

**SHROPSHIRE
COMMUNITY LED
PLANNING
GUIDE**

Foreword

Shropshire council is committed to enabling community led planning in all Shropshire communities. I urge all communities to take advantage of the support available to enable a consultation or update consultation with their community and to really understand and have a firm mandate to deliver the needs and aspirations of their places. Please contact your local elected member or representative from the community action team for more information about anything contained in this guide.

Cllr Gwilym Butler,

**Shropshire Council Portfolio Holder for Flourishing Shropshire
Communities**

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1 INTRODUCTION TO THIS GUIDE

Community Led Plans are initiatives led by local people planning for the future of their village, parish or neighbourhood. They do this by producing a common vision of how their community should look or develop in the future, and working together to achieve this through the statutory planning system and/or other means. Community led planning has evolved through Village Appraisals, Design Statements and Parish Plans in rural areas and Design Statements, Market Town Health-checks through to Town and Neighbourhood plans in urban areas. There is now a renewed impetus to community led planning as a result of the Government's Localism Act and communities in Shropshire are being encouraged to get involved.

The Localism Act (2011) has brought about many changes in relation to community rights. This includes the 'Right to Plan' which gives communities the right to have a say in the future of the places where they live, through drawing up a Neighbourhood Development Plan.

The criteria laid down for the development of Neighbourhood Development Plans are very strict and complex, and in view of this, Shropshire Council is also promoting the development of robust Community Led Plans as an acceptable and viable alternative. This Guidance is therefore specifically tailored to guide communities in Shropshire to make the decision about which sort of Plan is right for them, and to provide the information needed to support each community to plan for, prepare and implement their Plan.

2 INTRODUCTION TO NEIGHBOURHOOD AND COMMUNITY LED PLANNING

2.1 NATIONAL CONTEXT

The Localism Act (2011) is intended to bring about a shift in power to a local level. In order to achieve this, the Act puts in place a series of measures which are summarised by the Department of Communities and Local Government as:

- ◆ New freedoms and flexibilities for local government
- ◆ New rights and powers for local communities
- ◆ Reform to make the planning system clearer, more democratic and more effective
- ◆ Reform to ensure that decisions about housing are taken locally.

The Government emphasises its intention to reduce red tape and to make it easier for communities to get things done, to achieve their ambitions for the place where they live, to shape the development of their communities. The Act gives local authorities the formal legal ability to respond to what local people want, at the same time as giving local people more influence.

There are four new community rights:

Right to challenge gives the right to communities to bid to run local council services where they think they can do it differently and better.

Right to bid gives communities the right to bid to buy and take over the running of local assets that are important to the local community.

Right to build gives communities the right to deliver development that their community wants without requiring a traditional planning application.

Right to plan gives communities the right to have a say in the future of the places where they live, through drawing up a neighbourhood plan.

Neighbourhood planning has been designed within the Localism Act to enable communities to come together through their Parish Council (or neighbourhood forum) and say where they think new houses, businesses and shops should go, and what they should look like, through drawing up a **Neighbourhood Development Plan**. The plan will have to be in line with national planning policy and also with the strategic vision set by the local authority. The local planning authority is required to provide technical advice and support to the community, and there are other sources of help and advice as well.

In Shropshire, Shropshire Council has introduced an alternative to completing a full Neighbourhood Plan, via a **Community Led Plan**. This offers communities the same opportunity to influence planning policy as the Neighbourhood Plan, but without all the statutory requirements of a Neighbourhood Plan.

The Localism Act also brings in the **Community Infrastructure Levy (CIL)**. This is a new planning charge which means that local people can benefit from new development in their neighbourhood. The Act allows local authorities to require developers to pay a levy when they build new houses, businesses or shops, in order to contribute to the cost of the infrastructure the new developments will rely on, such as schools and roads. Eligible developments that receive planning consent in Shropshire will be subject to the following levy:

- ◆ £40 per square metre of new residential development in Shrewsbury, the market towns and key centres
- ◆ £80 per square metre of new residential development elsewhere
- ◆ Nil levy rate for affordable housing
- ◆ Nil levy rate for employment-related and other non-residential types of development.

The income from CIL is ring-fenced, so it can only be used for infrastructure purposes. The legal definition of infrastructure includes: roads and other transport facilities, flood defences, schools and other educational facilities, medical facilities, sporting and recreational facilities and open spaces. The Localism Act requires that a proportion of CIL receipts passes to Parish and Town councils as a Neighbourhood Fund, which allows for “anything else that is concerned with addressing demands that development places” on an area. The CIL receipts can be saved up until there is sufficient funding to cover an agreed item of infrastructure.

2.2 SHROPSHIRE CONTEXT

A Neighbourhood Development Plan or Community Led Plan produced in Shropshire must conform to local and national planning policy in respect to land use planning content.. National planning policy is expressed through the **National Planning Policy Framework**. This creates the context for Shropshire Council’s planning policy, laid out in its primary strategic document, the **Core Strategy Development Plan (2011)** and its emerging **Site Allocations and Management of Development Plan (SAMDev)**.

The **Core Strategy** includes a ‘spatial’ vision and objectives for the county and also sets out a development strategy identifying the level of development expected to take place in Shropshire (excluding the Borough of Telford and Wrekin) up until 2026.

The Site Allocations and Management of Development (**SAMDev**) Development Plan Document (DPD) is about how much development, its design and its location. It aims to identify sustainable development targets for Shropshire’s market towns and also some rural areas for development, as well as sites for these developments. There will also be some additional development management policies to be used in

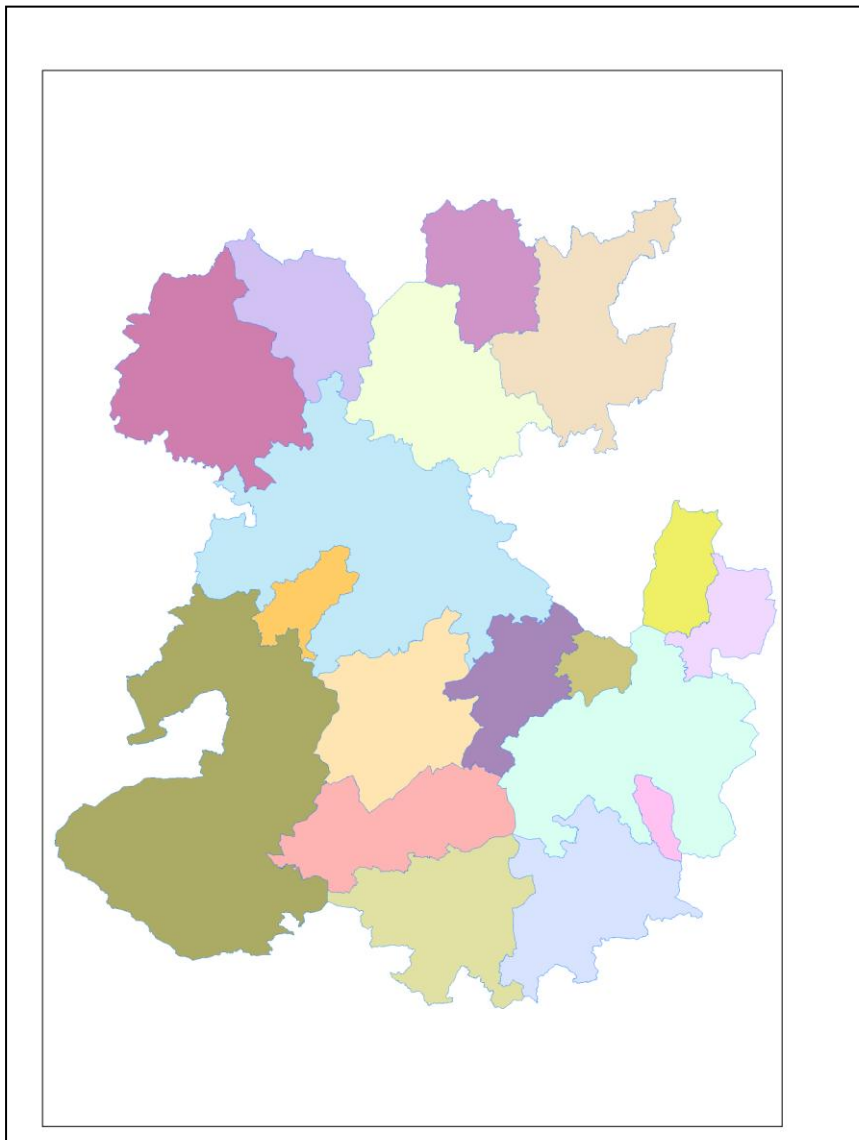
considering planning applications. SAMDev is currently being completed and will be adopted in 2014.

KEY POINT

All Neighbourhood Plans and Community Led Plans in Shropshire which involve specific land use planning content must conform to the Shropshire Core Strategy and SAMDev Development Plan Document.

Shropshire has put in place a nationally unique structure for its planning processes, with the Core Strategy at its head. Linked to the Core Strategy are 18 [Place Plans](#), each one based around one of Shropshire’s market towns or key centres and its surrounding rural hinterland.

Diagram 1: Map of Place Plan areas



Place Plans are intended to identify the local priorities and infrastructure requirements for each of Shropshire’s communities. The kinds of infrastructure and investment needs considered in the Place Plans include essential utilities such as water and electricity, as well as access to transport, schools, open space, community, health and leisure services. The Place Plans provide a basis for negotiations with developers for their contributions towards providing these local infrastructure needs, through the Community Infrastructure levy (see immediately below).

The Place Plans are being developed by Shropshire Council in partnership with local communities, parish and town councils, and local infrastructure and service providers. It is intended that they reflect the priorities identified in community-led plans.

The **Community Infrastructure Levy** (CIL) came into effect in Shropshire in January 2012. Shropshire Council has decided that 90% of the levy can support local infrastructure priorities. A meaningful proportion of this will be passed directly to Parish and Town Councils to be used for the Neighbourhood Fund. Town and Parish Councils will decide annually what local infrastructure is a priority, as part of the annual review of Place Plans, and this will be signed off by Shropshire Council Members every April in the annual Core Strategy Implementation Plan.

The way that all of these elements fit together is shown in the diagram below.

Diagram 2: Planning policy relationships



2.2.1 WHAT ARE NEIGHBOURHOOD PLANS AND COMMUNITY LED PLANS?

The Localism Act, described in Section 1.1 above, introduces Neighbourhood Development Plans as the means by which communities can formally say what development they would like in their area – how much, where, what sort, what it should look like. Government guidance describes a specific process by which a formal Neighbourhood Development Plan is created, including external independent examination and a community referendum.

In Shropshire, the Council is committed to the principles behind neighbourhood planning, but recognises that a lighter touch approach may be appropriate for many communities in the county. Therefore, Shropshire Council is also promoting Community Led Plans as an alternative. A robust community engagement and consultation process is required, but there is no independent examination or referendum. The Plan will then be taken forward in to the Place Plan, which is a material planning consideration. Where the Community Led Plan involves specific land use planning content, such as a town design statement, Shropshire Council will seek to adopt this and use it to help decide planning applications as a material planning consideration.

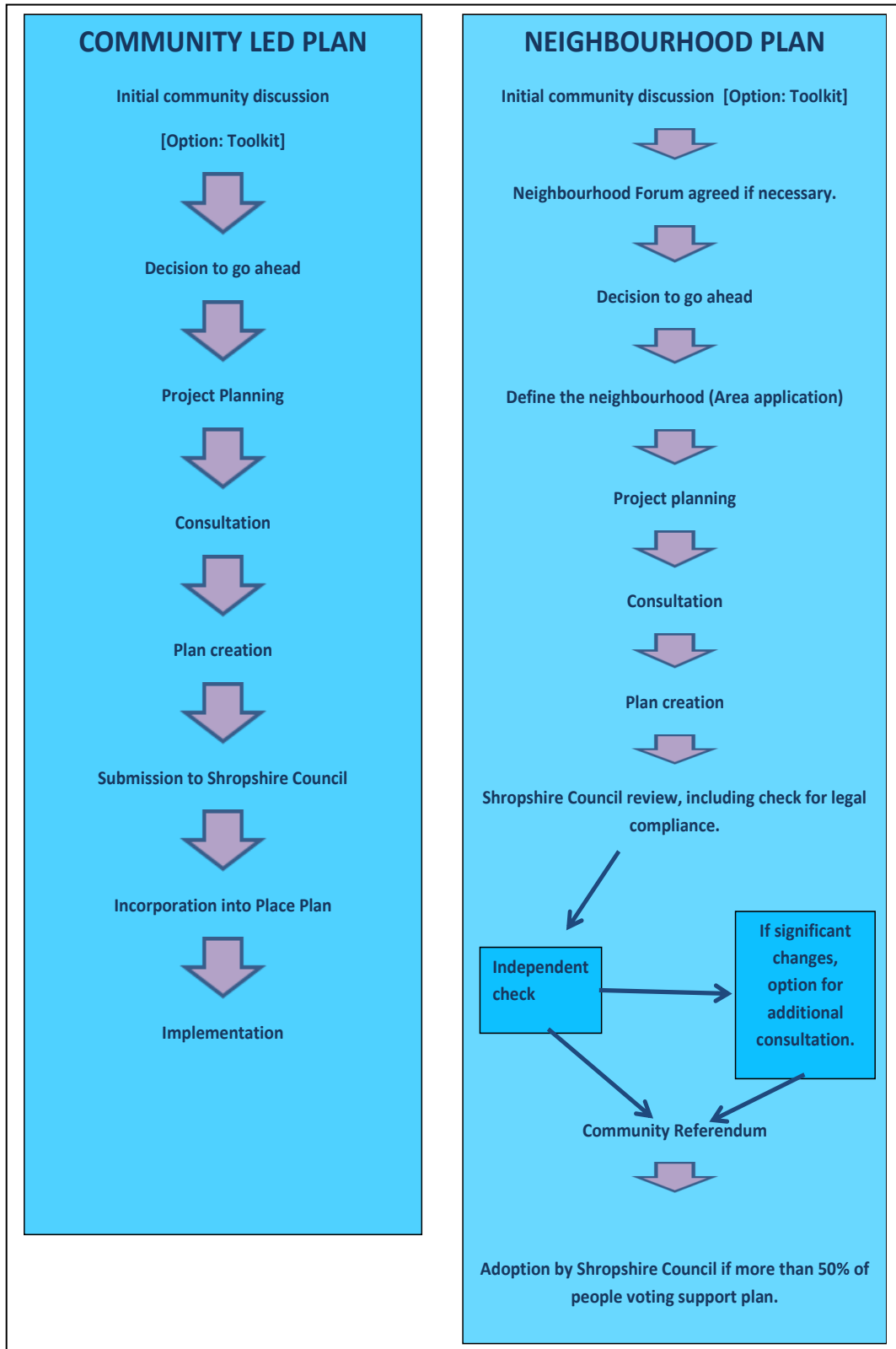
For both Neighbourhood Plans and Community Led Plans, the policies expressed in these plans must be considered when planning development decisions are being made.

The flowcharts overleaf/below show the components of each approach.

Both of these routes incorporate the features commonly associated with community-led planning; most importantly, it is done by the community, for the community. The community is setting the agenda. There are particular attributes that you would expect in a community led plan:

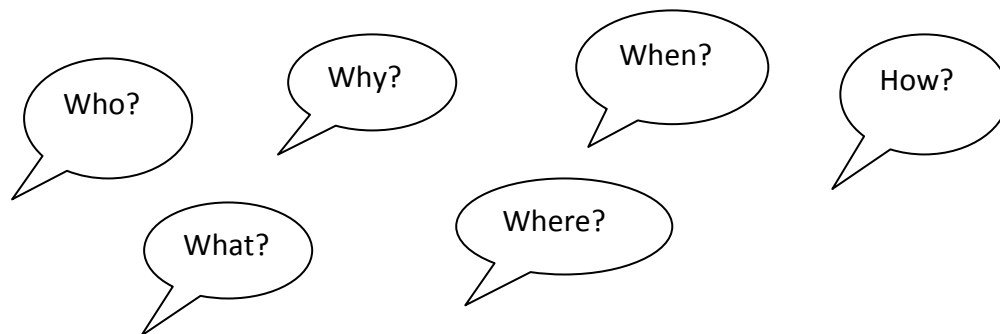
- ◆ Everyone in the community is given the chance to have a say, so usually a variety of methods will be used to try to achieve this.
 - ◆ It focuses on the issues that are important to the community, as they define them.
- ◆ It relies on voluntary effort from members of the community, although they may have other support.
 - ◆ The process of information-gathering produces evidence on which to base the plan itself.
- ◆ The plan expresses a common vision for the community, and sets out ideas or actions towards achieving that vision.

Diagram 3: Flowcharts of process for Community Led Plans and Neighbourhood Plans



3 PLAN PREPARATION

3.1 MAKING THE DECISION TO PREPARE A NEIGHBOURHOOD OR COMMUNITY PLAN



It's a big decision, if you choose to go ahead with preparing a Neighbourhood Plan or a Community Led Plan, so it's worth thinking through the big questions, including deciding which approach is best for your community.

3.1.1 WHY DO A COMMUNITY LED PLAN OR A NEIGHBOURHOOD PLAN?

Put simply, a Neighbourhood Plan or a Community Led Plan is a unique opportunity for YOUR community to have its say on what YOU think is right for YOUR community, and provides a means by which YOUR community's views must be taken into account when planning decisions about your area are made.

But there are other reasons too.

- ◆ Typically, undertaking the community led planning process helps the community itself. People get to know one another and make new friends, it can help to build community spirit, and although it's hard work, it's also fun.
- ◆ It makes it more likely that your community can influence the organisations that deliver services or run facilities in your area. Not only does the plan provide evidence about what local people value and need in terms of services and facilities, but the engagement process helps to strengthen relationships with the provider organisations. If they know you better, and feel that your arguments are well founded, they are more likely to listen to you.
- ◆ You will become more confident about expressing what's important to your community, partly because you have facts and figures to back you up, but also because you will have learnt a lot from the process of preparing the plan.
- ◆ As a community, you will be better placed to do something about the issues that are facing you. You can feel comfortable that you know which are the most important issues to try and work on, you will have better knowledge

about which organisations and individuals are the ones you need to work with, you will have ideas from people locally about what the potential solutions are.

- ◆ And finally, (as noted in Section 1.1), the Localism Act brings with it other rights that you may wish to pursue, and the community led planning process will provide a helpful foundation for this.

As an introduction, Shropshire Council offers the Community Toolkit workshop tool, which you may find helpful in thinking through whether or not to do a Community Led Plan or Neighbourhood Plan. It involves organising a local event with facilitated group discussion, resulting in a 'snapshot' which enables you to assess how well your community is working, and how sustainable a place it is to live, work and play. It also considers what support or development it might need to be more resilient in future. There is more information about the Shropshire Community Toolkit on the Shropshire Council website, <http://www.shropshire.gov.uk/economicdevelopment.nsf/open/CCE4EDBAC964EFE5802577ED004A7BBA> .

3.1.2 WHERE?

The Community Led Plan or Neighbourhood Plan would normally relate to the area or part of an area covered by a Parish or Town Council, or in places where there is no Parish or Town Council, a neighbourhood area to be agreed by the community group and Shropshire Council.

In a rural county like Shropshire, a Parish or Town Council area may cover several distinct communities, whether different villages or hamlets, or different neighbourhoods within a town. It is important to remember that the Neighbourhood Plan covers the area as a whole; the process for developing the plan and the plan itself should reflect this. A Community Led Plan can cover a smaller area, such as a neighbourhood within an urban area.

3.1.3 WHEN?

You can start the process at any time, but there are some points to consider:

- ◆ The bulk of the work will be done by volunteers in your community – when will it be easiest for them to give time? Is there any other significant community activity coming up that will take up a lot of people's time?
- ◆ The time of year can make a difference. A lot of people are away or busy during July and August, so you need to avoid this period for trying to consult or engage residents.
- ◆ There are key points when the Parish Council will need to be involved, so your timetable will need to fit in with them.
- ◆ You will probably be seeking support from external organisations, and Shropshire Council will need to be involved at certain points, so your timetable will need to fit with them too.

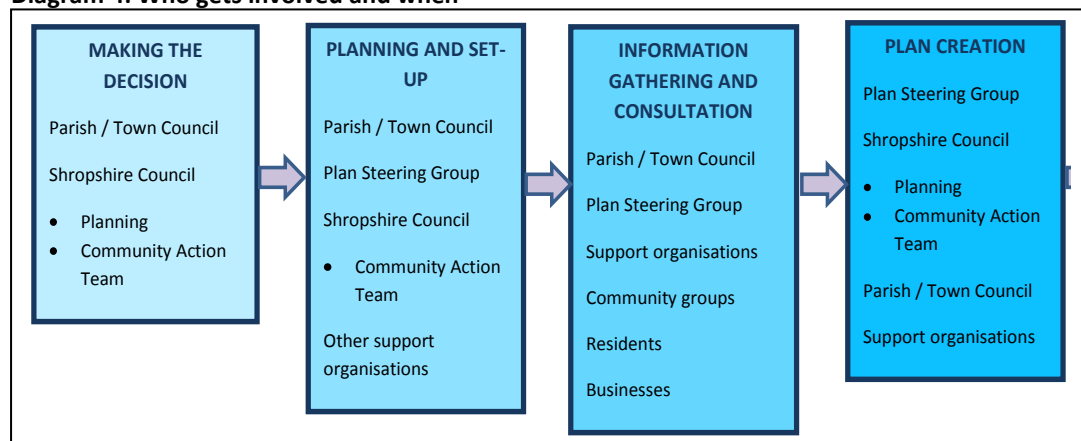
And don't be discouraged, but do be aware, a typical community led plan takes anything from 1 – 2 years to do, from start to finish. So be realistic when you are making your plans.

3.1.4 WHO GETS INVOLVED?

The decision to do a Neighbourhood Plan must be made by the Parish or Town Council. However, the idea to do it could come to them from members of the community, and the Parish or Town Council might choose to delegate the task to members of the community rather than lead it themselves. The decision to do a Community Led Plan can be made by any community group, but ideally would be done with the endorsement of the Parish or Town Council.

It isn't possible – or wise – to be prescriptive about who gets involved, but it is possible to give some outline ideas. As you can see from the diagram below/overleaf, there are different people/groups/organisations at different stages of the process.

Diagram 4: Who gets involved and when



3.1.5 HOW DO WE GO ABOUT IT?

If your community already has some form of community led plan, such as a Parish Plan or a Village Design Statement, your Community Led Plan or Neighbourhood Plan can incorporate information and views from these, if they are current and relevant. These are all referenced in Shropshire Council's Place Plans. Or, this might be the first time you have considered doing a community-led plan, and so you're starting from scratch.

The underlying principles and process will be the same for every Community Led Plan, but the detail will be different, depending on your starting point, your aspirations for the Plan and the nature of your community. There are some particular additional requirements for a Neighbourhood Plan, which are outlined in Section 3.2 below.

The following section looks in detail at the broad steps needed to complete a Community Led Plan and a Neighbourhood Plan.

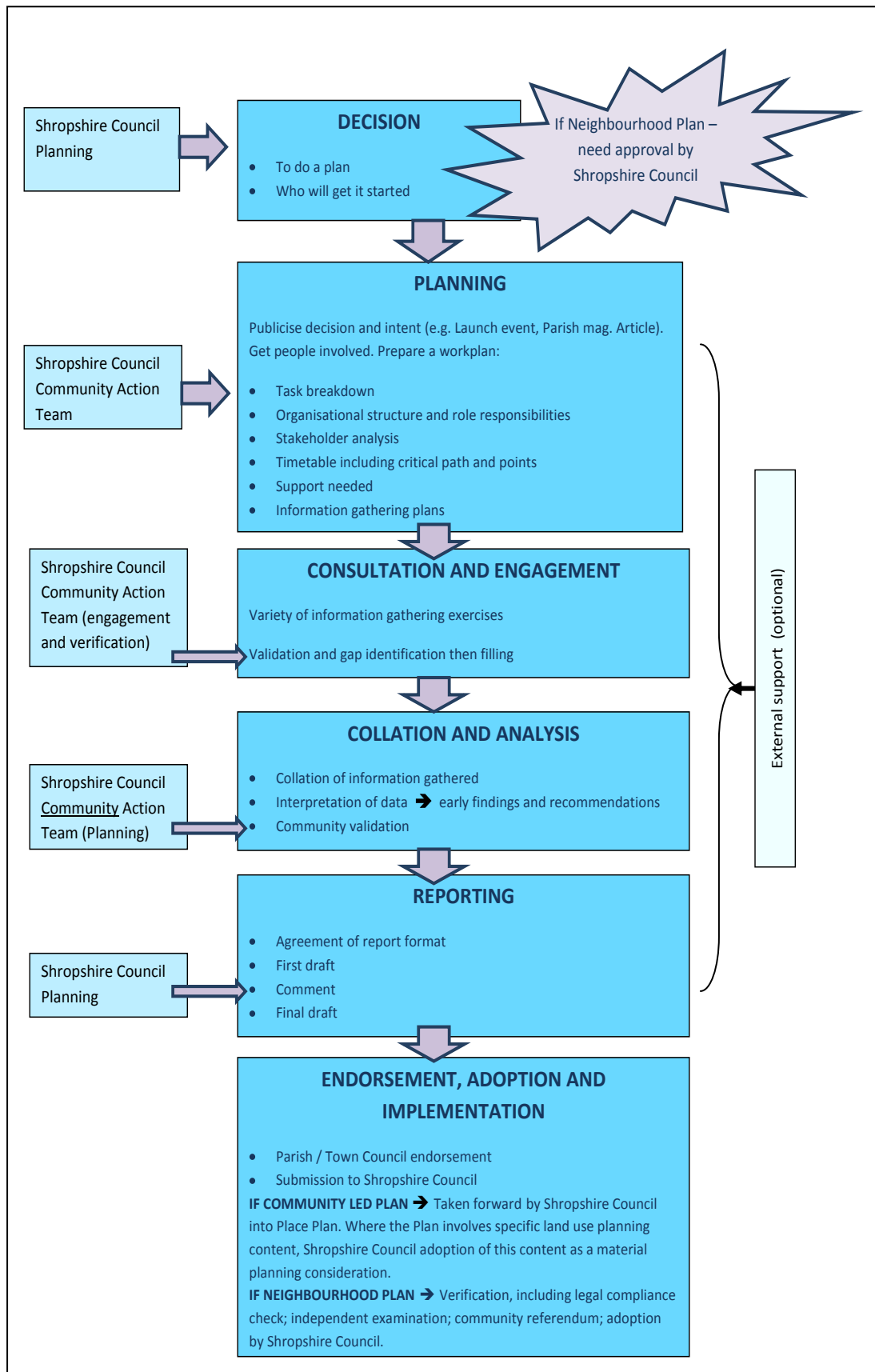
3.2 PREPARING AN ACTION PLAN AND TIMETABLE

The process laid out here is what Shropshire Council recommends for creating a Community Led Plan and also what the Government requires for Neighbourhood Plans. This section includes information about when you MUST contact Shropshire Council about your work, as well as other points when you may be able to benefit from support from them.

As you will see in Section 5 (Resources), there are a myriad of examples and guidance documents about neighbourhood and community led planning processes, and you may find it helpful to dip into these as well when designing your own action plan.

The flowchart overleaf shows the succession of steps towards creating a Community Led Plan and a Neighbourhood Plan, including the points for the Council's involvement. The timeline on the page after that shows how the steps might be planned over a two year period, as well as the lengths of time that it is sensible to allocate to particular activities.

Diagram 5: Flowchart of steps towards Plan creation



3.3 POTENTIAL ELEPHANT TRAPS

It is inevitable that not everything will run smoothly. This section aims to anticipate some of those things that can cause trouble and to suggest some solutions.

“We don’t know how to get going, how to get people involved in helping us”.

- ◆ Start the ball rolling through word of mouth – have conversations in the village shop, at the school gate, with your neighbours, anywhere you’re meeting other people who live and work in the area.
- ◆ Try to create a ‘buzz’, so that people are hearing about the intention to work on a Community Led Plan from lots of different directions. This could be the Parish magazine or school newsletter, posters, word of mouth, local Facebook or other social media channels.
- ◆ Think about who you know or know of who might be able to help or who you think has some of the skills that would be useful to the Plan steering group. Remember there are many different roles needed for completing a plan; it’s not just about taking part in the steering group or a committee.
- ◆ Hold an event to publicise the Plan process, and ask the people attending if they want to get more involved.

“We did a Parish Plan a few years ago. People will think this is a waste of time doing it all over again now”.

- ◆ Explain how a Community Led Plan is different from previous community led planning processes and why it’s important for your community to be doing a Plan. It may be helpful in particular to explain that the planning related recommendations will become material planning considerations, and also the role the Plan can play in relation to agreeing the community’s priorities for CIL funding.
- ◆ Give one of your volunteers the task of reviewing the Parish Plan and pulling out any issues, points or data that they think are still relevant now. This information then forms part of your initial scoping work for the Community Led Plan, and in this way, is a valued part of the neighbourhood planning process.

“How do we get information from local residents and businesses? A questionnaire survey would be best, wouldn’t it?”

- ◆ It is crucial that you are able to show real evidence of thorough consultation and engagement. Without this, Shropshire Council won’t be able to adopt your Community Led Plan. However, there are no hard and fast rules about how you go about your consultation and engagement.
- ◆ As with any community engagement process, there is a multitude of ways of getting people’s input, so you need to find a way to work out what is most suitable for your community. The key things you need to think about are:
 - Who are you hoping to hear from? Break your community down into ‘segments’, e.g. primary school age children, young people up to the age of 18, retired people, business owners etc.

- For each of these segments, think about how they will find it easiest to give you their input. For example, are business owners likely to come to a meeting, or would they prefer a short phone conversation?
 - For each of the different methods you think are potentially suitable, think about whether your group has – or could get - the resources to do them. E.g. are there volunteers who are sufficiently confident and have the time to run a meeting? Can you cover the cost of a hard copy questionnaire or would you be better off doing an email or Web-based questionnaire so that you don't have to pay for printing?
 - Think about whether you are aiming to get breadth or depth of information. In other words, do you want to hear from a lot of people or to get a lot of detail? Typically, you will want a mix of both, which will mean you need to use a variety of information-gathering techniques.
- ◆ There are many different ways to gather information from your community, of which a questionnaire survey is just one. Each one has its advantages and disadvantages, which you will need to consider when you are making your choices. The table below summarises the pros and cons of a few of the most popular information-gathering techniques.

TECHNIQUE	ADVANTAGES	DISADVANTAGES
Written methods		
Online questionnaire	Good for many organisations; fast & cheap; analyses automatically.	Bad for those with no IT access/familiarity, and for less literate; responses limited to questions asked; open questions time-consuming to analyse.
Paper questionnaire	Picks up those with no IT access.	Time-consuming and costly to process & analyse, bad for less literate.
Postcard with quick questions	Raises awareness, gets shops etc involved, doesn't need much literacy.	Cost of printing; time to distribute, collect & analyse.
Book of Stories	Good for very young/old - can use interview technique to avoid literacy problems.	Expertise to produce; cost of production, although can be available online.
Visual methods		
Timeline	Good with all groups . Good with less literate. Promotes good discussion.	Some experience of facilitation needed, keeping focused.
Picture vision	As above	Recording and

TECHNIQUE	ADVANTAGES	DISADVANTAGES
		interpretation time.
Wheel of wellbeing, measuring status in relation to criteria	As above - (each of these is more/less appropriate to particular situations and topics).	As above.
Transect walk (walk through area with key informants & discuss)	Involves less engaged & literate especially youth.	Time; need for some knowledge of/training in method, recording.
IT based		
Interactive website	Allows detail, e.g. maps, photos, events, materials for schools.	Bad for those with no IT access; needs regular updating & input.
Twitter, Facebook etc	Good for techies/youth; enables up to the minute information & fast feedback.	As above.
Phone apps	Good for techies/youth; enables up to the minute information & fast feedback.	As above.
Street stalls/stands		
At events, market days; ratify early findings	Involves lots of people, fast. Attracts attention.	Need some literacy; needs careful location choice and may need permission.
One to one interviews		
Street interviews.	Good with disengaged, less literate, adaptable (short & fast or in-depth), identifies new activists, range from structured to open-ended listening.	Need confidence/ training; time-consuming analysis.
Phone interviews	In-depth responses.	As above.
Drama/art		
Forum theatre/community artist	Good with children, well-established groups; more profound; promotes discussion.	High input of specialist expertise; cost.

TECHNIQUE	ADVANTAGES	DISADVANTAGES
Problem-posing materials eg cartoon, mime etc presented at a meeting, reflecting back the underlying theme of consultation responses.	Stimulates profound thought and discussion, can fire people up to action.	Time-consuming; needs trained facilitation; follows consultation ('listening survey') rather than part of it.
Visual analysis		
Force field diagram; input-output diagram; organises findings in relation to an action or project	Can be interactive or in presentation; clarifies and organises narrative; easier to grasp essentials; self-recording.	Needs some practice.
Matrix ranking and scoring, defining success criteria and assessing options against them	Powerful and revelatory; enables participatory option choosing.	Time-consuming; needs practice.

“Where does Shropshire Council fit in with this? Who do we need to be talking to and when? What policies and strategies does our Community Led Plan need to fit with?”

- ◆ Aspects of your Community Led Plan or Neighbourhood Plan will become part of Shropshire Council’s planning policy, and therefore Shropshire Council’s planning team need to be kept informed about your neighbourhood planning process. You **MUST** get in touch with Shropshire Council’s planning team at the following points:
 - When you are first considering doing a Neighbourhood Plan, but before you make the decision to go ahead with it.
 - After your Parish or Town Council has approved the decision, to confirm that your community will be producing a Neighbourhood Plan.
 - When you have completed the draft Plan, so that the planning team can review and comment on it before it is finalised.
 - After you have written the final draft, to submit your final Plan.
 - If you have chosen the Neighbourhood Development Plan route, there will then be the additional steps of legal checks by Shropshire Council, independent examination and the community referendum to be carried out through Shropshire Council.
- ◆ You are also required to liaise with Shropshire Council’s Community Action Team, so that they are aware of your intentions and activities for engaging your community. You **MUST** get in touch with the Community Action team at the following points in the community led planning process:

- When you are first considering doing a Community Led Plan or Neighbourhood Plan, but before you make the decision to go ahead.
- After you have completed your information-gathering, and are beginning to collate and analyse your data. The Community Action Officer will review your engagement activities with you to ensure that they have been sufficiently rigorous, and can provide guidance on writing the Plan.
- When you have completed the draft Plan, so that the Community Action Team can review and comment on it before it is finalised.
- ◆ Additionally, both the Planning Team and the Community Action Team are there to help you within the constraints of their time and budgets. They are committed to offering occasional support by email and telephone, particularly at the stages of action planning and collation and analysis. Please give officers as much warning as possible about when you are likely to need their support, so that they can plan for it.
- ◆ Your Community Led Plan must fit with the county’s planning policy, if you wish your plan to be formally adopted and therefore its content to carry legal weight in shaping local development. The particular documents that you need to align with are the Core Strategy, SAMDev and the Place Plan for your area. It is mandatory for a Neighbourhood Development Plan to align with planning policy.
- ◆ Depending on the issues and topics that your Plan is covering, there may be other specific strategy documents that you should consider. It is important that any recommendations or actions that you intend to include in your final Plan are aligned with the relevant strategies. These could include:
 - Transport – further information can be found at www.shropshire.gov.uk/traveltransport.nsf
 - Health and social care – further information can be found at www.shropshire.gov.uk/adultcarer.nsf and www.shropshire.gov.uk/childrenfamilies.nsf
 - Tourism – further information can be found at www.shropshire.gov.uk/tourism.nsf
 - Economic development – further information can be found at www.shropshire.gov.uk/economicdevelopment.nsf

“Where does the Parish or Town Council fit in?”

- ◆ The decision to prepare a Community Led Plan can be made by the Parish or Town Council, or any other community group. However, if the latter, it is essential to obtain the support of your local Town or Parish Council and your local Shropshire Councillor.
- ◆ The decision to prepare a Neighbourhood Development Plan rests with the Parish or Town Council.
- ◆ The group that leads the preparation process may be the Parish or Town Council, or it may be a group of community volunteers delegated to do so by the Parish or Town Council. In this latter situation, it is desirable that there is Parish or Town Councillor representation on the group.

- ◆ The final draft of the Community Led Plan or Neighbourhood Plan MUST be endorsed by the Parish or Town Council before it is submitted to Shropshire Council.
- ◆ We recommend that there are regular progress reports submitted to the monthly Parish or Town Council meetings.

“What about the other rights included in the Localism Act? Do we need to think about them too?”

- ◆ All of the other three rights may be relevant: to challenge, to bid, to build. The consultation for your Community Led Plan or Neighbourhood Plan is an opportunity to find out what your community thinks, if you or your Parish or Town Council are thinking about moving forwards with any of these, or even whether you should be taking them forward. For example, if there is a Council-owned building in the neighbourhood that the Council is struggling to maintain and make use of, do residents think it’s a good idea for the community to take it over, and if so, why?
- ◆ You can get more information about each of the rights, and how they might apply to your community, from the Shropshire Council website.
<http://www.shropshire.gov.uk/procurement.nsf/open/AC9886CF09B0150380257A910045E3DE>

3.4 GENERAL HINTS & TIPS

There’s a lot to think about when planning, and then preparing, a Community Led Plan or Neighbourhood Plan. We hope the detail is covered in various parts of this Guide, but there are a few other things to mention.

The Plan Group

You will need to set up some form of Steering Group to lead and guide the process of planning and preparing a Community Led Plan or Neighbourhood Plan. It does not need to be formally constituted, but it is wise to set Terms of Reference, so that it is clear what the remit of the Group is and what its members’ responsibilities are. A Chairperson will provide overall leadership. Often, there are sub-groups which focus on individual topic areas, in order to spread the load of voluntary work, and to enable people with particular expertise or interest to get involved. Consider the most suitable ways to include Parish or Town Councillors, and Shropshire Council elected members.

Publicising the Plan

If people in your community don’t know a Plan is being prepared, they won’t get involved, whether actively as a volunteer or reactively in responding to consultation activities. Think about how people locally usually find out about what’s going on, and use the routes that are known to be most successful.

Remember that Parish and community magazines often have long lead-in times, so you may need to set dates for things several weeks in advance if you want to publicise them this way.

Local press will be interested if they can see a ‘story’. Think about how you can spark their interest, e.g. showing how a particular individual or community group is benefiting or doing something special. Try to find someone in your group who has experience of writing press releases; if your story comes to the press in a form that they don’t have to do much work on, this will help your cause! As we all know, images speak a thousand words, so try to include a picture too.

Consider setting up your own website for the Plan, or adding pages to an existing local website. Again, try to find someone who has experience of websites to help you with this. But remember, the existence of the website or web pages will need to be publicised, and you’ll need to keep them up-to-date or people will lose interest.

Resourcing your Plan

This is the \$6m question, and it’s likely that this will be a key factor in deciding whether or not to do a Community Led Plan or a Neighbourhood Plan. The first step is to prepare an outline budget.

What needs to be done?

What needs to be paid for?

How much of this can be provided ‘in-kind’ (eg room hire, local business contributions) and how much needs actual money?

The second step is to consider what the potential sources of funding might be. The table below lists some options.








Option	Notes
Your Parish/Town Council	From the precept. Availability of any funding to be discussed with the Parish/Town Council.
Shropshire Council	£50k annual Community Led Planning Fund for 2012/13 and 2013/14 available to communities as: i) Community Led Plan Kick Start Fund – a one-off payment of up to £100 to gauge interest in the creation or refresh of a Community Led Plan such as a Parish or Town Plan, Town or Village design statement or to support ‘Annual Conversations’ in relation to local Place Plans. ii) Community Led Planning Fund – to fund either a refresh of a community led plan or a full Community Led Plan. Populations under 10,000: Refresh – up to £1000; full Plan, up to £1,500. Populations over 10,000: Refresh – up to £1,500; full Plan, up to £3,000.
Grants	Opportunities are limited, but worth investigating. Fund ‘pots’ change frequently; for up-to-date information, contact your local Community Action Team officer.
In-kind support	It may be possible to raise support from local businesses and community groups, e.g. pub providing room rental for free, community group offering its members time.

3.5 GETTING A QUESTIONNAIRE SURVEY RIGHT

Questionnaire surveys are a very frequently used information-gathering tool for community led plans because they make it possible to reach out to large numbers of people. We are devoting a section to this because it is so easy to get a questionnaire wrong, but it can be so helpful to you when you get a questionnaire right.

3.5.1 HINTS AND TIPS FOR QUESTIONNAIRE DESIGN

Here are some questions to ask yourself:

-  **What broad topics do you want to hear about?** E.g. housing, transport, community
-  **What are the main elements within these topics that you want to hear about?** E.g. For housing: location, numbers, type.
-  **Looking at the list you now have of Topics and Sub-Topics, which ones do you REALLY NEED to know about?** You need to keep your questionnaire as short as possible, so you must be completely honest with yourself about what information you really NEED to have, and what you would just LIKE to have. This is the acid test that you should apply to every question in your questionnaire.
-  **What is the most logical flow for your Topics and their Sub-Topics?** Put the most important Topic(s) first. These are the ones that people answering the questionnaire will pay most attention to. Then think about how the questions will come across to the reader; they will struggle if they have to jump from subject to subject, and will find it much easier if there is a logical flow.
-  **What is the right question to use to get the information you need on each Sub-Topic?** For each sub-topic, there will be one – or maybe more – question. But the hardest thing is making this the RIGHT question. There are some important DO's and DON'Ts, which we explain overleaf.
-  **Are you sure that the reader will understand the question and give you back the sort of information you are looking for?** The best way to answer this question is to test out your questionnaire. Give your questionnaire to a few people, then study their answers. You will soon find out if they have understood the question and how to answer it. Expect to have to make some changes, and be grateful that you've discovered any problems before the questionnaire goes live!
-  **What format will your questionnaire be in – electronic or hard copy?** The table in Section 2.3 explains the pros and cons of each, so use this to inform your decision, based on your local knowledge.

Some simple Do's and Don'ts for designing questions:

DO

- ◆ USE SIMPLE LANGUAGE THAT IS EASY FOR A READER TO UNDERSTAND. REMEMBER THAT THERE WON'T BE ANYONE THERE TO HELP THEM DECIPHER THE MEANING.
- ◆ CONSIDER WHAT SORT OF ANSWER YOU ARE LOOKING FOR AND CHOOSE THE QUESTION TYPE ACCORDINGLY. YOU MIGHT WANT:
 - A SIMPLE YES OR NO
 - AN EXPLANATION FOR WHY THEY THINK SOMETHING
 - A PRIORITISED LISTING
 - A SELECTION FROM A VARIETY OF CHOICES
- ◆ THINK ABOUT HOW YOU WILL COLLATE AND ANALYSE THE INFORMATION YOU GET BACK. AN OPEN QUESTION (WHERE PEOPLE ARE FREE TO WRITE ANYTHING) IS MORE COMPLICATED TO ANALYSE THAN A CLOSED QUESTION (SIMPLE YES/NO).

DON'T

- ◆ INCLUDE LEADING QUESTIONS, I.E. THOSE THAT GUIDE PEOPLE TOWARDS A PARTICULAR RESPONSE.
- ◆ CONFUSE READERS WITH JARGON OR ACRONYMS. BE CAREFUL TO EXPLAIN ALL TECHNICAL TERMS.
- ◆ MAKE YOUR QUESTIONNAIRE TOO LONG AND COMPLICATED. YOU WANT TO ENCOURAGE PEOPLE TO FILL IT IN, NOT DISCOURAGE THEM!
- ◆ INCLUDE A QUESTION IF YOU HAVEN'T WORKED OUT HOW YOU'RE GOING TO ANALYSE THE RESPONSES.

3.5.2 EXAMPLE QUESTIONS

It is helpful to have guidance on how to design a questionnaire, but seeing some 'real' questions should also be useful. We have selected some common topics and for each, have listed some questions that have been used in recent community led and neighbourhood plan consultations.

A word of warning – don't just pick these 'off the shelf' for your questionnaire – choose what is right for you, or use them to help you design your own unique question. Just as for cooking, there may be several different recipes for a particular dish, all of which will give you a tasty meal, but are not all exactly the same.

HOUSING

- ◆ Do you think we need more housing in our Parish over the next 15 years?
 - Yes/No
- ◆ If yes, roughly how many houses?

- *Choose number categories suitable to the scale of your neighbourhood. E.g. 1-5, 6-10, 11-20, 21-30, 31-50, 61-90.*
- ◆ Which house sizes do you think we need more of in our Parish in the next 15 years?
 - 1-2 bedroom, 3 bedroom, 4 – 5 bedroom.
- ◆ Can the Parish accommodate new housing? (*Or repeat the question, naming different parts of the area*)
 - Yes/No
- ◆ If yes, what scale of housing developments would be acceptable?
 - Single dwellings in controlled locations, small groups of less than 10 housing, groups of more than 10 houses, carefully designed larger groups of up to 100 houses, carefully designed larger groups of more than 100 houses, conversion of redundant buildings, expansion on the edge of villages, other.
- ◆ What do you think about the amount of housing currently available in our Parish?
 - Need a lot more, need a few more, about right, too many already.
- ◆ If new homes are to be built, what type of homes should be given priority?
 - For Housing Associations to let, to be sold at market prices, sheltered homes to buy or rent, homes with shared equity.
- ◆ Need a lot more, need a few more, about right, too many already options for a list of housing types
 - Flats, bungalows, low cost/affordable/starter homes, family housing, luxury housing, rented accommodation, sheltered housing, retirement housing/flats, care home, ecofriendly housing, social housing.
- ◆ Tell us a bit about your own situation in relation to housing. Do/did you or any member of your family hope to buy, rent or build a house in our Parish but are/were unable to find a suitable property or site?
 - Y/N – in the past 10 years, at present, will be trying in the next 10 years.
- ◆ In which parts of our Parish do you think housing development should be permitted?
 - *Choose appropriate areas, e.g. villages, hamlets, sub-neighbourhoods.*
- ◆ If new homes are to be built, where would you suggest is the best location?
 - Within the existing development boundary? (*Include map showing this*)
 - Elsewhere.
- ◆ Are there any locations where housing should not be built?
- ◆ Are there any locations which you think are suitable for new homes?

- ◆ What sizes of development sites do you think would be appropriate?
 - Only infill and conversions, a number of small allocations, a mix of allocations of varying sizes, a single large allocation. *You may wish to tabulate these against particular areas, so that respondents can choose different responses for different places.*

- ◆ Agree/disagree/neither options for a list of statements
 - Designs should be in keeping with the overall styles of the Parish and use the highest quality, locally sourced materials.
 - Future housing developments should preferably be of small scale, geographically spread around the parish and delivered at a steady annual rate.
 - Previously used industrial sites (“brownfield”) should be used for future housing developments in preference to agricultural land (“greenfield”).
 - Future housing developments beyond the current development boundaries should be allowed if it will improve the sustainability of the community.
 - Future housing development should incorporate provision for those with disabilities and any special housing or facilities they may need.
 - Future developments should incorporate sufficient “Social Housing” to address the need for this from within the Parishes.
 - The strategic gaps between the villages should be protected and not subject to further erosion by new developments.
 - Any future housing development should not compromise the character and heritage of the parish. In particular, the views should be maintained to provide the sense of space and identity.

COMMUNITY

- ◆ What do you most like about living in this Parish?
- ◆ What do you least like about living in this Parish?
- ◆ Which of the existing facilities and services do you or any of your household use and how often?
 - Several times a week, about once a week, about once a month, about once a year, never, used to but not now options list for a variety of facilities and services. *E.g. village shop, primary school, village hall, children’s play area, football pitch, local church, pub, doorstep recycling, communal recycling facility, allotments etc.*
- ◆ If you ticked the ‘Used to but not now’ column, please tell us why you stopped using the facility or service.

- ◆ How important to you, individually or as a family, are the following village facilities?
 - List of facilities, with options 1-5 where 1 is not at all important and 5 is highly important.

- ◆ Are there any improvements to services and facilities in the Parish that you would like to see?

- ◆ Which of the following services and facilities do you think that the Neighbourhood Plan/Community Led Plan should aim to improve?
 - List of options *E.g. allotments, broadband service, public footpaths, public library, road safety measures, public toilets, leisure and recreational facilities.*
- ◆ If you think better leisure and recreational facilities (*substitute any other facility/service to suit, or add extra questions*) are needed, please tell us how and where this could be achieved.
- ◆ If you had a magic wand and could change just one thing for the better in the Parish, what would it be?
- ◆ If you only had £1000, what one thing would you change?
- ◆ What are the two highest priorities for our parish?
- ◆ How important is the following? With list of different service and facility improvements, to be scored on a scale of 1-4, where 1 is very important, 2 is important, 3 is not very important, 4 is not important at all.
 - List of options, *e.g. Upgrade the children's playground, improve the provision of broadband, installation of mains drainage etc.*
- ◆ To what extent do any of the following cause you direct concern in the Parish?
 - List of options scored on a scale of 1-5 where 1 is not important at all and 5 is highly important. *E.g. burglary, vandalism, car crime, anti-social behaviour, farm crime, fly tipping, dog fouling etc.*
- ◆ If you were to give one hour a month to benefit your village or somewhere in the Parish, what would you use the time for? The list below provides some 'starter' ideas, but there is space for you to add more.
 - Activities for younger people, activities for older people, practical environmental/conservation tasks, help with Neighbourhood Watch etc.
- ◆ If you are willing to help to turn this idea into a reality, please give us your email address or phone number, and someone will get in touch.

ENVIRONMENT

- ◆ Are there any particular buildings, views or other places that you think are particularly important to protect?
- ◆ How important is it to you that we protect our existing public open green spaces?
 - List of green spaces, each scored as either very important, quite important, not very important, not important at all, don't know.
- ◆ Do you think we need more spaces like these ones?
 - Yes/No.
- ◆ If yes, where?

- ◆ What key issues do you think are most important for encouraging sustainable living in our Parish?
- ◆ What aspects of our natural environment do you value most highly? Please tick the three things that are most important to you?
 - Hedgerows, trees and woodlands, roadside verges, watercourses (streams, rivers etc), wetland, unimproved grassland and meadow, wildlife, the locally rich combination of all of these, other.
- ◆ What are the main reasons that you use local footpaths, bridleways etc.?
 - Walking the dog, walking for pleasure (no dog!), cycling, horse riding, running/jogging, walking specifically to get somewhere else in the Parish, other.
- ◆ Which of the following suggestions for improvements to footpaths are most important to you?
 - Keeping the routes open and in good condition to use, well marked routes, having local circular routes, a safe pedestrian link between villages, 'quiet lanes' for horse riding and cycling, making some paths all ability access, having more information available about local routes.
- ◆ Can you suggest any projects to enhance the environment of our Parish?
- ◆ Agree, disagree, neither options for a series of statements:
 - We should preserve and enhance wildlife corridors within the current development boundaries.
 - We should encourage high water quality and the use of renewable energy within domestic homes and businesses.
 - We should ensure that people are able to cycle between the villages in the Parish on safe, well lit, routes for leisure and commuting.
 - Houses and flats without a garden should have priority for allotments.
 - We should consider the Parish as a viable site for wind farms.
- ◆ Should the Neighbourhood Plan aim to protect and enhance the quality of the built environment by promoting the following? (Tick those that you consider important)
 - Design that respects the scale of the existing townscape
 - Minimum standards for living space in dwellings
 - Use of traditional local building materials
 - High levels of energy conservation in new buildings
 - The green space and gardens within the settlements
 - Better pedestrian and cycle access to the town centre
 - Signage, advertising and street furniture that respects the locality
 - Traditional styles and scale of shop fronts
 - Other, please specify

ECONOMY

- ◆ Do you run a business or farm in the Parish, or work from home, or are you thinking about starting to?
- ◆ What factors are important to you, in terms of making it possible to work from home or run a farm or other business in the Parish? And how well are your needs met?
 - List of factors, each with option: Important to me; this is well provided for, I don't have any problems; sometimes there are problems; this is a real difficulty for me/my business. *E.g. broadband, mobile phone network, available workspace – office, available workspace – light industrial, availability of appropriately qualified/skilled staff, etc.*
- ◆ Do you operate a business in the Parish? If so, what is it?
- ◆ Is there any support the Parish could provide to you and your business?
- ◆ Where is your main place of work?
 - In the Parish, nearest town (*give name*), nearest large town/city (*give name*), other.
- ◆ Do you think it is a good idea to try to create more employment opportunities within the Parish?
 - Yes/No
- ◆ If No, why not?
- ◆ If Yes, what sorts of employment opportunities would it be appropriate to encourage?
 - List *e.g. professional services e.g. IT, light industry e.g. joinery, farming and agricultural services, tourism, shops, pubs restaurants and cafes etc.*
- ◆ Do you think it is a good idea to encourage more tourism in the Parish?
 - Yes/no
- ◆ If No, why not?
- ◆ If Yes, what opportunities for developing tourism services do you think are appropriate within the Parish?
 - List, *e.g. more local food production and farm shops, more riverside amenities to encourage use of the river, more cycling, exploration of the area's history, development of fishing etc.*
- ◆ Should the Plan include policies which encourage working from home?
 - Yes/No
- ◆ Which of the following principles do you think are important in deciding where employment-related building development is located?
 - List, *e.g. businesses causing a significant increase in traffic or increase in traffic of larger vehicles not to be located on minor lanes, protection of*

existing employment-related sites from change of use to residential only, heavy industry to be located away from residential areas, etc.

- ◆ On what basis do you think land should be identified to meet future employment and business needs in the Parish?
 - To reflect the historic rate of development
 - To reflect forecasted economic growth over the next 15 years
 - Let demand dictate how much land is developed
 - To create enough jobs to match the housing growth target
 - Other.

- ◆ Agree/disagree with a list of statements:
 - Small and medium sized local businesses should be encouraged
 - Off-street parking should be provided as part of all new business development
 - Land identified to meet future business needs should be released on a phased basis to reflect the financial climate
 - A range of plot sizes and premises should be provided to meet a range of business needs
 - High speed broadband should be introduced.

4 AN 'IDEAL' PLAN'S STRUCTURE AND CONTENTS

4.1 INTRODUCTION

The structure that you choose to use for your own Plan must be the one that works for you, but at the same time, it must include the core information expected within a Community Led or Neighbourhood Plan.

You will need to decide who will take responsibility for writing the Plan, and if there are other people who will help or in some way contribute.

As with all reports, there are some common-sense things to remember:

- ◆ Write in language suitable for the people who will be reading and using the Plan; if you include any words or terms that could be considered technical, make sure you include a definition. A glossary at the beginning is helpful. If you use acronyms, include a list explaining them.
- ◆ Choose a layout that makes it easy for people to digest the content. Keep it simple, e.g. one idea per paragraph, standardised use of colour.
- ◆ Present information in a variety of ways, including images, charts and graphs, numbers and text. Remember that people have different ways that make it easier for them to understand information.
- ◆ Aim for the Plan to be as short and simple as possible. The data or information that you have compiled which provides the detailed evidence for your findings and recommendations can be put into an annexe; in that way, the information is there if people want the detail, but it doesn't cloud the clear messages in the main body of the Plan.
- ◆ Compile an outline structure before you begin writing, then write content within this structure. You may find that you need to adapt the outline structure once you start writing, but it is easier to do this than to write 'blind'. Also, it is vital to have a commonly agreed structure if more than one person is contributing to the writing.
- ◆ Make clear separations in the Plan to show:
 - What you did (methodology)
 - What you found out (evidence, findings)
 - What the information that you found out about means for your area (analysis, conclusions)
 - What you recommend, on the basis of the evidence.

This is important because it splits out the *objective* evidence from your *subjective* analysis of the evidence.

4.2 A SUGGESTED OUTLINE STRUCTURE

The box below shows a theoretical structure.

Foreword

Championing the Plan

Acknowledgements/thanks

Introduction

Purpose of the Plan

Context for the Plan

National - National Planning Policy Framework

County - Core Strategy, SAMDev, Place Plans

Local – history of community led planning

Methodology

Techniques used

Response rates

Limitations experienced

Findings – Theme A

Context (if relevant)

Sub-theme A

Findings – showing data in chart format (if appropriate), then explanation in text format.

Sub-theme conclusions.

Sub-theme B

Findings

Sub-theme conclusions.

And so on for each sub-theme

Summary of conclusions across the theme.

Findings – Theme B

As for Theme A.

Findings – Theme C

As for Theme A.

Findings – further themes as appropriate

Recommendations

Principles underlying recommendations

Recommendations, by theme.

Annexe (if required)

Data details, by theme.

The Findings section of this outline structure is easier to understand perhaps if illustrated using an example for a single theme.

THEME: COMMUNITY

What people like most and least about our Parish

What people like most

What people like least

Conclusion

E.g. We need to encourage/promote/maintain x, y & z. And we need to tackle the issues of a, b & c.

Community facilities and services

Internet access

Use of existing facilities and services

Current use

Reasons for stopping use

Views about existing facilities and services

Levels of satisfaction

Most important

Improvements wanted

Conclusion:

E.g. We need to encourage/promote/maintain the most well-used and strongly needed services and facilities, i.e. x, y, and z. And we need to tackle gaps in provision of facilities and services relating to a, b and c.

Changing our Parish for the better

Changing just one thing

Changing one thing with a budget of £1000

Conclusion

E.g. The people's priorities are x, y and z. The actions that we feel are most achievable and most desirable [note: not necessarily the same!] are a, b and c.

Conclusion

Our community's priorities for action

5 RESOURCES

5.1 SIGNPOSTING TO SHROPSHIRE COUNCIL AND OTHER SUPPORT ORGANISATIONS

5.1.1 Shropshire Council

As described in Section 2.3, officers from the Planning Team and the Community Action Team are able to provide support to communities preparing Community Led and Neighbourhood Plans, at particular points in the process. The aim is to be able to help at those times when help is most likely to be needed and when it is important for officers to know what is happening. Unfortunately, the Council's resources are limited, and for this reason, their support to communities has to be limited. We suggest you talk to the relevant Community Action officers as soon as you are thinking about setting off on the Neighbourhood Plan journey, and they will talk you through what support they can offer and when.

Also, your Shropshire Councillor may be able to offer support. The Shropshire Council website

<http://www.shropshire.gov.uk/democracy.nsf/open/73FA5859DEA90F2E802575000032C42A> lists all local councillors and their contact details. Make contact with your councillor as soon as possible, and find out how they can help.

5.1.2 Other support

There are a variety of organisations which are also able to provide support. (Please note that inclusion of information here is not an indication of Shropshire Council's endorsement, but rather signposting to potential options). This guide does not include any information on charges for these services.

The Government is providing some national funding for four organisations to provide support to communities preparing Neighbourhood Development Plans (but not Community Led Plans). The support organisations are:

- ◆ **The Prince's Foundation for the Built Environment**

Website: <http://www.princes-foundation.org/our-work/supporting-communities-and-neighbourhoods-planning>

- ◆ **Campaign to Protect Rural England (CPRE) in partnership with NALC**

Websites: <http://www.planninghelp.org.uk>; www.cpre.org.uk; www.nalc.gov.uk.

- ◆ **Locality**

Website: www.buildingcommunity.org.uk

- ◆ **RTPI/Planning Aid**

Website: <http://www.rtpi.org.uk/planningaid/>

Visit their websites for more information about what support they can provide to your community, and to download relevant support materials.

Within the voluntary and community sector, **ACRE** and **Action for Market Towns** have promoted community-led planning in rural areas for many years, and is a source of Web-based and officer support.

Websites: www.acre.org.uk
www.towns.org.uk

Locally within Shropshire, ACRE member organisation, the **Community Council of Shropshire** has a long history of supporting local community led planning and can offer support at all stages of your plan development. Website: www.shropshire-rcc.org.uk

Also within Shropshire, the **Shropshire Association of Local Councils** supports all local councils in Shropshire.

Website: www.2shrop.net/alc

Also, there are a variety of independent businesses in Shropshire and further afield providing community development support services, some of whom have specialist community led planning and Neighbourhood Planning experience.

5.2 WEB-BASED RESOURCES

The Web hosts a wealth of resources that could provide support for your neighbourhood planning; the trick is finding those that are actually relevant to your needs! Here, we have picked out a selection that we think are potentially useful; however, there are bound to be more out there that we don't know about or have missed, and as above, inclusion in this listing does not represent any endorsement from Shropshire Council. (All information correct at time of first publication). We have categorised the resources as follows:

- ◆ Specific to Neighbourhood Planning
- ◆ Generic community-led planning
- ◆ Consultation and engagement methodology

5.2.1 Neighbourhood planning

Resource	Website address	Notes
National		
A plain English guide to the Localism Act (CLG, 2011)	http://communities.gov.uk/documents/localgovernment/pdf/1896534.pdf	Easy read summary.
DCLG web page, Localism Act	http://www.communities.gov.uk/localgovernment/decentralisation/localismbill/	Introduction page. Links to webpages: The five key measures in the Localism Act; Community Rights.
DCLG web page, Neighbourhood	http://www.communities.gov.uk/planningandbuilding/planningsyst	Introduction page. Links to further resources,

Resource	Website address	Notes
Planning	em/neighbourhoodplanningvanguards/	including case studies.
DCLG Introduction to Neighbourhood Planning (2011)	http://www.communities.gov.uk/publications/planningandbuilding/introductionneighbourplanning	Easy read leaflet
DCLG Neighbourhood Planning FAQs	http://www.communities.gov.uk/documents/planningandbuilding/pdf/2099152.pdf	Easy read leaflet.
	www.acre.org.uk/our-work/community-led-planning	Introduction page. Links to further resources.
Neighbourhood Plans and the Localism Bill (June 2011, ACRE briefing)	http://www.acre.org.uk/Resources/ACRE/Documents/ACREbriefing/NeighbourhoodPlansJune2011.pdf	
Neighbourhood planning: A simple guide for ward councillors (PAS & LGA, 2012)	http://www.pas.gov.uk/pas/core/page.do?pagelId=1175309	Booklet
Neighbourhood Planning FAQs	http://www.pas.gov.uk/pas/core/page.do?pagelId=1802659	Introduction page, to FAQs on a wide variety of topics
Knowledge Hub Neighbourhood Planning web discussion group	https://knowledgehub.local.gov.uk/group/neighbourhoodplanning	Requires Knowledge Hub registration, then join the group
Introduction to Neighbourhood Planning: A briefing. (Action for Market Towns)	http://towns.org.uk/files/Introduction-to-Neighbourhood-Planning1.pdf	
LinkedIn Neighbourhood Planning Group	www.linkedin.com , then search Groups to find Neighbourhood Planning.	You will need to register with LinkedIn if not already a member, and then to register with the Group.
Shropshire		
Shropshire Council Plan 2011 – 2013	http://shropshire.gov.uk/CouncilPlan/index.html	Strategic Plan for Shropshire Council
Shropshire Council Core Strategy web page	http://www.shropshire.gov.uk/planningpolicy.nsf/open/BA2DFED09485194980257922004CC90D	Introduction page, to key documents including the Core Strategy.
Shropshire Local Development Framework:	http://www.shropshire.gov.uk/planningpolicy.nsf/viewAttachments/AWIN-8VXHF7/\$file/shropshire-	

Resource	Website address	Notes
Adopted Core Strategy (2011)	core-strategy-2011.pdf	
Shropshire Council Planning Policy web page	http://www.shropshire.gov.uk/planningpolicy.nsf	Introduction page, leading to related web pages.
Shropshire Council SAMDev web page	http://www.shropshire.gov.uk/planningpolicy.nsf/open/9F75B1E4E30A1E3B80257922004CC8EE	Introduction page, including explanation of SAMDev and links to local areas.
Shropshire Council Place Plans web page	http://www.shropshire.gov.uk/planningpolicy.nsf/open/1491504211DB408180257922004CC907	Introduction page, to map and links to local Place Plans.
Shropshire Council Neighbourhood Planning web page	http://www.shropshire.gov.uk/planningpolicy.nsf/open/6272970BA BE985BE80257922004CC91F	Introduction page, including explanation and links to newsletter.
The Shropshire approach to LOCALised Planning, by Jake Berriman, Shropshire Council, 2011.	http://www.shropshire.gov.uk/planningpolicy.nsf/viewAttachments/EWET-8VMKZT/\$file/neighbourhood-planning-in-shropshire-presentation.pdf	Powerpoint presentation
Shropshire Council Community Infrastructure Levy web page	http://www.shropshire.gov.uk/planningpolicy.nsf/open/63C27CBEA E1E06AF80257922004CC8E3	Introduction page, including explanation and link to FAQs for communities.
Community Infrastructure Levy FAQs. Shropshire Council (2012).	http://www.shropshire.gov.uk/planningpolicy.nsf/viewAttachments/MHOL-8WQDEN/\$file/CIL%20FAQ%20for%20communities%20April.pdf	Easy read leaflet
Neighbourhood Planning talk at RTPi convention 2012 by Jake Berriman, Shropshire Council	http://www.rtpi.org.uk/briefing-room/news-releases/2012/june/planning-convention-and-parliamentary-reception-huge-successes/#.UC9br4lm1pw.mailto	Podcast
Neighbourhood Planning guidance & examples from other areas		
Much Wenlock Neighbourhood Plan website homepage	http://www.wenlockplan.org/	Introduction page, links to wide range of information and materials.
Much Wenlock Neighbourhood Plan residents' survey (example)	http://www.wenlockplan.org/wp-content/uploads/2012/06/Much-Wenlock-Neighbourhood-Plan-Residents-Survey-form-	Questionnaire form

Resource	Website address	Notes
	example.pdf	
Much Wenlock Neighbourhood Plan business survey (example)	http://www.wenlockplan.org/wp-content/uploads/2012/06/MWNP-Business-Survey-June-2012-example.pdf	Questionnaire form
Kinnerley Parish Neighbourhood Plan website homepage	http://www.kpnp.co.uk/	Introduction page, links to variety of information relating to progress of the Plan.
Neighbourhood Planning Guidance, Broadland District Council (2011)	http://www.broadland.gov.uk/PDF/BDC_Neighbourhood_Planning_Guidance.pdf	Guidance 'how to' booklet specific to Broadland District Council.
Dawlish Parish Neighbourhood Plan (2012)	http://www.teignbridge.gov.uk/CHttpHandler.ashx?id=33259&p=0	Full Neighbourhood Development Plan
Lynton and Lynmouth Neighbourhood Plan web page	http://www.lynplan.org.uk/	Introduction page, links to variety of information relating to progress of the Plan.
Ascot, Sunninghill and Sunningdale Neighbourhood Plan web page	http://ascotandthesunnings.com/	Introduction page, links to variety of information relating to progress of the Plan.
Bray Neighbourhood Plan web page	http://brayplan.com/	Introduction page, links to variety of information relating to progress of the Plan.
Bloomsbury Village Neighbourhood Plan web page	http://bloomsburyvillage.org/	Introduction page, links to variety of information pages. London neighbourhood. Use of IT and social media for consultation.
Yapton Neighbourhood Plan web page	http://www.ynp.org.uk/	Introduction page, links to variety of information relating to progress of the Plan.
Ansty and Staplefield Neighbourhood Plan website	http://www.anstystaplefield-pc.gov.uk/Core/Ansty-and-Staplefield-Parish-Council/Pages/Neighbourhood_Plan_1.aspx	Introduction page, links to variety of information pages including questionnaire and results.
Littlehampton Town Council	http://www.littlehampton-tc.gov.uk/main.cfm?type=NEIGHB	Introduction page, links to variety of information

Resource	Website address	Notes
Neighbourhood Plan web pages	OURHOODPLAN	pages including questionnaire and publicity poster.

5.2.2 Generic community led planning

The listings below may include resources that date back several years. These have been included because they include material that remains useful and relevant, however, take care in how you use these older resources, particularly in relation to any specific guidance contained within them. In addition, many parish and town councils will have their own community led planning pages.

Resource	Website address	Notes
National		
ACRE Community Led Planning Toolkit web page	http://www.acre.org.uk/our-work/community-led-planning/Resources/Community+Guidance/	Introduction page, with explanation of the toolkit, links to downloads to CLP process information sheets and topic sheets.
Knowing your place: Heritage and Community Led Planning in the Countryside (English Heritage & ACRE, 2011)	http://www.helm.org.uk/upload/pdf/Heritage_and_Community_Planning_Countryside_1.1.pdf?1345405049	.pdf download
Countryside Agency Parish Plans Guidance for Parish and Town Councils	http://www.stratford.gov.uk/files/seealsodocs/10528/Parish%20Plans%20-%20Guidance%20for%20town%20and%20parish%20councils.pdf	Guidance document, including who should be involved, preparing to do a Plan, collecting information, writing up and producing an action plan. With checklists.
Shropshire		
Parish & Community Planning Toolkit 9 Step Process	http://www.shropshire-rcc.org.uk/assets/userfiles/000192.pdf	
Resources web page	http://www.shropshire-rcc.org.uk/Supporting_Local_People/Parish_Plans/Useful_Resources	Community Council of Shropshire web page signposting to relevant community led planning resources
Community led plan database for Shropshire	http://www.communityplans.org.uk/	Introduction page and database entry point

Guidance from other areas		
Guide to community planning in your area, Bath and NE Somerset	http://www.bathnes.gov.uk/SiteCollectionDocuments/Community%20and%20Living/LSP/Parish%20Plan%20Toolkit%20Final%20-%20Dec%202010.pdf	Bath and NE Somerset specific 'how to' guidance.
Aylesbury Vale District Council Neighbourhood Planning Consultation Toolkit for Town and Parish Councils	http://www.aylesburyvaledc.gov.uk/local-development-plans/planning-policy/vale-of-aylesbury-plan-/toolkit-consulting-community/	Toolkit aiming to support town and parish councils with consultations, including Top 10 Tips, practical guidance for holding an event, example questions and analysis, and giving feedback.
Herefordshire Partnership Community Planning Guidance	http://www.comfirst.org.uk/files/community_planning_guidance_herefordshire.pdf	Guidance on parish planning, including setting up a steering group, planning an event, principles of involving communities, techniques for consultation and report writing tips.

5.2.3 Consultation and engagement methodology

Resource	Website address	Notes
Community Council of Devon Community Consultation Techniques for Parish Planning	http://www.devonccc.org.uk/iodocuments/51.pdf	Toolkit for Parish Planning, including one page summaries of useful consultation techniques, e.g. graffiti wall, maps and flags.
West Sussex Consultation Toolkit	http://www.westsussex.gov.uk/communityandliving/research/KBConsultation%20Toolkit%20for%20Web.pdf	Toolkit of ideas, methods and resources for community consultation. Including how to be inclusive, co-ordinating a consultation, and descriptions of numerous techniques.
West Berkshire Council Consultation Toolkit: How to Choose Consultation	http://www.westberks.gov.uk/CHttpHandler.ashx?id=492&p=0	Concise leaflet including introduction to qualitative and quantitative methods, what they involve and their suitability for different situations.

Methods		
Consultation and information-gathering techniques (Vital Villages)	http://www.eastdevon.gov.uk/plg-pp-consultation.pdf	Short document listing consultation techniques, and their pros and cons. Also tips for questionnaires. (Note: IT software and funding resource information out of date).
Rapid community consultation and action planning toolkit	http://www.oxonrcc.org.uk/Content/Sites/oxonrcc-org-uk/Documents/ORCC%20Rapid%20Consultation%20Toolkit.pdf	Practical descriptions of easy to use tools for consultation and tools for action planning.
Creative community engagement case studies	http://www.edenproject.com/whats-it-all-about/places-and-regeneration/creative-community-engagement-case-studies	Case studies of creative engagement approaches used for neighbourhood planning.
Community engagement blog	http://bangthetable.com/blog/	Blog resource relating to Web based community engagement.
Fiery Spirits Community of Practice	http://fieryspirits.com/	Aiming to build vibrant, resilient communities across UK, Ireland and beyond. Current groups include mapping community assets; young, gifted and rural; exploring resilience. Sign-up required.
LinkedIn Community Engagement Group	www.linkedin.com , then search Groups to find Community Engagement	You will need to register with LinkedIn if not already a member, and then to register with the Group.
Knowledge Hub Better Community Engagement and Empowerment web discussion group	https://knowledgehub.local.gov.uk/group/bettercommunityengagementandempowerment	Requires Knowledge Hub registration, then join the group

6 WORKING WITH SHROPSHIRE COUNCIL

6.1 HELP AVAILABLE FROM SHROPSHIRE COUNCIL

Summarising the help described in earlier parts of this Guide, the following help is available from Shropshire Council.

Planning Team

- ◆ When you are first considering doing a Community Led Plan or a Neighbourhood Plan, but before you make the decision to go ahead with it, so that they can advise you about what the process entails and what is required.
- ◆ When you are planning your information-gathering, to advise you on the correct information to give out during your consultation and on the suitability of your planning related questions.
- ◆ When you have completed the draft Plan, so that the planning team can review and comment on it before it is finalised.

Community Action Team

- ◆ When you are first considering doing a Community Led Plan or a Neighbourhood Plan, but before you make the decision to go ahead, so that they can advise you about the consultation and engagement elements of the process.
- ◆ When you are planning your information-gathering, to provide further advice on methodology.
- ◆ After you have completed your information-gathering, and are beginning to collate and analyse your data. The Community Action Officer will review your consultation and engagement activities with you to ensure that they have been sufficiently rigorous, and can provide guidance on writing the Plan.
- ◆ When you have completed the draft Plan, so that the Community Action Team can review and comment on it before it is finalised.

6.2 COMMUNICATING WITH THE COUNCIL

Your first points of contact with Shropshire Council in relation to preparing a Neighbourhood Plan or Community Led Plan are:

Planning Team

Andy Mortimer andy.mortimer@shropshire.gov.uk 01743 252566

Community Action Team

Gill Jones gill.jones@shropshire.gov.uk 01743 252344
Kate Garner kate.garner@shropshire.gov.uk 01691 677318

Officer	Parishes covered	Contact details
<p>Community Action: Gwyn Bevan</p> <p>Planning: Dave Wallace</p>	<p>Shrewsbury TC – Bowbrook, Copthorne, Radbrook</p>	<p>01743 252482 gwyn.bevan@shropshire.gov.uk</p> <p>01743 252507 dave.wallace@shropshire.gov.uk</p>
<p>Community Action: Steve Cunningham</p> <p>Planning: Dave Wallace</p>	<p>Shrewsbury TC – North East Shrewsbury, Harlescott, Bagley</p>	<p>01743 252361 steve.cunningham@shropshire.gov.uk</p> <p>01743 252507 dave.wallace@shropshire.gov.uk</p>
<p>Community Action: Lucy Roberts</p> <p>Planning: Dave Wallace</p>	<p>Shrewsbury TC – Meole, Column, Sutton and Reabrook Bayston Hill PC</p>	<p>01743 252328 lucy.roberts@shropshire.gov.uk</p> <p>01743 252507 Dave.wallace@shropshire.gov.uk</p>
<p>Community Action: Gill Jones</p> <p>Planning: Dave Wallace</p>	<p>Shrewsbury TC – Eastern Shrewsbury (Underdale, Monkmoor and Abbey)</p>	<p>01743 252344 gill.jones@shropshire.gov.uk</p> <p>01743 252507 dave.wallace@shropshire.gov.uk</p>
<p>Community Action: Corrie Davies</p> <p>Planning: Adrian Cooper</p>	<p>Baschurch PC Hordley PC Ruyton-XI-Towns PC West Felton PC Whittington PC Oswestry Rural PC Kinnerley PC Knockin PC Llanyblodwel PC Llanymynech and Pant PC Milverley PC</p>	<p>01691 677287 corrie.davies@shropshire.gov.uk</p> <p>01743 252568 adrian.cooper@shropshire.gov.uk</p>
<p>Community Action: Nicola Fisher</p> <p>Planning:</p>	<p>Market Drayton TC Norton in Hales PC Woore PC Cheswardine PC Childs Ercall PC</p>	<p>01939 237569 nicola.fisher@shropshire.gov.uk</p> <p>01743 255656</p>

Officer	Parishes covered	Contact details
Sue Lowe	Hinstock PC Sutton upon Tern PC Hodnet PC Stoke upon Tern PC Moreton Say PC Adderley PC	sue.lowe@shropshire.gov.uk
Community Action: Kate Garner Ruth Mansfield Planning: Adrian Cooper	Oswestry TC	01691 677318 kate.garner@shropshire.gov.uk ruth.mansfield@shropshire.gov.uk 01743 252568 adrian.cooper@shropshire.gov.uk
Community Action: Rachel Johnson Planning: Dave Wallace (DW) Anna Jones (AJ) Joy Tetsill (JT)	Ford PC (DW) Great Hanwood PC (DW) Longden PC (DW) Pontesbury PC (AJ) Minsterley PC (AJ) Atcham PC (DW) Berrington PC (DW) Buildwas PC (JT) Church Preen, Hughley & Kenley PC (JT) Cound PC (DW) Cressage, Harley & Sheinton PC (JT) Leighton & Eaton Constantine PC (DW) Wroxeter and Uppington PC (DW) Acton Burnell, Frodesley, Pitchford, Ruckley & Langley PC (JT) Church Pulverbatch PC (DW) Condover PC (DW)	01743 252483 rachel.johnson@shropshire.gov.uk 01743 252507 dave.wallace@shropshire.gov.uk 01743 255661 anna.jones@shropshire.gov.uk 01743 252691 joy.tetsill@shropshire.gov.uk
Community Action: Andrea McWilliams	Albrighton PC Boningle PC Donington with Boscobel PC Tong PC Shifnal PC	01746 713104 andrea.mcwilliams@shropshire.gov.uk 01743 252523

Officer	Parishes covered	Contact details
Planning: Helen Howie	Sheriffhales PC	helen.howie@shropshire.gov.uk
Community Action: Mathew Mead Planning: Dave Wallace (DW) Joy Tetsill (JT) Liam Cowden (LC)	Alberbury with Cardeston PC Great Ness and Little Ness PC Montford PC Westbury PC Astley PC Bicton PC Bomere Heath and District PC Uffington PC Upton Magna PC Withington PC All DW Bishop's Castle TC Mainstone with Colebatch PC Lydbury North PC Myndtown, Norbury, Ratlinghope and Wentnor PC Chirbury with Brompton PC Worthen with Shelve PC All JT Bettws-y-Crwyn PC Clun and Chapel Lawn PC Llanfairwaterdine PC Newcastle on Clun PC Bedstone and Bucknell PC Clunbury PC Clungunford PC All LC	01743 252534 mathew.mead@shropshire.gov.uk 01743 252507 dave.wallace@shropshire.gov.uk 01743 252691 joy.tetsill@shropshire.gov.uk 01743 252527 liam.cowden@shropshire.gov.uk
Community Action: Julie Ruler Planning: Adrian Cooper(AC) Maria Cantwell (MC)	Selattyn & Gobowen Weston Rhyn St Martins All AC Ellesmere TC Ellesmere Rural Welshampton & Lyneal Cockshutt-cum Petton All MC	01691 677301 julie.ruler@shropshire.gov.uk 01743 252568 adrian.cooper@shropshire.gov.uk 01743 255646 maria.cantwell@shropshire.gov.uk
Community Action: Sue Thomas	Loppington PC Myddle and Broughton PC Clive PC Grinshill PC Hadnall PC	01939 237428 sue.thomas@shropshire.gov.uk 01743 252568 adrian.cooper@shropshire.gov.uk

Officer	Parishes covered	Contact details
Planning: Adrian Cooper	Moreton Corbet & Lee Brockhurst PC Shawbury PC Wem Rural PC Wem TC Whixall PC Stanton upon Hine Heath PC Weston under Redcastle PC	
Community Action: Nicki Young Planning: Eddie West	Whitchurch TC Whitchurch Rural TC Prees PC Ightfield PC	01939 237429 nicki.young@shropshire.gov.uk 01743 252574 edward.west@shropshire.gov.uk
Community Action: Lisa Bedford Planning: Joy Tetsill (JT) Liam Cowden (LC)	Church Stretton TC Eaton-under-Heywood and Hope Bowdler PC Rushbury PC All Stretton, Smethcott and Woolstaston PC Cardington PC Leebotwood and Longnor PC All JT Craven Arms TC Hopesay PC Onibury PC Wistanstow PC Abdon and Heath PC Culmington PC Diddlebury PC Hopton Cangeford and Stoke St Milborough PC Munslow PC Stanton Lacy PC Clee St Margaret PC All LC	01584 838241 lisa.bedford@shropshire.gov.uk 01743 252691 Joy.tetsill@shropshire.gov.uk 01743 252527 liam.cowden@shropshire.gov.uk
Community Action: Tracy Johnson Planning: Andrew Williamson	Highley PC Cleobury Mortimer PC Coreley PC Farlow PC Hopton Wafers PC Kinlet PC	01743 257862 Tracy.johnson@shropshire.gov.uk 01743 252501 Andrew.williamson@shropshire.gov.uk

Officer	Parishes covered	Contact details
	Milson and Neen Sollars PC Neen Savage PC Stottesdon, Sidbury PC Wheathill PC Burford PC	
Community Action: Linda Monteith Planning: Andrew Williamson (AW) Helen Howie (HH)	Morville, Acton Round, Aston Eyre, Monkhopton and Upton Cresset PC Aston Botterell, Burwarton and Cleobury North PC Billingsley, Deuxhill, Glazeley and Middleton Scriven PC Chelmarsh PC Chetton PC Ditton Priors PC Eardington PC All AW Broseley TC Barrow PC All HH	01743 257865 Linda.monteith@shropshire.gov.uk 01743 252501 Andrew.williamson@shropshire.gov.uk 01743 252676 Helen.howie@shropshire.gov.uk
Community Action: Kerry Rogers Planning: Joy Tetsill	Much Wenlock TC Easthope, Shipton and Stanton Long PC	01743 257863 Kerry.rogers@shropshire.gov.uk 01743 252691 Joy.tetsill@shropshire.gov.uk
Community Action: Tom Brettell Planning: Helen Howie	Bridgnorth TC Astley Abbots PC Tasley PC Beckbury PC Kemberton PC Worfield and Rudge PC Ryton and Grindle PC Stockton PC Sutton Maddock PC Claverley PC Quatt Malvern PC Alveley and Romsey PC	01743 257861 Tom.brettell@shropshire.gov.uk 01743 252676 Helen.howie@shropshire.gov.uk
Community Action: Vicky Turner Planning: Andrew Williamson	Ludlow TC Bromfield PC Ashford Carbonell PC Ludford PC Richards Castle PC Bitterley PC Caynham PC Nash PC	0184 838242 Vicky.turner@shropshire.gov.uk 01743 252501 Andrew.williamson@shropshire.gov.uk

