

Statement of Public Consultation For Guisborough CP Neighbourhood Plan

This document gives an account of the public engagement activities carried out during the preparation of the Guisborough Civil Parish's Neighbourhood Plan, up to the preparation actions for the Reg. 14 pre-submission period.

The separate accompanying document "Guisborough NP Pre-submission consultation" covers the detail of the pre-submission period.

1.0 Introduction

1.1 Public engagement clearly supports the entire neighbourhood planning process. Initially it set the direction that the plan will take by identifying the key areas of concern to the community.

1.2 Once some of the evidence has been gathered about the issues identified, the community checks that an appropriate vision and aims are set.

1.3 During the remainder of the building of the evidence base, public feedback, particularly on focussed topics, or in informal settings such as face-to-face gatherings, adds detail, depth and understanding.

1.4 During the analysis and policy writing phase, community engagement confirms that the correct conclusions have been drawn, and policies are appropriate and well drafted.

1.5 This approach therefore provides a clear logical and evidenced path between the concerns of the community and the policies they wish to see implemented.

1.6 Critically and throughout the community dialogue process, familiarity, understanding, ownership and support is being built, so that the end result is a neighbourhood plan with which the parish is aligned and for which they will vote.

1.7 This was the process that was used in preparing the Guisborough CP Neighbourhood Plan.

2.0 Initial Public Engagement, June 2024

2.0.1 Following the initial public engagement, a review was written up and was discussed and approved by the GNP Steering Group. This approved review is copied in sections below.

2.1 Introduction

2.1.1 The National Planning Practice Guide, from the Department for Levelling Up, Housing and Communities and Ministry of Housing, Communities & Local Government, last updated 25th September 2020 states:

What is the role of the wider community in neighbourhood planning?

A qualifying body should be inclusive and open in the preparation of its neighbourhood plan or Order and ensure that the wider community:

- *is kept fully informed of what is being proposed*
- *is able to make their views known throughout the process*
- *has opportunities to be actively involved in shaping the emerging neighbourhood plan or Order*
- *is made aware of how their views have informed the draft neighbourhood plan or Order.*

Paragraph: 047 Reference ID: 41-047-20140306

Revision date: 06 03 2014

2.1.2 In order to comply with this guidance, the Guisborough Neighbourhood Plan Steering Group agreed to:

- Add a Neighbourhood Plan webpage to the Guisborough Town Council's website, which will be used to broadcast information, updates and draft proposals and any other information about the Neighbourhood Plan preparation likely to be of interest to the public.
- Produce and launch an online survey to gather information and evidence regarding areas of concern to the residents of Guisborough Civil Parish.
- Provide context for the survey providing an introduction which explained the concept of a Neighbourhood Plan, by using both a wide variety of likely topics of concern, based on the considerable experience of the councillor members of the Steering Group, and by providing multiple opportunities on the survey for free-text additional comments. This allowed responders to provide relevant, useful and wide-ranging feedback, much of which can be objectively analysed.
- Supplement the on-line survey with paper copies of the same survey and a face-to-face public engagement session hosted in the Town Council building, Sunnyfield House.

2.1.3 The thinking behind this approach to the initial public engagement included:

- The survey must be as easily accessible to as many of the residents of the Civil Parish as possible, so it should be available online, in paper form with cost-free return option, and also in a face-to-face session.
- The survey must be well publicised as widely as practicable to give awareness of the existence of the survey.
- The survey must be available for long enough to allow time for the awareness to build and for responders to complete the form.
- The survey should be clear and simple without ambiguity to ensure the integrity and validity of the responses.
- The survey should ask for responders' post codes. This was to allow some geographic analysis of responses and to prevent spurious responses from responders with no connection to the Civil Parish.

2.1.4 The first form of significant public engagement was a survey of the residents of Guisborough Parish to identify and gauge the areas of concern that might be addressed through the Neighbourhood Plan.

2.1.5 A survey was seen as the best way to get clear input that could easily be interpreted and acted upon.

2.1.6 Since there was little, if any, knowledge or understanding of what a Neighbourhood Plan is, what it covers and what it can and can't do, it was decided to provide some structure to the survey but also provide frequent opportunities for unstructured textual responses.

2.2 On-line version of Initial Survey

2.2.1 The on-line survey was launched on Tuesday 4th June 2024. It was easily accessible via the Town Council's website, a QR code on the publicity posters, town councillors social media accounts, and the social media account called 'Guisborough News and Views'. It consisted of four main topic headings each with a multiple sub-topics:

Transport

Speed of Vehicles
Bus Services
Cycle Routes / Footpaths
Speed Humps / Traffic Calming
Parking
Road Maintenance

Green Spaces

Sports Pitches
Allotments
Meadows / Fields
Kick-About Areas & Other Public Grassed Spaces
Other Green Spaces

The Built Environment

New Housing
Conservation Area

Villages

Tourism & Leisure

Leisure Provision

Outdoor Recreation

Tourist Accommodation

2.2.2 Each of the sub-topics had four 'tick-box' options: '**Extremely Concerned**', '**Very Concerned**', '**Slightly Concerned**' and '**Not Concerned**'. Note: initially there was a 'Concerned' category but this was replaced early on the first day by 'Slightly Concerned' to give a more balanced range of responses.

2.2.3 Each main topic had its own 50,000 character free-text box for any additional comments that the responder felt would be useful.

2.2.4 The survey availability period was set at 4 weeks.

2.3 Paper Copy of Initial Survey

2.3.1 The paper copy was an exact copy of the on-line version so that the responses would be directly comparable.

2.3.2 Copies were distributed to the Guisborough Town Council reception, Guisborough Library and were available at the face-to-face session.

2.3.3 Return of the form was by hand or by post to the Guisborough Town Council clerks' office.

2.4 Face-to-Face Session

2.4.1 The in-person session was held on Friday 14th June from 2:00 pm to 7:00 pm in the Bistro area of Sunnyfield House in Guisborough town centre. A3-sized posters were displayed depicting the Neighbourhood Plan preparation process, highlighting the community involvement opportunities, the publicity poster and the initial results from the first eight days of responses.

2.4.2 Paper copies of the survey were made available, as was any support needed to complete as response, for example, for people with visual or mental impairment.

2.5 Results of the Initial Survey 'Tick Boxes'

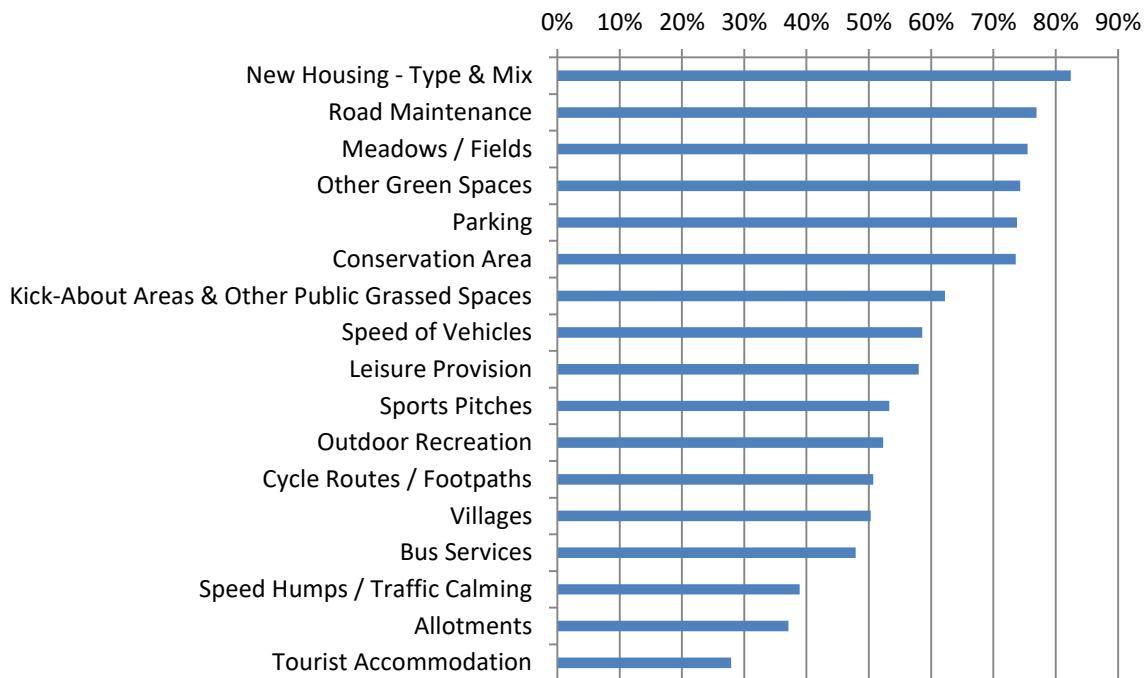
2.5.1 After 3 days, there were 18 responses, after 8 days there were 86 responses and after 24 days there were 178 responses.

2.5.2 Quantitative analysis of the 'tick box' results of those responses is shown on the graph below:

Guisborough Neighbourhood Plan - Initial Public Survey

193 Responses up to 2nd July 2024

Very or Extremely Concerned



2.6 Results of the Initial Survey Comments

2.6.1 Each of the four topics in the initial survey had a free-text comment box for respondents to provide additional information. These were analysed by using key-word frequency analysis to draw out key themes and to select a few representative responses to provide first-hand evidence.

2.6.2 This analysis is presented here:

2.7 Transport

2.7.1 Themes

Comments expressed concern about (car) traffic congestion in the town together with insufficient and inexpensive (car) parking, and the excess speed of vehicles (mainly cars). Some concerns about lack of sufficient provision of non-car transport options including public transport (busses), cycle paths, and walking routes, plus road maintenance issues.

2.7.2 Representative responses:

"Town centre parking must be free to support local businesses and additional housing is creating traffic issues in the area".

“Proposals must attempt to reduce over-dependance on private car use”

2.7.3 Key word frequency analysis

Parking	30
Congestion	29
Speed of vehicles	28
Bus	25
Road Design	14
Maintenance	13
Public transport	13
Cycling / Cycle paths	12
Walking / foot paths	7
Rail	7
Crossing points	6
Noise	1

2.8 Green Spaces

2.8.1 Themes

Comments expressed concern about development (housing) on green spaces (within the conurbation) due to damage to wildlife, especially wildlife corridors that allow flora and fauna to spread into the town and maintain its semi-rural character, for the benefit of both wildlife and human health.

2.8.2 Representative responses:

“It's important that we preserve our green spaces to maintain the character of Guisborough for the well being of people and wildlife”

“We need to encourage wildlife while our children can still find it in Guisborough. We do not need more manicured parkland. We do NOT have enough wild spaces for animals, in the town.”

2.8.3 Key word frequency analysis

Development	82
Environment	51
Character	19
Health	17
Corridor	13
Maintenance	12
Allotments	10
Access	6
Litter	4

2.9 Built Environment

2.9.1 Themes

By far the greatest concern expressed in the built environment was the pressure that all the new housebuilding in Guisborough is having on local infrastructure and services, which are not felt to have kept pace. New builds in the town centre were also felt to be at the expense of green spaces and the town's character.

The other main theme in these comments was the poor state of maintenance of the commercial properties in the town centre, which again affects its character and visual attractiveness.

2.9.2 Representative responses:

Town centre looks run down and in need of maintenance and investment. Efforts should be made to tidy shop fronts and fill empty units to enhance the offering on Westgate. Guisborough is already buckling under the weight of new housing developments with school places and doctor and dentist appointments under extreme pressure - not to mention traffic issues as a result in several areas.

As previously mentioned I am concerned about the increase of housing being built, without the equivalent infrastructure and the decreasing areas of green spaces. It should be in keeping with the Market Town that Guisborough is as a gateway to the North York Moors.

2.9.3 Key word frequency analysis

New Developments	88
Infrastructure / Public Services	48
High street / Shops	47
Character	33
Maintenance	28
Green Spaces	16
Parking	4

2.10 Tourism & Leisure Facilities

2.10.1 Themes

Comments about Tourism & Leisure facilities expressed concerns about the lack of a clear strategy or plan, leading to facility shortages and amenities needing improvement, in particular the swimming pool. Better use of the town centre for tourist and leisure activities with adequate affordable long stay parking were also concerns.

2.10.2 Representative responses:

Given how little time anyone in the NE of UK has been able to spend outdoors, why all this focus on outside facilities. What is available for people to do indoors? Especially for the non-sporting types.

Guisboroughs swimming pool is in desperate need of replacing. It is old and unfit for purpose.

There is huge scope to develop the economy of Guisborough through tourism, At present, i see no evidence of a credible strategy or plans to realize this. Many other parts of the country have achieved much greater growth of tourism without half of the natural advantages that Guisborough has. But this can only happen if attention and resources are diverted away from Redcar.

2.10.3 Key word frequency analysis

Facility Shortage/ improvement	38
Strategy or plan	24
Visitor accommodation	16
Swimming pool	16
Parking	13
Better use of Town centre	12
Forestry use and misuse	8
OK as is	5
Tourist info website	2
Facilities Have Improved	1
No need for organised facilities	1

2.11 Survey Administration

2.11.1 Comparing the 'tick box' responses from the first 86 responses with the next 92 responses showed that the ranking of the sub-topics hardly changed, with changes of only one or two places if at all, so it is expected that there will be little if any significant change by the end of the survey period. It also suggests that running the survey for longer than 3 weeks would be very unlikely to produce any extra understanding to the underlying concerns of the people of Guisborough.

2.11.2 Take-up of the paper copy of the survey and the face-to-face session was very poor, with no paper returns so far and no-one attending the in-person session. It is difficult to understand whether this was due to insufficient publicity / awareness or insufficient interest.

2.11.3 What is clear is the relative ease of using electronic means for the publicity and promotion of the survey, and for the responders to complete and return it.

2.12 Results of the Initial Survey Postcode Analysis

2.12.1 The initial survey asked respondents to provide their postcodes and the 158 postcodes received were analysed to ensure that the responses covered a reasonable spread of resident's geographic locations. This was indeed the case.

2.13 Follow up to the Initial Survey

2.13.1 The resulting information from the on-line responses is of sufficient magnitude and clarity to allow it to be used to set the scope for the Neighbourhood Plan and for further evidence gathering.

3.0 Vision and Aims Public Consultations

3.1 Website and response process

3.1.1 Having been reviewed and approved by the GNP Steering Group, the Vision and Aims of the Guisborough CP Neighbourhood Plan were placed onto the Guisborough Town Council website with an associated electronic response process from Friday 10th January 2025 – Thursday 13th February 2025.

3.1.2 The public consultation period for our NP ‘Vision and Aims Statement’ came to a close on 13th February after more than 6 weeks. During that period, 47 people left a response, with 83% (39 people) supportive and 17% (8 people) not supportive.

3.1.3 The ‘not supportive’ respondents were invited to leave a free-format text response, and the synopsis of these was that many of the comments were still broadly supportive, but suggested that the plan should be more bold in setting higher standards in many areas of town planning, including environmental and sustainability issues, public services / infrastructure, building standards and tourist facilities. Most of these are areas which have already been covered in the evidence base and the Neighbourhood Plan, so it reassuringly supports the work we’ve already done.

3.1.4 It was therefore felt that our NP ‘Vision and Aims Statement’ had sufficient public support and should remain unchanged.

3.2 Face-to-face meetings

3.2.1 Wednesday 15th January 2025 – face-to-face in Guisborough Library covering the concept of a Neighbourhood Plan, progress to-date and focussing on feedback concerning the Vision and Aims. This was a joint consultation with [Guisborough Active Travel Route](#) project, which is part of the overall Levelling Up Fund programme. This helped to increase the footfall. Continued interest was shown in the Neighbourhood Plan and support given to the proposed Aims and Vision.

3.2.2 Wednesday 29th January 2025, 5pm to 8pm. Drop-in face- to-face session in the Kings Head Inn, Newton under Roseberry for the residents of the village. General introduction provided to the NP process and a few findings from the Evidence Base. Focus on ‘Vision & Aims’ statement and encouragement to leave a comment on the GTC webpage. Invitation issued to via the village’s group Google mail account. Attendance was poor – only 3 people came.

3.2.3 Wednesday 5th February 2025, 2 pm to 3:30 pm. Formal presentation in St. Nicholas Church Hall to the local University of the Third Age (u3a). Slide presentation giving general introduction to

the NP process and a few findings from the Evidence Base. Focus on ‘Vision & Aims’ statement and encouragement to leave a comment on the GTC webpage. 70 people attended the presentation and there was a brief Q & A session at the end. U3a provided their own brief questionnaire, which 9 people completed.

3.2.4 Thursday 6th February 2025, 5 pm to 8 pm. Drop-in face- to-face session in Sunnyfield House, Guisborough for the residents of Upleatham and Dunsdale. Since neither of these villages has any electronic means of communication amongst themselves, a flyer was produced, printed off and hand-posted to each house (123 in all) on the previous Friday. General introduction provided to the NP process and a few findings from the Evidence Base. Focus on ‘Vision & Aims’ statement and encouragement to leave a comment on the GTC webpage. Attendance was poor – only 3 people came.

4.0 General Consultations and Engagements

4.1 Letters to Landowners

4.1.1 On 21st February 2025, letters were sent out to all of the landowners of the 48 green spaces identified as meeting the criteria for such a space. Each letter contained specific information to allow the landowner to recognise the piece of land in question. The Evidence Base For Guisborough Civil Parish Neighbourhood Plan contains further details. None of them responded in any way.

4.1.2 On 28th March 2025, a follow-up letter was sent to the landowners whose land was the subject of a proposed policy. The letter asked about any plans they may have for any changes to their land over the next 5 – 10 years, including change of ownership or change of use, and asking them to respond via the Clerk to the Town Council. The letters were sent by recorded mail to the addresses shown in their Land Registry entries. None of them responded in any way.

5.0 Pre-submission Reg. 14 Consultation and Engagement on Neighbourhood Plan documentation

5.1 Actions to prepare for the formal 6-week consultation period

5.1.1 The Green Space Site Reports document was published on the GTC website on 22nd March 2025 and a feedback response for was attached.

5.1.2 The Evidence Base document was published on the GTC website on 28th April 2025 and a feedback response for was attached.

5.1.3 The draft Neighbourhood Plan was published on the GTC website on 23rd May 2025 and a feedback response form was attached.

5.1.4 The draft Neighbourhood Plan was updated to the pre-submission version 4.3 on the GTC website on 24th June 2025 and the date for pre-submission consultation responses was set to 15th August 2025.

5.1.5 The Green Space Site Reports document on the GTC website had the site location maps added and was split into two parts because the document was becoming slow to access. It was given the version number v1.11 part 1 and v1.11 Part 2.

5.1.6 A Facebook posting was made on 1st July 2025 by the town council to the 'Guisborough News and Views' group, to create awareness and to provide a link to the GTC webpage. This Facebook group has 31,000 members and it only covers subjects of interest to the local community. It contained the text "*The draft Guisborough Parish Neighbourhood Plan is now available to read on the Town Council's website. It covers some aspects of local land development however please note Neighbourhood Plans are limited in the issues they can cover.*

If you wish to comment on the draft plan, please do so before 15th August 2025 using the comment box provided on the website.

[https://www.guisboroughtowncouncil.co.uk/.../guisborough...”](https://www.guisboroughtowncouncil.co.uk/.../guisborough...)

5.1.7 Pre-submission Reg. 14 notification emails were sent out on 3rd July 2025 from GTC to 9 neighbouring councils, 21 Statutory Bodies and National / Regional Organisations, and 6 voluntary bodies inviting them to take part in consultation on the NP.

5.1.8 Posters were put up on 4th July 2025 on the public noticeboards in the parish, namely two GTC noticeboards, the Guisborough Library, together with the Guisborough Morrison's and Sainsbury's supermarket, inviting people to take part in the pre-submission Reg.14 consultation on the NP.

5.2 Details of the Pre-submission Reg. 14 period

This period and any consultation afterwards is covered in a separate document: "Guisborough NP Pre-submission consultation".