

Rochdale Local Development Framework Core Strategy Consultation on Preferred Options

STATEMENT OF CONSULTATION

October 2009

1. INTRODUCTION

1.1 Rochdale Council is in the process of preparing the Core Strategy Development Plan Document (DPD) as part of its Local Development Framework. We have used the consultation results from the Issues and Options public consultation in developing the next stage of the Core Strategy, the Preferred Options stage.

1.2 This consultation report is primarily about what we did at the 'Issues and Options stage' and evidence of how we satisfied the regulations and our Statement of Community Involvement (SCI). Its purpose is to provide a record of all the consultation undertaken under Regulation 25 (Issues and Options) in the preparation of the Rochdale Core Strategy Development Plan Document.

1.3 Further along the process, when the Core Strategy Development Plan Document is submitted to the Secretary of State; this consultation statement will be updated and will report on the results from the Preferred Options stage. This will then feed into the requirements of Regulation 28 (Pre-submission consultation statement).

1.4 There are four clear stages in the preparation of the Core Strategy and the table below sets out these stages (where the shaded row is the stage we are at now).

2. TIMETABLE FOR CORE STRATEGY

Stage	Month/Year
Commencement	March 2007
Pre - publication consultation Reg 25: Issues and Options	8 September - 3 November 2008
Preferred Options	October – December 2009
Publication of the Core Strategy (Pre - submission) Reg 27	June 2010
Submission of final version to Secretary of State Reg 30	October 2010
Examination in Public	February 2010
Adoption	June 2011

3. ISSUES AND OPTIONS CONSULTATION

Issues and Options Consultation Responses

3.1 We published a Core Strategy Development Plan Document - Issues and Options document and accompanying Sustainability Appraisal last year and consulted with the public for a period of six weeks. This formal period was from 8th September 2008 – 3 November 2008. This helped identify what the key issues were, the extend of

background documents and strategies that required consideration in preparing this key document.

We did of course take into account any comments we received both before and after the given consultation period.

3.2 The table below sets out the schedule of consultation methods during the **Issues and Options** Stage.

Method	Aim	Date
One to one meetings with GONW	To inform statutory consultees of the Core Strategy timetable, to gauge their opinions about issues we had already identified e.g. infrastructure capacity and to allow them to flag up issues we should be aware of e.g. timing of their planning processes.	10 April 2008
Letters/emails to statutory consultees held on database	To inform specific consultees about the process and to seek views on the Core Strategy vision, issues and options (as stated in the SCI).	September 2008
Letters/emails to non statutory consultees held on database	To maximise awareness raising of the consultation across the Borough (as stated in the SCI)	September 2008
Leaflets	The leaflet explained the process of the Core Strategy and how people could respond with a freepost reply form. This was available in all libraries and Council Customer Information Points	September 2008
Short presentation to Public Township Committees	To inform lead Members and the public about the process and to seek views on the Core Strategy vision, issues and options.	8 September 2008 9 September 2008 10 September 2008 11 September 2008
Leaflets sent out to Township meetings	To inform lead Members about the process and to seek views on the Core Strategy vision, issues and options.	16 September 2008 18 September 2008 23 September 2008 25 September 2008
Public Meetings/Workshops	Rochdale Town Hall, Heywood Township Centre, Middleton Civic Centre, The Littleborough Coach Touchstones, Rochdale	22 September 2008 29 September 2008 25 September 2008 02 October 2008 22 October 2008
Workshop with Council staff	To train and raise awareness of staff from the Development Control Service and across the Council on the Core Strategy process and to capture potential issues.	July 2008
Workshop with disability group	To target a specified hard to reach group. To allow information to be canvassed looking at issues associated with their needs	6 October 2008
Workshop with Young people group	To target a specified hard to reach group. To allow information to be canvassed looking at issues associated with their needs	13 October 2008

Full documents at Council offices and libraries	To inform the wider community about the process and to seek responses on the Core Strategy vision, issues and options and provide alternative to electronic access (as stated in the SCI).	September 2008
Local Matters	Advert in the Council's magazine, which is delivered to every household in the Borough. The article explained the process of the Core Strategy and how people could respond.	October 2008
Press release and advertisement to local media (Rochdale Observer, Middleton Guardian, Heywood Advertiser)	To maximise awareness of the Core Strategy consultation with local residents across the Borough. A follow up press release was also carried out for the same reason. (See LDF Schedule in Appendix 3 which shows PR campaign) An example of the press release can be found in Appendix 2	September – October 2008
Information on website	To increase ease of access and maximise distribution of the information (as stated in the SCI).	September 2009
Online and paper based questionnaire produced	To provide additional ways of capturing issues of local residents.	September 2008
Consultation Portal	An interactive way to get people to comment and read other peoples comments and keep up to date with the progress.	September 2008 – ongoing

4. Responses on Issues and Options

4.1 We had 536 responses to our issues and options document. A summary of the methods of response is below:

Online questionnaire 60

Email comments 258

Letters/ Paper copy of questionnaire 218

Total 536

4.2 At the close of the consultation, 300 members of the public attended the public events and over 150 organisations made representations.

4.3 We have provided a summary of the main issues raised by respondents to each of the questions asked in the public consultation. This is available separately in the Report on Issues and Options document which is available in all the deposit points in Appendix 1 and on our website www.rochdale.gov.uk/yourviews.

5. PREFERRED OPTIONS CONSULTATION

5.1 The current stage in the process for the Council is producing the Preferred Options document of the Core Strategy.

5.2 The public consultation process on the Preferred Options Document will commence from the **26th October until 7th December 2009** for a period of six weeks. However, the Council will continue to consult until the submission stage.

Principal methods of consultation

5.3 The table below outlines the methods of consultation that we will be using for the Preferred Options stage of the Core Strategy. It also identifies the aims of the methodology. The Council has already undertaken some consultation with key stakeholders and officers (shaded in grey).

Consultation Methods for the Preferred Options

Method of consultation	Aim	Date
Pre-consultation meetings/workshops with members, key department heads, officers and key stakeholders	To gain views from key members of the Council and elected members and key stakeholders and adjoining authorities.	May – 18 June 2009
Workshops with Council staff	To train and raise awareness and to capture issues.	15 May 2009
Workshops with key stakeholders and statutory bodies.	To enable in depth discussions with key stakeholders.	11 June 2009
Workshops with Township members	To explain the strategy to members	11 June 2009
Advertisement in Local Matters magazine	Most cost effective and efficient way to reach all residents if timing of consultation allows.	June 2009 & October 2009
Letters/e-mails to statutory consultees held on consultation database.	To inform specific consultees (statutory organisations) about the process and to seek their preferred options.	26 October – 7 December 2009
Newsletter/ Magazine/newspaper article to non-statutory consultees (members of the general public and organisations), held on consultation database	To maximise awareness of the consultation across the Borough, from a wider audience other than statutory consultees and gain their views on preferred options	
Leaflets	The leaflet will explain the process of the Core Strategy and how people can respond with a freepost reply form. Available in all libraries and Council Customer Information Points	26 October – 7 December 2009
Information on website	To increase ease of access and maximise awareness of the consultation information. To gain views on the preferred options	26 October – 7 December 2009
Online and paper based questionnaire/Response form	To provide formalised way of capturing comments from members of the public.	26 October – 7 December 2009
Full hard copy documents to be held at libraries and Customer Service Centres	To inform the wider community and provide an alternative method of viewing consultation information for those without online capabilities	26 October – 7 December 2009

Production and distribution of posters	To maximise the publicity and raise awareness to members of the public outside of the standard consultation avenues.	26 October – 7 December 2009
Town exhibitions/ Public Consultation Events	To inform the wider community and provide an alternative method of viewing consultation information for those without online capabilities. The exhibitions also allow for tailored information for the four main townships.	See Para 5.4
Press release information sent to local media	To increase publicity for the consultation and target those, not viewing the consultation information online.	26 October – 7 December 2009
Press Advert in Rochdale Observer, Middleton Guardian	To increase publicity and awareness of the Core Strategy and to invite people to attend one of the planned consultation events.	26 October – 7 December 2009
Disability group workshop	To allow information to be canvassed looking at issues associated with their needs.	26 October – 7 December 2009
Young people's consultation	To allow information to be canvassed looking at issues associated with their needs and diversify the consultation base.	26 October – 7 December 2009
Area Forums	To allow information to be canvassed looking at issues associated with their needs and diversify the consultation base.	October 2009
Older People	To allow information to be canvassed looking at issues associated with their needs and diversify the consultation base.	26 October – 7 December 2009
Local Businesses	To allow information to be canvassed looking at issues associated with their needs and diversify the consultation base.	TBA

■ Consultation undertaken so far (See Appendix 2)

5.4 Staff will attend the following public meetings/ workshops to explain the issues and options and to help organisations and individuals to make informed responses.

Rochdale Town Hall, Rochdale 7-9pm Tuesday 10th November	Heywood Township Centre, Bamford Rd, Heywood 7-9pm Tuesday 3rd November
Middleton Arena, Middleton 7-9pm Monday 9th November	Rochdale Touchstones 7-9pm Wednesday 4th November

6. DOCUMENT AVAILABILITY

6.1 Copies of the Preferred Options report will be made available to statutory consultees. In addition, copies will be available for inspection at the locations highlighted in Appendix 1

6.2 The Preferred Options report and its supporting documents, background paper, Sustainability Appraisal, Equalities Impact Assessment, Habitats Regulations Assessment of the Impact on European Protected Sites and the Report on the Issues and Options will be available to view and download from the Council website www.rochdale.gov.uk/yourviews.

6.3 Additional printed copies of the Preferred Options report and supporting documents can be requested from the Strategic Planning Service (See address below) or to purchase:

- the Core Strategy Preferred Options Report - £20
- the Core Strategy Background Paper - £20
- the Report on Consultation on Issues and Options - £10
- Sustainability Appraisal of the Preferred Options - £10

6.4 Those who wish to view this in large print or in Braille should contact the office below to arrange this. Similarly, if anyone requires the translation of this document to be made in Bengali or Urdu they should also contact the office below to make the necessary arrangements.

6.5 For further information on this document please contact:

Strategic Planning Service
Planning & Regulation
Rochdale Council
Floor 2, Telegraph House
Bailie Street
Rochdale
Po Box 32
OL161JH

Tel: 01706 924369

By email: Strategic.planning@Rochdale.gov.uk

Website: www.rochdale.gov.uk/yourviews

Appendix 1 Deposit Locations for Preferred Options

Customer Service Centre:

Planning and Regulation Reception, Floor 1, Telegraph House, Baillie Street, Rochdale
Rochdale Customer Service Centre, Floor 2, Municipal Offices, Smith Street, Rochdale
Heywood Customer Service Centre, The phoenix Centre, 1 Pine Street, Heywood
Middleton Customer Service Centre, Sadler Street, Middleton
Milnrow Customer Service centre, 82 Dale Street, Milnrow
Littleborough Customer Service Centre, Council Offices, Harehill Park, Littleborough
Kirkholt Customer Service Centre, 46 The Strand, Kirkholt, Rochdale
Langley Customer Service Centre, 17 Lingmell Close, Langley

Libraries

Wheatsheaf Library, Baillie Street, Rochdale
Balderstone Library, Balderstone Park, Rochdale
Belfield Library, Belfield Community School, Samson Street, Rochdale
Castleton Library, 881 Manchester Road, Rochdale
Smallbridge Library, Stevenson Square, Rochdale
Spotland Library, Ings Lane, Rochdale
Norden Library, Norden Community School, Shawfield Lane. Rochdale

Heywood Library, Church Street, Heywood
Darnhill Library, Argyle Parade, Heywood

Middleton Library, Long Street, Middleton
Alkrington Library, Kirkway, Middleton
Langley Library, Windermere Road, Middleton

Littleborough Library, Hare Hill Park, Littleborough
Milnrow Library, Newhey Road, Milnrow
Smithybridge Library, 121/3 Smithybridge Road, Littleborough
Wardle Library, 448 Birch Road, Wardle, Rochdale

Have your say on plans for borough's future

Local people are being invited to have their say about the future development of the borough.

Rochdale Borough Council is putting together a new plan detailing what development should take place up to the year 2026. The plan, called the Core Strategy, once agreed, will form an important part of the council's Local Development Framework to guide the future allocation of land for housing, employment and recreation. The document will also set out which parts of the district should be protected against development.

Six possible options are being put forward in an 'Issues and Options' report and the council wants residents to get involved and help decide which the best option is. The options identify broad areas for development but don't allocate specific sites.

Councillor Alan Taylor, leader of Rochdale Borough Council, said: "This consultation is of major importance to the future of the borough and I urge local residents and businesses owners to get involved and have their say. You can really make a difference to helping shape the borough by making your voice heard and telling us what you think of the proposals."

Councillor Taylor added: "We will take people's views seriously and use the comments and suggestions in putting together the final strategy."

The report and a leaflet are available on the council website or from your local library or customer service centre.

You can take part in the consultation by:

- commenting on the document online at www.rochdale.gov.uk/yourviews
- completing a comments form available from your local library or customer service centre and returning it to a freepost address
- attending one of a series of presentations and discussions as detailed below

Rochdale Town Hall, Rochdale. Monday 22 September, 7-9pm

Middleton Civic Centre, Fountain St, Middleton. Thursday 25 September, 7-9pm

Heywood Township Centre, Bamford Rd, Heywood. Monday 29 September, 7-9pm

Littleborough Coach House, Lodge St, Littleborough. Thursday 2 October, 7-9pm

The six options set out in the Issues and Options Report are:

- Allowing a fairly even development in the built up areas of the borough
- Focusing development on regeneration areas
- Focusing growth mainly on south Rochdale and south Pennines
- Focusing growth mainly on Middleton and Heywood
- Focusing substantial new development across the southern half of the borough
- Allowing substantial new development across the borough including in north Pennines and north Rochdale

Appendix 3 Local Development Framework – PR plan at the Issues and Options stage

Date	Where?	PR
8 Sep	Media	Generic release about LDF and the consultation. Include photo of Leader of Council launching consultation. Mention events and promote online consultation.
8 Sep	Global Email	Basic overview of process and link to news story on council website
8 Sep	Intranet	News article on intranet front page with link to news story/consultation
16 Sep	Rochdale Observer	Highlight consultation event on 22 September at Rochdale Town Hall
16 Sep	Middleton Guardian	Highlight consultation event on 25 September at Middleton Civic Centre
22 Sep	Heywood Advertiser	Highlight consultation event on 29 September at Heywood Township offices
24 Sep	Rochdale Observer	Highlight consultation event on 2 October at Littleborough Coach House
Late September	Local Matters – October edition	Generic about LDF and the consultation process. Point to website to encourage participation.
6 October	Media	Highlight any feedback from consultation events and stress closing date of 20 October – it's the last chance to have your say!

Appendix 4 Consultation so far on the Preferred Options

Presentation	Date of meeting
Presentation at Township Meetings	
Rochdale Township	27 May 2009
Middleton Township	28 May 2009
Heywood Township	26 May 2009
Pennines Township	26 May 2009
Presentation to Local Strategic Partnership Board	
Presentation to Development Control Team and Single Management Team	15 May 2009
Presentation to Performance Board	18 May 2009
Meeting with Government Office Northwest	21 May 2009
Presentation to Rochdale Development Agency	
Presentation to Housing Market Renewal	28 May 2009
Stakeholder Workshop	11 June 2009
Councillor and Officer Workshop/Presentation	11 June 2009
Adjoining Authority Workshop	18 June 2009
Milkstone and Deelish Area Forum	21 October 2009
Central Area Forum	22 October 2009