



MATERIAL PLANNING CONSIDERATIONS: PUBLIC OPINION

Public opinion is an important consideration in planning to ensure that developments reflect the needs and values of the community. This guide outlines the key points to consider for effective public engagement and consultation.

Key Considerations

1. Community Feedback:

- ✓ Gather feedback from the community through public consultations, surveys, and meetings.
- ✓ Consider the views and concerns of residents and stakeholders.

2. Representation and Inclusivity:

- ✓ Ensure that public engagement is inclusive and representative of the community.
- ✓ Implement strategies to engage hard-to-reach groups and diverse populations.

3. Impact on Community Well-being:

- ✓ Assess the impact of the development on community well-being and quality of life.
- ✓ Implement measures to address community concerns and enhance well-being.

Mitigation Measures

- Use effective communication and engagement tools.
- Implement public opinion impact assessments.
- Engage with community groups and stakeholders.

Compliance and Monitoring

- Adhere to national and local public engagement policies and guidelines.
- Regularly review and update public engagement strategies.

By considering public opinion, we can ensure that developments are responsive to community needs and contribute to social cohesion and well-being.