



THE FAIRFIELD PARTNERSHIP

Camargue

Elsenham Eco-town

Community Engagement and Consultation Strategy Overview

On behalf of The Fairfield Partnership

Version II – July 2008

Overview and engagement to date

The development of land to the North East of Elsenham has already been subject to extensive consultation by Uttlesford District Council as part of its Local Development Framework (LDF) process. 'Option 4', which is for development of up to 3,000 homes at Elsenham, is currently the Council's Preferred Option within its Core Strategy and was subject to statutory consultation between the 30 November 2007 and the 11 January 2008.

Uttlesford District Council and Essex County Council were provided with information on the Fairfield Partnership's Eco Town bid in January 2008 and background information on the Fairfield Partnership's proposals is available on Uttlesford District Council's website.

Information on proposals for 3,000 homes has consistently and regularly been provided to both members and officers of Uttlesford District Council and additional information on the Fairfield Partnership's Eco Town bid has also been made available to Council members and other interested third parties throughout the LDF consultation process. The Fairfield Partnership has also undertaken a number of briefing meetings with Uttlesford District Council as well as presentations to Uttlesford Futures and Uttlesford Local Agenda 21.

The Fairfield Partnership is in regular contact with members representing the ward in which its landholding is located as well as local Parish Councils. The Fairfield Partnership has also responded to regular information requests from a local campaign group set up as a result of the identification of land North East of Elsenham within the Uttlesford LDF, Save Our Villages (SoV). This includes providing our bid documentation to the group which is available on its website.

Consultation website

The Fairfield Partnership has set up a website relating to its proposals and Eco town bid and further site development is ongoing. The website is at www.elsenham-info.co.uk and features extensive background and technical information supporting the proposals, as well as a consultation and feedback facility encouraging comments on both the Eco Town proposal for up to 5,000 new homes and Uttlesford District Council's Preferred Option 4 proposal for 3,000 new homes. The website also encourages interested residents / other parties to register their details so that they can be contacted to take part in future public consultation events and provided with updates. The website has been advertised directly to stakeholders as well as to the wide community via local press advertisements and flyers.

Consultation leaflet & flyer

The Fairfield Partnership has produced a flyer that has been widely distributed in Uttlesford. It includes information on the Fairfield Partnership's Eco Town bid and encourages participation in consultation. The Fairfield Partnership will also be producing a leaflet with postage-paid response facility to be distributed to residents in Uttlesford District. This will serve to encourage and capture feedback, as well as publicise the website and forthcoming public exhibitions.

Advertising

The Fairfield Partnership has placed half-page colour advertisements in local newspapers to provide information on the proposals and direct interested residents to its website. Further advertisements will be placed in the run-up to public exhibitions.

Consultation 'hotline'

A consultation 'hotline' has been publicised for residents and other interested parties wishing contact The Fairfield Partnership for further information on the proposals, request a leaflet with feedback facility or ask any questions. The line is manned during office hours and will be publicised further in the run up to public exhibitions.

Public Exhibitions

The Fairfield Partnership will be undertaking public exhibitions across Uttlesford District in mid September in order to provide residents with further information on the Fairfield Partnership's Eco Town bid (and the Council's Preferred Option 4). The dates and venues for the exhibitions are subject to confirmation however are likely to include the 18th and 19th of September and either the 11th, 12th and 13th or the 25th, 26th and 27th. Further master planning work is underway and the results of ongoing technical assessments and iterations arising from the Eco-towns Challenge process will also be made available at the exhibitions. The events will provide a further opportunity to engage with the local community and encourage and capture feedback it is hoped within the context of the draft Planning Policy Statement on Eco-towns due to be published this summer. The exhibitions will be well publicised and accessibly located to encourage participation from residents across the District and remain open for evening sessions and a Saturday.

Stakeholder workshops / further exhibitions

Further stakeholder workshops and / or exhibitions will take place during 2009. Depending on the outcome of the Government's decision on its final shortlist of Eco Towns, this exercise will either focus on the Eco-town proposal based around 5,000 homes, or the LDF proposal based around 3,000 homes. Participation in these forums will in part be informed by previous responses to consultation.

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