with People and Places Insight Limited has helped the Steering Group to identify stakeholders to be engaged throughout the process, including those often considered harder to reach or engage in the process, with a view to engaging as widely as possible which should help to deliver a positive outcome at referendum. During the workshops People and Places Insight Limited offered support and advice on a range of consultation techniques outlining the advantages and disadvantages.

This strategy sets out best practice in neighbourhood plan consultation and engagement, alongside statutory requirements, with the detailed design of consultation events to be agreed prior to each event for which support is offered if required. The strategy balances the desire to progress swiftly with robustness, and the group's capacity to undertake all consultation within the projected timeframe for plan completion, and submission to AVDC, currently planned for **November 2019**. This time period should be reviewed regularly and can be shortened, or lengthened, subject to the group's capacity to undertake all the agreed consultations and the technical elements of plan development.

Finally, this strategy should be shared with AVDC and the community at an early stage by making it available to view on the neighbourhood plan website, along with the timeline for consultation right up to referendum.

1.2 Relationship with the Local Planning Authority

The Parish Council is looking to build their relationship with AVDC further through regular discussion and information sharing to ensure that both the Local Plan and the developing neighbourhood plan take full account of each other. It is anticipated that both processes will be mutually supportive, with all evidence gathered through consultation and desk top research feeding into the current development of the Local Plan. This needs to be clarified with AVDC.

The neighbourhood plan is due to run until 2034, bringing it in line with the Local Plan once adopted.

The Steering Group will need to clarify the support that AVDC can lend to consultation with communities, for example, maps, printing, publicity and communications, in addition to the planning authority's statutory duties in supporting development of a neighbourhood plan, i.e.

- ❖ Agreeing and designating the area of the NDP/NDO
- ❖ Agreeing and designating a forum (where relevant)
- ❖ Preparation – Support
- ❖ Submission
- ❖ Examination
- ❖ Referendum

1.3 Consultation Programme

Consultation will start with the community launch of the neighbourhood plan on two separate dates to ensure widespread coverage and the opportunity for residents to attend:

- ❖ Wednesday 14th March 2018, 13.00-17.00 at Mursley Village Hall
- ❖ Saturday 24th March 2018, 15.00-19.00 at Mursley Village Hall

The Launch Events will be followed a by a series of more targeted consultations with sectors of the communities and a comprehensive paper based and online questionnaire which will be available for all Mursley residents and business owners to complete. (To ensure all important data and evidence is gathered effectively the Steering Group have commissioned a detached research company to aid with the construction, data entry, analysis and report writing of the questionnaire)

The principles of the Consultation Programme are that;

- ❖ opportunities to consult on key issues, options and proposals, and to feed into the process of developing the plan, are made available to all who wish to get involved.
- ❖ Engagement and consultation run throughout every stage of the plan process
- ❖ The questionnaire will be designed around a series of objectives which have emerged from the comprehensive community consultations.
- ❖ the final Neighbourhood Plan reflects the views of those living, working and running a business in the parish of Mursley.

As noted in the principles above, engagement and consultation run throughout every stage of the plan process and adopting an agreed consultation strategy and programme should maximise the use of existing capacity within the Steering Group to effectively manage consultation requirements, both statutory and non-statutory, through an agreed approach that evidences how concerns raised through consultation have been addressed. This is particularly important at the plan's pre-submission stage where a 6-week period of consultation must accord with Regulation 14 of the Neighbourhood Planning (General) Regulations 2012 and is essential for a robust Consultation Statement to accompany the final plan to the LPA (Regulation 15). The Steering Group will be responsible for ensuring that the consultation programme is kept under regular review, and for updating the document as required. The programme is not set in stone and is designed to provide a firm foundation upon which to build all stages of consultation.

In conclusion, this document reflects the views and agreement reached by those present at the facilitated workshops and is intended for use by the Steering Group to help move its plan forward. It should be reviewed by the Group and agreed by the parish council, depending on governance arrangements, before being made publicly available.

2. Resources

This strategy identifies the resources and budget required to deliver consultation and engagement activity.

2.1 Human and Project Resources

The Steering Group will need to be clear about the resources available to undertake consultation with the community. The Group will need to consider the following at an early stage in the process as all will impact what can be completed in terms of consultation activity:

- ❖ Budget for external support with consultation
- ❖ Number of people required to support the consultation activities
- ❖ Roles and functions of volunteers
- ❖ Amount of time available from volunteers to support the project

- ❖ Skills and resources to carry out engagement/ consultation/ website and marketing activities/ data analysis?

2.2 Budget

The Steering Group will need to identify its budget for the consultation process. The following should be taken into consideration:

- ❖ Room hire
- ❖ Refreshments
- ❖ Equipment
- ❖ Stationery
- ❖ Printing
- ❖ Advertising
- ❖ Social media design & maintenance
- ❖ Contingency - agreed on 28/2 at 10% of £15k budget. Contingency to be partly used as Marketing budget.

3. Work to be completed prior to launching the neighbourhood plan

The Steering Group identified some tasks to complete before launching their plan with the community in order to place the work required to produce a plan on a sound footing. These tasks include (not exhaustive):

- ❖ Meeting with AVDC, with support from **PC members** to discuss the neighbourhood plan ambitions/ objectives and how these align with the current development of AVDC's Local Plan
- ❖ Booking venues for consultations (as far as is practical given possibility of change of dates).
- ❖ Developing a comprehensive database of all community stakeholders e.g. local interest groups, community groups, businesses, landowners etc. with whom to be consulting, including statutory bodies and utilities (see section 5 below).
- ❖ Requesting an up-to-date Statement of Community Involvement (SCI) from AVDC and an up-to-date list of Statutory Undertaker contacts.
- ❖ Obtaining the current business directory from AVDC if one should exist, and reviewing/ updating the parish council's business directory as required.
- ❖ Reviewing census data to establish demographics and sectors of the community that may be harder to reach.
- ❖ Completing the main elements of website design, uploading all relevant and available key documentation at this stage and establishing website links with other relevant sites e.g. AVDC, Locality's 'My Community Rights' page etc.

- ❖ Completing Terms of Reference endorsed by the Parish Council for publicising on the website.
- ❖ Completing a ‘whose who’ of Steering Group members to publicise on the website, with brief resumes of interest and involvement by each member.
- ❖ Contacting potential volunteers to seek additional skills/ fill skills gaps.
- ❖ Co-opting onto the Steering group representatives from wards currently not represented on the Group
- ❖ Inform the local media of the Launch Event and subsequent community consultations
- ❖ Design of the launch event itself
- ❖ Analysis of Consultation opportunities & strategies

4. Key timescales

Core events to be factored in:

NB. Statutory consultations and time periods are highlighted in yellow

Date	Consultation programme	Number of weeks to plan and prepare for event
Complete	Consultation on designated area: Publicising of Neighbourhood Plan area (see Regulation 5 of the NP Reg.) – submission to LPA followed by 6-week consultation period	6 weeks
14 th March 2018	Launch Event 1	4-6 weeks
24 th March 2018	Launch Event 2	4-6 weeks
	Door Drop "Welcome Packs" to non-attendees at Launches. 4 identified mechanisms to continue to receive feedback from Parishioners.	2 weeks following Launch Events
May & July 2018	Consultation Event : Parish Business Community	8 weeks
May & July 2018	Consultation Event: Parish Elderly Community	8 weeks
May & July 2018	Consultation Event: Village Hall User Groups	8 weeks

May & July 2018	Consultation Event: Church Group	8 weeks
Oct to Nov 2018	Questionnaire design and printing (including uploading to website for on-line completion via e.g. Survey Monkey)	3-4 weeks
December 2018	Distribution, completion and collection of Neighbourhood Plan questionnaires	3 weeks
December & January	Questionnaire feedback data input to on-line survey software e.g. Survey Monkey, (relating to manual surveys), questionnaire analysis (of both on-line and manual responses) and production of report by Steering Group. Includes producing graphics/ visuals to capture results of questionnaire consultation	8 weeks
Feb 2019	Consultation feedback exhibition . Publication of Results via electronic and hard copy versions.	3 weeks
March 2019	Review feedback on options and finalise options for plan Meting to consider context, options for plan and project plan	2 -3 weeks
April to September 2019	Pre- submission Project Action 1.04, 1.05, 1.06 & 1.07 Steering Group monthly reviews and development of plan	24 weeks
October to November 2019	Pre- submission Project Action 1.08 & 1.09 Informal consultations and reviews	4 weeks 1-2 weeks
November to December 2019	Pre- submission Project Action 1.10 to 1.14 Policies map and final document approval	8 weeks
January & February 2020	Reg 14 Consultation Period Project Actions 2.01 to 2.04	8 weeks
March 2020	Submit Plan Conditions statement, final approval, submission to AVDC Project actions 3.01 to 3.05	3-4 weeks

5. Community Stakeholders

The following is an example of potential community consultees highlighted from the facilitated workshops with Steering Group members. AVDC will have a Statement of Community Involvement (SCI) which should provide a current list of community groups with whom to engage (as a minimum). The Group already has a list of community contacts and will compare the list below of potential stakeholders with their own current database of contacts and update as appropriate, including adding e-mail information.

- ❖ Residents (all)
- ❖ Local Planning Authority
- ❖ Parish Council
- ❖ Young people/ youth groups (Kingfishers & Ducklings, Galaxy 7-11)
- ❖ C of E School & Association of Parents (MAP)
- ❖ Village Hall and its User Groups; Pilates, Table Tennis & Bridge Clubs, Yoga, Art Group, Wine Appreciation Society
- ❖ Women's Institute branch
- ❖ OAP groups (Lunch Club, Help the Elderly)
- ❖ Businesses based in the Parish (including Home Workers)
- ❖ Mursley Preservation Society
- ❖ Mursley Village Sports Association, MUFC & MCC
- ❖ Walking Group
- ❖ Mursley Players/ Mursley Singers
- ❖ Land owners
- ❖ Neighbouring parish councils affected by the Plan
- ❖ Statutory bodies/ utilities (Reg 14)
- ❖ St. Mary's Church
- ❖ Local MP (John Bercow)

NB. It is also advisable to consult with relevant statutory bodies from an early stage in the process rather than wait until the need for statutory consultation (Reg 14) prior to submitting the completed plan to the LPA, to avoid any unforeseen hitches that may come to light with proposed options far into the plan making process thus slowing progress.

5.1 Engaging the “harder to reach” communities and groups

Sometimes traditional methods of engagement don't work effectively and some sectors of the community can be harder to engage than others.

Some groups this can apply to (though not restricted to) are older people, children and young people, those who are disabled or incapacitated, those whose first language is not English, those rurally isolated including farmers, commuters and those feeling disenfranchised. The Steering Group recognises the benefits of targeting engagement with particular groups of residents within the parish to try to get them on board with the plan, such as older people, and younger people, and businesses and these targeted consultations will form part of a broader programme of consultation with other sectors of the community following the launch of the plan.

Census data will help the group to identify harder to reach communities where these exist.

To help with engagement, the group will consider the following when planning consultations:

- ❖ Choose accessible venues, with public transport, central, walking distance
- ❖ Consider offering support with transport
- ❖ Don't hold meetings too late (people may not feel safe to be out)
- ❖ Include elements of play for children
- ❖ Consider one to one meetings or small group discussion in more informal settings
- ❖ Producing materials in large font if required, to suit different needs
- ❖ Offer help to fill in surveys
- ❖ Make display materials bright and appealing
- ❖ Consider language barriers and use of community interpreters if required
- ❖ Engage local voluntary groups to help you access those harder to reach (e.g. elderly person homes, housing associations, Rural Housing Provider, age concern, etc)
- ❖ Look at practical considerations – hearing loop, ramp, parking, lighting of venue, toilets accessible for all, is prayer space needed?

5.2 Engaging neighbouring parishes

It is good practice to engage with neighbouring Parish Councils. Where development on the edge of a parish may impact on the neighbouring parish, the neighbourhood plan examiner may decide to widen the referendum net to include those living in the affected parish. The role that neighbourhoods play is also set in the context of the wider hinterland (ref the NPPF), often visited and supported by residents from adjacent parishes, so it is completely acceptable to include the views of others living outside the designated area on the developing plan prior to statutory consultation with the residents of the parish. It is recommended that neighbouring parish councils are invited to the launch event, consultation feedback event and options exhibition. If an event takes place to launch the period of statutory consultation then neighbouring parish councils can be invited to this too.

6. Consultation and information sharing techniques

❖ Open/ Drop in days

Open/ Drop in days, such as those to be designed for the launch of the neighbourhood plan, present an ideal opportunity to discuss the plan, what the plan can achieve/ what the plan cannot achieve, exchange views and ideas, view maps and gain an understanding of the process, the benefits of having a plan and how to get involved in shaping the plan further. The presence of additional technical planning support would be helpful to respond to more complex planning questions.

❖ Use of local newspapers

Keeping the community informed of key consultation events through press releases will be useful and demonstrates that the group is trying to engage through relevant mediums as and when appropriate. The Steering Group will look to issue press releases with respect to the launch of the plan, the options consultation/ exhibition and the launch of the statutory period of pre-submission consultation. It is recommended that a press release is also used to publicise the referendum. Parish based publications such as 'Open Gates' and 'Parish Pump' will be used for press releases and the Group is advised to agree a lead for issuing publicity from within the Group and to liaise with the newspaper.

❖ Local radio/ TV

Providing occasional interviews at key points in the plan's development is a further opportunity to raise awareness of the plan and encourage buy-in from the community. The group will approach 'Mix 96' to publicise consultation events on their behalf which is likely to appeal to the younger generation. There is optimism among the group that the local television news station may provide coverage at key points in the plan's development.

❖ Local publications

Full use should be made of local publications, particularly the parish's quarterly magazine. This is a free magazine which gets delivered to all households in the parish by a team of volunteers. This small parish magazine is considered ideal for this purpose and good links are already established with this magazine. A brief newsletter or progress report in the form of a flyer containing the dates (as and when these are confirmed) of future consultations could also be included with the magazine to act as an aide memoire for residents and businesses. Also the free 'Vale' magazine distributed by AVDC, along with the Aylesbury Town Council magazine, are likely to be useful vehicles for information.

The group will also approach the primary schools to see whether they would be prepared to support information sharing through using existing mechanisms.

Local newsletters managed by any Voluntary and Community Sector organisations supporting residents in the parish should help to reach into the community.

The neighbourhood plan branding and logo should appear on all publications.

❖ **Website (www.npmursley.wordpress.com)**

A dedicated neighbourhood plan website, with a link to the Parish Council website, has been created for publicising information about the plan. This will prove particularly useful at the statutory consultation stage and for sharing a wide range of background information with the community and Statutory Undertakers. The Group will look at other examples of good neighbourhood plan websites, and examples have been given. The website address will be printed onto all publicity, e.g. posters, flyers etc. It is important that the website is regularly refreshed with up to date information. In addition, for the purposes of completing the neighbourhood plan questionnaire later this year, on-line completion will save time and resources, along with encouraging a greater response rate to the questionnaire.

The group has agreed that the site needs to contain as much information as possible in readiness for the launch event, as interest in the plan grows among the community. The presence of a populated website will demonstrate that neighbourhood plan information and key background documents, along with information about pending consultations and feedback from consultations, has been made available to all to view. The website will be needed for statutory consultation purposes (Regulation 14 consultation). The site should have sufficient memory to hold a significant amount of documentation.

The group has set up "Contact Us" feature on the website to capture all questions raised about any aspect of the plan process with associated responses. (This is in addition to all comments, questions and ideas recorded as part of interactive consultation feedback gathered at the launch and other bespoke events).

NB. It is recommended that questions are responded to within a period of two weeks and that response times form part of the Terms of Reference. This will provide additional clarity about the process, increase transparency and help to keep people informed and on board.

❖ **Twitter (social media)**

A Twitter page has been set up to establish our presence as a Steering Group on a current journey. We see the use of Twitter as a means of sharing and updating our journey with a wider NP Community.

❖ **E-mails**

The Steering Group is to develop a comprehensive e-mail database of all community groups and clubs, local interest group, businesses, the local school, statutory undertakers (see section 5 above for examples) and neighbouring parishes. The group may wish to try to engage the support of other local groups and voluntary organisations by seeking permission to “piggy back” others’ e-mail databases for disseminating information on the plan. Developing an interactive page on the website for questions to be raised by the community, where e-mail contact details are required, would also help to build the e-mail database and assist with wider communication.

❖ **Leafleting/ flyers/ posters**

Where helpful, leaflets could be delivered through doors to provide additional information at key points in the plan process. In addition, by agreement, posters can hopefully be placed in the windows of local businesses, public houses, the Community Centre, and residents’ homes, (to name a few examples).

❖ **Notice boards**

There are notice boards in the parish which serve the parish well, and will be very useful over the coming months.

❖ **Making the most of existing planned community events**

Any community events planned for the village are useful opportunities for promoting the work of the Group on the plan and the benefits of having a neighbourhood plan/

❖ **Focus groups**

To reach sectors of the community that may be harder to engage in the process e.g. younger people, older people or to find out more about specific topics, such as business or transport, it will be useful to take the consultation out to the community through focus groups, to find out more about the issues and concerns. Short, bespoke questionnaires tailored to specific groups of people can form part of these sessions to increase feedback. This type of focussed consultation should prove valuable in gaining support for the plan.

❖ **Structured Interviews**

Where it is difficult for particular cohort groups to meet, such as Businesses, face to face or telephone interviews with specific structured questions may be beneficial.

❖ **Consensus building meetings**

Where contentious issues exist, or groups/ individuals or developers may not be behind the plan, meetings to look at the issues and hear everyone's views in order to gain consensus on the way forward would be very useful to head off problems as soon as possible and increase the likelihood of positive referendum result.

❖ **NP questionnaire**

A NP questionnaire circulated to all residents and businesses in the parish will help to build on, and fill in the gaps in, available evidence relating to each topic and start to drill down into options for the plan. This is an excellent means of reaching everyone in the parish and help should be offered by the group (or volunteers) with completing the questionnaire where needed. Support will be given with the development of the questionnaire during the second tranche of work on the plan by People and Places Insight Limited. The support will include working out:

- Dissemination of the Survey- hand delivery and an online version to ensure that in households where more than one person can complete the survey the option is available.
- Collection of the Survey- face to face collection, provision of freepost envelopes and online submission
- Framing of the Survey Questions and Scales
- Analysis
- Executive Summary and Key Findings

7. Consultation Programme

The following consultation programme aims to effectively engage all communities in the parish. The Steering Group is responsible for recording the outputs of the different events within the body of this text (see section 7.1 below) along with feeding these outputs into the next stages of consultation. The consultation programme set out below should continually be reviewed and updated, however section 4 above sets out the key stages of consultation with suggested time frames for planning events.

Principles underlying the consultation and engagement programme:

- ❖ Effective use of resources and targeting consultations in such a way as achieves maximum feedback and involvement from the wider community, including neighbouring parish councils
- ❖ Builds on any consultation that has already taken place.
- ❖ Focuses more specifically on the use of land within the plan area, as opposed to wider community aspirations not addressed through a neighbourhood plan (but captured through the Community Action Plan)
- ❖ Ensures those that might be considered “harder to reach”, or “harder to engage” are a focus of attention in engaging the community in discussion and ascertaining views
- ❖ Maximises the potential for volunteer support
- ❖ Maximises use of existing communication mediums
- ❖ Aligns consultation activities where appropriate to deliver the best outcomes for the plan, avoiding delays to the plan process where timing is an issue

For each activity, a planning tool to help design your consultation event could be completed to determine who is leading the work, key aims and messages, volunteers involved and their responsibilities, materials required, timescales and any associated costs. (See Appendix A)

LAUNCH EVENTS

7.1 Consultation event

7.1.1 Stage of Consultation

Launch of Neighbourhood Plan Consultation

7.1.2 Why do we need to consult?

This is an important event to build awareness of the neighbourhood plan, and understand local views to help shape the objectives of the plan. This event helps to get buy-in to the plan from the community from the start.

The Steering Group is keen that everyone living, working and running a business in the parish is made aware of this event to maximise the numbers attending and the opportunity to consult. The Launch Event will be advertised in flyers distributed to all households in the parish, local publications, social media and the Neighbourhood Plan website. Roadside signage will also advertise the event. E-mails will be sent to all community groups and other stakeholders on the Steering Group’s database. The launch event will encourage discussion and comment on agreed topics that the plan is likely to cover and will provide a good opportunity to attract volunteers to assist with the plan.

7.1.3 Description of the event/ mechanism

A public drop-in session held on the following days:

- ❖ Wednesday 14th March 2018, 13.00-17.00 at Mursley Village Hall
- ❖ Saturday 24th March 2018, 15.00-19.00, Mursley Village Hall

The different locations and timings used for each event will help to encourage attendance from the different communities. All events will be widely publicised throughout the parish.

These launch events will provide the background to the plan and will seek to identify the key issues for the plan to address. Topic sheets will be located around the room upon which to comment, with prompt questions to start people thinking about various issues they might want to see addressed by the plan. Issues will include; Environment; Housing, Conservation, Traffic and Transport, Business and Infrastructure and Connectivity. The event will explain what the plan can and can't achieve and provide some information about key stages of development and the future consultation opportunities. The explanation process will include a presentation, made by a member of the Steering Group, a rolling PowerPoint presentation staffed by a member of the Steering Group and an information sheet to guide all volunteers in a 'uniform approach' when speaking/ fielding questions from members of the public.

An attendance log will be kept at the Launch Events to both understand the level of engagement with the local residents, businesses and stakeholders and to help develop a database for further consultation, engagement and feedback.

7.1.4 Who will be consulted?

Anyone living, working and running a business in the parish. AVDC, Statutory Undertakers, neighbouring parishes, and land owners (see section 5 above) should also be invited.

7.1.5 How will you ensure that everybody's views are considered?

All written comments were gathered via either post-it notes per Theme or by confidential suggestion cards with a box at the foot of the Theme Boards. Comments & preferences will be collated, summarised, reviewed and analysed by the Steering Group to tease out the key issues under each topic heading and to inform wider consultation feedback later on in the process, topic by topic. A summary of all consultation feedback will be posted onto the neighbourhood plan website following the two events. Any specific questions or concerns raised that are logged by the group will be responded to either personally (where this is requested), or via a Q&A page on the neighbourhood plan page of the website (or through an agreed other medium such as the village magazine).

All materials have been made available on the website and our "Welcome Pack" has been converted into a Door Drop booklet to be distributed to the Parish in the week after the Launch Event. This will enable Parishioners to continue to comment for another 4 weeks after the Launch Events.

Parishioners can leave further views and comments in 4 ways:

1. Suggestion box on website
2. Post into letterbox of our Chairman
3. Use of helpline telephone number to leave comments
4. Hand door drop booklet answers to Steering Group in person. These are named on website.

A report, summarising all feedback from all other targeted consultations, including the questionnaire survey results, will be made available on the website further down the line, and shared with the community through the consultation feedback exhibition. The issues and priorities to emerge from consultations will inform the options available to the group to consider when drafting the plan.

7.1.6 What were the outcomes of the event / what did you learn?

See comments pages 27 to 31

7.1.7 How will you use these findings to progress your plan?

See comments pages 27 to 31

7.1.8 In the event that you have disregarded any of your findings, explain why?

We have not disregarded any of our findings, but have delivered on our deadline for consultation to end and as a group agreed that more consultation will not amend or add anything to the current data themes.

7.2 Consultation event

7.2.1 Stage of Consultation?

Neighbourhood Plan Questionnaire (parish wide)

7.2.2 Why do we need to consult?

Once the Steering Group has gathered together the relevant evidence relating to topics covered in their plan through both desk top research and anecdotal feedback from

consultations, a neighbourhood plan questionnaire will enable the group to build on existing information available, fill in any gaps in evidence and start to determine draft options for the plan.

The questionnaire narrows down some of the feedback received thus far to help establish more specific information relating to what people want for the parish and to help generate options. By now, draft objectives have been agreed which form the basis of the questionnaire.

Adopting a questionnaire technique to gather both quantitative and qualitative feedback provides the mechanism to reach into all homes and businesses. Paper based and on-line versions of questionnaires will be produced alongside a systematic collection methodology to illicit high response rates. The need for additional support for data input, analysis and reporting has been considered by the group and will be provided by a detached research organisation. A full report with Executive Summary, Key Finding on every question with graphs/ charts and commentary and a full appendix with all qualitative comments will be produced.

7.2.3 Description of the event / mechanism

Research specialists People and Places Insight Limited will provide support to the group in this area of consultation if required, through a one-day workshop (split over 2 sessions), to help develop questions for the survey. The questionnaire should be relatively short – aiming to contain no more than 35 questions but advice on this will be received during the workshop if support is requested.

7.2.4 Who will be consulted?

Anyone living, working and running a business in the parish will have the opportunity to complete the questionnaire.

It is suggested that three weeks is allowed for questionnaire completion.

The questionnaire will be promoted through a range of mediums as already identified in this report e.g. posters, parish magazine and website. Postcodes should be collected to understand the area of the parish where issues are being raised.

7.2.5 How will you ensure that everybody's views are considered?

All returned/ on-line completed questionnaires will be processed with all views recorded. Once collated, all responses be analysed with a report produced that captures views, both written and through graphics ideally, to make interpretation of questionnaire

results simple to understand “at a glance”. This will prove useful for the Consultation Feedback Exhibition which combines results of all consultations.

7.3 Consultation event 3

7.3.1 Stage of consultation?

Consultation Results (Feedback) Exhibition

7.3.2 Why do we need to consult?

This Consultation Results Exhibition provides the opportunity to give feedback to the community, bringing together the findings from all forms of consultation since the process first started. It is important that the community knows that their views have been listened to, and taken on board in shaping the plan.

The event will serve the following purposes:

- ❖ To demonstrate that the group is listening
- ❖ To inform the wider community of the current stage of plan and next steps
- ❖ To share the finalised vision and plan objectives with the community based on feedback
- ❖ To show the evidence trail between issues and possible options so there are no surprises when it comes to seeing the draft options for the plan
- ❖ To promote the benefits of having a plan for the parish to the wider community
- ❖ To give an early indication of time frame for the pre-submission consultation and referendum – so the community can see that the end is in sight!

7.3.3 Description of the event / mechanism

One well-publicised event. (Village Hall).

This event presents back to the community the summarised feedback through easy to understand graphs and charts, with some limited commentary. The full report of consultation findings should be made available on the neighbourhood plan website, and available in paper copy if requested. A brief summary of the headline findings regarding each topic could be written up into an article for publication through the village magazine. The event would focus on the different topics covered by the plan. The usual communication mediums should be used to increase awareness of, and interest in, the Consultation Feedback Exhibition e.g. use of existing village publications, posters, flyers, e-mails, website.

7.3.4 Who will be consulted?

Anyone living, working or running businesses in the parish. Neighbouring parishes, AVDC, and statutory undertakers should all be invited to this event.

7.3.5 How will you ensure that everybody's views are considered?

The exhibition will be organised and manned by the group who will be responsible for recording comments and observations for feeding into further discussions on draft options to include in the plan. This event however is primarily a feedback event rather than a consultation event at this stage in the process.

7.3.6 What were the outcomes of the event / what did you learn?

We had 30 people attend a presentation and Open forum session on Saturday the 9th February in the Village Hall. This group included 8 of our Steering Group members.

A presentation of 45 minutes with questions from the audience as we went along. This was followed by an open session wherein Parishioners could talk to Mike King from People & Places and also to our Steering Group members on an informal basis.

We captured attendees contact details to subsequently email out a copy of the full 32 report.

A link to the "Documents" section of our website was also published in both the Parish "Open Gates" publication and via the appropriate Facebook & Twitter accounts of the Village organisations.

7.4 Consultation event 4

7.4.1 Stage of consultation?

Consulting on Draft Options for the Plan

7.4.2 Why do we need to consult?

It is important to consult the community on draft options for the plan to avoid 'surprises' when it comes to statutory consultation on the completed draft plan. This will inform the preferred options that will be the subject of statutory Regulation 14 consultation with the community during the next stage of consultation. Consulting on the draft options also keeps the community updated on the process, illustrates how the outcome of all consultation has informed the options and enables further views to be taken into consideration prior to statutory consultation.

7.4.3 Description of the event / mechanism

A public exhibition of draft options could be held in the main Community Centres as before (venues to be confirmed).

This would be publicised through all usual channels of communication previously identified. In addition, details of draft options should be easily accessible via the plan's website with an opportunity to make comments on-line about each proposal, for a minimum of 2 weeks ideally.

7.4.4 How will you ensure that everybody's views are considered?

At the exhibition/ drop in session itself, a short set of questions relating to each option should be available for completion on the day to encourage comments and feedback. In addition, the community should be given the opportunity to comment on line through the website, or to send in written comments to the Steering Group. All written views will be collated and analysed by the group to help finalise draft options. Feedback from the event, and its analysis, should be publicised on the neighbourhood plan website.

7.4.5 What were the outcomes of the event / what did you learn?

Section left deliberately blank to allow NP group completion upon progression of plan

7.4.6 How will you use these findings to progress your plan?

Section left deliberately blank to allow NP group completion upon progression of plan

7.4.7 In the event that you have disregarded any of your findings, explain why?

Section left deliberately blank to allow NP group completion upon progression of plan

7.5 Consultation event 5

7.5.1 Stage of consultation?

Statutory consultation on draft Plan pre-submission to LPA (Reg 14)

7.5.2 Why do we need to consult?

This is a statutory requirement of the consultation process and important for generating support for the final neighbourhood plan. The examiner appointed by AVDC will focus on the approach used by the group to consult on the draft plan and the extent to which changes are made, where required, to reflect representations made, or a clear statement to justify why changes were not made.

7.5.3 Description of the event / mechanism

The final draft plan and all the main associated documentation providing key background evidence to the plan should be posted on the neighbourhood plan website, along with the ability to submit feedback and comments manually and electronically via a Consultation Response Form. The draft plan should also be accessible via AVDC's website.

Consideration should be given to holding an open event, or launch exhibition, to enable anyone to view the draft plan and to provide a further opportunity for concerns or issues, including positive comments on the plan, to be logged through formal process. In addition to the above, copies of the draft plan can be made available for viewing at local venues such as described above and should be made available to view in the reception of AVDC offices. This stage of consultation should be widely publicised, including a press release with consideration given to a radio broadcast.

7.5.4 Who will be consulted?

All residents and community groups, businesses, land owners, neighbouring parish councils, AVDC, and all relevant bodies identified under Regulation 14 of the Neighbourhood Planning Regs (schedule 1, para 1).

7.5.5 How will you ensure that everybody's views are considered?

Maintaining a detailed comments/ feedback record (example provided) which also states how concerns and representations are addressed within the plan, or why disregarded. It is possible that more external professional support will be needed by the Steering Group at this stage of consultation to help design and manage this process.

7.5.6 What were the outcomes of the event / what did you learn?

Section left deliberately blank to allow NP group completion upon progression of plan

7.5.7 How will you use these findings to progress your plan?

Section left deliberately blank to allow NP group completion upon progression of plan

7.5.8 In the event that you have disregarded any of your findings, explain why?

Section left deliberately blank to allow NP group completion upon progression of plan

7.6 Consultation event 6

7.6.1 Stage of consultation?

Referendum

7.6.2 Why do we need to consult?

Succeeding at referendum is necessary if the plan is to be adopted by AVDC.

Responsibility for publicising the referendum lies with AVDC. However it is in the interests of the group to encourage voting on the plan, given the consultation undertaken to increase support for it. The referendum requires a majority of over 50% of those voting for the plan to pass. Communicating with the community at this final stage is important to show the benefits of having a neighbourhood plan for the parish and to explain where and when to vote.

7.6.3 Description of the event / mechanism

Electronic and written communications with residents, statutory undertakers, stakeholders and community representatives, use of the website (including a link to AVDC's website), posters in community buildings, flyers, village publications and local press. It would be helpful to inform the community in advance of the question they will be asked at referendum i.e. "Do you want Aylesbury Vale District Council to use the Neighbourhood Plan for Bierton' to help it decide planning applications in the neighbourhood area?"

7.6.4 Who will be consulted and when?

All on the electoral register of the parish.

7.6.5 How will you ensure that everybody's views are considered?

Through referendum process.

8. REVIEW, EVALUATION AND IMPROVEMENTS

The Steering Group will review this strategy regularly e.g. monthly intervals to ensure that engagement is successful and achieving the aims of this strategy. At these reviews the following questions will be considered:

- ❖ *How many people have we reached?*
- ❖ *Has it been successful as an engagement process?*
- ❖ *How do we know?*

- ❖ *Is there anything more we can go as a group to improve our reach into the community?*
- ❖ *Have we publicised feedback results effectively?*
- ❖ *Have the timings of consultation affected our overall project plan?*
- ❖ *Have our priorities changed as a result of the engagement / consultation process?*
- ❖ *Are we capturing all issues outside the scope of the plan?*

Mursley Neighbourhood Plan

Launch Events & Consultation Activities

Project Topics & Timescales

Project title: **Engagement Strategy Document - updates**

Owner: Alex Gallon

Brief outline: Continuous updating, reviewing and evaluation of all activities contained in the plan. Continuous Information/updates to Steering Group

Target date: on-going until ultimate assessment

Project title: **Launch Events - Marketing**

Owners: Alex Gallon/Les Turton

Brief outline: Production for approval of posters, leaflets, other marketing materials via external consultant and all communication media for Launch Events. Use of consistent images/messages. Completed 10/03/18. Production & delivery 14/03/18.

Target date: Update Steering Group on 28th February

Project title: **Launch Events - Resources & Facilities**

Owners: Kym Bartlett/Marjorie Macdonald

Brief outline: Production for plan for resources for Launch Events following template example page 24 Engagement Strategy document. Liaise with Mike King. Completed 28/2/18

Target date: Update Steering Group on 28th February

Project title: **Consultation Activity - Parish Business Community**

Owners: Barry Agnew/Sean Omahoney

Brief outline: Production of plan including methods for approaches to this hard to reach consultation group

Target date: Update Steering Group on 28th February. Completed to include entry into Mursley Parish Magazine, "Open Gates"

CALL TO ALL HOME WORKERS/BUSINESS'/LAND OWNERS AND FARMERS IN MURSLEY PARISH

MURSLEY PARISH NEIGHBOURHOOD PLAN

You may have heard that Mursley is currently in the early stages of preparing our own Neighbourhood Plan npmursley.wordpress.com

Launch meetings are being held during March, these will be the first opportunities for you to comment on any matters that you believe are important to the future of our community.

All comments made will be taken into account in the preparation of a Neighbourhood Plan Questionnaire, answers to which will establish the views of our community on a wide range of topics and form the basis of the Plan.

The Steering Group need to be sure that all sectors of our community have a chance to properly comment and provide input into this process. We are therefore calling anyone who works from home, has a business operating from an address in the Parish, or who own land or farm in the Parish, to contact us by emailing the address below to register an interest. Just say which of the four categories you fall into.

Try to visit one of the launch events as well, but even if you miss these, we want to consult with you before the Questionnaire is finalised to establish your specific issues/interests, and find ways to accommodate those issues/interests

Please email barry@mursley.info with your details and to register your interest.

Thank you.

Project title: **Consultation Activity - Parish Elderly Community**

Owners: Marjorie Macdonald/ Caroline Stimpson

Brief outline: Production of plan including methods for approaches to this hard to reach consultation group

Target date: Update Steering Group on 28th February. Completed door drop and group visits flyer produced. Special invites and offers of lifts to Launch Events too. Helpline set up on 01296 720045.

MURSLEY NEIGHBOURHOOD PLAN NEEDS YOU

Please join us in **The Village Hall** to find out more about
The Mursley Neighbourhood Plan
and to share your ideas.

You can pop in at any point during the launch days
to discuss either publicly or privately
anything you feel is important in planning for
the future of our Village.

A warm welcome and a cup of tea awaits you.

Wednesday 14TH March - between 3pm and 7pm
OR
Saturday 24th March - between 1pm and 5pm

If you need assistance in getting to an event
please call
01296 720045

Project title: **Data Capture following Launch Events**

Owners: Alan Knowles plus liaison with Mike King on resource.

Brief outline: Production of plan to include process for collection and recording of information.

Target date: Update Steering Group on 28th February. Completed, format prepared for Launch Events.

Project title: **Management/Technical information for Launch Events**

Owners: Simon West/Mick Jones

Brief outline: Production of plan showing data to be available to attendees at Events, including handouts, photos, other plans etc. This also to include best advice on topic areas for Launch Boards. Liaise with Mike King on likely topic areas. Should include capture of key data at signing-in point.

Target date: Update Steering Group on 28th February

Additional items discussed:

1. Budget for NP - owner AG. Target date after discussions with consultants/marketing plan etc. Before 28/2 for approval on 28/2. Approved by PC on the 28/2.
2. Badges for Launch event Volunteers. MM to liaise with AG to be included in "Resources & Facilities" plan - completed
3. Script for Volunteers - AG/LT to produce as part of marketing project - completed
3. White boards & post boxes - KB/MM to produce as part of "Resources & Facilities" plan

Everyone talk to all their fellow Parishioners at every opportunity to "upsell" the need to attend Launch Events and Volunteer!

Activity – Launch Events 1 & 2
<p>Date/Time: Launch Event 1 - Wednesday 14th March 2018 between 3pm & 7pm Launch Event 2 - Saturday 24th March between 1pm & 5pm</p> <p>Venue: Village Hall</p> <p>Lead: Alex Gallon (Event Management), supported by 1 Consultant & Steering Group members</p>
<p>Format (description of the activity)</p> <p>An initial public meeting to launch the neighbourhood plan to highlight the aims of the work and process involved and to start enable the collection of views and opinions on what is important to people locally about the future of the Parish.</p> <p>We will have 9 Information Boards:</p> <p>Welcome, Your Views are vital, Maps of the Parish (2 Boards), Steering Group vision, What is NP, Our proposed themes, Have you say, Can you help and lastly our Timeline.</p> <p>The room will also have 6 Theme Boards, each with a specific theme:</p> <p>Housing & Built environment, Infrastructure & Access, Environment & Countryside, Community Facilities, Local Economy and lastly Others - what have we missed?</p> <p>Each Theme will include prompt questions and encourage people to input their thoughts on post-it notes as well as being able to post "confidential" views in a box at the foot of each Theme. Members of the steering group will be present as well as our retained Consultant, who will be on hand to talk to attendees about the project and attendees will</p>

be encouraged to keep in touch by joining the mailing list. A brief ‘script’ is prepared for all Steering group members to ensure all are responding consistently to questions from the public.

There will be a "rolling" on screen presentation of the website (where all our journey is explained) interspersed with attractive photos of Mursley

The signing in process will capture visitor data and a 12 page "Welcome Pack" is provided with instructions as to how to contribute to the Event and after the Event.

Target Audience

- General public & Mursley Parishioners

Key aims and messages

- Introduction to the NP plan, process and timeline
- Seek views and contributions to Themes and other observations and comments that people wish to identify for us on a range of topics decided by them.
- Recruit volunteers .

Promotional activities/ publicity

- Posters around the Village
- Local "Open Gates" Village Newsletter
- Parish Magazine
- Door-to-door leaflet
- 2 x Giant banners at entrance to Village(N & S)

- Website/social media
- Emails to Village & Club mailing lists
- Specific Posters to hard to reach Groups

Resources Needed and costs

Required:	Estimated (to be Agreed)
Badges	£0
Printing & Ribbons	£60
Post-it notes - coloured per theme	No cost (AG)
Pads of Paper - 1 per Theme Board	No cost (AG)

Pens	No cost (KB)
Venue costs:	£86.00
Powerpoint screen/laptop	No cost (KB/AG)
Theme Boards & Boxes	£175
Information Boards	£50
Roadside Banners	£50
Refreshments	£25.00
TOTAL	£ 446.00
Volunteers:	
Detail who from the Steering Group will be involved and their responsibility	
Name of volunteer attending:	Responsibility:
All Steering Group to attend	AG to manage flow
1 x external Consultants to attend	J D-L to manage Sign-in log and issue Welcome Pack table
	1 to manage each Board to encourage contributions
	Consultant to utilise central area where chairs are to encourage Visitors to chat over refreshments.
Monitoring	
<ul style="list-style-type: none"> • Collate post-it notes / contributions for writing up and feeding into next stage (AK) • Collate contacts / complete register (SW/JD-L) • Note number of delegates attending and their origin (e.g. by collecting postcodes)(SW/JD-L) • Log any questions, and make a note of contact information for those wanting a response (all) 	

Outcomes from the Launch Events:

- 79 attendees
- 312 Response cards & post-it notes
- Continued use of Welcome Pack as questionnaire for other Groups and Users
- Feedback collated into spreadsheet - AK

Additional Consultation activities - Hard to Reach Groups - feedback

1. Elderly

Personal visits to known individuals have been conducted and copies of the our "Welcome Pack" have been distributed. This gave a number of residents in this group the opportunity to attend our Launch Events, visit our website or post copies to our NP address in Mursley.

Additionally, we have been able to attend meetings of the following group where there were opportunities to discuss our progress and how people can contribute their views. Groups were:

- Women's Institute
- Open House Church Groups via Church Wardens (Open House Morning)
- Mursley Bridge club
- Mursley Singers
- Mursley Wine Appreciation Society
- Mursley Pilates Groups x2
- Mursley Preservation Society
- Mursley Historical Society
- The local Post Office in Swanbourne

2. Business & Home workers

There have been structures interviews conducted with a small selection of businesses and home workers. It should be noted that all of the major landowners attended our recent Launch Events. In some case, twice.

Results of these one-to-one interviews have been forwarded to Alan Knowles for inclusion in our spreadsheet of responses.

3. The 3 Schools Headmaster

The Headmaster of the 3 Schools, Mursley, Drayton Parslow & Swanbourns was interviewed on a one-to-one basis.

The notes from this one-to-one interview have been forwarded to Alan Knowles for inclusion in our spreadsheet of responses.

4. Church Group

A Group of 5 Church people from the congregation chosen by the Church Warden to give us the widest possible views was interviewed as a group on the 25th June 2018.

Results of this group meeting have been forwarded to Alan Knowles for inclusion in our spreadsheet of responses.

5. Village Hall User Groups

Awaiting details of circulation.

Update on website movements as at 1st July 2018

During our consultation period, the website continued to gather views directly sent in via the "Leave us a comment" tab. These have also been forwarded to Alan Knowles for inclusion.

The website has seen an enormous increase in traffic since the Launch Events and the further distribution of our Welcome Packs.

Website Pages & Hits	2017/18
Home page / Archives	320
Documents	101
Contact us/Send us a comment	66
Our progress so far	49
What area does the plan cover	39
About	37
How do I get involved?	26
Launch Events	20
What is a Neighbourhood Plan	19
Consultations continue throughout May	13
Open Gates - update June 2018	12
Acting today for a better tomorrow	11

Neighbourhood Plan - Launch Event dates announced	8
NP Meeting to discuss and agree next steps	7
There is still time to give us your views	5
Steering Group - back to work again!	5
Look out for our door drop leaflet	3
Steering Group Workshops - December 2017	2
Contributions top 300 mark!	2
(unknown or deleted)	2
Steering Group meet 18th July	2
Dates for October Steering Group Meetings	1
Steering Group completes Workshop 1	1
Steering Group completes Workshop 2	1
	752

Activity – Exhibition of NP Questionnaire Results
<p>Date/Time: Results Exhibition - Saturday 9th February 2019 between 12 Noon & 2pm</p> <p>Venue: Village Hall</p> <p>Lead: Alex Gallon (Event Management), Mike King (Consultant, People & Places) and 8 Steering Group members</p>
<p>Format (description of the activity)</p> <p>This public meeting was organised so that Parishioners could attend and be presented with the full report of the results of the NP Questionnaire recently sent out to all homes in the Parish.</p> <p>We had 4 Information Boards:</p> <ol style="list-style-type: none"> 1. Welcome 2. Where we have been 3. Where we are 4. Where are we going <p>As well as hearing a presentation of the results, attendees were encouraged to ask questions about the quantitative & qualitative data presented</p> <p>In a post-presentation informal session, attendees were encouraged to ask questions of</p>

Mike King and the Steering Group members who were present.	
Target Audience	
<ul style="list-style-type: none"> Mursley Parishioners 	
Key aims and messages	
<ul style="list-style-type: none"> Introduction to the NP journey - see Information Boards Seek views and contributions and other observations and comments that people wish to identify for us. Recruit volunteers . 	
Promotional activities/ publicity	
<ul style="list-style-type: none"> Posters around the Village Local "Open Gates" Village Newsletter Parish Magazine Door-to-door leaflet 	<ul style="list-style-type: none"> Website/social media Emails to Village & Club mailing lists Specific Posters to hard to reach Groups
Resources Needed and costs	
Required:	Estimated (to be Agreed)
Badges	£0
Printing & Ribbons	£0
Venue costs:	£75.00
Powerpoint screen/laptop	No cost (AG/MK)
Information Boards	£90.00
Refreshments	£25.00
TOTAL	£190.00
Volunteers:	
Detail who from the Steering Group will be involved and their responsibility	
Name of volunteer attending:	Responsibility:
All Steering Group to attend	AG to manage flow

<p>1 x external Consultants to attend</p>	<p>J D-L to manage Sign-in log table</p> <p>Consultant to utilise central area where chairs are to encourage Visitors to chat over refreshments.</p>
<p>Monitoring</p> <ul style="list-style-type: none"> • Note number of delegates attending and their origin (e.g. by collecting email addresses)(SW/JD-L) • Log any questions, and make a note of contact information for those wanting a response (all) • Speak with any attending Developers • Identify who wants copy of full report post session via email 	

Outcomes from the Results Events:

- 30 attendees
- included 1 current Developer
- list of emails captured
- full Report placed under "documents" section of website for all to access





MURSLEY NEIGHBOURHOOD PLAN (MNP)
Regulation 14 Community Consultation
Questions and Comments on the Proposed Final Draft (Q/C'S)

The time Frame of the Mursley Neighbourhood Plan (MNP) 2021 – 2041 will be altered to 2021-2040 in line with Local Council Development Plans.

In July 2021 the pre-submission Draft Neighbourhood Plan was published on the MNP website and hard copies were made available via the Parish Council Clerk. A house to house leaflet drop was completed to notify all Mursley residents of this stage of the MNP and how to access it. Residents and other relevant stakeholders were invited to read it and comment, via the feedback forms, on the proposed nine Policies.

The Steering Group (SG) would like to take this opportunity to thank all those who have engaged with the process over the past four years and those who read the Draft Final Document and responded via email, post, online and via social media during the Regulation 14 Community Consultation process. The Steering Group have responded to each individual who engaged with this recent process and have compiled a summary of the questions and comments (Q/C's) along with replies from the Steering Group and Consultant which can be seen below.

If Buckinghamshire Council approves the Final MNP, they will provide Mursley residents (the electorate) the opportunity to vote in regard to the implementation of the MNP in due course. Mursley residents will be notified about the Referendum in the same way that local elections are notified. We plan to ensure each household has a hard copy of the MNP prior to the final Referendum, the date of which will be provided as soon as it is made available to us.

MUR1 – Mursley Village Boundary

Q/C 1 A comment was made regarding the wording in MUR1 on page 11 of the MNP about the use of the term “rural housing exception sites”.

Reply This is a nationally used and accepted term in Planning.

Q/C 2 It was suggested that any extension of the current Village boundary is undesirable.

Reply Landowners were invited to submit sites for consideration for development. The Strategic Environmental Analysis (SEA) does allow for sites adjoining a current village boundary to be considered for development. Those outside of this category, alongside other considerations, were not permitted to go to the Residents for consultation.

Q/C 3 It was suggested that linear development would be more in keeping with the current village layout and that the proposed plans on the two potential sites allocated are not in this category.

Reply The nature of the areas of land proposed by the site owners and chosen for development by a majority of respondents to the MNP community questionnaire in 2019 did not lend themselves to linear development. For example, should the Cooks Lane site be developed in a linear fashion, this could lead to loss of the proposed community green space and be more intrusive for those properties already on Cooks Lane.

Q/C 4 It was asked why the Village Boundary is only being extended to include the two proposed new Sites.

Reply Our MNP Consultants advised that the Village boundary should only be moved to accommodate any agreed new sites. Any other movement of the boundary might encourage speculative developers to submit other applications.

Q/C 5 It was suggested that the expansion as proposed is contrary to the original Village Design Statement.

Reply The Neighbourhood Plan process has superseded the Design Statement. Wherever possible, the principles in the Design Statement have been included in the MNP.

MUR2 – Housing Site Allocations

Q/C 6 The VALP (Vale of Aylesbury Local Plan) had no requirements for housing development in Mursley other than small scale development to help maintain existing communities.

Reply The VALP has been incorporated into the NPPF (National Planning Policy Framework) by Buckinghamshire Council (BC). Where no provision has been made to increase housing stock the Parish Council will have no control over adoption of policies within the NPPF. The new Buckinghamshire Council will be obliged to prepare and adopt a new statutory strategic policy framework by 2024. See Planning Policy Context, section 3.6 on page 9 of the Draft MNP.

Q/C 7 It was suggested we should have more housing development sites with fewer houses on each.

Reply The process provided for sites to be submitted for assessment. All sites considered to meet the criteria, as stipulated by the National Planning Framework, were presented to Mursley Community for consideration in 2019. The residential development sites in the MNP were those chosen by the residents of Mursley through the consultation process. This process was carried out as guided by the Plan Consultants and The Neighbourhood Planning (General) Regulations 2012. In order to comply with Mursley Community's wishes for affordable housing, both the NPPF and the Plan Consultants advised that small developments of under 10 units do not qualify for affordable housing regulations.

Q/C 8 Unsafe access to and from Cooks Lane has been a cause for concern amongst a number of respondents.

Reply Both the Mursley Parish Council and Buckinghamshire Council are currently in the process of assessing the safety of access at the junction of Cooks Lane and Main Street.

- Q/C 9 Reference has been made in regard to the current use of Cooks Lane as a public exercise walkway for adults and play area for children.
- Reply *Cooks Lane is a public road with two way traffic and parked cars. Under the suggested proposal for development of the Cooks Lane site, provision has been made for a public green space which would be a safer place for children to play. The proposal is a suggestion of how to utilise this space. The planning process, if it were to go ahead, would enable the Mursley Residents and the Mursley Parish Council to suggest ways in which they wish to utilise this space, providing they are within the terms set out in the MNP. The top part of Cooks Lane has a pavement and the lane beyond the existing houses would be unaffected by extra traffic from the proposed new residential development.*
- Q/C 10 Comment has been made that, if the Cooks Lane site is developed, current properties in Cooks Lane will be overlooked by new houses.
- Reply *The example of a proposed plan, as seen in the MNP draft document page 12, preserves hedgerows and trees along the road side of the development. The proposed example housing plan has been designed so as not to directly overlook current properties on Cooks Lane. Also, most of the current properties would look out on the proposed Green Space.*
- Q/C 11 Comment was made that any development will increase light and sound pollution.
- Reply *Inevitably any new residential development will lead to a small increase in light and sound pollution.*
- Q/C 12 Reference was made to the proposed development to the rear of Taylors Corner, specifically the location of the proposed Residential Area and Community Orchard.
- Reply *The draft NP would not allow development of this site before 2030 at the earliest. Whilst we believe it would not be possible to alter the current proposals within the final MNP, as that would be in accordance with what the Mursley Community 'voted' for, there would be provision for the Parish Council (PC) to review the Plan after 5 years and to propose changes at that time if the PC and the community are minded to do so. The Steering Group consider there to be some merit in the amendments you suggest but would advise that, if the current Final Plan were to be passed, between then and the PC's review date, further dialogue could take place with the owner and the community in order to establish if there was general support for your proposed amendments, specifically in relation to the location of the proposed residential area and orchard.*
- Q/C 13 Comment was made in regard to noise disturbance during potential construction development in Cooks Lane.
- Reply *It is acknowledged that any development will cause some level of disturbance to residents both near and far and that this would be a temporary situation. The site referred to is owned by Buckinghamshire Council. Under proposed suggestions in the*

draft Neighbourhood Plan, the site incorporates a residential scheme comprising approximately 20 homes along with a public open space with areas of wildflower and fruit tree planting, a woodland play area and tree planting around the periphery. Without a Mursley Neighbourhood Plan, which specifies residents wishes, there is a potential that even more housing could be built on this site with no requirement for any green spaces, which would cause even more disruption.

Q/C 14
Reply

Cooks Lane has been referred to as a single track lane.
The Lane only becomes single track once it leaves the built-up area.

Q/C 15
Reply

A comment suggested that if the Cooks Lane site were developed, it would open up potential for further development down the Lane.
The purpose of a neighbourhood plan is to reduce the risk of uncontrolled development within a specified area. This has proved to be the case in our neighbouring village of Great Horwood where a timely plan has reduced uncontrolled development. In Stewkley, their neighbourhood plan was not confirmed until after increased, unwanted development.

Q/C 16
Reply

It was suggested that The Mursley Community were not consulted on the site allocation.
In June 2019 thirteen sites for possible residential development were put forward by landowners after an invitation to submit sites, a standard stage in the NP process. Through an initial assessment process three sites were deemed not to qualify within the criteria laid down by the National Planning Policy Framework (NPPF) and/or the Vale of Aylesbury Local Plan (VALP) leaving 10 sites to be considered. Stage 3 of the process involved two further assessments: a technical Strategic Environmental Assessment (SEA) by an independent organisation and a Community Survey. To inform both exercises the owners/agents were invited to provide additional information about the type of developments they were proposing. This information was made available at a series of Exhibition and Consultation events during November and early December 2019 which were advertised by hand delivered flyers to every home, online and in local publications. A Public Exhibition of draft NP options, including the possible development sites, was held in the Village Hall on 23 November 2019, followed by 3 Drop-in "Surgeries" in the two weeks following the Public Exhibition. All materials used at the exhibition were made available on the MNP website, including a Workbook, which was also available in hard copy. This enabled residents to comment on all the proposed MNP policies including an opportunity to rate the 10 proposed development sites according to preference. The results of this consultation placed the Cooks Lane site ahead of all the others by a very large margin. The neighbourhood plan process will only progress if the Local Planning Authority (in this case Buckinghamshire Council) and an independent examiner are satisfied with the validity of the Community Consultation.

- Q/C 17 It was suggested that the questions were “skewed” in the original questionnaire in consultation with The Village regarding the MNP.
 Reply *The process for consultation was chosen in accordance with guidance from the Plan Consultants and as stated in the 2012 Regulations as referred to above.*
- Q/C 18 It was suggested that rather than develop on the edge of the Village, remaining infill sites within the current boundary should be used first.
 Reply *The goal has been to ensure that the Plan would defend against future speculative housing proposals by allocating its own. This has required the plan to make at least one site allocation so that Buckinghamshire Council can give the Plan extra protection if its’ own housing policies become out of date. This has been a constant risk in the old AVDC area. Relying on infill opportunities – and knowing that in practice these would be few and far between in a small, tightly packed village like Mursley – would not have provided this extra protection. But the Plan does encourage infill anyway, provided it meets the design standards set out in its policies.*
- Q/C 19 It was suggested that Site 3b could be moved opposite the playing field to continue the linear style of development.
 Reply *This is where the allotments are currently situated and we have only been able to work with the sites offered by landowners for development.*
- Q/C 20 It was suggested that Site 2 would be more in keeping with the current village layout and that any further findings in relation to potential flooding of that area may change its suitability for development.
 Reply *This was not how the respondents to the MNP questionnaire voted.*
- Q/C 21 A comment was made that in 2017 the Mursley Parish Council stated that there would be no further development where Site 3b is now proposed.
 Reply *The site was selected equally in this process as part of the community engagement as it is adjacent to the existing Village boundary.*

MUR3 – Housing Mix

- Q/C 22 It was noted that the wording of paragraph 5.12 includes a statement that the infill sites that have gone ahead were for 4/5 bed houses and that Manor Close, Maids Close and Taylors Corner include 2/3 bed properties.
 Reply *It is agreed that the wording in section 5.12 will be reviewed accordingly.*
- Q/C 23 A comment was made that in the proposed MNP, the percentage ratio for affordable homes is too small.
 Reply *If the MNP is agreed, there will be further opportunities to meet with developers to further discuss residents’ requirements for each Site.*

MUR4 – Design Strategy

- Q/C 24 Comment was made that there would be no obligation on developers to build to the Benchmark Standard or to restrict the number of units to those approved in the MNP.
- Reply *One of the purposes of a neighbourhood plan is to set out restrictions and considerations for future development of the area/village to safeguard against inferior development.*
- Q/C 25 On the Green Infrastructure Plan on page 18 (82JO8) there is an orange area outlined by Phigi's farmhouse. The Steering Group were asked to clarify what that is and what it means?
- Reply *This orange colour is used by Buckinghamshire Council to identify an area of land they believe to be worthy of further surveying. Further enquiry on this should be directed to Buckinghamshire Council.*
- Q/C 26 It was asked if Site 12, as currently proposed, is a “pattern book layout”.
- Reply *The plan shown as a potential design for development at Site 12 is only a proposal so it is not a fixed design.*

MUR5 – Local Heritage Assets

- Q/C 27 It was suggested that the Churchyard and Burial Ground in Main Street be included in the description of the Church as a Listed Building on page 15 of the Heritage and Design section of the Draft MNP.
- Reply *As Listings refer to buildings only, this would not be appropriate. The Parish Council recognises its fall-back responsibility for the burial grounds which will remain, regardless of any listing and, as such, does not warrant separate mention.*
- Q/C 28 It has been noted that there would be a loss of ridge and furrow (R&F) land on the potential Cooks Lane site as per the proposed plan.
- Reply *Under MUR5 of the MNP on page 18, Map C demonstrates what would remain of the ridge and furrow fields following a proposed potential development on the sites discussed in the MNP. This is only a proposal and not a submitted plan. There would be a loss of a small area of ridge and furrow farmland, should the site at Cooks Lane be developed as suggested, but this is to secure the substantial environmental benefits of a new publicly accessible green space with the potential for an increase in biodiversity habitat and public enjoyment. R&F fields in themselves have limited heritage value and very little value for biodiversity if they have been farmed intensively since the time when the R&F landforms were created by old ploughing methods. The field at Cooks Lane has been intensively grazed and fertilized to the point where hardly any native flora survives. It cannot be described as “pristine” (i.e. in its’ original condition).*
- Q/C 29 It was noted that the Listed Buildings in Mursley are not mentioned in the MUR5 Local Heritage Assets Policy on pages 18/19 of the Draft MNP.

Reply Listed Buildings are noted in the Heritage and Design Document on pages 14/15 and, as such, already have Listed Building protection in regard to their development. The buildings listed in MUR5 on pages 18/19 of the Draft MNP are those of interest to the community which may need protection from future development as supported in the Neighbourhood Plan.

We will add the following to the MNP document under 5.17 in the Plan:

The Listed Buildings in Mursley are documented on pages 14 and 15 of the Heritage and Design Document. A Listed Building is one considered to be of architectural, historic or national importance and, as such, is placed on one of four statutory lists maintained by Historic England. A Local Heritage Asset can be a building, monument site or area which plays an essential role in building and reinforcing a sense of local character and distinctiveness in the historic environment.

Q/C 30 A request was made to alter the Draft NP to include “7 Swanbourne Road” as the address for Windmill PH in Appendix A – Buildings of Local Interest on page 19. In the document page 19, Windmill Cottages and 2 Swanbourne Road are referenced.

*Reply This request was approved and the Draft MNP will be amended as follows:
Windmill cottages, no. 7 (formerly PH) and no. 2 Swanbourne Road.*

Q/C 31 It has been noted that the ridge and furrow areas noted on page 18 above MUR5 and page 16 in the Heritage and Design section are not consistent.

Reply They are not consistent because the Lidar Map on page 16 is an earlier picture of the area.

Q/C 32 It has been stated that buildings of local interest, as shown in MUR5, have been altered and increased in size in the last 50 years.

Reply The purpose of the MNP is to address these types of issues to resist such changes.

MUR6 – Local Green Spaces

Q/C 33 A comment was made that the green areas around Mursley are a Community Facility and, as there are plenty of green spaces around the village, why would the village need any further internal green space?

Reply The public footpaths around Mursley Village are an asset to both those living in the Village and to the general public, but the land is privately owned and cannot, therefore, be considered a Community Facility. The green lanes, footpaths, bridleways and cycle ways are referenced in MUR7 on page 21 of the Draft MNP as part of the Green Infrastructure Network.

We currently have no designated green spaces within Mursley Parish. The proposed MNP designates two areas currently available which are listed under MUR6 page 20 as the Village Green and The Hangings in order to protect them from future development. Accessibility to both of these areas is limited so any additional accessible green space

would be an asset to the Community. It may be possible to put pathways in a proposed new green space to allow for disabled and pushchair access.

- Q/C 34 It was asked if the Village Green, as listed on page 20 under MUR6, is used as a social space and does its listing compromise potential development of Site 2?
Reply *No, it is not considered to be a social space but is being designated as a green space to preserve that prominent aspect of the village from future development, specifically as there is currently no designated green space in Mursley. If the MNP is passed at the Referendum, site 2 would not be considered for development within the Neighborhood Plan.*

MUR7 – Green Infrastructure Network

- Q/C 35 Is was asked if Sites 3b and 12 had been selected because they offer support to the Green Infrastructure Network?
Reply *These sites were initially put forward by the SEA process and then selected by residents of Mursley via the Community Consultation questionnaire. The green infrastructure proposals were offered by the respective landowners.*

MUR8 – Community Facilities

- Q/C 36 A request was made to add the Rectory Rooms to the list of Community Facilities.
Reply *This proposal has been agreed and will be added to the MNP.*
- Q/C 37 It was noted that this policy states that the three schools are run under one head teacher but there are currently two joint head teachers.
Reply *When the MNP was first drafted, this statement was correct. It has been agreed that the update will be added to the MNP.*
- Q/C 38 It was suggested that information regarding the sports activities being held at the playing field be included.
Reply *The wording in the Draft MNP for both the Village Hall and the Sports Association were provided by the organisations that manage them.*
- Q/C 39 It was suggested that the title in section 5.25, MUR8, be amended to “Mursley Playing Field (Administered by Mursley Sports Association)”.
Reply *This will be amended in the Final MNP.*
- Q/C 40 It was suggested that a note should be added to 6.5 regarding the PC’s support for community buildings
Reply *The Plan already acknowledges the PC’s obligations to Community Buildings under MUR8, page 23.*
- Q/C 41 It was suggested that the Green Man PH be listed as a Registered Community Asset.

Reply It is agreed that Paragraph 5.23, page 24 MUR8 should include the fact that the Green Man PH has been Registered as an Asset of Community Value.

MUR9 – Climate Change Mitigation – New Buildings

Q/C 42 It was requested that additional reference could be made to the RIBA (Royal Institute of British Architects).

Reply This is not considered necessary as any future development will be required to conform with the highest standards anyway.

Mursley Environmental Green Infrastructure

Q/C 43 It has been noted that on page 2 of this section, the Whaddon Chase map and key references are illegible.

Reply This has been noted and the Steering Group will aim to correct this.

Mursley Environment: Heritage and Design

Q/C 44 The question was raised about identifying the listed building in front of Maids Close on page 13, point 8 of the Heritage and Design section.

Reply The Steering Group do not see that this is necessary.

Q/C 45 A question was raised about clarifying the use of the term “modern” on page 14, point 9, of this section.

Reply The Steering Group do not see a need to change this description as the housing styles and ages in Church Lane are mixed and the two older houses in the Lane are listed as “buildings of local interest” on page 28 of the Draft MNP.

Q/C 46 A question was raised about development on the site south of the Water Tower which was originally ridge and furrow land.

Reply This development complied with ADVC requirements.

Q/C 47 It was asked if “residents have a right to a view?” in regard to the proposed Cooks Lane site.

Reply It is our understanding that there is no right to a view within planning laws.

Q/C 48 It was suggested that an additional provision be made on page 22, in the Inclusivity Design Features section, to allow for staircase widths to enable installation of stair lifts.

Reply The inclusivity design features section broadly covers disability access and design.

Draft Site Assessment Report

Q/C 49 It was asked if it was correct to state on page 7, point 4.3 that site 6 can only be accessed via site 8?

- Reply* *Yes, this is correct as no access was offered directly from the road to site 6.*
- Q/C 50 A question was raised on page 7, point 4.5, is it valid to not take into account mitigation measures?
- Reply* *We are led by the independent assessors AECOM.*
- Q/C 51 It was asked if points 4.5 on page 7 and 4.7 on page 8 are compatible?
- Reply* *Once again, we are led by the independent assessors AECOM.*
- Q/C 52 It was suggested that in relation to point 4.8 page 8, that Site 2 is also close to a Public Right of Way.
- Reply* *There is no Public Right of Way by Site 2.*
- Q/C 53 A point was raised about the limited access to Site 4 not being shown as an adverse effect, as noted in point 4.9 on page 8.
- Reply* *This is agreed by the SG, this would have made the site even more unsuitable but we are led by the independent assessors AECOM.*
- Q/C 54 A point was raised that the map on page 21 is misleading as it does not detail all of the adjacent properties or their access.
- Reply* *The SG agree with this point but note that it does not have an effect on the outcome of the choice of sites made by Mursley Residents.*
- Q/C 55 A point was raised that the suggestion of provision of a care home and assisted living properties as in the Site 4 proposals was commendable and it was asked if another site may be suggested for this purpose.
- Reply* *The MNP can only work with the sites as proposed in the process. In the community engagement questionnaire supplied during the MNP process, residents of Mursley did not see sheltered housing as a high priority against other homes.*
- Q/C 56 In the SEA for the MNP under AECOM 1, it mentions the high surface water flood risk across Site 2. A question was raised on whether there was evidence to support this comment.
- Reply* *There is photographic evidence of flooding in this area.*
- Q/C 57 It was asked if the format of the questions in the Community Engagement Process in regard to Mursley Residents preference for Site allocation could have distorted the results.
- Reply* *The format of the questionnaire and the interpretation of the results were all as directed by our Professional Consultant.*
- Q/C 58 A point was raised in regard to publishing names and addresses of any people who have engaged with the Community Engagement Questionnaire.

Reply Our Professional Consultant advised us that all responses should be anonymous in accordance with GDPR regulations and, as such, are not even accessible to the Steering Group or the Parish Council Members.

Q/C 59 The question was raised in regard to the confidence of the Steering Group and the Parish Council on the validity of the Neighbourhood Planning process so far.

Reply In 2018 Mursley Parish Council invited all Mursley residents to a meeting in the village hall to ascertain residents' interest in developing a Neighbourhood Plan. In November 2018 a Steering Group of 11 volunteer residents was set up. Two Professional Consultants were employed by Mursley Parish Council to lead and guide this Neighbourhood Plan process and to continually ensure its validity and adherence with the legal requirements.