

**FARNHAM NEIGHBOURHOOD PLAN PARTIAL REVIEW
OCTOBER 2018
CONSULTATION STATEMENT**

INTRODUCTION

The Farnham Neighbourhood Plan was examined in public in November 2016. The Neighbourhood Plan was accompanied by a Consultation Statement including 22 Appendices (July 2017). This should be referenced to illustrate the early and continuing community involvement in plan-making within Farnham.

The Neighbourhood Plan Examiner stated that the plan complied with basic conditions and, with some modifications, should be put to a referendum. The referendum was duly held on 4th May 2017 and overwhelmingly supported by 88% of those who voted. However, developers challenged certain decisions and the Plan was judicially reviewed in June 2017.

Mrs Justice Lang DBE dismissed the developers' case and the Farnham Neighbourhood Plan was made by Waverley Borough Council on 28th July 2017.

After several delays, the Waverley Borough Council Local Plan Part I was eventually adopted by their full council on 20th February 2018 and 450 extra homes were allocated to Farnham. This prompted an immediate partial review of the made Farnham Neighbourhood Plan.

CALL FOR SITES

Farnham Town Council carried out a call for sites, which lasted throughout March 2018. The call for sites was widely advertised and around 70 sites were put forward. During April, May and June 2018 members of the Neighbourhood Planning team made themselves available to discuss sites which had been promoted for development. A list of developers' meetings is included at Appendix 23.

ASSESSMENT OF SITES

Throughout July and August 2018 every site promoted in the call for sites and all sites which were in the latest Waverley Borough Council LAA were thoroughly appraised against a robust set of criteria. Those, which best fitted the criteria, were selected as potential housing options to be put out to consultation under regulation 14.

INFORMING THE PUBLIC

During the call for sites and assessment period the Neighbourhood Planning Team was out and about updating residents and stakeholders about the progress of the partial review.

The announcement about the early review of the Neighbourhood Plan appeared in the local press in February 2018 and information was published on Farnham Town Council's website.

A press release calling for new sites was issued to the local media on 6th March 2018 and an article appeared in Farnham Town Council's enewsletter on 21st March 2018. It was sent to 1,251 recipients.

On 22nd March 2018 there was a presentation to the Annual Electors' Meeting, which attracted around 75 residents.

On 4th April 2018 there was a meeting with Waverley Borough Council to discuss potential housing sites and on 10th April 2018 there was a meeting with the Farnham Society, to inform them of progress.



On 3rd May 2018 there was a presentation evening to which representatives of every Resident Association, the Chamber of Commerce, the Farnham Society and other community groups were invited. It was at this meeting that a strong preference for the additional development to be concentrated on brownfield land was expressed. A list of invitees to this meeting is included at Appendix 24.

On 31st May 2018 there was a further update presented to The Farnham Conservation Area Management Plan monitoring team, which consists of representatives from Surrey County Council, Waverley Borough Council and The Farnham Public Art Trust. The list of invitees is included at Appendix 25.

Meetings were also held with the Badshot Lea Wives' Group, South Farnham Residents' Association, the Bourne Beautification Project and Riverwatch.

A representative from the Neighbourhood Planning team was available on Friday mornings throughout June and July, should any group seek further updates.

REGULATION 14 CONSULTATION

The six-week consultation was held from 17th August to 30th September 2018.

As soon as the consultation was approved at full council in open session, a programme of press releases, newspaper articles and features in local magazines, notices in notice boards across the town and a banner across Downing Street was triggered. Details of the communications action plan can be found in Appendix 27.

The Neighbourhood Planning Team was out and about at a host of venues and events across the town, talking to residents and explaining the need for a partial review at this stage.

On 6th August 2018 a newsletter went out to all Residents' Associations, outlining the progress on the selection of sites and describing the future timetable for the regulation 14 consultation. The list of those included in the distribution is included in Appendix 26.

Copies of the newsletter were available at the Town Council's reception desk for people to pick up and a copy was published on Farnham Town Council's website. The newsletter was publicised on Facebook which reached 1,086 people.

On 16th August 2018 details of the regulation 14 consultation were agreed by members of Farnham Town Council and the website was updated on 17th August 2018.

On 17th August 2018, the Leader and Town Clerk of Farnham Town Council held a media briefing with the Chief Reporter from Farnham's principal newspaper. This appeared as a front-page story on 23rd August 2018.

A press release was issued to all other media on 24th August 2018 and was posted on the website.

On 21st August 2018 an email update was sent to all Residents' Associations, the Chamber of Commerce, the Farnham Society and other community groups, to ask them to inform their members that the consultation had begun. It provided simple links to the documents on the



website, including the summary of minor changes to the made Neighbourhood Plan and the survey seeking views on the selected sites and the proposed new SANG provision.

The drop-in session venues advertised the event in advance with an A3 poster. Posters were also put up in each of the town's 25 community noticeboards.

A flyer promoting the consultation and the dates of the drop-in sessions was distributed to two information points in Farnham. The flyer was handed out at each of the drop-in sessions and was available for people to pick up from Reception at Farnham Town Council.

Two street banners advertised the consultation to drivers and pedestrians in two of Farnham's busiest town centre streets. The banner appeared over Downing Street from 16th to 30th September 2018 and The Borough from 26th August to 2nd September 2018 and 16th to 30th September 2018.



A prominent advert was placed in the Farnham Herald on Thursday 23rd August 2018.

A quarter page advert appeared in the September edition of Life in Farnham, which is delivered directly to homes and 40 businesses in and around Farnham.

A full-page advert appeared in the Food and Drink Festival guide which was circulated with the Farnham Herald in early September. A full-page advert was included in the Gin Festival guide which was handed out to 1,700 people who attended the 2018 Farnham Gin Festival.



A one-page advertorial appeared in the September 2018 edition of Vantage Point magazine which was delivered to 22,411 homes in Farnham.

At each drop-in session, all the information provided online was available in hard copy and there were paper copies of the survey, for those not online. Prepaid envelopes were provided for those who needed them and others were hand-delivered to those who couldn't attend an event for whatever reason. The information desk in the Town Council offices also provided residents with information about the electronic survey or hard copies for those who needed them.

A banner stand was put up at the start of each session to advertise the event. The banner was displayed throughout the Farnham Gin Festival which was attended by 1,700 people.



The banner



Visitors at the Farnham Maltings drop-in session

Approximate attendees at each event are included in brackets.

- 19th August 2018: Music in the Meadow (525)
- 22nd August 2018: Farnham Library (40)
- 25th August 2018: Hale History Project (75)
- 26th August 2018: Farmers' Market (200)
- 26th August 2018: Music in Vineyard Church (30)
- 31st August 2018: Rowledge Village Hall (65)
- 2nd September 2018: Music in the Meadow (500)
- 6th September 2018: Farnham Town Council offices: (30)
- 14th September 2018: The Maltings (45)
- 14th September 2018: Gin Festival (800)
- 15th September 2018: Heritage Open Day in FTC offices (60)
- 22nd September 2018: Wellbeing Day, Farnham Hospital (150)
- 23rd September 2018: Farmers' Market (200)
- 30th September 2018: Farnham Food and Drink Festival (10,000)



People visiting the Neighbourhood Plan roadshow at the Farnham Food and Drink Festival

A press release reminding people to complete the survey and addressing questions that had been raised by members of the public at the drop-in sessions, was issued on 14th September 2018. The article appeared in the Farnham Herald on 20th September 2018 alongside a longer article written by a reporter from the paper. The story was also posted on the Town Council's website.

An newsletter was sent to 1,388 people on 28th September 2018 to remind them to complete the survey. Over three days, 92 people clicked through to the main story, making the Neighbourhood Plan article the most popular item in the newsletter.

Farnham Town Council's website gave consultees background information about the review of the Neighbourhood Plan and links to the survey.

During the consultation there were 2,503-page views of the Neighbourhood Plan consultation page making this the second most visited page after the home page.

Throughout the consultation a number of posts were broadcast on Farnham Town Council's Twitter and Facebook feeds. The Twitter account has 3,620 followers and Facebook has 2,278 'likes'.

The Facebook posts reached 4,278 people.

Between October and December 2018 all comments from the regulation 14 consultation were analysed and detailed responses prepared. Any necessary changes to the document were recommended to the Council in the light of comments from residents and other stakeholders and evidence was updated.

It was agreed that the plan would be examined under the terms of the new NPPF and that submission would take place on 25th January 2019.

This revised timetable and further updates were presented in public at full council meetings on the 1st November 2018 and 20th December 2018.

The Regulation 15 Neighbourhood Plan was considered and approved by Farnham Town Council on 24th January 2019. It was agreed to submit Farnham Neighbourhood Plan to Waverley Borough Council to undertake Regulation 16 consultation.

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2. Summary comments from workshop on 16th February 2012
3. Notes of meeting with developers and architects on 8th March 2012
4. Draft May 2012 Skeleton Document
5. Invite/Poster for workshop on 29th November 2012
6. List of attendees at workshop on 29th November 2012 workshop
7. Draft May 2013 Skeleton Document
8. List of attendees at workshop on 8th May 2013
9. Draft Plan July 2013
10. 2013 Exhibition roadshow survey and materials
11. Responses to 2013 survey
12. i-iv Community Statements for Hop Fields, Compton Fields, Badshot Lea and Rowledge
13. Notes of workshop on 13th November 2013
14. 2014 postcard and questionnaire
15. March 2014 Questionnaire Feedback
16. Regulation 14 Draft Plan Consultation Questionnaire
17. List of events for Regulation 14 Consultation
18. Notes of meetings with infrastructure providers
19. Notes of developers in February 2015
20. Notes of meetings with commercial agents
21. Notes of meeting with Natural England regarding Regulation 14 Plan
22. List of attendees at January 2016 stakeholder update meeting
23. A list of developers' meetings held during the Call for Sites
24. List of invitees to presentation evening on 3 May 2018.
25. List of invitees to update meeting on 31 May 2018.
26. List of people included in the distribution of the Neighbourhood Plan newsletter on 6 August 2018.
27. Regulation 14 communications action plan.