



# **Consultation Response Analyses**

for the

## **Issues and Strategic Options, and Preferred Scale and Distribution of Development**

stages of the

## **Shropshire Local Plan Review**

**July 2018**

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## Introduction

- 1 Shropshire Council has twice consulted on its Partial Review of the Local Plan and has twice published summaries of the results of those consultations. Those summaries have stated only the overall figures from all respondents.
- 2 CPRE Shropshire suspected that those overall figures might be heavily skewed by submissions from landowners, developers and agents, and that the figures from members of the public, and from Town and Parish Councils, might paint a very different picture.
- 3 Shropshire Council has very kindly given CPRE Shropshire access to its spreadsheets containing the data from which its Consultation Summaries were derived. CPRE Shropshire has therefore now been able to further analyse that data.
- 4 Our concern is primarily the high housing targets that Shropshire Council prefers, so we have limited our further analysis to the consultation questions dealing with housing numbers.

## Shropshire Council's Consultation Summaries

- 5 Shropshire Council consulted on the Issues and Strategic Options stage of its Local Plan Review from 23<sup>rd</sup> January 2017 to 20<sup>th</sup> March 2017. It published a detailed Consultation Response Summary on that consultation on 14<sup>th</sup> July 2017.
- 6 It consulted on the Preferred Scale and Distribution of Development stage of the Local Plan Review from 27<sup>th</sup> October 2017 to 22<sup>nd</sup> December 2017 and released the detailed Consultation Response Summary on that consultation, dated April 2018, for the Cabinet meeting on 2<sup>nd</sup> May 2018.
- 7 Both consultations asked a question about the housing requirement and the Council's Consultation Response Summaries gave summaries of the responses. We reproduce these overleaf.

## Issues and Strategic Options

8 For the Issues and Strategic Options the question was:

\*4. Which housing requirement option would you prefer to see used for the Local Plan Review?

- Housing Requirement Option 1: 'Moderate Growth'
- Housing Requirement Option 2: 'Significant Growth'
- Housing Requirement Option 3: 'High Growth'
- Don't know / no opinion

Please use the space below to explain your reasons for your choice.

You can also use this space to let us know if you think there are any other housing requirement options that the Council should consider.



9 Shropshire Council's summary of the responses in its Consultation Response Summary was:

**Question 4** sought views on overall housing requirement options between 2016 and 2036. In total 327 respondents expressed an opinion on this question. Of those who responded 47% favoured the 'Moderate Growth' option equating to 26,250 dwellings over the Plan period; 12% favoured the 'Significant Growth' option equating to 27,500 dwellings; 32% responses favoured the 'High Growth' option equating to 28,750 dwellings; and 9% responding did not choose an option.

Of those favouring 'Moderate Growth' (Option 1):

- A number of responses considered this option most closely equated to current development trends.
- A consistent theme was the need to address local needs, and in particular to support development of affordable and low cost housing in rural areas, ahead of encouraging further in-migration.
- The provision of timely infrastructure was discussed in several responses, with respondents citing the difficulty in delivering new infrastructure, particularly with higher growth options.
- The need for some additional development in the rural area was a feature of several responses, although other responses argued that rural areas lacked sufficient public transport.
- There was also concern expressed about the loss of rural space and the need to protect the environment. Others suggested that making the best use of brownfield sites and existing premises should be prioritised.
- Other respondents questioned the deliverability of higher growth options.

Fewer respondents supported 'Significant Growth' (Option 2) compared with the other two options. Of those who did support this option:

- There was concern expressed about whether the lower housing option (Option 1) would meet needs.

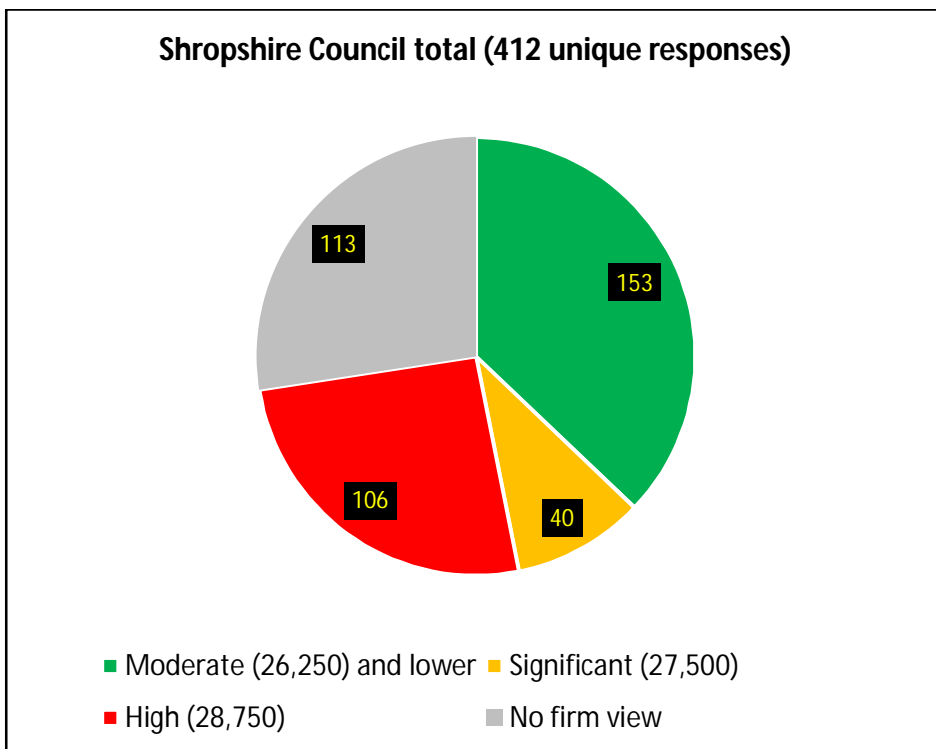
- It was accepted that with this option the proposed requirement would be deliverable and would promote the delivery of towns whilst protecting assets, such as the Shropshire Hills AONB.

Of those respondents who supported 'High Growth' (Option 3):

- A number of respondents pointed out that the proposed annual requirement for this option represented less growth than projected for the second half of the current Core Strategy plan period.
- It was also suggested that expected adjustments in the manner in which the FOAHN is calculated would likely lead to a higher housing need for the County.
- It was argued by several respondents that this option presented the greatest degree of flexibility in providing a range of site allocations and would support inward investment.

A number of other comments provided contrasting views on the validity of all the options, primarily based upon alternative suggestions about the housing need for the area; several thinking there should have been a lower option and several thinking the highest option did not go far enough.

10 From this Issues and Strategic Options consultation Shropshire Council identified 412 unique respondents. Of those, 85 made no response at all to Question 4, and 28 responded "Don't know / no opinion". As noted by Shropshire Council, the percentages at paragraph 9 above are based on the 327 respondents who expressed an opinion on Question 4. If instead, the results are based on all 412 unique respondents, then they can be summarised as follows:



In Adrian Cooper's report to Cabinet dated 21<sup>st</sup> June 2017 this result is characterised as :  
 "Whilst there was a slight preference for the 'moderate' growth option, there was also a good level of support for 'high' levels of housing growth".

### **Preferred Scale and Distribution of Development**

11 For the Preferred Scale and Distribution of Development the question was:

3. Do you agree with the preferred housing requirement proposed for Shropshire of 28,750 dwellings between 2016 and 2036 (1,430 dwellings a year), identified in Section 2 of the Consultation Document?

- Yes  
 No  
 Don't know / no opinion

Please use this space to make any comments about this:

12 Shropshire Council's summary of the responses in its Consultation Response Summary was:

**Question 3** sought views on the preferred 'high growth' housing requirement between 2016 and 2036, equivalent to around 28,750 dwellings over the Plan period. In seeking views the Council provided information on current levels of planning commitments and completions in the first year of the Plan period (2016-2017), and how this would affect the amount of additional housing needing to be planned for and delivered up to 2036.

In summary the preferred housing requirement is made up from the following:

- Overall requirement 2016-2036: around 28,750 dwellings
- Completions 2016/17: 1,910 dwellings
- Undeveloped planning permissions and prior approvals at 31st March 2017: 11,465 dwellings
- SAMDev Allocations without planning permission at 31st March 2017: 5,028 dwellings
- **Number of new dwellings required: 10,347**

The Council received a good mix of views from a variety of respondents, ranging from members of the public, parish and town councils, developers, agents and local interest groups. A small majority of respondents indicated a preference to see a different housing requirement, with the majority of these views expressing a desire to see a lower figure. A significant minority of responses supported the Council's preferred approach.

[In the Cabinet report the summary for Housing Requirement stated:

The Council received a good mix of views. A small majority stated their preference to see a lower housing requirement, whilst others saw greater benefit in supporting the preferred approach, even suggesting a higher requirement. Those respondents supporting the preferred approach noted that it is consistent with the Government's commitment to improving the rate of housing delivery and would provide the greatest opportunity to address housing affordability, together with improvements to economic activity and productivity, increased education opportunities and up-skilling of communities. Other respondents were concerned that the preferred approach did not reflect the views of the majority of respondents to the previous consultation and that there was inadequate infrastructure to meet demand from new development. Some respondents were concerned that it was unclear how individual settlement guidelines have been derived and on what evidence they are based. An explanation of the status and contribution of 'strategic sites' such as Ironbridge Power Station and any 'Garden Villages' was requested, in particular whether housing and employment provided on these sites will be part of, or in addition to the levels for the rural area.]

*The key issues raised by those respondents that supported the preferred approach were:*

- *The preferred housing requirement is in line with the National Planning Policy Framework's aim of achieving sustainable development, and in particular the Government's commitment to improving the rate of housing delivery.*
- *The preferred 'high' housing requirement would have the greatest opportunity to address housing affordability, especially for younger families.*
- *The preferred approach will support improvements to economic activity and productivity, supporting an increase to the labour force, increase education opportunities and up-skilling of communities.*

*The key issues raised by those respondents that did not support the proposed preferred approach were:*

- *Concern that the preferred housing requirement was not in line with the view of the majority of respondents at the Issues and Options consultation stage in January 2017, who supported the 'moderate' growth option (26,250 dwellings). This was a consistent message coming from several respondents.*
- *Concern over the ability for infrastructure to meet the demands from new development. This was a consistent message coming from several respondents. Specific comments related to the need to support additional education, health, highway, public transport, rail and sports provision.*
- *Several respondents felt the proposed requirement is unrealistic and felt that a failure to deliver the necessary build-out rates would undermine the ability of the Council to continue to demonstrate a five year housing land supply against the 'high' housing provision.*
- *Concern over the validity of Shropshire's housing need expressed in the Full Objectively Assessed Housing Need (FOAHN). Several respondents felt both the Council's approach and the Government's recently published methodology exaggerate the true 'need' in the County. On a related issue, several respondents queried how the impact of the UK leaving the European Union would have on the availability of jobs and certainty over growth expectations.*
- *Several felt there was insufficient evidence to support the Council's preferred requirement above the defined housing need. Specifically there was also concern that the high completions rates experienced in the County over the last two years are unlikely to be reflective of likely longer term trends. Others felt the expectation of economic growth is unrealistic outside Shrewsbury.*
- *Concern expressed over the potential for adverse environmental impacts resulting from the 'high' growth option. Specific comments also related to the impact this could have on the Shropshire Hill Area of Outstanding Natural Beauty (AONB) and the Green Belt.*
- *Other respondents, who generally favoured the Council's preferred approach, indicated they would like to see a discount applied to some current planning commitments to reflect the potential of non-delivery on some sites. Responses on this matter ranged from suggestion of between 2% and 20% as an appropriate level of discount.*
- *Whilst many respondents who disagreed with the preferred approach suggested a lower figure, others felt that a higher housing requirement would be more sustainable. Across the responses suggested figures ranged from 15,000 to 32,000 dwellings as alternative preferences. Some of those respondents suggesting a higher requirement pointed to the potential opportunity for Shropshire to accommodate 'overspill' housing from the Greater Birmingham and Black Country area, if required. Several respondents argued that the housing requirement should not be treated as a 'ceiling'.*
- *Others raised concern that insufficient thought had been given to securing the right homes in the right places, in particular how the county could attract working age people into the county to support employment opportunities and balanced growth.*
- *Several respondents suggested the need to prioritise brownfield land, including the potential for infill and 'above the shop' living to be utilised to mitigate the need to develop greenfield land.*

Other comments about the preferred approach included:

- Important for communities to have a say on the type of housing being planned for in their area.
- Clarification needed on how the identified strategic sites at Tern Hill (Clive Barracks) and the former Ironbridge Power Station site relate to the overall housing requirement.
- Consideration should be given to using empty homes more effectively.
- Better quality amenities are required for future residents.

13 "Appendix 1: Respondent Statistics" of the Consultation Summary reported the percentage responses, as follows:

**Question 3** sought views on the preferred housing requirement proposed for Shropshire of 28,750 dwellings between 2016 and 2036 (1,430 dwellings a year).

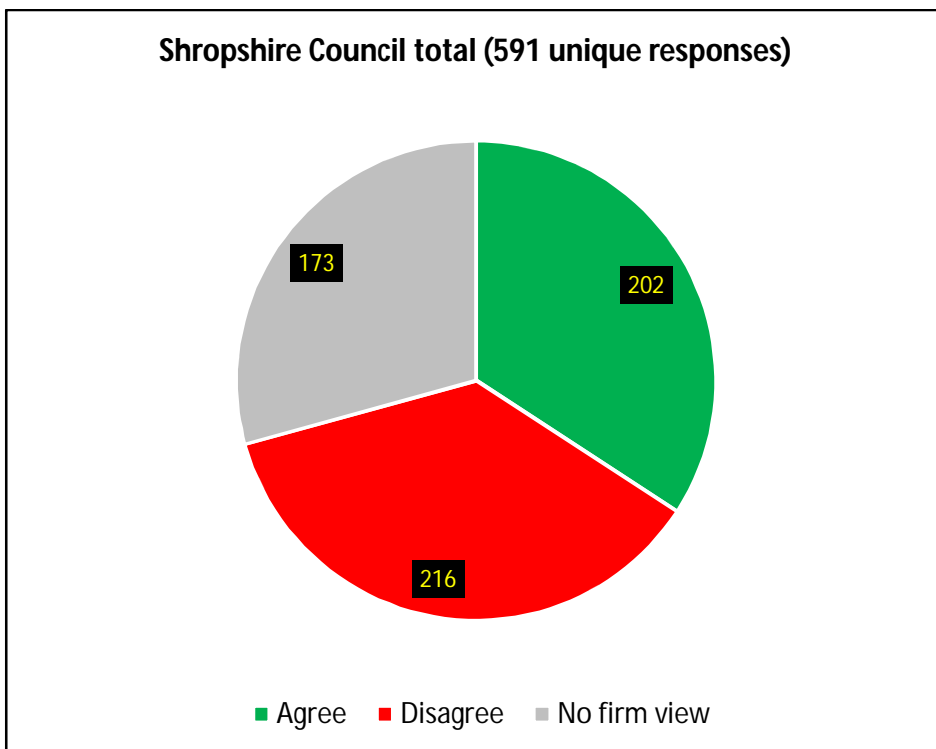
Of the unique respondents that completed this question:

42% agreed with the proposed housing guideline.

45% disagreed with the proposed housing guideline.

13% did not know/had no opinion on the proposed housing guideline.

14 From this Preferred Scale and Distribution of Development Consultation Shropshire Council identified 591 unique respondents. Of those, 113 made no response at all to Question 3, and 60 responded "Don't know / no opinion". The percentages noted by Shropshire Council at paragraph 13 above are therefore based on the 478 respondents who expressed an opinion on Question 3. If instead, the results are based on all 591 unique respondents, then they can be summarised as follows:





## CPRE Shropshire further analysis

- 15 CPRE Shropshire’s detailed methodology applied in carrying out its further analysis of the consultation results is recorded at Appendix 1.
- 16 The spreadsheets provided to us by Shropshire Council contained more entries than the number of “unique” respondents reported by the Council. We therefore interrogated the spreadsheets in order to identify the entries not counted by Shropshire Council in its final tally. These seemed mainly to be obvious duplicate entries, where perhaps an individual respondent had entered the Council’s computer system more than once, in error. We also interrogated the spreadsheets to identify further entries that were wholly blank, apart from identification details. Those entries that were neither duplicates nor blank we have termed “valid” responses. There was also one entry which stated “*No comments to make throughout*” which we have not included as a valid response. The resulting counts of responses are shown below:

	<b>Issues and Strategic Options</b>	<b>Preferred Scale and Distribution of Development</b>
Rows on spreadsheets	443	623
Shropshire Council – “unique” respondents	412	591
CPRE Shropshire – “valid” responses	382	587

- 17 In the course of interrogating the spreadsheets for duplicate and blank entries it also became apparent that there were many instances of multiple, identical or near-identical entries from agents, on behalf of their different client landowners.
- 18 For the Issues and Strategic Options consultation we counted 121 valid responses from landowners, developers and agents (almost entirely from agents on behalf of their clients), but these were from only 38 separate firms of agents i.e. an average of over 3 responses per firm. One local firm of agents put in 32 separate responses. Three others put in 10 or more responses each. We identified 47 narrative responses that were absolutely identical to other responses from the same agent. A further 11 were almost identical. One agent submitted 25 identical responses. All of these repeat responses favoured the “High” option.
- 19 For the Preferred Scale and Distribution of Development consultation we counted 206 valid responses from landowners, developers and agents (almost entirely from agents on behalf of their clients), but these were from only 54 separate firms of agents i.e. an average of almost 4 responses per firm. One local firm of agents put in 57 separate responses. Four others put in 10 or more responses. 71 separate individuals responded from within these firms of agents. We identified 39 narrative responses that were

absolutely identical to other responses from the same person/agent. Several other responses were very nearly identical. All of these repeat responses were “Yes” responses.

20 The analysis of the different elements of the total valid responses is as follows:

	Issues and Strategic Options		Preferred Scale and Distribution of Development	
Members of the public	138	36.1%	284	48.4%
Town and Parish Councils	91	23.8%	59	10.0%
Local and National Interest groups	32	8.4%	38	6.5%
Agents, for landowners and developers	121	31.7%	206	35.1%
Total	382	100.0%	587	100.0%

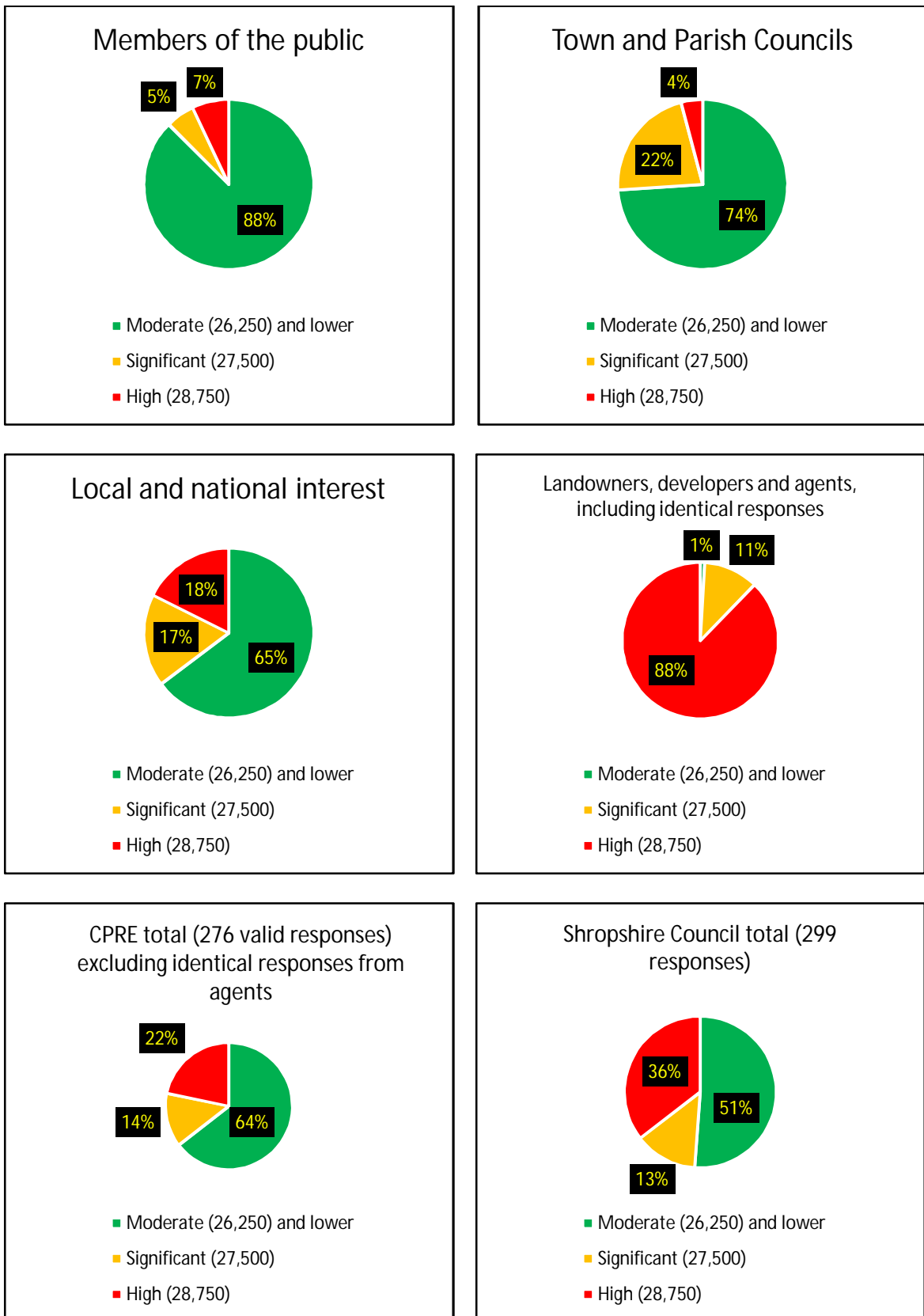
## Results of CPRE Shropshire further analysis

### *Issues and Strategic Options*

21 Our further analysis of the responses from respondents expressing a view shows the following:-

	Total	% opting for each option		
		Moderate Growth (26,250 houses) or lower	Significant Growth (27,500 houses)	High Growth (28,750 houses)
Members of the public	128	88	5	7
Town and Parish Councils	73	74	22	4
Local and National Interest groups	17	65	17	18
Agents, for landowners and developers	106	1	11	88
Total – as CPRE	324	55	12	33
Total – as CPRE, excluding identical responses from agents	276	64	14	22
Total – as Shropshire Council	299	51	13	36

22 These results can be expressed pictorially in the following charts:



23 The results are stark. Members of the Public, and Town and Parish Councils represented 62% of all respondents expressing a view. Of these, nearly 5 times as many stated a preference for a low growth option than they did for the two higher options combined.

88% of Members of the Public and 74% of Town and Parish Councils preferred a low growth option. As a group, it was only the agents (acting for landowners and developers) who preferred the highest growth option, to the tune of 88%. Included in our further analysis is the fact that many of those responding did not tick any of the growth options offered in the consultation because they believed that all 3 options were too high; our results take account of these respondents' written views, which Shropshire Council did not.

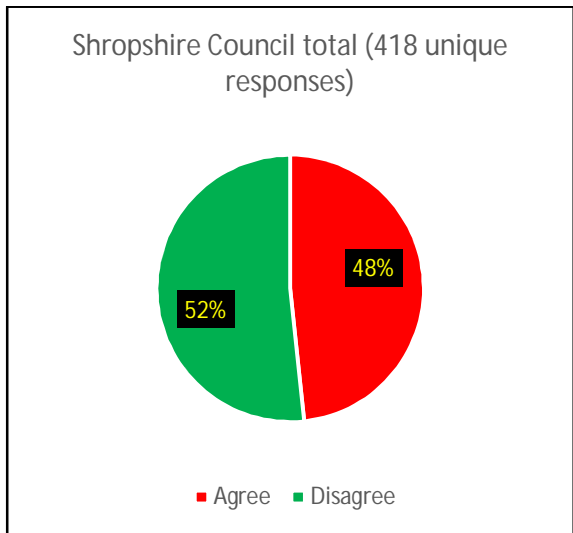
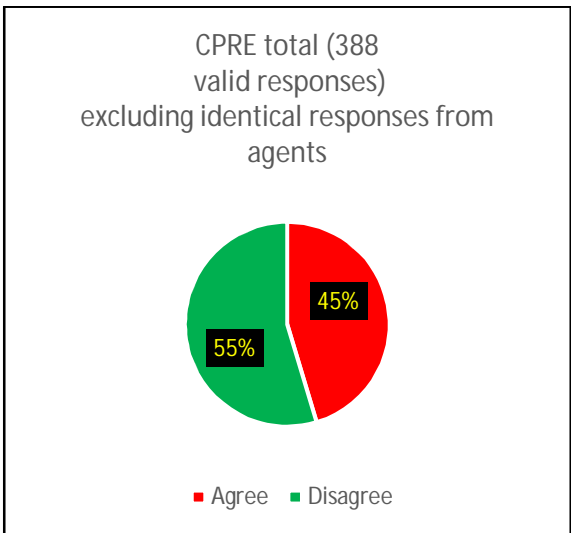
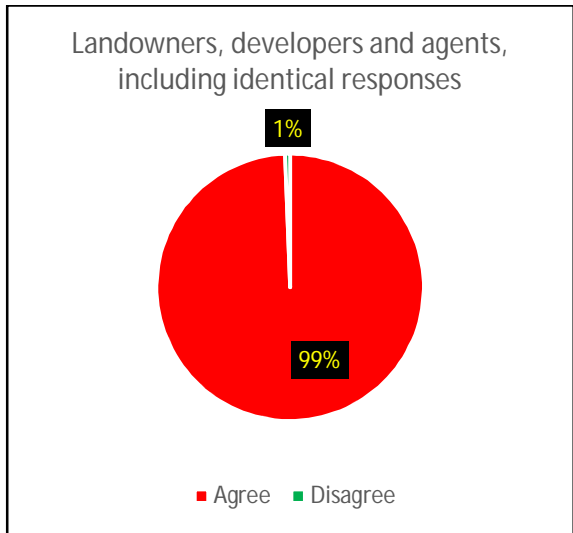
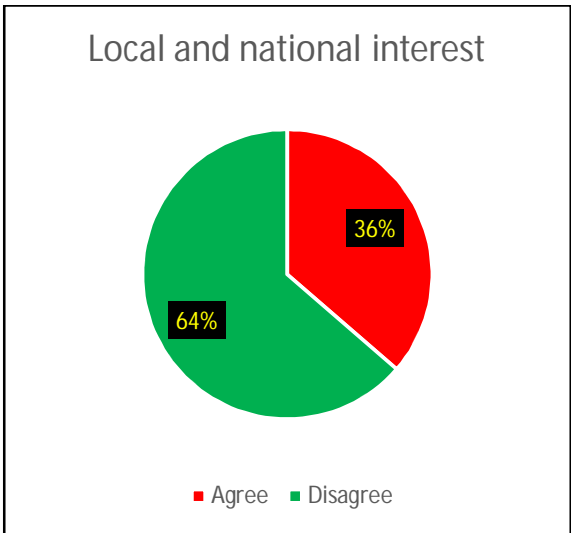
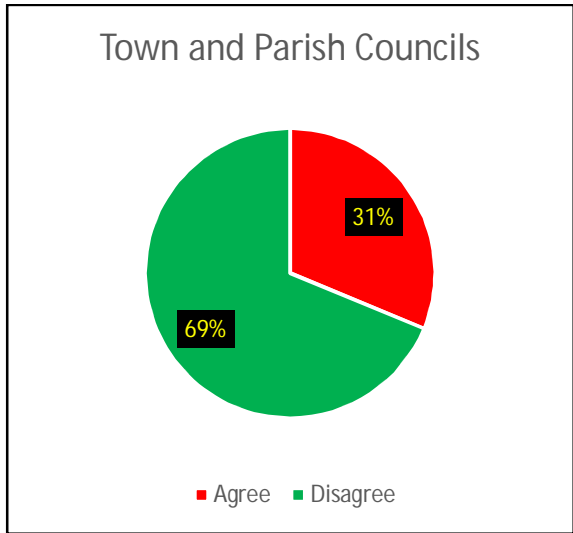
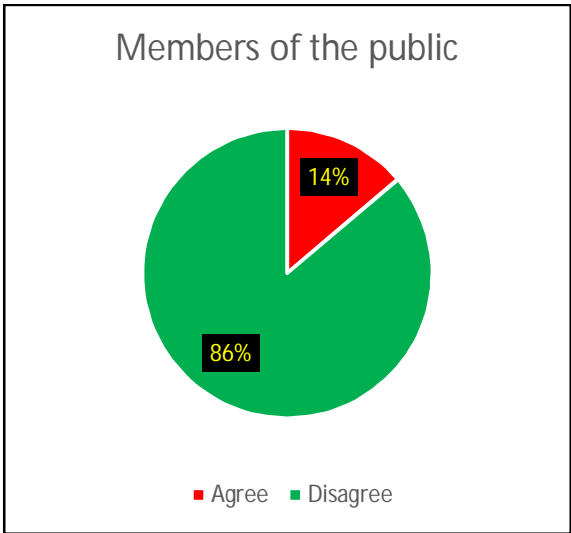
- 24 Because of the high volume of responses from agents, many of which were duplicate and even identical responses, the average response rates published by Shropshire Council appear to be more evenly spread between those preferring the lower or higher options.
- 25 It is absolutely clear; both the general public, and Town and Parish Councils, want lower growth rates than Shropshire Council is promoting.

### ***Preferred Scale and Distribution of Development***

- 26 Our further analysis of the responses from respondents expressing a view shows the following:-

	Total	% opting for each option	
		Yes (agree with 28,750)	No (disagree with 28,750)
Members of the public	203	14	86
Town and Parish Councils	32	31	69
Local and National Interest groups	22	36	64
Agents, for landowners and developers	170	99	1
Total – as CPRE	427	50	50
Total – as CPRE, excluding identical responses from agents	388	45	55
Total – as Shropshire Council	418	48	52

- 27 Again, these results can be expressed pictorially in the charts overleaf:



28 These results are again stark. Members of the Public, and Town and Parish Councils represented 55% of all respondents expressing a view. Of these, over 5 times as many disagreed with the Council's preference for 28,750 houses as those who agreed with it. 86% of Members of the Public and 69% of Town and Parish Councils disagreed with the

Council's preference. Unsurprisingly, as a group, it was only the agents (acting for landowners and developers) who agreed with the Council's high preference, to the tune of 99%.

- 29 But again, because of the high volume of responses from agents, many of which were duplicate and even identical responses, the average response rates published by Shropshire Council appear to be more evenly spread between "Yes" and "No" responses.
- 30 It is again absolutely clear; both the general public, and Town and Parish Councils, want lower growth rates than Shropshire Council is promoting, but agents and developers are all for them.

## Discussion

- 31 The interpretation of these results, and whether Shropshire Council should act on them, seems to boil down to what is considered to be the nature of a consultation.
- 32 Ostensibly, the purpose of the Consultation appears to be to find out the views of Shropshire Council's constituency, including those of the general public and of Town and Parish Councils.
- 33 The scope of the consultations as published by Shropshire Council was:  
For the Issues and Strategic Options consultation:  
*"We are seeking views of all parties with an interest in the proposals, so that relevant views and evidence can be taken into account in deciding the best way forward."*  
For the Preferred Scale and Distribution of Development consultation:  
*"We are seeking views of all parties with an interest in the preferred approach to planning for these issues, so that relevant views and evidence can be taken into account in deciding the best way forward."*
- 34 We maintain that the real purpose of the consultation should be to establish the views of the Shropshire electorate as to the best outcome for the town and county, and the answer to this must come from Individuals, representatives of Town and Parish Councils and other interest groups.
- 35 There is little to be gained by seeking the views of agents, landowners and developers; their view is likely to be heavily biased towards maximum growth because it means employment opportunities, growth for their organisations, increased turnover and improved profitability. To some extent this applies to some Local and National Interest Groups as well.
- 36 We queried the consultation process in our submission for the Preferred Options consultation, particularly the fact that after the Issues and Strategic Options stage the popular preference for the lowest housing targets had been over-ridden by the Council in favour of the highest option.

- 37 At paragraph 2.54 of our response we recognised that Shropshire Council's reasons for acting in this non-democratic way were that (1) a consultation is not a referendum, (2) responses to consultations do not stand alone, but that headline preferences expressed by a proportion of respondents are weighed both against (3) specific comments made, and (4) against existing and emerging evidence.
- 38 Shropshire Council continues to proclaim that a consultation is not a referendum. We, on the other hand, maintain that if an electorate is asked a direct multiple-choice question as it was in Question 4 of the Issues and Strategic Options consultation, and in Question 3 of the Preferred Scale and Distribution of Development consultation, then the Council should not simply over-rule the results of the resulting poll.
- 39 That is the more so when the results of those polls are as stark as our further analysis of the consultation results has shown them to be. It is clear that all elements of the Council's electorate are heavily against their high targets, except for that element with a vested interest in the high targets, namely agents, developers and landowners.
- 40 The Council has not made it evident, in over-riding the views of its electorate, how it has weighed those clear dissenting views both (1) against specific comments made, and (2) against existing and emerging evidence. The implication is that it has ignored its electorate's views in favour of those of agents and developers, in order to back up its Economic Growth Strategy and its high targets, which it launched part way through the Issues and Strategic Options consultation.
- 41 It can be argued that landowners are entitled to have their agents submit responses on their behalf, but to have so many identical and similar responses from agents allowed in Shropshire Council's results count seems to us to be a distortion of the consultation response analysis.

## Conclusion

- 42 Our further analysis clearly shows that Members of the Public, Town and Parish Councils and Local and National Interest groups are all overwhelmingly in favour of lower housing targets than those preferred by Shropshire Council. It is only agents as a group (representing landowners and developers) that are in favour of the high targets.
- 43 Responses from agents, landowners and developers as counted by Shropshire Council, included many duplicate and identical responses. The numbers involved were as follows (on the next page):

	Agents' responses as counted by Shropshire Council	Actual number of firms of agents involved
Issues and Strategic Options	121	38
Preferred Scale and Distribution of Development	206	54

- 44 All of the housing options offered by Shropshire Council are in excess of what they claim to be the minimum required by the Government's new methodology (currently 25,400 dwellings), although there are circumstances in which that Government figure can be reduced. There therefore appears to be no reason why the Council cannot adopt the lower targets that its electorate overwhelmingly prefers.
- 45 One conclusion that might be drawn is that the Council seems intent on promoting the higher targets regardless of its electorate's views, for reasons of promoting its own economic agenda. CPRE argues that the views expressed by the public, local interest groups and town and parish councils are equally as valid as the Council view and may in the long term be more soundly based than those of the Council.
- 46 Another conclusion that might be drawn is that the Council appears to favour the views of agents and developers to the blatant disregard of the local population.
- 47 CPRE Shropshire believes that in electing for the "High Growth" option as its "Preferred Option" Shropshire Council has deliberately ignored the clear majority view of those for whom the Consultations should be intended.
- 48 Shropshire Council should therefore take proper note of the views of its electorate and opt for the lower housing targets that that electorate clearly and demonstrably prefers, rather than persisting with its current high preferred option of 28,750 houses for the period of 2016 – 36.



## Detailed methodology for further analysis of Consultation Responses

### Issues and Strategic Options

	Action	Explanation												
1.	<p>Create new Col B and enter a classification of each entry in Col C. Classifications used are:</p> <table border="1"> <thead> <tr> <th>Shropshire Council</th> <th>CPRE</th> </tr> </thead> <tbody> <tr> <td>Individuals</td> <td>Individuals</td> </tr> <tr> <td>Parish Councils</td> <td>Local Government</td> </tr> <tr> <td>Landowners/developers (many of which were represented by planning agents)</td> <td>Landowners, developers and agents</td> </tr> <tr> <td></td> <td>Local and national interest groups (including Corporate)</td> </tr> <tr> <td></td> <td>Duplicates, wholly blank entries, and identical narratives for Q4</td> </tr> </tbody> </table>	Shropshire Council	CPRE	Individuals	Individuals	Parish Councils	Local Government	Landowners/developers (many of which were represented by planning agents)	Landowners, developers and agents		Local and national interest groups (including Corporate)		Duplicates, wholly blank entries, and identical narratives for Q4	To categorise the nature of each response, and to identify the duplicate entries.
Shropshire Council	CPRE													
Individuals	Individuals													
Parish Councils	Local Government													
Landowners/developers (many of which were represented by planning agents)	Landowners, developers and agents													
	Local and national interest groups (including Corporate)													
	Duplicates, wholly blank entries, and identical narratives for Q4													
2.	Remove "Wrap text" formatting for ease of viewing data													
3.	Identify any duplicate entries presumably entered in error via the Questionnaire Portal and retained within the spreadsheet	Identify these primarily through sorting by "1. Name". Cut and paste such rows to the foot of the spreadsheet												
4.	Identify any rows where no data was recorded by the Council as having been entered, other than identification data	Enter a formula in Col BU to identify rows with no entries other than identification data. Again, cut and paste such rows to the foot of the spreadsheet.												
5.	Compare resulting valid entries with Council's "score"	Having pulled out the rows that were apparently duplicate entries or blank entries our total of valid entries is <b>382</b> , compared with the Council's figure of <b>412</b> "unique" responses.												
6.	Go through the responses to Q4 (in Col H) and identify any that suggest there should be a lower housing requirement than any of the options offered	Enter "Lower" in Col H												
7.	Sort the data by Col D (2. Agent), then Col C (1. Name)	Primarily to sort the responses from agents into a sensible order												

## Appendix 1

	<b>Action</b>	<b>Explanation</b>
8.	Insert rows beneath each category in order to summarise the responses to Q4 by category, and enter summation formulae. Include narrow rows to define the range	Check that the alphabetic sum equals the sum of the numerical sums
9.	Interrogate "Individual" category to identify duplicate/identical entries from the same source: <ul style="list-style-type: none"> <li>• Sort "Individual" by Col H (narrative response to Q4) to identify identical responses</li> </ul>	Only one duplicate narrative entry was identified, from Robert and Gill Buckeridge, although the answers to the first part of Q4 were not identical
10.	Interrogate "Local Gov" category to identify duplicate/identical entries from the same source: <ul style="list-style-type: none"> <li>• Sort "Local Gov" by Col H (narrative response to Q4)</li> </ul>	No identical responses were found, although there were some blank responses
11.	Interrogate "L, D & A" category to identify duplicate/identical entries from the same source: <ul style="list-style-type: none"> <li>• Count multiple entries from the same agent (having sorted by agent)</li> <li>• Count identical narrative responses from the same source (having sorted by Col H)</li> </ul>	We counted 121 valid "L, D & A" responses, but from only 38 separate agents i.e. an average of over 3 per agent. One local agent put in 32 separate responses. Three others put in 10 or more responses each. We identified 47 narrative responses that were absolutely identical to other responses from the same agent. A further 11 were almost identical. One agent submitted 25 identical responses. All favoured the "High" option
12.	Create Summary tab and produce relevant Charts	

### Preferred Scale and Distribution of Development

	Action	Explanation												
1.	Create new Col A and enter sequential numbering of all entries	To enable the original order to be re-created if necessary, after sorting of data												
2.	<p>Create new Col B (spacer col) and new Col C and enter a classification of each entry in Col C. Classifications used are:</p> <table border="1"> <thead> <tr> <th>Shropshire Council</th> <th>CPRE</th> </tr> </thead> <tbody> <tr> <td>Members of the public</td> <td>Individuals</td> </tr> <tr> <td>Parish and Town Councils</td> <td>Local Government</td> </tr> <tr> <td>Developers and agents</td> <td>Landowners, developers and agents (L, D &amp; A)</td> </tr> <tr> <td>Local interest groups</td> <td>Corporate, and Local and national interest groups</td> </tr> <tr> <td></td> <td>Duplicates, wholly blank entries, and identical narratives for Q3b</td> </tr> </tbody> </table>	Shropshire Council	CPRE	Members of the public	Individuals	Parish and Town Councils	Local Government	Developers and agents	Landowners, developers and agents (L, D & A)	Local interest groups	Corporate, and Local and national interest groups		Duplicates, wholly blank entries, and identical narratives for Q3b	To categorise the nature of each response, and to identify the duplicate entries.
Shropshire Council	CPRE													
Members of the public	Individuals													
Parish and Town Councils	Local Government													
Developers and agents	Landowners, developers and agents (L, D & A)													
Local interest groups	Corporate, and Local and national interest groups													
	Duplicates, wholly blank entries, and identical narratives for Q3b													
3.	Remove "Wrap text" formatting for ease of viewing data													
4.	Identify any duplicate entries presumably entered in error via the Questionnaire Portal and retained within the spreadsheet	Identify these primarily through sorting by "Respondent Name". Cut and paste such rows to the foot of the spreadsheet												
5.	Identify any rows where no data was recorded by the Council as having been entered, other than identification data	Enter a formula in Col AP to identify rows with no entries other than identification data. Again, cut and paste such rows to the foot of the spreadsheet.												
6.	Compare the resultant number of valid responses with the Council's number of "unique" responses	<p>Our total of valid entries is <b>587</b>, compared with the Council's figure of <b>591</b> "unique" responses.</p> <ul style="list-style-type: none"> <li>The Council's highlighting indicates that they recognised a duplication for Peter Cooke, but an original valid response cannot be identified</li> <li>Similarly, the Council's highlighting indicates that they recognised 2 duplicates for Ludford Parish Council but an original valid response cannot be identified</li> </ul>												
7.	Go through the responses to Q3b (now in Col I) and identify any where the narrative indicates what the respondent's opinion <u>actually</u> was, where no preference has been entered in Col H. Adjust Col H response accordingly	Adjusted entries are highlighted in Col I												

## Appendix 1

	Action	Explanation
8.	Sort the data by Col C, then Col E (Respondent Organisation), then Col D (Respondent Name), then Col F (Client Name)	Primarily to sort the responses from agents into a sensible order
9.	Insert rows beneath each category in order to summarise the responses to Q3a by category, and enter summation formulae. Include narrow rows to define the range	Check that the alphabetic sum equals the sum of the numerical sums
10.	Interrogate "Individual" category to identify duplicate/identical entries from the same source: <ul style="list-style-type: none"> <li>Sort "Individual" by Col I (narrative response to Q3b) to identify further identical responses</li> </ul>	29 responses which were absolutely identical to another response (all "No"). Orange highlighting
11.	Interrogate "Local Gov" category to identify duplicate/identical entries from the same source: <ul style="list-style-type: none"> <li>Sort "Local Gov" by Col I (narrative response to Q3b)</li> </ul>	Only one possible near duplication of response (Great Hanwood & Ford) despite there being 13 of the 59 PCs with duplicate clerks
12.	Interrogate "L, D & A" category to identify duplicate/identical entries from the same source: <ul style="list-style-type: none"> <li>Count multiple entries from the same agent (having sorted by agent)</li> <li>Count multiple entries from the same person (having sorted by person)</li> <li>Count identical narrative responses from the same source (having sorted by Col I)</li> </ul>	We counted 206 "L, D & A" responses, but from only 54 separate agents i.e. an average of almost 4 per agent. One local agent put in 57 separate responses. Four others put in 10 or more responses. 71 separate individuals responded (including the 5 repeats from Charlene Sussums-Lewis, Carter Jonas) 39 of the responses were absolutely identical to other responses from the same person/agent. All of these were "Yes". Several others were very nearly identical
13.	Create Summary tab and produce relevant Charts	