

Publicity for Housing, the South East Plan, Core Strategy etc stretches back as far as 2003. It consisted of major articles in the Wokingham Council News delivered to all households in the Borough. This also included royal mail deliveries with the council tax bills.

The Borough News of summer 2008 had a 4 page A 3 report covering the whole Core Strategy process with information on how to engage in the process. Late last year there was also another one off Royal Mail delivery to every household on have your say on master planning etc. WBC also contacted everyone on their extensive data base with all the above details.

IN addition via the Arborfield Parish magazine I included details of every stage of the Stage of the evolving South East Plan to the current Master Planning consultation with who to submit comment to etc. My guess would be that I provided information in about 15 to 20 magazines over the last five years.

Most of the above is over and above the statutory requirements but I considered it to be of such importance I insisted we went out of our way to ensure residents were as informed as possible. Below is the detail around the last year's efforts to engage with residents.

I do have copies of al the publications if anyone wishes to see them and I do hope that you would agree that it is comprehensive. Having said that there is still work to be done to get rid of Area B and insist only Brownfield sites are developed first and not Greenfield ones.

Best Regards Gary Cowan.

SDL (Strategic Development Location) SPD (Supplementary Planning Document) Consultation 2009-10

Event / Action	WHEN
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Exhibitions – Council Offices at Shute End	<ul style="list-style-type: none"> • 7 September to 16 October 2009
Newspaper Adverts Half page adverts in the Wokingham Times. Full page adverts in Reading Post	<ul style="list-style-type: none"> • 20 May 2009 • 8 July 2009 • 19 August 2009
Media releases issued for every workshop and exhibition	<ul style="list-style-type: none"> • 15 June 2009 • 23 June 2009 • 27 July 2009 • 26 Aug 2009 • Nov 5, 2009 • Jan 18 2010 • Jan 29 2010 • Feb 4, 2010 • March 12, 2010
Website – front page and dedicated pages	<ul style="list-style-type: none"> • Aug 2009 • Jan 2010
WBC News - articles placed in the spring, summer and autumn editions	<ul style="list-style-type: none"> • March 2009 • July 2009 • November 2009 • March 2010
Town & Parish News – articles placed in Feb, May, June and July editions.	<ul style="list-style-type: none"> • 28 Feb 2009 • 31 May 2009 • 30 June 2009 • 31 Aug 2009
Direct Mailshot Leaflet to all households (piggybacked Xmas recycling mailing)	<ul style="list-style-type: none"> • November 2009.
Libraries and all major food superstores - Consultation Document & Posters	<ul style="list-style-type: none"> • Sept 2009
Leader's blog	<ul style="list-style-type: none"> • 21 July 2009
Chief Exec's column in Wokingham News	<ul style="list-style-type: none"> • 19 June 2009

Event / Action	WHEN
<p>Masterplanning Community workshop (Planning for Real Exercise) – One day event for the SDL sites at Arborfield and South of M4 held at Arborfield Village Hall and attended by 50 delegates.</p> <p>An advert was placed in the Wokingham Times and Reading Evening Post on 20 May 2009 asking for members of the public to put them selves forward to take part in the public workshop for masterplanning the Arborfield SDL.</p>	<ul style="list-style-type: none"> • 19 June 2009 • 20 June 2009 • 20 May 2009
<p>Masterplanning Community workshop (Planning for Real Exercise) – One day event for the SDL sites at North and South Wokingham.</p>	<ul style="list-style-type: none"> • 19 June 2009 and 20 June 2009
<p>Follow up workshop – Whole day event at the Council Offices covering all SDL's. This was a follow up to the two community workshops held on the 19 & 20th June 2009</p> <p>Follow up work shop – Half day event focussing on North Wokingham distributer road.</p>	<ul style="list-style-type: none"> • 25 July 2009 • 22 Sept 2009

Event / Action	WHEN
<p>Formal Consultation on the draft Supplementary Planning Documents for the SDLs - The formal consultation opened on 8 February and closed on 23 March 2010. It has been;</p> <ul style="list-style-type: none"> • Highlighted on the home page of the Council website. • Copies of whole consultation document sent all parish and town councils. • Had static displays in the main reception area at Shute End and at planning reception. • A statutory advertisement was placed in local newspapers circulating within Borough. These are Wokingham Times, Reading Chronicle, Maidenhead Advertiser (Twyford version), Bracknell News and Henley Standard. • Notification was sent to all those who had previously commented on proposals. • An article in the Borough News which was sent out with the Council Tax information for 2010/11. • Draft documents were sent to all libraries within the Borough and also Crowthorne. • The draft documents were sent to all the superstores within the Borough with a request to display. 	<ul style="list-style-type: none"> • 8 Feb 2010 • 8 Feb 2010 • 8 Feb 2010 to 23 March 2010 • 3, 4 & 5 Feb 2010 • 8 Feb 2010 • Mid March 2010 • 5 February 2010 • 5 February 2010

Events associated with Options and Alternatives for the Core Strategy

Event / Action	WHEN
Presentation to Arborfield Parish Council's Planning Committee on initial options.	<ul style="list-style-type: none"> • 7:30 pm on 4 July 2005
Attendance at Arborfield Summer Fair – stall with information on document	<ul style="list-style-type: none"> • 11:30 – 3:30 on 9 Jul 2005
Public notices in local newspapers for Alternatives for the Draft Core Strategy (see list above)–	<ul style="list-style-type: none"> • 9th – 11th 10 Nov 2005
<p>Initial options for the Site Allocations document – This contained information on all the suggested sites.</p> <p>Statutory public notices in local newspapers about consultation – see list above (excluding Maidenhead Advertiser)</p> <p>Copies of all document available in all the Borough's libraries (and the one in Crowthorne)</p>	<ul style="list-style-type: none"> • September 2006. • 30th and 31st August 2006 & 1st September 2006 • From 30th August 2006
<p>Submission of Core Strategy - this document confirmed housing numbers for the Garrison Early information in WBC News (newspaper to all households) http://www.wokingham.gov.uk/council/news-events/newsletters/wokingham-borough-news/?assetdetesctl886800=57362</p> <p>Consideration at Executive and Council when the document was finalised.</p> <p>Public notices in local newspapers – see list above.</p> <p>Copies of documents available in all the Borough's libraries (and Crowthorne).</p>	<ul style="list-style-type: none"> • Summer 2008 • 26 June & 31 July 2008 • 20th – 22nd August 2008 • From 20th August 2008

Event / Action	WHEN
<p>Details of sites suggested following submission of Core Strategy Where someone indicated that they wanted development on a site (which was not identified in the Core Strategy), the Council had to undertake consultation on these:</p> <p>Public notices in local newspapers – see list above</p> <p>Copies of document available in all the Borough's libraries (and Crowthorne)</p>	<ul style="list-style-type: none"> • 5th – 7th November 2008 • From 5th November 2008
<p>The Examination in Public – Public examination of the Core Strategy was held by the Planning Inspector.</p> <p>The event was publicised in the local newspapers – see list above</p>	<ul style="list-style-type: none"> • from 17 March to 30 April 2009 • 4th – 6th February 2009