



Addendum to Melton Local Plan Community Consultation and Engagement Statement, September 2016

February 2017

1.0 Introduction

1.1 The purpose of this addendum is to update the Melton Local Plan Community Consultation and Engagement Statement, to record the activities carried out alongside publication of the Pre Submission Draft Melton Local Plan. This addendum will be submitted to the Government alongside that statement.

2.0 Publication of the Pre Submission Draft Local Plan

2.1 The Council agreed the Pre Submission Draft Local Plan at a meeting on 20th October October 2016. The period for making representations ran from 8th November to 19th December 2016 inclusive. The statement of the representations procedure (see Appendix 1) was made available, as was the Guide to Making Representations (Appendix 2). All the relevant consultation bodies were notified, as were all the stakeholders, residents, agents and developers on the Melton Local Plan consultation database. All specific and general consultees notified of the publication of the Pre Submission Draft Local Plan are listed in Appendix 3.

2.2 Public notices appeared in the Melton Times, Grantham Journal and Leicester Mercury, and the following stories were reported by Melton Times and Leicester Mercury;

Melton Times

- Nov 8, 2016 'Residents urged to have their say on the final Local Plan draft'
- Nov 22, 2016 'Video to be shot to engage more residents'
- Dec 16, 2016 'Deadline looms for Melton's Local Plan'
- Dec 23, 2016 'Draft Local Plan attracts thousands of comments' (Appendix 4)

Leicester Mercury

- Nov 29, 2016 'Melton could be set for long-awaited bypass which will ease congestion in town centre'
- Jan 13, 2016 'Melton launches consultation on new homes, shops and employment plans for next 20 years'

2.3 To help communicate the messages to wider audiences, two press releases were sent to the Melton Times that encouraged people to 'have a say' via a representation form.

2.4 The statements at Appendix 1 and Appendix 2 were also published on the Local Plan website www.meltonplan.co.uk in accordance with regulatory requirements.

3.0 Melton Local Plan website and social media

3.1 A dedicated website www.meltonplan.co.uk was established as the primary source of all information about the Pre Submission draft Local Plan, associated documentation, events and news.

3.2 The representation forms were made available in a variety of formats on the website:

- A direct link through to Citizen Space to complete (the main mechanism that the community used to submit formal feedback on the Local Plan, designed to enable users to address each section of the proposals and provide detailed feedback to the Council).
- Download directly as a form from the website to complete and return by e-mail.
- Download directly from the website to print and return manually to Melton.

3.3 The representation forms were promoted on Facebook and Twitter with a link back to the website forms to encourage feedback.

3.4 A final push to raise awareness of the Local Plan and encourage participation was made towards the end of the consultation period via a video that gathered feedback from local residents, councillors and businesses. On 16th December 2016, there were over 348 views of the footage.

3.5 Layout and content of the website was amended in response to feedback throughout the consultation period, and continues to be updated. Material required to meet regulatory requirements was available throughout the six week period.

3.6 The new website was configured to allow users to send instant messages with any questions or feedback they have regarding the Local Plan or the website. Opted in subscribers were notified of the progress of the Local Plan via online 'shout outs' (similar to email, but in a catchy one page format) and this format has been used in all communication.

4.0 Making Paper Copies Available

4.1 Recognising that not everyone is able or comfortable using the internet and digital communications, and to meet regulatory requirements, copies of the Pre Submission Local Plan and all associated documentation was made available throughout the six week period at the following locations, during normal opening hours:

Parkside Offices, Melton Mowbray

Melton Mowbray Library

Copies were also made available in the larger villages, e.g. Asfordby, and provided to all Parish Councils and Neighbourhood Planning Groups.

- 4.2 Supplies of representation forms and the guidance notes for completing the representation forms were deposited at the following locations:

Melton Borough Council, Parkside Offices, Station Approach, Melton Mowbray, LE13 1GH

Melton Library, Wilton Road, Melton Mowbray, LE13 0UJ

Bottesford Library, Old Primary School, Grantham Road, Bottesford, NG13 0DF

Asfordby Parish Office, Asfordby, LE14 3YD

On The Sands Café & Deli, 7a The Sands, Long Clawson, LE14 4PA

Somerby Post Office & Shop, 25a High Street, Somerby, LE14 3PZ

Waltham Deli, High Street, Waltham-on-the-Wolds, LE14 4AH

Windmill Tea Rooms, Butt Lane, Wymondham, LE14 2BU

- 4.3 Consultees not on e-mail received letters containing the same information as those notified of the consultation by e-mail.

5.0 Community Engagement Events

- 5.1 A launch event was held on 9th November at Parkside office, Melton Mowbray. It was attended by about 60 people, including Councillors, stakeholders and members of the Local Plan Reference Groups. The event included a presentation outlining the content of the local plan and how to make representations on the draft local plan.
- 5.2 The Council also held drop-in events to give people the opportunity to come and talk to officers about the Local Plan and to find out how to fill in the representation forms and discuss any queries. The events held are listed in Table 5.1 below.

Table 5.1: Community Drop-in events

| Event | Date | Time | Attendees |
|-----------|-------------|------------|----------------|
| Harby | 23 Nov 2016 | 4-7pm | c. 30 attended |
| Gaddesby | 16 Nov 2016 | 4-7pm | c. 50 attended |
| Old Dalby | 22 Nov 2016 | 3-7pm | c. 30 attended |
| Parkside | 29 Nov 2016 | 10am – 7pm | c. 30 attended |

- 5.3 The drop in events were publicised via the Melton Local Plan website (8 November 2016 – news and events section), press adverts, the launch event and promoted by some Neighbourhood Planning Groups and Parishes and through some community newsletters.
- 5.4 Officers also took the opportunity to raise awareness of the Local Plan through three scheduled residents meetings, identified in Table 5.2 below.

Table 5.2: Scheduled residents meetings attended.

| Event | Date | Attendees |
|-----------------------|-------------|-----------|
| Shout 4 Residents | 3 Nov 2016 | 30 |
| Craven Ward Residents | 17 Nov 2016 | 15 |
| Shout 4 Residents | 8 Dec 2016 | 15 |

- 5.5 In addition to the above, individual meetings with Neighbourhood Planning Groups and Parish Councils were also held. These are listed in Table 5.3.

Table 5.3: Neighbourhood Planning Group and Parish Council Meetings

| Event | Date |
|------------------------------|-------------|
| Frisby PC and NP Group | 23 Nov 2016 |
| Burton and Dalby | 2 Dec 2016 |
| Long Clawson, Harby and Hose | 6 Dec 2016 |
| Hob and Rotherby | 6 Dec 2016 |
| Broughton and Dalby | 7 Dec 2016 |
| Gaddesby | 8 Dec 2016 |
| Bottesford PC and NP | 9 Dec 2016 |
| Wyndham NP group | 8 Nov 2016 |
| Asfordby NP Group | 11 Nov 2016 |
| Croxtan Kerrial NP Group | 29 Nov 2016 |
| Waltham NP Group | 30 Nov 2016 |

6.0 Stakeholder Engagement: Housing Delivery

- 6.1 In recognition of the importance of housing delivery, a dedicated stakeholder event was held on 5th December. Landowners, agents, developers, private and RSL housebuilders were all invited, together with agencies with a key interest, such as HCA and the local education authority.
- 6.2 Attendees heard presentations on an overview of the Borough with regard to land supply and the housing opportunities going forward, the historical delivery rates of housing in Melton, viability, deliverability and the Home Building Fund and participated in workshops on deliverability of sites, housing market and viability and boosting the supply of housing in the Borough. A note of the meeting circulated to all participants is attached at Appendix 5.

7.0 Digital Media

Website

- 7.1 From 8 November 2016 to 24 January 2017, the new Melton Plan website www.meltonplan.co.uk received 5,159 visits from 2,584 users, and about 15,000 page views. 172 people opted in via the website to receive further news and updates and none have unsubscribed.

Email communications

7.2 Compared to industry averages¹, the snapshot of activity indicated in Table 7.1 indicates the email activity received above average response rates. The click rates in particular are very high, indicating that the local community were visiting the website, reading its messages and engaging with the Council. In addition, there have been no unsubscribes from any of the activity, suggesting that recipients are actively engaged and finding the messages useful.

Table 7.1: Email activity snapshot

| Date | Target Audience | Sent VIA | Email Subject | No emls sent | Opens | Clicks | Views (WIX) |
|--------|-------------------|-----------|-------------------------|--------------|--------|--------|-------------|
| 05-Dec | WIX subs | WIX | Submit a representation | 93 | 58.70% | 21.70% | |
| 05-Dec | Corporate | Mailchimp | Submit a representation | 96 | 51.60% | 10.50% | |
| 05-Dec | Emmas list | Mailchimp | Submit a representation | 272 | 31.70% | 8.70% | |
| 07-Dec | Parish councils | Mailchimp | Submit a representation | 25 | 41.70% | 8.30% | |
| 16-Dec | Residents | Mailchimp | Local plan video update | 94 | 61.30% | 22.60% | |
| 19-Dec | Emma stakeholders | Mailchimp | Local plan video update | 271 | 37.10% | 17.40% | |
| 19-Dec | Corporate | Mailchimp | Local plan video update | 96 | 55.80% | 17.90% | |
| 16-Dec | Wix subs | WIX | Local plan video update | 136 | | 99 | 365 |
| 20-Dec | Wix subs | WIX | Consultation now closed | 152 | | 23 | 272 |
| 16-Jan | Parish clerks | Mailchimp | Neighbourhood Develop | 36 | 55.60% | 16.70% | |
| 19-Jan | Wix subs | WIX | Neighbourhood Plans | 164 | 82 | 57 | 302 |

7.3 Facebook

There were 10 posts on Facebook (see Table 7.2) regarding the consultation process and it engaged participation from 117 people from 14 November 2016 to 19 December 2016. There was a total of 1126 unique post impressions during this period.

Table 7.2: Facebook posts

| Post Message | Type | Posted | post_im | post_im | post_en | post_con |
|---|-------|------------|-------------|-------------|------------|------------|
| Melton Local Plan #consultation events start taking plac | Link | 14/11/2016 | 192 | 107 | 14 | 7 |
| @Meltonplan: Questions received have been posted on | Photo | 17/11/2016 | 182 | 77 | 18 | 17 |
| The next #consultation event @Meltonplan is taking plac | Photo | 22/11/2016 | 287 | 131 | 11 | 10 |
| Don't forget #consultation day tomorrow here at Melton | Photo | 28/11/2016 | 179 | 95 | 10 | 9 |
| Great news for the relief road in the Local Plan... | Link | 29/11/2016 | 200 | 115 | 13 | 11 |
| Just two days left to submit representation forms for the | Link | 05/12/2016 | 134 | 68 | 4 | 3 |
| Only a few days left to let us know what you think to th | Link | 15/12/2016 | 72 | 43 | 2 | 1 |
| Representation forms can be completed and sent to us | Photo | 19/12/2016 | 449 | 215 | 27 | 26 |
| Local people have provided their views on the plan - see | Photo | 19/12/2016 | 433 | 264 | 18 | 18 |
| #representation forms for Melton Local Plan need to be | Link | 19/12/2016 | 26 | 11 | 0 | 0 |
| | | | 2154 | 1126 | 117 | 102 |

¹ According to the Direct Marketing Association figures for April 2016, the industry average results for UK e-mail marketing campaigns were: Open rate: 22.87% and Click-through rate: 3.26% with an average unsubscribe rate of 0.53%.

7.4 Facebook Live

This method of engagement was trialled on 1 February 2017. Leader of the Council, Pam Posnett was recorded 'live' talking about and answering questions on the proposals for helping to relieve congestion in town. The format enabling the community to respond and post their questions.

7.5 Twitter

16 posts were made from 8 November 2016 to 19 December 2016 to promote the consultation and representation phase of the Local Plan. The increase in the number of likes and followers is set out in Table 7.3.

Table 7.3: Twitter data, as at 31.01.17

| Date | Type | No of Likes | Tweets total | Following | Followers |
|--------|---------|-------------|--------------|-----------|-----------|
| 08-Nov | Twitter | 0 | 424 | 82 | 331 |
| 31-Jan | Twitter | 13 | 452 | 89 | 349 |

8.0 Next Steps

- 8.1 At the close of the 6 week period, about 450 submissions had been received, many of these containing more than one representation. A separate report sets out the number of representations received and the main issues raised by those representations.
- 8.2 Schedules summarising all the representations received, organised by policy and plan section, will also be published.
- 8.3 Publication of these documents will be notified via the Council's website and social media.

Statement of Representations Procedure.

**PLANNING & COMPULSORY PURCHASE ACT 2004 (AS AMENDED)
TOWN & COUNTRY PLANNING (LOCAL PLANNING) REGULATIONS 2012
STATEMENT OF REPRESENTATIONS PROCEDURE & DOCUMENT AVAILABILITY
MELTON LOCAL PLAN: PRE-SUBMISSION DRAFT (NOVEMBER 2016)**

Melton Borough Council proposes to submit the Melton Local Plan to the Secretary of State of Communities and Local Government for independent examination. Before submitting the Melton Local Plan the Council is required to publish the document and invite the public to make representations on its legal compliance, compliance with the Duty to Co-operate and 'soundness'. The Melton Local Plan, once adopted will form the development plan for Melton Borough.

Title of Document: Melton Local Plan: Pre-Submission Draft (November 2016)

Subject Matter & Area Covered: The Melton Local Plan: Pre-Submission Draft includes policies and proposals for all local development matters (excluding minerals and waste) to guide change, development and growth of the whole of the Melton Borough Council area for the period 2011 to 2036. The Plan sets out how many new homes are needed in different parts of the Borough and how the development needs of businesses should be addressed. It also includes sites where development will be located and identifies areas which are important to the landscape and setting of the town and villages and how important countryside, ecological and heritage features will be protected and enhanced.

Making Representations: Representations can be made either electronically or in writing between **8th November 2016** and **19th December, 2016**. They can be made using the official representation form, which can be submitted by post or e-mail, or via the council's on-line consultation portal at <https://meltonboroughcouncil.citizenspace.com/>. Representation forms are available from the locations listed below or via the council website. **Representations should be received no later than 19th December, 2016.**

Representations that are not made via the council's on-line consultation portal should be sent by post or e-mail to:

Planning Policy, Regulatory Services, Melton Borough Council, Parkside, Station Approach, Melton Mowbray, Leicestershire, LE13 1GH; E-mail: planningpolicy@melton.gov.uk

Anyone making representations can request to be notified when:

- the Melton Local Plan has been submitted for examination;
- the recommendations of the Planning Inspector appointed to carry out an independent examination of the Melton Local Plan are published; and
- the Melton Local Plan is adopted.

Availability of Documents: the Melton Local Plan: Pre-Submission Draft and supporting documentation is available to view at the Council's Parkside Offices, Melton Mowbray during normal office opening hours and on our local plan website www.meltonplan.co.uk

Copies of the plan will also be available to view at additional locations around the Borough and a number of public consultation events will be arranged where Planning Officers will be available to discuss the plan. For full details of these locations and events please visit our website www.meltonplan.co.uk; e-mail planningpolicy@melton.gov.uk or by telephone 01664 502502 and ask to speak to a member of the Planning Policy team.

Appendix 2: Guide to Making Representations



MELTON BOROUGH COUNCIL MELTON LOCAL PLAN: PRE SUBMISSION DRAFT (NOVEMBER 2016)



GUIDE TO MAKING REPRESENTATIONS

1. THE MELTON LOCAL PLAN

- 1.1 Melton Borough Council has published its Melton Local Plan: Pre-Submission Draft to allow local people and others with an interest in the future growth and development of the area to have their say. The Melton Local Plan: Pre-Submission Draft includes policies and proposals for all local development matters (excluding minerals and waste) to guide change, development and growth of the Melton Borough Council area for the period 2011 to 2036. It sets out how many new homes are needed in different parts of the Borough and how the development needs of businesses should be addressed. It also includes sites where development will be located and identifies areas which are important to the landscape and setting of the town and villages and how important countryside, ecological and heritage features will be protected and enhanced.
- 1.2 The Council considers that Melton Local Plan: Pre-Submission Draft represents the most appropriate and sound strategy to guide development in the Borough up to 2036 and is the plan that it intends to submit to the Government.
- 1.3 This is the final opportunity for you to make comments (or representations) on the Pre-Submission Draft Melton Local Plan before it is submitted to the Government for an independent examination. This stage of consultation is different from those undertaken previously. It is a statutory stage which means that there will be a formal six week period to make comments on the Melton Local Plan: Pre-Submission Draft's "legal compliance", "compliance with the Duty to Co-operate" and "soundness". The Council has put together this guide to help you through the process of make comments on the Draft Local Plan
- 1.4 Once the consultation period is over, your comments will be submitted to the Government for independent public examination, alongside the Pre-Submission Draft Local Plan and other supporting documentation.
- 1.5 The independent examination will consider whether the Local Plan is **legally compliant** (i.e. it has been prepared in accordance with the relevant legislation/regulations), that it is **compliant with Duty to Co-operate** and that it is **sound**. Therefore, any representations received at this stage must address these issues. Further details on these issues are set out in this guide but, as a general rule:
 - If you are seeking to make a representation on the way in which the Council has prepared the Local Plan, then this is likely to relate to **legal compliance or compliance with the Duty to Co-operate**;
 - If it is the actual content which you want to make a representation on, this is likely to relate to **soundness**.
- 1.6 Your comments need to be received by the Council in writing (either electronically or on paper) or via our on-line consultation portal no later than the end of **Monday 19th December 2016**. Any representations that are received after

this deadline will not be accepted. Also, we will not be able to accept any representations which are either anonymous or illegible.

- 1.7 It is strongly recommended that you use the formal representation form provided by the Council to make your representation(s). This will ensure that your representation(s) relates to the issues of legal compliance and/or soundness and/or meeting the Duty to Co-operate.
- 1.8 Forms can be downloaded via the Melton Local Plan page at www.meltonplan.co.uk and e-mailed or posted to the Planning Policy team. Paper copies are available at Parkside office together with the places listed overleaf. They can also be posted or e-mailed out upon request. All representations should be returned to:

Planning Policy Team
Regulatory Services,
Melton Borough Council
Parkside, Station Approach
Melton Mowbray
Leicestershire
LE13 1GH

E-mail: planningpolicy@melton.gov.uk

Tel: 01664 502502

- 1.9 Copies of the representation form can be obtained from:

- Melton Borough Council, Parkside Offices, Station Approach, Melton Mowbray, LE13 1GH
- Melton Library, Wilton Road, Melton Mowbray, LE13 0UJ
- Bottesford Library, Old Primary School, Grantham Road, Bottesford, NG13 0DF
- Asfordby Parish Office, Asfordby, LE14 3YD
- On The Sands Café & Deli, 7a The Sands, Long Clawson, LE14 4PA
- Somerby Post Office & Shop, 25a High Street, Somerby, LE14 3PZ
- Waltham Deli, High Street, Waltham-on-the-Wolds, LE14 4AH
- Windmill Tea Rooms, Butt Lane, Wymondham, LE14 2BU

2. FILLING IN THE REPRESENTATION FORM

Part A: Contact Information

- 2.1 You must complete all your contact details. This will be used to identify who has made the representation(s). For the purposes of clarity and to ensure that the representation is processed as valid it is important that this section is completed in full. The first column (question 1) relates to representations from individuals and the second column (question 2) should only be completed if an agent or consultant is being used.

Part B: Formal Representation

- 2.2 This is where you need to make your comments on the legal compliance, the soundness of the Local Plan or compliance with the Duty to Co-operate. It is important that you use a separate Part B sheet for each individual representation you want to make. Please keep your comments clear and concise.
- 2.3 Please include your name/organisation at the top of each 'Part B' form that you use.
- 2.4 In question 3 please state which policy or paragraph your representation relates to. If you wish to comment on more than one policy area, then please complete a separate part B sheet for each comment made.
- 2.5 In questions 4 to 7 please provide your comments and state whether they relate to legal compliance, duty to co-operate or soundness and your reasons for this. There is a space provided to propose alternative wording to the change sought in light of your comments. If you wish to comment on the legal compliance, compliance with Duty to Co-operate and soundness of a policy, please complete a separate Part B sheet for each comment made.

Legal Compliance

- 2.6 The Inspector will check whether the Melton Local Plan meets the legal requirements set out under section 20(5)(a) and the Duty to Co-operate under section 20(5)(c) of the Planning and Compulsory Purchase Act 2004 (referred to as the 2004 Act in this guidance note), before moving on to the test of soundness. You need to consider the following issues before making a representation on the issue of legal compliance.
- Has the Local Plan been prepared in accordance with the Local Development Scheme (LDS)? Does the DPD's listing and description in the LDS match the document? Have the timescales set out in the LDS been met (Section 19(1) of the 2004 Act)? The LDS is available for inspection via the Council's website or at Parkside, Melton Mowbray.
 - Is the Local Plan compliant with the Statement of Community Involvement (SCI)? Has the Local Planning Authority (LPA) carried out consultation which is consistent with the SCI (Section 19(3) of the 2004 Act)? The SCI is available for inspection via the Council's website or at Parkside, Melton Mowbray.
 - Has the Local Plan been subject to Sustainability Appraisal (SA) and Habitats Regulations Assessment (HRA)? Has the Council provided a final report of the findings of the appraisal / assessment (Section 19(5) of the 2004 Act)? The SA and HRA Reports are available for inspection via the Council's website or at Parkside, Melton Mowbray.
 - Does the Local Plan comply with Regulations 18, 19 and 20 of the Town and Country Planning (Local Planning) (England) Regulations 2012? Specifically, has the Council published the prescribed documents and made them available at their principal offices and on their website? Has the Council placed local advertisements? Has the Council notified the relevant bodies?

- The Local Plan must have regard to any Sustainable Community Strategy (SCS) for its area. The SCS is usually prepared by the Local Strategic Partnership which is representative of a range of interests in the LPA's area.

Duty to Co-operate

2.7 You should consider the following before making a representation on compliance with the duty to co-operate:

- The duty to co-operate came into force on 15 November 2011 and any plan submitted for examination on or after this date will be examined for compliance. THE Council has to provide evidence of how they have complied with any requirements arising from the duty.
- The 2004 Act (as amended) establishes that non-compliance with the duty to cooperate cannot be rectified after the submission of the Plan. Therefore the Inspector has no power to recommend modifications in this regard. Where the duty has not been complied with, the Inspector has no choice but to recommend non-adoption of the Plan.

Soundness

2.8 Soundness means that the Planning Inspector has to be satisfied that the Melton Local Plan is positively prepared, justified, effective and consistent with National Planning Policy. These are known as the “tests of soundness”. If you wish to make a comment on more than one of the four tests of soundness in relation to a specific policy, please complete a separate Part B sheet for each matter of soundness. You need to consider the following issues before making a representation on the issue of soundness.

Positively Prepared

- The Melton Local Plan should be prepared on a strategy which seeks to meet objectively assessed development and infrastructure requirements and is consistent with achieving sustainable development.

Justified

- The Melton Local Plan should provide the most appropriate strategy, when considered against reasonable alternative, and be based on a proportionate, adequate, up-to-date and relevant evidence base, including:
 - Research – the choices made in the Melton Local Plan are backed up by facts.
 - Evidence of participation of the local community and others with a stake in the local area in the preparation of the Melton Local Plan.
 - Whether the Melton Local Plan provides the most appropriate strategy when considered against other reasonable alternatives. These alternatives should be realistic and have been subject to sustainability appraisal.
 - The Melton Local Plan should show how the policies and proposals it contains ensure that social, environmental, economic objectives will be achieved.

Effective

- The Melton Local Plan should be deliverable over the plan period and be based on effective joint working on cross-boundary strategic priorities. This would include:

- Robust infrastructure delivery planning
- Having no regulatory or national planning barriers to delivery
- Delivery partners who are signed up to development and infrastructure improvements – who will deliver what it proposes and when the Plan proposes it
- Coherence with the strategies of neighbouring authorities
- Flexibility to adapt to changing circumstances and effective monitoring to inform this.

Consistent with National Policy

- The Melton Local Plan should enable the delivery of sustainable development in accordance with the National Planning Policy Framework (NPPF). Where there is a departure, the Council must provide clear reasons to justify its approach. Alternatively, you may consider that the Council should include a policy (or policies) which depart from national policy to meet a clearly identified and fully justified local need. In such a scenario, you should explain what the local circumstances are to justify this different policy approach and support your statement with clear and robust evidence.

- 2.9 If you wish to make a representation seeking a change to the Melton Local Plan you should make it clear in what way the policy is not sound, having regard to the four tests set out above. You should support your recommendations by evidence to why the Local Plan should be changed, including your suggested wording to amend the Local Plan to make it sound.
- 2.10 If you think that the Melton Local Plan is not sound because it does not include a policy where it should do, please consider the following steps:
1. Is the issue of your concern already covered sufficiently by National Planning Policy? If so, it does not need to be included.
 2. Is your concern covered by any other policies and/or other documents. If so, there may be no need for repetition.
 3. If the policy is not covered elsewhere, in what way is the Melton Local Plan unsound without the policy?
 4. If the Melton Local Plan is unsound without the policy, what should the policy say?

Supporting the Melton Local Plan

- 2.11 If you support a policy (or policies) in the Melton Local Plan, you should express your support so that the Planning Inspector establishes a balanced view when considering the Plan, expressing why the policy (or policies) is sound.

Requests to participate in the Public Examination

- 2.12 Please state within questions 8 and 9 of the form whether you wish to present your representation(s) to the Planning Inspector during the independent examination, and why. The examination will involve a series of Hearing Sessions in public which will be chaired by the Inspector and it is here that individuals will be invited to verbally contribute to the discussion and debate on the legal compliance and soundness of the Melton Local Plan and present their representation to the Inspector.

- 2.13 However, it is important to note that the Inspector will not necessarily wish for all representations to be heard verbally. It is likely that the majority of representations will be considered using the written representations submitted at the submission draft stage, which carry equal weight to those heard in person by the Planning Inspector.
- 2.14 Also, please note that it is the Planning Inspector who will decide on who is invited to speak at the independent examination, not the Council, and he/she will decide the topics to be covered at each hearing session. These are based on the issues raised by the written representations received on the Pre-Submission Draft Local Plan.

3. GENERAL ADVICE

- 3.1 Below are some key principles which will be of benefit as you complete the representation form or make representations on-line.
- Make clear why you feel the Local Plan does or does not meet the legal compliance check and/or the tests of soundness.
 - Be clear and to the point.
 - Back up your points with clear evidence to justify your comments.
 - Note that after this stage, further submissions will only be at the request of the Planning Inspector.
 - If you are part of a group with a common view, you should submit a single representation outlining the group's concerns, rather than submitting a large number of individual comments which simply repeat the same point. It is the issues that you raise which are of value to the Inspector, not the number of people making the representations.
 - In the case of group responses, make clear how many people your group is representing and how it has been authorised.

4. WHAT HAPPENS NEXT

- 4.1 At the end of the consultation, the valid representations which have been received will be passed to a Planning Inspector who will consider them through the independent examination process alongside the submitted Local Plan and other supporting documents. The examination takes place in public. As such local residents and others may attend the hearing sessions to listen.
- 4.2 Details of the appointed Inspector, together with details of the examination such as the timetable and issues for discussion will be made available on the council website – www.MeltonPlan.co.uk. The Inspector is responsible for the conduct of the examination process including identifying the issues that will be debated at the hearings sessions.
- 4.3 A Programme Officer will be appointed to assist the Inspector in managing the examination process. They are independent of the Planning Policy team. They will be responsible for the arrangements of the examination process including handling documents, organising site inspections (where appropriate) and dealing with all correspondence. They report directly to the Inspector and will be the main point of contact during the examination. Their details will be made available on the council's website – www.MeltonPlan.co.uk

- 4.4 The ability to speak at the examination is limited to those individuals who have submitted representations on the Draft Local Plan and will be at the discretion of the Planning Inspector. Any representations which were submitted in previous rounds of consultation cannot be considered. Should you have similar concerns to previous drafts of the Plan these will have to be re-submitted as part of the consultation on the Pre-Submission Draft Melton Local Plan.

5. FURTHER INFORMATION

- 5.1 We understand that the planning system can appear technical and confusing. This guide has been provided to help you through the process of making a representation as simply as possible but if you require further assistance in completing the representation form, making a representation on-line or with understanding any part of this guidance note, please contact the Planning Policy Team on 01664 502502 or planningpolicy@melton.gov.uk and we will be happy to help.
- 5.2 As part of the consultation on the Pre-Submission Draft Local Plan there will be a number of events taking place. These will provide an opportunity to get advice on how to complete the representation form or make representations on-line. For further details on these consultation events, please visit the Melton Local Plan webpage at www.MeltonPlan.co.uk or contact us on 01664 502502
- 5.3 The National Planning Policy Framework, which provides the national level of planning policy that the Melton Local Plan should be consistent with, but not repeat, can be found Department for Communities & Local Government (DCLG) website www.gov.uk/government/publications/national-planning-policy-framework--2

6 OTHER ISSUES

- 6.1 The Pre-Submission Draft Melton Local Plan and supporting documents can be viewed and downloaded from the Local Plan webpage www.meltonplan.co.uk or at the Council's Parkside Offices during normal opening hours.
- 6.2 Copies of the plan will also be available to view at additional locations around the Borough and a number of public consultation events will be arranged where Planning Officers will be available to discuss the plan. For full details of these locations and events please visit our website www.meltonplan.co.uk; email: planningpolicy@melton.gov.uk or by telephone 01664 502502 and ask to speak to a member of the Local Plan team. Paper copies of the Local Plan and supporting documentation can be purchased from the Council at print cost.
- 6.3 It is recommended that where possible representations on the Pre-Submission Draft Melton Local Plan are made electronically via the Council's on-line consultation portal - <https://meltonboroughcouncil.citizenspace.com> - or via email. Written representations should be emailed to planningpolicy@melton.gov.uk or posted to the Planning Policy Team, Regulatory Services, Melton Borough Council, Parkside, Station Approach, Melton Mowbray, Leicestershire, LE13 1GH.
- 6.4 If you wish to submit documentation in support of your representation, the Council would appreciate receiving this in an electronic format in order to allow it to be uploaded to the Council's website.

- 6.5 Please note that all valid representations received will be made public although contact details (such as address, email and telephone numbers) will be hidden. We cannot accept anonymous responses nor will responses which are for whatever reasons illegible.
- 6.6 As part of making representations you can request to be notified when:
- the Local Plan has been submitted for independent examination; and/or
 - the Inspector's Report from the independent examination is published; and/or
 - when the Melton Local Plan is adopted by the Council.

Representations received after 19th December 2016 will not be accepted.

Appendix 3: List of those notified of the publication of the Pre Submission Draft Melton Local Plan

Content awaited

Appendix 4: Melton Times & Leicester Mercury News articles relating to the Melton Local Plan

Have your say on draft Melton Local Plan and how the borough ...



Dec 10, 2015 ... A 12-week public consultation on the draft Melton **Local Plan** (Emerging Options) will be launched on January 11. This will give people the ...

Video to be shot to engage more residents in Melton Local Plan ...



Nov 22, 2016 ... A public consultation exercise into recommendations for the Melton **Local Plan** is running until December 19 but there has been a slow ...

Melton Local Plan moves forward despite concerns - Melton Times



Sep 22, 2016 ... On Monday Melton Council agreed to move forward to the next stage in the production of the **Local Plan** which will shape development in the ...

Melton residents urged to have their say on final Local Plan draft ...

Nov 8, 2016 ... The publication of the Pre-Submission Draft for the **Local Plan** sparks six weeks of debate before the final document is produced. It sets out ...

Draft Melton Local Plan attracts thousands of comments - Melton ...



Dec 23, 2016 ... Melton Council has confirmed it received 450 individual responses to its draft **Local Plan**, with many of those people making points about ...

Deadline looms for Melton's draft Local Plan - Melton Times



Dec 16, 2016 ... Jim Worley, Melton Council's head of regulatory services, hold a copy of Melton's draft **Local Plan** document at Tuesday evening's final public ...

Melton Times letter: Have your say on Draft Melton Local Plan ...



Mar 19, 2016 ... The **Local Plan** is not just about building 6,000 homes in the borough, it incorporates plans for Melton town centre, business needs and ...

Time running out to have your say on draft Melton Local Plan ...



Mar 28, 2016 ... Residents of the Melton borough are reminded they have until April 4 to have their say on the draft Melton **Local Plan** (Emerging Options).

LEICESTER MERCURY

Melton could be set for long-awaited bypass which will ease congestion in town centre

By [AlanThompson](#) | Posted: November 29, 2016

[Share](#) [Tweet](#) [Share](#) [Email](#) [2 COMMENTS](#) [14 SHARES](#)



Melton launches consultation on new homes, shops and employment plans for next 20 years

By [AlanThompson](#) | Posted: January 13, 2016

[Share](#) [Tweet](#) [Share](#) [Email](#) [2 COMMENTS](#) [0 SHARES](#)



Road improvements needed before more homes are built, warns council leader

By [AlanThompson](#) | Posted: March 16, 2015

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FACEBOOK POSTS

| Post | Reach | Clicks | Date |
|--|--|--|--|
|  @MeltonBC is inviting submissions for sites with potential for housing/employment... | 28  | 2  | 22 December 2016 at... Buffer |
|  #representation forms for Melton Local Plan need to be fully submitted to be considered... | 11  | 0  | 19 December 2016 at... Sabrina Kinghorn |
|  Local people have provided their views on the plan - see the video at: http://bit.ly/... | 264  | 18  | 19 December 2016 at... Sabrina Kinghorn |
|  Representation forms can be completed and sent to us until 11.59 tonight..have... | 215  | 27  | 19 December 2016 at... Sabrina Kinghorn |
|  Only a few days left to let us know what you think to the Melton Local Plan. Get i... | 43  | 2  | 15 December 2016 at... Sabrina Kinghorn |
|  Just two days left to submit representation forms for the #Asfordby Neighbourho... | 68  | 4  | 5 December 2016 at... Sabrina Kinghorn |
|  Great news for the relief road in the Local Plan... | 115  | 13  | 29 November 2016 at... Sabrina Kinghorn |
|  Don't forget #consultation day tomorrow here at Melton Council Offices on Melton... | 95  | 10  | 28 November 2016 at... Sabrina Kinghorn |
|  The next #consultation event @Meltonplan is taking place at Melton Council Offic... | 131  | 11  | 22 November 2016 at... Sabrina Kinghorn |
|  @Meltonplan: Questions received have been posted on our website: http://www.... | 77  | 18  | 17 November 2016 at... Sabrina Kinghorn |
|  Melton Local Plan #consultation events start taking place this week. See http://bit... | 107  | 14  | 14 November 2016 at... Sabrina Kinghorn |
|  Take a look at our new Blog section of the website - our first post explains what a ... | 33  | 1  | 17 January 2017 at 16:49 Sabrina Kinghorn |
|  The #Planning team at #MeltonBorough Council are currently processing #repr... | 85  | 3  | 5 January 2017 at 11:45 Sabrina Kinghorn |
|  #HappyNewYear everyone. We are looking forward to submitting #MeltonLocal... | 34  | 1  | 1 January 2017 at 21:04 Buffer |
|  Take a look at more info for the proposals for new #roads for #MeltonMowbray in ... | 144  | 16  | 29 December 2016 at... Buffer |
|  #Happy Christmas everyone! | 33  | 0  | 25 December 2016 at... Buffer |
|  Ready for the next phase of Melton Local Plan. The team is processing final feed... | 37  | 4  | 22 December 2016 at... Buffer |
|  @MeltonBC is inviting submissions for sites with potential for housing/employment... | 28  | 2  | 22 December 2016 at... Buffer |

APPENDIX 5 – Housing Delivery Workshop

Notes of Housing Delivery Workshop held at Parkside on the Monday 5th December 2016 at 10am – 12.30pm

Which stakeholders were invited?

There were 84 stakeholders invited to the workshop, representing site owners/representatives, affordable housing providers, planning agents, House Builders Federation, Developers, Housebuilders and estate agents.

Who attended?

33 people attended the workshop.

The Presentation

The meeting commenced at 10am with a welcome from Cllr Pru Chandler, the Chair of the Melton Local Plan Working Group. Cllr Chandler thanked all those in attendance and explained the importance of working together to achieve the aspirational approach of the draft plan.

Valerie Adams (VA), the Local Plan Manager introduced the workshop, explaining the purpose of the event and how the workshop would run.

The presentation commenced at 10.15am with VA giving an overview of the Borough and the housing opportunities as a result of the site allocations in the draft plan. It was identified that in the past five years there has been an average of 98 dwellings per annum being delivered and that a significant step change is required going forward.

Gemma Dring (GD) went on to explain the context in terms of what has happened in the past, identifying the housing delivery rates since 1994, the number of dwellings delivered on small and large sites, where dwellings have been located in terms of whether in the town or in the rural area and the level of affordable housing provision since 2002.

Land availability was also presented identifying the SHLAA process and the Five Year Land Supply Position Statement published in November 2016. The five year requirement was identified as 1729 including a 20% buffer and the capacity of dwellings available in the first five years was highlighted as 2634 giving a housing land supply of 7.6 years supply.

The trajectory was presented identifying the staggered approach to delivery moving from 220 in 2017/18 to 434 dwellings in 2021/22.

VA then went on to present information on viability, identifying that there will be no development unless a site is viable. The value areas prepared by the Cushman and Wakefield viability report were displayed for stakeholders to view and the areas explained. VA introduced Ian Martin, the Head of Midlands Investment at the Homes and Community Agency who presented for 10 minutes on the Home Building Fund and the opportunities available to developers from the new scheme in providing a different source of funding, where traditional finance options could not be relied upon.

The presentation then moved on to the key issues in Melton Borough including the ageing population, attracting people to fill existing jobs and business expansions and the need for infrastructure to support growth. The headline figures were identified with 6125 homes being needed by 2036, with 5332 being provided on allocated sites.

GD then discussed the process for selecting the sites, covering availability, suitability, deliverability and viability. The site assessment process and the previous discussions with landowners/ agents on deliverability queries were covered as well as highlighting the need for the latest questionnaire which has been distributed to be returned by the 6th January 2017 with as much detail as possible.

The locations of the site allocations were identified stating that 3678 were provided for in the town, 1351 in Service Centre villages and 303 in Rural Hub villages.

The various opportunities were then presented, with sites broken down into size to demonstrate that there are opportunities available on a wide range of sites across the town and 17 of the villages in the Borough.

The significant step change in delivery required to achieve the aspirational approach of the plan was then identified, reinforcing the point that we need to uplift housebuilding overall. The presentation was completed and the session then moved onto the first workshop at 11.05am. The attendees were split into two groups dependent on their stakeholder role. Group A did one workshop exercise on deliverability whilst Group B carried out an exercise on viability.

Workshop 1A - Deliverability

Workshop 1A sought to discover more local information on the deliverability of sites within Melton Borough. The stakeholders split into three groups and each group was facilitated by a member of the Local Plans team.

The questions and responses were:

- 1. How long does it take from being granted full planning permission to delivering the first dwelling on a site?**
- 2. How does this vary between small sites (less than 10) and larger sites?**

Question 1 and 2 were discussed and answered at the same time by all three groups. The three groups agreed that the timescales were often site specific and that the time taken to gain the relevant consents created a significant delay often prior to getting on site.

It was confirmed by all groups that once all consents were in place, smaller sites were quicker and easier to deliver and the expectation would be that houses were delivered within one year. For larger sites there were varying discussions due to the wide range of factors including in particular infrastructure requirements that impact on larger sites. It was identified that it would be reasonable to expect housing delivery to come forward within two years of consents being in place. This allows some scope for sites that need more preparatory work.

3. How many dwellings on average would be completed each year once a development is under way?

Each group provided a slightly different answer to this question and the responses ranged from 35 dwellings per annum to 50 dwellings per annum.

4. Are there any factors that would alter the average annual delivery rate?

Economic and market considerations (mortgage finance) were the key issues raised as having the biggest impact on deliverability. The lack of materials, (bricks and thermal insulation products were both identified) can create a problem for developers. Infrastructure requirements can also delay schemes if the infrastructure is required prior to the delivery of housing.

A key issue also raised was the planning process, the use of complex and inflexible planning conditions that delay the start on site, such as the need for additional surveys and exploratory works.

One group was concerned that a sudden influx of land availability could stall delivery because there would be too much competition, in turn impacting on the viability of schemes.

5. Does delivery depend on where a site is located? If so where are the variances and why?

It was stated by one group that demand for delivery is site specific as well as location specific and that it can vary. However there is a general demand for housing in the Borough. There are market areas and some sites are more attractive to buyers than others, this is the case in all areas.

Workshop 1B – Housing Market & Viability

- 1. How strong do you think the housing market in Melton Borough is overall and in relation to surrounding housing market areas? and why?**
- 2. Figure 5.1 shows the average house prices achieved across the Borough in bands. Does it ring true? If not, why not?**
- 3. Are there important, more fine grained variations within the broad areas? If so, what are they (e.g. a particular housing market segment, such as retirement homes, top end executive housing, starter homes) and where are they?**
- 4. How do you think this might change going forward? And why? Are there any particular areas where this might change most? And why?**
- 5. Are there any market signals from the past that might help us to understand how the housing market might operate in the future? E.g. relative activity of volume housebuilders, small housebuilders and RSLs during housing market buoyancy and then recession from the mid 2000s to 2012, or anything from even earlier?**

Group B discussed these questions as a whole and looked at the current housing market as a discussion point.

It was considered there was a variance between the town and the villages in terms of demand and that in the villages there was limited demand for particular types of homes

as due to additional costs of running a car and other household expenditure it works out cheaper to buy in the town.

There would be less CIL generated on smaller sites in rural areas.

The deliverability of the sites allocated in the draft plan was questioned in terms of where the evidence of deliverability was located.

A comment was also made that there are not enough small and medium sized builders who operate locally to develop all of the sites simultaneously. However it was noted that some of these smaller sites would be picked up by affordable housing providers.

Members of this group felt that it was difficult to say how strong the current housing market is in Melton town, because so few developments are coming forward. Persimmon said their scheme was selling well but may slow down if there was significant competition from other sites. The only way to avoid this would be to make sure the products being sold on different sites in the same area were complementary rather than competing for the same market share.

Smaller dwellings in the villages are difficult to move because of their affordability. Location adds a premium to the equivalent property price in Melton town and then people have additional outgoings in running a car that town based residents do not necessarily have.

Contributors in this group felt that the value areas seemed about right. Some housebuilders recognised the different sub markets in the Borough, operating from different offices to cover the area, or only operating in certain parts of the Borough.

Looking to the future, it was stated that the windfall figure could be higher than has been estimated in the figures and that the delivery of housing will be reliant on the strength of the economy going forward.

Workshop 2 - Boosting the supply of housing

A tea and coffee break followed Workshop 1 before moving onto Workshop 2 which was to discuss what could be done by various stakeholder roles in the process to help boost the delivery of housing in the Borough. The answers are therefore split between roles below:

Local Planning Authority

- Speeding up the time it takes to get planning applications validated and determined
- Applying less planning conditions to consents
- Clear prioritisation of what is required in terms of contributions from developments
- Ensuring that consultees are chased by the LPA for responses – particularly Highways at the present time
- Provide more information for Members prior to planning committee so that items do not get deferred and so that there can be a positive approach to the delivery of housing in the decision making process
- Better links with the Legal Team so that s106 negotiations are quicker

- Application of the validation list and could this be reviewed so that the requirements are more streamlined and reflective of the different sites coming forward
- Clearly set out affordable housing so that this can be factored in at the beginning of the process
- Stop charging for pre-application advice on housing schemes
- As there are cases where affordable housing can make a scheme viable, the LPA could hold a list of Registered Providers who are interested in taking on properties in the Borough, to provide to landowners/ agents/ developers
- Get Local Plan adopted so that there are site allocations to reassure landowners, developers and housebuilders
- LPA should hold details about funding providers to give to landowners/ developers and housebuilders
- Ensuring there are enough resources to deal with planning application and pre-application enquiries
- Better communication between officers and planning committee members
- Development Management instead of Development Control – concentrate on delivery rather than control
- Ensure approach is consistent
- Challenge consultees who ask for further information
- Hold a forum for small developers/ landowners not experienced in the planning process, to offer advice on how to bring sites forward

Landowner

- More realistic about land values
- Investment in surveys up front to inform planning application process
- Getting pre-application advice before submission
- Releasing land at the appropriate time
- More dialogue needed with local community

Agent/ Developer

- Early and active engagement with LPA
- Providing the required information to the LPA upfront at the beginning of the application process
- Provide feedback to the LPA on how they found the service worked for them and what could be done better

Housebuilder

- Ensure there is not a skills shortage in the area by ensuring there are enough training opportunities
- Source materials that can be supplied more quickly

Infrastructure Providers

- Capacity of Electricity Infrastructure – 4 year lead in for new sub station
- Education – consideration of economies of scale
- Drainage – are Severn Trent performing?
- Engage with IDP

- Broadband provision in villages is a problem, Fibre optic is very limited
- Utility Companies – need to provide quicker and more effective service
- Need to plan for the future and be more proactive – we know the growth has to happen

Funding Bodies

- Funding needs to be more flexible
- Type of affordable housing provision required needs to be more flexible
- Funding periods are often limited to five years
- HCA – Investment opportunities need to be highlighted better

Other Bodies that could improve the delivery rates in the Borough

Highways – Need to be better resourced to have a more effective contribution into the planning process

Parish Council – Need to be more positive about the delivery of housing and engage and inform the process

Planning Inspectorate – Ensuring they take a consistent approach in determining appeals

Co-ordination of all those involved needs to be better managed

Round Up

The session closed at 12.30pm after the feedback from each group was provided by the Local Plan team members. VA thanked all attendees for their time and explained the importance of demonstrating the deliverability of sites, reiterating the need for questionnaires about sites to be provided by the 6th January 2017.