



Strategic Growth Plan DRAFT Public Consultation Feedback Report

1. Introduction

1.1 Following approval by the Strategic Growth Partnership, the draft Strategic Growth Plan (SGP) was issued for an extended 16 week public consultation from 31st May to the 15th September 2017 seeking the views its content.

1.2 This report details the consultation methodology and provides an analysis of responses.

2. Background

2.1 Part 10 of The Local Government Act (NI) 2014 introduced the statutory duty of Community Planning. The legislation states that a Council must initiate, and having done so, maintain, facilitate and participate in Community Planning for its District. It defines Community Planning as a process by which the Council, and its Community Planning partners, identify long-term objectives for improving the social, economic and environmental wellbeing of the District. The legislation has also been supplemented by the Statutory Guidance on the Operation of Community Planning and the Community Planning Partners (Northern Ireland) Order 2016.

2.2 In accordance with this legislative duty and framework Derry City and Strabane District Council commenced a significant consultation, engagement and co-design process to develop a draft Strategic Growth Plan for the City and District which will lead the social, economic and environmental transformation of this city and region up to 2032. The draft plan was approved by the Strategic Growth Partnership on the 31st May and launched for a 16 week public consultation period.

2.3 The public consultation ran for 16 weeks (to allow for the summer recess period) from 31st May – 15th September 2017. During this time the general public and key interested parties were invited to provide their views on the content of the draft Strategic Growth Plan through a variety of channels and methods.

2.4 The draft Strategic Growth Plan was published on Derry City and Strabane District Council's (DCSDC) website. Contact details for further information was also provided.

2.5 Hard copies of the draft Strategic Growth Plan were also made available in public buildings Council-wide - including Council Offices (Derry and Strabane), statutory

partners' offices, media outlets, political party offices, leisure centres and libraries.

2.6 A link to an online survey, developed and managed by Derry City and Strabane District Council was also made available on the Council's website. This provided an easy and structured way for views to be submitted.

2.7 Email and postal submissions were also welcomed and details of both methods of submission were outlined on the Community Planning page of the Council's website and on the back page of the plan.

2.8 A series of 16 consultation events as detailed below were also held across the City and District during June 2017. These meetings were held during daytime and evening to encourage a wide participation from carers, those with dependents and those in full time employment.

Location	Evening Meeting (LDP & SGP - Strategic Growth Plan)	Daytime Workshop (focussed on LDP, as well as SGP)
Guildhall, Derry	Tues 6th June @ 7pm	Wed 7th June, 2pm - 4pm
Alley Theatre, Strabane	Wed 7th June @ 7pm	Fri 9th June, 2pm - 4pm
Ulster University @ Magee, Great Hall	Tues 13th June @ 7pm	
The Glen Community Centre, Derry		Thurs 15th June, 3pm - 5pm
Claudy Community Centre	Thurs 15th June @ 7pm	Fri 16th June, 2pm - 4pm
Derg Valley Leisure Centre, Castlederg	Mon 19th June @ 7pm	Tues 20th June, 11.15am - 1pm
Amnity House Donemana	Tues 20th June @ 7pm	Wed 21st June, 2pm - 4pm
Skeoge House, Leafair, Derry	Thurs 22nd June @ 7pm	Fri 23rd June, 2pm - 4pm
St. Columb's Park House, Derry	Tues 27th June @ 7pm	Wed 28th June, 2pm - 4pm

2.9 Details of these consultation events were published on the Council website; in a consultation information leaflet distributed across the Council area; and advertised in the local media (Derry Journal, Sentinel, Strabane Herald, Strabane Chronicle, Strabane Weekly News, Tyrone Constitution, The Dergian and Ulster Herald). They were also publicised via social media and direct email invitations were issued to those on our Council and Community Planning databases.

2.10 In addition to these public events, Community Planning officers facilitated a number of additional stakeholder engagements at which they were able to engage directly with interested groups. These included an Equality and Scrutiny Group, Ulster University staff Mighty Oaks Age Friendly Forum, Marie Curie and Ulster University Students Union.

2.11 A children and young people's version and questionnaire was developed and 16,000 copies were sent to every primary school in the City and District. A dedicated focus group and consultation event was also held with young people and youth workers.

2.12 An extensive Media Plan was also used to widely communicate the consultation and encourage local people to consider the plan and feedback. Opinion pieces were placed in the local media over the consultation period and daily posts were placed in social media

highlighting specific aspects of the plan. Commentary on our social media sites in relation to the plan was also logged and considered as part of the feedback. In total there were 115 posts during the public consultation period, from 30th May to 15th Sept 2017. The posts performed well, with a reach of 8,049 and above in some cases, with only three page comments recorded in all feedback. An example of social media posts and related traffic is displayed below.

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Council is currently seeking the views of individuals and groups across the district on the Draft Strategic Growth Plan. A public consultation is now underway with workshop events taking place in each District Electoral Area and Strabane Town from June 6th. You can also provide your feedback online at www.derrystrabane.com/communityplanning

For more information on event times and locations go to <http://www.derrystrabane.com/.../Communit.../Public-Consultation>

8,049 people reached

72 Reactions, Comments & Shares

49 Like	29 On Post	20 On Shares
1 Love	0 On Post	1 On Shares
2 Haha	0 On Post	2 On Shares
8 Comments	4 On Post	4 On Shares
13 Shares	13 On Post	0 On Shares

514 Post Clicks

244 Photo Views	31 Link Clicks	239 Other Clicks
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NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

3. Analysis

3.1 A total of **206** responses to the consultation were received. This comprised of **144** people who attended the community consultation events and provided verbal commentary at these meetings, **30** responses via our online survey and **30** written/email returns were received. **21** responses were individuals, with **39** responding on behalf of a business/organisation.

3.2 The online survey was based on a SurveyMonkey questionnaire which made it convenient for the respondents to state their opinion on the Draft Strategic Growth Plans:

- Vision;
- Mission;
- Cross cutting themes;
- Individual Outcomes; and
- Indicators.

3.3 In contrast to the verbal and written submissions received by post/email, responses to the online survey could be analysed statistically with the results providing an overview of satisfaction levels with each aspect of the plan.

3.4 A structured approach was established to analyse the narrative responses. This involved officers capturing the key recommendation from each response and categorising it according to their relevance to outcomes, actions and key sectoral point of interest or recommended focus area.

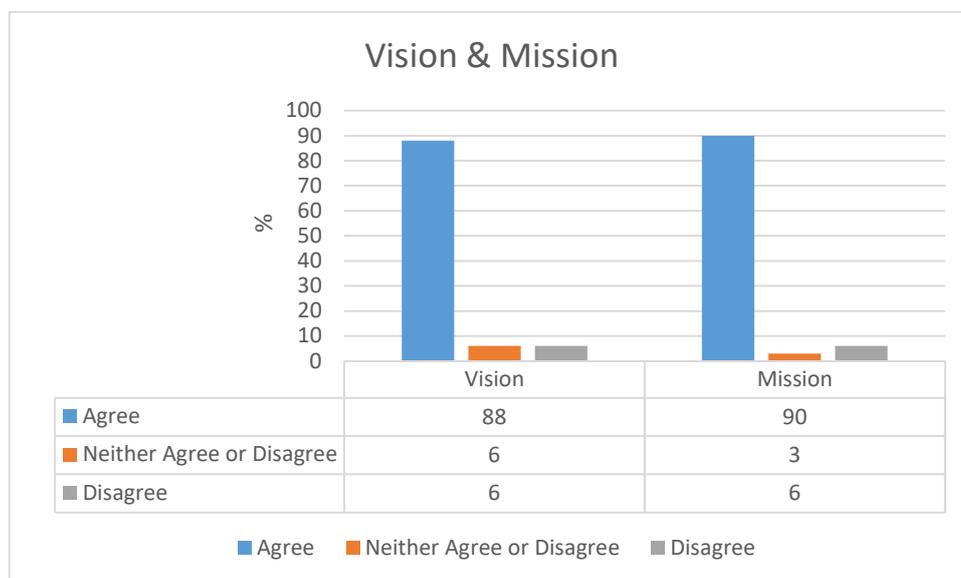
3.5 Formal consultation responses have been shared with every statutory partner and directorate within Council, and in addition to informing the shape of the final Strategic Growth Plan, the feedback shall be used by the Outcome Delivery Partnerships to assist in the delivery of actions to achieve the desired outcomes.

4. Consultation Findings

4.1 The findings of the consultation analysis are set out, categorised under the areas as outlined above.

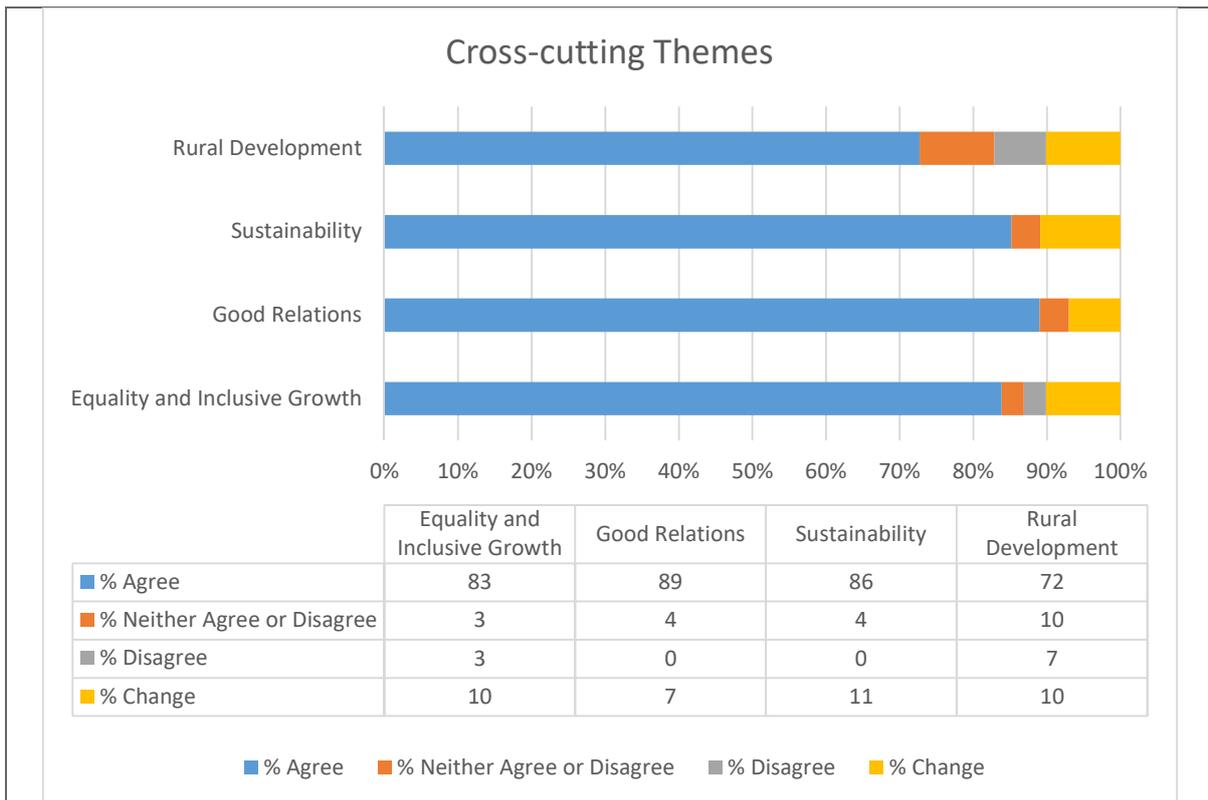
Vision/Mission/Cross Cutting Themes

4.2 The results of the online survey showed that there was strong support for both the Vision (88%) and Mission (90%), with only 6% of respondents disagreeing with both statements.



4.3 Support for the proposed Cross-Cutting themes was strong with 'Agree' responses ranging from 72-89%. The cross-cutting theme of 'Good Relations' received the highest total of responses answering agree (89%), while 'Rural Development' achieved the highest proportionate responses for both 'Neither Agree or Disagree' (10%), and 'Disagree' (7%). 'Change' responses in relation to the cross-cutting themes ranged from 7-11% with the highest 'Change' response being the 'Sustainability' theme.

4.4 Online survey responses to the Cross-cutting themes are displayed in the table and graph below:



4.5 The online survey showed strong support for the 8 proposed outcomes. The survey asked about each outcome individually and whether it should be included, excluded or changed. In overall terms, the results again showed very strong support for retention and use of each outcome.

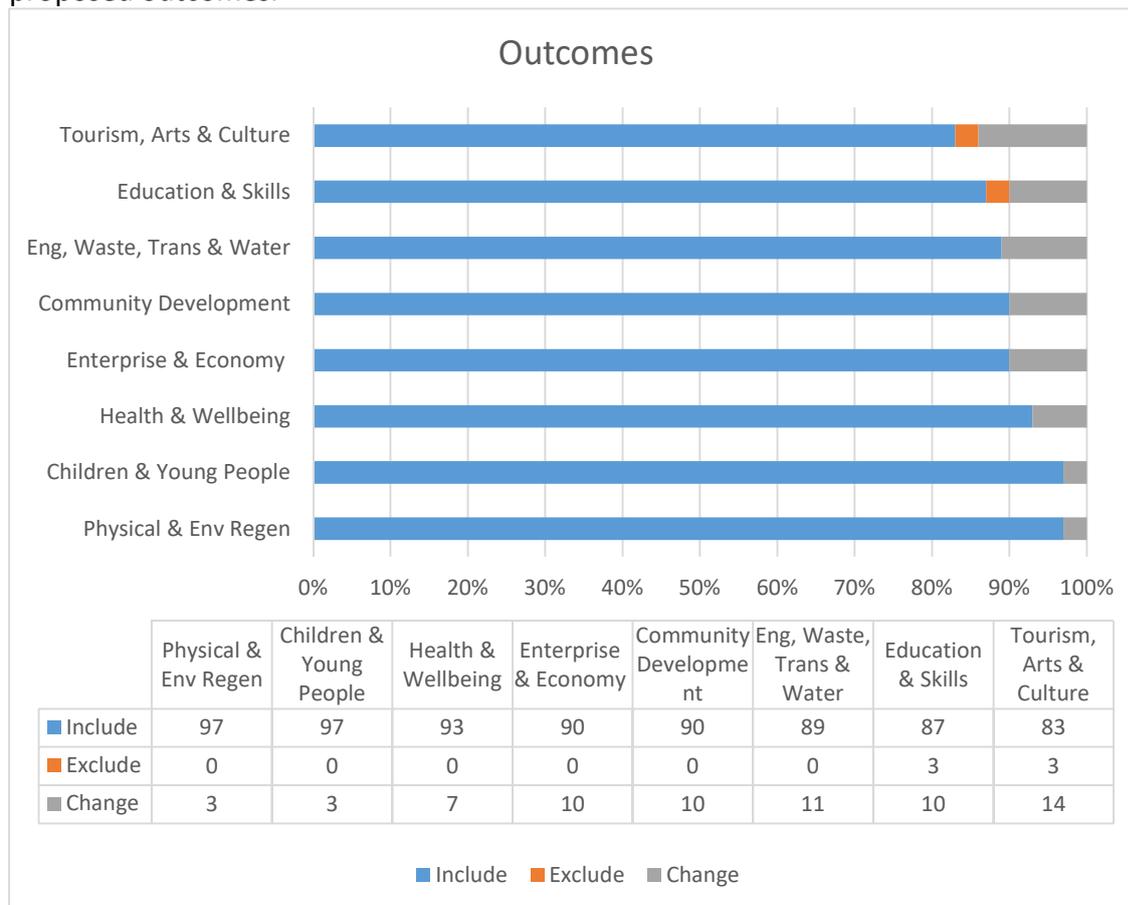
4.6 Five of the eight Outcomes had an ‘Include’ (keep) response of 90% or over. The “Physical and Environmental Regeneration” and “Children and Young People” outcomes had the highest include response (97%). While the “Tourism, Arts and Culture” outcome had the lowest proportionate ‘Include’ response of 83%.

4.7 Two outcomes received 3%, the highest total of responses answering ‘Exclude’ (remove). These were “Education and Skills” and “Tourism Arts and Culture”. Overall though ‘Exclude’ responses across the eight outcomes were low at only 3% for both of the outcomes identified.

4.8 Responses to “Change” certain outcomes were higher than the exclude responses and ranged from 3% - 14%. The outcome with the highest change response was “Tourism, Arts and Culture”

4.9 Respondents were asked are there any outcomes which should be included in the framework that aren’t? Of the valid responses, 25% of responses answered yes and 75% answered no. Additional outcomes identified by respondents included a call for specific outcomes in relation to ‘Older People’ and ‘Domestic/Sexual Abuse’.

4.10 The table and chart below detail the online survey responses in relation to the 8 proposed outcomes.



4.11 The results of the online survey were reflected in the narrative comments received in relation to outcomes with broad support overall.

4.12 There were no strong calls for any of the outcomes to be removed. Suggested changes related mostly to either the revised wording or the addition of a new outcome aimed at giving greater prominence to particular interests.

Indicators

4.13 The online survey sought views of the respondents on sets of indicators (Social, Economic and Environmental) which underpin the outcomes in the draft Strategic Growth Plan, asking in respect of each whether it should be kept, modified or excluded.

4.14 For the 16 draft indicators, 'Include' responses ranged from 31-100%. Six of these indicators had a include response of 100%. These were:

- Levels of GCSE attainment (incl. Eng and Maths)
- % of children living in low income families
- The proportion of babies born of a low birth weight
- 16-64 economic inactivity levels (excl. students)
- Employment level / rates
- Number of employee jobs

- Levels of GCSE attainment (incl. Eng and Maths)

4.15 A further 9 of the draft indicators had an ‘Agree’ response of 75% or higher, with only one indicator having an agree response less than 50%, this being:

- *“Estimated trips, nights and expenditure”*

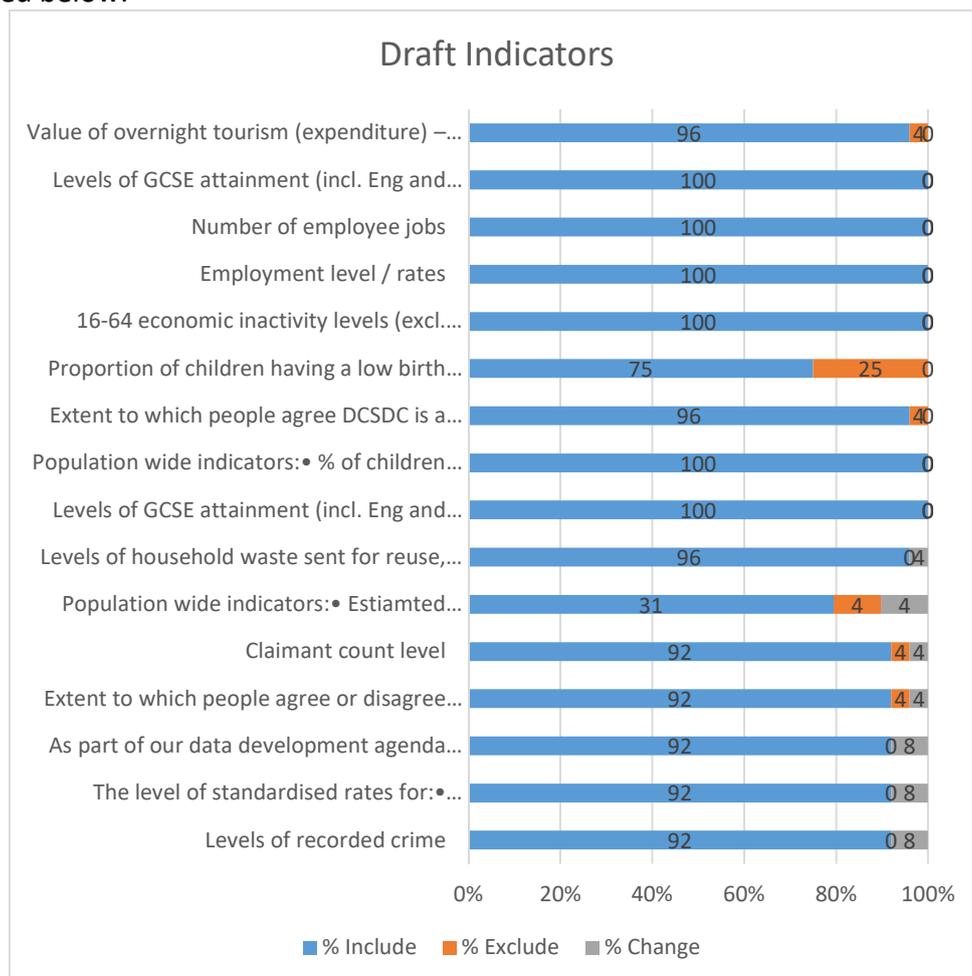
4.16 Only one of the draft indicators had a ‘Exclude’ response equal to or greater than 25%:

- *“Proportion of children having a low birth weight”*

It was felt that perhaps this 25% was recorded due to general lack of awareness of the proven longitudinal impact of this indicator on later life chances.

4.17 None of the draft Indicators had ‘Change’ response greater than 8%.

4.18 A summary of the online responses in relation to the proposed draft indicators in displayed below:



4.19 Narrative comments received from respondents, whilst generally reflective of the online survey results in relation to the indicator set, covered a wide range of viewpoints.

As with commentaries on the outcomes, respondents tended to focus on the interests of particular sectors, with some arguing for amended indicators whilst others suggested that the list should be expanded to include more detailed performance measures. There was no clear picture in this regard, and the commentaries appear to broadly reflect the level of support in the online survey.

4.20 Written commentaries on the indicators tended also to reflect those made in relation to outcomes, with a number of respondents calling, in particular, for a strengthening in position in relation to renewable energy use, biodiversity indicators, end of life care, need for additional economic indicators and suggestions in relation to the need for stretch targets/goals for the economic forecast data.

Actions

4.21 Commentary on the actions took up the substantive element of the majority of the consultation responses. A wide range of narrative comments were received – particularly from those responding on behalf of corporate or sectoral bodies. These responses understandably put forward particular organisational viewpoints and issues. The commentary received and recommendations were considered and themed by an officer panel.

4.22 Broadly, the most common and frequent feedback referred to the following:

- The importance and need for more direct transport links. Connectivity with and to other regions and connectivity within and between local communities.
- The need to have a strong focus on education, to become a “learning city and region”, improving schools, shared education and learning and skills development throughout the life span of all generations of our people to improve life chances.
- A need to ensure that across all of the themes and outcomes that the needs of older people are fully addressed and strengthened. That all outcomes should have an age friendly focus and a public health approach to end of life care is adopted.
- The important role that rural areas play in the regeneration of the City and Region. The need to strongly improve and enhance rural social, economic and environmental regeneration as a key tenet of this plan.
- A strong lobby to conserve, enrich and protect our rich environmental and built heritage assets in the implementation of the plan, drawing on volunteering and conservation protection.
- Reinforcement of the principle within the plan, and that within the Regional Development Strategy, that there should be a focus on regenerating our City and Town Centre as a key economic engines to sustain and support the wider region.

5. Next steps

5.1 All the feedback and commentary was considered and amendments have been made to the final, draft plan to address the issues raised within the public consultation feedback.

5.2 Recommendations in relation to delivery of actions have been copied to the relevant statutory organisation and Council director and those responsible for the respective operational areas to take into consideration in the development and implementation of these actions.

5.3 The more detailed action based feedback will also be forwarded to the relevant Outcome Delivery Partnership to ensure that their action addresses the feedback received as the plan moves further towards implementation.

