

Planning for Commercial Development under a Localism Agenda



Presentation to The Society for Location Analysis, 12 October 2011

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Planning Design Economics

Structure



- **The origins of the Localism Bill**
- **What is in the Bill?**
- **The Budget, NPPF and other changes**
- **All Change?**
- **How to Consult**



The origins of the Localism Bill

What's wrong with planning anyway?



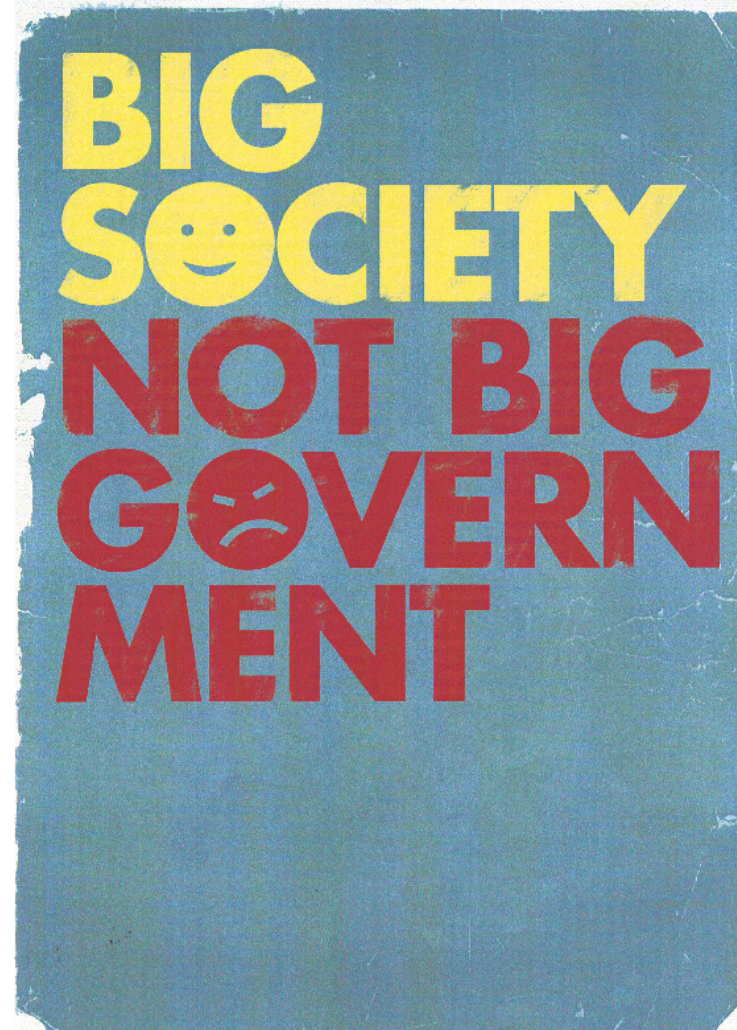
- **The Coalition has constantly identified planning as:**
 - **“broken”**
 - **“a barrier to development”**
 - **A failing system**
 - **“a drag anchor”**
 - **Chronic obstacle to economic growth**
- **Government want**
 - **Decentralisation, accountability and community**
 - **Removal of regional tier**



Localism: The emerging philosophy

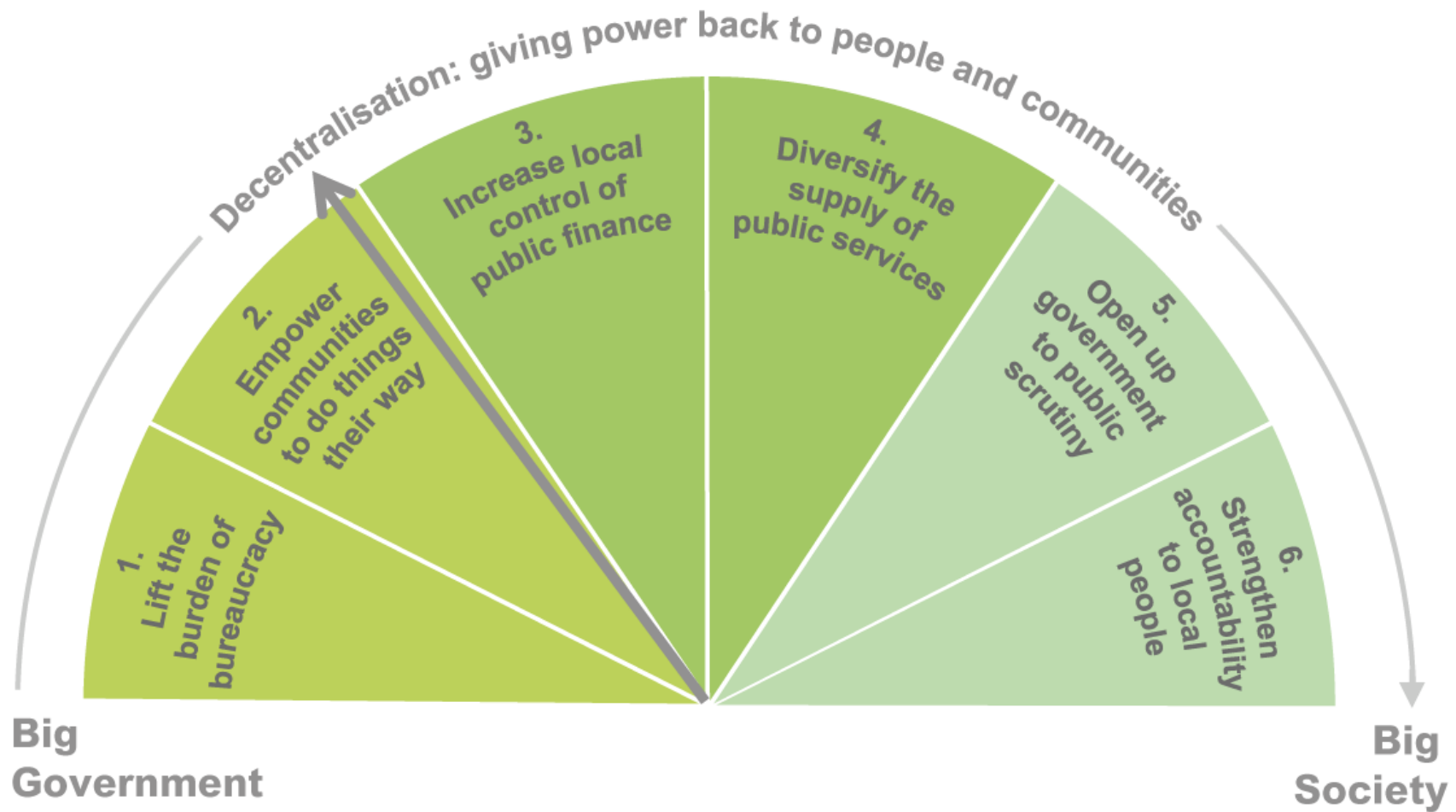


"The Big Society is a society with much higher levels of personal, professional, civic and corporate responsibility; a society where people come together to solve problems and improve life for themselves and their communities; a society where the leading force for progress is social responsibility, not state control."



Localism: The emerging philosophy

(CLG, *The Decentralisation and Localism Bill: an essential guide* (December, 2010))



The Localism Bill

- Origins of the Bill
 - Conservatives' *Open Source Planning Green Paper* (February 2010)
- Localism Bill introduced to Parliament 13 December 2010
 - Key aims:
 - Decentralisation, Accountability and Community
 - Removal of regional planning tier
 - Decisions made at lowest appropriate tier
 - Said subsequently to be pro-growth, to lift planning barriers and create development opportunities



What's in the Bill?

The Localism Bill – What is in it?



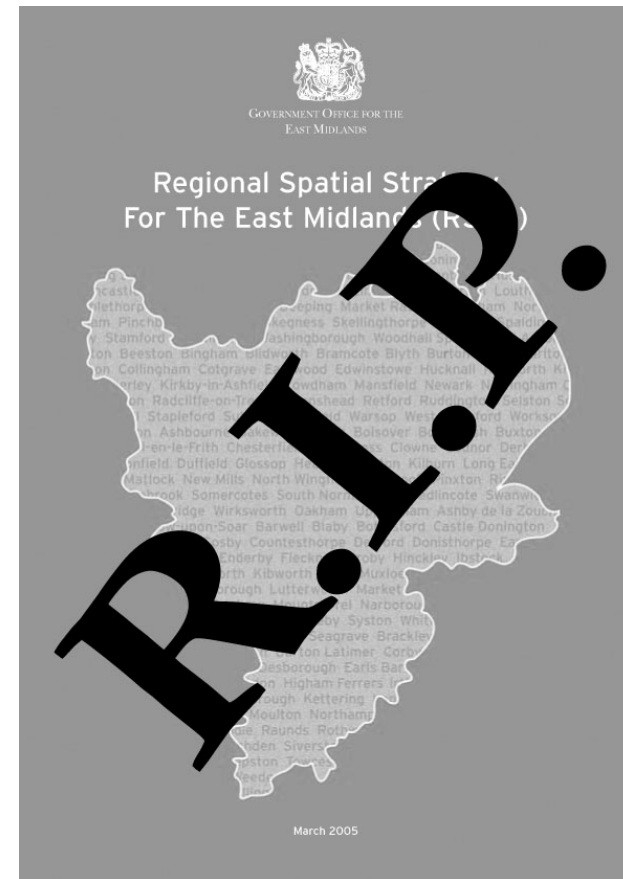
- **Regional Strategies abolished**
- **Pre-application consultation required**
- **New Neighbourhood Development Plans**
- **New Neighbourhood Development Orders**
- **New ‘duty to co-operate’**
- **Changes to Community Infrastructure Levy**
- **Direct election of 12 Mayors**
- **Greater powers to the London Mayor - MDCs**
- **Infrastructure Planning Commission powers to transfer to Secretary of State**
- **National Planning Statements to be approved by Parliament**
- **Councillors free to discuss and lobby on development**
- **List of assets of community value – embargo on sale until procedures complied with**
- **London changes – (almost) all powerful Mayor**



The Bill on policy-making



- Regional strategies abolished
- Development plan to comprise:
 - neighbourhood development plan
 - ‘local plan’ – usually core strategy
- Development plan should be consistent with new National Planning Policy Framework
- Inspectors’ Reports no longer binding but test of soundness remains



Neighbourhood development plan-making



1. New neighbourhood development plans (NDPs)
“generic or specific neighbourhood policies against which traditional planning applications could be judged”.
2. Must be in general conformity with strategic policies of development plan and more pro-growth
3. Led by parish councils or newly formed neighbourhood forums (incl. businesses)
4. Boundaries approved and preparation assisted by LPA
5. Plans subject to examination - limited interference from independent assessor
6. Referendum – majority in favour vote



Pre-application consultation

- Requirement, probably for *large scale* planning applications
- Duty to bring proposed application to attention of *majority of persons* in the vicinity
- Report of what undertaken to be submitted with application
- To cover how consultation responses taken into account
- Future development order may set out procedure
- Could refer to requirement for collaboration on design



The Budget, NPPF and
other changes – Localism U
turn?

Plan for Growth

- **March Budget Statement**
- **Concerns over growth targets not being met**
- **Increasing Treasury and BIS control**
- ***Default answer to development is 'yes' (The Plan for Growth)***



Draft National Planning Policy Framework

Overview

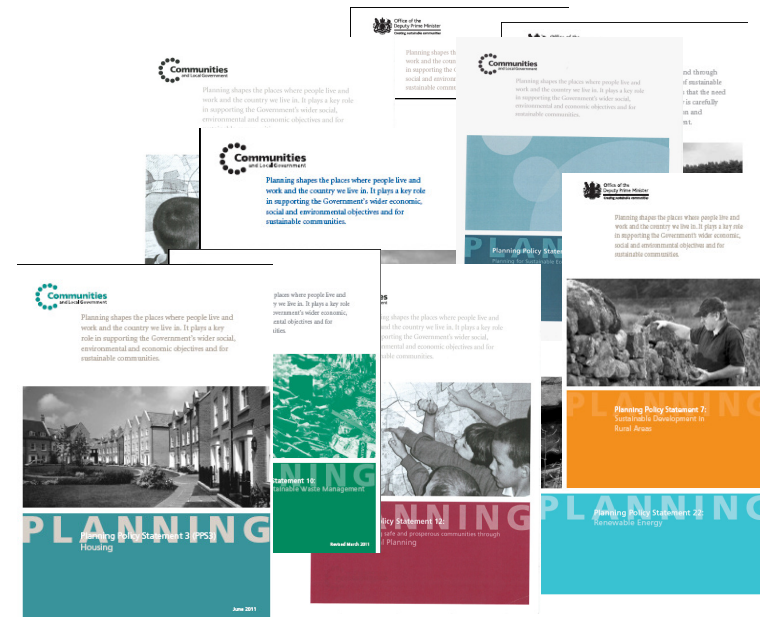
- Published July 2011
- Consultation until 17 October
- Will set out overarching policy priorities for planning system
- Bringing together, simplifying and replacing PPSs, PPGs etc
- Latest CLG timing - final version to be published *in the New Year*



Draft National Planning Policy Framework



-V-



- **Common theme running through the document – development is good!**
- **Pro-growth and pro-economic recovery**
- **Planning to deliver, not prevent development**
- **Includes a presumption in favour of sustainable development – new golden thread at heart of planning system**
- **Default answer to development proposals is ‘yes’!**



Localism – Is it ‘All
Change’?

All Change - or Maybe Not?



- Still uncertainty but not unknown in planning
- Local decision makers can overturn policy
- Local support helps!



But things are changing....



- Significant weight attached to benefits of economic and housing growth
- Look for solutions rather than problems
- Shifting the burden of proof
- Applying presumption in favour should achieve more development
- There is a cultural barrier to overcome



"OK, all those in favour of delegating decision-making, shrug your shoulders"

Will Consultation be King?



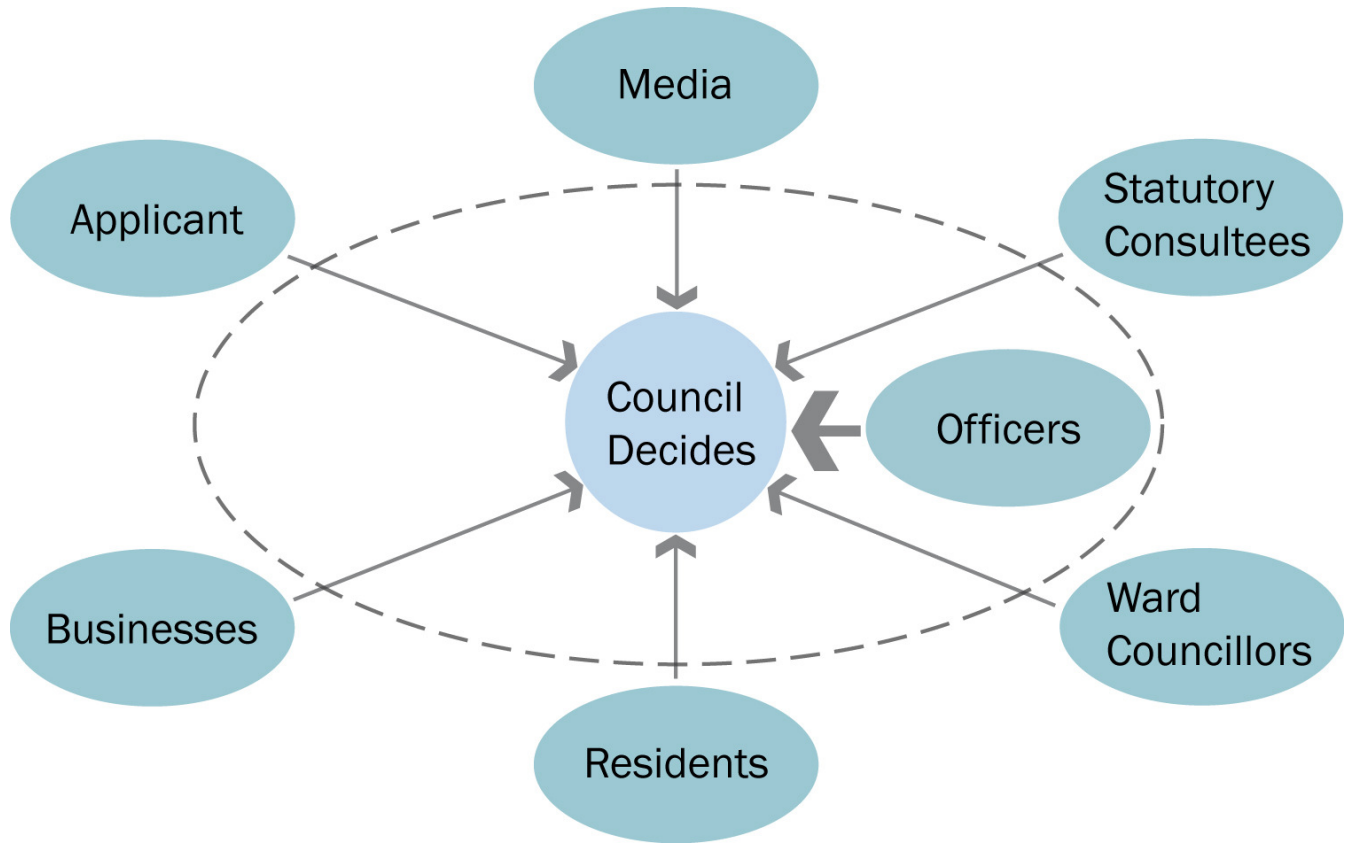
- Consultation is not new – but statutory requirement is
- Some sectors eg retail already consult on major schemes

BUT

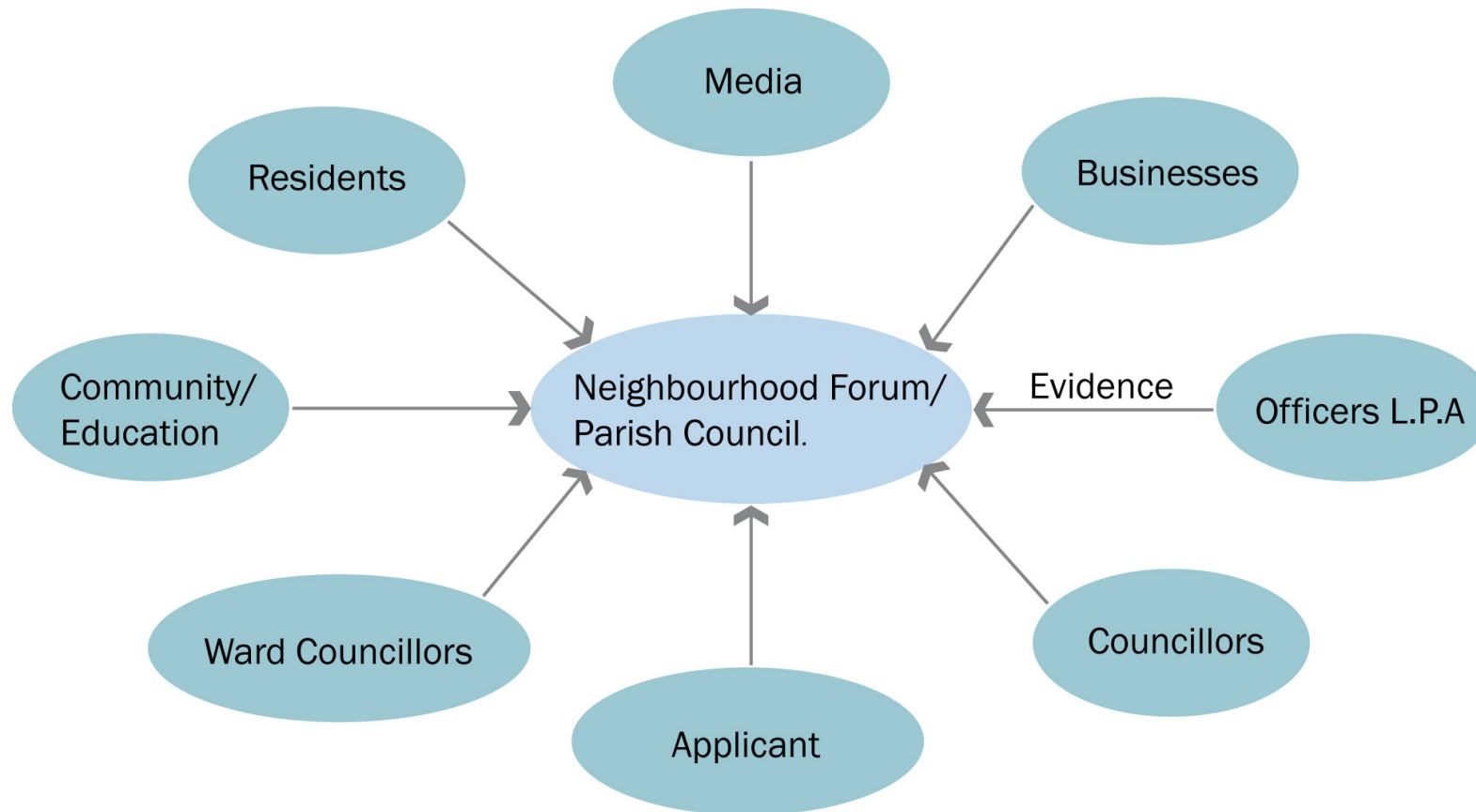
- Will be more important going forward



Traditional Balance of Power

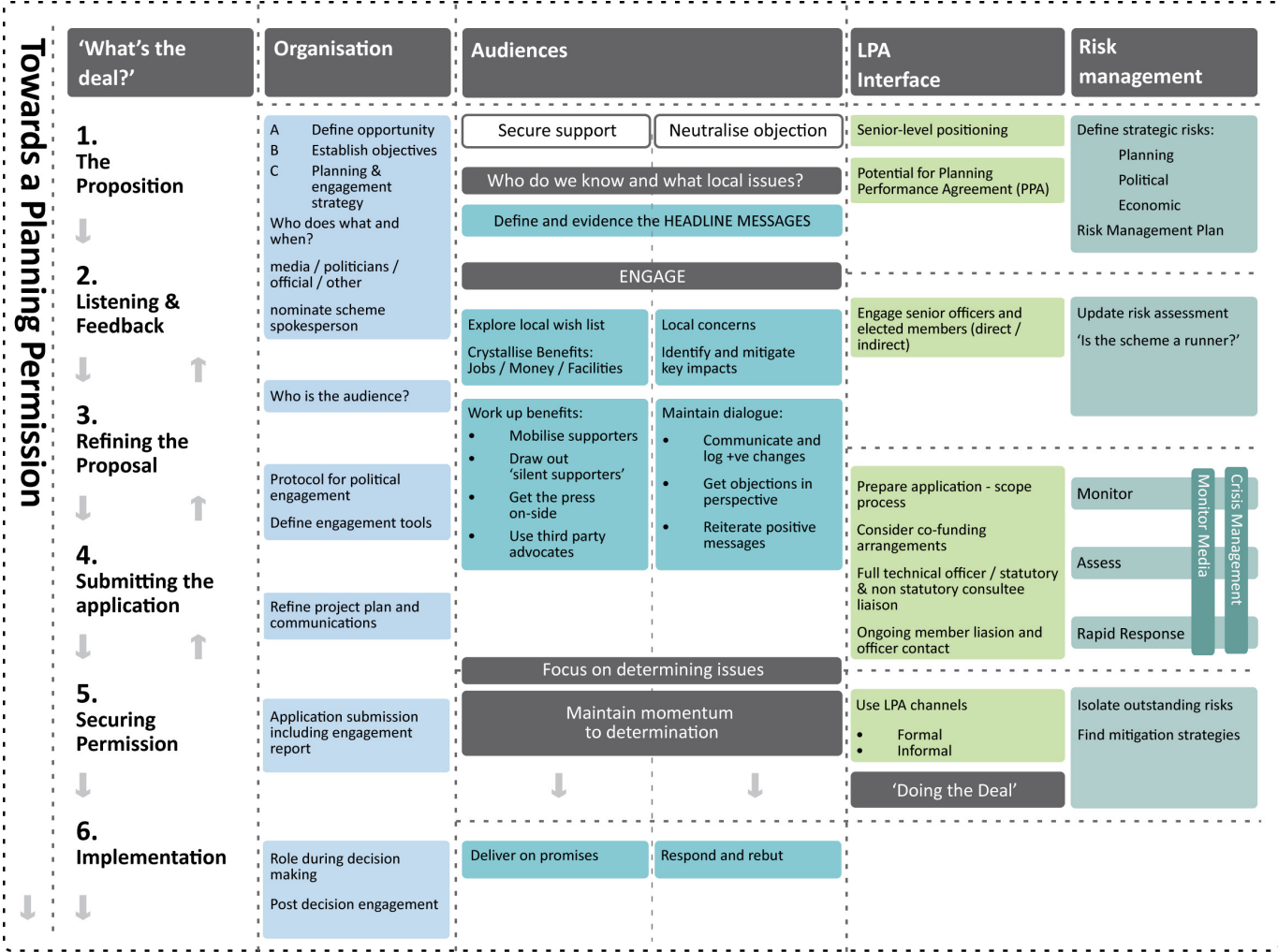


Neighbourhood Planning



How to Consult

Engagement Strategy



How, When, What and Who?



- **How?**
 - Meetings and briefings – suitable for all
 - Workshops – residents
 - Surveys – phone/street/household
 - Exhibitions
 - Liaison groups – consultation/managing/attendees
 - Websites – feedback pages? Keep up to date
 - Press releases/interviews – role for client – consistency
- **When?**
 - Early before application submitted
 - Consultees should be able to influence
 - Commercial considerations



How, When, What and Who? Cont



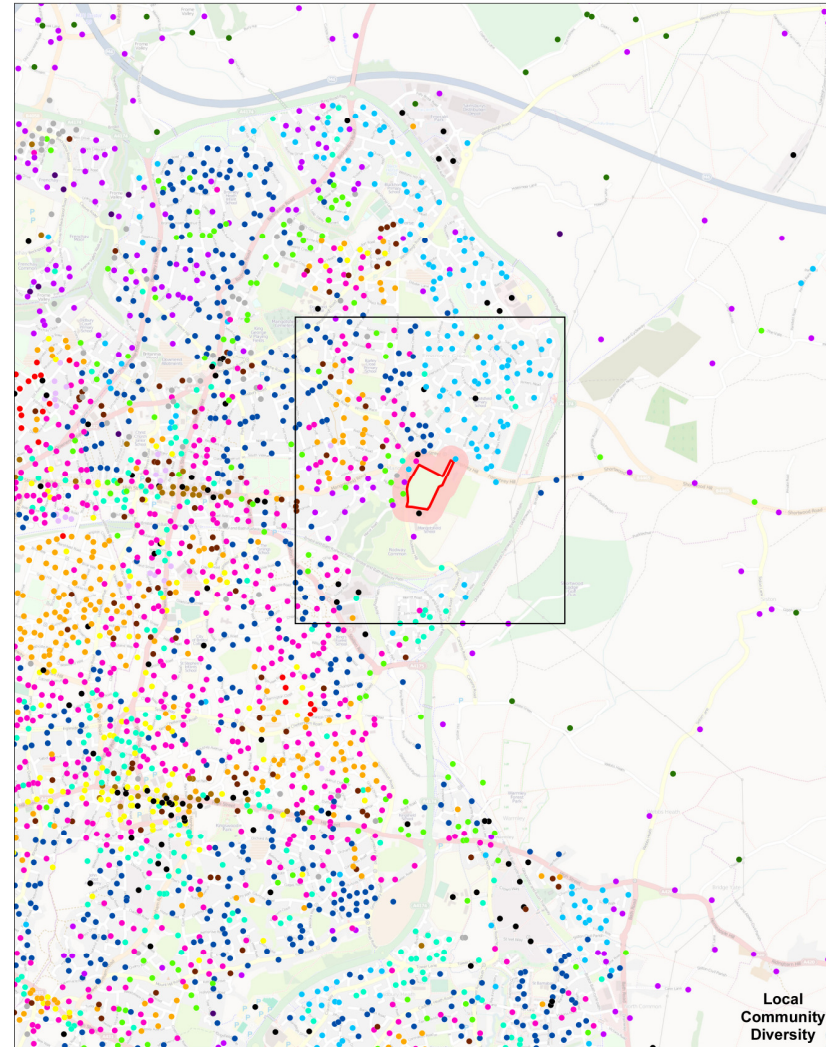
- **What is the message?**
 - The good news
 - Why needed
- **Who**
 - Statutory consultees
 - Local Community
- **But who is the 'Local Community'?**
 - Geographic area
 - Common needs/views
 - Who defines?



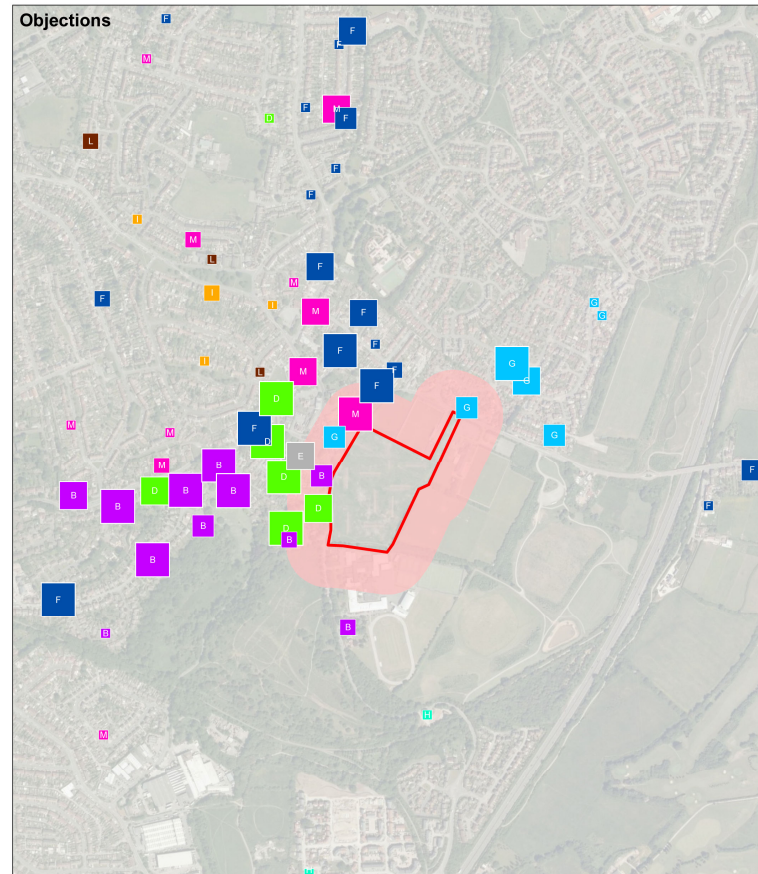
Benefits of understanding 'local'



- Understanding of local community will be key
- Requires direct contact
- Also likely to be national trends
- Is there a new role for SLA members?
 - Identify the area
 - Improve messaging
 - Improve engagement



NLP Approach



Key

- Site: Land at Cossham Street, Mangotfield, Bristol
- 100 metre distance
- Mosaic UK Group (by postcode)

No. of objectors (by postcode, per postcode)

- 1
- 2
- 3 - 5
- 6 - 10
- 11+

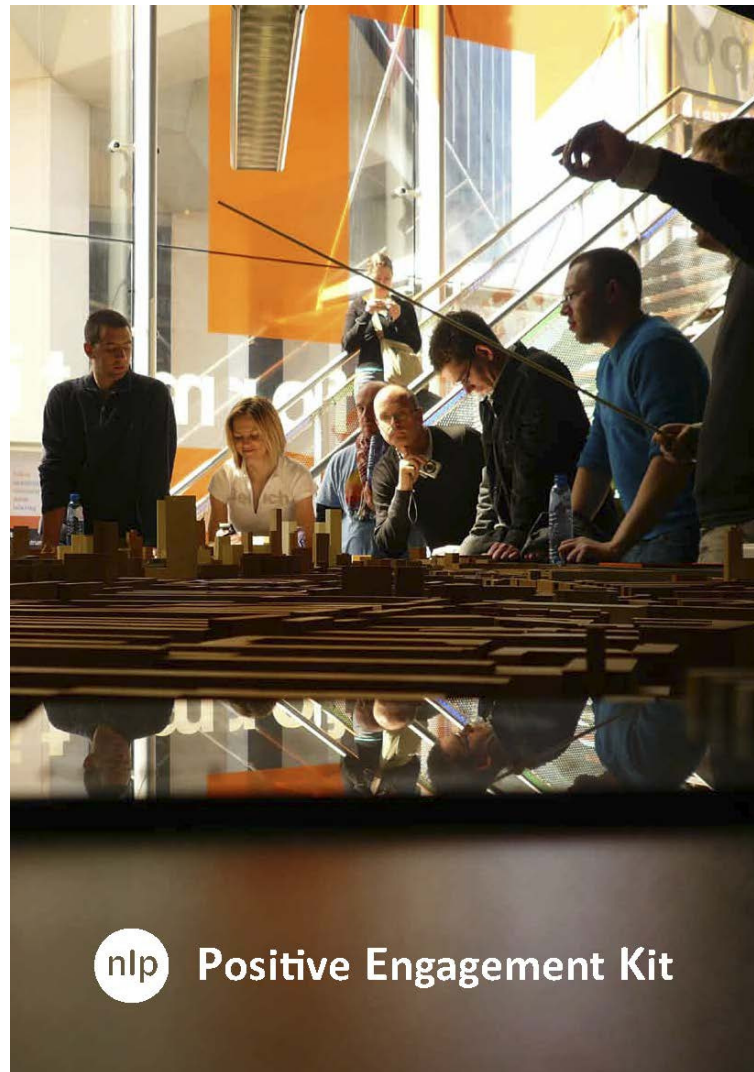
Mosaic UK Group Classification:

- A Alpha Territory
- B Professional Rewards
- C Rural Solitude
- D Small Town Diversity
- E Active Retirement
- F Suburban Mindsets
- G Careers and Kids
- H New Homemakers
- I Ex-Council Community
- J Claimant Cultures
- K Upper Floor Living
- L Elderly Needs
- M Industrial Heritage
- N Terraced Melting Pot
- O Liberal Opinions
- U Unclassified

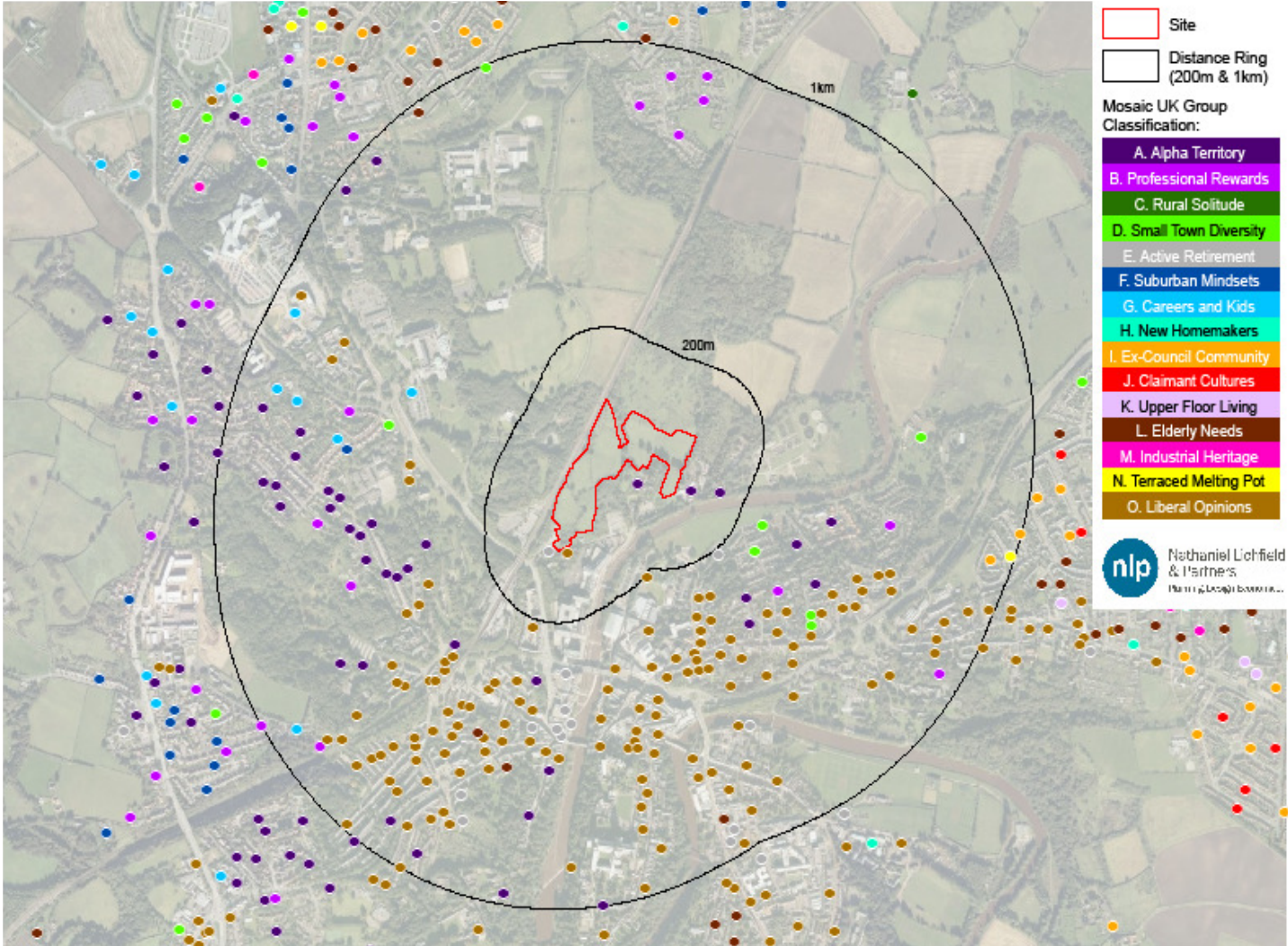
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NLP's Positive Engagement Kit



NLP's Positive Engagement Kit cont



NLP's Positive Engagement Kit cont



PE Kit - POSITIVE ENGAGEMENT for House Builders

GROUP A - ALPHA TERRITORY

At a glance

Who I am:
Well educated
Professional
Specialist advice
Wealthy foreign nationals
Influential
Substantial wealth
Rewarding careers
Successful

What I consume:
Luxury items

Where I live:
Owner occupied detached house with garden
Fashionable areas of London

Behaviours

How big is the group?
Percentage of households in England and Wales **3.2%**

Likelihood they will object to development? **High**

Likelihood to be swayed by other people's views: **Medium**

Positive Engagement Style

- Clear and crisp
- Use case study examples
- Invest in visual material

Key concerns and suggested response

Concerns	Response
The proposal will affect the value of my house?	Commitment to maintaining area, this is in our shared interests. Use research examples to demonstrate that some new house building can increase values.
The environmental impact of development	Involve them in active consultation.
Will new houses lower the tone of the neighbourhood?	Explain environmental benefits and bigger picture.
What will be the impact of traffic increase?	Focus design on building on the assets and positive traits of the local area demonstrate this during consultation.
Nature Conservation	Be clear about traffic impact and mitigation.

Positive Engagement Routes

Communication Channels / Percentage used

Channel	Percentage
By telephone	22%
By satellite telephone	24%
By mobile telephone	7%
By post	11%
Through digital TV	5%
Through internet	30%
By email	29%

My top 10 reasons for objection

Reason	Percentage
Highway/road (traffic generation)	13.5
Natural conservation (wildlife, flora & fauna)	12.5
Loss of open space - (recreational)	7.5
Substitution of heritage impact	7.5
Flood risk impact	6.5
Loss of community safety	6.5
Commercial competition (profit)	6.0
Fear of crime & community safety	5.5
Loss of greenbelt	5.5
Green infrastructure - (walkability)	5.5

PE Kit - POSITIVE ENGAGEMENT for House Builders

GROUP O - LIBERAL OPINIONS

At a glance

Who I am:
Internet searches
Ethical products
Diversity
Vibrancy
Creative jobs
Degree level education
Students
Young singles

What I consume:
Cinema, Theatre and arts
Broadsheets, Gigs, Squash and yoga

Where I live:
Shared houses or flat
Private rented

Behaviours

How big is the group?
Percentage of households in England and Wales **9.3%**

Likelihood they will object to development? **Medium**

Likelihood to be swayed by other people's views: **Fairly High**

Positive Engagement Style

- Crisp and to the point
- Be very brand and image conscious
- Focus on affordability of the development

Key concerns and suggested response

Concerns	Response
Want to get on housing ladder	• Explain the need for increased housing supply and consequences of not providing for housing • Show that you are working with council to use the proposal to improve local infrastructure and services. Openness to incorporating their suggestions as solutions. Recognise their local knowledge and local experiences.
Live near work so local traffic is problem for me	• Be articulate with your sustainability case • Development should include improved facilities. Seek their views and be seen to actively listen.
Would like development to bring improved community facilities	• Be design savvy
Possible Eco-warriors	
I hate new housing estates	

Positive Engagement Routes

Communication Channels / Percentage used

Channel	Percentage
By telephone	25%
By satellite telephone	10%
By mobile telephone	5%
By post	10%
Through digital TV	5%
Through internet	34%
By email	25%

My top 10 reasons for objection

Reason	Percentage
Loss of greenbelt	20.0
Layout, scale, density and character	15.0
Natural conservation (wildlife, flora & fauna)	10.0
Loss of open space - (recreational)	10.0
Loss of greenbelt	10.0
Loss of open space - (recreational)	10.0
Water and sewage capacity	10.0
Health provision capacity	10.0
School capacity	10.0
Accessibility	10.0

Conclusions



- **'Localism' is still evolving**
 - **Exact details still to be confirmed**
 - **Results of trials outstanding**
 - **Not clear how people will respond**
- **Consultation and neighbourhood planning WILL become increasingly important**
- **Successful developers will be those who successfully engage with communities**
- **Offers potential for developing existing GIS tools into a new area**



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