

B10 CONSULTATION REPORT

Consultation with stakeholders (Client Steering Group, Elected Members, Key Stakeholders and other stakeholders) occurred during the development of the North Solent Shoreline Management Plan (NSSMP). Stakeholder membership lists and the full programme of stakeholder engagement are given in Sections B1 and B2 of this appendix.

This consultation report describes the public consultation process undertaken to inform the public of the SMP and to give the public an opportunity to comment on the SMP policies. The public consultation strategy and methodology is described in section B10.1 and the details of the comments received during consultation and the Client Steering Group (CSG) response to these comments are detailed in section B10.2.

B10.1 CONSULTATION STRATEGY

This Consultation Strategy describes the public consultation process that aimed to inform the public of the draft SMP and provide an opportunity for comment on the draft SMP policies.

The public consultation strategy was outlined at CSG Meeting No. 11 held on 9th October 2009 at Havant Borough Council. The CSG agreed in principle the appropriate consultation methodology and identified the further need for a communications group to be established to allow professional input into the process. The CSG were consulted on the format and content of all consultation materials.

The communications group was established, comprising public relations and communications officer representatives from each Local Authority involved in the SMP.

Two meetings were held to set out and confirm the consultation methodology. They sought to draw on the expertise of professional practitioners in the field of public engagement. (For copies of the meetings minutes see section B10.3)

B10.1.1 AIMS OF THE PUBLIC CONSULTATION

At the first communications group meeting held on the 30th October 2009, the following aims of the consultation were agreed by the group:

- To inform and raise awareness of the draft SMP and its preferred policies amongst stakeholders, landowners and the general public.
- To inform and raise awareness of the Strategic Environmental Assessment and the Appropriate Assessment amongst stakeholders, landowners and the general public.

- To raise awareness and understanding of the general coastal management issues faced by the North Solent now and over the next 100 years.
- To provide opportunities for support or objection to the proposed policies and assessments.
- To record the comments received and the method of consideration and revisions in light of these comments.

B10.1.2 PUBLIC CONSULTATION METHODOLOGY

The consultation ran for a period of 3 months, as recommended by Defra.

Consultation period: 1st February 2010 to the 23rd April 2010

The approaches adopted are detailed below and included:

- The use of the North Solent Shoreline Management Plan website
- The use of each Local Authority website to advertise the consultation and re-direct users to the main website
- Press notices
- Letters to the extended stakeholder group
- Meetings with private landowners
- Letters to private landowners
- Advertisement posters – detailing SMP and planned public exhibitions
- Hard copies of the draft SMP documents- placed throughout the SMP area
- 8 Public exhibitions
- Downloadable exhibition boards
- SMP information pamphlets
- Consultation response forms
- Follow up meetings with key interest groups where necessary

B10.1.3 WEBSITES

A website was setup at the beginning of the project devoted entirely to the North Solent SMP (<http://www.northsolentsmp.co.uk>) giving detailed background information about all the aspects of the North Solent SMP documentation and process. Full details of the public consultation were available on the site, including the advertisement posters and details about the public exhibitions. The full consultation document, including all the relevant appendices and maps was also made available in electronic format along with a consultation response form that could be either downloaded or submitted electronically.

The North Solent SMP website also hosted a Frequently Asked Question page to show comments and queries received (which was updated when

necessary during the consultation). Each local authority also hosted a link on their websites advertising the North Solent SMP public consultation.

Since the website inception (03/01/07) until the end of the consultation period (23/04/10) 69,418 visitors hit the front page of the website. Over this period a total of 486,386 pages within the website were viewed.

During consultation (01/02/10 – 23/04/10) 15,522 visitors hit the front page of the website and 42,734 pages within the website were viewed.

B10.1.4 PRESS NOTICES

New Forest District Council (NFDC) as the lead authority had responsibility for the overall awareness of the SMP and in consultation with the communications group was responsible for drafting the press notices. It was agreed by the communications group that NFDC would create a template press release that would include generic SMP information and a generic quote from the Environment Agency.

The NFDC Public Relations (PR) team then disseminated the notices to all of the other Local Authority PR teams in order to ensure a coordinated, consistent message was maintained across all regions. Each local authority was then responsible for tailoring the information to their own area and adding a quote from the Elected Member of their council. This was done to make sure that council's electorate were engaged on a local scale. (For an example of this press release information see section B10.4.1)

Local level press exercises such as local newspaper articles specific to each authority's stretch of coast, adverts on web pages etc were implemented by each authorities PR team. The consultation and details of the North Solent SMP featured in several local papers across all eight council regions. The story was also covered on national and local radio.

An SMP region wide spokesperson was identified as a source for comments during consultation. Each Local Authority also assigned their own spokesperson for local scale issues.

When the consultation finished and the final plan was adopted a further press release was issued detailing the results of the consultation and thanking the public for their involvement. This was on the recommendation of the Environment Agency's communications team, in order to give closure to those who responded. The reason offered for this was that too often once consultations finish, the public are left without any thanks or idea of how they may have influenced the process.

(For an example of this press release information see section B10.4.2)

B10.1.5 LETTERS TO EXTENDED STAKEHOLDER GROUPS

A standard letter was drafted by NFDC, in consultation with the communications group, and sent out to all of the 230 stakeholders on record at that time. The letter highlighted the start of the public consultation and invited stakeholders to attend one of the planned exhibitions during the consultation and encouraged them to pass the information on to interested parties. Included in the letter was an A4 copy of the advertisement poster detailing the dates, locations and times of all of the public exhibitions. (For an example of the invitation letter see section B10.4.3 and for examples of the advertisement posters see section B10.4.8)

During consultation a further 176 stakeholders were added to the SMP records. On receipt of a consultation response a standard acknowledgement letter was issued to the consultee thanking them for their input

When the final plan was adopted a further letter was sent out to the entire extended stakeholder group detailing that the final SMP document and consultation report were available, along with details of where they could find the documents (for an example of the letter please see section B10.4.5)

B10.1.6 MEETINGS WITH PRIVATE LANDOWNERS

Before the consultation period a letter was sent to the private landowners in the North Solent, on whose land managed realignment had been proposed, inviting them to attend one of 3 meetings with the SMP team and representatives from each local authority, the Environment Agency, Natural England and the New Forest National Park and Chichester Harbour Conservancy. (For an example of the letter see section B10.4.6)

The meetings aimed to inform them of the SMP process and proposed policies on their land and to re-assure them that they could formally support or object to the policy during the consultation. If they objected to a policy of managed re-alignment on their land then the policy would revert to HTL but no public funding would be available, as is currently the case.

During consultation a further letter was sent out to those private landowners who had not yet responded during consultation period to encourage them to respond formally to the North Solent SMP to state their intentions regarding the future management of their defences. (For an example of the letter please see section B10.1.6.2)

B10.1.7 SMP & EXHIBITION ADVERTISEMENT POSTERS

Several posters were produced by the NFDC design team, in consultation with the communications group, advertising the SMP public consultation and details of the proposed exhibitions. The posters were tailored to each council's

exhibition and then disseminated to each of the Local Authority PR teams for placement within each borough/district (for examples of these posters see section B10.4.8).

Example locations of where the posters were placed included; libraries, parish/town council offices, council information centres, council leisure centres, post offices, supermarkets, hospitals, car park notice boards and council information boards.

Read only versions of the posters were available on the North Solent SMP website.

B10.1.8 HARD COPIES OF THE DRAFT SMP

Printed versions of the draft consultation document and supporting appendices were available for inspection at the following locations throughout consultation.

Environment Agency	Colvedene Court, Colden Common
New Forest District Council	Town Hall, Avenue Road Lymington
Test Valley Borough Council	Duttons Road, Romsey
Southampton City Council	Civic Centre, Southampton
Eastleigh Borough Council	Civic Offices, Leigh Road, Eastleigh
Winchester City Council	Colebrook Street, Winchester
Fareham Borough Council	Civic Offices, Civic Way, Fareham
Gosport Borough Council	Town Hall, High Street, Gosport
Havant Borough Council	Civic Offices, Civic Centre Rd, Havant
Portsmouth City Council	Civic Offices, Guildhall Square,
Chichester District Council	East Pallant House, East Pallant,
Natural England	3 Southampton Road, Lyndhurst
Hampshire County Council	The Castle, Winchester, Hampshire
West Sussex County Council	The Grange, Tower St, Chichester
New Forest National Park	South Efford House, Milford Road
Chichester Harbour Conservancy	Harbour Office, Itchenor

B10.1.9 PUBLIC EXHIBITIONS

Eight public exhibitions were held across the North Solent SMP area providing the opportunity for stakeholders and the public to discuss any issues or concerns that they may have regarding the proposed policies. All that attended were given feedback forms to ensure that all the comments were formally recorded. In total 593 people attended.

The locations of the exhibitions were decided by each local authority since they had a more detailed knowledge of their region and a better idea of the best place to engage their electorate (see table B10.1.9 for the locations, dates and timings of the exhibitions).

Geographic Areas Covered	Exhibition Location	Date & Time	No. of Visitors
Hurst Spit to Redbridge	New Forest District Council Lymington Town Hall, Lymington, SO41 9ZG	Monday 1 February 2pm - 7pm	119
Redbridge to Weston Shore	Southampton City Council Southampton Civic Centre, SO14 7LY	Tuesday 2 February 2pm - 7pm	17
Weston Shore to River Hamble	Eastleigh Borough Council Abbey Hall, Netley Abbey, SO31 5FA	Wednesday 3 February 2pm - 7pm	48
River Hamble to Lee-on-the-Solent & Fareham to Port Solent	Fareham Borough Council Fernehall Hall, The Octagon, PO16 7DB	Thursday 4 February 2pm 7pm	96
Portsea Island & Port Solent to Farlington	Portsmouth City Council Civic Library, Guildhall square, PO1 2DX	Monday 8 February 2pm - 7pm	40
Hayling Island & Farlington to Emsworth	Havant Borough Council Council Chamber, PO9 2AX	Tuesday 9 February 2pm - 7pm	144
Lee-on-the-Solent to Gilkicker Point to Port Solent	Gosport Borough Council Gosport Discovery Centre, PO12 1BT	Wednesday 10 February 2pm - 7pm	60
Emsworth to Selsey Bill, including East Head	Chichester District Council Committee Room 1, East Pallant House, PO19 1TY	Thursday 11 February 2pm -7pm	69

Table B10.1.9 Exhibition locations, dates and timings

Several CSG officers attended each exhibition including representatives from the SMP project team, the relevant local authority, the County Councils, the Environment Agency, Natural England, Chichester Harbour Conservancy and the New Forest National Park Authority. Elected Members also attended in most instances (For officer exhibition attendance details see table B10.1.9.1)

Organisation	Officer Name	Exhibition Attendance									
		NFDC 1st Feb	SCC 2nd Feb	EBC 3rd Feb	FBC 4th Feb	GBC 10th Feb	PCC 8th Feb	HBC 9th Feb	CDC 11th Feb		
New Forest District Council (SMP Project Team)	Andrew Bradbury	Y	Y	Y			Y				
	Andrew Colenuff	Y	Y	Y	Y	Y	Y	Y	Y	Y	
	Samantha Cope	Y		Y	Y	Y	Y	Y	Y	Y	
	Malgosia Gorzynska	Y	Y	Y	Y	Y	Y	Y	Y	Y	
	Mark Stratton	Y	Y	Y	Y	Y	Y	Y	Y	Y	
	Davina Staples	Y									
	David Atwill	Y									
	Pete Fergusson	Y									
	Steve Cook	Y									
	Cllr Fran Carpenter	Y									
Southampton City Council	Rob Crighton		Y								
	Bernadine Maguire		Y								
	Cllr Matthew Jones		Y								
	Mouchel Consulting ltd		Y	Y							
	Mouchel Consulting ltd		Y	Y							
	Alun Brown			Y							
Eastleigh Borough Council	Scott Mills				Y						
	Sue Mills				Y						
	Amanda Mahoney				Y						
	David Martin							Y			
Fareham Borough Council	Cllr Robert Forder							Y			
	Cllr Burgess							Y			
	Brenda Brooker							Y			
Gosport Borough Council											

Organisation	Officer Name	Exhibition Attendance								
		NFDC 1st Feb	SCC 2nd Feb	EBC 3rd Feb	FBC 4th Feb	GBC 10th Feb	PCC 8th Feb	HBC 9th Feb	CDC 11th Feb	
Havant Borough Council	Bret Davies HPG Coastal Partnership					Y	Y	Y		
	Lyall Cairns HPG Coastal Partnership					Y	Y	Y		
	Kirsty Klepacz HPG Coastal Partnership					Y	Y	Y		
	Matt Hosey						Y			
	Jim Pusey							Y		
	Tony Cailes							Y		
	Cllr Paul Buckley							Y		
	Janet Rees							Y		
	Jackie Batchelor							Y		
	Cllr Hugh Mason						Y			
Cllr Eleanor Scott						Y				
Cllr Lynne Stagg						Y				
Gavin Holder									Y	
David Hyland									Y	
Tim Kermode									Y	
Nick Bean	Y	Y		Y						
Uwe Dornbusch			Y							
Gary Lane				Y						
James Walton	Y				Y					
Ian Miller,		Y								
Robert Carr										
Bradley Randal			Y						Y	
Portsmouth City Council										
Chichester District Council										
EA Area Team										
EA Asset System Management Team										

Organisation	Officer Name	Exhibition Attendance								
		NFDC 1st Feb	SCC 2nd Feb	EBC 3rd Feb	FBC 4th Feb	GBC 10th Feb	PCC 8th Feb	HBC 9th Feb	CDC 11th Feb	
EA Asset System Management Team	Ian Tripp	Y	Y	Y	Y	Y		Y		
	Anneke Inigo-Jones						Y			
	Gordon Wilson							Y		
	Nick Gray								Y	
	Charlotte Lines	Y								
EA Planning	Rob Waite	Y		Y						
	Laura Bourke									
	Simon McFarlane,						Y			
	Jemma Woodbridge						Y	Y		
	Stacia Miller									
EA Engagement	Rebecca Shepherd			Y						
	Mike Tiller							Y		
	Kim Newton/	Y								
	Rob Trowbridge							Y		
	Caroline Price					Y	Y	Y	Y	
EA Others	Richard Townson							Y	Y	
	John Davis								Y	
	Alison Fowler							Y	Y	
Chichester Harbour Conservancy										
New Forest National Park Authority	Stephen Trotter	Y								
Natural England	Tom Schindle	Y					Y		Y	
	Claire Lambert	Y					Y		Y	
Hampshire County	Andrew Davidson							Y		
	Rachael Gallagher							Y	Y	

Organisation	Officer Name	Exhibition Attendance								
		NFDC 1st Feb	SCC 2nd Feb	EBC 3rd Feb	FBC 4th Feb	GBC 10th Feb	PCC 8th Feb	HBC 9th Feb	CDC 11th Feb	
West Sussex County	Steve Blyth	Y		Y						
	Glen Westmore									Y
	Cllr Peter Jones									Y

Table B10.1.9.1 Officer Exhibition Attendance Details

B10.1.10 DOWNLOADABLE EXHIBITION BOARDS

A series of exhibition-style poster board displays were presented at each event, appropriate to the stretch of coastline and Council region in which they were taking place (see section B10.4.9 for examples of the exhibition boards).

The boards used at the exhibitions were produced, in consultation with the communications group, by the NFDC design team. All were available to download from the North Solent SMP website (<http://www.northsolentsmp.co.uk>).

B10.1.11 SMP INFORMATION PAMPHLETS

More detailed versions of the exhibitions boards were created in pamphlet format for individuals to take away from the exhibition. These were produced, in consultation with the communications group, by the NFDC design team. (For an example of the information pamphlet please see section B.10..4.10)

B10.1.12 CONSULTATION RESPONSE FORMS

It was decided by the CSG that NFDC should be the single source for all the consultation comments received. In view of this a designated email address was set up solely for consultation responses (northsolentsmp@nfdc.gov.uk). All written correspondence was received at: North Solent SMP, New Forest District Council, Town Hall, Avenue Road, Lymington, Hampshire, SO41 9ZG.

The consultations response form was produced by NFDC, in consultation with the communications group. The first half of the form was designed to be analysed by automated SNAP (Survey 'N Analysis Package) survey software a program that allowed automatic statistical analysis of the responses received. The questions in this section were written in order to help gauge the success of the engagement (see section B10.2.3). The second half of the form was for comments about the SMP itself and the proposed policies in each unit. (For an example of this form please see section B10.4.11)

All responses received a standard reply acknowledging receipt and informing them that a formal consultation response would be issued at the end of the consultation period if necessary. This reply was sent in email or letter with consistent format and text. (See section B.10.4.4 for an example of this letter) Each comment received was given a reference number and entered into a catalogue which recorded the date received, the comment, the action required, the date of the action etc.

Where necessary the responder received a more detailed response from the Local Authority, Environment Agency, or Natural England dependant on the nature of the comment or objection made.