

APPENDIX 1:

Public Consultation and Additional Research Undertaken for the Sittingbourne Town Centre and Milton Creek draft Supplementary Planning Document, March – May 2009

Consultation Activities

Feedback from the local community about the consultation process was on the whole positive. A variety of methods was used to engage with as many people as possible and to make access to the draft masterplan widely available.

A number of activities were undertaken to engage with the local community throughout the masterplan consultation process.

Consultation launch/media event – the public consultation was launched at a breakfast event held at 34 High Street, Sittingbourne on Friday 20 March 2009.

Public consultation - a six week public exhibition at 34 High Street formed a big part of the masterplan consultation. There was considerable response from members of the public and extra days were added to the programme to enable more opportunities for people to participate. The exhibition was open between 20 March and 1 May 2009 - dates/times as follows:

Fri 20 March	(12noon – 4pm)
Sat 21 March	(10am – 3pm)
Wed 25 March	(10am – 4pm)
Thu 26 March	(10am - 4pm)
Fri 27 March	(10am – 4pm)
Sat 28 March	(10am – 3pm)
Wed 1 April	(10am – 4pm)
Thu 2 April	(10am – 4pm)
Fri 3 April	(10am – 4pm)
Wed 8 April	(10am – 4pm)
Thu 9 April	(10am - 4pm)
Wed 15 April	(10am – 4pm)
Thu 16 April	(10am – 4pm)
Fri 17 April	(10am – 4pm)
Wed 22 April	(10am – 4pm)
Thu 23 April	(10am – 4pm)
Fri 24 April	(10am – 4pm)

Press releases – a number of press releases were issued prior to, during and after the consultation period to inform the public about the development of the masterplan:

- 27 August 2008
- 28 October 2008
- 3 November 2008
- 8 January 2009
- 2 March 2009
- 20 March 2009

In addition to the public exhibition and press releases, other consultation activities included:

- Web based consultation system
- Newsletters
- Briefings for SBC Members
- Targeted Business Surgeries (1 breakfast event/1 evening event)
- Workshops for stakeholders/voluntary groups
- Presentations for local interest groups
- Series of features with local newspaper group
- Core Briefs to SBC Staff
- Articles in Inside Swale
- Articles on Intranet (internal)

- Articles on SBC website
- Project work with local schools including Minterne Primary School, Sittingbourne and Milton Court Primary School, Milton Regis.

Written Comments

Some 422 comments were received either through the web based consultation system or by letter and leaflet following the public exhibitions. These included complex representations from landowners; developers and statutory consultees, necessitating further research and meetings.

There was a considerable response from members of the public, ranging from complex letters to a few lines on key issues.

A copy of the full text of the representations received has been placed in the Members room and can be viewed online on the Limehouse system.

Summaries of the representations and the draft Council responses and proposed amendments for the SPD are attached as Appendix 3 to this item.

Additional Research

The Borough Council has commissioned a Feasibility Study into developing Cultural Infrastructure as part of the town centre regeneration. This highlighted and costed four key areas of provision which were included in the SPD and which can be highlighted in the final version.

The Eastern and Coastal Kent Primary Care Trust undertook a health impact assessment on the draft SPD and although most of the points they have made are already integral in the SPD, some useful points could be highlighted.

Further consultants advice has been taken on the phasing and delivery sections of the SPD in response to comments made and this section has been re-cast to assist with delivery mechanisms and developer contributions. This is attached at Appendix 4 to this item.