

ESG Consultation summary Masterplan

Launched in July 2007 at Courtyard event – public, media & business to look at model, workshops etc

Meetings with individuals businesses and stakeholders : 24 separate meetings held

Masterplan circulated to 36 'statutory' & other consultees: 19 detailed responses received

Model on public display at Penn House for week inc Saturday – 1000 people visited to view.

Questionnaires were circulated at all events - 164 returned.

5 open evening events held at ESG offices for local residents and businesses. Every resident/ business on the site was hand delivered an invitation. This was supplemented by Chamber of Commerce mailshot to businesses. Residents and businesses outside the site were also invited. Total attending: 72.

Evening event for Council members and senior officers – 28 attended.

ESG staff presence and display in all the market towns Info Centres.

Model on display at the Kindle Centre for residents S of the river - 20 attended.

Media coverage in Hereford Times, Hereford Journal, Birmingham Post, Herefordshire Matters, Estates Gazette, Property Week.

The masterplan consultation was a specific exercise undertaken within the context of ESG contributing to ongoing discussions about the future of the area. Examples:

- Year 9 school group competition – design a retail quarter
- Discussions with Hereford Regeneration Group
- Discussions with Hereford Civic Society including public debates
- CABE Urban Panel
- Youth conference
- Presentations as requested: recent examples - Probus, Deanery Synod, Herefordshire Trade Federation, Baptist Church, Youth Council/Shadow Youth Council
- Masterplan launch event including workshops (7/08)
- ESG Workshops and community consultations on specific aspects eg Flooding, Transportation and Urban Village.
- Enewsletter
- Discussions with Geography teachers leading to ESG being on the curriculum
- Business start up "Directions" event incorporating Year 10 exercise (11/07)
- Participation in Herefordshire Business Conference (Courtyard , 4/08)

DJN 240908