



Subject:	Preferred Options Paper (POP) consultation report
Date:	16 May 2017
Reporting Officer:	Phil Williams, Director of Planning and Place
Contact Officer:	Keith Sutherland, Development Planning and Policy Manager; Emma Kelly, Lead Communicator Planning and Place

Call-in	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

1.0	Purpose of Report or Summary of main Issues
1.1	The purpose of this report is to: <ul style="list-style-type: none">- Update Committee on the POP engagement activity and the number of responses received.- To request a Member's workshop on Thursday 18 May 2017 to outline the consultation carried out, provide initial feedback on the issues raised and set out the process for the formal reporting of the results.
2.0	Recommendations It is recommended that Committee: <ul style="list-style-type: none">- Note the information set out in the report in relation to the responses received and the next stages in the LDP process.- Agree to the Members workshop on Thursday 18 May 2017.- Note the proposal for the formal POP consultation report be brought to Committee in June.
3.0	Main report
3.1	<u>Key Issues</u> Preferred Options Paper (POP) The Preferred Options Paper is a detailed document with 48 different Preferred Options grouped under the four Strategic Aims and was accompanied by a suite of supporting documents, comprising: <ul style="list-style-type: none">• POP Summary or 'easy read' public document (made available in large print and Braille)• Youth POP• Information leaflet and pop-ups• 18 Topic Papers underpinning the preferred options

	<ul style="list-style-type: none"> • Sustainability Appraisal Interim Report (Incorporating Strategic Environmental Assessment) • Non-Technical Summary for the Sustainability Appraisal (Incorporating Strategic Environmental Assessment) • Countryside Assessment • Equality Impact Assessment (EQIA) Screening • Commissioned reports on housing and population growth and economic growth
3.2	<p>Hard copies of the Preferred Options Paper and the POP Summary were printed and used throughout the consultation period. All the additional supporting documents were available online and supplementary publicity materials such as the information leaflet and pop-ups (outlining the four POP themes) were utilised for the consultation events and ongoing engagement activity. Tailored POP presentations were developed and delivered to audiences.</p>
3.3	<p>POP engagement</p> <p>The Statement of Community Involvement was published in June 2016 and sets out the minimum level of engagement required during the LDP. Given the overlap of the Belfast Agenda and POP consultation periods it was recognised that consistent and clear messages needed to be provided for stakeholders and effort was made to carry out joint consultation events. Whilst the POP had separate contact details for the consultation, the clarity of messages and signposting was in line with wider council activity.</p>
3.4	<p>In total there were 82 consultation events for the POP consultation. The full list is included in Appendix 1 and consisted of:</p> <ul style="list-style-type: none"> • 4 area events (with the Belfast Agenda and Local Investment Fund) • 52 stakeholder consultations (including meetings with adjacent councils) • 18 public facing engagement events • 1 drop in session for Section 75 groups • 7 internal events • Regular meetings with the LDP Steering Group and statutory consultees
3.5	<p>In addition to the four area based events the team engaged with communities of interest (Youth Forum, Festival Forum, Senior's Forum); organisations covering specific areas of the city (Belfast Area Partnerships, Neighbourhood Renewal Partnerships, Belfast Hills Partnership, Resident Groups); business organisations (BCCM, Belfast Chamber of Trade and Commerce, Harbour Commissioners); professional bodies (RICS, Royal Society of Ulster Architects); and the adjacent councils. There were also 18 public engagement events in which staff set up pop up information booths in busy public areas such as St George's market, Castlecourt, Europa Station, Ulster Museum and the student unions in UU, BMC and QUB.</p>
3.6	<p>The LDP Unit worked closely with the Equality Unit within council to develop an engagement programme with Section 75 groups and held a drop-in session, spoke at the S75 Insight Project and at the S75 Consultative Forum and held an event for disability groups in Grosvenor Hall. The POP summary was also produced in large print format and Braille.</p>
3.7	<p>The programme of events was effective in both informing the public and facilitating general awareness of the broader plan process whilst encouraging responses and debate. Lessons learned from the POP consultation will inform the ongoing work to plan for the engagement as part of the next stage in the Plan development.</p>

<p>3.8</p> <p>3.9</p> <p>3.10</p> <p>3.11</p> <p>3.12</p> <p>3.13</p> <p>3.14</p> <p>4.0</p>	<p>Formal responses to the Preferred Options Paper</p> <p>Formal responses to the POP were received via email, Citizen Space and hard copy. In total:</p> <ul style="list-style-type: none"> • 44 responses were received via Citizen Space • 100 responses were received via email • 4 hardcopy responses were received <p>Working with the Youth Forum the Youth POP summary was distributed to 13 schools (Appendix 2). This generated an additional:</p> <ul style="list-style-type: none"> • 47 Citizen Space responses • 58 hardcopy responses <p>POP communications</p> <p>A range of communications tools were used throughout the POP consultation period with an aim to reach as many audiences as possible and included:</p> <ul style="list-style-type: none"> • Social media: Facebook, Twitter and Instagram. • Online advertising: Facebook - boosted post, Google AdWords and display advertising. • Printed press advertising - Belfast Gazette, Irish News, Newsletter, Belfast Telegraph and Belfast Media Group (North Belfast News, Andersonstown News, South Belfast News). • Belfast City Council website • Press releases: Launch and close of consultation • Media coverage (Radio and TV) <p>The final data is still being collated but the initial communication analytics (Appendix 3) reveal the following:</p> <ul style="list-style-type: none"> • The Facebook reach for the period running up to the close of the consultation reached 6,500 people. • There were 18,230 Twitter impressions (the number of times a tweet has been delivered to the Twitter stream) for the period running up to the close of the consultation with an average engagement rate of 1.65% (above 1% is considered a good rate of engagement). • Between 26 January-20 April 2017 the POP webpage had 2,433 unique page views, with an average time of 08:26 minutes spent on the page. <p>Analysis of POP data</p> <p>Analysis of the information received from the POP consultation is underway and it is proposed to present the formal consultation report to the June Planning Committee. In order to provide members with the opportunity to explore some of the issues raised in the consultations, it is proposed that a Member's workshop is arranged for Thursday 18 May 2017. The workshop will provide initial feedback on the issues raised, outline the process for the formal reporting of the consultation finding and highlight the main issues raised by respondents.</p> <p><u>Financial & Resource Implications</u></p> <p>The resource implications will continue to be kept under review in relation to the five-year plan programme.</p> <p><u>Equality or Good Relations Implications</u></p> <p>There are no Equality or Good Relations Implications</p> <p>Appendices – Documents Attached</p>
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	Appendix 1: POP stakeholder consultation list Appendix 2: List of schools Appendix 3: Communication analytics overview

Appendix 1:

POP Stakeholder Consultation and Community Engagement

4 Area Events

North - Girdwood
South - Olympia
East - Skainos
West - Innovation Factory

52 Stakeholder consultations

North Belfast Partnership
Festivals Forum
Inner South NP
South Belfast Partnership
Eastside Partnership
Shared City Partnership x2
Youth Forum
South Belfast Partnership - Community Support Group
Women's Resource and Development Agency/BFN
Regeneration and Healthy Urban Environments (RHUE) Group
Belfast Business Forum
BCCM
S75 Insight Project
Edenderry Residents
S75 Consultative Forum
RICS
QUB (Estates)
Hannahstown
Migrant Forum
QUB School of Planning
Senior's Forum
Belfast Harbour Commissioners x2
Newington Residents
Housing Market that Works
Lenadoon NP
Belfast City Airport Forum
Community Arts partnership
QUB Economic
Belfast Chamber Trade & Commerce
RSUA
SBP Conference
Cherryvalley Residents/RAKS
Healthy Places teacher training event
West Belfast Partnership
NI Environment Link
PACT (Holylands)
Section 75 Disability Group
NICVA

NIFHA
Belfast Hills Partnership
Ulster University
Lagan Valley Regional Park
Ligoneil Improvement Association
Global Shapers
Learning city Inter-agency group
Property Developer's Forum
Ards and North Down
Lisburn and Castlereagh City Council
Antrim and Newtownabbey Borough Council
Titanic Quarter/Belfast Harbour Commissioners

**18 Public
Engagement
Events**

St George's Market x2
W5 x2
Ulster Museum x2
Europa Bus centre
Central Station
Castlecourt Shopping Centre
City Airport
Kennedy Centre
Connswater Shopping Centre
Cityside Shopping Centre
Park Centre
QUB Students Union
UU
BMET
John Bell House

**1 Drop-in
Session**

Section 75

**7 Internal
Events**

Development Management x2
Meetings with the 4 DMTs
City & Neighbourhood Services Workshop

POP consultation and engagement with children and young people

13 sessions

Park Grammar
Ashfield Boys
Grovesnor Grammar School
Dominican College Fortwilliam
Hunterhouse
College
Belfast Royal Academy
Our Lady and St Patrick's College Knock
St Dominic's Grammar School
Edenbrook & Glenwood
Lagan College
Lower Oldpark Afterschools
Lagan Village Afterschools
North Queen Street Play
centre

Appendix 3: POP consultation - communication analytics overview

A range of communications tools were used throughout the POP consultation period; from the launch on 26 January to the close on 20 April, with an aim to reach as many audiences as possible. The communication tools included:

- Social media
 - Facebook
 - Twitter
 - Instagram
- Advertising – online
 - Facebook - boosted post
 - Google AdWords
 - Display advertising
- Advertising - newspaper
- Belfast City Council website
- Press releases

The following overview provides a breakdown of the tools used and audiences reached.

Social media

Social media tools were used to maximise the audience reached, these included Facebook Twitter and Instagram posts.

Facebook

Facebook reach is the number of people who received impressions of a page post, impressions are the number of times your post is displayed. During the period running up to the close of the consultation two Facebook posts reached a combined total of 6.5k.

Consultation close

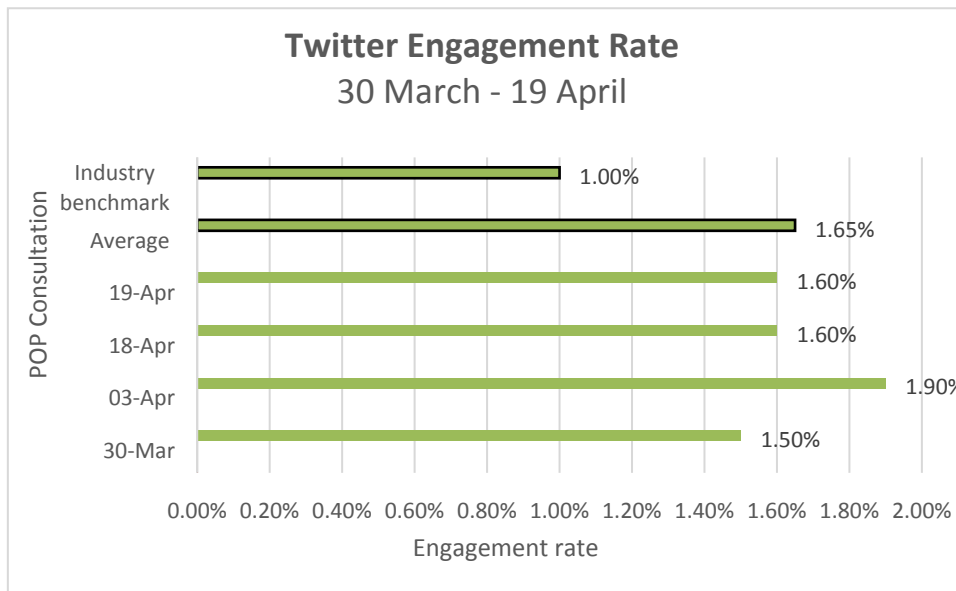
Date and time	People reached
13 April 17 - 1pm	3.4k
19 April 17 - 7.55am	3.1K

Twitter

Impressions is the number of times a tweet has been delivered to the Twitter stream, with engagement being the number of times a user interacted with a tweet. Above 1% is considered a good rate of engagement, the average engagement rate during the consultation close period was 1.65%, detailed below:

Consultation close

Date	Impressions	Engagement	Engagement rate
30 March	5537	84	1.5%
3 April	3613	67	1.9%
18 April	4995	79	1.6%
19 April	4085	65	1.6%



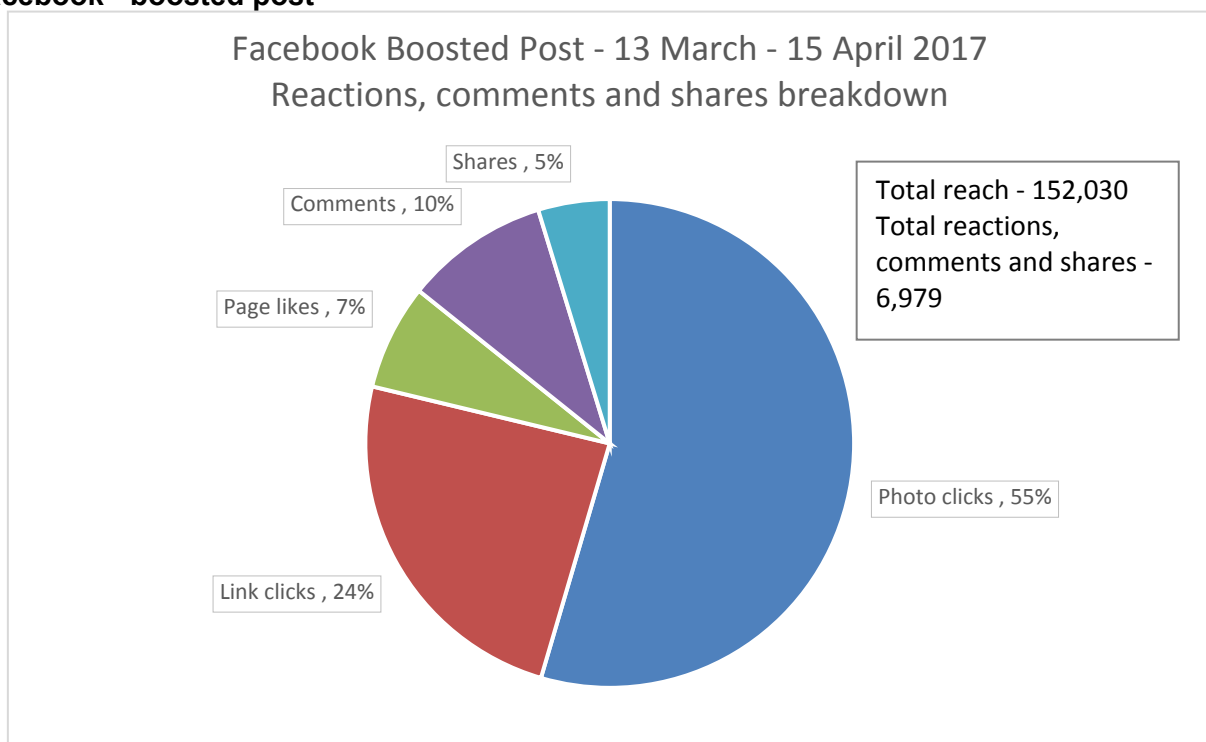
Instagram

Instagram is a new form of social media being explored, a picture was posted on 6 April and received 24 likes.

Advertising – online

To further target audiences paid for advertising was used from 13 March – 15 April, this included a Facebook boosted post, a Google AdWords campaign and Direct Placement advertising to online sites.

Facebook - boosted post



The total reach recorded for the one paid post over a month time period was over 152k.

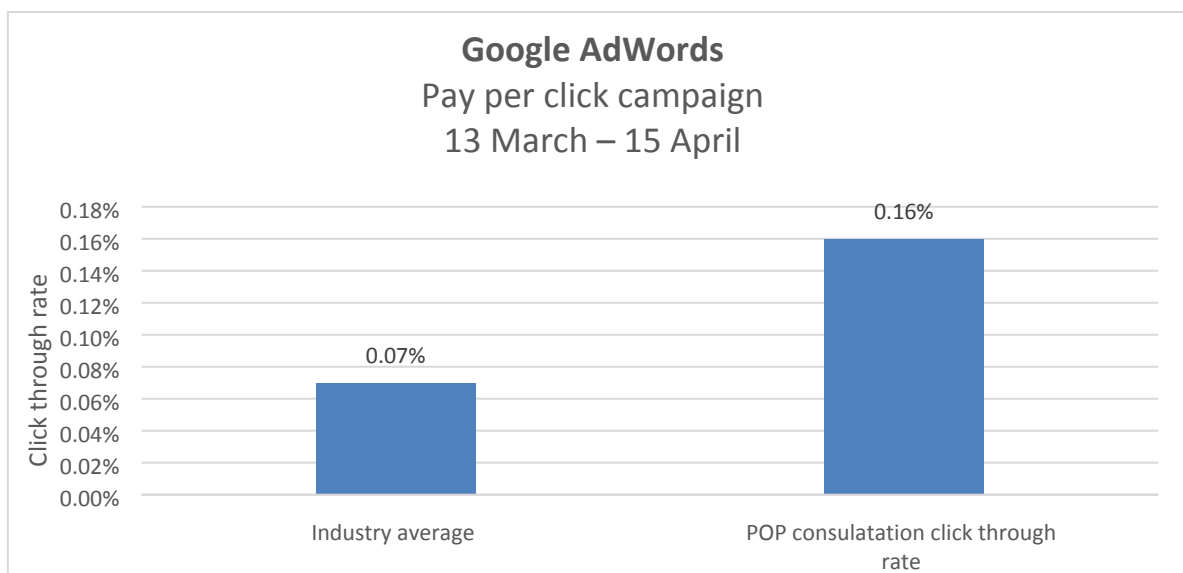
Google AdWords

The Google AdWords campaign used display advertising on external websites targeting a Belfast audience to drive traffic to the council website. These websites included:

Newsletter
The Independent
The Guardian
Irish Times
Daily Mail
Property News
Property Pal
TripAdvisor
daysoutwiththekids.co.uk
mumsnet.com
parenting.com
gumtree.com
thesun.co.uk
spotify.com
autotrader.co.uk
express.co.uk
dailystar.co.uk
skysports.com
radiotimes.com

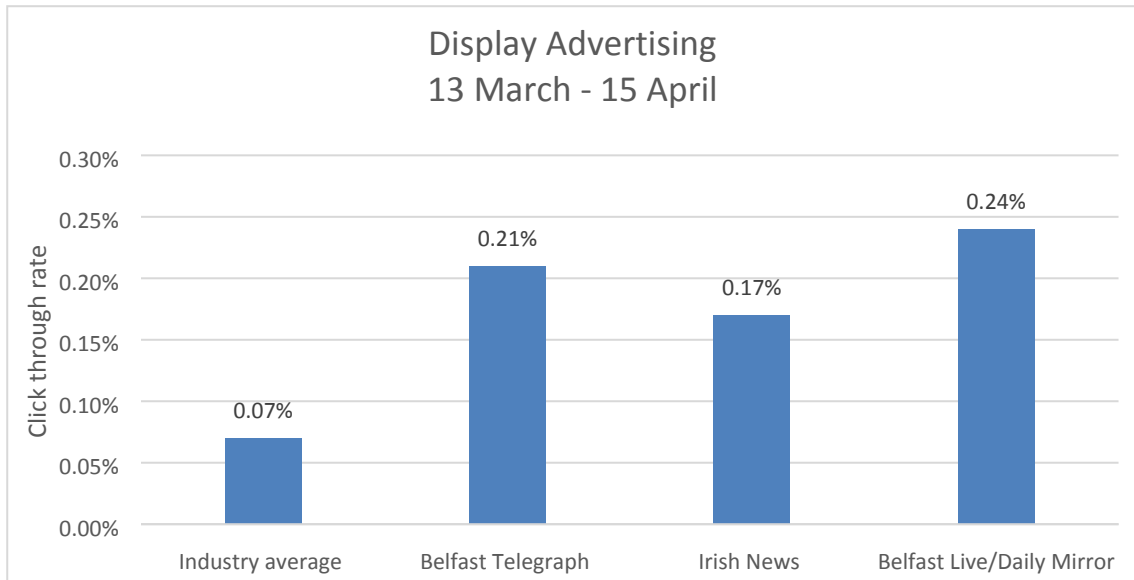
Date	Impressions	Click through	Click through rate
13 Mar – 15 Apr	2,904,401	5,311	0.16%

Impressions show the number of times it was delivered on a web page for people to have an opportunity to click through for further information. The click through rate of 0.16% is well above the industry average of 0.07%, displayed on the graph below.



Display advertising

Online adverts were delivered to Belfast Telegraph, Irish News and Belfast Live/Daily Mirror. All three returned click through rates well above the industry average, shown below.



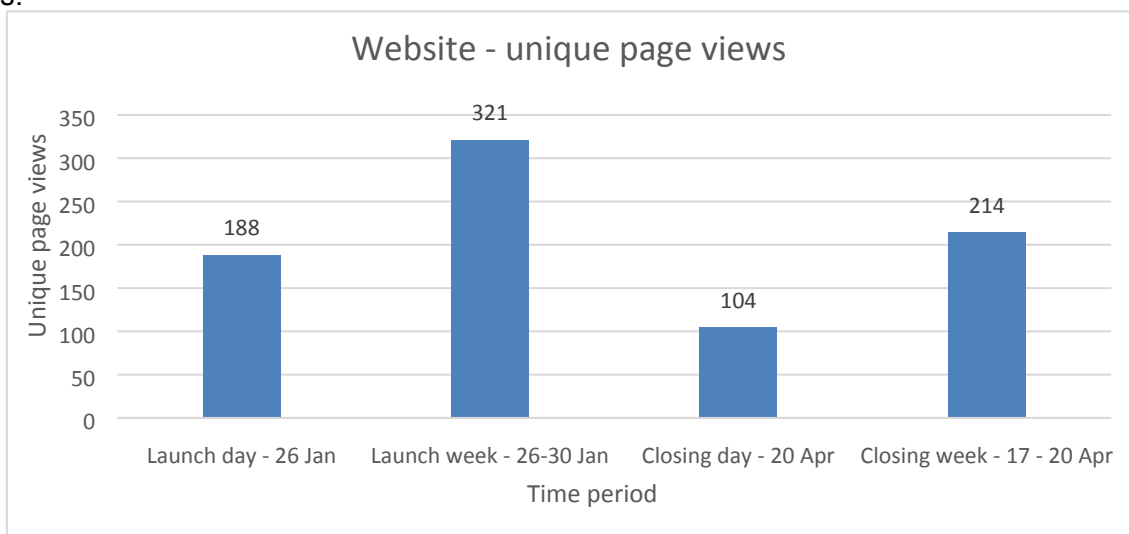
Advertising - newspaper

In line with the requirement of the Statement of Community Involvement a public notice was issued for two consecutive weeks in the following newspapers:

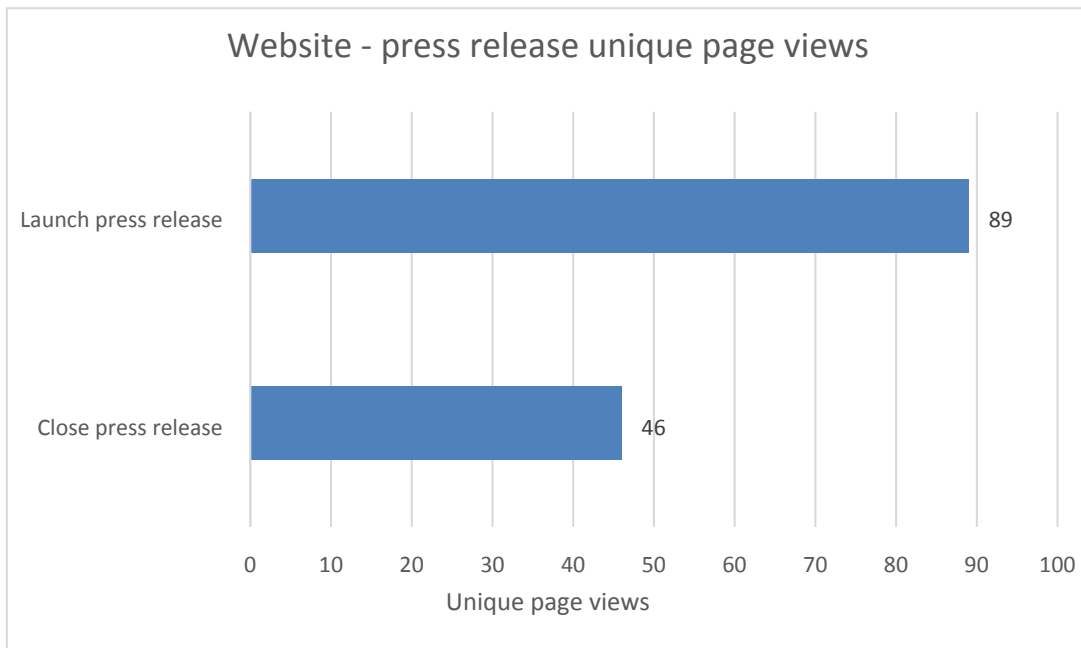
- Belfast Gazette
- Irish News
- Newsletter
- Belfast Telegraph
- Belfast Media Group (North Belfast News, Andersonstown News, South Belfast News)

Website

The unique users account for the number of new visitors to a page, over the entire period of the consultation there were 2,433 unique users to the POP webpage. The average time a visitor spent on the POP consultation page was 8 minutes 26 seconds which shows they took time to read the details.



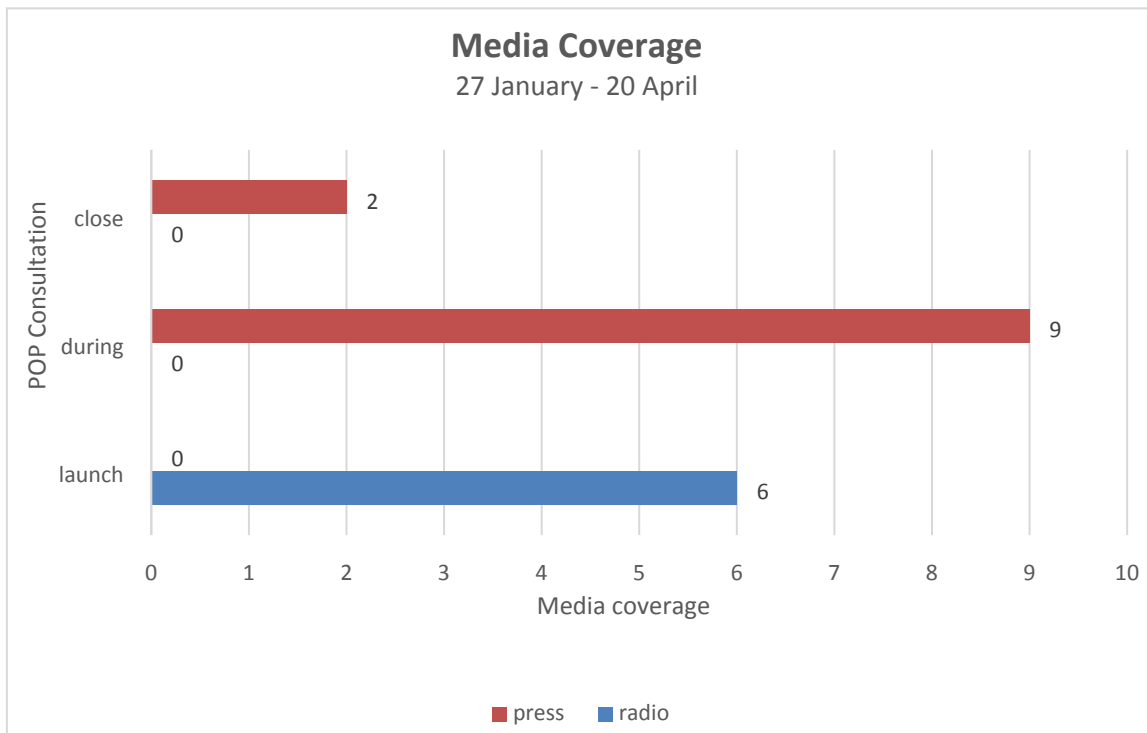
This graph tracks the number of unique users to the POP webpage during key periods.



This graph displays the number of unique users that visited the news section for the launch and close press release.

Press releases

Press releases were circulated to the media outlets at the launch and close of the POP consultation with some media interest generated during the consultation period.



The launch received mostly radio coverage with some press coverage throughout and limited press coverage for the close of the consultation.