

## Consultation and Engagement Strategy 2014 - 2019

### Section 1: Introduction

Involving local people, partners and other stakeholders is integral to the work of Derbyshire Dales District Council. Policies have a more lasting impact and services are more responsive to local need if influenced by those they directly affect. Involving people also helps to:

- Improve customer perceptions
- Increase customer satisfaction
- Reduce inequalities
- Strengthen local democracy
- Enhance community cohesion

Effective consultation and engagement means: routinely seeking the views of residents, service users, local businesses, voluntary and community sector organisations, partners and other stakeholders; listening to what they have to say; and using the results to improve the Council's decisions. This strategy confirms the District Council's commitment to work with these different stakeholder groups to ensure the priorities of the Council, the policies it makes and services it provides are shaped through local engagement. It also supports a core value of the District Council - '*Listening to people*'.

### Section 2: Purpose of the Strategy

Enabled through effective consultation and engagement, the strategy has four main objectives:

- 1. To improve the performance of District Council services**
- 2. To develop and evaluate the District Council's policies, services and projects**
- 3. To inform the prioritisation of resources available to the District Council**
- 4. To increase dialogue with local communities to enable local delivery of services where appropriate**

These objectives provide the focus for the Council's consultation and engagement activities.

### Section 3: Scope

The strategy provides the overall framework for the District Council's consultation and engagement activity up to 2019. Drawing on Government guidance, practitioner advice and improvement actions from previous years, the strategy aims to:

- co-ordinate consultation and engagement activity undertaken by the Council and encourage integration of these activities within service planning
- define the principles and standards the Council aims to achieve to ensure consultation and engagement is meaningful
- provide guidance to officers and Members to help plan and deliver effective consultation and engagement activity, allow adequate time to consider the results and provide feedback at the end of the process
- align consultation and engagement activities with the Council's equalities work to ensure information is fed into Equality Impact Assessments
- enable all those with an interest to help shape decisions which affect them, particularly those members of the community who are more difficult to reach
- enable employee engagement

- reduce the potential for legal challenge due to inadequate consultation and engagement.

Annex 1 contains the Council's Corporate Consultation and Engagement Plan (updated annually) Annex 2 provides a short guide to consultation and engagement activity, including good practice case studies.

#### **Section 4: Legal Requirements**

In any public consultation exercise, the District Council must ensure it follows the '**Gunning Principles**'<sup>1</sup>:

- *consultations must be undertaken when proposals are still at a formative stage*
- *sufficient reasons for proposed changes must be given to allow intelligent consideration and response*
- *adequate time must be given for the response*
- *the outcome of the consultation must be conscientiously taken into account in finalising the proposals and the ultimate decision is taken.*

**Best Value Statutory Guidance** must be followed. The statutory requirements<sup>2</sup> are summarised below:

The District Council has a Duty to Consult *representatives of a wide range of local people*. Statutory Guidance places emphasis on consultation required when reviewing service provision, particularly with voluntary and community groups and small businesses.

The District Council is required to:

*- consult with representatives of council tax payers; local businesses; service users and those likely to use the District Council's services; local voluntary and community organisations; and those with an interest in any of the Council's functions. This applies at all stages e.g. setting up a new service, reviewing levels and locations of services, closing facilities, changing policy etc.*

Where there is a need to reduce or end funding or other support to a voluntary or community group or small business, the District Council is required to:

- avoid disproportionate reductions*
- give three months notice to the organisations affected, service users and the public*
- actively engage the organisations and service users affected before making decisions on the future of a service*
- encourage service users and organisations to put forward alternative service options by making available appropriate information.*

The Government has also published a series of **consultation principles** which it expects public bodies to adopt. These replace the Code of Practice on consultation issued in July 2008. The principles aim to help public bodies make the right judgments about when, with whom and how to consult. The principles have been written into Section 6 of the strategy, and will be used to guide the District Council's approach to consultation and engagement.

Some laws impose requirements on the District Council to consult certain groups on certain issues for a certain period of time. **Where there is a legal obligation to consult** e.g. statutory consultations on planning matters and the duty to consult representatives of non-domestic rate payers prior to setting the Council's budget, **these requirements remain.**

<sup>1</sup> *R v Brent London BC ex parte Gunning (1985) 84 LGR 168*

<sup>2</sup> *The Duties to promote democracy and respond to petitions were repealed in the Localism Act 2011 and Statutory Guidance 'Creating Strong, Safe and Prosperous Communities', containing the Duties to involve and co-operate, has been revoked.*

## Section 5: Other Consultation and Engagement Drivers

**i) Pressure on public sector finances** - further reduction in public spending continues to create real challenges for the District Council in maintaining high quality services, with the emphasis increasingly on 'achieving more for less'. Within this context, the Council will continue to work with local people, community groups, businesses and other stakeholders to identify the issues most and least important locally, and prioritise spending accordingly.

**ii) Developing policy and setting priorities** – strategies, plans and policies developed by the District Council or the partnerships it leads, are more robust when they reflect engagement with relevant stakeholders. The Derbyshire Dales and High Peak Community Strategy provides the strategic policy framework for the area and its priorities are reflected in the District Council's Corporate Plan. The strategy will be replaced with a new community priorities statement later in 2014 and a new Corporate Plan prepared for the period 2015-2019.

**iii) Improving performance** - effective consultation and engagement with users, non-users, providers of services and other stakeholders helps drive service planning and improvement. The District Council will continue to engage with these groups and use their feedback to maintain and (where possible) improve services.

**iv) Localism and transforming service delivery** - the devolved approach of Government offers greater freedom to focus on what matters most locally and where we can have most impact. It also provides opportunities to work in new ways to help drive down costs, and a framework for service delivery in partnership with local communities. The District Council is already delivering services in different ways e.g. sharing services with other councils, and will continue to explore other models of delivery.

**v) Peer Challenge** – the 2013 Peer Challenge identified the need to engage the community in redesigning services, and in influencing future models of delivery, enabling communities to help themselves more. This is reflected within the strategy's objectives.

## Section 6: Principles and Standards for Good Consultation and Engagement

The District Council will take a proportionate approach to consultation and engagement, based on the principles published by Government. So that activity is meaningful, as well as meeting statutory requirements, the Council aims to ensure that:

- ✓ **Consultation and engagement activity is coordinated:**
  - agreeing a programme of activity at the start of each year will ensure a joined up approach within the Council and with other partners
  - the Council will continue to co-ordinate engagement activities, maintain quality standards and share best practice with the Derbyshire Community Engagement Group
  - appropriate resources will be allocated to engagement activity and efficiencies achieved wherever possible through joint working
- ✓ **Consultation is part of the policy-making process and used to make well informed decisions:**
  - effective communication supports effective engagement. The Council will inform local people about opportunities to have their say
  - engagement will begin as early as possible i.e. when a policy or proposal is still under consideration
  - the purpose of the consultation will be made clear at the start of the process
  - activity will be proportionate to the scale of the issue being considered and methods used appropriate to the subject matter and audience

- ✓ **‘Tick-box’ exercises are avoided:**
  - only issues which stakeholders can influence will be consulted on – those consulting will make clear what aspects of a policy or proposal are open to change and what decisions have already been taken
  - formal consultation will not be undertaken where adequate consultation has taken place earlier with interested groups e.g. for minor or technical changes to a policy or proposal. The reasons for not consulting will be explained
- ✓ **The key stakeholders are engaged:**
  - tools such as ‘stakeholder mapping’ will be used as appropriate when planning consultations to identify all those potentially affected by a policy or proposal and how best to engage with them
  - an inclusive and tailored approach will be adopted to gain the views of harder to reach groups and vulnerable people wherever possible, using appropriate formats
- ✓ **Timeframes for consultation are proportionate and allow sufficient time to respond:**
  - timescales for consultation will be determined on a case by case basis and take account of election and holiday periods. Depending on the nature, impact and complexity of the policy or proposal, and capacity of stakeholder groups being consulted, timescales will usually vary between two and 12 weeks
  - practitioner advice<sup>3</sup> of four weeks for ordinary consultations (four weeks will be the normal length for District Council consultations); eight weeks for consultations on more complex or potentially contentious policies and proposals; and 12 weeks for consultations on very contentious policies and proposals likely to have a major impact will be used as a guide
  - the Council will continue to support and be guided by the Derbyshire Compact agreement
- ✓ **The right methods are used:**
  - the choice of consultation method will reflect the issue under consideration, the stakeholders being consulted, available time and resources
  - whilst written methods will continue to be used where necessary, increasingly, emphasis will be on using on-line methods, including social media, supported by other forms of engagement to enable interested groups to get involved
- ✓ **Information is understandable and accessible:**
  - sufficient information will be made available to enable informed comment
  - information will be presented and distributed in ways appropriate to the needs of different stakeholders with an interest in the policy or proposal
  - plain English will be used and information provided in accessible formats as appropriate
- ✓ **Feedback is provided:**
  - the Council will report what responses have been received (including the number) and how these have been used to inform the policy or proposal and final decision, normally within 12 weeks of the consultation closing
  - activity will be evaluated and the lessons learned used to improve the Council’s approach

## Section 7: Engaging the Hard to Reach

Involving all sections of the community is challenging in a dispersed, rural area like the Derbyshire Dales. Whilst issues often affect all members of the community, some, because of the rural nature of the area, disproportionately affect particular groups. For this reason, the Council will continue to work with partners to target hard to reach and vulnerable groups to help

<sup>3</sup> Consultation Institute Briefing Paper: Putting Principles into Practice, August 2012

establish the impact of policies and proposals, what services they need and the most effective methods of delivery. The strategy will target the following groups in particular:

- People with disabilities – the Council will work with organisations such as Derbyshire Coalition for Inclusive living, Derbyshire Dales Disability Sports Group, the Derbyshire Dales Disability Access Group and other voluntary organisations to seek their views
- Young people - often the most hard to reach group. The Council will work with the Dales Youth Forum and local secondary schools to seek their views, and carry out surveys and engagement activities in leisure centres and other venues frequented by younger people. The Council will also work with the Peak District Partnership to identify new ways to engage younger people
- Businesses – The District Council continues to support the work of Business Peak District. The Council will continue to engage with its network of local businesses to seek their views and with businesses supported by Derbyshire Dales Business Advice. Engagement with local business clubs and town teams will also increase.

The previous strategy identified older people as a hard to reach group. To date, the Council has been successful in encouraging the views of this group through residents surveys and engagement with groups such as the 50+ forums. However, this will continue to be monitored.

Countywide representative bodies such as the LGBT forum, BME forum, Derbyshire Gypsy Liaison Group, 3D Voluntary and Community Sector Infrastructure Consortium, Learning Disabilities Partnership Board and Derbyshire and Nottinghamshire Chamber of Commerce will also be engaged as appropriate to seek the views of their members.

## **Section 8: Methods**

The District Council will consult using methods which work best for those it wants to engage. These include:

- Website surveys and polls
- Residents' surveys
- Area Community Forums
- Public meetings, exhibitions and 'drop-in' sessions
- Focus groups (to drill down into specific issues)
- Business breakfasts and evening meetings
- Parish and Town Council conferences
- Attending meetings and events with representatives of hard to reach groups and holding engagement events in venues used by these groups.

Where possible, the Council will work with partners, including those on the Peak District Partnership, to enhance the District Council's capacity to engage, using existing networks.

## **Section 9: Ensuring Continuous Improvement**

Whilst the District Council has a reputation for listening to people and prioritising the issues they identify, the strategy seeks to continuously improve the Council's approach:

- Developing alternative methods of engagement – the Council already uses its website to good effect to allow people to have a say. The Council also uses Facebook and Twitter e.g. to allow people unable to attend Area Community Forums in person to follow discussions and ask questions online. In the future, more use will be made of on-line polls and social media for consultation and engagement purposes

- Increasing local area working – including developing a programme of community conversations on key issues e.g. the Council’s future budget and quarterly meetings with Parish and Town Council clerks
- Developing a better understanding of our customers – Opportunities for enhancing ‘customer insight’ will be considered, both to inform service development and future engagement activity

## **Section 10: Consultation and Engagement Plan**

The Council’s Consultation and Engagement Plan aims to deliver the four objectives of the strategy:

**OBJECTIVE 1- Improving the performance of District Council services:** Biannual surveys via the Derbyshire Dales Citizens’ Panel (operated in partnership with Derbyshire County Council) followed up with focus groups to ‘drill down’ into specific issues has been used as the main way of understanding what local people think about the District Council, the services it provides and where it needs to improve. Work is taking place to try to recruit more young people to become panel members and use of the panel will continue to be reviewed alongside other methods for engaging local people, including more frequent on-line consultations. Through partnership working with contractors delivering District Council services, customer satisfaction surveys will also be delivered, including waste and recycling.

**OBJECTIVE 2 - Developing and evaluating the District Council’s policies, services and projects:** The District Council has undertaken several significant policy reviews in recent years, including a review of its car parking policy and grounds maintenance and street and cleansing services. Important plans for the district, including the Draft Derbyshire Dales Local Plan have also been developed. Consultation with local residents, businesses, service users, community groups and other stakeholders via a range of methods has been central to developing these policies, with the results used to help shape the final outcome. This approach will continue.

The District Council will also continue to work with the Employee Group and managers to consult staff on proposed organisational improvements, new policies and procedures and other employee issues. Consultation with service users will also be built into the Council’s programme of service reviews as appropriate, with a particular focus on outward facing services.

**OBJECTIVE 3 - Informing the prioritisation of resources available to the District Council:** To support the preparation of the Council’s new Corporate Plan and future spending plans, a budget ‘conversation’ will be developed with local communities to help establish the priorities of local people and areas for future savings. This will be a key area of work during 2014/15. As well as using existing mechanisms like Area Community Forums, other activities will be planned with input from members of the Peak District Partnership.

**OBJECTIVE 4 - Increasing dialogue with local communities to enable local delivery of services where appropriate:** Member workshops have begun to explore how the Council could work more closely with communities to encourage them to take on issues that might traditionally have been addressed by the Council. This work will continue over the coming year.

## **Further Information**

For further information please contact:

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## ANNEX 1 - CORPORATE CONSULTATION AND ENGAGEMENT PLAN 2014/15

Date Planned	Issue / Consultation Task	Methods	Target Groups	Lead
April-May 2014	<b>Review Citizen's Panel</b>	Analysis of Census data / recruitment via dalesMATTERS and leisure centres	N/A	Policy & Economic Development Manager
April 2014- March 2015	<b>Satisfaction with Building &amp; Development Control services</b>	Survey	Service users / customers	Building Control Manager / Corporate Director (Place)
April & October 2014	<b>Waste collection &amp; recycling services</b>	Survey	Sample of local residents	Serco
May-June 2014	<b>Community Priorities Statement (replacement for Community Strategy)</b>	Consultation via partner networks / forums	Public, Private and Voluntary sector organisations working in the Peak District	Policy & Economic Development Manager
May-June 2014 AND Oct-Dec 2014	<b>Draft employee policies: Absence Management Policy Learning &amp; Development Policy Capability Policy</b>	Invite comments on draft policies and meetings with target groups	CMT, Managers Employee Group JCG	HR Manager
June 2014	<b>Citizens Panel (1 of 2 in year)</b>	Survey	Local residents	Policy & Economic Development Manager
June-July 2014	<b>Permanent Traveller site</b>	Letters to stakeholders Others Tbc	Neighbouring properties Relevant P&TCs	Head of Corporate Services
June-July 2014	<b>Draft Health &amp; Wellbeing Strategy</b>	Invite comments on draft strategy Others Tbc	Partners Youth Forum	Health & Wellbeing Hub Team
June-July 14 and Dec 14-Jan 15	<b>Satisfaction with Customer Services</b>	Survey via First Stop Shops	Service users / customers	Customer Service Manager
July 2014 (provisional)	<b>Area Community Forums</b>	Community Forum	Local residents Local businesses Service users, Partners	All
July 2014	<b>Parish Clerks Seminar - to include electronic planning consultations</b>	Seminar	P&TC Clerks	Head of Corporate Services

<b>Date Planned</b>	<b>Issue / Consultation Task</b>	<b>Methods</b>	<b>Target Groups</b>	<b>Lead</b>
July-September 2014	<b>Draft Economic Growth Plan</b>	Invite comments on draft plan Others Tbc	Business organisations & networks Youth Forum, Partners	Head of Regeneration & Policy
July-October 2014	<b>Budget 'conversation' with local communities</b>	Area Community Forums Workshops & Focus Groups Web-based survey and polls	Local residents Local businesses Service users Youth Forum Partners	Accountancy & Exchequer Manager / Policy & Economic Development Manager
July-October 2014	<b>Opportunities for community delivery</b>	Meetings with P&TC Clerks Workshops & Focus Groups	Voluntary & Community Sector P&TCs	Members / Head of Community Development / Policy & Economic Development Manager
September 2014	<b>Satisfaction with Leisure Centres</b>	Survey Standpoint device	Service users	Head of Community Development
September 2014-March 15	<b>Review of Stall Markets</b>	Survey Others Tbc	Local residents Traders Service users	Head of Community Development
October 2014	<b>Area Community Forums</b>	Community Forum	Local residents Local businesses Service users Partners	All
November 2014	<b>Citizens Panel (2 of 2)</b>	Survey	Local residents	Policy & Economic Development Manager
Feb 2015	<b>Parish &amp; Town Council Conference</b>	Conference	P&TC Councillors	Head of Corporate Services
Feb 2015	<b>Area Community Forum</b>	Forum	Local residents Local businesses Service users / Partners	All
Feb 2015	<b>District Council spending plans 2015/16</b>	Area Community Forums / Website Others Tbc	Local residents Service users Businesses / Partners	Head of Resources / Accountancy & Exchequer Manager
2014-15	<b>Customer engagement to support service reviews inc. Leisure, Planning and Affordable Housing</b>	Details Tbc	Service users	Service Review Leads

## ANNEX 2 – GUIDE TO CONSULTATION AND ENGAGEMENT ACTIVITY

This step by step guide is for officers and Members planning to consult or engage in another way with service users, residents, local businesses, voluntary and community groups, partner organisations, staff and other stakeholders. It should be read in conjunction with the principles and standards of good consultation and engagement set out in the strategy. Further advice is available from the Policy Team whose role is to co-ordinate and support the District Council's consultation activity.

**What are you trying to find out?** From the start you should be clear what you want the consultation or engagement activity to achieve and how it feeds into the decision making process. The aims should be focused (but not too narrow) and feasible (within time and resource constraints). What you want to find out will affect who you consult and how you consult / engage with them. Only issues which stakeholders can influence should be consulted on.

**Do your homework** - You should find out: what consultation has been done before; any lessons that can be learnt and whether there is potential to join up any elements of the process with other partners.

**The legal framework** - the District Council has a Duty to Consult representatives of a wide range of local people to achieve its general Duty of Best Value. The statutory requirements on the District Council are summarised in the strategy. Other statutory consultations include specific requirements setting out how consultation should be delivered which must be met in line with legislative requirements. In any consultation or engagement activity where personal information is provided, participants should be informed that their views will remain confidential (the requirements of the Data Protection Act are included on the District Council's website) and secure arrangements put in place to safeguard this information.

**Make a plan** - Consultation and engagement always takes longer than you think. Make sure there is enough time for: publicity; preparing background information and questions; people to respond; responses to be chased up; results to be logged, analysed, reported and considered; and feedback given to participants. The timescale for consultation should be determined on a case by case basis and take account of election and holiday periods. The timeframes set out in the strategy should be used as a guide.

**Think about the resources required** - These include: the time and skills needed to prepare questions and design the survey; plan a focus group; analyse the results; advertising costs; printing, postage and other distribution costs – on-line methods should be used wherever possible; venue hire and refreshments (use District Council venues wherever possible); participants' expenses and incentives (where appropriate). The approach should be kept simple and work involved and number of people engaged proportionate to the nature of the issue being considered. Use established methods wherever possible.

**Who do you need views from?** All stakeholders affected by or with an interest in the issue being consulted on should be identified from the outset – consider stakeholder 'mapping'. As well as explaining the purpose of their involvement, you should make clear how their views will be used and what they can and cannot influence. You should consider involving: service users; non-users; residents; partner organisations; local voluntary and community groups; Parish and Town Councils; local businesses; visitors; students; Members and any other stakeholders as appropriate. Existing groups and networks should be used wherever possible and people engaged in the process as early as possible i.e. when a policy or proposal is still under consideration. You also need to take appropriate steps to involve hard to reach groups and vulnerable people (our priority groups are defined in the strategy) e.g. through the way the event is advertised, and consider any equalities issues which might create barriers to participation e.g. choice of venue, timing, and need for information in large print, Braille or other languages.

**How will you engage with them?** A range of methods exist which can be split into two types: quantitative i.e. surveys and qualitative i.e. interviews, focus groups, workshops etc. The chosen approach should match the needs of the groups being consulted and may involve a mixture of the two. Note that other than through methods like the Citizens' Panel, consultation delivered 'in-house' is unlikely to be statistically representative. The type of questions used is also important. Use 'closed' questions i.e. with a list of possible answers for questionnaires and larger surveys, and 'open' questions for discussion groups and smaller surveys. How you input and analyse the data you get back should be established at this stage and expertise sought where necessary. Feedback on what has been done (or reasons for not taking proposals forward) as a result must always be provided, and in good time.

**Involve Members in the process** - Whilst most consultation and engagement will be undertaken by officers, Members have an important role in driving the process and may wish to be involved as community advocates. Relevant Committee and ward Members should be made aware of planned activity in advance.

**Evaluate** - Once complete, activity should be reviewed to see where improvements could be made.

## CONSULTATION AND ENGAGEMENT OPTIONS

METHOD	WHAT DOES IT ACHIEVE?	WHEN DO I USE IT?	POTENTIAL PROBLEMS
Web based surveys and polls	Potentially opens up consultation to a wider audience e.g. younger people. Can provide quick response but requires promotion.	As alternative method to postal surveys and for a faster response to specific issues	Response self-selecting (can also exclude some groups). Requires technical expertise.
Area Community Forums	Brings Councillors closer to local people	When you want two way communication with local communities	Problems of representation. Keeping to the agenda.
Parish & Town Council Conferences	Improves working between the District Council and local councils	When you want two way communication with local councils	Agreeing topics. Keeping to the agenda.
Citizens' Panel surveys (postal)	Tracks how views change over time, measures existing performance and tests possible improvements using a representative group of local people	When looking for broad measures of how you are performing	Panel members can become overwhelmed. Keeping it representative.
Telephone surveys	Similar to face to face surveys but questions asked over the phone	When you want direct feedback or views on specific services, issues or proposals	Higher refusal rates. Requires trained interviewers.
Face to face surveys	Helps gain the views of larger numbers of people. Can be longer than a postal survey and ask more detailed questions	When seeking views from particular groups on specific services, issues or proposals	Time consuming, expensive and labour intensive. Requires trained interviewers.
Focus groups (e.g. Citizens' Panel)	Allows in-depth discussion of issues, plans and ideas with individuals or groups (8-10 people)	When qualitative information is required. When you require detailed feedback on an issue or proposal	Getting representative respondents. Can have cost implications.
Exhibitions, roadshows or public meetings	Explain a proposal with the opportunity for instant feedback	When presenting a complex proposal or large scale plans	Apathy. Attendance will be self-selecting.
Workshops	Involves local groups and associations	When you wish to develop ideas in partnership with others	Not representative.
Mystery shopper exercises	Lets you view your service through the customer's eyes	In setting standards and tracking performance	Staff need to accept the technique.
Press Notices	A minimal means of inviting public comment on any service	For support services which do not merit extensive consultation	Limited response likely.
User forums / panels	Stakeholder involvement in the decision-making process	To develop or improve services	Users may get too close to be representative.
Neighbourhood forums	Regular, structured meetings for local people to consult on local issues (can be led by Members)	To raise the profile of local issues or discuss a local issue in detail	Can become dominated by a few vocal people.
User comments or complaints	Provides a system of direct feedback from users	Continually and after improvements to a service or introduction of a new service	Unlikely to receive positive comments.

## GOOD PRACTICE EXAMPLES OF CONSULTATION & ENGAGEMENT

### **Review of Car Parking Policy**

To provide a baseline for the Car Parking review, initial questions were included in the November 2012 survey of the Derbyshire Dales Citizens' Panel. The results were used to help understand residents' parking habits, usage of and satisfaction with District Council car parks and concessions, and provide a baseline for the review.

To help gauge the views of different stakeholders on the main issues and ideas being considered, a programme of community engagement events then took place between February and April 2013 including: Area Community Forums; Parish and Town Council Conference and focus groups with residents, traders and disability groups. Key stakeholder organisations were also invited to feed in their views on emerging proposals.

Formal public consultation took place between May and June 2013. A range of methods were used to encourage views from different stakeholders and enable all those who wished to, and likely to be affected, to take part. These included:

- On-line and paper survey (main method)
- Letters to key stakeholder organisations inviting comments
- Direct mail to a random sample of registered Blue Badge holders in the Dales
- Face to face surveys of visitors in TICs and most used District Council car parks
- Mail drop in the vicinity of car parks proposed to be brought into charge
- Comments invited by phone or in writing, and by email, Facebook or Twitter

A communications plan was delivered to support the process comprising: press releases; a half page article in the Spring edition of dalesMATTERS (delivered to every household in the Dales); homepage feature on the District Council's website throughout the consultation period; posters in car parks and questionnaires placed in District Council premises. District Council Members were informed of the start of the consultation and the different ways to take part. Details were also circulated via Derbyshire Dales CVS and Derbyshire Dales Business Advice networks, and Bagshaws (livestock auctioneers based at the Bakewell Agricultural Business Centre) engaged the farming community / livestock traders for their views.

To provide a view from the 'general population', the Car Parking Review survey questions were sent to members of the Derbyshire Dales Citizens' Panel.

Over 1,440 responses were received and the results used to inform the final policy agreed by Members in December 2013.

### **Draft Derbyshire Dales Local Plan**

Initially, the District Council worked with High Peak Borough Council to prepare a joint Core Strategy for the area. A range of engagement activities took place including: Stakeholder workshops covering housing, economy and other topics (2007/08); a six week consultation on issues and options and further five week consultation on growth options for the District (2009/10); a six week consultation on the draft strategy, followed by a further six week programme of community conversations (public meetings) in community venues across the district (2010 and 2011).

In 2012, due to significant differences in the housing markets within the Peak Sub Region, the decision was taken to prepare a separate Local Plan. An 11 week consultation on housing issues and options followed, resulting in over 2,000 written responses and over 800 local people attending public meetings.

A final six week consultation on the draft Local Plan took place in 2013. The draft plan was posted on the District Council's website, and emails and letters sent to all individuals and stakeholders on the Council's planning policy consultation database (including those involved in previous rounds of consultation). An on-line survey was also prepared, two parish seminars delivered and 23 (manned) public exhibitions held featuring display boards and leaflets outlining the vision, objectives, key policies and sub-area strategies contained within the draft plan.

Over 1,200 responses were received which are being used by the Local Plan Advisory Committee to help shape the final submission to the Planning Inspector.

