



Exmouth Neighbourhood Plan

Consultation Statement

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Together)

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Introduction

Consultation Statement Purpose

- 1.1 This Consultation Statement has been prepared to fulfil the legal obligations of the Neighbourhood Planning Regulations 2012. Section 15(2) of Part 5 of the Regulations sets out what a Consultation Statement should contain:
- (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;
 - (d) describes how these issues and concerns have been considered and, where relevant, addressed in the proposed neighbourhood development plan.
- 1.2 A greater level of consultation has been undertaken than the legislation requires, and this is set out in detail here and within the reports that are submitted in support of this Consultation Statement as appendices. It is not the intention of this Consultation Statement to replicate what is in these detailed reports but to summarise the content and show how this consultation has influenced the formation of Exmouth's Neighbourhood Plan.

Steering Group

- 1.3 The Steering Group for the Plan was formed in October 2015 comprising:
- Representatives from Exmouth Community Association, Exmouth Civic Society, Transition Exmouth, Exmouth Churches Together and Exmouth Chamber of Commerce
 - One Councillor from each of Exmouth's five Wards
 - A retired planner, the Town Clerk, the Project Administrator and EDDC's Champion for Neighbourhood Planning.
- 1.4 This steering group has led the Neighbourhood Plan process on behalf of Exmouth Town Council.

Consultation Aims

- 1.5 The value of strong community engagement was recognised at an initial steering group meeting as an essential component to ensure meaningful consultation and generate a well-supported Neighbourhood Plan document.¹ At the December 2015 Neighbourhood Plan Steering Group meeting a Consultation and Engagement Strategy was discussed and agreed.² This strategy obviously needed to evolve and adapt as the Neighbourhood Plan developed and the strategy was updated to reflect this through the process. However, the initial strategy is included as Appendix 1.

¹ Neighbourhood Plan Steering Group Notes, 7 October 2015

² Neighbourhood Plan Steering Group Notes, 21 December 2015

Community and Stakeholder Engagement

- 2.1 A Neighbourhood Plan has a broad range of stakeholders. From the outset the Exmouth Neighbourhood Plan emphasised the importance of local residents and community organisations contributing to the Plan's development. This emphasis on the Neighbourhood Plan being community led has been reflected throughout the process.
- 2.2 This section outlines the key engagement activities that took place to confirm the appropriateness of a Neighbourhood Plan for Exmouth, identifying the vision and objectives of the plan. As the policies that would deliver the identified objectives of the plan were developed, additional opportunities for engagement took place.
- 2.3 For a large community such as Exmouth there is a large number and broad range of stakeholders that need to be engaged in the Neighbourhood Planning process. To ensure broad geographic representation within the steering group and throughout the process, a councillor from each of Exmouth's wards was appointed by Exmouth Town Council to the steering group.
- 2.4 Throughout the process of developing the Neighbourhood Plan opportunities for raising the profile of the Neighbourhood Plan were taken through traditional media outlets as well as innovative use of social media and video.³ A regular newsletter was produced.
- 2.5 Key community stakeholders that would need to be consulted was collated early on and initially included: Devon Cliffs, Clinton Devon Estates, Jurassic Coast, National Trust, Coastal Communities Forum, and the Exe Estuary Management. This list was maintained and updated throughout the process, eventually containing 34 organisation who were invited to a stakeholder engagement event, see below. In addition, the identified community stakeholders were updated with newsletters and key documents.
- 2.6 This document breaks down the engagement in to two broad areas. Firstly, there are the 'ongoing' elements of producing the Neighbourhood Plan in as transparent and inclusive manner as possible, ensuring the community and all stakeholders could at any time access information about the Neighbourhood Plan and its latest status Secondly, there were specific opportunities coordinated by the Steering Group for engagement with the community and stakeholders about the Neighbourhood Plan.

³ Neighbourhood Plan Steering Group Notes, 25 January 2016

Ongoing Engagement

2.7 Throughout the creation of a Neighbourhood Plan for Exmouth the Steering Group has been keen to ensure that the community and other stakeholders could understand the Neighbourhood Plan process, where the production of the plan had got to and how they could provide feedback and information pertinent to the process. The following methods provided opportunities for the steering group to publish information and updates, together with communication channels for stakeholders to respond.

Exmouth Neighbourhood Plan Online

2.8 The Neighbourhood Plan had an online presence throughout its production. Initially this was through the Town Council website, <http://www.exmouth.gov.uk> and later through a bespoke website for the Neighbourhood Plan, <http://www.exmouthneighbourhoodplan.uk/>. In addition, social media accounts were created for the Neighbourhood Plan on Facebook <https://www.facebook.com/exmouthneighbourhoodplan/> and Twitter <https://twitter.com/ExmouthNplan>. The social media accounts were strategically used for a specific campaign to engage younger residents; see Social Media Campaign within the Strategic Consultation section for more details about this.

2.9 The Town Council hosted a specific webpage⁴ for the Neighbourhood Plan, which published the newsletters produced for the Plan, promoted Strategic Consultation opportunities and publishing the notes of the Neighbourhood Plan Steering Group meetings. It also signposted enquirers to the specific Neighbourhood Plan website.

2.10 The specific Neighbourhood Plan website published the latest information for the community and stakeholders about the Exmouth Neighbourhood Plan at regular intervals, hosted the supporting evidence as it was produced from Strategic Consultation events or researched from other sources, maps and other background data as well as opportunities for stakeholders to provide feedback and subscribe to the Neighbourhood Plan mailing list. This website acted as a portal for the Neighbourhood Plan and much of the evidence highlighted through this Consultation Statement is available there.

Exmouth Community Organisation Meetings

2.11 In a town the size of Exmouth there are a broad range of community organisations interested in the town's future development. To ensure clear communication with these groups within the town the Steering Group identified a number of strategic partners whom the steering group would provide direct feedback to through attending meetings and provide direct opportunity for those groups to provide feedback to the steering group. The groups that were engaged in this manner were:

- Christians Together in Exmouth
- Community Organisations Liaison Panel
- Exmouth Chamber of Commerce
- Exmouth Civic Society
- Exmouth Community Association
- Transition Exmouth

⁴ <http://www.exmouth.gov.uk/exmouth-neighbourhood-plan/>

- 2.12 Feedback from these community organisations fed back in to the Neighbourhood Plan's development process at the next Steering Group meeting.

Pattern of Consultation

- 2.13 Throughout the Exmouth Neighbourhood Plan's creation, strategic opportunities were taken to engage the community and a range of stakeholders in the process. These are reported in chronological order, providing detail of the key messages that emerged and how these influenced the final document. For ease of reading, these are presented as a table. The table has been colour coded to highlight promotional activity and strategic consultation activity.

Date	Type	Description	Key Messages from Engagement	Impact on the Neighbourhood Plan
2016-04 & 05	Newsletter 1, (including initial survey); Appendices 1 A and B	<p>Introduction to Exmouth Neighbourhood Plan; including the first community survey. Delivered to all households and businesses, totalling 15,373 and available online for completion.</p> <p>2126 surveys completed and independently analysed.</p>	<ol style="list-style-type: none"> 1. Residents consider Exmouth to be a friendly, safe place to live and wish that to continue in to the future; 2. The natural environment is also highly valued by residents; 3. There is a balance to be struck from preserving Exmouth's history and heritage as a seaside town and for the town to become more forward thinking; 4. Residents undertake a significant amount of their shopping within the town, but also believe the experience could be improved by smartening shopping areas and encouraging a greater diversity of shops; 5. Exeter is the shopping destination most commonly visited outside of Exmouth; 6. Social services, public toilets, waste collection and employment opportunities could all be improved within the town; 7. Exmouth seafront is considered a huge asset by residents and careful consideration to its future is required. <p>Full report Shape the Future Survey Appendix C</p>	<p>Gave clear indicators for the Neighbourhood Plan's focus and led to the creation of the Neighbourhood Plan's vision statement:</p> <p><i>Exmouth aims to be a friendly, welcoming, safe, clean and vibrant town, building on our traditional seaside heritage balanced with an aspiration to be forward thinking. We will enable all, young and old, to have a great place to live, work and visit.</i></p>

Date	Type	Description	Key Messages from Engagement	Impact on the Neighbourhood Plan
2016-04-14	Newspaper Advert, Exmouth Journal; Appendix D	Promotion of 28 April, 2016 community consultation event	Engaging the community who use this medium for information.	Increase awareness of Neighbourhood Plan(NP) and attending NP events.
2016-04-20 & 27	Radio Exe and Bay FM interviews	Chairman interviewed to explain nature and purpose of NP and invitation to the public meeting later in April.	To engage audio learners into following and being part of the Neighbourhood Plan.	Increased awareness of Neighbourhood Plan and interest in attending NP Events
2016-04-21 & 28	Newspaper article, advert and letter; Appendix E	Promotion of first community survey; Promotion of 28 April 2016 community consultation event.	Importance of issuing open invitation to events.	Increased awareness of Neighbourhood Plan and interest in attending NP Events.
2016-04-28	Neighbourhood Plan consultation event; Exmouth Town Hall	Public NP launch event with exhibition, video and explanation then discussion on NP with opportunities for one-to-one conversations with members of NPSG and to leave post-it statements of views. Attended by 130 people, with 231 post-it notes statements collected.	Attendees welcomed the community-led approach adopted by the NPSG. Key themes emerged around: <ul style="list-style-type: none"> Protecting the character of Exmouth; Focus on the natural environment and sea front; Housing and employment. 	Ensure these key themes are reflected within the final Neighbourhood Plan, although significant further consultation and evidence required to inform in what manner these themes should be addressed required at this point.
2016-05-20 & 2016-06-09	Exmouth Ward Outreach Events	Ward Councillor drop in events, 10 across Exmouth, 2 in each Ward.		Sharper focus on specific issues included in draft NP.
2016-09	Newsletter 2; Appendix F	Brief explanation about what a Neighbourhood Plan is; Explanation of who are members of the steering group; Key themes from initial survey feedback.	Welcome to open approach and support for themes.	Confirmation that NPSG approach is appropriate.

Date	Type	Description	Key Messages from Engagement	Impact on the Neighbourhood Plan
2016-09-15	Newspaper article, Exmouth Journal Appendix G	Summary of key messages from April's community survey; Outline next steps of the plan.	Approach to key themes supported but emphasis needs amending.	Valuable input from public and amendments made.
2016-09-15	Stakeholders Meeting	34 stakeholders invited of which 8 attended. Introduced the Neighbourhood Development plan to key stakeholders and follow up meetings to understand stakeholders' priorities and concerns.		Substantive content from the following groups: CDE National Trust LED Littleham Residents Association Rotary Fairtrade Group Save Exmouth Seafront Friends of Exmouth Library
2016-09-16 – 30	Information stand at Exmouth Library	Posters explaining progress in NP development with Newsletter 2. Promotion of need for interest and support from the community.	Support for the approach and welcome to continuing information being made available.	Recognition of the need to continue and extend process of consultation.
2016-09-24	Information Stand at Spirit of Exe and Mussel Festival	Event on sea front used as opportunity to promote wider understanding and interest through leaflets and discussions with NPSG members. 80 copies of Newsletter 2 and 'bubbles' leaflet taken and 33 mini-surveys completed		The mini-surveys confirmed the themes and findings from the community questionnaire.
2016-09-27	Information stand; Business Fair; Exmouth Community College	Stand at all day event. Opportunity for engagement with local businesses	Emphasised the importance of the local Economy and Employment within Exmouth (not just a commuter town to Exeter) and challenges facing local businesses.	Chamber of Commerce significant involvement with the Economy and Employment chapter of the Neighbourhood Plan moving forward.

Date	Type	Description	Key Messages from Engagement	Impact on the Neighbourhood Plan
2016-09 & 10	Ward Outreach Events	Further round of local Ward level engagement events, one in each Ward.	Emerging Issues for the Neighbourhood Plan to address under the following headings were confirmed: The Built Environment The Natural Environment Economy and Employment Housing Getting About Community Facilities	Key themes confirmed and became the chapter headings for the Neighbourhood Plan
2016-10	Newsletter 3; Appendix H	Communicated an update about the status of the Neighbourhood Plan and the confirmed six chapter themes and objectives as well as the vision statement.	Endorsement of approach and themes	Confidence to continue with the approach in regular consultation with the community.
2016-12-03	Stall at 'Christmas Cracker' on Rolle Street, main shopping area		Enthusiasm for emerging themes and aims for the Neighbourhood Plan; Ensure that the Neighbourhood Plan remains being community led.	Endorsement of approach to consultations.
2017-08-01 - 2017-09-19	Social Media Campaign	In response to the lower number of young people and local businesses engaging with the Neighbourhood Plan, a targeted social media campaign was coordinated. Focus of the campaign was a five-minute video presentation of the Neighbourhood Plan.	Natural environment – seafront, especially keeping developments authentic and play areas for children, plus improving the Orcombe Point end; Built environment – improving Magnolia Centre and train station, pedestrianisation; Employment and economy – surprisingly there was very little Facebook engagement on this topic,	Information provided was used to produce the Ocean Event Consultation Document on the following theme areas: Natural environment – seafront, especially keeping developments authentic and play areas for children, plus improving the Orcombe Point end;

Date	Type	Description	Key Messages from Engagement	Impact on the Neighbourhood Plan
		<p>Promotional video viewed 17000 times.</p> <p>Video can be viewed here: https://www.facebook.com/exmouthneighbourhoodplan/videos/467349510311684/</p>	<p>Campaign reached ~2000 people per day; although people tended to retweet on this topic on Twitter;</p> <p>Housing – a greater mix of affordable required, particularly for younger and disabled;</p> <p>Getting around – one-way system in the town, parking issues in central areas;</p> <p>Community facilities – protecting green spaces and parks.</p> <p>Full report Appendix I</p>	<p>Built environment – improving Magnolia Centre and train station, pedestrianisation;</p> <p>Housing – a greater mix of affordable required, particularly for younger and disabled;</p> <p>Getting around – one-way system in the town, parking issues in central areas;</p> <p>Community facilities – protecting green spaces and parks.</p>
2017-08-5 & 6	Information stand at Kite Festival	Regional festival organised by Rotary, provided Information leaflets available and opportunities for discussion with NPSG members.	Further support for emerging Neighbourhood Plan themes.	
2017-08-31	Newspaper Article; Exmouth Journal.	Summary of the document to date	Recognition of the need to use a wide range of media outlets	To engage a media friendly user market
2017-09-03	Radio Interview; Bay FM	One hour with Chairman and Vice Chairman of NPSG; Up-date on NP developments and promotion of Ocean consultation event on 19 September	To note that audio appeals to audio learners and to include this population which includes a wider age range.	To engage audio learners into the consultation process.
2017-09-11	Information stand at Exmouth Library	Posters explaining latest progress in NP development with Newsletter 3; Promotion of need for interest and support from the community by attending public consultation event at the Ocean on 19 September.	To access outreach publicity avenues.	To engage users of the public library and encourage their involvements in the consultation process.

Date	Type	Description	Key Messages from Engagement	Impact on the Neighbourhood Plan
2017-09-19	Consultation event at The Ocean	<p>All day event, widely advertised and promoted to consider and comment on the Consultation Document, which was the first publicly available draft of the Neighbourhood Plan.</p> <p>365 members of the public signed in. Most stayed for at least an hour to view the NP video, listen to a slide presentation and engage in discussion at the presentation or with NPSG members at the stands explaining the process and proposals.</p> <p>200 comment forms received through Ocean, Library or Town Council Reception producing over 1,000 comments to be analysed leading to amendments to the proposals as they transit into the draft NP.</p>	<p>All comments from event were collated and colour coded as to how they pertain to the six key themes for the Neighbourhood Plan. Working groups for each theme then reviewed these comments and recommended changes to the draft Neighbourhood Plan text.</p> <p>See Appendix J</p>	<p>The Ocean consultation event resulted in the development of the Exmouth NP Pre-Submission document. The Pre-Submission document shows evidence of extensive changes to the Ocean Event Document. All theme areas had changes made and additional areas were included.</p>
2017-09 & 10	Ward Outreach Events	<p>Further round of community drop-in engagements including opportunities to re-engage with the Ocean event and comment on the consultation document</p>		
2017-09-21	Presentation to Exmouth Regeneration Programme Board	<p>Chairman of NPSG presented the NP video;</p> <p>Explanation and discussion on potential benefits of the NP and the relationship to the Local Plan, including the Master Plan.</p>		<p>Applause for the impact and relevance of the video. Support for the approach adopted and specifically for Economy and Employment chapter. Agreement that the NP will be a significant part of future planning for the development of Exmouth.</p>

Date	Type	Description	Key Messages from Engagement	Impact on the Neighbourhood Plan
2017-11	Newsletter 4; Appendix K	Update on the Neighbourhood Plan status and thanks for the feedback provided through the Ocean Event.	Sustained and growing support for NP and interest in contributing comments.	Comments were forthcoming.
2018-01-22	Exmouth Town Council	Formal presentation of Draft NP to Exmouth Town Council for approval; Single item agenda at open meeting with opportunity for members of the public to speak and Councillors to question in detail the propose amendments.	Minor amendments for the steering group to consider fine-tuning policies. Appendix L.	No significant amendments to policy text, minor update to supporting text to ensure clarity and factual accuracy.
2018-02	Newsletter 5; Appendix M	Promotion of Regulation 14 consultation and pre-submission consultation version of the Neighbourhood Plan.	An outstanding volume of responses mainly in support of the NP. Comments provided lead to amendments and improvements to the Plan.	Substantial changes reflecting community interest and serious consideration.

Pre-Submission Consultation

- 3.1 As required by Regulation 14 of the Neighbourhood Planning Regulation 2012, Exmouth Neighbourhood Plan was required to undertake a pre-submission consultation of the proposed Neighbourhood Plan document. The regulation states:

14. Before submitting a plan proposal to the local planning authority, a qualifying body must—

(a) publicise, in a manner that is likely to bring it to the attention of people who live, work or carry on business in the neighbourhood area—

(i) details of the proposals for a neighbourhood development plan;

(ii) details of where and when the proposals for a neighbourhood development plan may be inspected;

(iii) details of how to make representations; and

(iv) the date by which those representations must be received, being not less than 6 weeks from the date on which the draft proposal is first publicised;

(b) consult any consultation body referred to in paragraph 1 of Schedule 1 whose interests the qualifying body considers may be affected by the proposals for a neighbourhood development plan; and

(c) send a copy of the proposals for a neighbourhood development plan to the local planning authority.

- 3.2 To comply with this Regulation the proposed Exmouth Neighbourhood Plan was consulted on from 26 February until 9 April 2018. The draft Neighbourhood Plan was available on the Exmouth Neighbourhood Plan website, with hard copies available for viewing at Exmouth Town Hall, Exmouth Library and East Devon District Council offices in Sidmouth. If an alternative format was required, Exmouth Town Council could be contacted to provide one.
- 3.3 A flyer to promote the consultation was placed on the website and on Facebook. It was also distributed around the town by Town Councillors and steering group members. See Appendix N for a copy of this flyer. The consultation flyer was also displayed, and copies were available at the Town Hall, EDDC offices, Exmouth library and at Exmouth churches. In addition, a response form was provided.
- 3.4 The consultation was publicised via email directly to community, strategic and statutory organisations. A complete list of those contacted is provided in Appendix O.

Statutory Responses

- 3.5 In total 10 responses were received from statutory bodies. These were:
- Amec Foster Wheeler (National Grid)
 - East Devon District Council
 - East Devon Area of Outstanding Natural Beauty
 - The Environment Agency
 - Highways England
 - Historic England
 - Natural England
 - South Somerset Council
 - South West Water
 - Sport England
- 3.6 These responses were considered by the Steering Group (along with the community responses) and where appropriate amendments made to the Neighbourhood Plan document. The Steering Group wrote to each consultee that responded, thanking them for engaging with the process and outlining their response to the consultee.
- 3.7 Appendix P contains a table summarising the key points raised by the statutory consultees, how these have been considered, and if necessary responded to with changes within the submission document. They also reference the formal response written by the steering group which provides greater detail.
- 3.8 When all the statutory and community responses had been considered, a revised version of the draft Neighbourhood Plan was published on the Exmouth Neighbourhood Plan website.

Statutory Responses Summary

- 3.9 Six of the statutory responses made no significant suggestions for amendments to the document. The Environment Agency and Natural England made minor suggestions to improve the specific details. East Devon District Council and Sports England made significant responses to the document.
- 3.10 East Devon District Council's response was the most substantial. The majority of issues raised were improvements to the wording to ensure better understanding of the specificity of policies, community actions or supporting text. In a few instances it was recommended that policies were reworded or removed from the plan to ensure general conformity with the Local Plan. In almost all instances these revisions were considered positive by the steering group and changes made.
- 3.11 The one exception to this was regarding policy EE5 that remains, although slightly edited due to comments by other consultees. The steering group felt that although certain elements of Queen's Drive Development on the sea front had been agreed, as the development has been staged, it was important for the policy to remain to influence any future decisions on decisions still to be decided.
- 3.12 The Sport England response contained a significant amount of new data from their Playing Pitch Strategy for Exmouth. This resulted in the introduction of a new policy, CF3.

Community Responses

- 3.13 In total 33 local organisations and residents responded to the consultation.
- 3.14 These responses were considered by the Steering Group and where appropriate amendments made to the Neighbourhood Plan document. The Steering Group wrote to each consultee that responded, thanking them for engaging with the consultation and outlining their response to the consultee.
- 3.15 Appendix Q contains a table summarising the key points raised by the community consultees and how these have been considered, and if necessary responded to with changes within the submission document. They also reference the formal response written by the steering group, which provides greater detail.
- 3.16 When all the statutory and community responses had been considered, a revised version of the draft Neighbourhood Plan was published on the Exmouth Neighbourhood Plan website.

Community Responses Summary

- 3.17 The range of themes raised by the responses from local organisations and residents was broad. Many of these pertain to the specific location or interests of the respondent. Many of these continued to raise issues that had emerged strongly through earlier community consultation, such as the need for affordable housing, the value of the natural environment and beach in particular, along with improvements to the town centre and shopping experience. Feedback on these themes provided the steering group opportunity to review where these matters are addressed within the Neighbourhood Plan and review whether they were able to strengthen, or clarify the intentions of the plan on these matters.
- 3.18 A few respondents wished to inform the steering group of factual errors, or update where things had progressed from previous consultations. Where this was the case, the document has been amended to reflect these changes.
- 3.19 Largely the responses from these residents and organisations were supportive of the document and its intentions.

Summary

- 3.20 The Regulation 14 consultation has provided the Exmouth Neighbourhood Plan Steering group with a broad range of feedback. The revisions made in the light of this feedback have strengthened the policies and community actions within the document and ensured that the intentions of these are clearly articulated. Further updates to ensure factual accuracy have also been made.

Conclusion

- 3.21 From the outset of creating a Neighbourhood Plan for Exmouth the steering group have been clear that this will be a community led document. Engaging a large population, such as Exmouth's on specific land use matters, to form the basis of a Neighbourhood Plan has been challenging. To achieve this the steering group have used a broad range of tactics.
- 3.22 The support from local residents for the pre-submission plan throughout the Regulation 14 consultation suggests this has been achieved. Ensuring the document complies with the East Devon Local Plan and National Planning Policy Framework whilst reflecting the community's wishes is a delicate balancing act, and the communication of feedback to participants following the Regulation 14 consultation helps to achieve this. Other stakeholders with an interest in the Exmouth Neighbourhood Plan have been consulted and their feedback has been incorporated into the final document.
- 3.23 This document, which summarises the processes leading up to the submission version of the Exmouth Neighbourhood Plan, and the supporting Appendices are considered to comply with Section 15(2) of Part 5 of the 2012 Neighbourhood Planning Regulations.

Appendices

Appendix 1 – Initial Community Engagement Proposed Process commencing in 2016.

NSPC COMMUNITY ENGAGEMENT STRATEGY PROCESS AND DATES

1. Press Release February

2. Questionnaire March in Form of Newsletter 1

3. Open Meeting April at Town Hall Newsletter 2

4. Ward Consultations May/June Newsletter 3

5. Form Working Parties July Newsletter 4

6. Outline Issues for Plan August Newsletter 5

7. Engage with Stakeholder Groups Newsletter 6

8. Open Meeting on Town Issues Newsletter 7

9. 2nd Ward Consultations Nov/Dec Newsletter 8