

APPENDIX A



**Central Lancashire  
Local Development Framework  
Preferred Core Strategy**

**Community Engagement and  
Publicity  
Summary Report**

January 2009



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*Central Lancashire Local Development Framework Preferred Core Strategy*

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## **EXECUTIVE SUMMARY**

The Preferred Core Strategy and its sister document the Summary Core Strategy are necessarily broad in their content as they aim to cover all the topics and key spatial distribution issues that need to be planned for across Central Lancashire. Although this stage of document preparation is not statutorily prescribed and local planning authorities are free to engage as they wish, the approach adopted was aimed to be extensive and varied. So numerous ways of involving a range of organisations and individuals were tried.

Throughout the engagement process opinions have been gathered and interests registered. Numerous events were specifically set up for these purposes and in addition 'regular' meetings of other organisations were attended by Planning Officers to present the Core Strategy and receive reactions to it.

Varied ways of publicising the opportunity to engage with and comment on the documents were used including, direct mailing to over 2000 addresses and through the internet. In addition there was an advertisement campaign carried by several local newspapers as well as local radio.

## **INTRODUCTION**

There are many different ways to engage and interact with the local community and key organisations. Careful consideration was given to choosing appropriate forms of involvement.

Efforts were made to aid people's ability to access and understand the Core Strategy. The full document is necessarily comprehensive although through the use of 'side notes' on each page an attempt was made to help readers appreciate the significance and sources of the main content. The Summary document was produced as a more straight forward overview of the main document aimed at encouraging readers to investigate the latter for matters they were particularly interested in. Respondents were asked to comment on the presentation of the Preferred Core Strategy. Their overall reaction to the presentation and layout of the document was positive with only a few suggestions being made to improve upon this. The issue of multiple columns on each page was raised and a small number of respondents found this layout to be a little confusing and felt that there was too much detailed information on each page.

In terms ways to respond and make comments representations could be made in a variety of ways:

- On-line form
- Paper form or letter using a Freepost address
- Via e-mail

In addition comprehensive notes were taken at each of the engagement events and other meetings. All of the responses, made through any medium, will be taken into account and considered in respect of the future content of the Core Strategy.

## **EVENTS**

A series of events were organised and other meetings attended from October to mid December 2008. Appendix 1 reproduces the calendar of key events. Some of these were specifically arranged to consider the Core Strategy whilst at other meetings the document was an agenda item for discussion. At most events a Power Point presentation, tailored to the individual audience was shown, followed by a question and answer session.

### **By Invitation Only**

Invitation only events were specifically to meet the needs of particular interests namely:

- Infrastructure providers
- Healthcare providers
- Developers
- Transport and travel representatives
- Local Authority Officers (including regional representatives and those from neighbouring authorities)
- Community Voluntary sector
- Housing providers
- Environmental groups
- Elected Members
- Local Strategic Partnerships
- Business community

Although a variety of venues, time of day and formats were used attendances for some events were poor. Individual numbers of people attending ranged from 2 to 54 although overall nearly 200 people were involved in this way. The better attended events were generally with representatives of organisations where there had been earlier contacts made in the Core Strategy process. Getting the interest of 'new' contacts proved more difficult. Most attendees were followed up later and asked to rate the event using an evaluation form. In total, seven forms were returned and all of them generally scored the events positively. Attendees were asked to rank certain aspects of the event from 1 to 5, with 5 being very satisfied and 1 being very dissatisfied. No attendee scored any aspect lower than 3 and the only specific negative comments to be made were regarding room acoustics and parking arrangements.

### **Local Strategic Partnership and Elected Members Events**

The two largest events were those held for representatives of the four Local Strategic Partnerships (LSPs) and elected Members of the four Councils covering Central Lancashire. It was decided to employ the services of a professional facilitator – Ian Roberts (Greengage Ltd) who ran the meetings and encouraged participation.

At the LSPs event delegates were divided into small groups and asked to concentrate on the specific themes of the Core Strategy. This was preceded by a presentation and general information session, and was followed by a group discussion. A similar style was

adopted at the elected Members' event but concentrated less on particular themes and more on the Core Strategy as a whole.

### **Area Committees/Fora**

Both Preston City Council and South Ribble Borough Council hold a regular series of community events known as Area Committees/Area Fora. These meetings are an opportunity for members of the public, along with their elected councillors and other interested parties to discuss the important and topical subjects affecting both the local area. South Ribble has a cycle of 6 meetings with Preston Council hosting 5 and each Committee/Forum received a presentation on the Core Strategy and the opportunity to discuss it. The Core Strategy was also an agenda item at Lancashire Local meetings.

### **Community Groups**

Many Core Strategy presentations were made at other community meetings – some open to the public and some private groups – who agreed to allow us to an appropriate item being included on their agenda. This included neighbourhood group meetings in Chorley and meetings across Central Lancashire of parish council associations.

### **General Public**

The aim here was to meet local people in places that are busy with shoppers. These featured eye catching posters were used picking up key messages in the advertising campaign (see later), balloons to give away to children and copies of the Summary Core Strategy – see Appendix 2. South Ribble's venue was Leyland Market, Chorley Officers had a display in the Market Walk shopping centre and Preston staff used the Citizenzone vehicle in various locations across the City. There was some useful feedback from these events but it proved difficult to get folk commenting on the bigger, strategic issues.

## **PAPER ENGAGEMENT**

Letters were sent to over 2000 addresses on the consultation database covering a wide range of national, regional and locally based organisations and individuals. The letters drew attention to the availability of the documents, the timescale of the consultation and the ways comments could be made. Copies of the documents were made available for inspection in each of the District Councils planning offices and local libraries, plus as is the custom in Chorley Borough, local post offices in villages without a library.

Approximately 600 printed copies of the Preferred Core Strategy were made available free of charge during the consultation period as were several hundred copies of the Summary document.

## **ELECTRONIC ENGAGEMENT**

### **Central Lancashire Website**

The Central Lancashire web site was used for several reasons. It was a portal whereby up to date information could be quickly and freely made available. It allowed for representations to be made in a timely fashion and enabled people to browse all the relevant documents along with associated information in a convenient way. An online calendar of events was made available with details of times and directions to the meetings. This information was updated regularly.

A log of 'hits' to the website has been compiled (see Appendix 3). There was an increase in October 2008 of approximately 30% compared to pre-consultation internet use. This increased level of use was maintained throughout the consultation period (September 30<sup>th</sup> – December 19<sup>th</sup>).

### **District Council Websites**

The individual Council websites were uploaded with the Core Strategy documents and background information as well as being set up to act as portals to the Central Lancashire Website (See Appendix 4).

## **MEDIA PUBLICITY**

### **Local Newspapers**

As this was a non-statutory stage in preparing the Core Strategy there was no legal requirement to place public notice advertisements in local newspapers. So instead of this it was decided to use a more eye catching advertising campaign devised with the assistance of the Councils' Communications Officers and featuring a few key messages aimed at stimulating interest in the document. The advertisements provided contact information (website address and telephone number) to the Central Lancashire website and the Officer team, where more details could be gained.

To ensure full control over content, advertising space was bought in a range of local newspapers – namely the Chorley and Leyland Guardians, the Lancashire Evening Post, the Lancashire Advertiser and the Citizen franchise. Overall a series of advertisements with accompanying 'advertorial' pieces appeared over several weeks (See Appendix 5). These adverts were also made available on some of the newspapers' own websites in the form of an animated moving banner with direct links to the Central Lancashire website.

During the period of engagement a log was kept of 'clicks' through these newspapers' websites into the Central Lancashire site:

- Guardian Newspapers – 38 direct clicks through out of 30,000 hits
- Lancashire Evening Post – 27 out of 40,000

Almost certainly other viewers of these banners will have accessed the Central Lancashire website independently on other occasions.

### **Council Newspapers**

Each of the three district authorities publishes its own newspaper primarily aimed at informing local residents. South Ribble Borough Council publishes its tabloid sized 'Forward' on a quarterly basis. Chorley Borough Council issues the 'Chorley Borough News', and Preston City Council produces the 'Prestonian' which is available each month.

Advertisements, in the same style as the local newspapers, were placed in each of the publications and so the messages should have been seen in the vast majority of households across Central Lancashire (See Appendix 6).

The Central Lancashire LDF news sheet - 'LDF News' - is also published on a regular basis and is available in paper and online forms and it carried information on the Core Strategy engagement.

### **Radio Advertisements**

Central Lancashire now boasts its own radio station covering the Preston, Chorley and South Ribble areas – Central FM. So this was an appropriate choice for advertising the Core Strategy – not only because the station's area of coverage matched the plan area but as a new concern the cost of advertising was relatively inexpensive and the service all inclusive i.e. actors, recording and air time. However the downside of using a new radio station was that listener figures were not available.

A series of four separate adverts was commissioned – each with a separate distinct message and each delivered using an actor from a different age group e.g. older man, younger girl etc in an attempt to convey that the Core Strategy is of relevance to everyone. (See Appendix 7)

The four messages advertised were based on those that also appeared in the local newspapers:

1. Land for 17,000 new jobs by 2026
2. 6 Park & Rides around Preston by 2026
3. 24,000 new homes by 2026
4. 4 New railway stations in the area by 2026

The Preferred Core Strategy Comments Form contained an Equality/Diversity Monitoring Form in order to assess whether the community engagement process was reaching all sectors of the community. Of the formal responses received, 28 (about a quarter of the total) were accompanied by a completed equality/diversity monitoring form. This relatively low number may be partly explained by the fact that a large proportion of consultation responses were from planning consultants and formal organisations that tended not use the standard comments form. The completed equality/diversity monitoring forms revealed the following:

- 68% of respondents were male
- 53% of respondents were over the age of 50, with the age group breakdown as follows:
  - 16-24: 11%
  - 25-29: 8%
  - 30-39: 11%
  - 40-49: 17%
  - 50-59: 32%
  - 60+: 21%
- Of the 28 completed forms, the following racial groups were recorded:
  - White: British: 24
  - White: any other: 1
  - Mixed: White & Black Caribbean: 1
  - Gypsies and Irish Travellers: 1
  - Other: 1
- 4 of the respondents considered themselves disabled

## **CONCLUSIONS**

A wide variety of methods were utilised to publicise the Core Strategy and to engage with the public. Undoubtedly many people were made aware of the consultation stage or saw/heard key messages related to it. Inevitably it would only have been a minority of these people who actively took part in the engagement by attending meetings, visiting Council offices, libraries and the websites. In terms of making representations interested organisations typically find documents of this type more relevant than the public at large.



## Appendices

### Appendix 1 - Calendar of events

Calendar Of Events				
Date	Time	Meeting	Venue	Town
30/09/08		Consultation Commences		
09/10/08	19.00-21.00	Eastern Area Forum	St Oswalds Parish Centre	Preston
15/10/08	10.00-12.30	Preston Strategic Partnership	Harris Knowledge Park	Preston
15/10/08	18.30	Chorley Parishes Council Liaison Meeting	Town Hall	Chorley
17/10/08	All Day	Market Stall	Leyland Market	Leyland
23/10/08	19.00-21.00	Central Area Forum	Catherine Beckett Centre	Preston
27/10/08	19.30	Chorley Lancs Assoc. of Local Councils	Town Hall	Chorley
30/10/08	18.30	Preston Lancashire Local	County Hall	Preston
04/11/08	12.00-15.00	Community and Voluntary Sector	Gujarat Centre	Preston
05/11/08	14.00	Housing Associations	Town Hall	Preston
06/11/08	19.00-21.00	Western Area Forum	Lea County Primary School	Lea
06/11/08	18.30	South Ribble and Preston Assoc. of Local Councils	Civic Centre	Leyland
06/11/08	09.00-13.00	Officer Workshop	Civic Centre	Leyland
10/11/08	14.00-16.00	Infrastructure Providers	Town Hall	Preston
11/11/08	09.00-13.00	Health and Wellbeing	Civic Centre	Leyland
11/11/08	All day	Market Stall	Market Walk	Chorley
13/11/08	16.00-17.30	SMICT (Chorley Partnership)	Tatton Community Centre	Chorley
13/01/08	19.00-21.00	North Area Forum	Harris Park Conference Centre	Preston
13/11/08	19.15-21.30	West Leyland Area Committee	Leyland Baptist Church	Leyland
14/11/08	09.30-13.00	LSPs Event	Town Hall	Chorley
17/11/08	19.15-21.30	Western Parishes Committee	Hutton Village Hall	Hutton
18/11/08	19.15-21.30	Eastern Area Committee	Higher Walton Community Centre	Higher Walton
19/11/08	09.00-13.00	Development Industry	Civic Centre Shield Room	Leyland
19/11/08	18.30	Chorley Equality Forum	Town Hall	Chorley
20/11/08	18.15	South Ribble Lancashire Local	Civic Centre	Leyland
20/11/08	19.00-21.00	Eastern Area Forum	St Oswalds Parish Church	Preston
24/11/08	14.00-16.00	Transport	Town Hall	Preston
26/11/08	09.30-12.00	Environment	Town Hall	Chorley
27/11/08	17.00-19.00	District and County Council Members	Town Hall	Chorley
27/11/08	19.00-21.00	Central Area Forum	Preston and District SCOPE	Preston
02/12/08	13.00-15.00	South West Chorley Forum SWITCH	Eaves Green Community Centre	Chorley
03/12/08	13.00-15.00	East Chorley Forum PAICE	Tatton Community Centre	Chorley
04/12/08	19.00-21.00	Rural Area Forum	Barton Village Hall	Preston
05/12/08	13.00-15.00	Clayton Brook Together	Clayton Brook Village Hall	Clayton Brook
11/12/08	08.00-09.30	Business	Holiday Inn	Preston
11/12/08	19.15-21.30	Penwortham Area Committee	Penwortham Girls High School	Penwortham
15/12/08	19.15-21.30	Leyland East Area Committee	Lancashire Football Association	Leyland
16/12/08	19.15-21.30	Central Area Committee	St Pauls CoFE School	Farington Moss
19/12/08		Consultation Closes		

### Appendix 2 - Leyland Market Event



Appendix 3 - Sample Extract - Central Lancashire Website - [www.centrallancashire.com](http://www.centrallancashire.com)

<i>Central Lancashire Website Hits</i>												
<i>Date</i>	<i>Total Sessions</i>	<i>Total Page Hits</i>	<i>Total Hits</i>	<i>Total bytes Transferred</i>	<i>Average Sessions Per Day</i>	<i>Average Page Hits Per Day</i>	<i>Average Hrs Per Day</i>	<i>Average Bytes Transferred Per Day</i>	<i>Average Pageviews Per Session</i>	<i>Average Hits Per Session</i>	<i>Average Bytes Per Session</i>	<i>Average Length of Session</i>
December 2008	2589	12727	23195	891.44 MB	83.52	410.55	748.23	28.76 MB	4.92	8.96	352.58 KB	00:30:25
November 2008	2998	12451	25875	181.74 MB	99.93	415.03	862.50	6.06 MB	4.15	8.63	62.07 KB	00:23:06
October 2008	2257	14087	26364	443.58 MB	72.81	454.42	850.45	14.31 MB	6.24	11.68	201.25 KB	00:27:30
September 2008	2084	11914	20075	70.62 MB	69.47	397.13	669.17	2.35 MB	5.72	9.63	34.70 KB	00:27:22
<b>Total Sessions</b>			9928									
<b>Total Website Hits</b>			95509									
<b>Total Page Hits</b>			51179									

**Preston South Ribble Chorley Central Lancashire**

Your local Councils working together to plan for a better future for everyone

Email Us Links Downloads LDF Newsletter

**Welcome to our website**

Central Lancashire is a title which describes the administrative areas of Preston, South Ribble and Chorley Councils, and we are working together on the Core Strategy part of our Local Development Frameworks.

This website contains a wide range of information about the Core Strategy process. Use the menu on the left to find out about us and our work.

**Latest News and Events**

The Central Lancashire Preferred Core Strategy has commenced its community engagement phase which will run through until 19th December 2008.

**FIND OUT MORE ABOUT THE CENTRAL LANCASHIRE PREFERRED CORE STRATEGY**

Come along and meet us at the Penwortham Area Committee, Penwortham Girls High School, Cop Lane - 11th December at 7pm, Leyland East Area Committee at Lancashire Football Association, Thurston Road, Leyland - 15th December at 7pm and Central Area Committee, St Pauls C E School, Farington on the 16th December at 7pm.

To comment on the Preferred Core Strategy [please click here](#).

To find out about up and coming community engagement sessions, or to view our timetable of community consultation events please go to the [News and Events](#) section.

Need Adobe Reader? [Click image to download](#)

[Get Adobe Reader](#)

## Appendix 4 - Sample Extract - Corporate Intranet

The screenshot displays the South Ribble Borough Council website. The header includes the council's logo, navigation links (Accessibility, Site Map, Advanced Search, Email Alerts, Contact Us, A to Z), a search bar, and an A-Z index of services. The main content area is titled "Local Development Framework" and provides information about the council's planning policies, the current status of the Local Development Framework (LDF), and opportunities for public consultation. A sidebar on the left contains various menu items, and a sidebar on the right lists navigation options for the planning department.

**Current Location:** [Home](#) | [Environment and planning](#) | [Planning](#) | [Local development framework](#)

### Local Development Framework

The council's planning policies are formally set out in the Local Plan, which is currently being updated and restructured into a "Local Development Framework" (LDF).

Our [newsletters](#) give details of progress on the LDF to date.

The local plan, adopted in 2000, remains the definitive statement of the council's planning policies until the LDF is at a more advanced stage. To view the Local Plan, see the [planning policy](#) webpage.

If you wish to influence future policy, now is your opportunity to get involved in the shape of the new Local Development Framework. South Ribble, along with Preston and Chorley councils have set up a joint team to deal with the Local Development Framework and the development of the Preferred Core Strategy. A period of consultation will take place between early September and 19th December 2008. For more information please take a look at the team's web site - [www.southribblecouncil.gov.uk](http://www.southribblecouncil.gov.uk). The [planning consultations](#) page gives details of active consultations and how you can sign up to future consultations.

The Local Development Framework will be made up of a series of individual Development Plan Documents (DPDs):

- The **Core Strategy DPD** setting out the vision, objectives and spatial strategy for South Ribble
- The **Site Specific Allocations DPD** which identifies specific sites for development (such as housing, employment or open space uses) and sites which are protected from development (eg. green wedges).
- The **Proposals Map** which defines, on an Ordnance Survey map, the precise boundaries of sites identified in the Core Strategy DPD and Site Specific Allocations DPD.
- The **Development Control Policies DPD**, setting out the detailed standards which apply to various types of developments.

Elaborating on the implementation of policies contained in the Development Plan Documents (DPDs) are Supplementary Planning Documents (SPDs). They will be:

- **Open Space SPD**, giving detailed guidance on the provision of new public open space.
- **Affordable Housing SPD**, on the provision of affordable housing.
- **Regeneration Areas SPD**, linking to the Council's pilot regeneration areas of Leyland, Bamber Bridge, Penwortham and Tardy Gate.

The programme for preparing the Local Development Documents is set out in the [Local Development Scheme](#).

Ways in which you can influence the Local Development Framework are set out in the [Statement of Community Involvement](#) and on the [Planning consultations page](#).

Progress on the Local Development Framework, and monitoring of the impact of planning policies, can be found in the [Annual Monitoring Report](#).

**Documents in this Section**

**Left Sidebar:** Home, Advice and benefits, Business, Community and living, Council and democracy, Environment and planning, Housing, Jobs and careers, Leisure and culture, Health and social care, Transport and streets, Discussion Forums, Useful Links, Council tax, Local events, Pest Control, Planning, Visit South Ribble, South Ribble 4 Community Guide to Funding, Waste collections.

**Right Sidebar:** Environment and planning, Planning, Development control, Planning application forms, Planning advice and guidance, Planning applications, Planning decision notices, Planning permission - business, Local plan - minerals, Local plan - waste, Local development framework, Planning consultations, Planning appeals, Planning enforcement, Planning policy, Planning service and performance, Planning committee, Statutory register - common land and village greens.

Appendix 5 - Sample Extract - Newspaper Advertisements (2)

# A NEW PLAN TO TACKLE THE BIG ISSUES

The next step towards completing the big picture planning blueprint for the future of Central Lancashire – Chorley, Preston and South Ribble – has arrived. This is the chance to create the sorts of places we want now and for generations to come.

The three Councils, assisted by Lancashire County Council, have worked together to produce a new area wide strategy as part of the new style development plan – the Local Development Framework.

Called the Preferred Core Strategy it is a draft for consultation but when finalised, it will guide planning and investment decisions for the next 18 years to 2026. The Councils consider that the current economic slowdown is the time to get plans in place so as to best cater for future growth.

Councillor Peter Malpas executive member for Business at Chorley Council says “Preston, South Ribble and Chorley are very much interconnected as far as transport routes are concerned. The new strategy deals with all types of travel and covers proposals for improving both private and public transport”.

Councillor Neil Cartwright cabinet member for Development at Preston City Council “Rail travel is becoming increasingly popular for commuting, business and leisure trips as people look for an alternative to car use. The strategy aims both to improve services and access to them”.

Councillor Cliff Hughes cabinet member for Regeneration and Planning at South Ribble Borough Council says “Four new stations are suggested in the strategy. The one at Cottam is also earmarked as a Park and Ride. Further stations are proposed at Coppull and Midge Hall”

You can find out more at [www.centrallancashire.com](http://www.centrallancashire.com) or by ringing 01772 536775.

The deadline for comments is 19th December 2008.

**4 New Train Stations by 2026?**

**Have Your Say**  
[www.centrallancashire.com](http://www.centrallancashire.com)  
 01772 536775

Your local councils working together to plan for a better future for everyone

Preston City Council, South Ribble Borough Council, Chorley Council, Lancashire County Council

28 Evening Post, Tuesday, November 4, 2008 lep.co.uk

**lep business week**

## Dragon's Den here, Lancashire style

**AWARDS ROUND-UP**

**Bangla named in curry honours**  
 A RESTAURANT near Preston has been named one of the top six in the North West. Bangla Fusion, on Liverpool Old Road in Mech Brook, near Preston, made the final shortlist for the region at the British Curry Awards which received more than 4,000 nominations. The Indian Ocean in Ashton-under-Lyne, Greater Manchester picked up the top prize.

**Police are call centre winners**  
 LANCASHIRE Police picked up two awards at the annual North West Call and Contact Centre awards ceremony. It won the best service transformation project and best implementation of technology at the awards organised by Preston-based CallWorkWest, the champion of the regional industry which employs 149,175 people.

**Schwan's nets football award**  
 PIZZA manufacturing Schwan's Consumer Brands has been awarded an award for its investment in the Lancashire Football Association. The firm, which has a factory on Marston Place, Leyland, was handed the Food and Drink Federation Community Partnership Award for its work, including a funding and coaching programme.

**Fletchers shortlisted for prize**  
 CAR crash and personal injury law specialists Fletchers Solicitors are in the running for a top honours award at the annual Personal Injury Awards. The firm, which employs 100 people at its head office in East Street in Southport, is shortlisted for the Personal Injury Team of the Year prize at the prize-giving.

**Contest for lean times ahead**  
 LANCASHIRE manufacturing businesses have been invited to enter for a new national award to celebrate lean manufacturing. The Shingo Prize will be awarded by the Manchester-based Manufacturing Institute to the business which cuts back on waste in its operations to increase value of a product.

**PANEL HEAD: Trevor Bargh, managing director of Charter Solutions**

them back to reality.  
 "In Lancaster we have seen some great ideas whether they are products or services and there has been investment direct from the panel in some cases, while in others they are using our contacts with wealthy local investors."  
 Mr. Bargh breaks the panel which included Richard Bamford, executive chairman of Preston based venture capital suppliers Opus UK, of Leeds Enterprise Ventures.

**AN ENERGY firm has secured two huge new sites to develop its eco-friendly Energy from Waste plants in a £200m deal. BioGen Power, based on the Whitby Hill Business Park in Blackpool, has secured sites in Newport, South Wales and Doncaster.**  
 John Chamberlain, managing partner of Preston-based law firm Harrison Dray, sealed the deal for firm buying the first new site on Newport docks and the four-acre, quarter-acre plot in Doncaster.

**LANCASHIRE'S own Dragon's Den panel (which is to pump cash into fast growing small businesses is coming to Preston next year.**  
 The Lancashire Investment Panel is offering companies the chance to pitch to a group of businessmen with money to invest and contacts to some of the area's richest residents.  
 It has held two events in Lancaster in recent weeks and is planning similar events in Cardiff next month before coming to Preston early in 2009.  
 Trevor Bargh, managing director of consultants Charter Solutions which has come up with the idea, and had also received interest from Manchester and Liverpool to set up similar schemes.  
 He said: "We are on the same lines as Dragon's Den and are aiming to be as inspiring and possible as we can by offering advice but equally we want to stop people from focusing on the wrong things.  
 "If people are heading in the wrong direction we will bring

**Land for 17,000 New Jobs by 2026?**

**Have Your Say**  
[www.centrallancashire.com](http://www.centrallancashire.com)  
 01772 536775

Your local councils working together to plan for a better future for everyone

Preston City Council, South Ribble Borough Council, Chorley Council, Lancashire County Council

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Councillor Peter Malpas executive member for Business at Chorley Council says "The Councils are working together because the issues faced across Chorley, Preston and South Ribble are very similar and it's more efficient to produce a combined plan. Where people work takes little account of local authority boundaries and many local firms trade with each other".

Councillor Neil Cartwright cabinet member for Development at Preston City Council says "Based on recent research there could be 1,000 additional jobs across Central Lancashire by 2026. This strategy aims to make sure there is enough land in the right locations for the workplaces of the future to suit a wide range of businesses".

Councillor Cliff Hughes cabinet member for Regeneration and Planning at South Ribble Borough Council says "Four new stations are suggested in the strategy. The one at Cottam is also earmarked as a Park and Ride. Further stations are proposed at Coppull and Midge Hall".

You can find out more at [www.centrallancashire.com](http://www.centrallancashire.com) or by ringing 01772 536775.

The deadline for comments is 19th December 2008.

Appendix 6 - Sample Extract - Corporate News Sheet/Advertisement

ISSUE 58 WINTER 2008/09

**FORWARD** SOUTH RIBBLE BOROUGH COUNCIL

**A Happy Christmas to all residents of South Ribble**

**New outdoor look for Autumn/Winter**

SOUTH Ribble's parks and open spaces are taking on a whole new look for the new Autumn/Winter season.

With Winter around the corner, there's no better time to enjoy the park, with your local park and take in the sights and sounds of the changing season.

Taking time out to stroll through your local park is a great way to shake off the stress, relax and

benefit of the sun-up to Christmas, and the health benefits of walking in the fresh air and natural light. The council is now again investing in a series of outdoor events and activities throughout the winter and spring, designed to encourage local people to make the most of their local parks and open spaces (see page 12).

So why not schedule a family walk to your local park in your festive diary this year?

**'Be aware of the Consequences'**

**Under-age binge drinking warning to parents**

PROFESSORS at South Ribble's primary are being warned that it's not a blind eye to their youngsters' binge drinking that Cheshire and New Year.

The Tull, Chorley and South Ribble Primary has issued a warning regarding to school leavers who could become the victims of binge drinking.

The 'Consequences' campaign highlights the dangers that under-age binge drinking can have on the health of young people.

It's hoped the message will go down well with parents and children alike. The council is now again investing in a series of outdoor events and activities throughout the winter and spring, designed to encourage local people to make the most of their local parks and open spaces (see page 12).

So why not schedule a family walk to your local park in your festive diary this year?

**inside:** Shopping in Leyland page 4  
A new home front page 13  
Come and join us in YOUR area - pages 14/15

**WIN! Four pairs of tickets for the winter's top box office movies in our p2 crossword!**

**6 New Park and Rides Around Preston by 2026?**

**Have Your Say**  
www.centrallancashire.com  
01772 536775

Your local councils working together to plan for a better future for everyone

Preston Council, South Ribble Borough Council, Chorley Council, Preston South Ribble Chorley Central Lancashire

Appendix 7 – Sample Extract - Central Radio Advertisements

**106.5 fm centralradio**

<b>CLIENT:</b> Chorley Council	<b>DUR:</b> 20
<b>TITLE:</b> new homes	<b>WRITER:</b> SH
<b>SCRIPT:</b> 202610	<b>EXEC:</b> JC
<b>DATE:</b> 11/12/08	<b>COST:</b>

VO Tell us what you think.

Chorley, Preston and South Ribble want to hear your views on plans to build 24,000 new homes by 2026.

Call Preston 53 67 75 or visit central Lancashire.com and have your say. All comments should reach us by the 19<sup>th</sup> of December.

**Appendix 8 - Online Timetable of events**

N	Western Parishes Area Committee	Eastern Area Committee		Lancashire Local Preston City Eastern Area Forum			
	24	25	26	27 Preston City Council Central Area Forum	28	29	30
2008							
December	<b>Mon</b>	<b>Tue</b>	<b>Wed</b>	<b>Thu</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>
	1	2 Chorley SWITCH Meeting	3 Chorley PAICE Meeting	4 Preston City Council Rural Area Forum	5 Clayton Brook Together Meeting	6	7
	8	9	10 Chorley Lancashire Local Meeting	11 <a href="#">South Ribble Penwortham Area Committee</a>	12	13	14
	15 <a href="#">South Ribble Levland East Area Committee</a>	16 <a href="#">South Ribble Central Area Committee</a>	17	18	19 Close of Consultation	20	21
	22	23	24	25	26	27	28
	29	30	31				
	2008						

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