

	STRENGTHS	WEAKNESSES	SUGGESTED IMPROVEMENTS
<p>Draft Summary Leaflet</p>	<ul style="list-style-type: none"> The Group felt that the main strength of the summary leaflet was that it was succinct. It was felt to be user friendly but to the extent that it perhaps over simplified key issues such that it would not allow for an informed or well considered response. 	<ul style="list-style-type: none"> The summary leaflet was not considered to be representative of the whole document. It was felt that the leaflet lacks substance or policy. There are too many bland, nebulous statements rather than any detail. The language used is presumptive and anodyne. It is difficult to disagree with any of the statements and for this reason the consultation exercise could not be used as a mandate for progressing the Core Strategy. In terms of specific issues, the Group noted that there was no reference to the Mechanics Institute, which seemed to run counter to one of the stated objectives, which is to respect Swindon's historic identity. Health issues do not appear to be given sufficient coverage. The document should explain the consequences of the proposed development, e.g. the additional population generated by the 36,000 dwellings as this would be more meaningful to the general public. 	<ul style="list-style-type: none"> The leaflet should be written in plain English and the use of jargon should be avoided. Terms such as 'spatial' or 'sustainability' should not be used, as they are meaningless to the majority of the population. More local context should be provided to enable the full implications of proposed policy to be understood Illustrative material should be used throughout the leaflet. Photographs should be chosen to reflect all areas of Swindon to help engage with local communities. Internal consistency is needed in terms of the style of expression used throughout the document. The word 'document' is overused – too legalese The section entitled 'What Happens Next' needs to refer to the fact that the Core Strategy will be subject to independent scrutiny through the Examination in Public.
<p>Draft Response Form</p>	<ul style="list-style-type: none"> The Group agreed that the response form was clear and thorough 	<ul style="list-style-type: none"> The section entitled 'Preferred Options' needs to be structured to allow responses to each option rather than a single box. All of the boxes need to be bigger to allow for detailed responses. 	<ul style="list-style-type: none"> The titles in the questionnaire should match those in the summary leaflet. Consultation material should be available in other languages and assistance should be provided to those unable to complete the response form e.g. the disabled or those with language difficulties. The documents should be available at a number of locations to allow people to view hard copies out of office hours.

NB: A key issue raised by the delegates that underpins all of the comments on the summary leaflet and response form was the inadequate time given to consider the document and make an informed response. In order to get the most out of the Forum, delegates should receive material in advance.

	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	Engage with key organisations such as the Swindon Federation of Community Organisations; Mechanic's Trust; Civic Trust; Swindon Churches Together and other faith groups and other community associations to develop appropriate consultation material.	Publicity for consultation events should be locations where people frequent in their daily lives e.g. schools, churches, community halls, colleges etc Commercial interests can be reached through the Chamber of Commerce and other business groups.	Hard to reach groups – a 'bottom-up' approach to consultation is needed where respondents dictate how they want to be consulted.	Consultation material should reflect the particular target audience and could include leaflets, meetings, exhibitions etc
2	Planning for Real exercises – potential for linking into the curriculum	Schools, Colleges and youth groups	School children Youth Groups – Swindon Youth Federation; St Paul's Community Centre Youth Group	Visuals, post it notes etc
3	<p>In discussing the issue of future consultation techniques, the Group felt it was important to understand why particular sections of the community do not currently engage in consultation exercises. They cited a number of potential explanations including the consultation material itself and the use of too much jargon or legalese, the fact that the political process often overrides recommendations or policies developed following extensive public consultation and that too often there is little feedback from consultation exercises to allow people to understand how their comments have been taken on board or the reasons why they have not. Some members of the Group also felt that occasionally their comments were misunderstood or misrepresented.</p>			
4	<p>Consultation fatigue was also felt to play a part in the lack of participation. In an attempt to overcome this issue, the purpose of any consultation exercise should be clearly set out at the beginning of the document, together with the parameters of the consultation. This would focus responses on issues that are still open for debate, for example, the scale and location of small-scale urban extensions, the boundaries of the Eastern Development Area and the mix of uses. Other issues such as the overall number of dwellings are agreed and therefore comments on housing numbers are not appropriate. By making consultation material locally specific people are more likely to engage in the process.</p>			

Attendance List

Name

Keith Brain
Martha Parry
Terry King
Margaret Ashley
Mathew Pearson
Angela Overton-Binge
Andrew Wintersgill

Organisation

Resident
New Mechanics' Trust
Okus Area Resident's Association
Wiltshire and Swindon Users Network
Wiltshire County Council
Chaplin to Economic Swindon (CISR)
David Lock Associates (for Swindon
Eastern Development Area Group
(SEDAG))