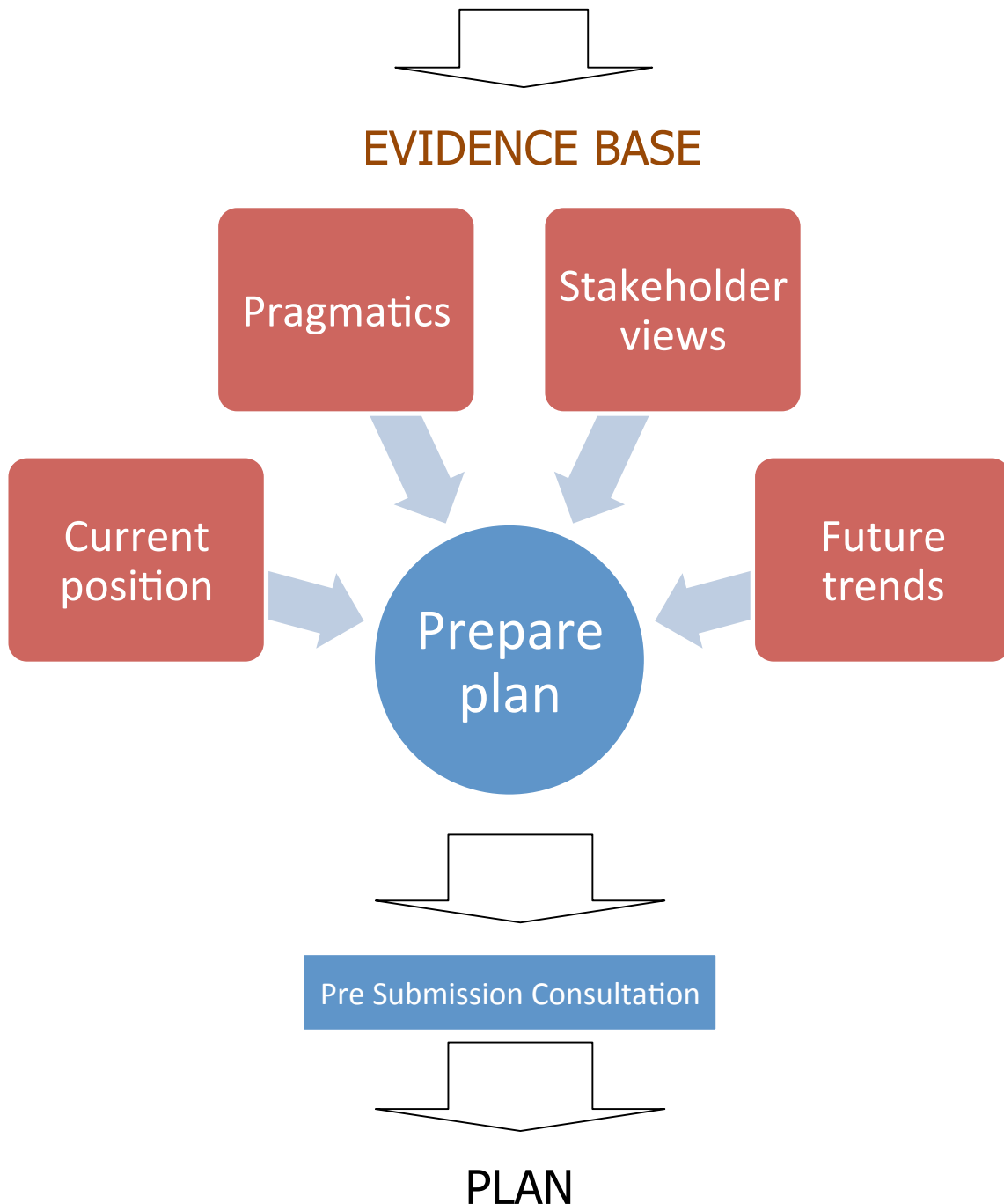


KDBH Neighbourhood Forum
Notes on gathering an evidence base to prepare the plan



'Stakeholder' is used to refer to those who live, work or do business in the area.

Evidence base - general

- The aspects of the plan must be rooted in evidence that can be tracked, not predetermined in advance.
- The evidence must be gathered through a planned set of procedures to answer specific key questions.
- There could be a large number of people involved in the research process who are also stakeholders. This raises the risk of researcher bias. A researcher's views must count for no more than those of a stakeholder.
- Care should be taken not to leak the emerging findings before the draft plan is prepared as this may unduly influence the views of others.

- Triangulation is an important process that gauges the strength of a particular strand. The strength of a point is determined by the volume of supporting evidence, not the persistence or volume of an individual. It is likely that the dominant strands will become clear at the end of the process without the need for formal triangulation formula.
- Ethical and practical issues arise through the interests of businesses such as builders, retailers, etc.

Evidence base – current position

- Examine databases such as census, housing stock, building applications, retail outlets, health provision, settlement studies, school capacity and demand, sports and leisure facilities, etc but be cautious that some of these are several years old and may need primary (first hand) validation.
- Consider issues of current supply and capacity.

Evidence base – pragmatics

- Remit, terms of reference
- Byelaws, planning regulations and legislation
- What is possible, realistic and feasible

Evidence base - stakeholder views

- It is not necessary (or possible) to elicit views from every stakeholder. However, everyone must be given the opportunity to contribute and there need to be systems to formally engage a representative cross section. Focus groups may be appropriate, for example the young and the elderly, in order to consider age-related provision. When leading such a group, be aware of peer group pressure and possible domination. On wider issues, care must be taken not to over-represent these groups in triangulation and analysis.
- The most effective methodology is through direct interaction with individuals on a one-to-one basis.
- Use open ended questions. Avoid leading questions.
- A random cross-section may be obtained through, for instance, random selection of addresses.
- There are important issues of confidentiality and ethics. Comments and views made by individuals cannot be published - there is some discussion about what 'published' means in view of the very wide membership of the Forum. Stakeholders will generally accept that the impact of their views will be seen on publication (the *process* must build trust). It is accepted good practice to guarantee confidentiality and this would include an awareness of dangers through attributed comments. The well being of participants comes above everything else.

Evidence base – future trends

- Demographics, changes in population profile (census trends, estate agents' data)
- Projected increase in population from UK Central, commuting via HS2, NEC/HS2 interchange (LA estimates of the proportion of anticipated increase to be located in KDBH)
- Future government targets

Pre-submission consultation

Relatively straightforward through well advertised publication with comments taken through public events and online. Amend and submit for LA/referendum stage.