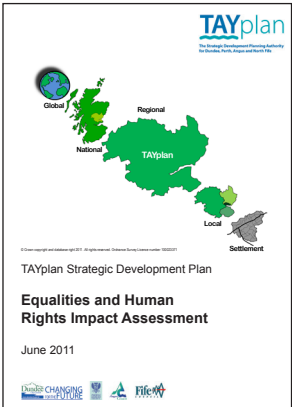
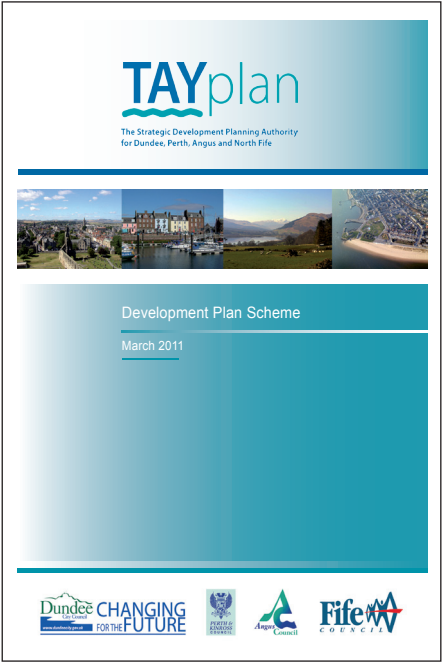


Report on Conformity with Participation Statement

Published October 2011



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1. Overview

TAYplan Strategic Development Planning Authority (SDPA) has and continues to ensure that participation is a top priority at each stage of the plan making process and that this conforms with the Participation Statement.

The schedule of evidence set out below reviews the level of participation outlined in TAYplan's Participation Statement (within the Development Plan Scheme 2011), with the subsequent column looking at how this was achieved.

The schedule of participation highlights the broad range of stakeholders that TAYplan has sought to consult and involve throughout the process. These stakeholders span the private sector, public sector, elected members and communities.

2. Purpose

The Statement of conformity with the Participation Statement explains how TAYplan, in the production of the Strategic Development Plan, has fulfilled its intentions for public involvement as set out in the Participation Statement; part of the Development Plan Scheme (March 2011). This document is required by law to explain how the production of the Proposed Plan has fulfilled the requirements of the Participation Statement (2011). This is to assist in explaining the continuity of involvement throughout the process as a whole.

The statutory assessments undertaken at both the Main Issues and Proposed Plan stages have been considered to illustrate how these aspects were fed into the overall participation process. These statutory assessments included the:

- **Strategic Environmental Assessment (SEA)**

The Environmental Assessment (Scotland) Act 2005 makes SEA a legal requirement for public plans, programmes and strategies. The Environmental Report was published alongside the Main Issues Report for consultation in April 2010. The assessment covered numerous broad themes introduced by the Main Issues Report. Mitigation identified in the Environmental Report has informed and been incorporated into the Proposed Plan and Proposed Action Programme. A review of the Environmental Report at the Proposed Plan stage has not been required.

- **Habitats Regulations Appraisal (HRA)**

The European Habitats and Birds Directives require an HRA to be carried out. The purpose of the HRA is to screen what policies or proposals may have an impact, and thereafter undertake an Appropriate Assessment. This assesses the impacts of the Plan against the conservation objectives and qualifying features of the relevant wildlife sites with European protection. A draft Habitats Regulations Appraisal was undertaken on the Main Issues Report and has been revised alongside the preparation of the Proposed Plan.

- **Equalities and Human Rights Impact Assessment**

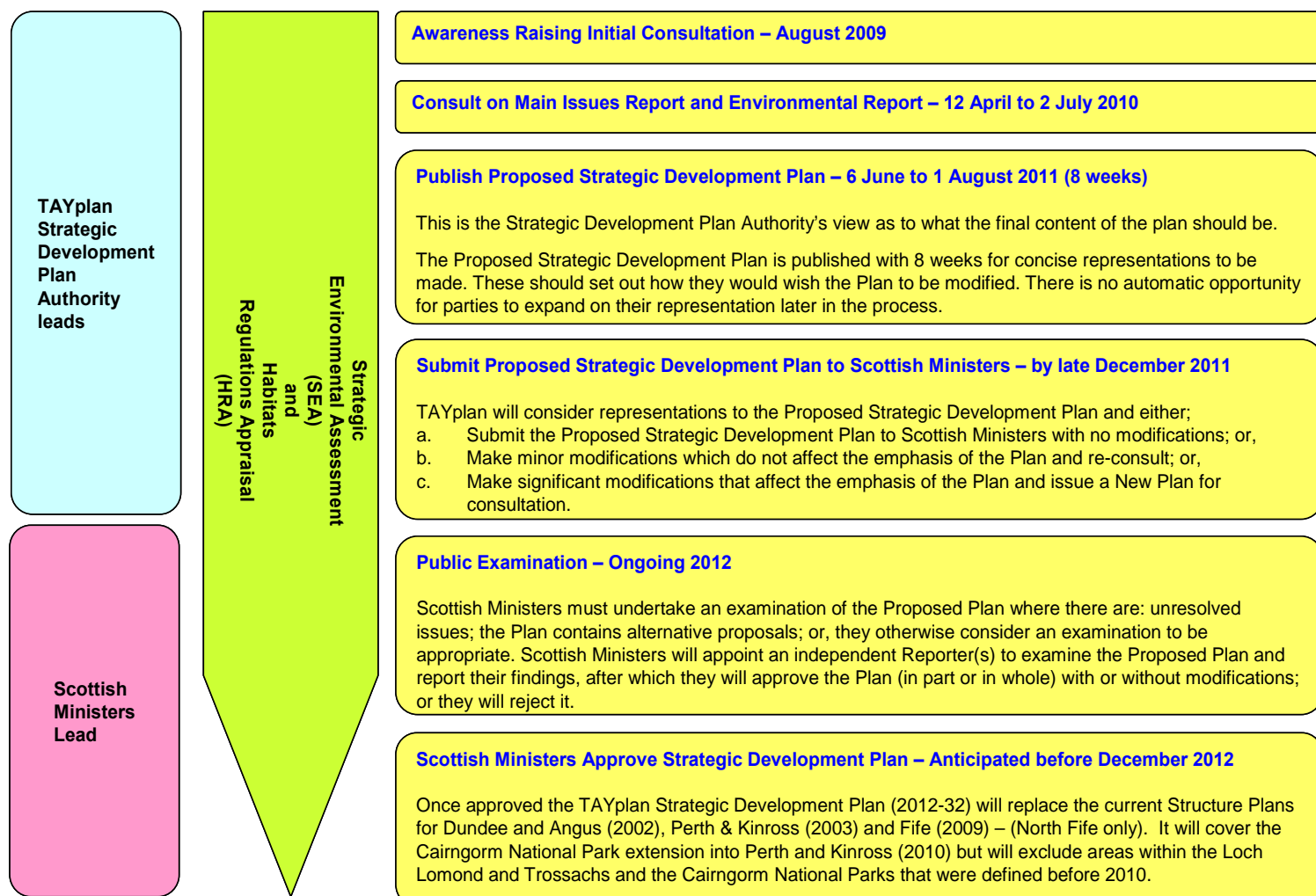
The purpose of an Equalities and Human Rights Impact Assessment is to help ensure that we do not discriminate and that, where possible, we utilise opportunities to promote equality, as well as all other human rights and good relations between groups. A draft Equalities and Human Rights Impact Assessment was undertaken on the Main Issues Report and this has been updated during the production of the Proposed Plan. Comments received have informed the Proposed Plan.

3. TAYplan's Strategic Development Plan (SDP)


The Proposed Strategic Development Plan sets the long term spatial strategy, vision and the policies and proposals to deliver this. The Plan sets out where development should and

should not go and the infrastructure required to deliver the vision up to year 12 from Plan approval and a broad indication of the scale and direction of growth up to year 20.

4. Production Process and Timetable



5. Conformity with Participation Statement (Proposed Plan Stage): Schedule of Evidence

Participation Statement 2011	Activity Undertaken
<p><u>Proposed Strategic Development Plan period for representations</u></p> <p>The Proposed Plan will be publically available from 8th February 2011 ahead of the TAYplan Joint Committee on 16th February. Interested parties will be able to follow its progress through Joint Committee and ratification by the four Constituent Councils. The active phase of public involvement will commence on 6 June 2011 for 8 weeks and will close on 1 August 2011. This provides for an active phase of engagement of 8 weeks within a seven month period during which interested parties can view the Plan and associated documents.</p> <p>It is important that all interested parties are made aware of the period of representations on the Proposed Plan with sufficient prior notice to it taking place and have the opportunity to make representations. The Participation Statement, through this scheme, will be issued to all Community Councils, all those who made representations to the Main Issues Report, the TAYplan Key Stakeholders/agencies, adjoining</p>	<p>Stage 1: Prior to 16th February 2011 Joint Committee</p> <ul style="list-style-type: none"> December 2010 e-newsletter advised of proposed Period of Representations. Community Councils also individually written with this information at this time. All pre Joint Committee papers uploaded on TAYplan website for public viewing, pending Joint Committee approval (8th February 2011). Suite of document made available in each local authorities members' lounge. <p>Stage 2: Post 16th February 2011 Joint Committee</p> <ul style="list-style-type: none"> All post Joint Committee papers uploaded on TAYplan website for public viewing, pending constituent council's ratification/approval (17th February 2011). Suite of documents made available in each local authorities members' lounge. 2 copies of post Joint Committee Proposed SDP and accompanying documents sent to TAYplan's 13 key stakeholders (Photograph). Letter sent out on 4th March 2011 to community councils, adjoining authorities, Scottish Government, elected members, MSPs, MPs and MEPs, TAYplan key stakeholders, covering the TAYplan area with a copy of the Development Plan Scheme to ensure organisations could familiarise themselves with TAYplan's intended approach. Another letter sent out electronically after 4th March 2011 to all those who made representations to the Main Issues Report. Website regularly updated prior and throughout the Period for Representations. <p>Stage 3: Post 12th May 2011 Constituent Council Ratification/Approval</p> <ul style="list-style-type: none"> All post constituent Council ratification/approval papers uploaded on TAYplan website for public viewing. Mail shot on 12th May to provide an update on process, timescales and provide copies of the 

Participation Statement 2011	Activity Undertaken
<p>authorities and other statutory bodies. TAYplan will seek to utilise a number of methods in order to communicate and publicise the period of representations on the Proposed Plan, Proposed Action Programme and the Equalities and Human Rights Impact Assessment. In December 2010, the TAYplan newsletter started to communicate the dates of the representation period and was widely distributed. A copy of the documents will be available to inspect at an office of each of the constituent planning authorities and will be published on the TAYplan website. On formal publication for 6th June 2011 all documents will be displayed for reference in all public libraries in the TAYplan area.</p>	<p>information event A5 leaflet, A4 poster and national leaflet (explaining the purpose of SDPs) to community councils, adjoining authorities, Scottish Government, libraries and local offices, elected members, MSPs, MPs and MEPs covering the TAYplan area.</p> <ul style="list-style-type: none"> • Letters and relevant documentation sent out between 31st May-3rd June to all community councils, statutory consultees, other important organisations (non-statutory organisations, but those relevant to the TAYplan area), adjoining authorities, Scottish Government, libraries and local offices, TAYplan's 13 key stakeholders, elected members, MSPs, MPs and MEPs covering the TAYplan area. • Additional letter sent out to all Strategic Development Areas (SDAs) developers mentioned in the Action Programme informing them of the process and drawing particular attention to the Action Programme, emphasising the relevance for their organisation to comment. • An automated email/letter was sent out to all registered users including all respondees from Main Issues Report stage to inform of date of commencement of Period for Representations. <p>Stage 4: Monday 6th June – Monday 1st August Period for Representations</p> <ul style="list-style-type: none"> • Website regularly updated prior and throughout the Period for Representations. • All documents made available for inspection in all public libraries within TAYplan. • Publication date brought forward to 1st June following quick print run. • Online response form available from 23rd May, 2 weeks prior to the formal commencement of the Period for Representations, to allow responses to be drafted, following requests from organisations. • Reminder automated email, to all users of the electronic system, including those who responded to the Main Issues Report, of the online response form going live to all electronic users on 23 May 2011 and an electronic reminder that was issued to all users on 20 June 2011.

Participation Statement 2011	Activity Undertaken
<p>Advertisements</p> <p>TAYplan will advertise the period for representations by buying space in the two newspapers with the greatest circulation in the area - the Courier and Press and Journal. The first of these advertisements will be published two weeks before the start of the active part of the consultation to provide notice of the dates and where to find the documentation. The second will be placed during the first week of the consultation to prompt interested parties to make their representation. The notice will also be placed on the TAYplan website. The notice will set out:</p> <ul style="list-style-type: none"> • The document prepared, and where and when it may be viewed; • A brief description of the content and purpose of the document; • Details of how further information may be obtained; and, • A statement that representations may be made, and how, to whom and by when they should be made. 	<p>A statutory advert was placed in the Courier and the Press and Journal Newspapers as follows and displayed on the TAYplan website:</p> <div data-bbox="696 422 949 879" data-label="Image"> </div> <p>Statutory Advert 1: <i>(2 weeks before the start of the Period for Representations)</i> Week beginning 23rd May – Courier Week beginning 23rd May – Press and Journal</p> <p>Statutory Advert 2: <i>(Within the 1st week of the Period for Representations)</i> Week beginning 6th June – Courier Week beginning 6th June – Press and Journal</p> <div data-bbox="1704 582 1944 1054" data-label="Image"> </div>
<p>News Releases</p> <p>A number of news releases will be issued to media outlets including daily and weekly newspapers, radio stations and websites across the TAYplan region. The press release of the Joint</p>	<p>Press Releases</p> <p>Press releases were issued on the following dates:</p> <ol style="list-style-type: none"> 1. Wednesday 16th February 2011 2. Week beginning 23rd May 2011 3. Week beginning 6th June 2011

Participation Statement 2011

Committee in February 2011 will provide a news "hook" to highlight the period for representations. In addition, the information events will create media interest at a local level. Other press releases will be issued during the 8 week period. All news releases will remind the public of the dates for representations to be made and will provide additional information to the advertisements.

Activity Undertaken


4. Week beginning 18th July 2011

These were timed to coincide with the Joint Committees decision to ratify the Proposed Strategic Development Plan and accompanying documents for Constituent Council ratification/approval (16th February), two weeks prior to Period for Representations (23rd May), within the 1st week of and 2 weeks before the end (18th July) of the 8 week Period for Representations.

Each press release was sent to the Courier and Press and Journal newspapers, which together cover the whole TAYplan area, including local daily and weekly newspapers. Each press release was also sent to radio stations. News release updates were also encouraged to be displayed on local authority websites, community council websites, TAYplan's key stakeholder websites, in Perth & Kinross' Council publication (PKC News) delivered to all households in Perth and Kinross, and regular updates were made to TAYplan's own website.

TAYplan also responded to a request on Monday 8th August for a short radio interview on Radio Tay on Tuesday 9th August morning news.



Participation Statement 2011	Activity Undertaken																																																
<p><u>Posters/Leaflets</u></p> <p>Visual marketing, through the use of posters and leaflets, will be used in order increase the geographic reach and penetration to advertise the period of opportunity to make representations. Posters and leaflets will be issued to planning offices, libraries, and buildings where key stakeholders are based. Community Councils will also be sent posters and leaflets for onward dissemination to community groups, church notice boards and other similarly prominent sites embedded in neighbourhoods.</p>	<p>Information Event Posters and Leaflet</p> <p>Posters and leaflets were produced to outline the dates, times and locations of the 11 Information Events, along with some background information on the purpose and process on the production of the Proposed Strategic Development Plan.</p> <p>Leaflets and posters were issued to each Community Council in the TAYplan area, MPs, MSPs, MEPs, libraries and local/access offices and were placed alongside static displays. Additional distribution of posters and leaflets were available on request and through information events. They were also placed in the TAYplan reception and Council office receptions for interested members of the public.</p> 																																																
<p><u>Information Events</u></p> <p>An important element will be the opportunity for face-to-face communication with interested parties. TAYplan will hold 11 information events in the locations identified below (in line with settlements in Tiers 1 and 2 of the Proposed Plan location priorities) along with Pitlochry to cover the north of Perthshire. The dates may be the subject of change.</p>	<p>Proposed Plan Information Events</p> <p>Dates and times of all Proposed Plan information events that took place during June 2011:</p> <table><tr><th>Location</th><th>Date</th><th>Time</th><th>Venue</th></tr><tr><td>Dundee</td><td>7 June 2011</td><td>2pm – 8pm</td><td>Enterprise House</td></tr><tr><td>Crieff</td><td>8 June 2011</td><td>2pm – 8pm</td><td>Strathearn Community Campus</td></tr><tr><td>Forfar</td><td>9 June 2011</td><td>2pm – 8pm</td><td>Langlands Primary School</td></tr><tr><td>Cupar</td><td>14 June 2011</td><td>2pm – 8pm</td><td>County Buildings</td></tr><tr><td>Kinross</td><td>15 June 2011</td><td>2pm – 8pm</td><td>Loch Leven Community Campus</td></tr><tr><td>Arbroath</td><td>16 June 2011</td><td>2pm – 8pm</td><td>Business Gateway</td></tr><tr><td>Montrose</td><td>20 June 2011</td><td>2pm – 8pm</td><td>Park Hotel</td></tr><tr><td>St Andrews</td><td>21 June 2011</td><td>2pm – 8pm</td><td>Town Hall</td></tr><tr><td>Pitlochry</td><td>22 June 2011</td><td>2pm – 8pm</td><td>Fishers Hotel</td></tr><tr><td>Perth</td><td>27 June 2011</td><td>2pm – 8pm</td><td>Bell's Sports Centre</td></tr><tr><td>Blairgowrie</td><td>28 June 2011</td><td>2pm – 8pm</td><td>Town Hall</td></tr></table>	Location	Date	Time	Venue	Dundee	7 June 2011	2pm – 8pm	Enterprise House	Crieff	8 June 2011	2pm – 8pm	Strathearn Community Campus	Forfar	9 June 2011	2pm – 8pm	Langlands Primary School	Cupar	14 June 2011	2pm – 8pm	County Buildings	Kinross	15 June 2011	2pm – 8pm	Loch Leven Community Campus	Arbroath	16 June 2011	2pm – 8pm	Business Gateway	Montrose	20 June 2011	2pm – 8pm	Park Hotel	St Andrews	21 June 2011	2pm – 8pm	Town Hall	Pitlochry	22 June 2011	2pm – 8pm	Fishers Hotel	Perth	27 June 2011	2pm – 8pm	Bell's Sports Centre	Blairgowrie	28 June 2011	2pm – 8pm	Town Hall
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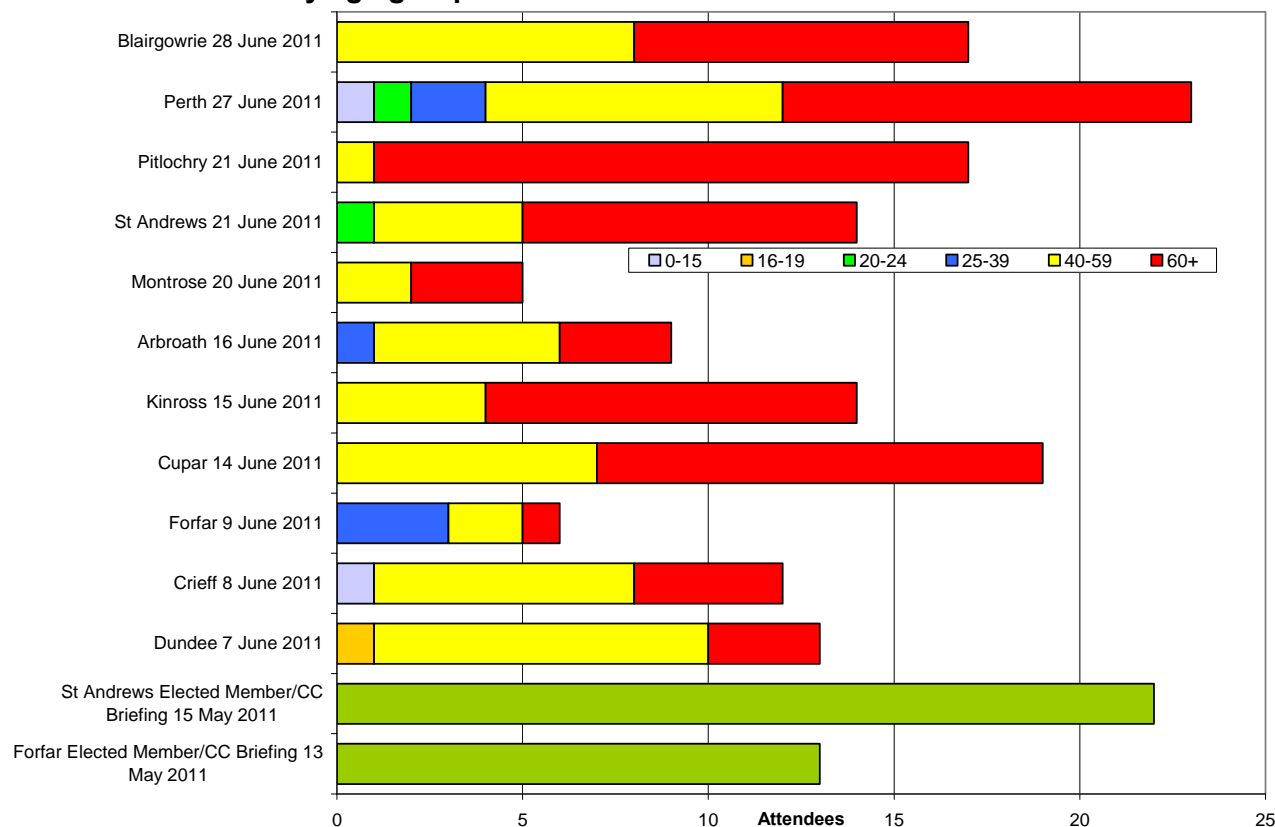
Participation Statement 2011

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The events will include display stands providing information about the Proposed Plan, Proposed Action Programme and related documents. They are scheduled for the afternoon and evening of weekdays to allow as many people as possible the opportunity to take part. A number of personnel from TAYplan and the four Local Authorities will be on hand to answer questions.


Activity Undertaken

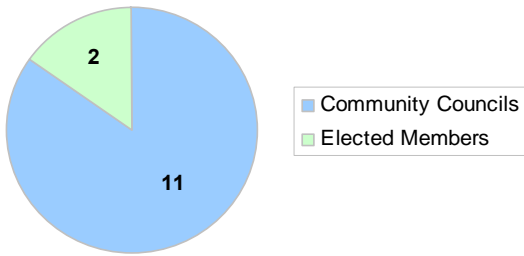
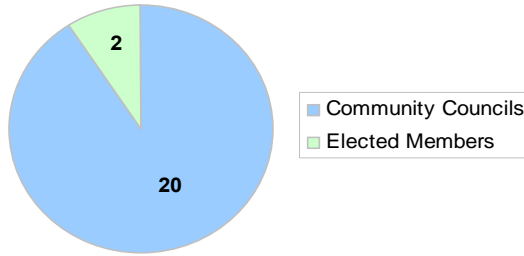
Attendance records by age group and venue



Information Event Feedback Forms

Feedback forms were provided to allow people to explain how they have been made aware of the event and what they thought of the material.

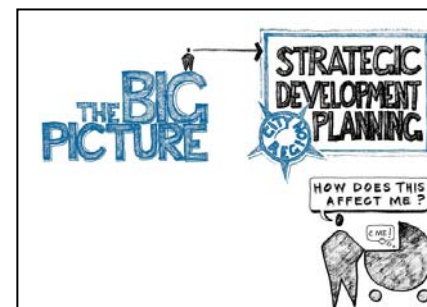
Participation Statement 2011	Activity Undertaken												
	<p>Visual Displays</p> <p>The TAYplan core team devised visual displays comprising of: 4 static displays, with an additional 9 A2 sized and 2 A1 sized poster displays. The sole use of the poster displays were for the 11 information events around the region, while the 4 sets of 4 static displays were circulated around the region over the duration of the Period for Representations, to raise awareness of the representations period and the information events. They were placed in the towns where the information events would take place about 1 week in advance of the event itself.</p> 												
<p><u>Community Councils and Elected Members</u></p> <p>Ahead of the face-to-face activity detailed above, two events will be held to brief Community Council representatives and Elected Members. These will take place in May and aim to provide more information on the representation period itself and how they can disseminate posters, leaflets and other written information materials.</p>	<p>Briefing events were held for Elected Members and Community Councils in 2 locations. At Main Issues Report stage these events were held in Perth and Dundee. This time they were held in St. Andrews and Forfar.</p> <p>Community Council Briefings</p> <table><tr><th>Location</th><th>Date</th><th>Time</th><th>Venue</th></tr><tr><td>Forfar</td><td>16 May 2011</td><td>6.30pm – 8pm</td><td>Angus House</td></tr><tr><td>St. Andrews</td><td>18 May 2011</td><td>6.30pm – 8pm</td><td>St Andrews Town Hall</td></tr></table>	Location	Date	Time	Venue	Forfar	16 May 2011	6.30pm – 8pm	Angus House	St. Andrews	18 May 2011	6.30pm – 8pm	St Andrews Town Hall
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	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>Forfar Community Council Briefing Event Attendance</p>  <table border="1"> <caption>Forfar Community Council Briefing Event Attendance</caption> <thead> <tr> <th>Category</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Community Councils</td> <td>11</td> </tr> <tr> <td>Elected Members</td> <td>2</td> </tr> </tbody> </table> </div> <div style="text-align: center;"> <p>St. Andrews Community Council Briefing Event Attendance</p>  <table border="1"> <caption>St. Andrews Community Council Briefing Event Attendance</caption> <thead> <tr> <th>Category</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Community Councils</td> <td>20</td> </tr> <tr> <td>Elected Members</td> <td>2</td> </tr> </tbody> </table> </div> </div> <p>The events were generally well received and from comments recorded in the feedback forms, the opportunity to speak with TAYplan and local authority staff was welcomed and the material was considered to be informative.</p>	Category	Count	Community Councils	11	Elected Members	2	Category	Count	Community Councils	20	Elected Members	2
Category	Count												
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<p><u>Online</u></p> <p>The period for representations will be highlighted on TAYplan's website and a link provided to the documents and questions on the consultation portal. The Local Authorities and some Key Stakeholder organisations will also provide information on the consultation. In Spring 2011, an e-newsletter will be published and distributed to all those who made representations to the Main Issues Report, elected members and Community Councils.</p>	<p>During May 2011 an e-newsletter was published and distributed to all those who responded to the Main Issues Report, elected members and Community Councils. Furthermore, all those who made representations to the Main Issues Report received an email prior to the start of the Period of Representations to inform them of the start and end dates.</p> <p>Some of TAYplan's Key Stakeholder organisations provided information on the Period of Representations on their website e.g. Scottish Natural Heritage (see opposite).</p> <p>The online response form for the</p> <div style="border: 1px dotted black; padding: 10px; margin-top: 10px;"> <p>Have your say!</p> <p>We are working as a key stakeholder with TAYplan - the Strategic Development Planning Authority (SDPA) for Dundee City, Perth and Kinross and Fife Councils. The role of the SDPA is to prepare and maintain a Strategic Development Plan 2012-2032 for the area covered by the four Councils.</p> <p>You can make Representations from 6 June to 1 August 2011 by visiting the TAYplan Proposed Plan website.</p> <p><small>Last updated on Thursday 9th June 2011 at 09:03 AM. Click here to comment on this page</small></p> </div>												

Participation Statement 2011	Activity Undertaken
<p>Individuals and organisations who have already registered their details on the TAYplan system, including those making representations to the Main Issues Report, will receive an update ahead of the active part of the period of representations on the Proposed Plan to inform them of start and end dates. They will receive reminder correspondence during the consultation itself.</p>	<p>Proposed Plan was drafted over a number of months prior to commencement of the Period for Representations. The online response form was tested with various external organisations during this time, namely:</p> <ul style="list-style-type: none"> • Key Stakeholders • Development Industry • Local Authority Colleagues <p>Positive feedback was received and improvements built into the finalised version.</p> <p>The online consultation portal used, Limehouse (Objective 4) was set up and publicly available from 23rd May to draft representations for submission after 6th June.</p> <p>While paper versions of the online response form were made available through contacting TAYplan directly, online responses were encouraged and where possible the TAYplan team were available to talk individuals through how to respond online. The Modernising Planning agenda seeks to strongly encourage a move towards e-planning and e-consultation. TAYplan sought to actively embrace this culture change through both the MIR consultation and Proposed Plan Period for Representations.</p> <p>At the Main Issues Report stage, TAYplan had 81% of its respondents responding online. This proved that encouraging online submissions was successful.</p> <p>75% of responses made were made online at the Proposed Plan stage.</p>
<p><u>Roving Presentations</u> Often community councils and other organisations request individual presentations. Unfortunately it will not be possible to resource this as the main focus for TAYplan will be the Information Events and the Community Council/Elected Member briefings. Those seeking further engagement are</p>	<p>No requests were made.</p>

Participation Statement 2011	Activity Undertaken
<p>advised to attend one of the Information Events described above.</p>	
<p>Other Publicity</p> <p>TAYplan will utilise, where possible, other ad hoc communications opportunities in the run up to and during the consultation period, including display stands at other organised events hosted by relevant organisations and, accessing the business sector through the regional Chamber of Commerce. TAYplan's Communication Plan can be found on the TAYplan website at www.tayplan-sdpa.gov.uk and will be updated when the venues and dates for the Information Events are confirmed. Thereafter, it will be revised for every key stage of the Plan preparation process.</p>	<div data-bbox="692 411 1061 442"> <ul style="list-style-type: none"> TAYplan Newsletter </div> <div data-bbox="692 442 1794 751"> <p>TAYplan published its December 2010 edition of its newsletter, which was distributed to all those who made representations to the Main Issues Report, elected members and Community Councils (via email and post, where appropriate). This edition sought to make people aware of the current stage in the process of the production of the Proposed Plan and explain the next stage, along with proposed dates for the period of representations to commence and proposed dates for the 11 Information Events and 2 Community Council briefings. This allowed people and organisations to mobilise their efforts and plan how to respond 7-8 months in advance of the 1st August 2011 deadline.</p> </div> <div data-bbox="1812 411 2047 732"> </div> <div data-bbox="692 745 965 1078"> </div> <div data-bbox="994 782 2038 987"> <p>Subsequently, the May 2011 edition of TAYplan's newsletter was published in advance of the start of the formal period for representations, to reinforce the next stage and the process for commenting on the Proposed Plan. Again, this was distributed to all those who made representations to the Main Issues Report, elected members and Community Councils (via email and post, where appropriate).</p> </div> <div data-bbox="1041 1053 1189 1083"> <ul style="list-style-type: none"> Events </div> <div data-bbox="692 1090 2038 1157"> <p>TAYplan received an invitation to speak at a Royal Institute of Chartered Surveyors (RICS) event in Perth.</p> </div> <div data-bbox="730 1193 1227 1224"> <ul style="list-style-type: none"> Community Council Assistance </div> <div data-bbox="692 1228 2038 1326"> <p>Within the mail shot on 12th May, Community Councils were provided with 25 A5 leaflets and 10 A4 posters for distribution among their communities in public places, to encourage attendance at the Information Events.</p> </div>

Participation Statement 2011	Activity Undertaken
	<ul style="list-style-type: none"> Community Council Websites Within the mail shot on 12th May, Community Councils were provided with the weblink for making representations on the TAYplan website and encouraged to provide this on their own websites. Meetings with stakeholders and the development industry (post commencement of period for representations on Monday 6th June 2011 to explain the format of representations required on the SDP and accompanying documents) <ul style="list-style-type: none"> - Architecture and Design Scotland – Thursday 28th April - Transport Scotland – Friday 6th May - Scottish Natural Heritage (SNH) – Tuesday 10th May - TACTRAN (Tayside and Central Scotland Transport Partnership) – Tuesday 10th May - Scottish Water – Tuesday 17th May - Aberdeen City and Shire SDPA/ Cairngorms National Park Authority – Wednesday 18th May - Homes for Scotland – Thursday 19th May - SEPA – Thursday 26th May - Scottish Property Federation – Tuesday 28th June - Stirling Council and Loch Lomond and Trossachs National Park Authority – Wednesday 29th June <p>Furthermore a letter was distributed to the regional Chamber of Commerce on 3rd June, ensuring awareness of TAYplan's period for representations.</p> <p>A national leaflet was prepared with the 4 Strategic Development Plan Authorities and circulated among TAYplan's Key Stakeholders, Community Councils, libraries and local/access offices prior to 6th June. Additionally, copies were available at the information events and along with the static displays. This helped to raise the awareness of how people can get involved in strategic planning.</p>



Annex 1: Summary of Activity Undertaken During the TAYplan Main Issues Report Consultation

Introduction

This outlines activity undertaken by TAYplan Strategic Development Planning Authority in support of the consultation on the Main Issues Report for the Strategic Development Plan, which ran from 12 April 2010 to the 2 July 2010.

Methods of Publicity

The following methods were deployed to publicise the Main Issues Report detailing what it is, where to find information and events. This reflects the intentions published in the Participation Statement of the TAYplan Development Plan Scheme (2010):

- Local Radio advertisements;
- Press notices in the Courier and Press and Journal newspapers;
- Letters to community councils, councillors, MPs, MSPs and MEPs;
- Letters to statutory consultees;
- Letters to other bodies;
- Leaflet;
- Internet via TAYplan and local authority websites;
- Wrote to schools to inform their pupils; and,
- Static displays around the region's libraries and council offices.

TAYplan consulted all statutory bodies and all those who had registered an interest since the awareness raising consultation held in summer 2009. Annex D of English Planning Policy Statement 11 (PPS11) (2004): *Regional Spatial Strategies* includes a list of statutory bodies and examples of other public, private and voluntary organisations that have an interest in planning activity. This list was scrutinised to obtain contact details for other appropriate bodies.

Accessing the Information

Copies of the documents were made available for inspection:

- On the internet via the TAYplan website.
- On the TAYplan consultation portal run through Limehouse (now Objective Online).
- In all public libraries within the TAYplan area.
- In all council planning offices and area/access/local council offices and TAYplan's Office.
- Copies were available for purchase at request.



Community Council and elected member briefings

These gave community councils and elected members the best possible information ahead of the consultation. It also allowed them to be better placed to inform their communities/electorate should they be approached. The exercise was useful too in that it showed those attending the display material for the information event. Not only did this offer a useful test but it allowed for some feedback. For example the text was considered too small in some places and so modifications were made prior to the information events. Two briefing sessions were held:

- 13 April 2010 at Enterprise House, Dundee, 18:00 to 20:00
- 15 April 2010 at AK Bell Library, Perth, 18:00 to 20:00

Information Events

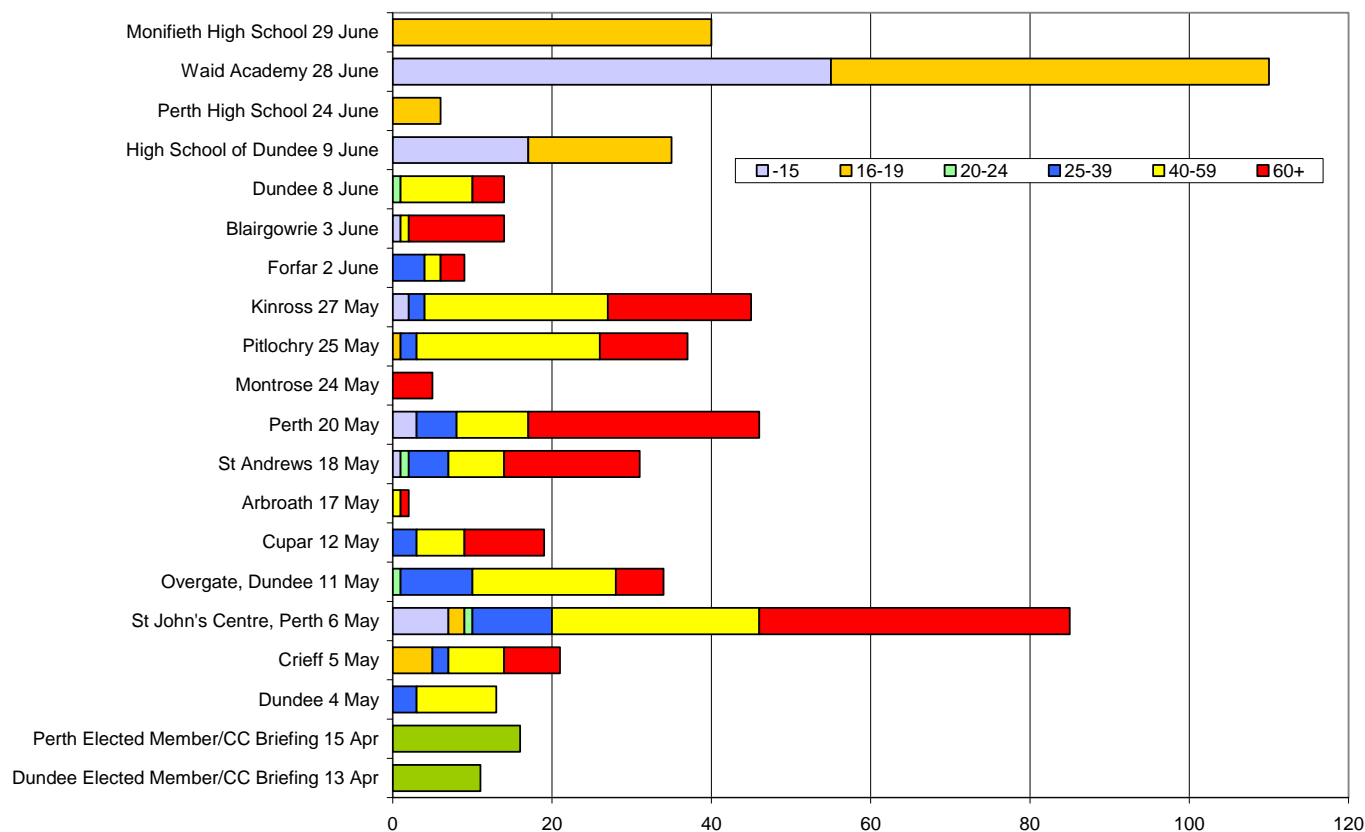
As well as the publicity material and allowing people to access the information TAYplan set up a series of information events (between 4th May-8th June 2010) around the region. In the past consultation has often taken the form of a public meeting, which involves an audience listening to a presentation and asking questions. Experience of these types of event has been that they can be unfocussed, adversarial and do not always allow people to feel comfortable asking questions. TAYplan decided that 'drop-in' information events would alleviate these issues and represent a more constructive form of engagement. Events were held in the following locations:

The material took the form of a series of display banners explaining various elements of the Main Issues Report. All documents were available for inspection and staff were on hand to speak with attendees. The events were publicised via all of the letters mentioned above, leaflets in public libraries, council offices and placed by community councils, on the internet and in newspapers. Community councils also distributed leaflets publicising the events.

Four display banners were placed at the information event venues (or public buildings where these events were held in hotels) for one week in advance of the events themselves to generate further interest. These banners were also displayed in other locations to generate further publicity and interest.



Total attendees as split by age and venue



Information Event Feedback

Attendees at the information events were asked to complete a form asking how they found out about the event, their background and how they felt it could be improved. Feedback was very positive. In particular people welcomed the format of the events and found it very helpful to be able to talk with staff at length about issues which interested them. Although this was not always strategic planning it did provide an important point of contact for people with the planning system at large. Local authority staff also staffed the event and this helped the public to bridge the gap between strategic and local planning.

Attendance at strategic planning consultation events is often lower than at local planning events because the issues are less specific and are not always easy for people to translate to their local neighbourhood. However, attendance is considered to have been good. The highest response rates were in North Fife and Perth and Kinross. The high footfall of the two shopping centres achieved a significant number of people talking to staff but this masks the far wider contact made by handing out copies of the publicity leaflet.

The majority of those who attended the events or stopped to speak with staff in shopping centres were over 40. Attendance was strongest in the smaller settlements and generally in areas where there have been or are strong local planning issues.

Schools and Universities

The younger generation are one of the hard to reach groups and are not always best approached through methods usually deployed for consultations. Indeed the information events although successful were largely attended by the over 40s. TAYplan wrote to every state and private secondary school in the region to inform staff and pupils alike of the MIR. This is considered extremely important as it is this younger generation whose lives will be shaped by the plan for the future. Although many primary level children will also be affected it was considered that secondary level students would have the strongest capacity understand the issues having dealt with them in geography lessons. Initially no school responded to TAYplan's letter. This was thought to be have been due to busy schedules and the exam season. However, in mid May 4 secondary schools got in touch and asked TAYplan officers to come in to carry out workshops with groups of pupils aged between 14 and 17. The following school events took place:

The Schools workshops were programmed as follows:

- What planning is
- MIR and key issues/vision
- Which spatial strategy
- Where to find info and how to comment

The information from the events was fed into the consultation exercise. These sessions engaged pupils in the planning issues faced in preparing the proposed plan and provided both valuable feedback and learning opportunities. The most effective sessions involved between 40 and 50 students broken into four groups discussing the vision and then the spatial strategy.

The universities were also targeted for static displays and a lecture about the consultation. The lecture, held at University of Dundee on the afternoon of 26 March 2010, was moderately attended with a limited number of planning students and lecturers from related subjects.

After the Main Issues Report, TAYplan stood back and captured lessons learnt with the constituent councils and TAYplan's key stakeholder group to inform the Proposed Plan stage. Below provides an indication of these lessons:

1. The community council/elected member briefing and information event approaches worked very well and were well received.
2. The display material needs to be more focussed and clearer. There is a difficult balance as some people like to come and read lots of information where as others prefer to see headlines and nothing more.

3. The schools events were beneficial and worked well for a Main Issues Report, but more work needs to be done and it is unlikely that they would work as well for a Proposed Plan.
4. We now have a wealth of material, contacts, venue and mechanisms from which to run our next consultation period.
5. Virtually none of those attending information events said that it was because they had heard the advertisement on local radio. Except for sending press releases a specific radio advert in future consultations is unlikely to provide value for money.
6. The Shopping centres did not yield as much interest as had been hoped.
7. Overall the consultation period was successful albeit with some areas to improve for next time.

Annex 2: TAYplan's Statutory Assessments

Strategic Environmental Assessment (SEA)

TAYplan's SEA assisted significantly in clarifying the preferred spatial strategy for the Proposed Plan.

Equalities and Human Rights Impact Assessment

This document helped to some extent to inform policy, providing direction for the key areas that would need to be considered in the Proposed Plan, however, the low response rate on this document at the Main Issues Report stage meant that the assistance this provided was limited.

Habitats Regulations Assessment (HRA)

Again, TAYplan's HRA assisted in clarifying the preferred spatial strategy for the Proposed Plan in addition to fulfilling legislative requirements.

