

## **APPENDIX 2**

### **PUBLIC CONSULTATION RESPONSE ANALYSIS**

## **York Northwest Area Action Plan Issues and Options**

### **Analysis of Public Consultation Responses on Geographic Basis**

#### **Introduction**

Between November 2007 and January 2008 the council carried out public and stakeholder consultation on the York Northwest Area Action Plan Issues and Options Report.

This consultation was undertaken in a series of events, tailored to the specific requirements of the target audience. As part of this, and in order to reach as broad and representative a range of the general public as possible five distinct consultation techniques were employed:

1. Distribution of a Public Comment Form and accompanying summary report/or full report was distributed to an existing database of persons who had previously expressed an interest in York Northwest.
2. Distribution of a less detailed leaflet to individuals and community facilities in close proximity to the development sites
3. Staging of exhibitions events at strategic locations in the areas around the development sites (in the Councils mobile exhibition unit or at public venues), including distribution of comment form and leaflet as appropriate.
4. Presentations at public ward committee meetings for Holgate and Acomb Wards, and at Ward Surgery at Micklegate Ward, including distribution of comment form and leaflet as appropriate.
5. Web based consultation, through Council website, incorporating electronic public comment form.

In order to establish whether the consultation techniques employed were effective in engaging a range of the general public, the geographic location of respondents has been examined (see appended plan). Analysis of this information reveals that the majority of respondents are, as would be expected, concentrated in those areas immediately adjacent to the sites, who are most likely to be immediately affected by any development.

Analysis of the feedback on a ward basis reveals that Acomb, Holgate and Micklegate account for 72% of the public responses received – indicative of their communities close proximity to the sites. These three wards are also within the top 7 most deprived in York (2007 Index of Multiple Deprivation).

More distant and rural wards (excluding Rural West York) account for only 18% of the feedback. Whilst this may be expected given the distance of these communities from the development area, the potential city wide impacts of York Northwest may warrant further consideration at the Preferred Option stage as to how residents across the whole city may be better engaged. Only 13% of the feedback received was from the 7 least deprived wards in York.

Potential synergies that development could facilitate between the sites themselves and communities in both the City Centre and Clifton areas, through improved access and integration, are not reflected in consultation responses – the wards of Guildhall, Clifton Within, and Clifton Without accounting for only 4%, 1% and 1.5% of consultation responses respectively. This may be something that the Council can address at Preferred Options stage through consultation events tailored to these specific communities should linkages between the areas be pursued in the Preferred Options Report.