

| | STRENGTHS | WEAKNESSES | SUGGESTED IMPROVEMENTS |
|-------------------------------------|--|---|--|
| <p>Draft Summary Leaflet</p> | <ul style="list-style-type: none"> The group had many comments with regard to the summary leaflet but many of them were centred on the weaknesses and where it could be improved. They did however make positive comments regarding the following: <ul style="list-style-type: none"> The statement regarding shopping was very strong and positive and was welcomed by all the members of the group. The group were also very enthused by the statements regarding the image of Swindon and were very pleased to see that previous comments and discussions had been taken on board. The group also suggest that the language used was in some cases non-technical as is required for the public to understand, although there were several specific comments to the contrary as well. | <ul style="list-style-type: none"> Too simplistic and looked very basic, although it was pointed out that the final version would be graphically produced. The document still contains too much jargon, and the document assumes that it is speaking to an educated audience. The public still do not know what sustainability means. Will the public know about economic forecasts? Specific comments were made that the environment, biodiversity and health are not covered very well – it is very people orientated. The group commented that the suggestion in the leaflet is that the University will be built, however I should make it clear that the Core Strategy can only make provision for it to be built. A very important comment that the group made was that it needs to be made clear what can be commented on and why. The total housing numbers are no longer up for debate – set by RSS. The Core Strategy is therefore about managing this growth and development. | <ul style="list-style-type: none"> The first two pages should be the other way around Photos and diagrams needed to help people understand the document (LDF diagram). The group referenced the Transport Document as easy to use and read and could be a template for the leaflet and Core Strategy. Possibly turn the leaflet into a presentation to go on the website. The leaflet needs to explain the spatial distribution of the proposed housing numbers The group suggested that the summary leaflet should actually be a non-technical summary of the document to enable people to make comments without needing to read the whole core strategy which is very long for many people to read! As part of the consultation process the group also suggested that there needs to be an awareness program as well, to explain what the Core Strategy is and what it means. Emphasis the fact that comments do count and this is the time to do it, not when planning applications are submitted. |
| <p>Draft Response Form</p> | <ul style="list-style-type: none"> It's clear who to contact if there are any problems filling out the response form. The Questions are set out clearly with areas in which to respond. | <ul style="list-style-type: none"> Its not very clear how people are able to comment with the representation form as people may simply send an email to the address on the form. Not clear what comments are requested upon, should almost be linked on attached to the leaflet to set out what comment are being sought on and where copies of the Core Strategy can be found or viewed. Although there are specific spaces for comment they often look very small for comment. | <ul style="list-style-type: none"> Availability of an online response form. Possibility of an email response form. Outline all the possible ways to respond on the form. More space to respond. Use the back page or make space for any other comments box. Where a box is provided for a yes or no answer it could be made smaller to provide more space for comments. |

| | CONSULTATION TECHNIQUE | PUBLICITY | TARGET AUDIENCE (Hard to Reach Group?) | MATERIALS |
|---------|---|--|--|---|
| Example | PARISH COUNCIL MEETING | POSTERS IN PC OFFICE PARISH COUNCILLORS | PARISH COUNCIL RESIDENTS | SUMMARY LEAFLETS AO BOARD RESPONSE FORMS |
| | TALK TO SWINDON COLLEGE | SWINDON COLLEGE | STUDENTS (HARD TO REACH GROUP) | SUMMARY LEAFLETS AO BOARD RESPONSE FORMS AO VISUALS POST IT NOTES |
| 1 | Media <ul style="list-style-type: none"> • Press coverage / adverts • Television • Local Radio • Swindon BC Website | <ul style="list-style-type: none"> • Targeted adverts to grab people's attention, with bold and meaning full headlines. • Full page spreads in Newspapers – you then have editorial and final proof control (not the papers views). • Effectively forms an awareness program. | <ul style="list-style-type: none"> • Everyone, including those who may not normally be interested by grabbing their attention. | <ul style="list-style-type: none"> • Adverts in <ul style="list-style-type: none"> ○ Advertiser ○ Messenger ○ Link Magazine ○ Etc |
| 2 | Roadshows and other events Other events suggested include: <ul style="list-style-type: none"> • Mellor Festival • Old Town Festival • Outlet Centre • National Trust • Sports Facilities and Schools • Supermarkets | <ul style="list-style-type: none"> • Advertise in the media as part of the awareness program | <ul style="list-style-type: none"> • Summary leaflets • People who do not attend the traditional library location – go to where they are • Community Groups | <ul style="list-style-type: none"> • Summary leaflets • Posters • Adverts • Post it Notes • Response forms |
| 3 | Schools and Sports Centres <ul style="list-style-type: none"> • Presentations • Roadshows • Letters • Stickers for children | <ul style="list-style-type: none"> • Targeted headlines, roadshows and presentations • Stickers to get parents talking about it and asking their children what has been discussed presented to them | <ul style="list-style-type: none"> • Students • Users of sports facilities • Young professionals • Local Residents | <ul style="list-style-type: none"> • Summary leaflets • Posters • Adverts • Post it Notes • Response forms |
| 4 | Commuters A large number of people commute into the town to work and therefore may not be hit by the above techniques as they are largely aimed at residents living in the borough. The group identified these people as a key group to try to get comments from. | <ul style="list-style-type: none"> • Adverts at park and rides • Information sent to HR departments of companies in Swindon • Use of companies intranets / in-house magazines or mail systems • Adverts on and in buses • Adverts on train stations | <ul style="list-style-type: none"> • People commuting from outside Swindon to work. | <ul style="list-style-type: none"> • Summary leaflets • Posters • Adverts • Roadshows • Response forms |

Attendance List

| Name | Organisation |
|------------------|---|
| Alun Lowe | North Wiltshire District Council (Planning) |
| Cherry Jones | Swindon Primary Care Trust |
| Charlotte Rose | Wiltshire Wildlife Trust |
| Anne Henshaw | CPRE |
| Kingsley Hampton | Wiltshire County Council |
| Ashley Bladon | DPDS |
| John Brownlee | SWAP |
| Simon Lymn | SBC |

The group also made a general comment about the session, that if they are being asked to comment upon something like this leaflet then they should have received it prior to the meeting to give people time to consider their comments and responses.