**Report to:** Eddie Smith

**From:** Pete Whiteley, South Neighbourhoods Team

**Re:** Chorlton consultation process – a summary of the work done to engage residents

**Date** 18.1.18

**1. Purpose of this report**

This report summarises the work that undertaken to engage local residents in the consultation process

Below is a chronological summary of the consultation process that was undertaken by the South Neighbourhoods Team.

**2. Publicity in the lead up to the launch of the consultation**

Information was published in a local Chorlton magazine, “Open Up Chorlton.” This publication is regularly delivered to 8000 homes in Chorlton as well as distributed through local shops, businesses and the library. The August edition contained an interview with Cllr Matt Strong that provided detailed information on the proposed developments and the forthcoming consultation. This was published on-line on 30th August and delivered to homes shortly afterwards.

An MCC press statement was released by our Press Office in mid-September. The statement summarised the proposed developments, explained that the Council would be co-ordinating a consultation and provided dates for when it would be going live. The statement was picked up and used by the MEN who used it in an article on 21st September.

A member of staff from the consultants acting on behalf of the GMPF attended a meeting of Chorlton traders before the consultation formally opened so that they were provided with advance information on the proposals and the consultation process.

**3. Consultation opened**

The consultation went live on 16th October. Information was published on the City Council’s website that contained:

* A summary of each development
* A questionnaire on each development for respondents to complete and submit on line.

To promote the launch of the website, emails were sent to all the community contacts in Chorlton and links to the website were promoted on Twitter. The Chorlton Twitter account has approximately 1600 followers and information was re-tweeted by colleagues and councillors.

Letters were sent directly to residents living close to Chorlton precinct and to Ryebank fields to inform them about the proposals and the consultation. In total, just over 1100 letters were sent direct to households in Chorlton. Each letter provided information on the public drop in sessions and advice on how residents could make their views known.

A5 flyers were printed highlighting the proposed developments, providing the web address for the consultation and stating the dates of the consultation events. These were distributed to four local primary schools in Chorlton who agreed to distribute them to parents via pupil post. In total over 1800 flyers were distributed via this method at the same time as the consultation was launched.

In mid October, staff from the South Neighbourhoods Team distributed the flyers at Chorlton tramstop where approximately 800 were handed out during one rush hour morning. Approximately 1000 flyers were also distributed to local shops, pubs and businesses in Chorlton for distribution to their customers.

A half page advert was taken out in “Open Up Chorlton” which repeated the information provided in the press release and provided the dates of the consultation events. This free magazine was again delivered to 8000 households in Chorlton and published on-line at the end of October.

Information was on put on permanent display at the library where hard copies of the brochures relating to each development were made available together with the consultation questionnaires. Similar information was also provided at the Barlow Moor Community Centre in Chorlton Park ward.

**4. Consultation events**

Five “have your say” consultation events were held that were open to all residents. Consultants on behalf of MMU and on behalf of the Greater Manchester pension fund attended each session together with staff from the South Neighbourhoods Team.

The sessions took the form of a drop event rather than a formal meeting. This gave people the opportunity to engage with consultants and MCC staff and ask the questions that were pertinent to them. Information boards we displayed for each development and four or five staff were available to discuss each development with local residents.

Attendees at these sessions were offered the opportunity to complete questionnaires at the events or, if they preferred, were directed to the MCC website where they could submit their views on-line. For those who did not want a whole questionnaire, they were provided with a form that allowed them to make any comments they wished.

In addition to these events, the Neighbourhood Manager for Chorlton attended a Chorlton Good Neighbours event to engage with older residents and give them the opportunity to find out more and express their views.

Below is a summary of the events that were held and the number of people who attended.

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| --- | --- | --- |
| **Date** | **Venue** | **No of attendees** |
| Wednesday, 25th October 2017 **(**school half term) | Chorlton Community Church | 47 |
| Thursday 2nd November | Oswald Road primary school | 240 |
| Thursday 9th November | St John’s primary school | 212 |
| Thursday 16th November | Chorlton Good Neighbours, St Ninian’s Church, | 74 |
| Saturday 18th November | Oswald road primary | 195 |
| Thursday 23rd November | Chorlton Library | 90 |
|  |  |  |
| **Total number of attendees over the 6 events** |  | 858 |

**5. Other responses**

In addition to the responses received on-line and through the post, individual and detailed responses have been received from:

* Local councillors
* Trafford Borough Council
* Southways Housing
* Chorlton Traders
* Friends of Longford Park
* Oswald Road Primary School
* A new residents group in Chorlton established specifically to respond to the Ryebank development.
* The Liberal Democrats
* A range of other residents, some of whom submitted detailed drawings and plans which they proposed as alternatives to the developments put forward in the consultation.

The comments from the groups listed above have been incorporated with all the other responses received and are included in the analysis in this report.

**6. Closing the consultation**

The consultation closed on Friday 15th December and the on-line questionnaires were taken off line shorlty afterwards. A small number of responses were received after 15th December and these were included.