



Alton Neighbourhood Plan

Consultation Statement
11 May 2015

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1. Compliance with Regulation 15 (Neighbourhood Plan Regulations 2012)

Alton Town Council submits its Neighbourhood Development Plan to East Hampshire District Council in May 2015 for independent examination.

This Consultation Statement complies with requirements of Regulation 15 of the Neighbourhood Plan Regulations and provides the response to Regulation 14 of the Neighbourhood Plan Regulations (pre-submission statutory consultation). It has been prepared by Alton Neighbourhood Plan Steering Group (ANPSG) with support from independent consultancy Shaping Communities to fulfil the legal obligations of the Neighbourhood Planning Regulations 2012.

Section 15(2) of Part 5 of the Regulations requires that a Consultation Statement should:

- 1.1 Contain details of the persons and bodies who were consulted about the proposed Neighbourhood Development Plan;
- 1.2 Explain how they were consulted;
- 1.3 Summarise the main issues and concerns raised by the persons consulted;
- 1.4 Describe how these issues and concerns have been considered and, where relevant, addressed in the proposed Neighbourhood Development Plan.

This Consultation Statement summarises all statutory and non-statutory consultation undertaken with the community and other relevant statutory bodies and stakeholders in developing Alton's NDP. In particular it describes how concerns have been addressed and what changes have been made to the final NDP as a result of statutory pre-submission consultation.

Changes are included in the NDP submitted to the Local Planning Authority which can be cross-referenced to comments received as part of statutory consultation.

A Consultation Evidence File providing a record of all consultation exercises, comments and feedback accompanies this Consultation Statement in both hard copy and electronically.

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All supporting Consultation Evidence File data can be found at http://www.alton.gov.uk/AltonTownCouncil/neighbourhood_plan

2. Background to Consultation on Neighbourhood Development Plan

In November 2013 Alton Town Council declared its intention to develop a NDP to follow on from the Alton 2020 plan (issued in 2005). This was to help deliver the subsequent outputs resulting from that plan which were able to be addressed specifically through a Neighbourhood Plan. Consultation had been carried out between 2002 and 2005 as part of the Market Towns Initiative, and this had led directly to the publication of Alton 2020 in 2005. There were two key outputs flowing from this report. Firstly, the Alton Town Design Statement, issued in 2008, (see Appendix 1, CEF 1) and secondly the Report on Public Engagement concerning the Development of EHDC Core Strategy, published in 2009, (see Appendix 1, CEF 2) that addressed the issue of location of greenfield development in Alton. Thus Alton's consultation on its NDP was a continuation of an on-going stream of consultation activity initiated in 2002 by the preparation for Alton 2020. Further details of earlier consultations are captured in section 3 of this report.

The designated area for Alton's NDP, which covers the parish of Alton excluding one very small part which is in the South Downs National Park, was approved by East Hampshire District Council (EHDC) on 08 May 2014. The Alton Neighbourhood Plan Steering Group (ANPSG), which was formed in December 2013, began to scope and define the work required to develop a NDP, resulting in the Alton Neighbourhood Plan Charter (see Appendix 2, CEF 3). The key principle of this charter was to achieve as much community engagement as possible. This aspiration was set by the Steering Group being chaired by a volunteer and made up of a combination of volunteers, three Town Councillors and one EHDC District Councillor.

The aims of the Alton NP consultation process were:

- 2.1 To involve as much of the community as possible throughout all consultation stages of the Plan's development so that it was informed by the views of local people and other stakeholders from the outset;
- 2.2 To ensure that consultation events took place at critical points in the process;
- 2.3 To engage with as wide a range of people as possible, using a variety of approaches and communication and consultation techniques; and
- 2.4 To ensure that results of consultation were fed back to local people and available to read (in both hard copy and via the Town Council website) as soon as possible after the consultation events.

In preparing Alton's NDP the Steering Group has consistently ensured that residents and other stakeholders including Local Authorities, interest groups, businesses and statutory bodies have regularly been consulted and that their comments have been noted and where appropriate incorporated into the plan as it evolved. It is noted that the Steering Group has worked closely with the local planning authority, East Hampshire District Council (EHDC) throughout the process, and has sought to ensure its work aligns with the East Hampshire Local Plan: Joint Core Strategy. A greater level of consultation has been undertaken than the legislation requires and evidence of all consultations is provided in the Consultation Evidence File (CEF) which is summarised in Appendix Appendix 2. The CEF sub set of evidence is available to view on Alton

Town Council website http://www.alton.gov.uk/AltonTownCouncil/neighbourhood_plan

3. Understanding the Issues

The start of the development of Alton's NDP saw a large number of consultation exercises undertaken that were designed by the Steering Group to help understand the issues of importance to the community that could be addressed through a NDP.

The findings from a range of earlier consultations were used as the basis for further discussion and consultation on the NDP. Issues raised through the various NDP consultations that could not be directly addressed through the NDP have been captured as Action Points in the plan. These Action Points will be used to prioritise future projects led by other processes, and to prioritise use of CIL funding by Alton Town Council (see Section 6 Plan Policies to NDP)

3.1 Alton 2020 Vision and the role of the Neighbourhood Plan

Alton Town Council (ATC) has been working towards the Alton 2020 Vision for a number of years. This covers, among other priorities, transport, infrastructure, community facilities and retail. With the introduction of Neighbourhood Planning legislation, delivering a Neighbourhood Plan for Alton was recognised by the Town Council as a key ingredient in helping to achieve the 2020 Vision, representing one of three 'pillars' underpinning this wider vision. The two remaining key work streams were the development of Action Points resulting from all consultation which is used to address issues outside the scope of a NDP, and the Town Design Statement (adopted in 2008). Various studies such as the Alton Study (which took a medium and long term view of the potential for Alton to take additional housing), consultation on the Alton Town Partnership initial Joint Core Strategy study in 2009, Alton Town Design Statement, elements of Alton 2020 and the EHDC SHLAA accepted site output were used to help define draft objectives for the NDP as a basis for further community consultation.

3.2 Summary of previous community consultations relating to Alton 2020 Vision underpinning early NDP draft objectives for further consultation

3.2.1 Alton 2020 (2005) - the Health Check process which led to this document included widespread consultation with the general public, stakeholders, service providers and local businesses. This involved public meetings, self-completion questionnaires and consultation on a draft vision for Alton.

3.2.2 Alton Town Design Statement (2008) - work on the design statement included public surveys to identify the built and natural environment characteristics which residents felt were most important.

3.2.3 Report on public engagement concerning the development of EHDC's Core Strategy (2009) - more than 400 residents attended a consultation event and 184 completed a questionnaire.

3.2.4 Strategic Housing Land Availability Assessment (update 2014) - EHDC undertook a call for sites, assessed, carried out a sustainability appraisal and made a decision on a number acceptable for house building.

3.3 Summary of previous consultations related to NDP early draft objectives

	Draft Objective	Previous Community Consultation
1	<p>Housing:</p> <p>a. To ensure that future housing development in and around Alton respects the character of the town and the surrounding countryside.</p> <p>b. To ensure that new housing contributes to the needs of the town in terms of the mix and design of dwellings.</p> <p>c. To influence the location, scale and pace of housing development over the plan period (2028).</p> <p>d. To ensure that, in the context of the sustainability requirements specified by the NPPF, the necessary infrastructural improvements will be implemented in a manner appropriate to the location, scale, and pace of all proposed development.</p>	<p>Alton 2020 engagement, where under Environment Future Developments and Meet Growing Housing Need were identified as plan projects. A key output from 2020 was that Alton should grow to become sustainable.</p> <p>Public engagement report concerning the development of EHDC's Core Strategy (2009) - provides evidence of preferred Alton development sites as at that date (see CEF 2)</p> <p>Alton Town Design Statement (2008) - provides evidence on town's character and its setting.</p>
2	<p>Transport:</p> <p>a. To encourage and influence improvements in the town's transport infrastructure - particularly to manage traffic - in order to meet current needs and those arising from development.</p> <p>b. To encourage walking and cycling.</p> <p>c. To encourage the provision of public transport services, both within the town and beyond.</p> <p>d. To achieve appropriate levels of parking, both on-street and off-street.</p>	<p>Alton 2020 engagement where under Transport and Travel key outputs concerning this area were identified. The most important of these was the need for a Traffic Study to be carried out in Alton (this has finally come to realisation in 2014-15 under the Hampshire County Council led Alton Strategic Transport Study).</p> <p>Report on public engagement concerning the development of EHDC's Core Strategy (2009) - shows the high level of concern about transport issues among Alton residents.</p>

3	<p>Health, community and recreation:</p> <p>a. To support the development of a new/refurbished Community Centre and new Sports and Leisure Centre in the town.</p> <p>b. To support the provision of adequate Health Services for a growing population.</p> <p>c. To support the retention and development of new public open spaces and sport/recreation facilities, in line with population growth.</p>	<p>Health Check carried out for Alton 2020 - showed community support for a new Community Centre.</p> <p>Health Check carried out for Alton 2020 - showed community support for better health services.</p> <p>Health Check carried out for Alton 2020 - showed green space and recreation to be a priority issue for residents and confirmed support for a new Sports Centre.</p>
4	<p>Education:</p> <p>a. To support the provision of sufficient nursery, school and college places in Alton to meet the growing demand, in accessible locations.</p>	<p>No previous specific community consultation relating to meeting future demand.</p> <p>Evidence for objective gathered through desk top research and studies, ref Alton Profile 2013</p>
5	<p>Economic sustainability and viability:</p> <p>a. To promote and enhance the role of Alton town centre as a retail, tourism and hospitality hub which is vibrant and adaptable to future needs.</p> <p>b. To promote the business economy of Alton, in order to support the growing population and provide new employment and business opportunities.</p>	<p>Alton 2020 engagement where under Economy key projects concerning this area were required. Some of these have already been delivered.</p> <p>Retail Survey (2011) - contains information on retail units, their uses and vacant units.</p>

NB Further information relating to other forms of evidence (such as studies, profiles, and local policies) to support the setting of draft objectives, upon which the community was consulted, is available to see on the NDP website under the various topics.

3.4 Confirming the draft objectives for the NDP through consultation

EHDC's adopted Local Plan: Joint Core Strategy (2014) sets out the overall spatial strategy for housing in Policy CP10. For Alton this includes providing a minimum of 700 dwellings. Therefore a key driver for the plan was to allocate sites for a minimum of 700 greenfield dwellings in the period 2011 and 2028. Sites had already been identified for potential development through earlier EHDC SHLAA work undertaken in June 2013 as updated in 2014. These agreed SHLAA sites formed the basis of consultation on housing allocation and preferred sites. However, without a Local Plan in place and with, at that time, no demonstrable 5 year housing land supply, the town faced pressures from developers putting forward sites that could easily and significantly exceed the required housing numbers within a short period. Therefore the Steering Group agreed that the NDP should focus consultation on the issues as follows:

3.4.1 Allocation of sustainable SHLAA identified sites to meet the minimum 700 dwellings greenfield sites required by the Local Plan: Joint Core Strategy. infrastructure requirements to support new approved developments, along with those being consulted on by developers.

3.4.2 Refreshing SHLAA site preferences beyond schemes already coming forward and identifying likely required additional infrastructure to support future development

3.4.3 Transport and parking (Infrastructure)

3.4.4 Community facilities (Infrastructure)

3.4.5 Schools and education (Infrastructure)

In addition to sites already allocated for 1031 dwellings for the period between 2011 and 2028, sites for a further minimum of 700 dwellings are required on greenfield land. This total figure includes an allowance for 254 more dwellings to be built on windfall sites which currently are not identified in the Core Strategy.

Whilst draft objectives had emerged for the NDP based on earlier consultations, the Steering Group made it clear in all consultations that nothing by way of objectives had been decided in advance and that it was up to the community to shape the plan by making the Steering Group aware of its views on the proposed draft objectives and whether draft objectives needed changing, removing or new objectives setting.

Over a period of 10 months, starting in January 2014, the views of local residents, local organisations and businesses were obtained through a variety of consultation exercises including public events and exhibitions, focus groups, seminars, meetings, presentations, survey questionnaires, and written contributions which confirmed the issues set out above. The following Section 4 provides a summary of the different forms of consultation that took place over this 10 month period.

4. Overview of approaches used to inform and engage the community in consulting on Alton's NDP

Consultation specifically relating to the Neighbourhood Plan began with two community stakeholder holder events to highlight the impact on Alton of the EHDC Local

Plan: Joint Core Strategy and the need to update the 2020 plan to Neighbourhood Plan status. These events were organised by the Alton NP steering GRoup prior to the NP launch event on 01 Feb 15.

Gaining this buy-in from the outset from key community representatives was seen as an important stage in scoping the draft aims and objectives of the NDP and to help spread the word regarding consultation on the NDP. Issues highlighted through the community stakeholder events were sent via the Alton Town Council distribution list to surrounding Parish Clerks. This was followed by the community launch of the NDP (which doubled up as a full consultation exercise on the draft objectives for the Plan with a wide range of stakeholders), which was very well attended and provided a large amount of community feedback. The summary table explained at Section 4.2 below with detail set out at Appendix 1, provides an overview of all community engagement and consultation undertaken by the Steering Group.

Throughout the entire period of developing the NDP, the Steering Group's contact details have been available on the website, and in all NDP literature and progress reports circulated to the residents and businesses of Alton. Engagement has been encouraged throughout the process at every opportunity and the Steering Group has made excellent efforts to engage the community as widely as possible, particularly those considered to be traditionally harder to engage (see section 4.3), holding a total of 20 different information sharing and consultation events across the community.

During the development of the final NDP, EHDC, adjoining parishes and key community stakeholders were regularly consulted and draft NDP documents were routinely copied to EHDC along with information about public events and consultations held during the various stages of the production of the Plan. In addition to this, from May 2014 EHDC allocated two officers to assist in the development of the NP, at least one of whom attended nearly all NP meetings.

Frequent and robust consultation has maximised the opportunities for those living, working and running a business in Alton to shape their final Neighbourhood Plan.

4.1 Information sharing and consultation methods:

4.1.1 Alton Town Council meetings. Regular updates were given at all Planning and Transportation Committee and Full Council meetings. At these meetings Town Councillors were able to ask questions and seek further information. These meetings are open to the public and the minutes are published on the Town Council website.

4.1.2 NDP website. The main source of all consultation information, background evidence and supporting key documents has been the Alton Town Council website which contains an NDP section. This has been a useful and well-publicised source of valuable and up-to-date information about all aspects, and stages, of NDP development. This website included information on all pending consultations along with consolidated findings from all past consultations, once summarised and analysed, presented back to the community, including the results of the NDP Questionnaire (by means of the Community Questionnaire Report). The web pages also contain all materials from different consultation exhibitions, such as the launch exhibition, consultation feedback exhibition and

draft options consultation. Meeting minutes were posted one week in arrears to allow full visibility of ANPSG actions. Details of all documents in draft form as they evolved have been available for viewing and commenting upon via the Town Council's website <http://www.alton.gov.uk>, which contains a page devoted to the Neighbourhood Plan, although the site was not an interactive site.

4.1.3 Facebook page. The Group introduced a Facebook page early on in the process to help to attract interest in the plan (particularly interest from younger members of the community). The Facebook page received over 700 likes and was updated regularly with appropriate NP information and interesting articles. The reach of the page exceeded 3,000 on one occasion when details of a planning application consultation were posted. The NP Facebook posts were also shared on other local Facebook pages including the Town Council's own Facebook page.

4.1.4 E-mail. The Steering Group developed a comprehensive e-mail database of all community groups, businesses, interest groups, schools, statutory bodies and neighbouring parishes for use throughout all stages of consultation.

The Group also engaged the support of other local organisations to help disseminate information about the NDP and pending consultations through their own e-mail contacts on behalf of the Steering Group e.g. Residents Associations, Voluntary and Community Sector groups, schools etc.

4.1.5 Use of local newspaper. ANPSG maximised the use of two local newspapers, The Alton Herald and the free Alton Gazette at key stages of consultation such as consultation launch, options exhibition, the launch of statutory pre-submission consultation on the draft plan and will adopt the same strategy at time of referendum in order to maximise awareness of opportunities to become involved in shaping the plan. Liaison with editorial staff ensured that there was good news coverage.

4.1.6 Notices/ posters. Notices and posters were also a regular means of communication through full use made of the eleven Town Council notice boards, the Library and Community Centre.

4.1.7 Local publications. ANPSG maximized opportunities to publicise information and future consultations through local press publications, Alton Town Council newsletter (the Altonian) issued periodically throughout the year to every household in the town along with schools' newsletters and those of the Voluntary and Community Sector which helped to reach into the community to raise awareness of the Plan and opportunities to get involved in the process. Examples of other publications used to share news and updates on the NDP include The Alton Society Newsletter, Church magazines, 'Community life'. This provided an additional means of communication, particularly for those without e-mail or access to the internet.

4.1.8 Leafleting. Throughout the entire consultation period, and particularly at key consultation stages of the Plan i.e. the launch event, consultation feed-

back event and options consultation event, leafleting was undertaken with the help of volunteers. This encouraged input from the community and explained the methods of engaging on a daily basis to input views and questions (see Appendix 2, CEF 4 for copy of a typical NDP leaflets).

4.1.9 NDP questionnaire. A detailed survey of views and preferences in relation to all NDP draft objectives was conducted by the Steering Group to gain community feedback on the issues to be addressed through the NDP and to help shape the options to be included in the final draft plan (see Appendix 2, CEF 5). This process built on the evidence being gathered through all forms of consultation and desk top research, to help fill in any gaps in evidence, and drilled down further into possible options for the Plan, including SHLAA site preferences for future development.

This survey questionnaire, made available in hard copy for those attending meetings and on line to all homes and businesses in Alton, was central to community-wide consultation that ensured that all residents and businesses were given the opportunity to have their input to the NDP. All engagement, information sharing and consultation events (see table in 4.2 below) signposted people to the NDP questionnaire and encouraged completion.

As a result of wide publicity, and the ability to complete it both on-line and manually, the questionnaire was extensively completed with 894 questionnaires completed in total and returned for recording results. A Community Questionnaire Report analysis report relating to:

4.1.9 All feedback gathered from the launch event in February 14 via the use of 'stickies' (completed 'post it' notes),

4.1.10 Feedback provided through the questionnaires, including all free-form responses, and

4.1.11 Further comments made via the use of 'stickies' during the Consultation Feedback exhibition carried out in May 2014

was then produced by the Steering Group (see Appendix 2 CEF 7). This report drew out all issues, concerns and preferences that needed to be captured and fed into the next stage of option development.

In addition to the already detailed analysis of all consultation results, a separate analysis of 'NIMBYism' ("Not In My Back Yard") relating to development was undertaken with respect to identification of site preferences for future housing development. This helped to objectively assess draft options for the Plan. The outcome from this exercise is contained within the Community Questionnaire Report.

The free-form responses elicited from the questionnaires were sometimes more difficult to analyse, but they were all included in the analysis in order to ensure the public offerings were not stifled by the need to comply with the specifics of the questionnaire. The analysis of free-form comments made via the questionnaire was undertaken using a bespoke software application developed during the analysis. In all there were over 9,000 free-form comments made through the questionnaire which

were attributed to over 1,700 issues with almost 11,000 attributions. See Appendix 2, CEF7, for a comprehensive and detailed analysis of all survey results.

Comments made by the public who attended the launch event, nearly 800 people, are captured separately in the Community Questionnaire Report (see Appendix 1, CEF 7) to ensure the views of all those attending were input to the process. In addition, a further section within the analysis report (pages 53 - 55) captures comments made by the community via 'stickies' used at an Feedback Event on 17 May 2014 which presented findings of all consultation back to the community on a topic by topic basis.

4.2 Summary table of consultation activity in developing Alton's NDP

This Consultation Statement provides an overview of each stage of community consultation in accordance with Section 15(2) of Part 5 of the Regulations.

The Consultation Evidence File, available to view on the NDP website, contains a wide range of information regarding all non-statutory and statutory consultations that have taken place, including feedback from events, registers of attendance, survey examples and consultation reports (see Appendix 2). The website also contains a wide range of core documentation and background evidence to ensure that anyone who wanted to comment at any stage of the NDP development process was able to do so.

A Consultation Log capturing comments and questions raised, along with how these were responded to and taken forward by the Group, was maintained (see Appendix 2, CEF 8).

Where individual responses were requested by members of the community, these were provided by the Steering Group.

The table set out at Appendix 1 pages (17 - 43) provides a summary of the consultation methods used to gather information which helped to identify the key issues and concerns to be addressed within the NDP in order to develop the most suitable options for the plan.

4.3 Consulting as widely as possible to engage sections of the community

The prime objective of the Steering Group has been to consult extensively and meaningfully with the community, businesses and local organisations on a wide range of issues that will influence the well-being of all people living in Alton along with supporting the sustainability and character of the town into the future. It has been essential to ensure that the policies contained in the final NDP where possible reflect the views of the majority of residents who responded to the consultation (see Alton NDP Charter (Appendix 2, CEF 3).

All consultation events were also used to publicise the next key stages of information sharing and consultation such as the Consultation Feedback Exhibition delivered on 17th May 2014 and the Options Consultation and Information sharing event held on 22nd November 2014.

The Steering Group was mindful of the need to communicate with some sectors of the

community that may have been harder to engage, such as the elderly and schools. It is for this reason that the Steering Group undertook extensive consultation on twenty separate occasions prior to the statutory consultation, taking the discussion to groups, rather than expecting the community to come to them to find out more about the plan.

4.4 Scope to engage and gain feedback throughout the process

Throughout the entire consultation period, starting from 1st February 2014 and until options were finalised for the draft plan prior to statutory consultation, the public was able to submit queries and suggestions to the Steering Group regarding the plan by way of letters and e-mails. These were summarised in a table, referred to as the Consultation Log, used internally by the group to ensure all additional comments had been recorded in order to support the evidence base for draft options, (see Appendix 2, CEF 8). Feedback was available at all times on the progress of the plan, through the Town Council's website, the Town Hall, Facebook and e-mail communication, press releases, and Society Newsletters.

4.5 On-going consultation with public and statutory bodies

In addition to the engagement and consultation exercises with the community set out in 4.2 above, the Steering Group consulted from an early stage with statutory bodies to ensure that views of interested parties were taken on board by the Group from the outset. A list of the statutory bodies consulted as part of non-statutory consultation is found in Appendix 2, CEF 29, along with a brief summary of the responses.

The full responses received from statutory bodies are found in Appendix 2, CEF 30.

NB: See section 6 below for consultation responses from Statutory bodies as part of Regulation 14 pre-submission consultation.

As part of general evidence gathering, meetings were also held by the Steering Group with public bodies such as Hampshire County Council Education and Transport groups. Copies of all reports and minutes of meetings are available to view under the 'background evidence'. See Appendix 2 CEF's 34 and 43.b)

5. Developing and testing the Options through Consultation

Following detailed consultation with local residents and interest groups, and having gathered a range of evidence to support the various topics to be covered within the Neighbourhood Plan, the final draft objectives for the plan were confirmed by the Steering Group with external specialist support.

Policy options were then identified which could help deliver those confirmed Neighbourhood Plan objectives. These policy options were, in many cases, further developed through consideration of relevant strategic documents and discussions with relevant bodies e.g. the County Council on transport and education. In addition, the policy options were notified to a number of relevant statutory bodies for initial comments.

Having confirmed the preferred options, East Hampshire District Council was then formally asked to provide a screening opinion for Strategic Environmental Assessment, the conclusion being that one was not needed which was confirmed by formal notification. Preferred policies not dealing with site allocation were nonetheless then subjected to a basic Sustainability Appraisal to compare them with an alternative of 'no policy', in line with good NP practice elsewhere.

The selection of housing allocation sites underwent an SEA-compliant Sustainability Assessment exercise commissioned by the District Council and undertaken by Consultants of all shortlisted SHLAA sites at Alton. A report is referred to at appendix 2 CEF 43.a.

In addition to the East Hants District Council Sustainability Assessment the Neighbourhood Plan Group conducted its own and this can be seen at Appendix 2 CEF 43.a.6.

Those thirteen SHLAA sites were then considered against a wide range of factors, including the results of the Sustainability Appraisal, other evidence (such as East Hampshire Landscape Capacity Assessment), and the expressed preferences and views of local residents and interest groups. This was written up as a narrative and further developed in a table showing site availability, deliverability, sustainability and public views.

The preferred policies, including an initial attempt at site selection, were presented to the public at an all day workshop on 22nd November, with views recorded (including those sent in soon after the event) and subsequently analysed. Careful consideration was also given to both the views of the District Council and emerging findings from a County Council-funded Alton Strategic Transport Study.

The policies to go into the consultation draft of the Neighbourhood Plan document, in order to deliver the objectives of the plan, were then confirmed before sharing these with the wider community for feedback at an event held on 22nd November 2014. The purpose of this Options event was to:

- 5.1 To inform the community about the proposed policies for the draft plan
- 5.2 To respond to questions that arose during the event
- 5.3 To enable the community to make comment and provide feedback on the draft policies
- 5.4 To provide a further opportunity to remind the community of the key stages of the process and outcomes achieved to date
- 5.5 To continue to demonstrate transparency and objectivity

5.5 To keep up the momentum driving the plan forward and thereby continue to gain buy-in from the community and increase the chance of a positive outcome of the referendum

For details of all policies presented at the event, visit:

http://www.alton.gov.uk/AltonTownCouncil/neighbourhood_plan-16530.aspx

6. Pre-submission Consultation on draft Neighbourhood Development Plan (Regulation 14).

6.1 The pre-submission consultation was undertaken by Alton Town Council in the period 16 February to 30 March 2015. The entire process was orchestrated and run from the Town Hall by full time Officer and support staff as recommended by the Steering Group. Reaching out to all of the public both in Alton and surrounding Parishes, with statutory consultees as well as developers and landowners was a priority. Having been conducting similar processes over at least the last decade by means of, for example Alton 2020, the Town Design Statement and more latterly the Neighbourhood Plan definition process the Council had considerable experience in this process. Evidence of how the public were engaged and awareness raised is set out at Appendix 2, CEF 41. It is considered that the Town Council exhausted as many avenues as possible to reach out to all stakeholders in the Neighbourhood Plan development process for Alton. All feedback gathered was collated onto a spreadsheet as per Appendix 2, CEF 42 and this will be published (purged of names and identities) onto the Alton Town council website.

6.2 The input to an updated submission NP as influenced by the Regulation 14 consultation process is as recorded at Appendix 2, CEF 42. This was considered by the Steering Group for impact on the draft plan as presented. Each consultation contribution was considered for its potential impact on the draft plan and potential need for changes to be incorporated into the submission draft. Consideration of each serial was recorded onto the same spreadsheet (at columns K and L) as the consultation output indicating the outcome of Steering Group consideration and potential for change as well as the change proposed to the updated NP. Changes to the NP were then subsequently made to the plan which has been updated from its pre submission status (see CEF 40). Appendix 2, CEF 42 (the submitted list) contains unattributable comments, but the original list with attributable identities is available on request.

7. Conclusion

7.1 Definition of a Neighbourhood Plan for Alton became a very high priority as the Core Strategy for East Hants District Council (EHDC) emerged. This was only finally adopted in June 2014. However, Alton was aware of the need to make provision for

additional housing and this had been recognised in the Alton 2020 plan accepted by EHDC in 2005. The community then worked hard to define a Town Design Statement which was adopted in 2008 and subsequently carried out early dwelling allocation work for Alton in 2009. After definition of the National Planning and Policy Framework in 2012 and during the early Core Strategy definition an Alton Study was carried out to further confirm and identify potential housing expansion in Alton over the longer term beyond the Core Strategy 2011 - 2028 window. In summary Alton has come to defining a Neighbourhood Plan from a position of considerable public engagement and awareness over a period in excess of 12 years.

7.2 Public engagement in the plan making process has been outstanding and this is confirmed in the evidence gathered all of which has been made available in the Consultation Evidence file at Appendix 2. Each of these serials can be correlated to the Alton Town Council website http://www.alton.gov.uk/AltonTownCouncil/neighbourhood_plan-16530.aspx where each file of the detail of evidence referred to can be located and scrutinised.

7.3 Feedback from the public and stakeholders as a result of the pre submission Regulation 14 consultation process has been excellent with over 200 formal responses. Many of the comments were positive and appreciative of the work which had gone in to the plan definition process. The public were shown to be well informed and engaged with the process and could, as a result, make a positive contribution. The output was not without some minor criticism which, considering the sheer scale of the task is not surprising and these comments have been carefully considered. However, in context with the number of responses and overwhelming support this has not impacted negatively on the plan. As can be seen at Appendix 2, CEF 42 all concerns have been addressed where appropriate.

7.4 Alton believes that it has done all that is required of the Neighbourhood Planning Regulations and indeed much more to define a Neighbourhood Plan for the town which is fully compliant. Once it has been examined by EHDC, subject to a further 6 week consultation and then scrutinised by an Examiner it is anticipated that there will be a significant majority voting to adopt the plan at referendum.

Appendices

Appendix 1: Summary table of consultation activity in developing Alton's ND

Appendix 2: Consultation Evidence File references

Appendix 3: Consultation letter to statutory bodies (see CEF 41)

Appendix 4: List of all consultees (see CEF 41)

Appendix 5: Table of all comments received (see CEF 42)

Summary table of consultation activity in developing Alton's ND

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
1	9th and 13 th Jan 2014	Introduction to Alton NDP for key organisations and community-focused volunteers and workers, held in the Assembly Rooms in Alton town centre. These were information sharing events giving the background and rationale for the NDP, delivered through two focus group sessions with discussion and Q&A to follow. The intention was also to encourage community groups to spread the word about the plan, particularly the initial launch with the community, and the need to engage in the process.	All key community organisations were invited by personal word of mouth invitation/e-mail. Members of the public who were made aware of the event were welcomed as well. This was not a closed meeting.	<p>Approximately 130 representatives of Alton community and interest groups were invited between both sessions.</p> <p>The Alton Chamber of Commerce and industry represented many businesses in Alton and helped to spread the word among local business about these two sessions.</p> <p>NB. For data protection reasons, the database of invitees to these two focus group sessions is not published in the Consultation Evidence File as the data contains some personal contact details.</p>	<p>Approx. 100 group representatives were engaged over the two sessions, resulting in increased awareness about the NDP, the reasons for it and its role in helping to deliver the Alton 2020 Vision, key stages in the plan process and opportunities to get involved in shaping the plan from an early stage.</p> <p>The role of those attending these two sessions was to help to publicise the launch event on 1st Feb, and contributed towards a high turnout at the launch.</p> <p>Businesses on the industrial estate were hard to engage in these focus groups. See Appendix 2, CEF 9 for the Steering Group report summarising all comments.</p>

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
2	1 st Feb 2014	<p>The Launch Event was held in the Assembly Rooms. This was the first detailed consultation with the public on each topic to be covered by the NDP. It took the form of an exhibition with static displays, setting out different draft objectives and with tables manned by Steering Group members providing information on each topic. Discussion took place around each topic with members of the public as part of leaving their written feedback regarding issues, concerns, opportunities and preferences. A rolling power point presentation was given by the chair of the group every half an hour to provide further background information about the plan, its purpose, local policy context, and how the NDP fits alongside other activity in supporting delivery of Alton 2020 vision. Feedback through the use of 'stickies' was encouraged to help build the evidence base for each topic, all of which was captured and analysed in a full, detailed report (see CEF....) This event was also used to launch the NDP community questionnaire and signposted to further information about the plan on the Town Councils' website.</p>	<p>Publicised through e-mail database, invitation to adjoining parishes, press release in local newspapers The Alton Herald and the Alton Gazette, posters placed in the community centre, library and on eleven Alton Town Council notice boards, advert placed in the Altonian information about the pending launch placed on the Town Council's website.</p>	<p>People living and working in Alton, local businesses in Alton, community and interest groups, adjoining parish councils, land owners and developers, East Hampshire District Council and Hampshire County Council were notified of the launch event.</p> <p>A register of all those attending was maintained, see CEF 10.</p> <p>Nearly 800 members of the public including some landowners and developers and representatives of adjoining Parish Councils attended the launch event.</p>	<p>The Steering Group gained support for the topics to be covered by the plan, along with a vast amount of feedback under each topic heading to help inform the evidence base. Comments made via approx. 400 'stickies' were captured in a detailed report which analysed the results of all comments submitted as part of consultations. (See CEF 7 for a full analysis of all comments made on the day). A summary of all comments regarding different topics were lifted into the separate evidence papers for each objective, able to be viewed on the website under the 'evidence' section. The draft vision and draft objectives were able to be shaped further as a result of an analysis of comments made at the event which formed part of a full report encapsulating the results</p>

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
2					<p>of all consultation.</p> <p>Approximately 200 questionnaires were taken by members of the public for completion at leisure, although some were completed on the day. In general, there was a significant raising of awareness of Alton's NDP and the process of its development along with purpose and outcomes of having an adopted NDP for the town.</p>

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
3	1 st Feb to 21 st March 2014	<p>A NDP questionnaire was the key focus of consultation with the community, with a detailed survey in the different topics available in both hard copy for completing manually and for completion on-line.</p> <p>Hard copies were made freely available in the library, community centre and Town Hall, along with being available to take away from the launch event.</p>	<p>The questionnaire was publicised through the launch event, the Town Councils' website, and local press. The usual database of community contacts, local Parishes, groups and organisations was put to full use through e-mails sent to all contacts on the list to inform and encourage completion.</p>	<p>The group aimed to engage all living, working and running a business in Alton. Neighbouring Parish Councils, and the MP for East Hampshire (which includes Alton) were also engaged in this form of consultation.</p>	<p>In total, 894 questionnaires were completed (on line and hard copy) and return to the Steering Group. Hard copy was transcribed to soft copy by volunteers. This formed the basis of a detailed analysis which underpinned the evidence need to move forward with developing options for the plan. (See CEF 7.)</p> <p>Over 9,000 free-form comments were captured through the questionnaires which were attributed to over 1,700 issues with almost 11,000 attributions.</p> <p>Information contained within the questionnaire relating to local policy helped to increase understanding of the issues facing Alton and the policy context within which the NDP was set.</p>

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
4	10 th March 2014	<p>An information sharing event was co-ordinated for all primary and junior school head teachers during which they were briefed on the NDP, including issues such as background, purpose, local policy context, its role in delivering aspirations for Alton as part of the wider Alton 2020 vision, and opportunities to get involved in shaping the plan. The presentation given during the launch event formed the basis of the event.</p> <p>In addition to the above, the purpose of this event was to strongly encourage those attending to complete the NDP questionnaire as this was central to the consultation on the plan.</p> <p>Comments were sought from those engaged, and engagement continued with this group throughout the full consultation period.</p>	Meeting co-ordinated by the Steering group via letter to primary and junior school head teachers.	Primary and junior school head teachers	<p>Head teachers agreed to support information sharing and publicity about pending consultations by accessing parents through placing newsletters in children's satchels.</p> <p>Head teachers agreed to complete the NDP questionnaire and to encourage others, colleagues and friends to complete the questionnaire.</p> <p>Comments made during the meeting were fed into the education topic evidence paper.</p> <p>The emerging evidence base was shared with primary Heads for comment. Comments, supportive of the process, were received verbally only.</p>

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
5	12 th Feb 2014	<p>Engagement with secondary school senior form. Two members of the Steering Group joined a 6th form lesson to discuss the NDP including issues such as background, purpose, local policy context, its role in delivering aspirations for Alton as part of the wider Alton 2020 vision, and opportunities to get involved in shaping the plan. Each student completed a questionnaire at the session.</p> <p>This was a very informative and interactive event.</p>	Meeting co-ordinated by the Steering group via e-mail contact with secondary school head teachers.	Of the four secondary schools approached, only one school (Amery Hill School) engaged with the process. A further secondary school, a private school and a school for young people with disabilities did not respond to the offer to discuss the NDP and how to get involved.	Increased awareness among some younger people of the role of the NDP and comments captured to help inform the evidence base. All engaged agreed to complete the NDP questionnaire and to raise awareness of the importance of the questionnaire among friends and family. Comments received from this event were included in the wider questionnaire analysis.

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
6	13 th Feb 2014	<p>An engagement and information sharing event was held at Worldham Golf Club in order to brief members on the NDP, including issues such as background, purpose, local policy context, its role in delivering aspirations for Alton as part of the wider Alton 2020 vision, and opportunities to get involved in shaping the plan.</p> <p>In addition to the above, the purpose of this event was to strongly encourage those attending to complete the NDP questionnaire (copies handed out at the event) as this was central to the consultation on the plan. Comments were sought from those engaged as part of a discussion on the plan. The presentation given during the launch event formed the basis of the event.</p>	Meeting co-ordinated by the Steering group key community stakeholder who is a member of Worldham Golf Club	This event was well received with around 50 residents of Alton and surrounding parishes in attendance (see CEF 11 for photograph of session)	<p>Increased awareness among residents of the role of the NDP and comments captured to help inform the evidence base.</p> <p>All engaged agreed to complete the NDP questionnaire and to raise awareness of the importance of the questionnaire among friends and family.</p>

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
7	14 th Feb 2014	<p>A youth engagement and consultation event was held at Alton Community Centre, 'piggy-backing' a planned event for the youth community.</p> <p>The Steering group manned a table of information and encouraged discussion with young people on the plan, seeking the views of those attending the event on each topic. (See CEF 12 for photo of engagement.)</p> <p>A bespoke version of the NDP questionnaire (see CEF 13) tailored to the youth sector was handed out at the event, with an incentive offered to complete the survey.</p>	<p>This event was organised by the Alton Buckle, a Children's Partnership which enables local agencies, organisation and groups involved with local families and children, to work together with the aim of opening opportunities and improving outcomes for all children in Alton and its surrounding villages. The event was publicised, using flyers and posters (see CEF 14 for copy of flyer).</p>	<p>Young people living and attending schools in Alton.</p>	<p>Whilst the event was not particularly well attended, engaging around 20 young people and their families, the event helped to spread the word about the plan among this sector of the community.</p> <p>9 completed questionnaires were returned which fed into the evidence base for each topic to help shape options. (See CEF 15 for short report on this activity)</p>

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
8	15 th Feb 2014	<p>A bespoke questionnaire tailored to the youth sector (the same as was used during the above youth engagement event) was sent electronically to all schools and 6th form college in Alton for dissemination to pupils, as well as to local youth organisations, such as the scouts, in order to encourage young people to submit their views on the different topics covered by the plan.</p> <p>Young people attending the youth event on 14th Feb were encouraged to complete the survey and provided with a small incentive.</p>	<p>This was sent electronically via the Alton Buckle, a Children's Partnership which enables local agencies, organisation and groups involved with local families and children, to work together with the aim of opening opportunities and improving outcomes for all children in Alton and its surrounding villages.</p>	<p>Young people attending primary and secondary schools and local youth groups.</p>	<p>The result of efforts to engage young people through Alton's 6th form college was disappointing, with responses poor and turnout quite low.</p> <p>A database was compiled of the results listing all 110 participants and their comments (See CEF 16).</p>

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
9	25 th Feb 2014	<p>An engagement event was arranged for older people from the town who attend a lunch club held in the Methodist Church to brief them on the NDP, including issues such as background, purpose, local policy context, its role in delivering aspirations for Alton as part of the wider Alton 2020 vision, and opportunities to get involved in shaping the plan.</p> <p>In addition to the above, the purpose of this event was to strongly encourage those attending to complete the NDP questionnaire as this was central to the consultation on the plan. Comments were sought from those engaged as part of a discussion on the plan. The presentation given during the launch event formed the basis of the event.</p>	<p>This event was coordinated and publicised through a representative on the Steering group, proactively suggesting the benefits of engaging in discussion about the plan.</p>	<p>45 or so members of the lunch club that meet in the Methodist Church</p>	<p>Approximately 12 older people attended this session with the points raised recorded in a short report (see CEF 17 for copy of report).</p> <p>As with all engagement and discussion with other groups on the NDP, comments made were fed into the different topic papers to help form the background evidence to shape options for the plan.</p> <p>Whilst relatively few attended this event, it helped to spread the word about the plan among this sector of the community, hopefully including friends and family members.</p>

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
10	25 th Feb 2014	<p>An engagement and information sharing event was held with The Lawn Residential Home tailored to get the key messages about the purpose of the plan across to residents such as its background and purpose, and opportunities to get involved in shaping the plan.</p> <p>In addition to the above, the purpose of this event was to strongly encourage residents to complete the NDP questionnaire. Comments were sought from those engaged as part of a discussion on the plan.</p> <p>Elements of the presentation given during the launch event formed the basis of the event.</p>	<p>This event was coordinated and publicised through a representative on the Steering group, proactively suggesting the benefits of engaging in discussion about the plan.</p>	<p>Elderly residents living in the residential home</p>	<p>In total 12 residents were engaged in discussions.</p> <p>The standard NDP questionnaire was left for residents to complete, with assistance offered to help complete the questionnaire if this was needed.</p> <p>No specific comments were recorded from this event which took the form of general discussion.</p>

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
11	28 th Feb 2014	<p>As above, an engagement and information sharing event was held with Orchard House Residential Home tailored to get the key messages about the purpose of the plan across to residents such as its background and purpose, and opportunities to get involved in shaping the plan.</p> <p>In addition to the above, the purpose of this event was to strongly encourage residents to complete the NDP questionnaire. Comments were sought from those engaged as part of a discussion on the plan.</p> <p>Elements of the presentation given during the launch event formed the basis of the event.</p>	This event was coordinated and publicised through a representative on the Steering group, proactively suggesting the benefits of engaging in discussion about the plan.	Elderly residents living in the residential home	<p>As above, again in total 12 residents were engaged in discussions.</p> <p>The standard NDP questionnaire was left for residents to complete, with assistance offered to help complete the questionnaire if this was needed.</p> <p>No specific comments were recorded from this event which took the form of general discussion.</p>

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
12	4 th March 2014 onwards	Information about the NDP was presented to the community through static displays erected at the entrance to the Alton Community Centre and in the library, encouraging residents to participate in the process and to complete the NDP questionnaire. These displays commenced in February and both displays remain in place and are continually updated with information on the plan's progress along with displaying dates for next consultation stages.	No publicity was required for this activity which in itself publicised the NDP to all those visiting the Community Centre and library.	All visitors to the Community Centre and library will have had sight of the display which included the members of all community clubs and those participating in community events and activities being held at the Community Centre over this period.	This display helped to increase awareness about the NDP among residents of the town and the process sitting behind its development, along with how to engage at key stages. Information about where to seek more information was provided and more of the townfolk were encouraged to complete the NDP questionnaire which hopefully increased the final number of questionnaires returned. It is not possible to know how many visitors spent time viewing both displays, only that the Community Centre was very regularly frequented by the public due to all the activity taking place there, by day and evenings, as was the library by day. (See CEF 18 for copy of report and key issues raised.)

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
13	5 th March 2014	<p>An engagement and information sharing event was held at Alton Rugby Club in order to brief members on the NDP, including issues such as background, purpose, local policy context, its role in delivering aspirations for Alton as part of the wider Alton 2020 vision, and opportunities to get involved in shaping the plan. (See CEF 19 for photos of event)</p> <p>In addition to the above, the purpose of this event was to strongly encourage those attending to complete the NDP questionnaire as this was central to the consultation on the plan. Comments were sought from those engaged as part of a discussion on the plan. The presentation given during the launch event formed the basis of the event.</p>	The event was co-ordinated by a member of the Steering Group upon request from a member of the Rugby Club Committee following the consultation undertaken with the Rugby Club.	Members of the Rugby club, which included both residents of Alton and possibly residents from surrounding parishes.	<p>30 people attended this event which reported a good level of engagement and which resulted in increased awareness among residents of the role of the NDP. Comments were noted to help inform the evidence base although these were not written up on this occasion.</p> <p>All engaged agreed to complete the NDP questionnaire and to raise awareness of the importance of the questionnaire among friends and family.</p>

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
14	6 th March 2014	<p>As above, an engagement and information sharing event was held with the local Toddler Group in order to brief parents on the NDP, including issues such as background, purpose, local policy context, its role in delivering aspirations for Alton as part of the wider Alton 2020 vision, and opportunities to get involved in shaping the plan.</p> <p>Again, the purpose of this event was to strongly encourage those attending to complete the NDP and the format of the event mirrored that adopted for earlier events with comments being sought as part of a discussion on the plan.</p>	This event was publicised through the Harvest Church based at the Alton Maltings Centre, and sought to 'piggy-back' a planned Parent and Toddler meeting to maximise participation.	Parents of very young children attending the regular Toddler Group meeting.	Engagement at this event was quite ad hoc, with several parents recorded as engaged in discussion. Again, issues of concern were recorded to capture within the evidence base for each topic covered by the NDP. (See CEF 20 for copy of report.)

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
15	8 th March 2014	As above, an engagement and information sharing event was held with shoppers visiting the local Farmers Market held in the closed off High Street, specially for the purpose to brief residents and traders on the NDP. A table and information board formed the basis of the engagement for 2 hours which saw plenty of discussion with people stopping to find out more. A District Councillor joined members of the Steering Group for this activity.	The Town Crier advertised the NDP stand at the Farmers Market throughout the day and encouraged people to visit the stand to find out more about the plan process.	Shoppers, passers-by, traders and market stall holders	Discussion was held with a number of people attending the market, although it is not known precisely how many were engaged in conversation. Discussion was held on key issues for Alton, with comments and concerns captured in a short report (see CEF 21) and which were used to inform the evidence base, as with all engagement activity.

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
16	26 th March 2014	A manned stand displaying information about the NDP was located at the entrance to Sainsbury's supermarket in order to provide information, engage in discussion about the benefits of having a NDP for the town and to encourage shoppers to complete the NDP survey, hard copies of which were available to take away.	No publicity was required for this activity which in itself promoted awareness of the NDP to all those visiting the supermarket.	A wide range of people shopping at the supermarket were engaged.	<p>This display helped to increase awareness about the NDP among residents of the town, and quite possibly surrounding parishes, along with the process sitting behind its development and how to engage at key stages. Information about where to find more information was provided and more of the townsfolk were encouraged to complete the NDP questionnaire which hopefully increased the final number of questionnaires returned. Over 300 leaflets were handed out.</p> <p>It is not possible to know how many shoppers viewed the display (see CEF 23 for copy of report)</p>

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
17	31 st March 2014	Primary healthcare engagement to discuss primary care in relation to the NDP took the form of a meeting with a variety of health professionals such as local doctors, nurses and representatives of health care clinics. This engagement and information sharing event briefed all present on the NDP, including issues such as background, purpose, local policy context, its role in delivering aspirations for Alton as part of the wider Alton 2020 vision, and opportunities to get involved in shaping the plan.	This meeting was co-ordinated by the Steering Group through the Clinical Commissioning Group	Health professionals in the Primary Care Sector, Town Councillors, and the Clinical Commissioning Group (see CEF 24 for a list of those invited to participate).	<p>The meeting attracted a large number of doctors to discuss primary care provision and the impact of population increase through growth in development.</p> <p>A short report captured the key issues which were fed into the evidence base and there was an increase in understanding among all present regarding the main considerations for the health and community topic in relation to population growth and impact on services (see CEF 25 for copy of report). Very helpful feedback from this event contributed to informing the options for the plan.</p>
18	15 th April 2014	Meeting with HCC Local schools organiser	This meeting was co-ordinated by Cllr Pam Jones a member of the Steering Group and held at Alton Town Hall		Initial scoping of impact from school requirement for NP input (See report CEF 6)

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
19	7 Jan and 8 Apr	Meetings (two) with Hants County Council Officers	E-mail and telephone.		Initial scoping of impact from transport requirement for NP input (See report CEF 34)
20	6 th May 2014	Consultation was held with the Pre-School Providers local team for Alton	This meeting was co-ordinated by Cllr Pam Jones a member of the Steering Group and held at Alton Town Hall	The two pre-school co-ordinators for the area attended this consultation	This meeting was very useful as it threw light on the pre-school situation which led to an extra policy option being included for education (See CEF 26 and Education evidence base)

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
21	17 th May 2014	<p>A Consultation Feedback Exhibition was held in Assembly rooms for the public to see the analysed results of all consultation feedback as part of non-statutory consultation. As part of this information sharing event, more information on each topic was shared with the public as the evidence had grown in some areas.</p> <p>A visual presentation on the key findings from all consultation was given by the Steering Group, and also a rolling presentation every 30 minutes plus stands erected around the hall holding display boards showing consultation results topic by topic.</p>	<p>This event was publicised through the Altonian magazine, the local press, posters, flyers and through use of e-mail to all community and interest groups and clubs along with via the Town Council website.</p>	<p>Residents of Alton, including businesses, land owners and developers.</p>	<p>This was a very successful, interactive event with over 361 members of the public attending (see CEF 27 for copy of attendance register).</p> <p>The community was informed of results of all consultation undertaken to date in a summarised form in order to help demonstrate part of the source of information for determining options for the plan (in addition to evidence gathered through 'desk top' research).</p> <p>Whilst this event was not a further consultation event, comments on the findings relating to each issue presented at this event were still welcomed to influence the drafting of options where possible. (See CEF 28 for an analysis of the comments made about each issue during the Feedback Exhibition through the use of 'stickies'.) The event was also</p>

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
22	03 September 14	Meeting with Cllr Peter Edgar, Executive member for Schools Area Organiser Officer Children Services	This meeting was co-ordinated by Cllr Pam Jones a member of the Steering Group and held at the Castle Winchester		Greater clarity on NP drafting for Education services linked to housing growth (See CEF 37)
23	17 May - 22 Nov	Weekly meetings of the Steering Group were undertaken and the ongoing views of the public were paramount.	Ongoing updates on Facebook and the Town Council website	Serials added to Ad Hoc Consultation Log as they arose.	All enquiries and consideration were recorded on the Ad Hoc Consultation Log. (see CEF 8)
24	02 July 14	Attendance at Hants County Council Alton Transport Study Scoping meeting.	Individually to all participants.	Hants County Council Transport, W S Atkins Consultants, East Hants District Council Planners, County, District and Town Councillors plus three Neighbourhood Plan Steering Group members.	Assurance that Hants County Council will carry out a transport study to assess the sustainability of growth in Alton from a transport perspective. (See CEF 32).
25	11 Nov	Attendance at Hants County Council Alton Transport Study update meeting.	Individually to all participants.	Hants County Council Transport, W S Atkins Consultants, East Hants District Council Planners, County, District and Town Councillors plus three Neighbourhood Plan Steering Group members.	Progress report and initial feedback from Hants County Council Transport Study. No minutes or evidential feedback received from Hants County Council.

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
26	22 nd Nov 2014	<p>A policy options consultation and information sharing event was held by the Steering Group at the Assembly Rooms in Alton to inform the community about the final policy options to be included in the draft Neighbourhood Plan and to provide the opportunity for comment and feedback.</p> <p>During the event, the draft policies were arranged under 5 policy areas:</p> <ul style="list-style-type: none"> • Housing • Transport • Health and Community • Education • Economic Sustainability and Viability <p>All comments made by the community both during the event and subsequently were collated and analysed to verify the proposed policies and steer any possible changes to policies prior to statutory consultation on the final draft Plan.</p>	<p>This event was publicised through the Altonian magazine, the local press, posters, extensive leafleting it every household in the town and through use of e-mail to all community and interest groups and clubs along with via the Town Council website.</p>	<p>Over 1,000 members of the public attended this event (See CEF 31) which included representatives from a large number of community groups along with businesses, land owners and developers.</p>	<p>The community was informed about the proposed policies for the draft plan.</p> <p>The draft housing allocation was made and shown.</p> <p>Responses to questions were provided during the event.</p> <p>The community was able to make comment and provide feedback on the draft policies</p> <p>The event was a further opportunity to remind the community of the remaining key stages of the process and outcomes achieved to date</p> <p>Continued transparency and democracy</p> <p>Continued momentum and support from within the community increasing the likelihood of a positive outcome of the referendum. For analysis of outcome see (CEF 33)</p>

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
27	15 Dec	Attendance at Hants County Council Alton Transport Study update meeting.	Individually to all participants.	Hants County Council Transport, W S Atkins Consultants, East Hants District Council Planners, County, District and Town Councillors plus three Neighbourhood Plan Steering Group members.	Progress report and initial output of the delayed Hants County Council Transport Study. No minutes or evidential feedback received from Hants County Council.
28	06 Jan 15	Meeting with Mr Martin Shefford Local Schools Area Organiser Officer Children Services	This meeting was co-ordinated by Cllr Pam Jones a member of the Steering Group and held at Alton Town Hall.	Hants County Council, East Hants district Council (observer in attendance) and Neighbourhood Plan SG member.	Greater clarity on NP drafting for Education Services requirement for new school
29	Throughout	Facebook	Internet	All who wanted to access the ANP Facebook page, but evidence of 700 reached (see CEF35)	Ongoing input from public feedback to NP development process.
30	11 Nov 14 to 31 Mar 15	Ongoing ad hoc discussions and meetings with Hants County Council in connection with Alton Transport Study.	Individually to all participants.	Hants County Council Transport, W S Atkins Consultants, East Hants District Council Planners, County, District and Town Councillors plus three Neighbourhood Plan Steering Group members.	No formal and finalised output was ready from the Transport Study to impact the NP. However, draft initial outputs were sufficient to support sustainability aspects of NP allocations (see CEF 36).

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
31	23 Jan15	Meetings with developers/owners of EHDC SHLAA 2014 included sites AL001, AL002, AL047 & AL051.	Individually to all participants.	Developers/owners of SHLAA sites nominated at col c.	Notes made from meetings and input from developers will impact input to pre submission consultation draft of NP. (see CEF 38 Part 1)
32	27 Jan15	Meetings with developers/owners of EHDC SHLAA 2014 included sites AL005, AL033 & AL044.	Individually to all participants.	Developers/owners of SHLAA sites nominated at col c.	Notes made from meetings and input from developers will impact input to pre submission consultation draft of NP. (see CEF 38 Part 2)
33	02 Mar 15	Meeting with developers/owners of EHDC SHLAA 2014 included sites AL026. Land Owner for the Convent AL042 although we tried to contact several times did not want to meet with us.	Individually to all participants.	Developers/owners of SHLAA sites nominated at col c.	Notes made from meetings and input from developers will impact input to pre submission consultation draft of NP. (see CEF 38 Part 3)
34	23 Mar 15	Ongoing discussion with Hants County Council in connection with Alton Primary/Infant/Junior schools.	Individually to all participants.	Hants County Council Mr Martin Shefford one Town Councillor plus one Neighbourhood Plan Steering Group member.	Amendment to previously agreed input to draft NP. (see CEF 39)

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
35	16 Feb to 30 Mar 15	Alton Town Council conducted the Alton Neighbourhood Plan pre-submission consultation (Regulation 14) with Alton public by releasing a completed pre submission draft of Alton Neighbourhood Development Plan (see CEF 40). Comments on the plan were requested with a view to updating it as required to reflect public opinion prior to formal submission of the updated plan to EHDC.	This event was publicised through the local press, posters, extensive leafleting it every household in the town, writing to statutory consultees and surrounding Parishes and through use of e-mail to all community and interest groups and clubs along with via the Town Council website. For a report on public engagement see (CEF41).	Over 200 members of the public formally responded to this consultation (see CEF 42) which included representatives from community groups along with businesses, land owners and developers. Three Drop In Events (with short presentations + question and answer sessions) were also held (CEF41).	<p>All communications and input received from the public were transposed onto a spreadsheet for analysis after the conclusion of the Consultation period.</p> <p>On 07 Apr 15 the NP Steering met to consider all inputs resulting from the consultation for potential input/impact on the draft plan and amendments were drafted to the pre submission NP draft.</p> <p>A submission NP was then produced ready for full Alton Council sign off prior to release to EHDC.</p> <p>Feedback on comments made by the public and subsequent action taken was endorsed on the consultation record sheet for publication onto the Town Council website for all to see (see CEF 42 columns K and L).</p>

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
36	30 Mar 15	Meeting with owners of Alton Turk Street Brewery Site to explore potential for redevelopment options as Brewery is to close in the near future.	Individually to all participants.	Owners of brewery site.	Dialogue with NP Team used by Brewery owner representatives to shape input into the Regulation 14 Consultation (see CEF 42). Subsequently NP Policy ES3 was developed and incorporated into the plan
37	Throughout	Information from public consultation as listed above and from a wide area of sources has been collected and then collated into the Alton Neighbourhood Plan Evidence Base. This comprises 5 elements as follows: <ul style="list-style-type: none"> • Housing (CEF 43a). Within the Housing Evidence Base further supporting documents are referred to and can be found at: <ul style="list-style-type: none"> o Alton 2020 (CE-F43a.1) o NP Gap Analysis with Alton 2020 (CEF43a.2) o Alton Conservation Area Brochures (CE-F43a.3) o Alton Local List (CEF43a.4) o Dwelling Site Selection Methodology and Supporting Narrative January 2015 Version 2 (CEF43a.5) o Alton Neighbourhood Plan Sustainability Appraisal. (CEF 43a.6) 	Evidence bases has been available in various editions on the Alton Town Council website and for within the Group by means of meeting minutes which are also available on the website.	A wide range of public and non public sources as listed in each document.	All evidence gathered served to inform the ANPSG and hence enable formalisation of a draft NP for regulation 14 and subsequent consultation prior to submission.

	Date	Consultation Approach	How publicised	Who was engaged	Outcomes
36	Throughout	<ul style="list-style-type: none"> o EHDC SEA letter dated 20 October 2014 (CEF 43a.7) o A Template for information about the proposed allocation sites at Alton (CEF 43a.8) o Alton Housing (SHLAA) Site Assessment Document 010115. (CEF 43a.9) <ul style="list-style-type: none"> • Transport (CE-F43b). • Community Health and Recreation (CEF43c). • Education (CE-F43d). • Economic Sustainability and Viability (CEF43e). 			

Consultation Evidence File References

Consultation Evidence File:

- CEF 1 Alton Town Design Statement (2008) - provides evidence on town's character and its setting.
- CEF 2 Public engagement report concerning the development of EHDC's Core Strategy (2009)
- CEF 3 Alton Neighbourhood Plan Charter
- CEF 4 Example of leaflet handed out at all consultation events
- CEF 5 Copy of the Alton NDP questionnaire survey
- CEF 6 Notes of meeting with HCC Local schools organiser
- CEF 7 Community Questionnaire Report
- CEF 8 Consultation Log (to record additional comments and concerns raised outside of planned consultation events)
- CEF 9 Focus Group report from Two Pre Launch Meetings
- CEF 10 Register of those attending combined launch and consultation event (consultation 2)
- CEF 11 Photograph of information sharing session with Worldham Golf Club (consultation 6)
- CEF 12 Photo of youth engagement event run from Alton Community Centre (consultation 7)
- CEF 13 Tailored NDP questionnaire used as part of youth engagement event (consultation 7)
- CEF 14 Copy of flyer to publicise youth consultation and engagement event (consultation 7)
- CEF 15 Report on youth engagement and consultation event (consultation 7)
- CEF 16 Database of comments from consultation with young people via schools (consultation 8)
- CEF 17 Report on engagement with older people (consultation 9)
- CEF 18 Report on static display in Community Centre and library, with photos (consultation 12)

- CEF 19 Photo of engagement with Alton Rugby Club (consultation 13) CEF 20
Report on engagement with parents from Parent and Toddler group (consultation 14)
- CEF 21 Report on engagement with those present at Farmers Market (consultation 15)
- CEF 22 Spare
- CEF 23 Report on engagement through supermarket display (consultation 16)
- CEF 24 List of those invited to participate in Primary Healthcare engagement (consultation 17)
- CEF 25 Report on Primary Healthcare engagement (consultation 17)
- CEF 26 Report from meeting with the Pre-School Providers local team for Alton (consultation 18)
- CEF 27 Consultation Feedback Exhibition: Copy of attendance register (consultation 19)
- CEF 28 Consultation Feedback event: analysis report of 'stickies' containing comments made by the public. (consultation 21)
- CEF 29 List of statutory bodies consulted with from early plan stages (non-statutory consultation). (consultation para 4.5)
- CEF 30 Full responses from statutory bodies resulting from early consultation
- CEF 31 Policy Option Presentation 22 Nov 15 - Attendance Log (consultation 26)
- CEF 32 Alton Transport Study Stakeholders Meeting Minutes (02 July 14) (consultation 24)
- CEF 33 Consultation Policy Presentation: Analysis of Comments Feedback (consultation 26)
- CEF 34 Notes from two Transport Meetings with Hants County Council (consultation 19)
- CEF 35 Evidence of Facebook Reach
- CEF 36 Report on Unminuted Meetings and Interaction with Hampshire County Council Oct 14 - Mar 15
- CEF 37 Record of Meeting with Executive Member of HCC Education Branch
- CEF 38 Record of meetings with developers/Land owners.

- CEF 39 Consultation with HCC in connection with school requirements in Alton
- CEF 40 Pre Submission consultation draft of Alton Neighbourhood Plan.
- CEF 41 Evidence of how public were engaged as part of NP 6 week Regulation 14 consultation.
- CEF 42 Alton Neighbourhood Plan Regulation 14 consultation feedback log endorsed with responses and subsequent action taken.
- CEF 43 Alton Neighbourhood Plan Evidence Base made up of:
- CEF 43.a Housing
 - CEF 43.a.1 Alton 2020
 - CEF 43.a.2 NP-Alton 2020 Gap Analysis
 - CEF 43.a.3 Alton Conservation Area Brochures
 - CEF 43.a.4 Alton Local List
 - CEF 43.a.5 Dwelling Site Selection Methodology and Supporting Narrative January 2015 Version 2
 - CEF 43.a.6 Alton Neighbourhood Plan Sustainability Appraisal.
 - CEF 43.a.7 EHDC SEA letter dated 20 October 2014
 - CEF 43.a.8 A Template for information about the proposed allocation sites at Alton
 - CEF 43.b Transport Evidence Base
 - CEF 43.c Community Health and Recreation Evidence Base
 - CEF 43.d Education Evidence Base
 - CEF 43.e Economic Sustainability and Viability Evidence Base