

Corporate Plan 2010-15

Priority Actions for 2011/12

Public Consultation Outcomes

CONTENTS		
Report Section	Subject	Pages
Section 1	Introduction – Purpose, Participants and Methodology	2 – 3
Section 2	Place Survey Perception Questions – Overall Outcomes	4 – 11
Section 3	Corporate Priority Suggestions - Group Sessions Summaries	12 – 23
	(A) General Public	12 – 13
	(B) Communities of Interest	14 – 16
	(C) Youth Consultation	17 – 19
	(D) Voluntary Sector	20 – 23
	(E) Business Sector	23
Section 4	Corporate Priority Suggestions – Overall Summary Outcomes	24
Section 5	Group Sessions – Feedback on Experience	25 – 26

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December 2010

Section 1 – Introduction

Purpose:

This year, the Council has delivered a comprehensive programme of community engagement specifically focussing on:

1. Raising awareness of Council services, finances, and priority setting; and
2. Seeking views on what should be identified as priority activity under the Council's corporate themes in the 2011/12 corporate plan year.

Participants:

Following some criticism about last year's online consultation exercise lacking sufficient accessibility and background information, and having taking advice from the Council's external PR resource, the consultation this year has been exclusively delivered face-to-face in structured sessions to both non-specific and identified target groups to obtain the broadest possible range of views. As a result, the following sessions have occurred:

Group	Venue	Date
Faiths Forum	Town Hall	25/08/10
Disability Involvement Group	Town Hall	01/09/10
BourneOut	Town Hall	02/09/10
General Public Meeting 1	Hampden Pk Community Centre	29/09/10
Eastbourne Strategic Partnership	Police Offices, Hammonds Drive	30/09/10
General Public Meeting 2	St Richard's Church	04/10/10
General Public Meeting 3	Town Hall	08/10/10
Eastbourne Cultural Communities Network	Town Hall	27/10/10
Voluntary Organisations – Eastbourne Community Network	Town Hall	27/10/10
Chairs of Neighbourhood Panels	Police Offices, Hammonds Drive	03/11/10
Chamber of Commerce	Town Hall	03/11/10
Youth Consultation	Old Town Youth Club	09/11/10

The group sessions were facilitated by Members and Officers and the whole consultation project was jointly owned by the Council's Cabinet and Scrutiny Committee. The three general public sessions were promoted and advertised in advance through the local media. Taking into account the diverse nature of the specialist groups plus the three general public

opportunities, it is considered that as many people as possible have had a real opportunity to participate in this exercise.

Methodology:

Each group session was structured as follows:

1. Participants were first asked to complete a set of 15 headline perception questions taken from the Statutory Place Survey so that these can be compared with 2009 survey results. This was done to enable us to continue monitoring these key "quality of life" perceptions in the light of the official survey having been abandoned by the new Government.
2. Participants were then given a presentation providing an overview of the services currently delivered by Eastbourne Borough Council, financial headlines and challenges, and how priority setting is done. This was done to avoid criticisms aimed at last year's exercise where respondents did not feel they had enough background understanding to make informed contributions.
3. Participants were then asked to discuss the issues and suggest their top 3 priority activities/projects for 2011/12 against each of the three outward facing corporate themes, specifically Thriving Communities, Quality Environment and Prosperous Economy. In doing so, participants were advised that they could select continuation of existing activities or and/or suggest new ones.
4. Finally, all participants were asked for feedback as to the usefulness and quality of their experience in these sessions.

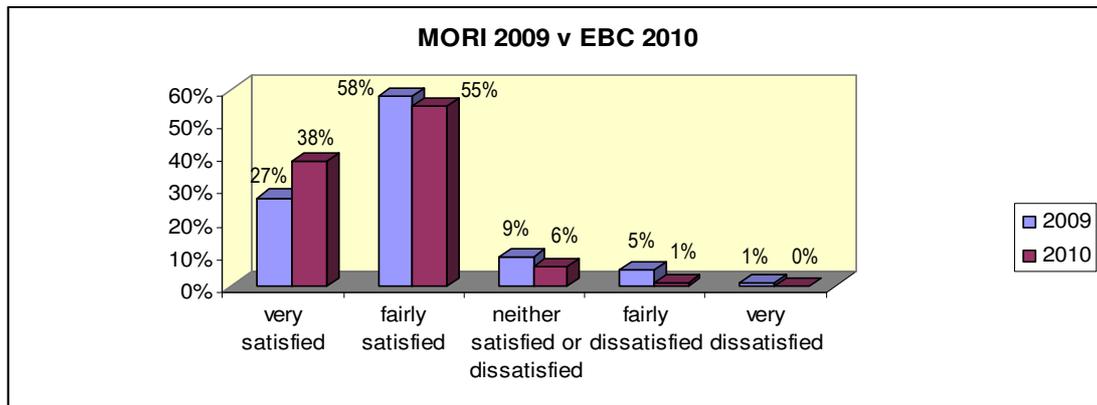
Due to the need to adjust the nature of the session with certain groups, it was not possible to conduct parts 1 and 4 in all cases.

In total, 157 people attended and participated across all the consultation sessions. This compares to a total of 58 respondents to the 2009/10 online consultation exercise. As well as being a considerable increase in numbers, due to the targeting of such a diverse range of groups plus the contextual information given in the presentations, this year's sample can be seen to be considerably more qualitative and inclusive.

Section 2 – Place Survey Perception Questions – Overall Outcomes

A total of 66 perception questionnaires were completed by participants in 2010 and the results are shown below compared with the 2009 results.

Q1. Overall, how satisfied or dissatisfied are you with your local area as a place to live?



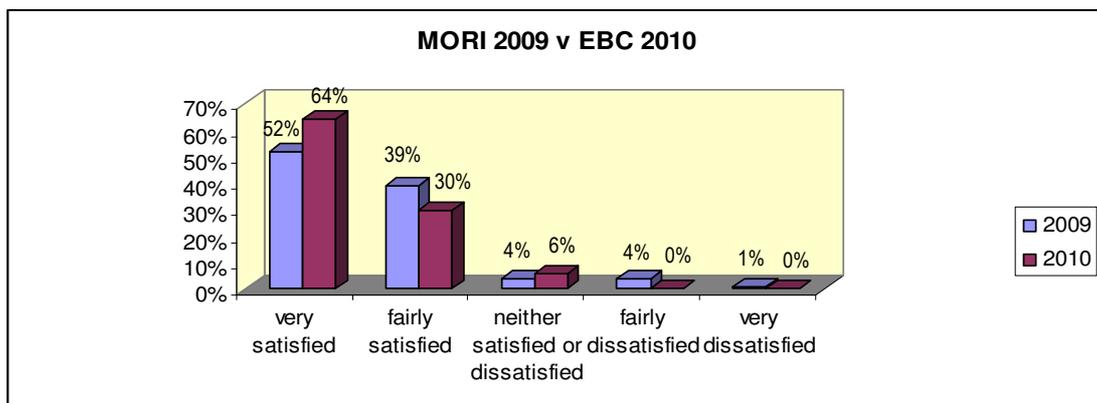
Positive Responses (first 2 categories)

2009 – 85%

2010 – 93%

Trend - Up

Q2. How satisfied or dissatisfied are you with your home as a place to live?



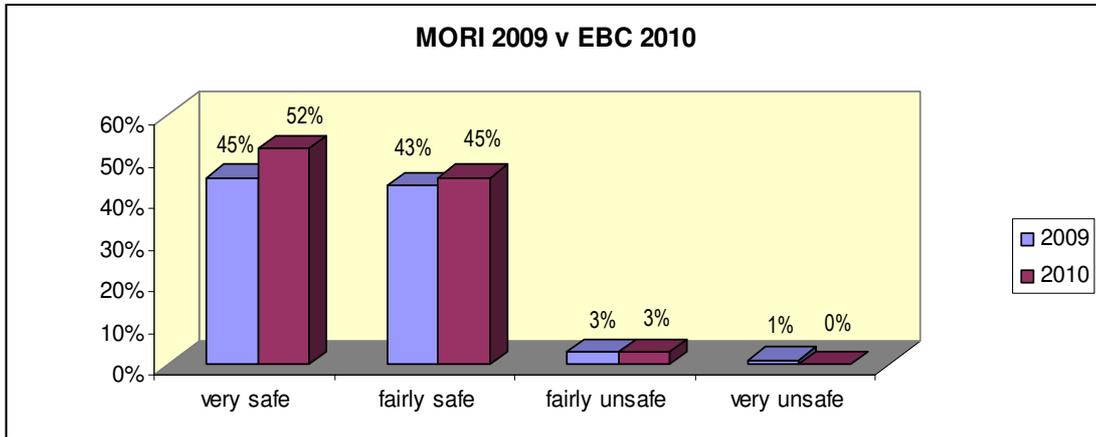
Positive Responses (first 2 categories)

2009 – 91%

2010 – 94%

Trend - Up

Q3. How safe or unsafe do you feel when outside in your local area during the daytime?



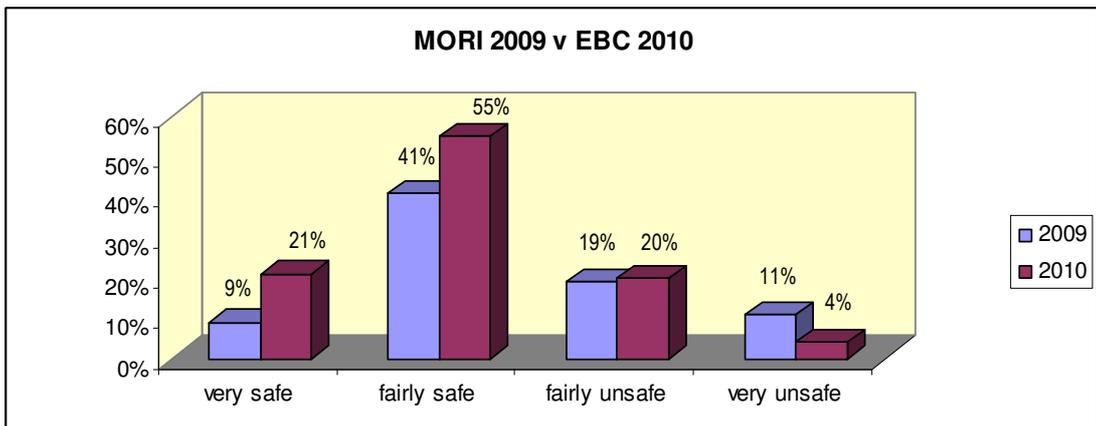
Positive Responses (first 2 categories)

2009 – 88%

2010 – 97%

Trend – Up

Q4. How safe or unsafe do you feel when outside in your local area after dark?



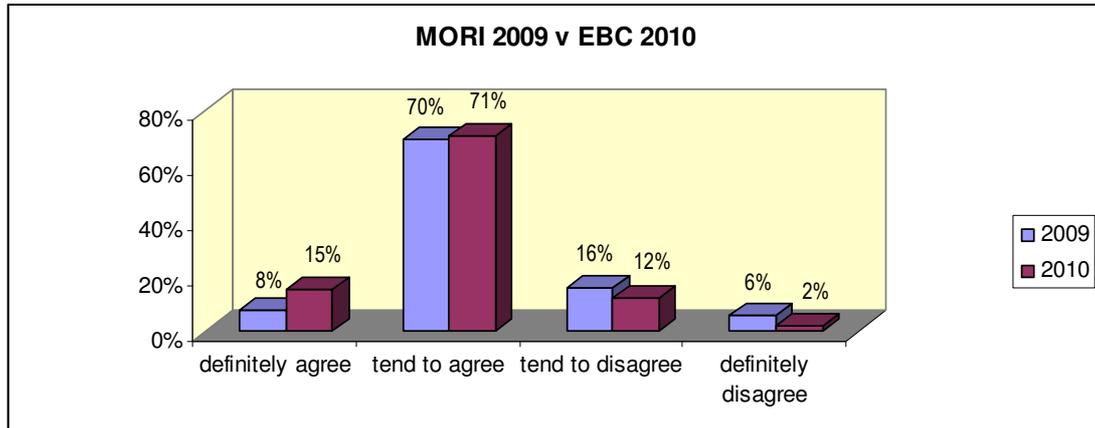
Positive Responses (first 2 categories)

2009 – 50%

2010 – 76%

Trend - Up

Q5. To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?



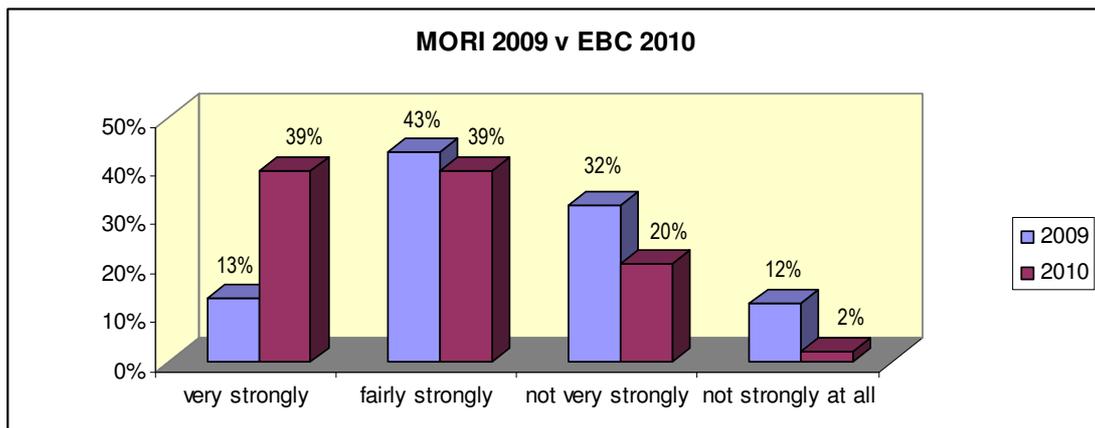
Positive Responses (first 2 categories)

2009 – 78%

2010 – 86%

Trend - Up

Q6. How strongly do you feel you belong to your immediate neighbourhood?



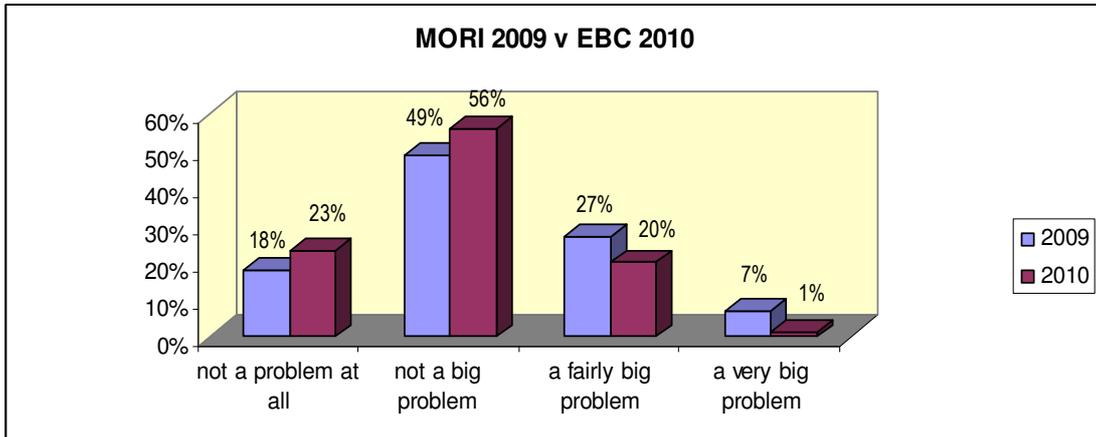
Positive Responses (first 2 categories)

2009 – 56%

2010 – 78%

Trend - Up

Q7. In your local area, how much of a problem do you think there is with people not treating each other with respect and consideration?



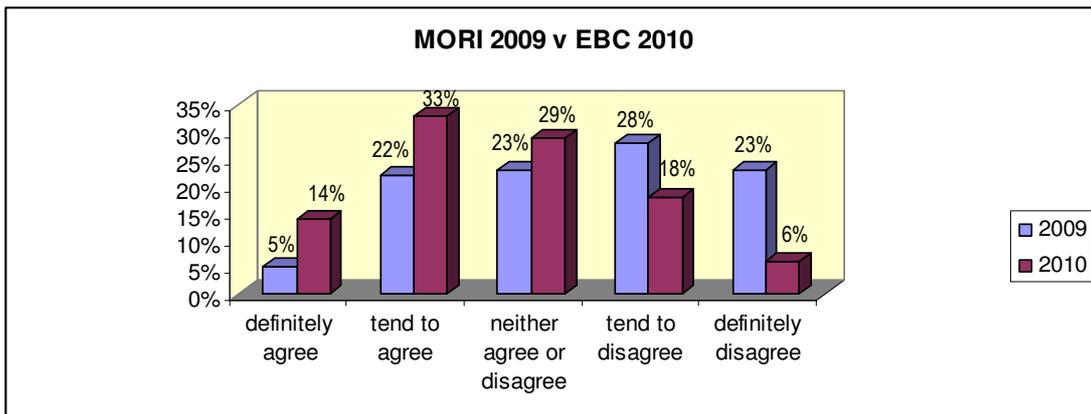
Positive (little or no problem) Responses (first 2 categories)

2009 – 67%

2010 – 79%

Trend - Up

Q8. To what extent do you agree or disagree that, in your local area, parents take enough responsibility for the behaviour of their children?



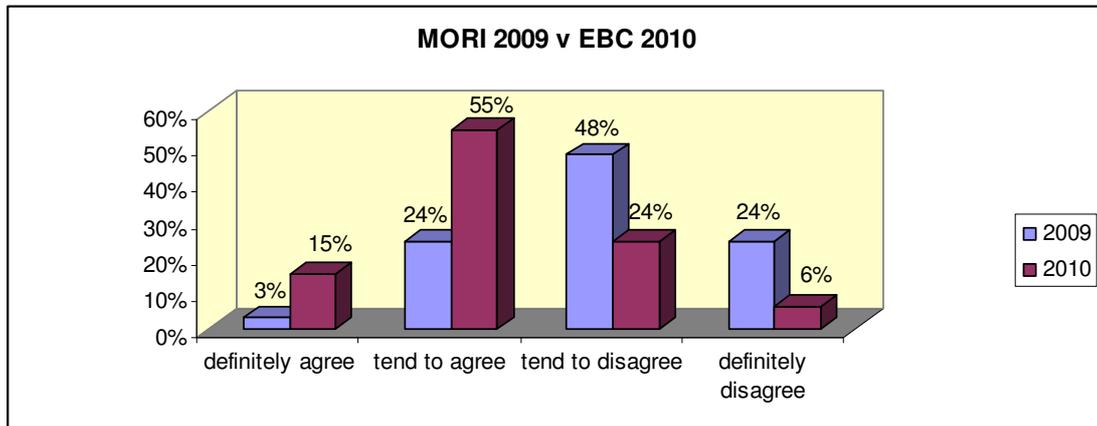
Positive Responses (first 2 categories)

2009 – 27%

2010 – 47%

Trend - Up

Q9. Do you agree or disagree that you can influence decisions affecting your local area?



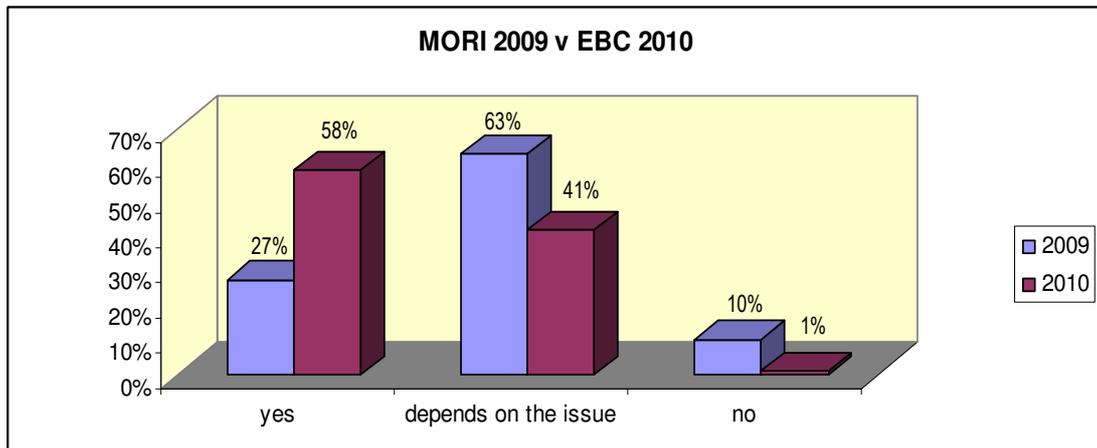
Positive Responses (first 2 categories)

2009 – 27%

2010 – 70%

Trend - Up

Q10. Generally speaking, would you like to be more involved in the decisions that affect your local area?



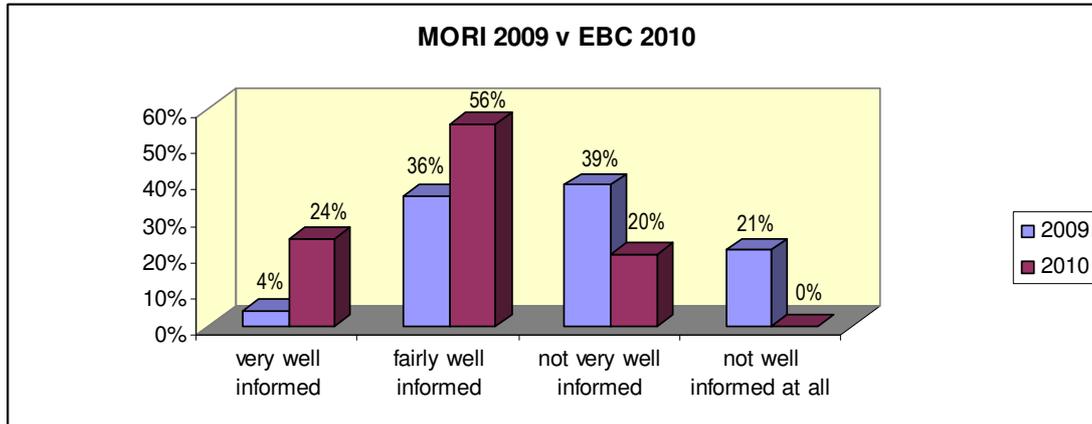
Positive Responses (first 2 categories)

2009 – 89%

2010 – 99%

Trend - Up

Q11. Overall, how well informed do you feel about local public services?



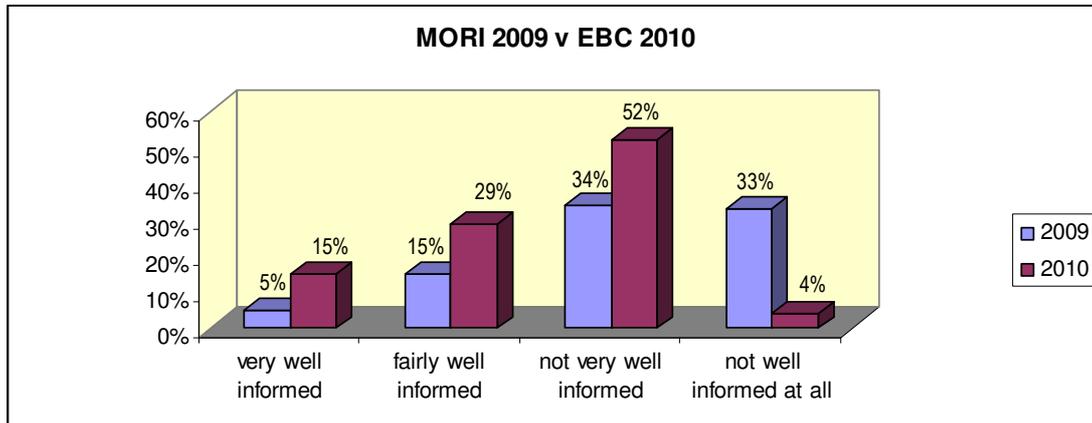
Positive Responses (first 2 categories)

2009 – 40%

2010 – 80%

Trend - Up

Q12. How well informed do you feel about what to do in the event of a large scale emergency?



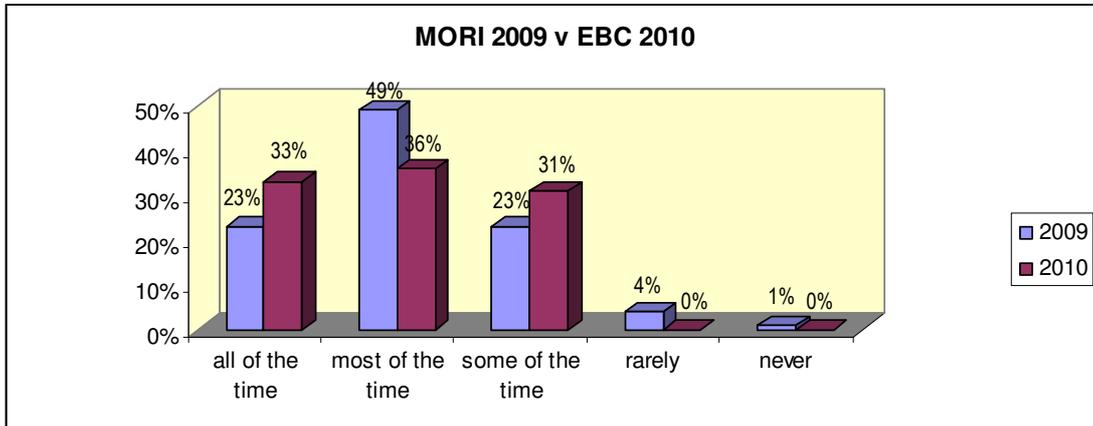
Positive Responses (first 2 categories)

2009 – 20%

2010 – 44%

Trend - Up

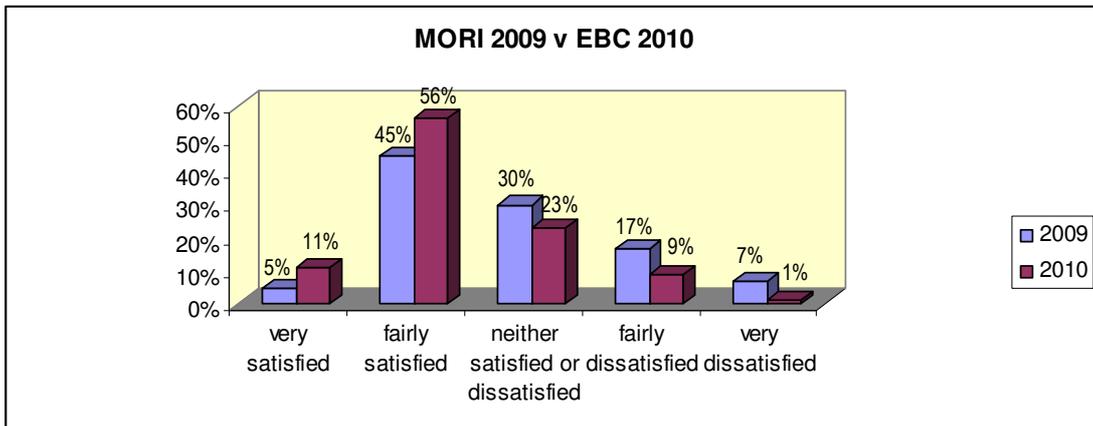
Q13. In the last year would you say you have been treated with respect and consideration by your local public services?



Positive Responses (first 2 categories)

2009 – 72%
2010 – 69%
Trend - Down

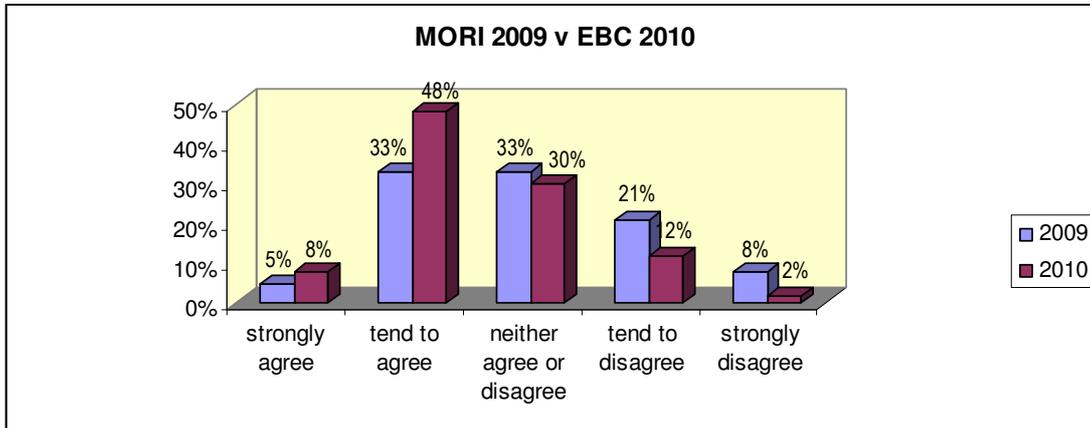
Q14. Taking everything into account, how satisfied or dissatisfied are you with the way Eastbourne Borough Council runs things?



Positive Responses (first 2 categories)

2009 – 50%
2010 – 67%
Trend - Up

Q15. To what extent do you agree or disagree that Eastbourne Borough Council provides value for money?



Positive Responses (first 2 categories)

2009 – 38%

2010 – 56%

Trend - Up

Summary Comments and Analysis:

MORI 2009 figures do not necessarily add up to 100% because of variations in the number of valid responses to each question. All 2010 samples add up to 100% except where minor rounding up/down occurs.

Whilst this does give a comparative picture to a certain degree, it should not be seen as directly comparative as the official 2009 survey conducted by MORI covered a much larger sample of some 1,300 people across the town, and the MORI survey selected participants at random whereas the participants in 2010 were specifically invited audiences.

As can be expected from specifically targeted audiences, responses to the more participative questions (9 – 11) were particularly strong.

However, audiences keen to participate are not necessarily more positive. Therefore, it is particularly worth pointing out the very positive response to questions 14 and 15 with regard to perceived Council performance and value together with the overall trend showing that responses appear more positive in 14 out of the 15 questions.

Section 3 – Corporate Priority Suggestions - Group Sessions Summaries

(A) General Public Sessions:

Three separate sessions in different venues and at different times were held. A total of 24 people attended these sessions. The collective results of priority suggestions from these three sessions were as follows:

GENERAL PUBLIC	
Priority Theme – Prosperous Economy	
Suggestion for Priority Activity	Number of Responses
Town Centre redevelopment	11
Science Park Project	5
Tourism events – more and/or better with improved advertising	5
Improve conference facilities	4
Provision of an Eastbourne museum to properly reflect our cultural heritage	4
Heritage trail walking guide	2
Reduce Airbourne event to 3-days	2
Undertake required maintenance and improvements to the theatres	2
Redoubt fortress improvement in partnership with English Heritage	1
Initiatives to attract better employers	1
Achieve business rate reductions	1
Improved rail and road infrastructure	1
Pedestrianisation of Gildredge Road and Little Chelsea	1
Develop Town Hall with more facilities for more rented use	1
Work towards reversing current pay-to-park scheme	1
Initiatives to attract more high-end shops	1
Develop Towner as a worthwhile tourist attraction	1
Development of more light industrial units	1
Priority Theme – Quality Environment	
Suggestion for Priority Activity	Number of Responses
Park and ride	8
Cycling Strategy – including action against cycling on pavements	7
Increased Recycling and reduced landfill	7

Top ten eyesores	6
Environmental Strategy	3
Tougher enforcement against illegal parking, especially against dropped kerbs	2
Programme of improvement to pavements	2
Introduce electric buses and improve routes	1
Use more green standards and abandon blue flag scheme	1
Align planning policies to environmental objectives	1
Continue programme of reducing carbon emissions	1
Improve upkeep of parks and gardens	1
Priority Theme – Thriving Communities	
Suggestion for Priority Activity	Number of Responses
Benefits improvements	8
Improved youth activities	7
Decent/affordable homes	6
Initiatives to reduce alcohol-related anti-social behaviour in the town centre	5
Covered skate park	4
Cultural Strategy	3
Beach volleyball project	2
Towner education programme	1
Improved sheltered housing for the elderly	1
Information pack for people needing to access care services	1
Complete and let Ratton Road new build scheme	1
Develop community engagement groups across the Borough	1
Annual festival of culture to bring communities together	1
More Council involvement with residents via drop-in sessions	1
Housing support for vulnerable families	1
Further development of neighbourhood management model	1
Improved co-ordination of voluntary groups to deliver community activities	1
Better schools and more choice	1
Provision of mobile post offices and libraries	1

(B) Communities of Interest Group Sessions:

These are the results of the more specialist targeted community groups, specifically the Faiths Forum, the Disability Involvement Group, BourneOut, Churches Together, and the Youth Forum. A total of 19 people attended these sessions. The results of priority suggestions from these sessions were as follows:

FAITHS FORUM	
Priority Theme – Prosperous Economy	
Suggestion for Priority Activity	Number of Responses
Town centre redevelopment	6
Science park project	5
Enhanced conference facilities	3
Town centre – include provision for a multi-faith shop/premises	2
Town centre – late night no-alcohol zone and evening non-alcoholic venue	2
Tourism events for younger groups	1
Close town centre to provide a 2-day fun fair	1
New tourism events	1
Priority Theme – Quality Environment	
Suggestion for Priority Activity	Number of Responses
Top ten eyesores project	3
Cycling strategy action plan	3
Continue reducing household waste and increasing recycling	2
Programme of community stewardship	2
Alignment of planning policies with environmental objectives	1
Environmental Strategy	1
Park and ride scheme	1
Priority Theme – Thriving Communities	
Suggestion for Priority Activity	Number of Responses
Maintain the youth activities around community centres action plan and in general	5
Cultural Strategy emphasising how Eastbourne is changing	3
Youth forum engagement – build responsibility at a young age	3
Project that focuses on faith as part of bringing a healthier environment and people	2
Extend neighbourhood management model to all areas	2

Promotion of faith education and activities as part of Towner education programme	1
Beach volleyball project	1
Create a teenage activity park	1
Affordable housing	1
Covered skate park project	1
Maintain vulnerable families scheme	1
Work in most deprived areas to improve wellbeing and reduce crime	1

DISABILITY INVOLVEMENT GROUP	
Priority Theme – Prosperous Economy	
Suggestion for Priority Activity	Number of Responses
Town centre redevelopment	8
Science park project	5
Heritage walking trail	4
Increased events programme – especially community based	1
Priority Theme – Quality Environment	
Suggestion for Priority Activity	Number of Responses
Park and ride	6
Aligning planning policies to environmental objectives	4
Environmental strategy	4
Increase recycling and reduce landfill	3
Cycling strategy including consideration of disability scooters	1
Priority Theme – Thriving Communities	
Suggestion for Priority Activity	Number of Responses
Provision of decent homes	7
Benefits service improvements	6
Youth activities through community centres	4
Ensuring access arrangements are in place alongside development projects	2
Eliminate unnecessary projects, eg. adult playgrounds, and minimise health and safety obligations	1
Provision of audio bus signs	1
Centrally located community hall	1
Improved neighbourhood watch area	1
Improved support for local sports teams	1
Housing support for vulnerable families	1

BOURNEOUT	
Priority Theme – Prosperous Economy	
Suggestion for Priority Activity	Number of Responses
Events locally led and focused on community diversity	2
Town centre redevelopment	2
Science park project – possibly along with a science fair type event	2
Conference facilities	1
Regeneration of areas not covered by town centre master plan, eg. Seaside	1
Priority Theme – Quality Environment	
Suggestion for Priority Activity	Number of Responses
Increased recycling	3
Park and ride plus general initiatives to reduce car journeys	2
Top ten eyesores project	1
Priority Theme – Thriving Communities	
Suggestion for Priority Activity	Number of Responses
Project to encourage and improve community involvement	2
Improved youth facilities	1
Cultural strategy	1

(C) Youth Consultation

A highly interactive session was held at Old Town Youth Club attended by 24 youngsters aged from 11 to 16. Firstly, views were sought on 3 existing priority projects under each corporate theme with a straw poll on popularity. The results of this were as follows:

YOUTH CONSULTATION	
Priority Theme – Prosperous Economy	
Suggestion for Priority Activity	Number in Support
1. Town Centre Redevelopment	17
2. More Tourism Events	3
3. Science Park	1
Priority Theme – Quality Environment	
Suggestion for Priority Activity	Number in Support
1. Increased Recycling	11
2. Reduced Carbon Emissions	6
3. Cycling Strategy	2
Priority Theme – Thriving Communities	
Suggestion for Priority Activity	Number in Support
1. Improved Youth Activities through Community Centres	20
2. Beach Volleyball	10
3. Covered Skate Park	8

The group was then asked for their thoughts on what other things were of high priority for youngsters and a plenary session was held during which the following views were received:

- More youth clubs and more days open for young people
- Dance studios and free access to dance lessons etc
- Dedicated and well equipped youth centres – Possible relocation of Old Town Youth Club to Cavendish School/Salvation Army (like Archery/Charley's with better facilities)
- Have the centre away from residential area as complaints are received about the noise levels

Everyone was then asked if they could have just one thing, or could have one activity to take part in, what would that be? This resulted in the following list:

- A Minibus to go out on trips etc
- More opportunities for visiting places
- Computer gaming consoles in youth centres
- Urban artwork walls



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- Sports Activities mentioned – Cycling, Fishing, Football in Old Town area, Horse Riding, Ice Skating, Rugby, Running/Jogging, Scootering, Skateboarding, Swimming
- An exercise park
- Youth bank – so young people can save up for trips or enable young people who can't afford to attend youth clubs to join in
- Better security system for youth club so that equipment isn't stolen
- Arcade in youth clubs
- Fund raising – young people to take more responsibility for raising funds for activities in their own area (see more on this below)

Young people were then asked to get into groups and to discuss and agree their top wish lists for youth activities in their town and in their area. The resulting comments were as follows:

Group 1	Group 2
<p>More games consoles Access to the internet Bigger facilities More trips Parties Mainly more things to do</p>	<p>More youth clubs in Old Town Music night Dance studio Teenagers' park Computer club Modern art walls Bigger youth club Different consoles ICT room Football pitches Skate park</p>
Group 3	Group 4
<p>"It is all good for getting games and stuff for people aged 11-15 but for people older we need our own group/time and more stuff for 16+."</p> <p>"We also need an all person facility so age groups can mix."</p> <p>"Free trips that are not expensive, eg bowling and laser quest."</p> <p>"Get more indoor activities like badminton."</p> <p>"We should have a £1 admission fee. That way we would be able to afford the stuff we need. Older clubs pay £1. Young clubs pay 50p. More opportunities to raise money."</p>	<p>"We want to keep the club."</p> <p>"We want to keep the club as it has helped us to not bully each other and we have learnt a variety of skills like cooking and paying pool, and many youths think that we should have our community centre at the Salvation Army."</p> <p>"And with our cooking skills last year we came up with a Xmas meal and we invited the Council and they liked it very much, and many youths helped cooking and serving it."</p>

The group expressed a strong desire to participate in fund-raising initiatives. Ideas received were:

- Sponsored walk – half to charity/half to youth club
- Christmas carolling – half to charity – pancreas cancer, cancer research and Great Ormond Street. Half to Old Town Youth Club.
- Bag packing at Lidl, ASDA and Sainburys
- Cake sale – Town Hall/Older People’s Homes
- Christmas carols at old people’s residential home
- From money we can go to bowling and laser quest and have a Christmas Dinner at Harvester. Day out to Blackpool.
- Trained community chef to help us.

(D) Voluntary Sector Group Sessions:

These are the results of sessions held with the more formalised groups representing the voluntary sector, specifically:

Eastbourne Cultural Communities Network
Voluntary Organisations – Eastbourne Community Network
Neighbourhood Panels – Chairs meeting

A total of 75 participants attended these sessions and the results of priority suggestions were as follows:

EASTBOURNE CULTURAL COMMUNITIES NETWORK	
Priority Theme – Prosperous Economy	
Suggestion for Priority Activity	Number of Responses
Events programme designed to maximise support for local tourism industry	3
Science park project	3
Town centre redevelopment and, in general, attract more shops to the town	3
Heritage Trail walking guide	2
Improved conference facilities	1
Priority Theme – Quality Environment	
Suggestion for Priority Activity	Number of Responses
Increased recycling and reduced landfill	4
Cycling strategy – including more town centre cycle lanes and no cycling on pavements	4
Tackling the top ten eyesores – enable charities and community groups to clear up and use vacant buildings	2
Ensure maintenance of existing properties	1
Environmental strategy	1
Aligning planning policies with environmental objectives	1
Project to use young offenders to clear up graffiti and repair vandalism	1
Fair burial rights for Jews and Muslims with no extra cost for those outside Eastbourne	1
Priority Theme – Thriving Communities	
Suggestion for Priority Activity	Number of Responses
Youth activities in connection with community centres	3
Towner education programme – improve usage and affordable rates for community groups	2

Playground improvements	2
Provision of decent homes	1
Housing support for vulnerable families	1
Cultural strategy	1
Development of open-air gym for adults	1
Development of seafront play area	1
Provision of volleyball facility in Gildredge Park	1
Provision of a homeless shelter	1
Make empty shops available to small businesses at affordable rates	1
Provision of a multi faith centrally located community facility	1

NOTE: There was a comment from within this group that, given the costs involved, major developments such as the Science Park and the town centre redevelopment should not be a priority at this time

VOLUNTARY ORGANISATIONS – EASTBOURNE COMMUNITY NETWORK	
Priority Theme – Prosperous Economy	
Suggestion for Priority Activity	Number of Responses
Work with voluntary sector to provide business mentoring	1
Town centre redevelopment	1
Science Park project	1
Incentives and discounts for small businesses to fill empty town centre shops	1
Tourism events – cost neutral and business generating	1
Priority Theme – Quality Environment	
Suggestion for Priority Activity	Number of Responses
Increased provision of dog bins in areas currently without such facilities	1
Environment Strategy	1
Achieving 10% carbon emissions reductions	1
Planning policies aligned with environmentally sustainable objectives	1
Priority Theme – Thriving Communities	
Suggestion for Priority Activity	Number of Responses
Improved youth facilities especially in neglected areas, eg. Princes Park	1
Work with voluntary sector to improve older people services – especially welfare and benefits rights	1
More emphasis on working with the voluntary	1

sector on key projects, eg. vulnerable families	
Work with locally based charities to promote greater awareness	1
Neighbourhood management development	1
Removal of bureaucratic barriers to enable communities to make environmental improvements	1
Simplify process to enable communities to hold street parties	1

NOTE: In the 3VA October 2010 report to statutory funders, the above session was referred to under Eastbourne representation as "one key example was groups being given the opportunity to provide direct input to an EBC consultation on council funding priorities".

NEIGHBOURHOOD PANELS – CHAIRS MEETING	
Priority Theme – Prosperous Economy	
Suggestion for Priority Activity	Number of Responses
Town centre redevelopment	9
Science park project	7
Regeneration of run-down areas, eg. Seaside and Hampden Park	3
Heritage walking trail guide	3
Improved events programme	2
Conference facilities improvements	1
Project designed to attract new employers	1
Priority Theme – Quality Environment	
Suggestion for Priority Activity	Number of Responses
Increased recycling and reduced landfill	5
Continuation of top ten eyesores project	5
Park and ride	5
Cycling strategy	3
Improved vehicle signage	2
Carbon emission reductions in buildings	1
Address litter and debris issues close to schools	1
Increased provision of dog litter bins	1
Increased enforcement – eg. pavement cycling and illegal parking	1
Project to improve and update parks	1
Protection of green spaces – focus new build on disused industrial land	1
Secure new waste contract	1
Priority Theme – Thriving Communities	
Suggestion for Priority Activity	Number of Responses
Youth activities – including areas other than	6

those earmarked due to high crime figures	
Decent homes programme	4
Playground improvements	2
Volleyball facility on the seafront	2
Benefits performance improvements	2
Towner education programme	1
Cultural strategy	1
Develop neighbourhood management	1
Project to tackle drug dealing	1
Housing support for vulnerable families	1
Towner – improve displays and events	1
Enable 3 rd sector to provide a community facility/building at a realistic charge	1

(E) Business Sector Group Sessions:

Sessions were held with the Eastbourne Strategic Partnership and the Chamber of Commerce. A total of 15 participants attended these sessions. At both these sessions, participants requested more time to consider the issues and submit their comments subsequently. At the present time, no feedback has been received but anything yet to follow will be inputted as soon as it is received.

Section 4 – Corporate Priority Suggestions – Overall Summary Outcomes

Taking into account all the suggestions put forward across all the groups set out in section 3 above, the most popular suggestions for priority activity/projects in 2011/12 were as follows:

Priority Theme – Prosperous Economy	
Priority Ranking	Priority Activity Suggested
1	Town Centre Redevelopment
2	Science Park Project
3	Enhanced Events Programme – both in respect of tourism and more community led events
Priority Theme – Quality Environment	
Priority Ranking	Priority Activity Suggested
1	Increased Recycling and Reduced Landfill
2	Green Transport – Park and Ride and Cycling Strategy
3	Continue to tackle top 10 eyesores
Priority Theme – Thriving Communities	
Priority Ranking	Priority Activity Suggested
1	Improved youth activities – involving youth forum, youth clubs and community centres
2	Provision of decent and affordable homes
3	Continue benefits service improvements

In addition to the above, there was a lot of feedback about making use of the voluntary sector in partnership in order to maintain quality public service delivery in the current economic climate, and placing more emphasis on asking the community to take more responsibility. This feedback was in the context of the recently announced public spending cuts, and the promotion of the 'Big Society' concept.

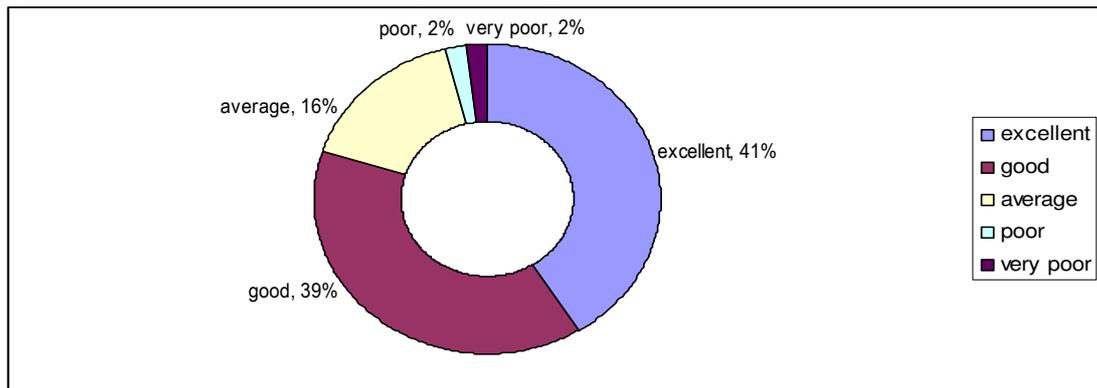
Communities of interest groups were all keen to express their wish for a centrally located facility/building for all members of the community to access as part of the consideration of the town centre master plan.

Youth consultation conveyed a strong message of support for the development and improvement of youth club activities and facilities with equitable treatment across the town. There was also a significant degree of desire to be self-reliant and enabled to undertake activities and fund raising initiatives.

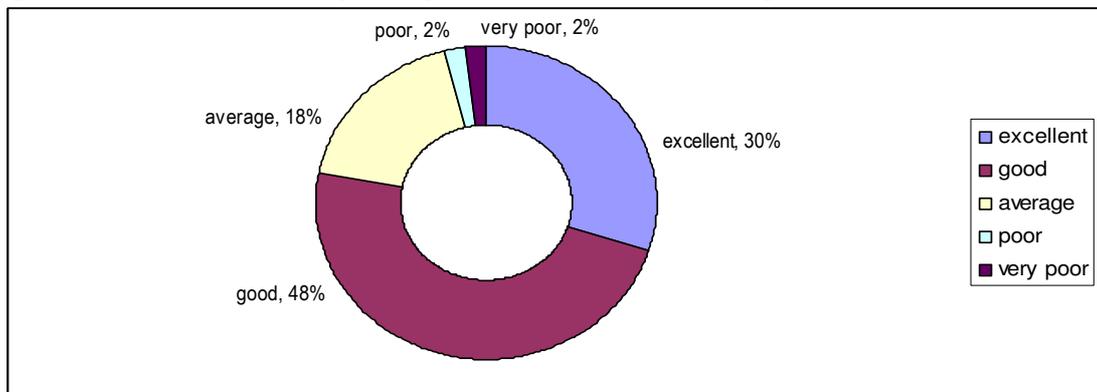
Section 5 – Group Sessions – Feedback

It is important to measure the effectiveness of our consultation arrangements. Participants were asked for their feedback and the following results were obtained from 44 feedback forms received:

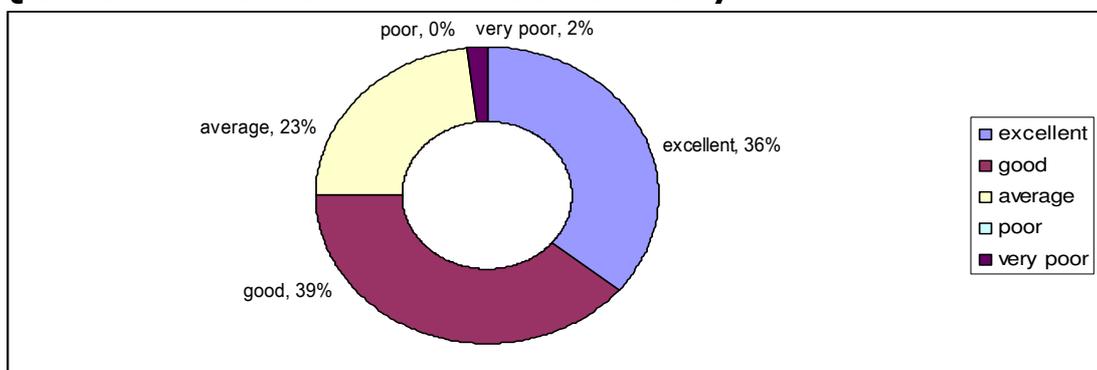
Q.1 Please rate the clarity of the presentation content



Q.2 Please rate the quality of the information provided



Q.3 Please rate the value of the session to you



Comments on what (if anything) worked particularly well:

- Group discussions helped spark ideas
- All parts of presentation – comprehensive and clear
- High level of interaction – overall style encouraged inclusiveness
- Plenty of discussion time
- Lots of information about 5-year plan – exciting and encouraging
- Whole event extremely interesting
- Ability to clearly understand what EBC does and is trying to achieve
- Awareness as to the large extent of Council services and projects
- Knowledge as to how Council finances work
- Good room layout and use of microphone
- Helpful handout materials

Comments on what (if anything) did not work well:

- Needed a summary map of town centre proposal – lack of detail
- Full copies of corporate plan were not available at the meeting
- A shame that more people didn't take the opportunity to attend
- Tendency to allow individuals to dominate session
- Attendance may have been higher with more extensive publicity
- Over-simplification of some issues – needed more information

Suggestions for change or improvement to future sessions:

- Include subsequent return contact details on form
- Need more engagement of this type
- Session could be shortened to 1 hour
- Include more discussion time
- Council needs to demonstrate that consultation feedback is used
- More use of charts, illustrations and diagrams to improve presentation clarity
- Allow more time for questions at the end
- Limit to one question per attendee
- Need to stick more strictly to the agenda
- Questions should be put in writing
- Provide roving microphone for audience and ensure others have heard question asked