

	STRENGTHS	WEAKNESSES	SUGGESTED IMPROVEMENTS
Draft Summary Leaflet	<p>The draft summary leaflet is a concise, brief introduction to the documents.</p>	<p>The document does not explain why it is important that people get involved and provide their comments. The group thought bold statements about what could happen if you don't provide comments may be helpful.</p> <p>The Council need to decide what the purpose of the leaflet is. For example, is it simply to direct people to the main document, or is it intended to be a concise summary of the contents of the document, rather like a Non Technical Summary which accompanies an Environmental Statement? The consultants around the table felt that the latter would be more useful.</p> <p>The leaflet is visually poor and would benefit from some maps and figures to illustrate the spatial nature of the core strategy. This is something that is not expressed currently. In addition, the leaflet does not explain why the objectives are ordered in the way they are. Are they in order of priority, or no particular order? This needs to be indicated.</p>	<ul style="list-style-type: none"> • Explain why the document matters and why it is important that people provide their comments – • BOLD STATEMENTS OR IMAGES REQUIRED! • The inclusion of maps and figures • One A3 single folded sheet. • Explain the objectives of the consultation • Be clear on the purpose of the leaflet.
Draft Response Form	<p>The response form offers to involve all citizens.</p>	<p>The questions posed are too technical and require a good level of understanding about the current planning system and terminologies. Phrases such as 'sustainability' and 'diversity impact assessment' should be avoided or explained in more detail. Without adequate explanation of such terms, people are likely not to respond or provide unhelpful consultation responses.</p> <p>The structure of the form as it stands is more like a form which would be used in a forum event such as this. However, at a forum event, delegates have an opportunity to discuss with experts and other people in order to inform themselves of the topic matter.</p> <p>There is not enough space to answer the questions. Some members of the group felt that some of the questions invited essay type responses.</p> <p>Clarification is needed on the front page as to what the Council actually wants from the consultation.</p>	<ul style="list-style-type: none"> • An introduction to each question explaining what the question is about may be helpful. • A guidance sheet which explains how to answer the form could also be useful. • Needs to adopt 'plain' English. • Less precise but structured questions would allow people to comment where they want to, in a level of detail they feel comfortable with.

	CONSULTATION TECHNIQUE	PUBLICITY	TARGET AUDIENCE (Hard to Reach Group?)	MATERIALS
Example	<p>The group felt that planning is a relatively hidden function of the Council. Regardless of the techniques employed to consult people, there is a need to</p> <p>LAUNCH THE CONSULTATION WITH A <u>SPLASH</u> AND INFORM PEOPLE OF WHY IT IS IMPORTANT THEY COMMENT!</p>			
1	<p>Leaflets...</p> <p>The Council's newspaper / paper for pensioner's...</p>	<p>...distributed in, for example, Council Tax envelopes...</p> <p>... delivered to homes and available in public places and community facilities</p>	<p>...would reach every household...</p> <p>...would ensure a widespread reach...</p>	<p>...and would not even require additional envelopes or postage.</p> <p>...using existing materials only...</p>
2	<p>Meetings and presentations in Leisure Centres / Libraries / as a slot in other organisations' meetings...</p>	<p>...By invitation or press, or through advertisement in community groups...</p>	<p>...Swindon Race Equality Colalition (contact: Katherine Dailly), Broad Green group for Neighbourhood Development, Gypsies / Travellers...</p>	<p>...Various depending on the event type and format but likely to include presentations, display boards, leaflets and question and answer sessions</p>
3	<p>Targeting a Youth Audience through...</p>	<p>...events, meetings, workshops and festivals in Schools and Colleges</p>	<p>...The important youth market has traditionally been quite difficult to engage....</p>	<p>...Various depending on the event type and format....</p>
4	<p>Innovative consultation measures...</p>	<p>...such as a DVD, Television or Radio advertisement, local news features, or a 'Blog' site...</p>	<p>...would facilitate a widespread reach including hard to reach groups and the general public beyond Swindon Borough itself.</p>	<p>...Specialist consultation organisations may be able to assist with these more innovative consultation measures...</p>

Attendance List

Name

Jamie Lewis

Simon Chapman

Donald Brunwin

Norma Thompson

Sarah Smith

Brenda Sawyer

Fred Soady