

Consultation Strategy {September 2008}

1. .MIDDLE QUINTON CONSULTATION STRATEGY

1.1 Introduction

The Consultation Strategy devised for Middle Quinton had at its heart CLG and Local Authority best practice and aimed to deliver a varied programme of consultation that encompasses many different forms of engagement and aims to reach-out to different groups who do not normally engage in consultation processes.

Importantly the consultation has also been devised to reflect the long-term nature and relationship Middle Quinton will have with its community; consultation therefore, aims to create and establish long term links, for example through the creation of a *Stakeholder Forum* which held its inaugural meeting in July and will be meeting at regular intervals.

This strategy has been prepared by Green Issues Communications, a expert community consultation company employed by St Modwen and the Bird Group to undertake exemplar community consultation in relation to Middle Quinton.

1.2 What consultation has taken place so far {June 2008 – September 2008}?

1. **Public exhibitions** – held over 4 days at Stratford-on-Avon, Long Marston, Evesham and Chipping Campden – 500 people attended. These exhibitions were well-advertised in the local media, including the Stratford Herald, and were widely promoted in local and regional newspapers and on local radio stations.
 - i. A further 'feedback' exhibition is planned for later in 2008
2. Stalls at a **Long Marston rail enthusiasts event** on the 7th and 8th June 2008
3. **Full-page advertorials** have been placed in the principal local newspaper, the Stratford Herald, to inform local residents about the proposals and their evolution
4. **Presentations and meetings with Town and Parish Councils and individual stakeholders or interest groups.** Recently over 100 parish councils were asked if they wished to be involved in a dedicated '*Parish Council Forum*'

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5. Consultation began with **local secondary schools head teachers**; including with colleges in Stratford, Evesham, Chipping Campden. The Youth parliament has also been engaged
6. **Surveys/polling** has taken place. This has included extensive door-to-door surveys as well as surveys undertaken and distributed with key workers including those working for Warwickshire Fire & Rescue. Further Warwickshire PCT key workers surveys are planned
7. **An Interactive website** has been live on the project for residents and stakeholders to find our more information. This can be found at www.middlequintoncotown.co.uk. Nearly 100,000 website hits to date have been received. The website enables residents to download details about the proposals, news releases as well as giving contact details to find our more information
8. A **Stakeholder Forum** – has held its augural meeting on the 29th July 2008. Minutes of the inaugural meeting are attached to this document in the Appendix. A further forum, to be held in a workshop format will take place on the 23rd September 2008.
9. **One-to-one meetings and telephone meetings** have been held with over 40 stakeholders, these have included meetings and discussions with all three local MP's (Geoffrey Clifton-Brown MP, Peter Luff MP and John Maples MP), the local site ward Councillors; Cllr Mike Brian and Cllr Patrick Haycock; Orbit Housing Association and numerous other stakeholders. A table of those engaged in the process to date is detailed in Section 1.3 below.
10. **Liaison with Shelter** over their 'affordability campaign'

1.3 What Consultation will be taking place in the future?

1.3.1 Aims of the forthcoming consultation

Ongoing consultation is planned over the course of the summer and autumn. The aim of this consultation is to engage in ongoing consultation and dialogue with key groups including: The community; the relevant Local Authorities; Statutory Consultees and local stakeholder and interest groups.

Below is a list of groups who have currently been engaged with and consulted during the consultation process:



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Stakeholders involved in consultation to date	
Parish and Town Councils in Stratford-on-Avon District Council, Cotswold District Council and Wychavon District Council	Warwickshire Police
Stratford on Avon Council District Council (and Councillors)	CPRE – Warwickshire
Wychavon District Council (and councillors)	Cotswold District Councillors (local ward councillors and cabinet members)
Joint Eco Town Members Working Group	Royal Society of Wildlife Trusts
Joint Eco Town Officers Working Group	Local Housing Associations
Warwickshire County Council (local ward and specific cabinet members)	TCPA
Gloucestershire County Council (local ward and specific cabinet members)	Stratford College
Worcestershire County Council (local ward and specific cabinet members)	RTPI
Geoffrey Clifton-Brown MP	SaBRE (Building Research Establishment & Sheffield University)
John Maples MP	Friends of the Earth
Peter Luff MP	The Green Party
West Midlands Regional Assembly	Environment Agency
BARD	Network Rail
Stratford Society	Severn Trent Water
Churches Together	Coventry University
Coventry & Warwickshire Chamber of Commerce	Energy Saving Trust
The Town Centre Management Partnership (Stratford)	National Market Traders Federation
Advantage West Midlands	Warwickshire Tourism Board
National Farmers Union	Stratford-upon-Avon
Warwickshire PCT	Coventry and Warwickshire Chamber of Commerce
Evesham and Malvern Hill College	Learning and skills Council
Cotswold Line Promotion Group	Stratford Broadway Railway Society
Stratford & Warwickshire Fire Service	Warwickshire, Worcestershire and Gloucestershire LEA's



1.3.2 Forthcoming consultation - details

1. A further **exhibition** will be held to tie-in with CLG's consultation. We anticipate this will be November 2008. This will update residents and attendees on the proposals and how they have developed since the initial consultations in June
2. The **Middle Quinton Stakeholder Forum will continue to meet**. Its meetings will focus on giving feedback and discussing, in detail, particular aspects of the proposals. E.g September Forum will look at Design and Layout and Community Infrastructure
3. The dedicated project **website** will be updated and maintained and further news releases, consultation reports, vision documents etc will be uploaded for residents and stakeholders to easily access
4. Further stakeholder meetings will be held with the course of the Autumn, as necessary.



2. APPENDIX 1 JUNE 2008 EXHIBITION REPORT

**Middle Quinton
EXHIBITION REPORT**

**Public Exhibition and Consultation
Stratford-upon-Avon Leisure Centre 20th June
Long Marston 21st June
Evesham 22nd June
Chipping Campden 23rd June**

**Compiled for St Modwen and The Bird Group by
Green Issues Communications**

22nd July, 2008

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1. INTRODUCTION

The aim of the public exhibition was to allow local politicians, residents and interested parties to view the proposals by St Modwen and The Bird Group for a eco-town, Middle Quinton, proposals at Long Marston and to ask questions of the project team. Most importantly, St Modwen and The Bird Group wanted to give all interested parties the opportunity to submit written feedback of their opinions of the proposed development. This feedback will be looked at and, where possible, incorporated into the evolving development plans.

The exhibition was attended by 494 people over the course of four days which shows a continuing high level of interest in the proposed development. A total of 108 people attended on 20th June, 165 attended on the 21st June, 103 people attended on the 22nd June and a further 118 people attended on the 23rd June.

To encourage attendance at the exhibition invitations were placed in the Stratford Herald, Evesham Journal and the Gloucestershire Echo. The local radio station, Touch FM, was advertising the exhibitions and the Middle Quinton website was constantly updated with the latest information about the proposals and the public consultation events. Extensive coverage of the exhibitions in the local media was also achieved via a number of press releases that were issued in the run-up to the consultation events. The public exhibition was held in four different locations, over four days, in order to ensure maximum attendance and ensure that all near-by towns and villages would have a chance of attending and giving the developers their views on the proposals.

To date, we have received 186 written feedback forms, emails and letters (145 at the exhibition and 41 post-exhibition). This report covers all the comments gathered from the exhibition on the proposed development. It provides an overview of the aspects which local residents and other interested people welcomed or raised as issues and concerns.



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Green Issues Communications believes that the exhibitions were a success with a considerable number of local residents and other stakeholders in attendance on all four days. Furthermore, the exhibition stimulated people's interest and produced a good level of feedback.



2. EXHIBITION FEEDBACK SUMMARY

2.1 Organisation of Report

This report is divided up into several sections. For each section, we have presented a table of comments made by members of the public. The figures given reflect the frequency with which that particular comment or issue was mentioned. The total number of comments will differ between sections depending on how many individual points were raised. The second figure gives the percentage of the residents who mentioned that particular point out of a total of 145 (the number of feedback forms received). Of the 186 feedback forms received, 145 were collected at the exhibitions, the remaining 41 by post after the exhibitions.

The majority of the questions were multiple choice and the result for these questions will be presented in a table. A number of questions invited the public to give a more in-depth view relating to the proposals and these comments tended to fall into two categories: general and specific. General comments suggest a respondent's position on an issue without them providing any detailed information and are either positive or negative. An example of a 'generally positive' comment is 'good' while an example of a 'generally negative' comment would be '*I am opposed to this*'. Specific comments go into detail about the aspects which they like or do not like or issues of concern to them. An example of a specific comment would be '*the development is too large*' or '*keep up the good job*'.

The first section of the report will summarize the feedback forms received at the exhibitions and the second section of the report will deal with the feedback received after the exhibitions.



3. REPORT OF FINDINGS FORM THE FEEDBACK RECEIVED AT THE EXHIBITIONS

3.1 Question 1: Do you support the principle of eco-towns?

Out of the 145 feedback forms received, 136 comments have been recorded in this section.

Do you support the principle of eco-towns?	No. of respondents mentioning issue	% of respondents mentioning issue out of 136	% of respondents mentioning issue out of 145
Yes	92	67.6	63.4
No	31	22.8	21.4
Don't know	13	9.5	9.0
TOTAL	136		

3.2 Question 2: Do you consider the environmental/ sustainability proposals you have seen today to be worthwhile?

In this section 128 comments were recorded from the 145 feedback forms received.

Do you consider the environmental/sustainability proposals you have seen here today to be worthwhile?	No. of respondents mentioning issue	% of respondents mentioning issue out of 128	% of respondents mentioning issue out of 145
Yes	69	53.9	47.6
No	45	35.2	31.0
Don't know	14	10.9	9.7
TOTAL	128		



3.3 Question 3: In your view, are there any other issues/ measures you would like us to consider to make the proposals more sustainable?

For this question respondents were invited to give a more in-depth answer. A total of 94 comments were recorded from the 145 feedback forms received.

In your view, are these any other issues/measures you would like us to consider to make the proposals more sustainable?	No. of respondents mentioning issue	% of respondents mentioning issue out of 94	% of respondents mentioning issue out of 145
Development is too large	12	12.8	8.3
General traffic concerns	12	12.8	8.3
Generally negative	10	10.6	6.9
Flooding needs to be prevented	5	5.3	3.4
Generally positive	5	5.3	3.4
The effect on neighbouring villages needs to be considered	5	5.3	3.4
Road and rail link need to be prioritised	5	5.3	3.4
Wrong location for an eco-town	4	4.3	2.8
Consider the impact on the surrounding area during the construction	3	3.2	2.1
Rail link is essential	3	3.2	2.1
Put near a major built-up area such as Birmingham,	2	2.1	1.4



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In your view, are these any other issues/measures you would like us to consider to make the proposals more sustainable?	No. of respondents mentioning issue	% of respondents mentioning issue out of 94	% of respondents mentioning issue out of 145
Redditch or Stoke on Trent			
Need more affordable	2	2.1	1.4
More jobs need to be provided	2	2.1	1.4
Retain the trees	2	2.1	1.4
Need more information	2	2.1	1.4
People would have to travel to work thus making it non eco-friendly	1	1.1	0.7
Claims on employment are unfounded	1	1.1	0.7
Need hospital facilities	1	1.1	0.7
The promised infrastructure will not be delivered	1	1.1	0.7
The employment opportunities are much needed	1	1.1	0.7
Need for a fire and ambulance station	1	1.1	0.7
The proposals need to be supported by the locals	1	1.1	0.7
Will the power and heat generation be reliable?	1	1.1	0.7
Need to know whether there will be a rail link- "aspiration" is not enough	1	1.1	0.7



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In your view, are these any other issues/measures you would like us to consider to make the proposals more sustainable?	No. of respondents mentioning issue	% of respondents mentioning issue out of 94	% of respondents mentioning issue out of 145
Design must be modern	1	1.1	0.7
Avoid having big communal land	1	1.1	0.7
Encourage local businesses	1	1.1	0.7
Affordable retail on site	1	1.1	0.7
Go back to the original Masterplan	1	1.1	0.7
Where is the water supply coming from?	1	1.1	0.7
A rehab wing for former military personnel	1	1.1	0.7
Retain the Gateway for cycling	1	1.1	0.7
Farmers' market	1	1.1	0.7
Key worker scheme	1	1.1	0.7
Use all forms of renewable energy	1	1.1	0.7
TOTAL:	94		

3.3.1 Non Specific comments under this section

10 respondents (6.9%) made a “generally negative” comment in this section and included comments such as: “no” and “I would not like to see this development go ahead”. 5 attendees (3.4%) made a generally positive comment including: “Go for it”.



3.3.2 Specific comments under this section

12 attendees (8.3%) made the comment that the development was too large and further 12 had general traffic concerns in relation to the development. 5 respondents (3.4%) said that flooding prevention methods will be necessary to be put in place. Another 5 attendees said that the neighbouring villages will need to be considered and a further 5 said that the rail link and roads will need to be prioritised. A large number of comments were made by 4 respondents or less and includes: this is the wrong location for an eco-town, the impact on the surrounding area needs to be considered during the construction, the rail link is essential, more information is needed and hospital facilities are needed.

3.3.3 Sample of comments given in this section

- “Yes- you have chosen the wrong site”
- “stop the proposed”
- “This exhibition has no detail”
- “Reduce the size of the town”
- “Rail link is essential”
- “Provision of fire and ambulance station”
- “Consideration of the impact on a very rural area”

3.4 Question 4: Do you consider the proposed amount of affordable housing to be appropriate?

79 comments were recorded in relation to the proposed affordable housing.

Do you consider the proposed amount of affordable housing to be appropriate?	No. of respondents mentioning issue	% of respondents mentioning issue out of 79	% of respondents mentioning issue out of 145
Yes	36	45.6	24.9
No	31	39.2	21.4
Don't know	12	15.2	8.3



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Do you consider the proposed amount of affordable housing to be appropriate?	No. of respondents mentioning issue	% of respondents mentioning issue out of 79	% of respondents mentioning issue out of 145
TOTAL	79		

3.5 Question 5: What do you think of the transport measures included in the proposals?

In this section the attendees were invited to comment on the transport aspect of the proposals. 99 comments were raised in the 145 feedback forms received.

What do you think of the transport measures in the proposals?	No. of respondents mentioning issue	% of respondents mentioning issue out of 99	% of respondents mentioning issue out of 145
General Negative	25	25.3	17.2
Generally positive	16	16.2	11.0
Totally inadequate/insufficient	12	12.1	8.3
Cars will still be most common mode of transport	8	8.1	5.5
The current infrastructure needs to be improved	7	7.1	4.8
More information is needed	5	5.1	3.4
Concerned about impact on B4632, needs to be upgraded.	3	3.0	2.1
Rail link with Stratford must be built	3	3.0	2.1
Glad to see rail links to London, Birmingham, Honeybourne, etc	3	3.0	2.1
More thought needs to go in to the proposals	2	2.0	1.4
Big in support of low carbon,	2	2.0	1.4



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What do you think of the transport measures in the proposals?	No. of respondents mentioning issue	% of respondents mentioning issue out of 99	% of respondents mentioning issue out of 145
public transport provision, car sharing etc.			
Inappropriate for rural location	2	2.0	1.4
Make provision for cycling and walking	2	2.0	1.4
People today do not work locally, they commute	1	1.0	0.7
No one will cycle	1	1.0	0.7
Devastating effect on Welford High St. and bridge	1	1.0	0.7
Infrastructure for the site must be ensured by the government	1	1.0	0.7
Train service never be profitable	1	1.0	0.7
Negative effect from loss of existing rail freight activity	1	1.0	0.7
Do not want the rail link	1	1.0	0.7
Do not want the bypass	1	1.0	0.7
The ring road is a fantastic idea	1	1.0	0.7
TOTAL:	99		

3.5.1 Non specific comments in this section

25 respondents (17.2%) made a generally negative comment: “*not really realistic*” and 16 attendees (11%) made a generally positive comment including: “*excellent*” and “*good*”.



3.5.2 Specific comments in this section

12 respondents (8.3%) said that the traffic measures are totally inadequate while 7 residents (4.8%) said the current infrastructure needs to be improved. A large number of comments were made by 3 residents or less and included: the rail link with Stratford must be built, more thought needs to go in to the proposals, this is inappropriate for a rural location and the ring road is a fantastic idea.

3.5.3 Sample of comments given under this section

- *“Good, even better is rail link can be made to S-on-A”*
- *“No to rail link, no to bypass”*
- *“very aspirational”*
- *“OK”*
- *“Excellent idea to link to Honeybourne”*
- *“Good but must be built first”*
- *“Don’t know enough about them”*
- *“Need to be sure of rail link to Stratford”*
- *“The ring road is a fantastic idea”*
- *“Not enough detail”*
- *“seems OK”*

3.6 Question 6: Would you support a western bypass around Stratford?

Would you support a western bypass?	No. of respondents mentioning issue	% of respondents mentioning issue out of 130	% of respondents mentioning issue out of 145
Yes	72	55.4	49.7
No	37	28.5	25.5
Don't know	21	16.2	14.5
TOTAL	130		



3.7 Would you be in favour of a rail/tram link between Stratford and Honeybourne?

Would you be in favour of a rail/tram link between Stratford and Honeybourne?	No. of respondents mentioning issue	% of respondents mentioning issue out of 131	% of respondents mentioning issue out of 145
Yes	88	67.2	60.7
No	39	29.8	26.9
Don't know	4	3.1	2.8
TOTAL	131		

3.8 Would you support a no-car school zone?

Would you support a no-car school zone?	No. of respondents mentioning issue	% of respondents mentioning issue out of 122	% of respondents mentioning issue out of 145
Yes	98	80.3	67.6
No	18	14.8	12.4
Don't know	6	4.9	4.1
TOTAL	122		



3.9 What retail facilities would you like to see provided in a new eco-town at Middle Quinton?

In this section 641 individual comments were recorded as attendees were invited to make suggestions as to what facilities should be provided on site.

What retail facilities would you like to see provided in a new eco-town at Middle Quinton?	No. of respondents mentioning issue	% of respondents mentioning issue out of 641	% of respondents mentioning issue out of 145
Food Store	77	12.0	53.1
Farmers Market	71	11.1	35.2
Chemist	58	9.0	40.0
Bank	58	9.0	40.0
Restaurants	57	8.9	39.3
Post Office/ Newsagent	57	8.9	39.3
Pubs	54	8.4	37.2
Hair/Beauty	50	7.8	34.5
Clothes	49	7.6	33.8
Hardware Store	49	7.6	33.8
Garden Centre	38	5.9	26.2
Not needed	5	0.8	3.5
Butcher	2	0.3	1.4
Petrol Station	2	0.3	1.4
Dentist	1	0.2	0.7
Nursing Home	1	0.2	0.7
More than one food store	1	0.2	0.7
Baker	1	0.2	0.7
Greengrocers	1	0.2	0.7
Doctor	1	0.2	0.7
Keep the jobs that are currently on site	1	0.2	0.7
Places of Worship	1	0.2	0.7



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What retail facilities would you like to see provided in a new eco-town at Middle Quinton?	No. of respondents mentioning issue	% of respondents mentioning issue out of 641	% of respondents mentioning issue out of 145
Cinema	1	0.2	0.7
Gym/Leisure Centre	1	0.2	0.7
Starbucks	1	0.2	0.7
Youth Club	1	0.2	0.7
Take-away restaurants	1	0.2	0.7
Music/Computer store	1	0.2	0.7
TOTAL:	641		

3.10 Middle Quinton will provide 3,000 jobs. What type of jobs would you like to see?

Middle Quinton will provide 3,000 jobs. What type of jobs would you like to see?	No. of respondents mentioning issue	% of respondents mentioning issue out of 399	% of respondents mentioning issue out of 145
School	54	13.5	37.2
High Technology	53	13.3	36.6
Leisure	53	13.3	36.6
Medical	51	12.8	35.2
Office	46	11.5	31.2
Retail	40	10.0	27.6
Light Industry	39	9.8	26.9
Energy Centre	35	8.8	24.1
Construction	23	5.8	15.9
Motor vehicle repair	1	0.3	0.7
Cycle shop	1	0.3	0.7
Warehousing	1	0.3	0.7



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Middle Quinton will provide 3,000 jobs. What type of jobs would you like to see?	No. of respondents mentioning issue	% of respondents mentioning issue out of 399	% of respondents mentioning issue out of 145
Wood work shop	1	0.3	0.7
Green jobs e.g. conservation and energy efficiency	1	0.3	0.7
TOTAL:	399		

3.11 Would the following schools be more convenient than your existing school provision?

Primary	No. of respondents mentioning issue	% of respondents mentioning issue out of 81	% of respondents mentioning issue out of 145
No	30	37.0	20.7
Yes	27	33.3	18.6
Don't know	24	29.6	16.6
TOTAL	81		

Secondary	No. of respondents mentioning issue	% of respondents mentioning issue out of 79	% of respondents mentioning issue out of 145
Yes	29	36.7	20.0
No	27	34.2	18.6
Don't know	23	29.1	15.9
TOTAL	79		



3.12 Do you like the overall layout and mix of the Masterplan?

118 comments were recorded in this section from the 145 feedback forms received at the exhibitions.

Do you like the overall layout of the Masterplan?	No. of respondents mentioning issue	% of respondents mentioning issue out of 145
Generally positive	58	40.0
Generally negative	47	32.4
The development is too dense	4	2.8
Need more detail	3	2.1
Town centre needs to be closer to the rail station	1	0.7
Schools surrounded by housing?	1	0.7
Good recycling trail.	1	0.7
Development is too large	1	0.7
Local business and people must be listened to.	1	0.7
No further development should be added.	1	0.7
TOTAL:	118	

3.12.1 General comments raised in this section

58 attendees (40%) made a generally positive comment in this section such as: “good” and “yes”. 47 respondents (32.4%) made a generally negative comment and this included comments like: “no” and “dream world”.

3.12.2 Specific comments raised in this section

4 attendees (2.8%) suggested that the development is too dense and a further 3 attendees (2.1%) said they need more detail before they can make up their minds. A number of comments were made by only one respondent and includes: the town



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centre needs to be closer to the rail station, local businesses and people must be listened to and no further development should be added.

3.12.3 Sample of comments from this section

- “No”
- “Yes, keep doing a good job”
- “Not enough detail yet to judge”
- “Yes, but with priority to local business and local peoples’ views”
- “Seems good”
- “Excellent”
- “No, completely inappropriate to the area”
- “Have not seen enough detail”
- “Good”

3.13 What types of housing would you like us to provide?

Type of housing in order of popularity	No. of respondents mentioning issue	% of respondents mentioning issue out of 284	% of respondents mentioning issue out of 145
3 bed house	75	26.4	51.7
2 bed house	64	22.5	44.1
4 bed house	55	19.4	37.9
Apartment	49	17.3	33.8
5 bed house	41	14.4	28.3
TOTAL:	284		



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3.14 What other facilities would you like us to provide?

What other facilities would you like us to provide?	No. of respondents mentioning issue	% of respondents mentioning issue out of 375	% of respondents mentioning issue out of 145
Medical Centre	65	17.3	44.8
Community Hall	63	16.8	43.4
Nursery	61	16.3	42.1
Mum and Toddlers Group	56	14.9	38.6
Activity Centre	54	14.4	37.2
Church	47	12.5	32.4
Bingo	29	7.7	20.0
TOTAL:	375		

3.15 What clubs/groups would you like?

What clubs/groups would you like?	No. of respondents mentioning issue	% of respondents mentioning issue out of 436	% of respondents mentioning issue out of 145
Fitness	42	9.6	29.0
Youth Club	42	9.6	29.0
Football	36	8.3	24.8
Cricket	36	8.3	24.8
Neighbourhood Watch	34	7.8	23.4
Tennis	32	7.3	22.1
Gardening	32	7.3	22.1
Drama	31	7.1	21.4
Book Club	28	6.4	19.3
Film	28	6.4	19.3



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What clubs/groups would you like?	No. of respondents mentioning issue	% of respondents mentioning issue out of 436	% of respondents mentioning issue out of 145
Rugby	28	6.4	19.3
Dancing	27	6.2	18.6
Bowling	27	6.2	18.6
Cinema	2	0.5	1.4
Yoga	2	0.5	1.4
Fishing	1	0.2	0.7
Swimming pool	1	0.2	0.7
Day care for the elderly	1	0.2	0.7
Christian fellowship group	1	0.2	0.7
Community Hall	1	0.2	0.7
No room on site for the suggested	1	0.2	0.7
Should be decided by the residents	1	0.2	0.7
Music/ choir	1	0.2	0.7
Cycling	1	0.2	0.7
TOTAL:	436		



4. CONCLUSION

We are very grateful for the high level of attendance on all 4 days of the exhibition and the constructive feedback from the residents who attended.

The plans are still very much in the first phase as the final shortlist of possible eco-town sites will not be announced by the Government until October 2008. Following the announcement, and providing Middle Quinton will be on the short list, further consultation will be undertaken.

In the meanwhile the feedback received will now be looked at by St Modwen and The Bird Group and the ideas will be incorporated in the plans where possible.

