



Knowle, Dorridge  
and Bentley Heath  
Neighbourhood Plan

## **Consultation Statement**

### **Part 1**

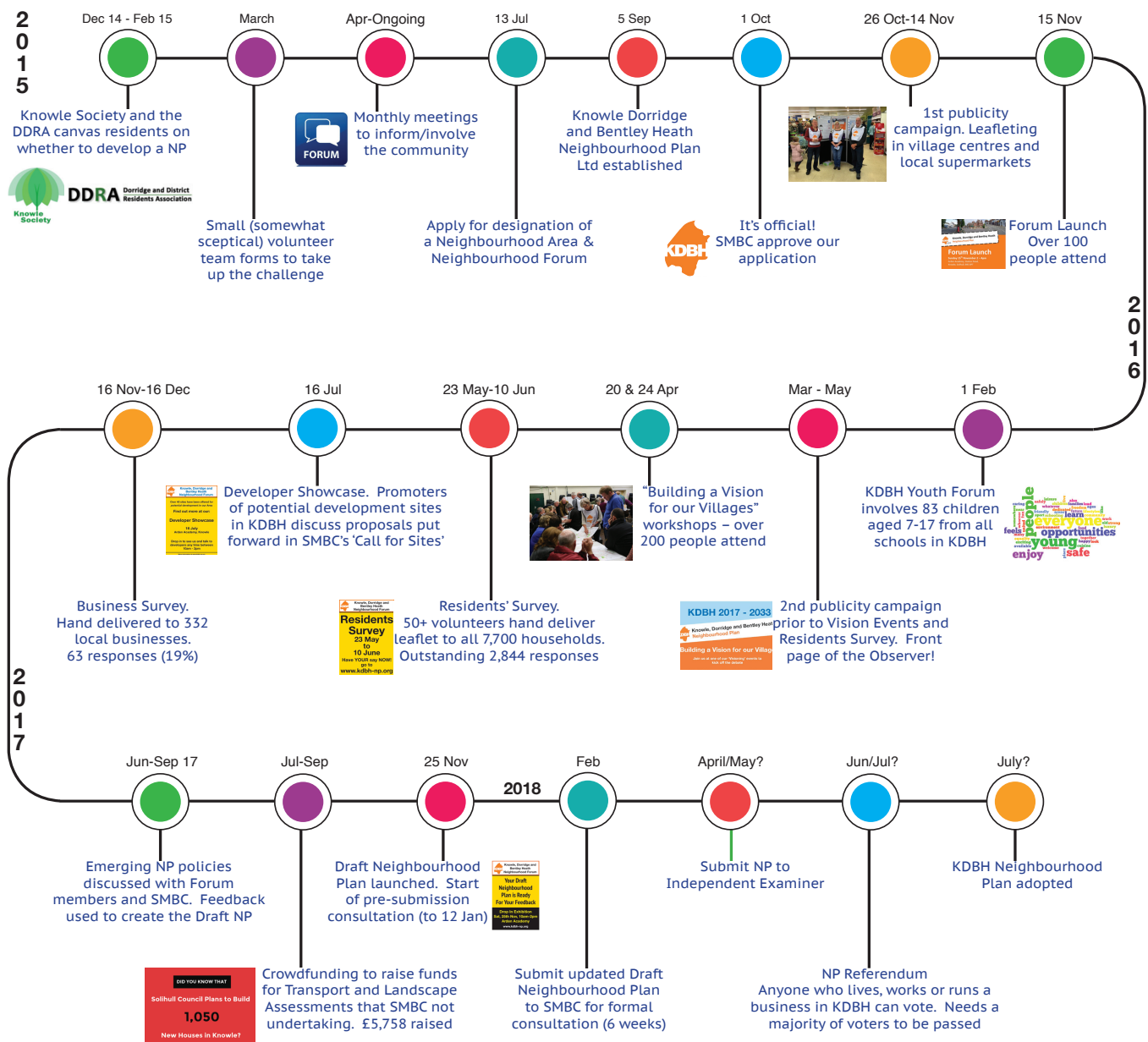
A Neighbourhood Plan is a community plan and must derive its objectives, actions and authority from the community

# KDBH Neighbourhood Plan Consultation Statement

## 1. Overview

Communication and consultation, in many different forms, played a major role in defining how the Steering Committee went about formulating the KDBH Neighbourhood Plan. The graphic below provides a useful overview of the process, key events and milestones that shaped our journey - one of the posters used at our pre-consultation Exhibition in November 2017.

## KDBH Neighbourhood Forum - Our Journey



## **KDBH Neighbourhood Plan Consultation Statement**

### **2. Approach**

From the outset, the Steering Committee was determined that all sectors of the KDBH community should be given every opportunity to participate in Neighbourhood Plan (NP / Plan) development, make their views heard on what is most important to them, and be kept fully informed throughout.

A huge amount of time and resource has therefore been devoted to shaping and delivering a communications and consultation programme for each stage of Plan development, particularly in the first year given the need to maximise awareness and engagement to create a strong platform for Plan development.

The multiple strands of the programme aimed to:

- promote a high degree of awareness of the project, including raising the Forum's profile by leafleting in village centres and local supermarkets, and getting involved in a range of community events such as Fun Runs, fetes and fairs
- invite residents and local businesses to join the Forum and to participate in surveys via leaflet drop, poster campaigns and face to face presentations and subject matter briefings to many local organisations and stakeholder groups
- gain publicity in the local press and by advertising events in a range of local journals that specifically target our Area. A notable achievement was a front-page spread in the Solihull Observer, a local paper delivered to most homes in KDBH. This was timed to boost awareness right at the start of Neighbourhood Plan development proper, publicising the Vision workshops and Residents' Survey and promoting the benefits of getting involved
- run monthly Forum meetings at the local secondary school to provide progress updates and, more importantly, seek Member decisions on Plan content
- create and actively maintain a dedicated website <https://www.kdbh-np.org> and Facebook page <https://en-gb.facebook.com/kdbhforum/>. Appendix 2 provides example snapshots of the reach of Facebook communications. Web communications included creating an on-line KDBH Events Calendar to provide a service to the community and help raise our profile with local groups
- make innovative use of technology to reach those not able to attend meetings. This included: creating a short 'explainer' video that reached over 7,500 people via our Facebook and web pages and generated nearly £6,000 of 'crowdfunding' to undertake transport and landscape studies; and using a form of 'electronic voting' to enable those not able to attend meetings to make their views known
- disseminate information via Forum newsletters, as well as in publicity produced by local organisations such as churches and Resident Associations. Many local shops displayed event publicity in their windows
- run interactive workshops on key topics, such as the two Visioning sessions, giving more time for community interaction to really understand the detail on resident needs and issues. Smaller workshops were also held as part of Forum meetings, for example to provide community input to the Heritage and Character Assessment and seek views on Local Green Spaces, an area of high priority for residents
- design and create posters for all main events, for both external and internal display. Street posters were placed at strategic places around the villages to maximise visibility to both pedestrians and people in vehicles. In many cases, leaflets were also created for people to pick up from eg. shop counters and public buildings.

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The Events tab on the Forum website includes pages dedicated to key events, for example <https://www.kdbh-np.org/developer-showcase>

Examples of press publicity can be found on our website page <https://www.kdbh-np.org/in-the-press>

Example pictures of participation in community events are shown at <https://www.kdbh-np.org/community-involvement>.

### 2.1. Community Engagement in Practice

Effective consultation depends on strong engagement. From less than 40 members when the Forum was given official status in October 2015, engagement has now risen to over 900 Forum members and subscribers. Our Facebook community, typically comprising younger residents with families, has just exceeded 1,000 followers. The active involvement of this broad and diverse community of supporters has been key to our success in delivering a Neighbourhood Plan that is closely tailored to the particular context and needs of our Area.

The Residents' Survey provides a good example demonstrating the level of engagement achieved. Recognising the fundamental importance of the Residents' Survey as the platform for Plan development, the Forum decided that it was vitally important to do all they could to ensure that every household did actually receive the leaflet publicising the survey. Over 50 Forum members gave their time to tramp through the villages and personally hand deliver a leaflet to all 7,600 homes. Other members erected advertising street signage. A community butcher, church, local library and school acted as collection and drop of points for copies of the survey. Many local organisations and shops helped publicise the event. It was a true community event that delivered an exceptional outcome, providing not only 2,844 completed questionnaires, but nearly 500 pages of detail comments over and above answers to specific survey questions.

Early on in the development process, the Steering Committee recognised the challenge that all Councils have in engaging younger members of the community in planning matters - something particularly difficult in KDBH with an average age profile of 46 years. Approaches taken to seek to address this challenge included:

- in December 2015, we set up a Facebook page with the aim of reaching a 'younger audience' and sought input and support from a university student living in KDBH
- in February 2016, a special Youth Forum event held in the Solihull Civic Centre brought together 83 children from our villages for a day's workshop to discuss what the future of Knowle, Dorridge and Bentley Heath meant to them. Pupils from all KDBH schools took part, ranging in age from seven to seventeen. Output from the event is on our website <https://www.kdbh-np.org/youth-forum-1>.
- leaflets publicising events have been distributed via school bags.

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We have not yet discovered a 'silver bullet'. Over time, however, we have certainly seen a rise in the number of younger people and families engaging in events. We also take heart from feedback provided by the specialist, independent consultant from Stratford Council who undertook our Residents' Survey. While recognising the relatively lower percentage of respondents below 30 years of age, he confirmed that this was by no means unusual and that the result was actually better than most Council consultations. To quote his view, 'Responses exceeded all expectation so you will be building the Plan on very accurate and robust data'.

In summary, the Steering Committee's primary goal has always been to be able to demonstrate that we have done all we reasonably can within limited budget and resources to engage and consult across the whole community. Through the wide range of communication and consultation activities undertaken, we are confident that we have achieved a good and fair cross-representation of community views.

### **3. Draft Plan Pre-Submission Consultation Process**

After five months spent discussing early draft policies with SMBC and Forum members, everything was ready to start pre-submission consultation to run from 25 November 2017 - 12 January 2018.

To maximise early engagement in the consultation, the Steering Committee chose to formally launch the Draft Neighbourhood Plan at a Drop-in Exhibition. This was held in the hall of the local secondary school from 10am-2pm on Saturday 25th November 2017. The event was heavily promoted with another huge publicity campaign, including leaflets, external posters around the villages and event publicity in the local press and community magazines.

With help from one of the Resident Associations and Solihull Council, we gathered together enough stands to display 24 posters specifically created to highlight the importance and proposed Policy content of the Draft Neighbourhood Plan – as shown at <https://www.kdbh-np.org/exhibition-draft-np>.

Display stands were grouped into areas for each major topic covered in the Plan:

- Key Issues for KDBH
- Plan Vision and Objectives
- Village Character and Natural Environment
- Housing
- Design
- Traffic and Transport
- Education and Community Facilities
- Employment, including Retail
- Communications Infrastructure and Utilities
- Community Actions.

Throughout the Exhibition, a Forum Team subject matter specialist(s) was available in each topic area to provide information and answer questions.

On entry, attendees were personally welcomed and handed a short questionnaire to capture their feedback. This asked attendees to indicate their degree of support for each proposed Policy, ranging from 1 Strongly Disagree to 5 Strongly Agree. There was space also for short comments. More generally, flipcharts were available for attendees to provide comments via Post-It notes.

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The hall was packed throughout the 4 hour Exhibition - in fact we closed 45 minutes late and people were still arriving. Of the nearly 500 attendees, many spent a significant amount of time reviewing the material, chatting to the Forum team and responding to the questionnaire. We were hugely encouraged not only by the high turnout, but also by the extent of positive feedback received on the quality of the Exhibition itself and level of support for the Draft Policies.

All documentation used at the Exhibition was made available the following day on our website via pages dedicated to the Draft Neighbourhood Plan <https://www.kdbh-np.org/copy-of-draft-np-1>. The Draft Plan itself could be read or downloaded either as an e-book (accessible from anywhere), or in more traditional pdf format in full or by individual sections. For those without access to computers, or preferring to read printed material, paper copies of the Plan and questionnaire were made available at the local library. Our two Resident Associations provided a library service and could be contacted by anyone wanting to borrow a printed master copy to read for a few days.

The Draft Plan webpages also provided full details on the consultation process and the various ways to provide feedback. These included: on line from our website via a process that emulated the Exhibition paper questionnaire; via an email address dedicated to Plan feedback; or via paper using a feedback box located in a prominent place at the local library.

As legally required, we sent out 65 e-mails/letters to a range of Statutory Consultees (official bodies that may be affected by our proposals), including Solihull Council. The full list is in Appendix 1.

Total responses received across the different media were:

- Questionnaires completed from Exhibition attendees – 170
- On-line feedback via the web – 195
- Feedback via dedicated email – 51
- Feedback via the library – 11
- Solihull Council – 1
- Official Consultees – 6 (Kenilworth Town Council, West Midlands Police, Highways England, Sport England, Knowle Society, Environment Agency).

We also received submissions from seven developers, although much of this related to promoting their development sites around our Area, rather than providing specific feedback on the Draft Plan itself. We extracted all feedback relating to the Draft Plan, which is included in Part 2 of the Consultation Statement.

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### 4. Analysis of Feedback

An important principle driving the Steering Committee's approach to assessing feedback is complete transparency. This meant capturing and responding to every individual comment received. Comments were anonymised, brought together into one master document and categorised by Plan topic. This then enabled the relevant Forum Team subject matter expert to review and respond to comments in their area of expertise, highlighting where feedback resulted in a change to the Plan.

We were very encouraged (and not surprised given previous experience) by the amount of feedback received, totaling over 700 lines of individual comments. The vast majority of feedback was very supportive. The only area of major change was to Policy VC4 Green Space. The extent of feedback was nevertheless invaluable in helping to refine detail, provide clarification and improve understanding and ease of reading.

#### 4.1. Exhibition Questionnaire

We analysed the 170 questionnaires received from the Exhibition. The majority of responses rated most of the policies, with a few rating some policies only. Eleven forms contained comments without ratings.

To remove any bias where scoring was left out on some returns, results were calculated based on how many times each policy was rated, averaged out by the number of ratings actually given. The results are shown in the table opposite.

All Policies scored above a 3 rating.

Policies with the most agreement (average scores above 4.5) were:

- the 5 Village Character Policies
- the 2 Natural Environment Policies
- the 2 Design Policies
- Transport Policies 1, 4, and 9
- Education and Community Facilities Policies 1 and 3
- Employment Policy 1

Policies with relatively lower agreement (average scores below 4) were:

- the 8 Housing Policies
- Employment Policy 3.

#### Draft NP Policy Showcase 25 November 2017

Questionnaire Responses on Policy Ratings:  
1= Strongly Disagree, 5=Strongly Agree

Topic Area	Policy Ref	No of Responses	Total Score	Average Score
Village Character and Natural Environment	VC1	145	670	4.62
	VC2	144	664	4.61
	VC3	142	657	4.63
	VC4	143	669	4.68
	VC5	140	637	4.55
	NE1	139	641	4.61
Housing	NE2	139	638	4.59
	H1	144	534	3.71
	H2	122	459	3.76
	H3	140	550	3.93
	H4	130	513	3.95
	H5	131	501	3.82
	H6	126	476	3.78
	H7	127	467	3.68
Design	H8	129	498	3.86
	D1	131	598	4.56
Traffic and Transport	D2	126	581	4.61
	T1	135	627	4.64
	T2	127	540	4.25
	T3	135	612	4.53
	T4	122	550	4.51
	T5	119	531	4.46
	T6	129	575	4.46
	T7	130	553	4.25
	T8	129	577	4.47
	T9	130	596	4.58
Education and Community Facilities	T10	117	510	4.36
	ECF1	129	599	4.64
	ECF2	120	532	4.43
	ECF3	121	555	4.59
	ECF4	118	513	4.35
	ECF5	121	523	4.32
Employment	ECF6	113	494	4.37
	E1	133	623	4.68
	E2	125	513	4.10
	E3	121	469	3.88
Communications Infrastructure and Utilities	E4	119	508	4.27
	U1	123	540	4.39

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### **4.2. Key Themes**

Taking feedback across the Plan as a whole, a few key themes emerged, summarised below.

#### **4.2.1 Solihull Council (SMBC) Draft Local Plan**

Most negative feedback relates not to the Neighbourhood Plan, but to consultation being undertaken separately by SMBC to update their Local Plan following legal appeal. SMBC started their consultation in November 2015 - just after formal launch of the Neighbourhood Forum. In winter 2016 / 2017, SMBC's Draft Local Plan (DLP) included proposals to build 1050+ new homes in KDBH, raising huge concerns in the community about the impact of 25% growth on the villages' character, natural environment and local transport infrastructure and landscape.

Given the extent and strength of concerns raised, the Neighbourhood Forum took on a separate stream of activity to act as a focal point for co-ordinating and representing the views of residents on SMBC's proposals. The DLP is, however, still in early stages of development and as such is outside the scope of the Neighbourhood Plan. Any aspect of the DLP proposals, eg proposed sites, number of houses, could change. It will be at least another 12-18 months before the updated Local Plan completes all required processes to become a firm basis for planning. In the meantime, the Neighbourhood Plan must use SMBC's adopted 2013 Local Plan for its purposes.

That is not to say that the Neighbourhood Plan disregards the DLP proposals. Rather, the focus has been on creating a robust Evidence Base to challenge SMBC's proposals, and on defining clear policies to manage any large scale new development that may result.

The Neighbourhood Forum will continue to represent KDBH community views on the DLP as a separate activity to developing the Neighbourhood Plan. We await the next stage of SMBC's consultation, currently expected Summer / Autumn 2018.

#### **4.2.2 Remit of a Neighbourhood Plan v. Community Actions**

In law, a Neighbourhood Plan deals with land use matters associated with new development. A number of points of feedback relate to matters that are out of scope for a NP – because, for example, they relate to issues with existing services (bin collections, parking). Once again, though, these matters have not just been disregarded. They have been gathered together and incorporated for consideration as potential 'Community Actions' for discussion with Residents Associations and other community groups as a separate, follow-on process outside NP development.

#### **4.2.3 Local Green Space Designations**

This topic (Policy VC4) generated the most material feedback from our consultation. As a result, we have undertaken a detailed study of a range of additional sites put forward by residents. The outcome has been discussed with SMBC and Forum members, and agreed changes will be included in the updated Draft Neighbourhood Plan for the next stage of consultation.

### **4.3. Summary of Feedback on Sections 1-5**

Other than the key themes discussed above, the only other feedback noted from a handful of respondents was a concern regarding the level of input from younger members of the community - an aspect previously covered as part of 2.1 above.



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### 4.4. Summary Village Character & Natural Environment Feedback

General comments received were overwhelmingly in support of the proposed Policies. Specific comments related in large part to Policy VC4 Green Spaces. More than twenty other areas were put forward for possible designation as Local Green Space, leading us to undertake a full, detailed review. We also noted some concerns about how the proposed designation of open space in front of Arden Academy, agreed by SMBC as the landowner, might affect the Draft Local Plan proposals to redevelop the Academy. Policy VC4 is the most material change to the updated Draft Plan.

Feedback from Statutory Consultees has enabled us to refine some important detail. Note, however, that aspects relating to flood management have not been included as this is more appropriately covered by SMBC's Local Plan.

### 4.5. Summary Housing Feedback

The main matters raised relate to Policies H1 (Scale of New Housing), H4 (House Types) and H5 (House Size). There is also a key issue regarding Policy H3 (Affordable Housing).

- **H1:** There are wide differences of opinion about the proposed scale of new housing. Amongst residents, there is some recognition that more housing is needed, but for many 500 is still too many. Conversely, the Council and developers are seeking greater provision. The Forum's approach is corroborated by the KDBH Housing Needs Assessment (HNA). The Plan has however been amended to recognise that, in reaching a final figure, account needs to be taken of any infrastructure constraints (as highlighted in the HNA).
- **H3:** SMBC feedback questions the level of affordable housing to be made available to households with a strong local connection. However, following further discussion with Forum members, no changes are proposed. The Forum is concerned to ensure that availability remains at 100%.
- **H4 and H5:** attracted a relatively high number of responses. Most comments reflect a view that the proportion of five bedroom houses is too high, while that of two bedroom houses is too low. Feedback from Solihull Council and developers were mainly that the policies are too prescriptive. In response, Policy H5 has been amended to include all market house types (ie. not just houses) to give greater clarity and consistency. In addition, the percentages have been adjusted to reflect the local priority for 2-4 bedroom accommodation, with a bias towards small dwellings. However, the Forum defends its prescriptive policy. This is a necessary tool in safeguarding the character and appearance of the Area.

### 4.6. Summary Design Feedback

There is wide support for Policies D1 (Character and Appearance) and D2 (Design in Conservation Areas). Some respondents made suggestions for additional provisions or to improve clarity. Where appropriate, the Plan has been amended accordingly.

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### **4.7. Summary Traffic and Transport Feedback**

The overwhelming impression from feedback relevant to the Plan is that the proposed policies are well supported. Many comments relate to SMBC's Draft Local Plan and as such are out of scope for the Neighbourhood Plan, as explained in 4.2 Key Themes.

A large proportion of responses re-iterate many of the findings from the Residents' Survey. The lack of parking capacity at Dorridge Station and in village centres was frequently mentioned. Congestion as a result of on-street parking, with St John's Close cited as an example, remains a concern. Many respondents feel that public transport services, in particular bus services, should be improved. A large number comment that the current road infrastructure is already at breaking point and would not cope with the developments being suggested in SMBC's Draft Local Plan. Much of this feedback relates to, and is supportive of, the Community Actions proposed in Appendix 3 of the Plan and, where relevant, proposed Policies.

In terms of specific feedback, a number of comments on Policy T3 suggested that equipping 5% of new car parking spaces with electric vehicle charging points is too low, so this has been increased. Other changes are of a technical nature, eg responding to SMBC feedback to remove ambiguity, with no material change to the essence of the Policies.

### **4.8. Summary Education and Community Facilities (ECF) Feedback**

Feedback on ECF Policies was generally highly supportive. From the Exhibition, there was strong support in particular for policies ECF1 (Formal Education - Places for Local Pupils) and ECF3 (Protection of Community Facilities and Services).

Other feedback can be summarised as:

- relating to the significance of, and need for emphasis on, community facilities of given types. Some items, and a further relevant organisation, have therefore been added to the Plan for clarity. In general, however, no further specific amendments were made on the basis that policies ECF4, 5 and 6, acting collectively, provide ongoing visibility, and prioritisation, of community facilities, allowing the community to make appropriate decisions on the relative merits of different facilities over the Plan period
- requests for additional clarification, for example: on ECF1 which has been reworded to address the point made; and relating to planning regulations/guidelines and any potential implications
- incorporating feedback from West Midlands Police regarding eg. crime prevention
- identification of further technical or supporting documents, for example associated with sporting facilities. These documents have been noted for future reference to support detailed decisions on individual proposals
- feedback relating to aspects that are 'out of scope' for the Plan, eg. a significant number of comments relating to the proposal to relocate the Arden Academy.

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### **4.9. Summary Employment, including Retail and other Commercial Uses Feedback**

Feedback has not resulted in any changes to this Section of the Plan. At the Exhibition, the definition of primary and retail frontages in Knowle, and the aspiration to protect these retail premises, was strongly supported.

Other areas of feedback are already covered by proposed Plan policies. In terms of general comments, the most significant area related to the need for proper parking provision to be made for those working in KDBH (particularly in Knowle), as well as for those using all the retail facilities in KDBH. Feedback also shows concern that new commercial development should provide adequate off-street parking for employees and that the independent retail facilities in all three villages should be maintained and, wherever possible, enhanced.

### **4.10. Summary Communications, Infrastructure and Utilities Feedback**

Very few comments were received on this topic and no changes have been made to the proposed Policies. In the main, feedback was supportive and restated the views expressed in the Residents' Survey. A reluctance to see more mobile phone masts was often stated, although others mention that coverage is poor in some areas.

## **5. Full Details of Consultation Feedback**

The full set of comments received, and the Forum responses provided, are shown in Part 2 of the Consultation Statement.

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**Appendix 1 - Statutory Consultees**

The letter below was sent on 29 November 2018 to all Statutory Consultees.

Dear Consultee

**Regulation 14, The Neighbourhood Planning (General) Regulations 2012**

**Notification of formal consultation on the draft Knowle, Dorridge and Bentley Heath Neighbourhood Plan 2018-2033**

I am writing to inform you that the draft Knowle, Dorridge and Bentley Heath Neighbourhood Plan 2018-2033 has now been published for consultation by the Knowle, Dorridge and Bentley Heath Neighbourhood Forum. The Plan has been prepared by the Forum following extensive publicity and consultation with residents, the business community and others over the past two years.

**The consultation period runs for seven weeks from 25<sup>th</sup> November 2017 to midnight on the 12<sup>th</sup> January 2018.**

The draft Plan can be viewed and downloaded from the Forum's website: [www.kdbh-np.org](http://www.kdbh-np.org).

Hard copies of the draft Plan can be viewed at Knowle Library during normal opening times.

The Neighbourhood Forum welcomes representations by email. Please submit all comments on the draft Neighbourhood Plan to:

[haveyoursay@kdbh-np.org](mailto:haveyoursay@kdbh-np.org)

Following the end of the consultation period, the draft Plan will be amended in the light of the representations received and then submitted to Solihull Council together with various supporting documents. These will include a Consultation Statement. The Consultation Statement will set out who was consulted; how the consultation was carried out; summarise the main issues and concerns raised; and describe how the issues and concerns have been considered and addressed.

Solihull Council will then consult on the amended Plan following which the Plan will be scrutinised by an independent Examiner. Once any further amendments have been made, the Plan will be subject to a local referendum and then "made" (adopted) by Solihull Council and use in the determination of planning applications in the Neighbourhood Area.

If you require any further information, please contact the Neighbourhood Forum on either of the websites given above.

Yours sincerely

Jane Aykroyd

Chair, Knowle, Dorridge and Bentley Heath Neighbourhood Forum

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The letter was sent to all those listed below:

### **By email:**

Allesley Parish Council – [clerk@allesleypc@outlook.com](mailto:clerk@allesleypc@outlook.com)  
Baddesley Clinton Parish Council – [baddesleyclinton@aol.com](mailto:baddesleyclinton@aol.com)  
Balsall Parish Council – [balsallparishcouncil@gmail.com](mailto:balsallparishcouncil@gmail.com)  
Barston Parish Council - [barstonparishcouncil@gmail.com](mailto:barstonparishcouncil@gmail.com)  
Beausale, Haseley, Honiley & Wroxall Parish Council – [clerk@bhhw-pc.org.uk](mailto:clerk@bhhw-pc.org.uk)  
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Bickenhill & Marston Green Parish Council – [clerk@bmgpc.org](mailto:clerk@bmgpc.org)  
Birmingham City Council - [planningstrategy@birmingham.gov.uk](mailto:planningstrategy@birmingham.gov.uk)  
Bromsgrove District Council - [strategicplanning@bromsgrove.gov.uk](mailto:strategicplanning@bromsgrove.gov.uk)  
Chadwick End Parish Council - [chadwickendpc@hotmail.com](mailto:chadwickendpc@hotmail.com)  
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Dorridge & District Residents Association - [dorridgeresidents@googlemail.com](mailto:dorridgeresidents@googlemail.com)  
Dorridge Residents Association - [nobles@fsmail.net](mailto:nobles@fsmail.net)  
Environment Agency - [enquiries@environment-agency.gov.uk](mailto:enquiries@environment-agency.gov.uk)  
Fillongley Parish Council – [clerk@fillongleyparishcouncil.co.uk](mailto:clerk@fillongleyparishcouncil.co.uk)  
Hampton-In-Arden Parish Council – [clerk@hamptoninarden.org.uk](mailto:clerk@hamptoninarden.org.uk)  
Highways England - [adrian.slack@highways.gsi.gov.uk](mailto:adrian.slack@highways.gsi.gov.uk)

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Kenilworth Town Council – kentc@kenilworth.org  
Knowle Parish Magazine - kpmag@kpc.org.uk  
Knowle Society (Andrew Marston) - planning@knowlesociety.org.uk  
Lapworth Parish Council - [lapworthpc@speedwellers.co](mailto:lapworthpc@speedwellers.co).  
Natural England - consultations@naturalengland.org.uk  
Network Rail - TownPlanningLNW@networkrail.co.uk  
North Warwickshire Borough Council - planningpolicy@northwarks.gov.uk  
Severn Trent Water – customercare@severntrent.co.uk  
Solihull Clinical Commissioning Group – Solihull.ccg@nhs.net  
Solihull & Leamington Rail Users Association - [fhshaw@btinternet.com](mailto:fhshaw@btinternet.com)  
Solihull & Leamington Rail Users Association - [martinjlambert@blueyonder.co.uk](mailto:martinjlambert@blueyonder.co.uk)  
Solihull Metropolitan Borough Council – emma.tinsley-evans@solihull.gov.uk  
Stoneleigh & Ashow Parish Council – stoneleighashowparishcouncil@gmail.com  
Stratford on Avon District Council - planning.policy@stratford-dc.gov.uk  
Tanworth-in-Arden Parish Council – office@tanworth-pc.org.uk  
Tyler Parkes on behalf of West Midlands Police – [H.Winkler@tyler-parkes.co.uk](mailto:H.Winkler@tyler-parkes.co.uk)  
Warwick District Council - ldf@warwickdc.gov.uk  
Warwickshire County Council -- [planningstrategy@warwickshire.gov.uk](mailto:planningstrategy@warwickshire.gov.uk)  
West Midlands Police – WMPCC@west-midlands.pnn.police.uk  
Worcestershire County Council - sp@worcestershire.gov.uk  
Wythall Parish Council – [info@wythall-parish-council.org.uk](mailto:info@wythall-parish-council.org.uk)

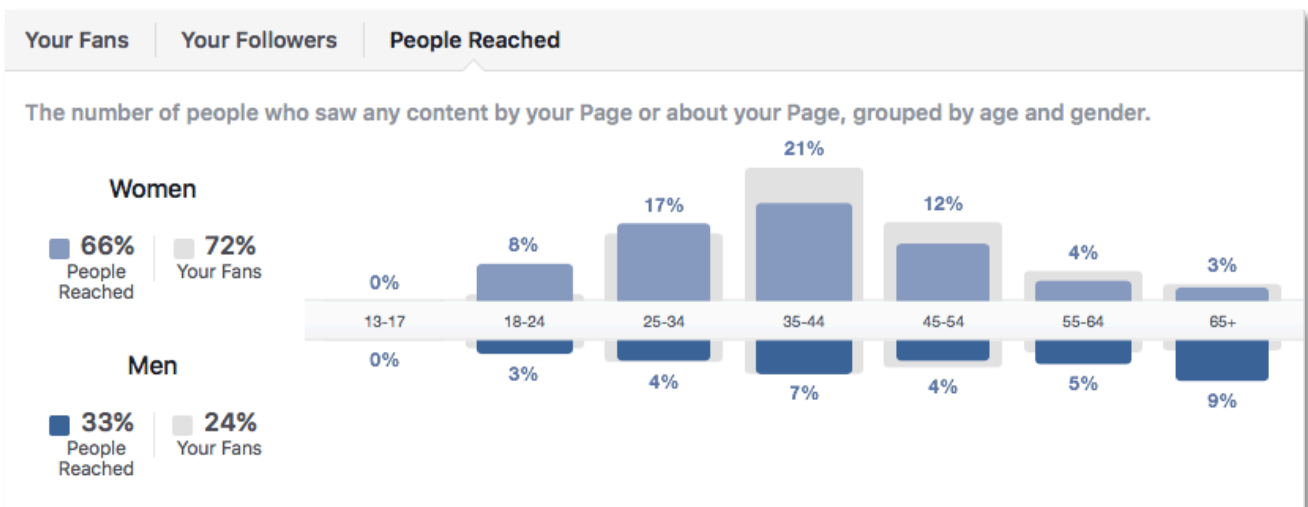
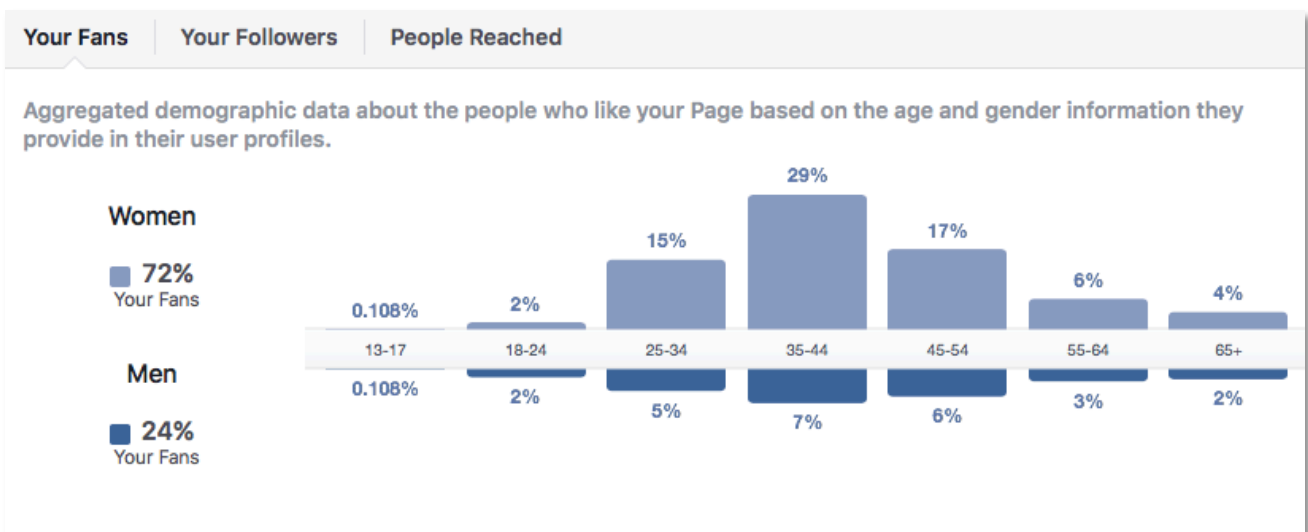
### **By letter**

Hockley Heath Residents Association – Mr. R. Whitehead  
Knowle & Dorridge Lions Club – Mr D. Carter  
Knowle & Dorridge Round Table – Mr. S. Goodchild

# KDBH Neighbourhood Plan Consultation Statement

## Appendix 2 Tracking Forum Communications through Facebook

Facebook is an important mode of communication for the Forum as a means of reaching younger members of the community who may not be able to attend evening meetings. The sample extracts below give a sense of the audience profile and level of reach / engagement.




# KDBH Neighbourhood Plan Consultation Statement

Examples of Forum Post reach  
as at March 2018

**Post Details**

**Knowle, Dorridge & Bentley Heath Neighbourhood Forum**  
Published by Jane Aykroyd [?] · July 5, 2017 · €

**URGENT: DORRIDGE PLANNING APPLICATION FOR "STATION BAR"**  
On 12 July, Solihull Planning Committee will review an application to redevelop Station Bar. We're highlighting this because of the building's village centre location and its prominence for the Station Road Conservation Area. Redevelopment may be welcome, although current proposals do include:  
- extending drinking facilities outside on both the ground floor and on a new rooftop area (increased noise and privacy con... See More



**Performance for Your Post**

**11,285** People Reached

**230** Reactions, Comments & Shares

86 Like	71 On Post	15 On Shares
1 Love	0 On Post	1 On Shares
1 Angry	0 On Post	1 On Shares
128 Comments	117 On Post	11 On Shares
12 Shares	12 On Post	0 On Shares

**3,042** Post Clicks

283 Photo Views	157 Link Clicks	2,602 Other Clicks
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**NEGATIVE FEEDBACK**

11 Hide Post      10 Hide All Posts  
0 Report as Spam      0 Unlike Page

Reported stats may be de

**Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

**11,285** people reached [Boost Post](#)


Robb Woolford, Greg Marston and 69 others      91 Comments 12 Shares

Like Comment Share

**Post Details**

**Knowle, Dorridge & Bentley Heath Neighbourhood Forum**  
Published by Jane Aykroyd [?] · July 26, 2017 · €

**Big news!** Today we're launching a campaign to raise funds to address one of the biggest concerns people have about Solihull Council's proposals to build 1050+ new houses in Knowle:  
**WHAT DOES THE PROSPECT OF 25% GROWTH MEAN FOR KNOWLE AND KDBH?** - particularly for:  
1. car parking, congestion and traffic capacity  
2. the quality of landscape and green environment around our villages.  
... See More



**Performance for Your Post**

**7,507** People Reached

**3,901** Video Views

**140** Reactions, Comments & Shares

55 Like	25 On Post	30 On Shares
2 Love	0 On Post	2 On Shares
1 Haha	0 On Post	1 On Shares
3 Wow	1 On Post	2 On Shares
3 Angry	3 On Post	0 On Shares
31 Comments	14 On Post	17 On Shares
45 Shares	44 On Post	1 On Shares

**1,602** Post Clicks

203 Clicks to Play	42 Link Clicks	1,357 Other Clicks
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**NEGATIVE FEEDBACK**

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

Reported stats may be delayed from what appears on posts

**Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

People have watched this video for a total of **2.4K** minutes [Boost Post](#)

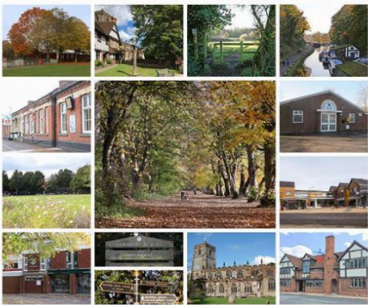
29      13 Comments 44 Shares

Like Comment Share

**Post Details**

**Knowle, Dorridge & Bentley Heath Neighbourhood Forum**  
is feeling excited.  
Published by Jane Aykroyd [?] · November 24, 2017 · €

It's the big unveiling of our Draft Neighbourhood Plan tomorrow - and we're almost ready! Really looking forward to seeing as many of you as possible in the Main Hall, Arden Academy - drop in any time between 10am and 2pm.



**Draft Neighbourhood Plan 2018 - 2033**  
Pre-Submission Consultation, November 2017

**Performance for Your Post**

**1,458** People Reached

**23** Reactions, Comments & Shares

9 Like	7 On Post	2 On Shares
1 Love	1 On Post	0 On Shares
5 Comments	4 On Post	1 On Shares
8 Shares	8 On Post	0 On Shares

**151** Post Clicks

50 Photo Views	1 Link Clicks	100 Other Clicks
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**NEGATIVE FEEDBACK**

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

Reported stats may be delayed from what appears on posts