



**WORTHING BOROUGH COUNCIL**

## **CONSULTATION SUMMARY REPORT**

**Regulation 18**

**March 2019**



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## I Introduction

- 1.1 Worthing Borough Council undertook public consultation on its Regulation 18 Draft Worthing Local Plan for a period of six weeks commencing on 31<sup>st</sup> October 2018 and closing on 12<sup>th</sup> December 2018. This followed consultation on the Issues and Options in 2016.
- 1.2 The Council prepared an Engagement Strategy (2018)<sup>1</sup> setting out specifically how the Council intended to consult / engage throughout the Regulation 18 Local Plan consultation process. The overall aim of the Engagement Strategy was to set out the consultation activities that the Council would undertake during consultation so that the stakeholders were aware of how to get involved in consultation. It is recommended that this report is read in conjunction with the Engagement Strategy.
- 1.3 This Consultation Summary Report provides a 'performance review' of the consultation, an assessment of what consultation methods worked well and which methods were not so effective. It is essential that the Council undertakes this evaluation to help shape future consultations, have an understanding of best practice as well as to inform the current review of the Adur and Worthing Joint Statement of Community Involvement (SCI) (2012)<sup>2</sup> which is being updated to reflect recent changes in national policy. It has been recognised that social media is a powerful platform to advertise / engage with the public during public consultation and therefore the SCI needs to be responsive to the digital direction of travel. The revised SCI will be published for consultation in 2019.

## 2 Background

- 2.1 The Draft Local Plan, when adopted, will provide a strategy for development and change in Worthing over the next 15 years. The process of preparing a new Local Plan is made up of a number of statutory stages<sup>3</sup>. The first stage of consultation, the 'Issues and Options' stage was undertaken in 2016 when the Council sought views on how Worthing should grow and develop. The responses received helped to inform the drafting of the Regulation 18 Draft Worthing Local Plan.
- 2.2 Having identified the key issues and challenges for the borough, this version of the Plan sets out the Council's preferred options to address them. This includes the proposed Spatial Strategy, potential site allocations and a number of supporting Core Policies. Respondents were asked to make representations on this version of the Draft Local Plan (Regulation 18) and the representations received will help to inform the publication version (Regulation 19) of the Plan that will be prepared, consulted on and submitted for Examination in 2019 / 20.

<sup>1</sup> Engagement Strategy: <https://www.adur-worthing.gov.uk/media/media.151262.en.pdf>

<sup>2</sup> Joint Statement of Community Involvement:

<sup>3</sup> Statutory stages comprise of Regulation 18: Preferred Approach and Regulation 19: Pre-Submission

### **3 Level of Response**

- 3.1 During public consultation, a wide variety of methods were used to engage with interested parties as detailed in the Engagement Strategy (please refer to paragraph 1.2). Council Officers also undertook further publicity measures such as distributing consultation posters at community centres and supermarkets. The engagement activities went beyond the basic legal requirements of Plan preparation demonstrating the Council's commitment to engage fully with the community and stakeholders.
- 3.2 The Council received 217 written representations with the majority of the representations (63%) expressing explicit support for retention of the Goring Gaps. 47% of the representations provided explicit support for Policy SP5: Local Green Gaps and 46% specified their support for Policy SP6: Local Green Space. The submitted representations can be viewed in full online at on the Council's website and as hard copies at the Council Offices at Portland House (see address below)<sup>4</sup>.
- 3.3 59 reps were submitted by organisations with the remainder (158) being received from individual members of the public.

### **4 Overview of Consultation Process**

- 4.1 Overall, the consultation was fairly well received and many of those involved (particularly those who attended briefing sessions) were grateful for the opportunity to help steer the direction of the Plan.
- 4.2 Those who attended the drop in sessions stated that they found the information / display boards informative. People appreciated the availability of summary leaflets to be able to review the information in their own time as well as being able to disseminate leaflets to their neighbourhoods, friends and families who were unable to attend the drop in sessions. The majority of the people found out about the drop in sessions through social media and through the Worthing Herald newspaper.
- 4.3 However, some respondents thought that there should have been greater awareness of the consultation. This is acknowledged, however it is inevitable that not all members of the community will be reached despite using a wide range of advertising methods. Representations were also raised at the drop in sessions regarding accessibility of the consultation for the elderly especially if they do not have a digital device or are unable to access a venue to view hard copies due to limited mobility. Whilst every effort is made to provide hard copies of the consultation document, supporting documents and comment forms in as many public venues as possible (Council Offices and local libraries), it is recognised that not everyone has the mobility to access venues. For future consultations, should people wish to receive a paper copy in the post (subject to printing and postage cost), it is recommended to contact the Planning Policy team.

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<sup>4</sup> 44 Richmond Road, Worthing, West Sussex, BN11 1HS

- 4.4 In addition, some respondents thought the consultation document was too long whilst (to counter these) others thought that more detail should have been provided. The topic summary leaflets helped in this regard.
- 4.5 The E-form was prepared by the Council to collect responses and it was used by 65 respondents. The E-form enables representations to be processed in an efficient and timely manner. However, the popular mode of submitting representations was by email with some comments being submitted as hand written forms or letters. The variety of communication methods used to submit comments highlight that it is important to ensure that accessible and flexible range of methods are available.
- 4.6 The campaign co-ordinated by the Council's Communications Team was particularly effective. As an example, during the consultation period:
- 9 Facebook posts were placed that received over 25,000 total impressions (how many times it appears on a screen) with an average reach of 2,300 per post.
  - 18 twitter posts were placed which resulted in over 20,000 total impressions with an average reach of 1,147 per post
  - 4 LinkedIn posts were placed that received over a reach of 1,000.
  - the Worthing Local Plan section of the Council's website received 3,478 views (1,952 unique users) that were directly from the Council's social media posts
  - Animation video about the consultation was posted on Facebook, Twitter and LinkedIn and received collectively over 1,400 views (800 views on Facebook)
  - A tile was placed on the Councils homepage directing visitors to the Draft Worthing Local Plan website. A banner was also placed on the homepage advertising drop in sessions.
- 4.7 Please refer to the Appendices of this report to view screenshots of the consultation posts posted on Facebook, Twitter and LinkedIn.
- 4.8 Local newspapers (Worthing Herald, Argus, Worthing & Adur Chamber & Sussex Local Magazine) ran a number of items that linked to the consultation.
- 4.9 Overall, whilst lessons can always be learned for future work of a similar nature, it is considered that the consultation was a success. There were very few concerns raised about the process, the use of an E-form worked well and the Council can clearly demonstrate how a variety of methods were used to engage with a high number of groups / individuals. Whilst this engagement would have helped to generate the representations received, it should also be acknowledged that the content of the consultation (particularly the inclusion of greenfield sites, the proposed designation Local Green Gaps and Local Green Spaces) is likely to have driven a higher level of interest than would otherwise have been the case.





Adur & Worthing Councils

October 31 · 🌐

Members of the public are being urged to have their say on a blueprint to guide the future development of Worthing for the next 15 years.

The draft Worthing Local Plan sets out the vision for what the town could look like by 2033 by ensuring there is the right mix of places for people to live, work and play.

Central to the proposal is the allocation of land to build more than 4,000 high-quality homes while also protecting three major open spaces to preserve the sensitive green...

[See More](#)



Want to have your say on the future of Worthing?

The draft Worthing Local Plan sets out the vision for what the town could look like by 2033 by ensuring there is the right mix of places for people to live, work and play.

A drop in event allowing members of the public to look at the proposal in greater detail will be held in the Gordon Room of Worthing Town Hall tomorrow, from 3pm to 8.30pm.

Central to the proposal is the allocation of land to build more than 4,000 high-quality homes while also protecting three major open spaces to preserve the sensitive green gaps either side of the town.

This means the Council has made an initial commitment to place protected status on environmentally sensitive areas such as Goring Gap (South), Chatsmore Farm (between the A259 and railway line at Goring) and Brooklands Park.

All comments will be fed into the 'Submission draft' before a final version is presented to a government inspector for Examination.

Cllr Kevin Jenkins, Worthing Borough Council's Executive Member for Regeneration, said: "We really need to hear all comments, those that are supportive of the proposals we are bringing forward and those who wish to suggest changes.

"It is essential to the success of the plan that the Inspector is able to see the weight of opinion. The public's view in this is extremely important to that process."

All comments need to be submitted by 5pm on December 12 via [worthinglocalplan@adur-worthing.gov.uk](mailto:worthinglocalplan@adur-worthing.gov.uk).

For more details on the Worthing Local Plan, visit: <https://www.adur->



**Adur & Worthing Councils**

November 13 · 🌐

How do you balance the challenges of a growing population vs. limited land availability?

Senior Planning Officer Jennifer is back on the blog today, looking at how other places in the world are responding to this challenge - and what we can learn from them.

📅 A reminder that you can come and view the draft Worthing Local Plan \*tomorrow\* (Wednesday 14th November) from 3pm - 8:30pm at Worthing Town Hall.

Click to read more 📄📄📄

<https://www.adur-worthing.gov.uk/our-stories-your-councils/.../.../>

#OurStoriesYourCouncils



your-councils/jennifer-ryan/?fbclid=IwAR2ODMs\_aOszVS5wF6ilvUeOQuB0LW\_hvf3VD1HGf4SfWC



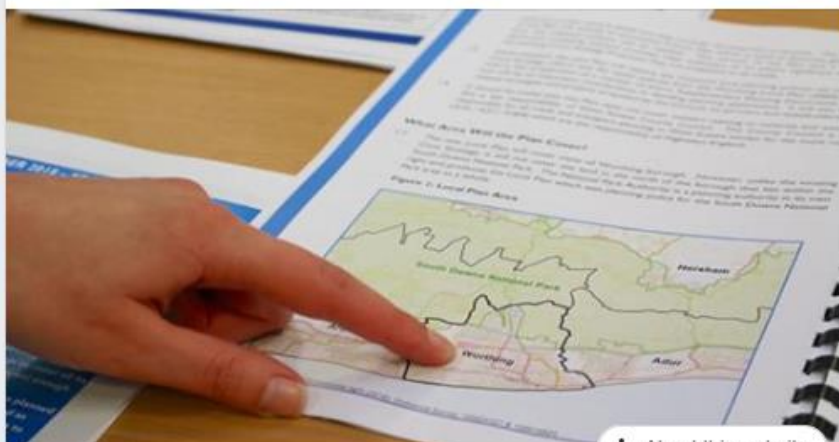
**Adur & Worthing Councils**

November 20 · 🌐

We're halfway through public consultation on the draft Worthing Local Plan, so Senior Planning Officer Jennifer is back on the blog sharing how you can make your views known and get your comments submitted ✓👍

Click to read more 📄📄📄

#OurStoriesYourCouncils



[About this website](#)

[ADUR-WORTHING.GOV.UK](http://ADUR-WORTHING.GOV.UK)

**Jennifer Ryan - Adur & Worthing Councils**

Read weekly updates from Jennifer Ryan on Tuesdays giving an insight int...



## Adur & Worthing Councils

November 21 · 🌐

The Worthing Local Plan will shape the future of the borough until 2033 providing the strategy for growth, setting out what development will take place and where.

From new homes to office space, retail to open spaces, the Plan will affect everyone who lives, works and visits the town.

Come and find out more on how this could affect you at a drop-in event on Friday (November 23, 2018) in the Gordon Room of Worthing Town Hall from 10am to 3pm.... [See More](#)



## Adur & Worthing Councils

November 23 · 🌐

Big thank you to everyone who came along to the Worthing Local Plan drop in event at Worthing Town Hall today.

The document will shape the future of the borough until 2033 setting out where new homes and work spaces should be provided and protecting parks and countryside.

Central to the proposal is to create at least 4,000 new homes across the borough in that time.... [See More](#)







## SOCIAL MEDIA – TWITTER POSTS





**Adur and Worthing** @adurandworthing · Nov 13

Want to have your say on the future of #Worthing? A drop in event on the Worthing Local Plan - which will guide the development of the town until 2033 - will be held in the Gordon Room, Worthing Town Hall tomorrow 3pm to 8.30pm.

More details: [adur-worthing.gov.uk/worthing-local...](http://adur-worthing.gov.uk/worthing-local...)



**Adur and Worthing** @adurandworthing · Nov 14

Not long now until the first public drop-in session on the Worthing Local Plan.

Want to have your say on the future development of Worthing until 2033? Come along to the Gordon Room, Worthing Town Hall today - 3pm to 8.30pm. All welcome.

More details: [adur-worthing.gov.uk/worthing-local...](http://adur-worthing.gov.uk/worthing-local...)







**Adur and Worthing** @adurandworthing · Nov 20

We're halfway through public consultation on the draft #Worthing Local Plan, so Senior Planning Officer Jennifer is back on the blog sharing how you can make your views known and get your comments submitted. ✓👍

[adwb.co/ce5In](https://adwb.co/ce5In)

#OurStoriesYourCouncils



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**Adur and Worthing** @adurandworthing · Nov 21

Your town, your future, your say!

Come along and comment on the Worthing Local Plan this Friday (Nov 23) 10am-3pm in the Gordon Room of Worthing Town Hall.

Have your say by December 12th here: [adur-worthing.gov.uk/worthing-local...](https://adur-worthing.gov.uk/worthing-local...)









**Adur and Worthing** @adurandworthing · Nov 23

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**Adur and Worthing** @adurandworthing · Dec 6

Would you like to see Goring Gap protected? Or would you prefer land was used for much-needed homes? That's one of the questions being asked in the Draft Worthing Local Plan consultation. Have your say by 5pm on Tues (Dec 11). Full details: [adur-worthing.gov.uk/worthing-local...](https://adur-worthing.gov.uk/worthing-local...)





**Adur and Worthing** @adurandworthing · Dec 8

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**Adur and Worthing** @adurandworthing · Dec 9

- Affordable housing
- Heritage,
- Design,
- Retail and the economy,
- Workspace
- Parks

All of the above and much more will be decided by the draft #Worthing Local Plan. Have your say by 5pm, Tues (Dec 11) at this link:



**Draft Worthing Local Plan Consultation (October 20...**  
[adur-worthing.gov.uk](https://adur-worthing.gov.uk)

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## SOCIAL MEDIA – LINKEDIN POSTS



Adur District and Worthing Borough Councils

784 followers

1mo



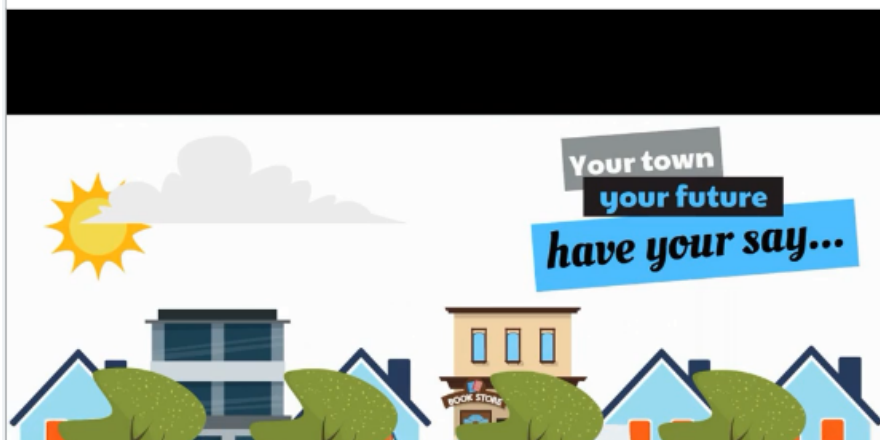
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Have your say by December 12th here: [https://lnkd.in/gnC4g\\_s](https://lnkd.in/gnC4g_s)

#planning #townplanning #placemaking #growth #localgovernment



Adur District and Worthing Borough Councils

784 followers

2mo



Members of the public are being urged to have their say on a blueprint to guide the future development of Worthing for the next 15 years.

...see more



News | PR18-195 | Have Your Say on the draft Worthing Local Plan - Adur & Worthing Councils

[adur-worthing.gov.uk](http://adur-worthing.gov.uk)



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**WORTHING BOROUGH**  
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