

Appendix 1

Extract from the applicant's document entitled "Pickering's Farm, Penwortham, Statement of Community Consultation Phase 1&2."

Consultation Programme: Phase One

- ☙ An initial meeting with the Cabinet Member for Strategic Planning, Housing and Economic Growth, Councillor Cliff Hughes, took place to brief him on the proposed consultation.
- ☙ Residents living within the site's boundaries were advised of the consultation ahead of the launch via a written letter and door knocking exercise.
- ☞ Leaflets were distributed to approximately 6,500 residents and business within a bespoke area surrounding the site advising of the proposals and details of the public exhibition.
- ☞ Key political stakeholders, including the local ward members, local Authority Cabinet members, MP and Parish/Town Councils were informed of the consultation via letters. Meetings were subsequently held with a number of these individuals.
- ☞ A press release was issued to the Lancashire Evening Post, South Ribble Borough Council and Blog Preston, advising of the launch of the consultation.
- ☞ A project website detailing information about the consultation, alongside ways to provide feedback as part of the visioning exercise, was launched and advertised within the letters to stakeholders, press release and on social media channels.
- ☞ A dedicated Facebook page was established detailing information about the consultation, including links to the project website. Facebook adverts were also launched to those living within 3km of the site, resulting in over 25,000 views.
- ☞ Two public exhibitions were held, the first at Penwortham Community Centre and the second at Leyland Market on Tuesday 10th July and Friday 13th July respectively. This was an opportunity for local people to view and comment on the proposals, as well as talk to members of the development team that were on hand throughout the day. Two preview sessions were held ahead of the Penwortham exhibition; the first for politicians and the second for site residents.
- ☞ A game of 'Master Craft' was launched on social media, with 10 pieces of a giant puzzle hidden around the community and a further 10 pieces deposited into local schools. The aim of the game was for the community to return all 20 pieces to complete the puzzle during the exhibition scheduled in Penwortham. The purpose of the activity was to encourage a younger audience, including families, to visit the exhibition.

☺ A Community Information Line, 0844 556 3002 and dedicated email address, visionforpickeringsfarm@lexcomm.co.uk, was established to deal with any enquiries relating to the scheme and to meet requests for further information.

Consultation Programme: Phase Two

☺ A further round of meetings took place with local residents and stakeholders following the end of the first phase of public consultation. These meetings were targeted at residents living within the site to allow them the opportunity to have a focused conversation regarding the development in the context of their existing properties. Three sessions took place in total, on Tuesday, 14th August, Tuesday, 21st August and Tuesday, 28th August. Residents were advised of the sessions via addressed letters and each session took place at Penwortham Community Centre.

A Steering Group was established with local representatives from County, Borough and Town Council, to allow them to view an initial draft of the presubmission Masterplan and provide their feedback. Two Steering Group meetings took place on Tuesday, 21st August and Monday, 10th September at the Hallmark Hotel, Leyland, and the Wellington Park, Leyland, respect