

**Report of the Chief Planning Officer**

**Report to Development Plan Panel**

**Date: 19<sup>th</sup> January 2016**

**Subject: Site Allocations Plan and Aire Valley Leeds Area Action Plan – Initial Report of Consultation**

Are specific electoral Wards affected? If relevant, name(s) of Ward(s): All .	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Is the decision eligible for Call-In?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

**Summary of main issues**

1. The purpose of this report is to provide an initial Report of Consultation of the Publication draft Site Allocations Plan (SAP) and Aire Valley Leeds Area Action Plan (AVLAAP) consultation, which closed on 16<sup>th</sup> November 2015. A separate report on this agenda has been prepared to provide a summary of the issues emerging from the consultation and the next steps in taking the Plans forward to subsequent stages.

**Recommendation**

2. Development Plan Panel is invited to consider this initial Report of Consultation on the SAP and AVLAAP and to note the outcomes set out.

## **1.0 Purpose of this Report**

- 1.1 The purpose of this report is to provide an initial Report of Consultation of the Publication draft Site Allocations Plan (SAP) and Aire Valley Leeds Area Action Plan (AVLAAP). A separate report on this agenda has been prepared to provide a summary of the issues emerging from the consultation and the next steps in taking the Plans forward to subsequent stages.

## **2.0 Background Information**

### Context

- 2.1 On the 15<sup>th</sup> July 2015, Executive Board approved the Publication draft Plans for the SAP and the AVLAAP for consultation. An 8 week period of consultation was subsequently undertaken between the 22<sup>nd</sup> September and 16<sup>th</sup> November. This followed on from the consideration of the material by the Development Plan Panel on the 16<sup>th</sup> and 26<sup>th</sup> June and earlier stages of public consultation on both emerging documents. These Plans are being taken forward within the strategic context of the Core Strategy (adopted 14<sup>th</sup> November 2014), which sets out the overall scale and distribution of housing and economic growth. The Core Strategy also reflects the City Council's aspirations as part of the Best Council Plan and Vision for Leeds (Community Strategy).

## **3.0 Main Issues**

- 3.1 Following the close of the consultation, the following sections provide an overall summary of the consultation activity and the broad consultation outcomes. It should be emphasised that the material covered as part of this report provides an initial summary, a more comprehensive Report of Consultation will be finalised for the SAP and AVLAAP Plan submission stage.
- 3.2 Following the Executive Board approval for consultation, an overall approach was developed with the City Council's Communications team, to scope the consultation arrangements and to develop a Communications and Marketing Plan. This approach was also informed by the City Council's adopted Statement of Community engagement and previous experience of the Core Strategy Publication stage.
- 3.3 At the outset, it was recognised that communications issues around the consultation presented a challenge due to a number of factors:
- The consultation is set within the context of the Town & Country Planning LDF Regulations (see Appendix 1 attached), with particular legal and technical requirements (as local authorities must comply with these requirements),
  - The Publication stage of plan-making, entails the local authority presenting what is considered to be a "sound" plan. Based upon the Local Development Plan regulations, representations are therefore invited on the Plan in relation to legal compliance and the tests of soundness (Positively prepared, Effective, Justified, Consistent with National Policy). Whilst these requirements are technical, for clarity (for the Council and a future Inspector), it was important for these requirements to be highlighted but for a number of measures to be put in place, to provide guidance in explaining the terminology and the stage the Plans were at, in a meaningful and accessible way.

- Despite the commitment of national Government and the City Council to deliver major regeneration and housing growth, notwithstanding their many positive aspects, the Plans inevitably have an impact at a local level and as a consequence are very controversial in some areas. This is especially the case with a number of proposed housing sites (entailing, in some instances the release of greenfield/green belt sites). This has been a feature of previous development Plan consultation in Leeds. When the City Council consulted on site allocation proposals as part of the Unitary Development Plan (UDP) in the 1990s, this resulted in approximately 20,000 representations being received. This was considerably higher than the other West Yorkshire Districts, in the preparation of similar Plans,
- The need to deliver the consultation programme, within available resources and within realistic timescales, in order to keep the process on track given the Government's requirement (DCLG) for full coverage of development plans to be in place by 2017.

### Consultation Arrangements

3.4 In seeking to address the above challenges positively and practically, a number of steps were undertaken prior to and as part of the consultation. These included:

#### Review of best practice

- Prior to the commencement of the consultation a review of Publication Plan consultation was undertaken, to draw on good practice from elsewhere. Several authorities reviewed had undertaken to meet only the minimum requirements of the regulations. Based upon past experience in Leeds and the nature of the current proposals, the view was taken to go beyond the very basic requirements. As a result:
  - a commitment was made to an 8 week consultation period, rather than the statutory 6 week period,
  - advice was taken from Planning Aid on the scope and presentation of the comments form,
  - a guidance note was prepared to explain the meaning of "soundness" and why this was important in making comments. This guidance note was subsequently made available at consultation events and on line – with the consultation material.

#### Pre-notification

- To raise awareness and to give advance warning of the consultation, pre-notification of the consultation was undertaken. This included a letter to all ward members (from the Executive Member) and emails to Neighbourhood Planning Groups, Parish and Town Councils and contacts on the LDF consultation database (captured following previous consultation activity).

#### Targeted Engagement

- In reflecting Core Strategy requirements, the SAP contains proposals for sites/pitches for Gypsies, Travellers and Travelling Show people. Following on from earlier engagement with these communities, specific arrangements were put in place to seek views on the formal proposals (see Appendix 2 attached).

### Communications and Marketing Plan

- Integral to the consultation process was the design and delivery of a comprehensive Communications and Marketing Plan (with colleagues in the communications team). The focus of this was to take a multimedia approach in raising awareness about the consultation ('YourCity, YourPlan'), communicating what the consultation was about and how people could engage in the process (see Appendix 3 attached summary of activity and marketing evaluation). Following the approval of the documents at Executive Board in July, the development of this Plan entailed a number of discussions with colleagues regarding the scope, cost and timing of the various activities and the need to strike an appropriate balance between the technical and legal requirements of the process and the need for this to be communicated in an accessible way.

### Distribution of Consultation material

- Complete paper sets of all of the consultation material (including Background papers and technical documents) was made available in all Council libraries and One Stop Centres and consultation events. In addition, all of the consultation material (an exhibition display), a lap top (to view the interactive mapping and on line form), was made available in the Development Enquiry Centre (DEC) throughout the consultation period. As part of this resource, throughout the consultation period officers were also available to assist with the material and to offer guidance on how people could respond.

### Consultation events/exhibitions

- A programme of 15 district wide 'drop in' events was arranged (attended by staff from the Planning Service and other services, including Children's services and Highways), to assist with the consultation and to answer questions. At these events all of the consultation and background material was made available, together with the proposal maps for each Plan and detailed plans for each of the 11 Housing Market Characteristic Areas (HMCAs),

### On line Information & Interactive Mapping

- In reflecting the City Council's commitment to 'egovernment', 'self-service' and improving the efficiency of service delivery, all of the consultation material (including both an on line and 'downloadable' comments form – which could be returned via email) was made available on the Council's web site,
- A major innovation for the consultation (devised between the Planning service – GIS & Mapping Team, ICT and the web team), was the development of interactive mapping (of the site proposals and technical information – including aerial photos) and an on line comments form. Not only did this approach provide information in an easily accessible format but also the online form is much more efficient in terms of collecting and processing feedback in a way which can be directed to the purposes of the Inspector's Examination into soundness. This approach also minimises the staff resources required to process comments. These are populated into the database automatically rather than needing to be scanned, typed or summarised.
- The public consultation for the Publication Draft plan exceeded the statutory time period by 2 weeks until 5pm on the 16<sup>th</sup> November. The 5pm deadline on 16<sup>th</sup> was extended until midnight on 16<sup>th</sup> due to the website being unavailable between

approximately 8.15pm and 10.15pm on the 15<sup>th</sup> due to wider web maintenance issues (further subsequent analysis indicated that very few submissions were affected by this). Representations could also be submitted via email or hard copy, as well as on the online form, and any late representations received will be reported to the Planning Inspector”.

### **Consultation Outcomes and Issues Arising**

#### Level of response

- 3.5 Following the close of consultation on the 16<sup>th</sup> November, a number of data capture and management tasks are still underway, to confirm the overall level of response and the number and type of representations submitted. The total number of responses is as follows:

On line:	3,682
Email:	3,266
Paper	2,697

**Total            9,787**

- 3.6 These initial totals are still being confirmed as there is likely to be some duplication between email and paper submissions. It is important to emphasise that the overall number of representations will be much higher as the email and paper submissions cover several representations in a single submission. As highlighted in 3 above, this high level of response reflects a very high level of engagement in the development plan process in Leeds, which is not typical of other neighbouring West Yorkshire Districts.

#### Scope and Coverage of the Consultation

- 3.7 Arising from the consultation a number of responses related to the scope and coverage of the consultation itself. A number of comments have been received which consider the number of ‘drop in’ sessions to be inadequate. Concerns have been raised also regarding the technical nature of the material and the language used. In particular these comments were directed to the use of the terminology relating to “legal compliance” and the “tests of soundness”.
- 3.8 As outlined above, the Plans are being prepared within the context of national planning guidance (the National Planning Policy Framework and National Planning Practice Guidance – see below) and the LDF Regulations. This specifies that submitted Plans are examined by an independent Inspector on the basis of their “soundness”. Consequently, the scope of the Publication stage of engagement is to invite representations into the soundness of the Plan based upon the four tests and the Plan’s legal compliance. In anticipating questions about this requirement, a guidance note was prepared to support the consultation process, together with explanatory information included on the exhibition material at the ‘drop in’ events.

NPPF (Paragraph. 182)

*“The Local Plan will be examined by an independent inspector whose role is to assess whether the plan has been prepared in accordance with the Duty to Cooperate, legal and procedural requirements, and whether it is sound. A local planning authority should submit a plan for examination which it considers is “sound” – namely that it is:*

- Positively prepared – the plan should be prepared based on a strategy which seeks to meet objectively assessed development and infrastructure requirements, including unmet requirements from neighbouring authorities where it is reasonable to do so and consistent with achieving sustainable development;*
- Justified – the plan should be the most appropriate strategy, when considered against the reasonable alternatives, based on proportionate evidence;*
- Effective – the plan should be deliverable over its period and based on effective joint working on cross-boundary strategic priorities; and*
- Consistent with national policy – the plan should enable the delivery of sustainable development in accordance with the policies in the Framework”.*

NPPG (Paragraph: 020 Reference ID: 12-020-20140306)

*“The publication stage plan should be the document that the local authority considers ready for examination. This Plan must be published for representations by the local planning authority, together with other “proposed submission documents”, before it can be submitted to the Planning Inspectorate for examination. This provides a formal opportunity for the local community and other interests to consider the Local Plan, which the local planning authority would like to adopt.”*

NPPG (Paragraph: 022 Reference ID: 12-022-20140306)

*“The Inspector will make an initial assessment of the Local Plan once it has been submitted for examination. Where any major concerns are identified, in relation to the duty to cooperate, other procedural requirements or the soundness of the plan, the Inspector will write to the local planning authority setting these out.”*

3.9 Because of this, ‘open ended’ comments expressing general issues and concerns, whilst clearly matters of concern to local communities, do not in themselves go to the heart of the soundness of the Plans – although these representations will be made available to the Inspector at examination stage. It should be noted also that a number of the comments made in some communities, at the drop in events (especially Aireborough and Horsforth) related to the overall scale and distribution of housing growth set out in the Core Strategy. Consequently, people were advised that as the Core Strategy is now adopted, these are matters outside the scope of the SAP and AVLAAP consultation.

3.10 As outlined in 3.4 above, a key feature and innovation of the consultation was the development of an on line comments form and interactive mapping. Whilst approximately a third of the responses were received via this method (and the majority of the overall number of responses received electronically), demonstrating that the

approach was the preferred means of response and overall has been a success, there has been criticism that the software and the comments form was too technical and difficult to use (the attached email offers some useful feedback on the comments form/interactive mapping). In particular, a number of comments were received from Aireborough that people did not have access to a computer and that the tests of soundness were complex and difficult for people to understand. Throughout the consultation on this matter, a number of emails were received from the Aireborough Neighbourhood Forum regarding these points and others, where officers offered timely advice and explanation as to how comments could be made. Clearly, it is recognised that not everybody has access to a computer or may not be computer literate. However, whilst people were encouraged to use the online comments form, paper copies of the form were also made available and in addition, the consultation did not exclude comments being made without the form. All response received (even where these do not specifically relate to questions of soundness) will be made available to a future Inspector.

#### Pointers for future consultation

3.11 In evaluating the effectiveness of the consultation, there are a number of pointers for the future:

##### Lead in Times/Consultation deadline

- Within the context of national planning guidance and corporate priorities, the City Council is under considerable pressure to have an up to date development plan in place (the Core Strategy was adopted in November 2014) and to tackle housing need and growth issues as a matter of urgency. The preparation of the SAP and AVLAAP has therefore been a very resource intensive process both for officers and members. Following consideration by Executive Board in mid-July, the commitment to a planned autumn consultation (to complete prior to the year-end), left a short lead in time to co-ordinate activity and to plan the consultation. Whilst the necessary focus was upon finalising all of the technical material for Executive Board, in future opportunities should be taken to further scope such consultation well in advance.
- The final drop in event took place, two weeks before the close of the consultation. During this event a number of queries were received by the Council on the consultation and how to comment. A large number of these responses were dealt with by the Planning Service either by telephone, email or one to one meetings via the DEC. For future consultation, further opportunities need to be taken to run events towards the end of the consultation (although this needs to be balanced with allowing sufficient time to submit comments) and to signpost where further information/advice is available.

##### Terminology & Technical language

- As outlined above, development planning is undertaken within the context of legal and technical terminology, where there is risk to the Council of legal challenge if regulatory requirements are not met. It should be noted also that some of the information being circulated around the SAP by action groups and those against development in their areas was incorrect and not therefore helpful to the process.
- Through the best practice review, preparation of the guidance note and independent advice from Planning Aid, a number of steps were taken to try and

'demystify' the consultation process and the issue of soundness and for this to be presented in more 'friendly' language. Consequently, the communications and marketing material aimed to simplify the terminology and to direct recipients to engage in the process and comments. There was a contrast however between this material and the detailed technical proposals at the heart of the consultation. Consequently, for future consultation activity opportunities need to be taken to further simplify technical information and align communications around the issue of 'soundness', without being misleading on the technical/legal requirements. There may be scope to further 'market test' such material prior to the commencement of consultation.

#### On line Material/comments form

- Whilst a number of adverse comments have been made that the comments form was too difficult/complex to use, the significant level of responses on line, has demonstrated that overall this method of engagement has been a success. The City Council has also received some positive feedback on this approach (see Appendix 4 attached). Whilst not all Leeds residents have access or are able to use a computer, as part of a wider comprehensive approach to consultation, for a district the size and complexity of Leeds, on line communication and engagement is a key component of service delivery. In seeking to add further value via this method, subject to resources and lead in times for consultation, there is scope to make web information more 'user friendly', by including further links to background explanatory guidance or by the inclusion of 'pop up' guidance to assist when completing future comments forms.

#### Social - Media

- The use of Social media was an integral component of the Communications and Marketing Plan. At the outset it was agreed that the Communications team would take responsibility for this and for Twitter responses to take the form of simple standardised statements, thanking people for their comments and directing them to advice on how to comment, giving details of the drop in events and the overall duration of the consultation. Given the scale of the consultation, in resource terms it was not possible to prepare bespoke responses to specific twitter comments or to enter in to an on-going dialogue on specific issues. For future consultation on planning matters (or other areas of Council business which are sensitive and subject to public engagement), more comprehensive strategies need to be devised for how to manage social media comments during a consultation period, especially where comments are misleading or misrepresent the Council's position or reflect the views of a particular action/campaigning group.

#### Consultation events

- A number of comments were received (including from some members) that the number of drop in events (15) was insufficient. In planning these events, care had been taken to ensure that there was at least one event in each HMCA area and in the City Centre, in publically accessible locations and venues. Overall, it is estimated that over 3,000 people (not everybody signed in) attended the drop in events. In addition, officers also provided support for communities, Neighbourhood Planning Groups, Parish and Town Councils and members (through the provision of consultation documents etc.), who wished to supplement the Council's

programme with their own events. This initiative was successful in stimulating further local engagement and also to signpost to the Council run events. This approach therefore needs to be facilitated for future consultation activity. In addition, Locality Teams were helpful in raising awareness of the consultation and in directing people to the various events. As the role of Locality Teams and the Community Committees develop further, there will be future opportunities to develop additional support in assisting with City Council public consultation activity. The consultation activity outlined in this report cost in the order of £60k. A key focus of the consultation was to achieve maximum coverage but best value in resource terms. More Council run events would inevitably add to the overall costs and whilst obviously helpful in raising awareness and promoting engagement locally, it would not necessarily lead to a different outcome in terms of greater acceptance of development proposals.

## **5.0 Corporate Considerations**

### **5.1 Consultation and Engagement**

5.1.1 The focus of this report has been to provide an initial Report of Consultation on the SAP and AVLAAP. A more comprehensive Report of Consultation will be finalised for the Plan submission stage. The consultation and engagement activity undertaken has been set within the context of the LDF Regulations and the City Council's adopted Statement of Community Involvement.

### **5.2. Equality and Diversity / Cohesion and Integration**

5.2.1 In the preparation of the Core Strategy, due regard has been given to Equality, Diversity, Cohesion and Integration issues. This has included the completion of EDCI Screening of the Core Strategy and meeting the requirements of the Strategic Environmental Assessment Directive, which has meant that these Plans are subject to the preparation of a Sustainability Appraisal. The purpose of such Appraisals is to assess (and where appropriate strengthen) the document's policies, in relation to a series of social (and health), environmental and economic objectives. As part of this process, issues of Equality, Diversity, Cohesion and Integration, are embedded as part of the Appraisal's objectives. The SAP and AVLAAP material follows on and reflects the approach set out in the Core Strategy. Nevertheless, an Equality Impact Assessment Screening has been undertaken on the Publication Plans.

### **5.3. Council Policies and City Priorities**

5.3.1 The Core Strategy, the Publication SAP and AVLAAP, play a key strategic role in taking forward the spatial and land use elements of the Vision for Leeds and the aspiration to the 'the Best City in the UK'. Related to this overarching approach and in addressing a range of social, environmental and economic objectives, these Plans seek to implement key City Council priorities. These include the Best Council Plan (2013-17) (in particular Objective 2: to 'promote sustainable and inclusive economic growth') and Leeds Joint Health and Wellbeing Strategy (2013-2015).

#### 5.4 Resources and value for money

- 5.4.1 The preparation of statutory Development Plan Documents is a necessary but a very resource intensive process. This is due to the time and cost of document preparation (relating to public consultation and engagement), the preparation and monitoring of an extensive evidence base, legal advice and Independent Examination. These challenges are compounded currently by the financial constraints upon the public sector and resourcing levels, concurrent with new technical and planning policy pressures arising from more recent legislation (including the Community Infrastructure Levy and Localism Act). There are considerable demands for officers, members and the community in taking the Development Plan process forward.
- 5.4.2 For the Local Development Framework ('local plan') to be as up to date as possible, the Council now needs to produce the SAP and AVLAAP as quickly as practicable, following the adoption of its Core Strategy. This will provide value for money in that the Council will influence and direct where development goes. Without an up to date plan the 'presumption in favour of sustainable development' set out in national guidance means that any development in conformity with national policy will be acceptable, regardless of any previous positions of the authority, which could have implications in terms of resources and value for money.

#### 5.5 Legal Implications, Access to Information and Call In

- 5.5.1 The SAP & AVLAAP will follow the statutory Development Plan process (Local Development Framework). The report is not eligible for call in as no decision is being taken.

#### 5.6 Risk Management

- 5.6.1 Without current allocations Plans for Leeds MD in place, aspects of the existing UDP allocations will become out of date and will not reflect or deliver the Core Strategy Policies and proposals (including District wide requirements for Housing and General Employment Land) or the requirements of national planning guidance. Early delivery of the SAP and AVLAAP, to enable the Council to demonstrate that sufficient land will be available when needed to meet the Core Strategy targets. Without an up to date plan the 'presumption in favour of sustainable development' by the Government means that any development or Neighbourhood Plan in conformity with national policy will be acceptable, regardless of any previous positions of the authority. The more the work progresses, the more material weight can be given to it.

### **6.0 Conclusion**

- 6.1 The focus of this report is to provide an initial Report of Consultation of the Publication draft SAP and AVLAAP. A separate report on this agenda has been prepared to provide a summary of the issues emerging from the consultation and the next steps in taking the Plans forward to subsequent stages. This report has provided an overview of the consultation activity, initial outcomes and pointers for future consultation.

## **7.0 Recommendation**

- 7.1** Development Plan Panel is invited to consider this initial Report of Consultation on the SAP and AVLAAP and to note the outcomes set out.

## **Appendix 1 – LDF Regulations Extract**

### **19. Publication of a local plan**

Before submitting a local plan to the Secretary of State under [section 20](#) of the Act, the local planning authority must—

- (a) make a copy of each of the proposed submission documents and a statement of the representations procedure available in accordance with [regulation 35](#), and
- (b) ensure that a statement of the representations procedure and a statement of the fact that the proposed submission documents are available for inspection and of the places and times at which they can be inspected, is sent to each of the general consultation bodies and each of the specific consultation bodies invited to make representations under [regulation 18\(1\)](#).

### **35.— Availability of documents: general**

(1) A document is to be taken to be made available by a local planning authority when—

- (a) made available for inspection, at their principal office and at such other places within their area as the local planning authority consider appropriate, during normal office hours, and
- (b) published on the local planning authority's website,

(2) In relation to any document made available under these Regulations, except a local plan or supplementary planning document which has been adopted or approved, the local planning authority may cease to make the document available once the period specified in paragraph (3) has expired.

(3) The period mentioned in paragraph (2)—

- (a) where the document relates to a supplementary planning document or to the local planning authority's statement of community involvement, is 3 months after the day on which the supplementary planning document or statement of community involvement is adopted;
- (b) where the document relates to a local plan, is the 6 week period referred to in [section 113\(4\)](#) of the Act that applies as regards the local plan concerned.

(4) Where a local planning authority adopt, or the Secretary of State approves, a revision to a local plan or a supplementary planning document, as soon as reasonably practicable after the revision is adopted or approved, the local planning authority must incorporate the revision into the local plan or the supplementary planning document made available in accordance with this regulation.

## Appendix 2

### Latter Lee Horsefair Gypsy & Traveller consultation event (Summary of comments received at this event).

**Date:** 18<sup>th</sup> September 2015 (10:30 – 13:30)

**Officer attendance:** Martin Elliot, Steven Wilkinson

#### Overview

Forward Planning Officers attended the Lee Gap Horsefair (Latter Lee), which is the country's oldest chartered fair, and has been running each year since it was first chartered by King Stephen in the 12<sup>th</sup> Century. The fair is attended by hundreds of Gypsies and Travellers from across the country who travel to the fair to trade and socialise. Given that the fair is based in West Ardsley, Leeds it is also attended by numerous Leeds based Gypsy and Traveller families.

The purpose of the consultation event was to obtain the opinions of Gypsies and Travellers on the proposed Gypsy and Traveller allocations within the Publication Draft version of the Site Allocations Plan, especially from Leeds based Gypsies and Travellers. The consultation was also an opportunity to suggest further sites to the Council for possible allocations for Gypsy and Traveller use, particularly on private land. Furthermore, the event helped to highlight the Site Allocations consultation and was an opportunity to help build trust with the local Gypsy and Traveller community and break down some of the barriers which have made effective engagement with community historically difficult during planning consultations.

At the fair officers had a display area in a marquee shared with Leeds GATE, who had advertised the consultation event widely on their webpage and via social media prior to the event. This display area included large maps of the proposed Gypsy and Traveller allocations within the Site Allocations Plan: Publication Draft, along with post-it notes and stickers for people to use to display their opinions of each of the sites. Response forms for the consultation period were also available if anyone wished to make formal comments. As people wandered around the marquee and viewed the consultation material they were talked through the proposals and the general approach to the allocation of Gypsy and Traveller sites in Leeds and asked for their opinions on the sites.

Officers spoke to approximately 30 individuals throughout the event, comprising of a good variety of both Leeds based and non-Leeds based Gypsy and Travellers of all ages. The Leeds based Gypsy and Travellers were also from a mix of public and private sites. A couple of completed representation forms were received as a result of the event, with several other people stating that they would make comments at a later stage.

#### Summary of general comments

- There appears to be a good spread of sites.
- All sites are good, anything is better than the roadside.
- It's about the quality of the sites.
- Sites of decent quality, in decent areas, will get decent people on them.

- Don't dump us next to pylons or on industrial estates like what has historically been done across the country.
- If sites are not integrated into the settled community it builds mistrust.
- Sites need to be close to services.
- Child safety is important.
- Sites with grazing land are preferable.
- It important to enough that the existing LCC managed sites are improved first.
- When naming sites don't include 'Caravan Park' there is a stigma attached to this.
- Why doesn't the Council sell land with planning permission?
- Land is too expensive to buy in the urban area to create our own private sites.



Summary of site specific comments (Proposed LCC managed only)

- (i) **Bullerthorpe Lane, Temple Newsam (HG7-3)**  
The majority of people liked the site. A few had concerns that the site was too distant to services. Concerns were also raised regarding child safety.
- (ii) **Tong Road, Wortley (HG7-2)**  
The site was well favoured primarily due to its good location close to the Ring Road.
- (iii) **West Wood, Dewsbury Road, Morley (HG7-1)**  
There were mixed feelings regarding this site. Some people were concerned that the site was too isolated from local services. In particular the long access track was not favoured. However,

other people commented that a small level of isolation was welcomed and would not impact upon them unduly as they have access to a car.

**(iv) Former Moorend Training Centre, Tulip Street, Hunslet (HG6-3)**

This site was well favoured as it was considered to be situated in a good location close to services. Several people requested that the site was brought forward along with the other sites and not just as a reserve site for Kidacre Street.

**(v) Kidacre Street, City Centre**

General support for the extension of time period for this existing site. Existing residents on the site liked its location. However, they stated that improvements need to be made to the existing living environment on the site and it needs to be laid out properly ASAP.

### Conclusion

The observations and comments made during the event are welcomed and noted. The event helped to highlight the consultation period to the Gypsy and Traveller community and persuaded several of the attendees to make formal comments during the Publication Draft consultation. Overall, the attendance of planning officers at the event was generally well received. Several people from outside the Leeds area also commented that attending the fair was best practice and they wished their local Council had done something similar.

### **Appendix 3 - SAP & AVLAAP Summary of Consultation activity & Evaluation**

The following list provides a short summary of the range and scope of the consultation activity undertaken. More details will be provided in the full Report of Consultation to be provided at Submission stage.

- Pre-consultation notification, Neighbourhood Forums, Parish & Town Councils, LDF Consultees, all ward members,
- 8 week period rather than the statutory requirement for 6 weeks,
- LDF Regulations & legal requirements – Tests of soundness,
- Review of practice from elsewhere in relation to Publication stage consultation and the preparation of a guidance note on how to respond as part of the consultation (including an explanation regarding the Tests of Soundness),
- Meetings and advice from Planning Aid, regarding the scope, presentation and language used the comments form, to ensure this would be fit for purpose,
- Reviewing Compliance of the approach with the adopted Statement of Community Involvement (SCI),
- The Development of a Consultation & Marketing Strategy, with the City Council's corporate Communications Team – to include a range of awareness raising publicity, opportunities to engage in the process and specifically directing interested parties to the consultation material. This activity included:

#### Advertising

Radio advertising – Radio Aire

Bus advertising on services crossing the City

Trinity Leeds screen animation

Johnston Press – YEP website banner adverts

Outdoor community advertising

BT phone kiosks (Street talk), to provide publicity banners to raise awareness of the date and location of the planned 'Drop in' events,

#### Promotion

Trinity big screen advert

Radio Aire street team flyer local communities

Posters in libraries and one stop centres – staff briefed to help people give feedback and how to respond via the on line form or via paper submissions

#### Media

Executive member briefing and press release

#### Online and social media

Carousel banner on Leeds City Council website

Social media – Twitter messages from @LeedsCC\_help and @\_YourCommunity, using hashtag #yourcityyourplan - also LCC Facebook

Enewsletter to LCC database contacts

#### Leeds City Council

Information for staff awareness on InSite and Essentials

Information given to Citizens' Panel and Citizens' Youth Panel

LCC contact centre – staff briefed and given FAQs and responses (same for Digital Access team)

Information given to LCC councillors through group offices

Enewsletter to Parish Councils

#### External partners

Businesses – information to be circulated through Leeds Chamber of Commerce

Information shared with other partners and stakeholders – including public health and adult social care colleagues, NHS, Voluntary Action Leeds, housing, children's centres, Breeze, Family Information Leeds, schools, Leeds Pathways and LCC Employment

#### Web Based Information

Prominent information on the City Council's web site, with quick links to the 'landing pages' for the consultation material,

The availability of all of the consultation material, Background Papers and supporting information, on the Council's web site, which could be downloaded for ease of access (this also included a downloadable comments form, which could be returned to the City Council electronically or in paper format),

Within the context of the City Council's commitments to electronic Government and service delivery, whilst representations could be made in different formats, for ease of customer access and data capture (for ease of analysis post the close of the consultation) an on line comments form & interactive Map (including all of the proposed site proposals within the SAP and AVLAAP, together with site information was developed. Whilst this innovation was seen as very positive by a significant number of respondents (reflecting in the fact that approximately a third of the submissions made were via this method), others have reported that this approach was difficult to use or understand.

#### District wide Distribution of full paper sets of the Consultation material

Distribution of a complete set of all paper documents for consultation - Plans, technical documents, comments forms and Background papers to all LCC libraries & One Stop Centres.

#### Consultation events

15 district wide 'drop in' (at least one event for each Housing Market Characteristic Area and within the Aire Valley Leeds AAP area) with events being arranged to cover afternoon, evening and weekend sessions, to enable ease of attendance.

Support for community (e.g. Scholes) & member led events, through the provision of consultation documents and background information.

## Site Allocations communications and marketing evaluation

### Overview

Consultation on the plans for Site Allocations and the Aire Valley Leeds Area ran for 8 weeks from Tuesday 22 September to Monday 16 November 2015.

Around 3000 people attended the drop-in sessions; and nearly 10,000 (9896) responses to the consultation were received.

Drop-in sessions were run in the following locations:

<b>Date</b>	<b>Time</b>	<b>Address</b>	<b>Signed in</b>	<b>Estimated attendance</b>
Tuesday 22 September	2:00 – 8:00pm	Leeds Civic Hall, Banqueting Suite	22	22
Wednesday 23 September	2:00 – 8:00pm	Guiseley Methodist Hall	523	1500
Thursday 24 September	2:00 – 8:00pm	Otley Resource Centre	11	120
Wednesday 30 September	2:00 – 8:00pm	Pudsey Civic Centre	191	250
Saturday 3 October	10:00 – 3:00pm	Horsforth Mechanics Institute	250	300
Monday 5 October	2:00 – 8:00pm	East Ardsley Church Hall	62	200
Tuesday 13 October	2.00 – 8.00pm	St Hilda's Church Hall, Cross Green	7	13
Wednesday 14 October	2:00 – 8.00pm	Hunslet Parish Hall	1	8
Friday 16 October	2:00 – 8.00pm	Rothwell Blackburn Hall	84	100
Saturday 17 October	10:00 – 3:00pm	Morley Town Hall	34	68
Monday 19 October	2:00 – 8:00pm	Wetherby Town Hall	49	77
Wednesday 21 October	2:00 – 7:00pm	Crossgates Library	20	80
Friday 23 October	2:00 – 7:00pm	Garforth Miners Welfare Hall	158	250
Thursday 29 October	2:00 – 8:00pm	Leeds Civic Hall, Banqueting Suite	0	30
Friday 30th October	2:00 – 8:00pm	Leeds Civic Hall, Banqueting Suite	0	15
		<b>Total</b>	<b>1412</b>	<b>3033</b>

## Activity and response overview multi-channel

Week commencing	Website			Twitter <sup>1</sup>			Facebook <sup>2</sup>		Newsletter <sup>3</sup>					Site allocations forms	AVLAAP forms
	Page Views	Unique Views	Ave duration	No tweets	Total Impressions	Engagements	Reach	Engagement	Sent	Received	Opened	CTR	Opt out		
07-Sep															
14-Sep				3	2337	27	3817	650							
21-Sep	1739	1220	00:00:45	10	6056	38	877	53	22613	22221	8097	826	178	144	20
(resent email)									14006	14006	1410	150	55		
28-Sep	2768	1838	00:00:45	6	2797	9	1085	22						127	8
05-Oct	1590	1092	00:00:52	5	2362	18	437	6						140	6
12-Oct	2722	1842	00:00:56	8	2952	13	912	12	21989	21989	5838	563	108	171	9
(resent email)									16179	16179	1321	110	42		
19-Oct	2369	1606	00:00:48	5	2677	16	1719	5						199	9
26-Oct	2901	1956	00:00:52	6	1452	21	255	6						281	15
02-Nov	2942	2051	00:00:49	5	2267	30	7	0						397	17
09-Nov	4764	3342	00:00:47	5	6702	43	2208	18	23207	21659	5556	832	80	901	65
(resent email)									16239	16239	1650	257	41		
16-Nov	1339	880	00:00:50											291	24

<sup>1</sup> Impressions – how many people were potentially reached (number of followers of everyone who tweeted and retweeted)  
Engagement – number of people who retweeted or responded

<sup>2</sup> Reach - how many people were potentially reached (number of followers of everyone who posted and reposted)  
Engagement – number of people who reposted, liked or responded

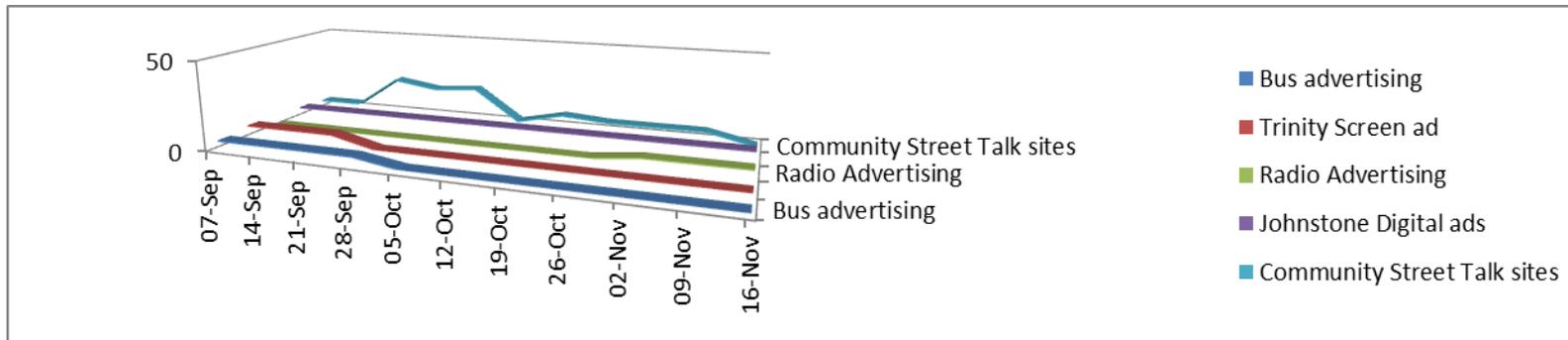
<sup>3</sup> CTR – click-through rate – how many people clicked on the links in the email  
Opt out – number of people who said they did not want to receive any more emails

*Working with  
you to find the best  
places for new homes,  
jobs, retail and  
greenspace.*

# Your city. Your plan.



**Advertising ran from 14 Sept to 16 November; and consisted of:**



The above graph identifies the number of advertisements running at any one time on different channels as specified in the key.

The following analysis reviews the ROI = Return on Investment, divided by investment (cost of advertising).

In this instance, ROI is calculated on £ investment and number of responses received, so for the community advertising tracked it is based on cost per site and how many people attended each session based on the attendance figures – so how many people attended your drop-in sessions per each £1 spent on advertising it. For example, in Guiseley, for each £1 spent on that advertising within that community, 7.5 people attended the session.

ROI and impact can be seen in the breakdown in Annex 1.

**Community advertising return on investment**

Advertising ran	Location	Date of drop-in	Address	Signed in	Estimated attendance	ROI
7 Sep – 20 Sep 15	LANDS LNE GUI	Wednesday 23 Sept	Guiseley Methodist Hall	523	1500	7.57
7 Sep – 20 Sep 15	DYNELEY ARMS	Thursday 24 Sept	Otley Resource Centre	11	120	0.60
21 Sep – 4 Oct	FARFIELD DRIVE	Wednesday 30 Sept	Pudsey Civic Centre	191	250	1.26
21 Sep – 4 Oct	BRDGATE LNE	Saturday 3 October	Horsforth Mechanics Institute	250	300	1.51
21 Sep – 4 Oct	BRADFORD RD EA	Monday 5 October	East Ardsley Church Hall	62	200	1.01
21 Sep – 4 Oct	FEWSTON AVE	Tuesday 13 October	St Hilda's Church Hall, Cross Green	7	13	0.06
5 Oct – 18 Oct	MIDLAND RD	Wednesday 14 Oct	Hunslet Parish Hall	1	8	0.04
21 Sep – 4 Oct	COMMERCIAL ST	Friday 16 October	Rothwell Blackburn Hall	84	100	0.50
21 Sep – 4 Oct	WINDSOR COURT	Saturday 17 October	Morley Town Hall	34	68	0.34
21 Sep – 4 Oct	AUSTHORPE ROAD	Wednesday 21 Oct	Crossgates Library	20	80	0.40
19 Oct – 1 Nov	ARCHERY RD L	Thursday 29 October	Leeds Civic Hall	0	30	0.15
19 Oct – 1 Nov	BRIGGATE x2	Friday 30th October	Leeds Civic Hall	0	15	0.075

**Final budget breakdown**

<b>SAP &amp; AVLAAP 2015</b>	<b>Final costs</b>
Bus streetliners x 15 for 4 weeks September	£2,102
Radio advertising x 4 weeks October	£5,150
Marketing collateral - posters and flyers	£382
Ebulletin template	£500
Street Talk phone boxes - see corresponding sheet	£2,586
Trinity screen 10 second animation 31 Aug	£510
Trinity internal screens	£0
Johnstone Press - digital adverts	£2,000
Citizen's Panel mailout	£496
<b>Total spend</b>	<b>£13,726</b>

Activity also ran on leeds.gov and Insite with promos on the homepage and key targeted pages; and news item in Essentials – no cost.

**Social media**

Tweets and messages were issued from the following social media channels: @\_YourCommunity; @LeedsCCNews, @tomriordan and via partners. *(Stats are from @\_YourCommunity only)*

Tweet schedule can be found in Annex 2; and was supplemented with tweets following an issue around the date of the Hunslet drop-in session (which was TBC when social media planner was created and shared); and short web outage on the second-to-last day of consultation; whereby consultation was extended for a similar period of time (evening) to allow everyone a final chance to comment.

**Press and media**

2015 proactive work

**January 5** - Update on plan to be discussed by development plan panel - <http://news.leeds.gov.uk/councillors-to-discuss-new-housing-location-proposals-for-leeds/>

Also carried out media briefing with all key local media and executive member present with a supporting document being available for media use.

**Feb 3** – Update discussed by executive board - <http://news.leeds.gov.uk/senior-councillors-to-discuss-housing-site-allocations-proposals/>

**March 9** – Response to ONS figures projecting a lower figure for future housing need in Leeds than the SAP target - <http://news.leeds.gov.uk/response-to-new-figures-on-household-projections-for-leeds/>

**May 12** – Confirmation that Leeds would continue to work to original housing figure target after evaluation of ONS analysis: <http://news.leeds.gov.uk/update-on-future-housing-position-for-leeds/>

**June 18** – Further report to be discussed by development plan panel - <http://news.leeds.gov.uk/councillors-to-discuss-latest-plans-on-future-leeds-housing/>

**July 23** – Number of house approvals granted but not yet built in Leeds revealed in response to proposed government changes to national planning guidelines: <http://news.leeds.gov.uk/council-reveals-17000-housing-approvals-in-place-in-leeds/>

**September 17** – Details of public consultation and drop-in session which are set to start: <http://news.leeds.gov.uk/final-public-consultation-on-future-leeds-housing-and-development-plans-set-to-start/>  
Supported by media briefing with local media and executive member present.

**November 9** – Reminder final week of consultation starting: <http://news.leeds.gov.uk/final-week-for-public-consultation-on-future-leeds-housing-and-development-plans/>

A full breakdown of coverage is included in Annex 3.

### **Partner contribution**

LCC Private Rented Sector Housing Update: 30th September 2015

PHRC News: 18 September 2015 – 2750 reach

Housing Leeds post each week promoting the drop-in sessions <https://twitter.com/HousingLeeds>

NHS Leeds CCGs

- Westside mailout w/c 21 Sept 2015
- Team Brief
- Link on website's engagement page
- Tweets as suggested

Leeds Economy Weekly News - 18/09/2015

The Office of the Director of Public Health – social media

Voice and Influence team – mailout and social media

Briefings for:

- Customer services staff
- Digital access team
- Libraries staff
- Your Community staff

Cllr Lewis blog: 30th September 2015

## Annex 1 - Return on investment (ROI)

Difficult to calculate in all cases, due to 'softer' less tangible impacts such as numbers of people attending the drop-in sessions, for example, as well as crossover advertising activity.

Option	Stats	Reach	Response	ROI	
Digital (web)	Web presence	13,871 unique page views	3,769 forms completed online	No cost	
		20,233 page views			
Social media	Twitter presence	26,602 impressions	215 engagement	No cost	
	Facebook presence (LCC)	11,317 reach	817 engagement		
Newsletters and e-newsletters	Pure 360 enewsletter system	c23,000 distribution	Average 800 click-throughs per month	1.6% / return of £1.60p for every £1 spent	
			Average 5,000 read		
	Bus streetliners and inners	331,882 OTS			
	Radio advertising	191,969 OTH			
	Community street talk sites	605,090 impacts			
	Johnstone press ads		99,993 impressions	1,294 billboard click-throughs	1.29% CTR / cost per click of £0.57
			50,208 impressions	151 half-page click throughs	0.30% CTR / cost per click of £3.30
			100, 243 impressions	262 clicks	0.26% CTR / cost per click of £2.86
Trinity external ad		1,460,000 footfall			

The national average for CTR is 0.08% with the average for Johnston Press 0.26%, so our adverts surpassed the national average by quite a way and met the JP average.

## Annex 2 - Social media schedule and breakdown

### September

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
Consultation starts next week #yourcityyourplan on development across city for next 16 years. Have your say <a href="http://www.leeds.gov.uk/yourcity">www.leeds.gov.uk/yourcity</a>			5 days to #yourcityyourplan consultation opens on development plan for whole of Leeds, including where you live <a href="http://www.leeds.gov.uk/yourcity">www.leeds.gov.uk/yourcity</a>	First of our drop-in sessions on #yourcityyourplan next Tuesday at Leeds Civic Hall why not pop in and see us 2-8pm and find out more		
21	22	23	24	25	26	27
	Consultation starts					
First of our drop-in sessions tomorrow #yourcityyourplan at Leeds Civic Hall why not pop in and see us 2-8pm and find out more	Consultation has begun #yourcityyourplan on development across city for next 16 years. Have your say <a href="http://www.leeds.gov.uk/yourcity">www.leeds.gov.uk/yourcity</a>	Drop-in session today at #Guiseley Methodist Hall #yourcityyourplan pop along and see us and have your say	Consultation has begun #yourcityyourplan on development across city for next 16 years. Have your say <a href="http://www.leeds.gov.uk/yourcity">www.leeds.gov.uk/yourcity</a>	Consultation has begun #yourcityyourplan on development across city for next 16 years. Have your say <a href="http://www.leeds.gov.uk/yourcity">www.leeds.gov.uk/yourcity</a>		

	<p>First of our drop-in sessions today #yourcityyourplan pop along to Leeds Civic Hall 2-8pm to talk to us and have your say</p>	<p>Drop-in session tomorrow at #Otley Resource Centre 2-8pm #yourcityyourplan come along and see the plans</p>	<p>Drop-in session today at #Otley Resource Centre 2-8pm why not come along to talk to us and find out more #yourcityyourplan</p>	<p>Can't make our drop-in sessions? Don't worry, you can see the plans and have your say online: <a href="http://www.leeds.gov.uk/yourcity">www.leeds.gov.uk/yourcity</a> #yourcityyourplan</p>
	<p>Drop-in session tomorrow at #Guiseley Methodist Hall 2-8pm #yourcityyourplan pop along then to see the plans</p>			
28	28	29	30	
<p>Don't have access to a computer? Pop into your local library or community hub to have your say where staff will help you #yourcityyourplan</p>		<p>Drop-in session tomorrow at #Pudsey Civic Centre 2-8pm #yourcityyourplan come along and see the plans</p>	<p>Drop-in session today at #Pudsey Civic Centre #yourcityyourplan why not stop by 2-8pm and have a chat with us</p>	

**October**

Monday	Tuesday	Wednesday	Thursday 1	Friday 2	Saturday 3	Sunday 4
			Want to have a say on plans for development across the city for the next 16 years? Visit <a href="http://www.leeds.gov.uk/yourcityyourplan">www.leeds.gov.uk/yourcityyourplan</a> #yourcityyourplan	Drop in session tomorrow at #Horsforth Mechanic Institute 10-3 come along and have your say #yourcityyourplan	Drop in session today at #Horsforth Mechanic Institute come along 10-3 and have your say #yourcityyourplan	Drop in session tomorrow at #EastArdsley Church Hall 2-8 why not come along and see the plans #yourcityyourplan
5	6	7	8	9	10	11
Drop in session today at #EastArdsley Church Hall 2-8pm why not come along and see the plans #yourcityyourplan	Consultation is underway #yourcityyourplan on development across city for next 16 years. Have your say <a href="http://www.leeds.gov.uk/yourcity">www.leeds.gov.uk/yourcity</a>	Want to have a say on plans for development across the city for the next 16 years? Visit <a href="http://www.leeds.gov.uk/yourcityyourplan">www.leeds.gov.uk/yourcityyourplan</a> #yourcityyourplan	Can't make our drop-in sessions? Don't worry, you can see the plans and have your say online: <a href="http://www.leeds.gov.uk/yourcityyourplan">www.leeds.gov.uk/yourcityyourplan</a>	#yourcityyourplan covers development across the city, including where you live. Find drop-in sessions and more: <a href="http://www.leeds.gov.uk/yourcity">www.leeds.gov.uk/yourcity</a>		Drop-in session tomorrow #Hunslet Parish Church Hall 2-8pm on Leeds' 16 year development plan, go along and have your say #yourcityyourplan
12	13	14	15	16	17	18

<p>Drop-in session today #Hunslet Parish Church Hall 2-8pm on Leeds' 16 year development plan, come along and have your say #yourcityyourplan</p>	<p>Drop-in session today St Hilda's Church #CrossGreen 2-8pm on Leeds' 16 year development plan, come along and have your say #yourcityyourplan</p>	<p>Consultation is underway #yourcityyourplan on development across city for next 16 years. Have your say <a href="http://www.leeds.gov.uk/yourcity">www.leeds.gov.uk/yourcity</a></p>	<p>Drop-in session tomorrow at #Rothwell Blackburn Hall 2- 8pm #yourcityyourplan why not come see us and find out more</p>	<p>Drop-in session today at #Rothwell Blackburn Hall 2-8pm #yourcityyourplan why not come see us and find out more</p>	<p>Drop-in session today at #Morley Town Hall 10- 3pm #yourcityyours ay come along and find out more</p>	<p>Drop-in session tomorrow at #Wetherby 2- 8pm #yourcityyours ay your chance to give your views on Leeds' 16 year development plan</p>
<p>Drop-in session tomorrow St Hilda's Church #CrossGreen 2-8pm on Leeds' 16 year development plan, have your say #yourcityyourplan</p>		<p>Can't make our drop-in sessions? Don't worry, you can see the plans and have your say online: <a href="http://www.leeds.gov.uk/yourcity">www.leeds.gov.uk/yourcity</a> #yourcityyourplan</p>		<p>Only one month left to have your say on Leeds' 16 year development plan #yourcityyourplan visit <a href="http://www.leeds.gov.uk/yourcity">www.leeds.gov.uk/yourcity</a></p>		<p>Drop-in session tomorrow at #Wetherby Town Hall 2- 8pm on development in Leeds for next 16 years - come have your say #yourcityyourplan</p>
				<p>Drop-in session tomorrow at #Morley Town Hall 10-3pm #yourcityyoursay come along and find out more</p>		

19

20

21

22

23

24

25

--

Drop-in session today at #Wetherby 2-8pm #yourcityyourplan your chance to give your views on Leeds' 16 year development plan	Drop-in session tomorrow at #Crossgates Library 2-7pm on Leeds' 16 year development plan - come along and find out more #yourcityyourplan	Drop-in session today at #Crossgates Library 2-7pm on Leeds' 16 year development plan - come along and find out more #yourcityyourplan	Drop-in session tomorrow #Garforth Miner's Memorial Hall 2-7pm come and have your say on Leeds' 16 year development plan #yourcityyourplan	Drop-in session today at #Garforth Miner's Memorial Hall 2-7pm come and have your say on Leeds' 16 year development plan #yourcityyourplan	
--	---	--	--	--	--

26	27	28	29	30	31
Missed your local drop-in session #yourcityyourplan ? Don't worry, there's one last chance this Thursday/Friday at Leeds Civic Hall 2-8pm	Can't make our last drop-in session? You can still see the plans and have your say online: <a href="http://www.leeds.gov.uk/yourcity">www.leeds.gov.uk/yourcity</a> #yourcityyourplan	Don't have access to a computer? Pop into your local library or community hub to have your say where staff will help you #yourcityyourplan	Last drop-in session today and tomorrow at Leeds Civic Hall 2-8pm - don't miss the chance to have your say #yourcityyourplan	Last chance today to drop in and have your say on Leeds' 16 year development plan at Leeds Civic Hall 2-8pm #yourcityyourplan	
		Drop-in session tomorrow and Friday at Leeds Civic Hall - last chance to come along, find out more and have your say #yourcityyourplan			

**November**

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
2	3	4	5	6	7	8
<p>Last few weeks of consultation to get your views on Leeds' 16 year development plan:  <a href="http://www.leeds.gov.uk/yourcity">www.leeds.gov.uk/yourcity</a>  <a href="https://twitter.com/yourcityyourplan">#yourcityyourplan</a></p>	<p>Missed the drop-in sessions? You can see the plans and have your say online:  <a href="http://www.leeds.gov.uk/yourcity">www.leeds.gov.uk/yourcity</a>  <a href="https://twitter.com/yourcityyourplan">#yourcityyourplan</a></p>	<p>Not too late to have your say on Leeds' 16 year development plan for whole of city:  <a href="http://www.leeds.gov.uk/yourcity">www.leeds.gov.uk/yourcity</a>  <a href="https://twitter.com/yourcityyourplan">#yourcityyourplan</a></p>	<p>Remember, remember... have your say on Leeds' 16 year development plan before consultation closes  <a href="https://twitter.com/yourcityyourplan">#yourcityyourplan</a>  <a href="http://www.leeds.gov.uk/yourcity">www.leeds.gov.uk/yourcity</a></p>	<p>Just 10 more days to register your views on Leeds' 16 year development plan for whole of city, including where you live  <a href="https://twitter.com/yourcityyoursay">#yourcityyoursay</a></p>		
9	10	11	12	13	14	15
<p>Last week of consultation to get your views on Leeds' 16 year development plan - have your say:  <a href="http://www.leeds.gov.uk/yourcity">www.leeds.gov.uk/yourcity</a>  <a href="https://twitter.com/yourcityyourplan">#yourcityyourplan</a></p>	<p>Don't have access to a computer? Pop into your local library or community hub to have your say  <a href="https://twitter.com/yourcityyourplan">#yourcityyourplan</a></p>	<p>Missed our drop-in sessions on Leeds' 16 year development plan  <a href="https://twitter.com/yourcityyourplan">#yourcityyourplan</a> ?            Register your views online:  <a href="http://www.leeds.gov.uk/yourcity">www.leeds.gov.uk/yourcity</a></p>	<p>Just five more days to have your say on Leeds' 16 year development plan for the city  <a href="https://twitter.com/yourcityyourplan">#yourcityyourplan</a>  <a href="http://www.leeds.gov.uk/yourcity">www.leeds.gov.uk/yourcity</a></p>	<p>Last chance this weekend to look at our 16 year development plan and register your views  <a href="http://www.leeds.gov.uk/yourcity">www.leeds.gov.uk/yourcity</a>  <a href="https://twitter.com/yourcityyourplan">#yourcityyourplan</a></p>		
16	17	18	19	20	21	22

Consultation finishes						
<p>Last day to submit your views online on <a href="https://www.leeds.gov.uk/yourcity">#yourcityyourplan</a> - visit <a href="https://www.leeds.gov.uk/yourcity">www.leeds.gov.uk/yourcity</a></p>	<p><a href="https://twitter.com/yourcityyourplan">#yourcityyourplan</a> consultation is now closed. Thanks to everyone who came along to a drop-in session or registered their views online - your views matter</p>	<p>Thanks to all who came to drop-in sessions or had their say. Your responses will be independently examined <a href="https://twitter.com/yourcityyourplan">#yourcityyourplan</a></p>	<p><a href="https://twitter.com/yourcityyourplan">#yourcityyourplan</a> consultation is now closed. Thanks to everyone who came along to a drop-in session or registered their views online - your views matter</p>	<p>Thanks to all who came to drop-in sessions or had their say. Your responses will be independently examined <a href="https://twitter.com/yourcityyourplan">#yourcityyourplan</a></p>		

### **Annex 3 - Press and media coverage**

#### Media coverage

Given the subject matter, the issue of future housing regularly attracted considerable media interest. Here are links to a sample of the coverage received:

<http://www.yorkshireeveningpost.co.uk/news/latest-news/top-stories/leeds-city-council-unveils-locations-of-66-000-new-homes-1-7033405>

<http://www.bbc.co.uk/news/uk-england-leeds-31426794>

<http://www.radioaire.co.uk/localnews/location-of-66-000-new-homes-in-leeds-revealed/>

<http://www.yorkshireeveningpost.co.uk/news/latest-news/top-stories/leeds-70-000-new-homes-will-transform-city-for-the-better-1-6421140>

<http://www.insidermedia.com/insider/yorkshire/132806-/>

<http://www.yorkshirepost.co.uk/news/main-topics/general-news/fresh-row-over-70-000-new-homes-target-for-leeds-1-7256524>

<http://www.northleedslifegroup.com/2015/09/29/consultation-begins-on-councils-housing-plans/>

[http://www.yorkpress.co.uk/news/13494121.Communities\\_hit\\_out\\_at\\_site\\_allocation\\_plans\\_in\\_Horsforth\\_and\\_Aireborough/](http://www.yorkpress.co.uk/news/13494121.Communities_hit_out_at_site_allocation_plans_in_Horsforth_and_Aireborough/)

[http://www.wharfedaleobserver.co.uk/news/13888272.Packed\\_meeting\\_in\\_Rawdon\\_on\\_Leeds\\_site\\_allocations/](http://www.wharfedaleobserver.co.uk/news/13888272.Packed_meeting_in_Rawdon_on_Leeds_site_allocations/)

<http://westleedsdispatch.com/final-public-consultation-on-future-west-leeds-housing-plans-to-start/>

[http://www.ilkeygazette.co.uk/news/13780836.Final\\_consultation\\_for\\_66\\_000\\_homes\\_across\\_Leeds/](http://www.ilkeygazette.co.uk/news/13780836.Final_consultation_for_66_000_homes_across_Leeds/)

[http://www.wharfedaleobserver.co.uk/news/14040843.Flash\\_mob\\_in\\_Leeds\\_over\\_site\\_allocation\\_plans/?ref=mr&lp=19](http://www.wharfedaleobserver.co.uk/news/14040843.Flash_mob_in_Leeds_over_site_allocation_plans/?ref=mr&lp=19)

## **Appendix 4 - Email comments re. on line form & interactive Mapping**

**Subject:** Feedback on SAP Consultation

*To whom it may concern ...*

*The sheer scale and complexity of the SAP, together with the constraints placed on the nature of the responses, made it difficult for many (residents) to respond.*

*However, for those willing and able to engage with the LCC website, **two aspects were of particular value:***

*The **interactive map** is a very useful tool! Although I suspect many people failed to discover its potential. Simpler "get started" instructions and/or a video would have encouraged more get started. Perhaps a simpler cut-down version of the tool*

*The **online response form** functioned very well and also generated a very good confirmation email.*

*Please convey this positive response to your IT team.*

*Thanks*