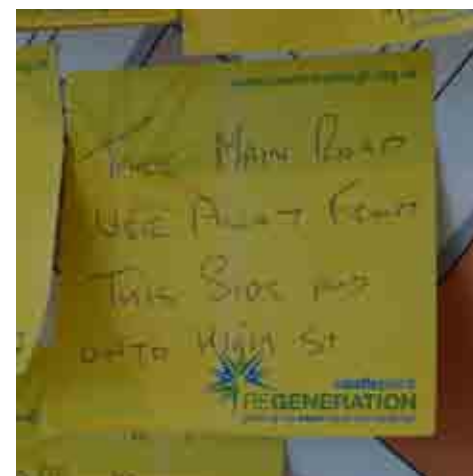
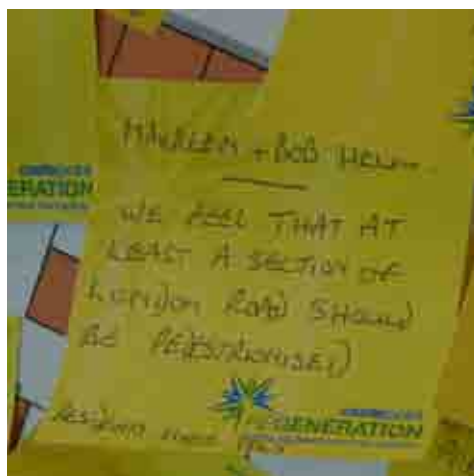
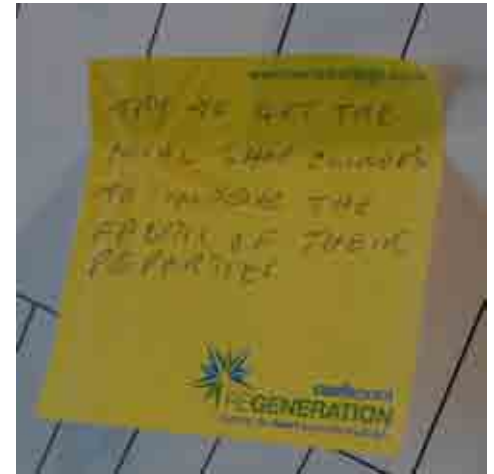




> 3.0 | COMMUNITY ENGAGEMENT



Photographs of the consultation shop, stakeholder meetings and the project website

3.0 | COMMUNITY ENGAGEMENT

Community engagement is vital for informing the masterplanning process and for the long term implementation and success of the Masterplan.

Changing, creating and sustaining a better place for everyone is a complex process, but one that benefits from the active involvement of those who live in or have an interest in the area and will continue to do so for years and decades to come.

This chapter summarises the community engagement and consultation undertaken in the development of the Masterplan. It contains the following sections:

- 3.1 > Steering group
- 3.2 > Project website
- 3.3 > Consultation shop
- 3.4 > Local members meetings
- 3.5 > Local traders meetings
- 3.6 > School engagement
- 3.7 > Draft Masterplan consultation

3.1 | Steering group

The management process of the Masterplan has been overseen by a formal partnership based steering group. The steering group has met regularly throughout the masterplanning process and has provided valuable feedback and guidance to help develop and guide the Masterplan.

The steering group is made up of officers from Castle Point Regeneration Partnership, Castle Point Borough Council, landowners, local businesses and community groups.

3.2 | Project website

A dedicated Hadleigh Masterplan website has been set up for the duration of the project:

www.heartinhadleigh.org.uk

The website provides up-to-date information on the development of the Masterplan and gives members of the public the chance to share their ideas.

The website contained an overview of the project, a plan of the study area, detailed the progress so far, and offered the chance to submit an online form to the project team. A prominent news section on the home page was regularly updated and the downloads section offered the opportunity to download relevant documents as the project progressed.

As the Masterplan developed, the website offered the opportunity to view and comment on the draft proposals through an interactive easy to use online form.

The website has currently been visited over 3,600 times during the course of developing the Masterplan.

3.3 | Consultation Shop

The community consultation for Hadleigh Masterplan incorporated the opening of a regeneration consultation shop at 74 High Street, Hadleigh.

The shop opened on Friday 17 September 2010 and will be open for the duration of the masterplanning process. The shop is open four days week, including Saturdays, and offered members of the public the chance to chat with staff and let us know their views on Hadleigh, and subsequently on the draft Masterplan proposals. Over 1,350 people have visited the shop.

The first stage of consultation in the shop provided information on the project and asked local people what they think about Hadleigh. People were asked to write comments or ideas for projects on post-it notes and add them to a large wall plan. The shop also contained a current model of Hadleigh town centre to help people consider their town.

The comments and ideas received in the shop can be summarised as follows:

- 1. Strong support to retain the Crown Public House and reuse as a family pub/restaurant;
- 2. Strong support to retain the fire station building and see it used for library/ community/cultural facilities;
- 3. Strong support for changes to the road to create a more pedestrian-friendly environment;
- 4. A desire for no more flats in the town centre;
- 5. Support for a new central public space which can be used for public functions such as farmers and Christmas markets;
- 6. The need for cleaner streets, reduced clutter and improved street furniture;
- 7. The need for more leisure options, especially for young people, and more cafés and places to meet;
- 8. Improve the look of empty shops and improve the existing buildings;



Photographs of the workshops with Hadleigh Primary School and King Johns Secondary School

- 9. Create a village feel with more local shops and more variety - remove car dealers from the centre of the town;
- 10. Encourage walking and cycling and provide more transport options in the evening; and
- 11. Encourage a feeling of pride in Hadleigh.

3.4 | Local members meetings

The project team first met with local members early in the masterplanning process to help understand the concerns and issues of their constituents.

Many of the issues and concerns were the same as those evident in the first stage of engagement at the consultation shop, namely those relating to the impact of the A13, the quality of the environment, parking and the quality of the shops.

The second meeting was held to discuss the emerging proposals and gain approval for the public consultation on the draft Masterplan.

The third meeting was to present the results of the public consultation on the draft Masterplan and agree the next steps in finalising the Masterplan.

3.5 | Traders meeting

The project team held an initial evening meeting with local traders in October 2010 at the Salvation Army Hall on the High Street. The meeting offered the opportunity to understand the views and issues of local traders in Hadleigh, and, in particular, to discuss the possibility of reconfiguring London Road and the High Street following feedback in the consultation shop.

A number of issues were discussed including the current quality of local shops, licensing and parking. Feedback on the proposals to change the road in principle were largely positive, subject to more detailed information.

A subsequent meeting was held with local traders at the Consultation shop in January 2011 during the course of the consultation on the draft Masterplan (see below).

A presentation was given to the traders on the top ten ideas that formed the draft Masterplan, followed by a lively discussion with questions and answers. While traders had concerns with detailed arrangements such as deliveries, specific access/parking areas and loss of business during construction, the draft Masterplan was well received.

3.6 | School engagement

Hadleigh Primary School workshop

A successful workshop session was held with pupils from Hadleigh Junior School in the consultation shop in October 2010.

The pupils were split into groups and given four different exercises, which included highlighting the best and worst things about Hadleigh on photographs, drawing a plan of how they would like Hadleigh to be, creating a model of Hadleigh using building blocks and plasticine and finally writing down their one wish for Hadleigh.

The pupils offered a number of comments on the current state of Hadleigh and suggestions for the future, which included: new play areas, particularly skate parks; an improved environment, including cleaner pavements and new road crossings; and the need for more leisure facilities, such as youth centres, museum’s a swimming pool, bowling alley and cinema.

King John Secondary School workshop

A second successful workshop session was held in October with a range of pupils from King John Secondary School.

The pupils were split into groups and given three plan-based exercises. The exercises incorporated identifying the worst things about Hadleigh, the best things about Hadleigh and finally ‘what I would like to see in Hadleigh’.

The key issues identified by the pupils included:

- the poor quality of shops;
- the lack of leisure facilities and venues;
- the negative impact of the A13 and one-way system through Hadleigh town centre;
- the lack of public transport;
- and the number of vacant development sites in the town.

The pupils identified a range of improvements they would like to see in Hadleigh, which included:

- more diverse shops
- improved leisure facilities, particularly on the empty sites;
- improved public transport, ideally a train station and more frequent buses; and
- an improved environment, including new public space to sit and relax and host events.

3.7 | Draft Masterplan consultation

Following the baseline analysis and the initial rounds of community consultation, a draft Masterplan for Hadleigh town centre was produced.

The following ‘Top Ten Ideas’ (in no particular order) were identified as the ten most important proposals for Hadleigh town centre which responded to the key issues and opportunities identified in the previous masterplanning stages:

#1 > **Morrisons** - a new supermarket for Hadleigh, integrated with the main shopping street to create a real anchor store;

#2 > **The A13** - two-way traffic on the High Street to create a new look local shopping street on London Road and space for a new town square;

#3 > **Town Square** - a great new space at the centre of Hadleigh for markets, public events and seasonal celebrations;

#4 > **Church Path** - a lively new lane for Hadleigh, making the most of the church;

#5 > **Brighter Shops** - a great mix of attractive local shops and businesses for Hadleigh;

#6 > **Fire Station and Library** - a potential new home for the library in the old Fire Station to create a cultural and creative hub for Hadleigh;

#7 > **The Crown Pub** - restoring a family-friendly public house in the heart of the town;

#8 > **The Lanes** - town centre living which creates street frontage and new routes;

#9 > **Homestead** - attractive family housing close to the town centre; and

#10 **South Side** - options for longer-term key private-sector sites on the south side of the town centre.

Further information on these top ten ideas can be found in the following chapters.

The draft Masterplan, explained through these ‘Top Ten Ideas’, was consulted upon throughout an eight week consultation period from 4 December 2010 until 29 January 2011.

The consultation incorporated a large engaging exhibition in the consultation shop. The shop also included an updated model of the town centre, which incorporated the proposed changes to the road layout and public realm and highlighted new buildings in blue to make it easier to understand.

A simple, easy to fill in questionnaire was produced to understand people’s views on the ‘Top Ten Ideas’ and any other thoughts they may have to help the regeneration of Hadleigh Town Centre.

The draft Masterplan document and exhibition were also available to view on the project website, which also included an on-line version of the questionnaire.

The questionnaire highlighted the fact that some of the Top Ten Ideas are linked together and examples were given such as the new town square couldn’t be built until the road has been re-routed, and that new housing development would help pay for the improved public realm.

The questionnaire asked people to tick one box for each idea; the options included ‘really like’, ‘like’, ‘no opinion’, ‘dislike’ and ‘really dislike’. The following scoring system was used to help understand the results of the questionnaire:

- Really like = +2
- Like = +1
- No opinion = 0
- Dislike = -1
- Really dislike = -2

The scores were added together to create an overall rating for each ‘Top Ten Idea’ and for all the ideas combined.

The average score across all the responses was 0.7, and therefore an overall positive response to the draft Masterplan. The main comments and response rating for each idea is included in Chapter 5. A copy of the questionnaire is included in Appendix A.



The questionnaire and model