

**Draft Framework for Development
Public Consultation 2003
REPORT**

How the council consulted the community

The publication of the draft Framework for Development in early June marked the start of a three-month public consultation period.

In defining the consultation programme, the communications team engaged by the council identified all of the key audiences for this exercise and over the subsequent months, each audience was involved through a wide range of presentations, exhibitions, discussion groups, opinion surveys, project teams and targeted marketing and briefing material. The consultation was one of the largest ever carried out in the Borough of Southwark.

The council engaged an independent market research company, *Marketlink*, to assist in establishing a body of information based on representative samples. This information demonstrated that the council is disseminating information in larger quantities and to greater numbers than previously. It also shows that we are recording responses formally and assimilating the feedback received into the ongoing development of proposals. The council's commitment to the continuation of this process throughout the life of the scheme is well established.

The council accepted full and direct responsibility for reaching all sections of the population on a basis that best suited those individuals. In other words, if organised groups were the preferred means of receiving information, e.g. tenants associations, community councils, neighbourhood forums, voluntary groups etc, the work was undertaken in that way, but no individual was excluded or diminished in importance as a consequence.

The council used door-to-door visits and delivery of material and worked with the Community Advocacy project to reach groups that were previously excluded. We have also been able to access the business community more readily through *Elephant Links* Single Regeneration Budget (SRB) Partnership supported projects and this has been further expanded by the recent establishment of a Town Centre Liaison group that is open to all Elephant and Castle businesses. Specific groups such as the Latin American Education Project and local youth groups also received direct briefings.

An extensive consultation has also taken place to achieve engagement and obtain feedback from Heygate residents in the re-housing programme. This comprehensive consultation included exhibitions, discussion focus groups, forums, surveys, questionnaires and other opportunities for feedback. Where residents were vulnerable, elderly or disabled, council staff made arrangements to ensure their comments and questions were responded to.

APPENDIX B

How the council promoted the consultation

Regenerate newsletters- A total print run of 23,000 June newsletters containing the consultation feedback form and Freepost envelope was distributed throughout the core development area and surrounds. Key distribution points in the local area were also targeted (such as community centres and libraries) and the newsletters were also heavily distributed during the roving exhibitions.

Advertising- Continual advertising campaigns were run in the local areas to ensure residents were aware of upcoming exhibitions. Full or half page ads were run in both Southwark News and South London Press at the time of the regeneration plans launch, prior and during the roving exhibitions and preceding the closure of the exhibition and public consultation.

Press campaign-the communications team engaged by the council secured a wide range of media coverage around the launch of the regeneration plans. This was at a national, London and local level, as well as in trade and professional publications. Most of these articles included full details of the launch, timings and exhibition dates. Local press included multiple stories in *South London Press*, *Southwark News*, *Southwark Life* and *SE1* website. National press included the *Evening Standard*, the *Guardian* and *BBC News* online. Radio and television broadcasts included *BBC* radio, *ITV London Today* and *Heart FM*. Professional and Trade press included *Property Week*, *Regeneration and Renewal* and *Building Design*.

Marketing material-fliers, posters, signage- A large amount of signage and promotional material was created to support and promote the exhibitions and launch of the plans. All of this information signposted people to upcoming displays of the plans and included website addresses and local council addresses where people could obtain copies of the Framework for Development.

Council website- the Framework for Development was available for viewing and downloading from the council website. The website also contained information about upcoming exhibitions

Elephant Links website- The Elephant Links SRB website also featured links to information about the launch of the plans and public exhibitions.

Heygate newssheet-A new monthly newssheet for Heygate residents was first published in September and contained a unique feedback form for Heygate residents.

Translation of documents-All the newsletters and feedback forms carried notification of the council's translation service in five of the most prominent languages.

APPENDIX B

Timetable of consultation

Framework for Development consultation -June 6th-September 6th 2003

Monday 2nd June Regenerate Newsletter published containing detailed consultation feedback form

Thursday 5th June Press launch, briefings and radio interviews

Friday 6th June Business breakfast launch: detailed briefing for all Elephant and Castle shopping centre businesses

Friday 6th June-Monday 9th June

Full day staffed launch exhibitions at the Elephant and Castle shopping centre

Wednesday 2nd July Walworth and Borough community council briefings

Wednesday 16th July 3-week period of consultation at the Heygate estate-every resident was invited to view and discuss the plans at the Heygate clubroom by personal letter and sent two reminder letters. The consultation was held over three days or evenings per week for three weeks, including weekends.

4th August-10th August-Roving exhibition: Elephant and Castle shopping centre-exhibition consisted of

7th, 8th and 9th August 12pm-6:30pm Southwark staff discussing plans at Elephant and Castle shopping centre

6th August- Briefing for the Elephant and Castle shopping centre tenants

7th August-Neighbourhood Housing Forum Briefings

11th August-5th September-Roving exhibition Southwark Town Hall

11th August-28th August-Roving exhibition-Elephant and Castle Leisure Centre

29th August-5th September-Roving exhibition London College of Printing

2nd September-1st Heygate monthly newsheet released (now a monthly publication)

4th September - Bankside Information Day 11am-6pm. A Southwark council organised information day featuring the Elephant and Castle exhibition amongst a range of stalls at Southwark Cathedral

Heygate project team meetings-held fortnightly on an ongoing basis throughout the consultation period