### Key Issues –

**Developing Good Practice in the production of Non Technical Summary presentation through the use of images and clear text.**

### Purpose of the project

The project sought to bring about the regeneration through residential development of a former employment site in the centre of Basingstoke for a Housing Association.

### Description of the project

The project sought outline planning permission for up to 578 residential units, open space, landscaping, access and off site highway and pedestrian improvements, at Kingsclere Road, Basingstoke.

A planning application was submitted in March 2014, accompanied by an Environmental Statement, and determined in January 2015.
Lessons learnt

There have been a number of previous planning applications on the site, which were subject to significant public interest. In light of this, the assessment of effects, and the manner in which this was shared with the local community, was considered critical to the success of the project.

It had been identified from an early stage that an EIA would be required and was therefore undertaken voluntarily by the applicant. Public interest in the scheme was high and two public consultation events were held. As the applicant was a Housing Association, engaging with the local community was particularly critical.

The Environmental Statement sought to take a similar approach to engagement and the Non Technical Summary was the focus for presenting the assessment of effects in an informal, image dominant manner. Where previous NTs had been largely text documents, this NTS sought to adopt the main document ‘branding’, and then use site photos, aerial photos, drawings, cgis,-

Lessons learnt cont. –

plans and graphics to explain effects, proposals and the processes which were to be adopted. The document still included appropriate text to summarise the assessment of effects, but this was limited to half pages and it uses simple graphic design techniques to ensure the document is accessible to all members of the public and statutory consultees alike.

We believe the document has been successful in its purpose as only a very limited number of objections were received to the application from members of the public.

Planning permission was granted in January 2015, after the S106 Agreement was signed.

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