

**Statement of Community Involvement for
the Draft Supplementary Planning
Document: New Housing Development –
A Guide to establishing Urban Context**

September 2006

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Supplementary Planning Document on New Housing Development: A Guide To Establishing Urban Context

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The SPD, this Statement of Community Involvement and related documents can be found on the Council's website <http://www.dudley.gov.uk/environment--planning/planning/local-development-framework> and are lodged for inspection at Council offices at Planning Reception, 3 St James's Road, Dudley and Reception, The Council House, Mary Stevens Park, Stourbridge, Dudley Council Plus, Castle Street, Dudley and at main public libraries within the Borough during normal opening hours

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english

إن واجهتكم أية صعوبات في فهم لغة أو
محتويات هذا المطبوع فيرجى الاتصال

Arabic

এ কাগজ পত্রের ভাষা বা বক্তব্য আপনার
বুঝতে অস্ববিধা হলে, দয়া করে এ নাম্বারে
টেলিফোন করুন

bengali

यदि आपको इस साहित्य की भाषा या विषय-
वस्तु को समझने में कोई मुश्किल पेश आती
है तो कृपया फोन करें

hindi

ਜੇ ਤੁਹਾਨੂੰ ਇਸ ਸਾਹਿਤ ਦੀ ਭਾਸ਼ਾ ਜਾਂ ਵਿਸ਼-ਵਸਤੂ
ਸਮਝਣ ਵਿਚ ਕੋਈ ਮੁਸ਼ਕਲ ਪੇਸ਼ ਆ ਰਹੀ ਹੈ ਤਾਂ
ਕ੍ਰਿਪਾ ਕਰਕੇ ਫੋਨ ਕਰੋ

punjabi

اگر آپ کو زبان یا اس لٹریچر کا متن سمجھنے میں کوئی دشواری ہو تو براہ کرم
پرفون کریں۔

urdu

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1. What is the Statement of Community Involvement?

- 1.1 Under the new planning system the Council will be producing a series of documents collectively known as the Local Development Framework (LDF).
- 1.2 Two types of planning document will be produced: Development Plan Documents (DPDs) and Supplementary Planning Documents (SPDs). It will be the role of Supplementary Planning Documents to reinforce existing areas of policy and to provide detailed guidance on policy requirements.
- 1.3 The new planning system has considerable emphasis in community involvement in development planning. Accordingly, Councils are required to produce a Statement of Community Involvement (SCI).
- 1.4 The Statement of Community Involvement sets out the Council's vision for involving communities in the planning process. Until Dudley's overarching SCI is approved, each Supplementary Planning Document needs to be accompanied by its own SCI. This SCI is therefore specifically for the Supplementary Planning Document on New Housing Development: A Guide to establishing Urban Context.
- 1.5 The aim of this document is to set out how individuals, groups and organisations are to be consulted with respect to this Supplementary Planning Document.

2. Why will community involvement be sought?

- 2.1 Planning Policy Statement 12: Local Development Frameworks clearly sets out the government's objectives for community involvement in planning. Planning authorities should involve communities early and throughout the production of Local Development Documents including Supplementary Planning Documents (Planning Policy Statement 12, paragraphs 3.2 and 3.3):
- 2.2 This requirement is reflected in the Council's proposed draft Statement of Community Involvement:

"Community involvement is one of the cornerstones of the planning process. Without this engagement, planning would lose its focus. Dudley Council needs the opinions of its residents, businesses and partners in order to be able to plan for the future development of the Borough in a positive way which is of benefit to everyone. Community involvement is important for planning purposes because:

- It strengthens local democracy
- It strengthens the decision making process
- It influences the policy making process
- It strengthens the evidence base that planning policy is based on

In short, everybody benefits from effective community involvement: local businesses, community groups, interest groups, individuals and organisations. This is why Dudley Council is committed to ensuring that such involvement takes place in the best way possible.”

(Dudley MBC draft Statement of Community Involvement 2005)

- 2.3 At Dudley Council we want to ensure that the planning process is open and democratic. It is our aim to take on board people's views and to use these views to directly influence our procedures and the wider policy making process.
- 2.4 Through the community involvement process the potential users of the SPD and members of the community can help us to formulate policy guidance for the Borough that will enable us to ensure that the design and density of new housing development is in context with its locality and surroundings and provides the kind of housing and design which will meet the needs and aspirations of the Borough and its residents.
- 2.5 We wish to create a document that is clear and understandable, that is usable by all sectors of the community and that will aid in interpreting and applying Development Plan policies. This can be a challenge when guidance refers to technical subjects and complex policy issues. Potential users of the Supplementary Planning Documents (SPDs) can help us create final documents that meet these objectives of clarity and usability while continuing to reflect Development Plan policy.

3. The Supplementary Planning Document on New Housing Development: A Guide to establishing Urban Context

- 3.1 This Supplementary Planning Document is one of the new documents to be produced under the new planning system. Its aim is to provide detailed information on the implementation of planning policies for housing in respect of design and density, so that new developments are complementary to local character and distinctiveness of the area rejecting poor design. Supplementary Planning Documents must be related to, and in accordance with, Development Plan policies.

- 3.2 The SPD is relevant for potential developers, designers, officials and local people who will be involved in the development of a wide range of sites across the Borough
- 3.3 As the Housing Development SPD does not have full Development Plan status, it is not required to go through all of the procedures required for Development Plan documents. However, they will still be subject to full community consultation and a Sustainability Appraisal.

4. Links to the Community Strategy

- 4.1 The aim of the Community Strategy, “Dudley Borough Challenge” is to set out a vision for a prosperous and attractive Borough. Dudley Borough Challenge addresses six key themes which together contribute towards a ‘Stronger Communities’ overall vision:
- Creating a Prosperous Borough
 - Promoting a Sense of Well Being and Good Health for Everyone
 - Celebrating our heritage and the diversity of local culture
 - Safeguarding and Improving the Environment
 - Promoting Individual and Community Learning
 - Making Dudley a Safe and Peaceful Place to live
- 4.2 The New Housing Development SPD will contribute towards achieving these aims, particularly as a key component in safeguarding and improving the environment through the development control system.
- 4.3 The Dudley Borough Challenge Community Strategy lists several areas of work that are of particular importance in terms of new housing developments including:
- Working towards a ‘sustainable settlement’ agenda, which is mixed use development that reduces the need to travel and with high quality open spaces around buildings, more tree planting, links to parks etc and which respects the local distinctiveness of areas, supporting the sense of community.
 - Ensuring that new housing meets the need of the population e.g. catering for choice and provision of affordable housing.
- (Dudley Borough Challenge, 2005)

- 4.4 Preserving local distinctiveness, in particular, is a central thread of this SPD as well as ensuring that new housing meets the needs of all of the Borough's population in providing a range and mix of housing.
- 4.5 In terms of the Strategy vision, the quality and local distinctiveness of new housing developments has the potential to contribute to people taking an interest in where they live and having a sense of belonging. It also contributes towards people having a pride in their environment.
- 4.6 Clearly therefore it can be seen that this SPD will therefore have a key role in supporting the work of the Community Strategy.

5. Work undertaken so far

- 5.1 Work on the New Housing Development SPD began in late 2005 following calls from Members, developers and officers alike, to provide more clarity and guidance on design of new housing development in terms of its density and local context. Since that time, work has been carried out in drafting headings for the issues to be covered in the SPD. This was circulated to various stakeholder groups, statutory consultees and urban design professionals across the region to ensure that all relevant subject matter was being covered.
- 5.2 A first draft of the document has since been finalised ready for the formal consultation which will be carried out in accordance with this Statement of Community Involvement.

6. When will community involvement be sought?

- 6.1 The key stages in the preparation of the Supplementary Planning Document on New Housing Development are as follows:

Evidence gathering, first draft and stakeholder consultation
December 2005 - July 2006

Public Participation
Late September 2006 to beginning of November 2006

Representations & finalise SPD
December 2006 – January 2007

Adoption
March 2007

These dates may be subject to change

The formal community involvement process is scheduled to begin in late September 2006 and will last for six weeks.

7. How will community involvement be sought?

- 7.1 The scope and methodology of the community involvement process has been identified in line with the Council's draft Statement of Community Involvement (SCI) and is found in the table below. This process has identified who should be consulted and how this consultation should be carried out. Due to the detailed and technical nature of this SPD, initial scoping of the draft SPD in terms of urban design was carried out by focusing on key stakeholders and potential users of the SPD as well as prominent urban design experts within the region. This will continue through the formal consultation process for the first draft of the document. At this time, opportunities for members of the public to comment will be provided through press publicity, the Council's website, and the placing of documents on deposit in Council offices and public libraries.
- 7.2 The following methods have been selected to meet the specific circumstances and context of this Supplementary Planning Document.

Table 1 Consultation process

Type of Involvement	Details of Involvement
Evidence gathering, first draft and stakeholder consultation December 2005 - July 2006	Framework and list of headings drafted. Circulated to statutory consultees, relevant local groups, prominent Urban Design professionals within the region, relevant officers from DMBC and neighbouring authorities.

<p>Production Stage</p> <ul style="list-style-type: none"> • Document available for inspection at local planning authority offices during set consultation period. • Public notice in local newspapers • Notices put up in Council offices to highlight consultation. • Reference copies for public inspection available at all main Dudley Libraries. • Internet- Dudley MBC website <p>Late September 2006 to beginning of November 2006</p>	<p>Receptions at Council offices, 3 St James's Road, Dudley, Dudley Council Plus, Castle Street, Dudley and Mary Stevens Park, Stourbridge.</p> <p>Documents to include:</p> <ul style="list-style-type: none"> • Draft Supplementary Planning Document • Draft Sustainability Appraisal • Screening Statement • Statement of Community Involvement (SCI) • Copies of Response Form
<p>Production Stage Press Release</p> <p>September 2006</p>	<p>Press release to local media at beginning of consultation period Will cover – what the SPD is about; why people should respond, where to find consultation documents; consultation time period; how to respond</p>
<p>Production Stage Covering letter and SPD documents to statutory bodies</p> <p>September/October 2006</p>	<p>The letter will summarise what SPD is about and inform of consultation process and availability of documents. Statutory bodies will receive full copies of all documents.</p>
<p>Production Stage Letter with brief summary of SPD, details of consultation process and availability of documents to other consultees – see list</p> <p>September/October 2006</p>	<p>A list of those to whom the consultation letter and response form is to be sent can be found at the end of this document.</p>

8. Resources

- 8.1 The main source of resources for this SPD will be Dudley Council's Planning Policy Team supported by the Urban Design and Landscape Manager from the Council's Economic Regeneration Division who has also provided funding for the procurement of consultants to assist in the production of the Supplementary Planning Document.

9. Stakeholders

9.1 Whilst contributions from all individuals and groups will be welcome, the following groups' involvement will be particularly crucial as they are statutory consultees and/or potential users of the Supplementary Planning Documents. A full list of such consultees is found in section 11 below.

9.2 Statutory Consultees

Statutory consultees are those agencies and organisations that the Council is required to involve as a result of central government guidance. Part of their role is to ensure the Supplementary Planning Documents are in accordance with Government guidance.

9.3 Neighbouring local authorities

Neighbouring local authorities have a valuable role to play in identifying sub-regional priorities and strategic considerations as well as bringing considerable experience to the process. They will also have an understanding of how the SPD will impact on the wider region.

Urban design professionals and advisors within the region have been active consultees in the development of the SPD and some have contributed towards the consultation draft.

9.4 Planning consultants

Planning consultants are also key potential users of the SPD and will need to be able to understand the technical aspects and be able to relate the SPD to particular sites and circumstances and provide advice to clients. They will need to be able to clearly understand the SPD requirements. Planning consultants will have a valuable role to play in ensuring the SPD is clear and usable.

9.5 House builders, landowners and other developers

Those with an interest in developing housing land will be key users of the SPD and therefore have a key consultative role to play in ensuring that the SPD is clear, relevant and useable in helping them to meet Development Plan policy requirements.

10. Reporting Back

10.1 Consultees need to feel that we have taken account of their comments and that these comments have had an influence on our policy making processes. Reporting back will be an important element in achieving this.

10.2 We aim to report back in a timely manner. We will let all consultees know the results of the community involvement process and also how that process has influenced our policy making procedures. A consultation

report summarising representations and explaining how they were dealt with will be published along with the adopted Supplementary Planning Documents (SPDs).

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11. Consultee list

Statutory consultees

Advantage West Midlands
Birmingham and the Black Country Strategic Health Authority
BT Cellnet
The Countryside Agency
Defra
Dolphin Telecommunications
Environment Agency
English Heritage
English Nature
Government Office for the West Midlands
The Historic Buildings and Monuments Commission for England
Highways Agency
O2 UK Ltd
Orange Personal Communication Services Ltd
Severn Trent Water plc
South Staffordshire Water plc
Strategic Rail Authority
T-Mobile (UK) Ltd
Transco
Vodafone Ltd
West Midlands Regional Assembly

Local Authorities (also statutory consultees)

Birmingham City Council
Bromsgrove District Council
Hagley Parish Council
Himley Parish Council
Huntington Parish Council
Kinver Parish Council
Sandwell Metropolitan Borough Council
South Staffordshire Council
Staffordshire County Council
Swindon Parish Council
Walsall Metropolitan Borough Council
Wolverhampton City Council
Wombourne Parish Council
Worcestershire County Council
Wyre Forest District Council

Non-statutory consultees, organisations and interest groups

Advantage West Midlands
Black Country Society
British Waterways

Campaign for the Protection of Rural England (CPRE)
Centro
Commission for Architecture and the Built Environment (CABE)
West Midlands Regional Assembly
ARUP Planning Consultants
Atkins Consultants Ltd (Birmingham)
Barton Willmore Planning Partnership (Solihull)
Stephen R. Bell Planning & Building Design Consultants
BK The Property Assets Consultancy (Wolverhampton)
Bowles, Whittick & Young (Dudley)
Bruton Knowles Planning Consultants
Cascade Consulting
John Challenor Associates
David Lock Associates (Milton Keynes)
DG Countryside
DTZ Peda Consulting (Birmingham)
EA Design
Ecotec
EMEC
Gould Singleton Architects
GVA Grimley (Birmingham)
Johnson, Poole & Bloomer Land Consultants
Halcrow Group Limited
LDA Design
Marshal Thompson & Co
Mott MacDonald (Birmingham)
Nathaniel Lichfield & partners
Nicol Jones & Lomax
Roger Tym & Partners (Leicester)
RPS Design
Robert Stebbings Consultancy
SLR Consulting Ltd
Stansgate Planning Consultants
Tyler-Parkes Partnership Ltd (Birmingham)
Wardell Armstrong Ltd
White Young Green Planning Consultants (Midlands)

House builders, landowners and other developers

A & J Mucklow plc
Barratt Homes (West Midlands) Ltd
Bellway Homes (West Midlands) Ltd
Bennett R & Co. Ltd, Dudley (Building Contractors/ Developers)
Blackbrook Valley Developers (Dudley) Ltd
Bovis Homes (Central Region)
Bryant Homes Central (West Midlands)
Conrad Kottler Estates Ltd

Cordwell Property plc
Countryside Properties Ltd
Countrywide Homes Ltd
Cox Homes Ltd
David Wilson Homes Ltd (West Midlands)
First City Ltd
George Wimpey (West Midlands) Ltd
House Builders Federation
JP Horgan Builders Ltd
Ideal Estates Ltd
Kendrick Homes Ltd
Kings Oak Homes (West Midlands)
Lattice Property
London & Cambridge Properties
Lovell Homes
Mar City Developments Ltd
Sir Robert McAlpine Ltd
Persimmon Homes (West Midlands) Ltd
Railtrack Plc (Property)
Redrow Homes (West Midlands) Limited
Revelan Group
Richardson Developments Ltd
Richborough Estates
St Modwen Developments
Second Site Property Holdings Ltd
Selbourne Homes Ltd
Taylor Woodrow plc
Trimpley Estates Ltd
Westbury Homes (Holdings) Ltd
Westfield plc
Wollaston Properties Ltd
Wrekin Construction plc

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