

## Annex 2 Second Stage Consultation

### 1.0 Stage 2 public consultation – activities undertaken

1.1 Following the Working Party agreeing a programme of consultation on 24 July 2014, a very wide range of activities were undertaken. These included:

- a) A very wide range of information was made available on the Council's web site, including an on-line version of the consultation questionnaire. A "banner" highlighting the consultation was placed on the Council's home page for the duration of the consultation period (see Figure 1), linking directly to the information and questionnaire.
- b) Press advertisements were run in both the Isle of Thanet Gazette (page 14 Aug 15th edition & 19th Sept & 26th Sept editions): and the Thanet Extra (page 9 Aug 20th edition & 17th Sept & 24th Sept editions).
- c) There was a press release from which articles were printed on p.16 of the Thanet Extra (13 Aug edition) "Public given say on creation of fresh councils" and p.2 of the Isle of Thanet Gazette (15 Aug edition) 'Westgate plots to break from Margate in Review'.
- d) The PR & Publicity team liaised with local papers to seek further editorial coverage in the run-up to the consultation deadline.
- e) Two tweets per day were broadcast via the Council's Twitter account for the duration of the consultation period.
- f) A random sample of 1,000 Margate and Westgate residents were sent letters introducing the consultation process and inviting them to respond.
- g) Posters and postcards were hand-delivered to shops in the highest footfall areas of Margate, Westgate, Westbrook and Garlinge.
- h) There was a generic post card produced and a slightly different "door-drop" postcard that was delivered to all Margate and Westgate properties in September detailing the content of the proposal and how to respond (see Figures 2 to 4 regarding the post cards and Figures 5 and 6 regarding the posters).
- i) There were two public meetings held in August, one in Westgate and the other in Margate. Around seventy people attended the meeting in Westgate and around twenty people attended in Margate). The background to the review was outlined and the proposals made by the Working Party were explained. A wide range of questions were answered and many hard copies of the questionnaire and consultation posters were handed out. After those meetings, several people that attended also requested paper copies of the questionnaire.
- j) Hard copy consultation documents were provided to local libraries, the Council Reception and the Gateway.
- k) All Thanet District Councillors were provided with posters and postcards as well as some additional hard copy questionnaires.
- l) Posters and postcards were sent to community groups and leisure facilities in Margate and Westgate.
- m) Posters were displayed around the Council offices as well as information being displayed on the Council's intranet and in staff briefings.
- n) A full page advertorial in the KM Extra newspaper with the full consultation questionnaire, which could be cut out, completed and returned.

Figure 1

The “banner” on the home page of the Council’s web site.



Figure 2

The “post card” (front)



Figure 3

The generic “post card” (rear)



Figure 4

The door drop “post card” (rear)

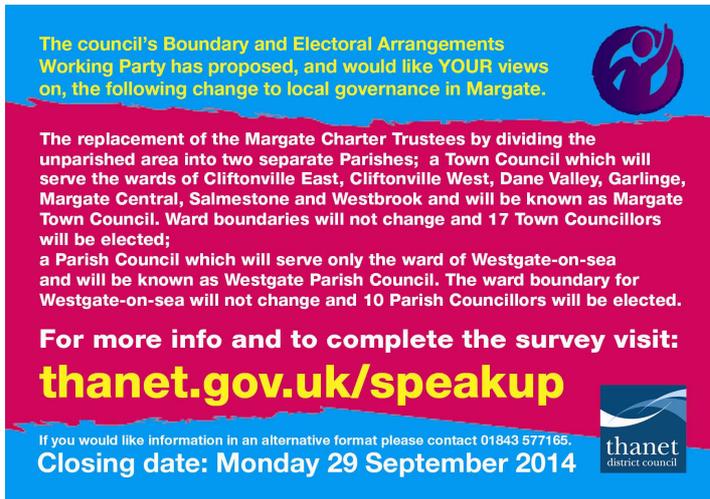


Figure 5

The A3 poster (for public meetings):

 **Do YOU WANT A**  
**MARGATE TOWN COUNCIL** &  
**WESTGATE PARISH COUNCIL ?**

**Give us your views.**

Public meetings:

**7pm 27 August:**  
Westgate Pavilion, 44 Sea Road, Westgate-on-sea CT8 8QW

**7pm 28 August:**  
Council Chamber, TDC Offices, Cecil Street, Margate CT9 1RE

For more info and to complete the survey:  
**[thanet.gov.uk/speakup](http://thanet.gov.uk/speakup)**

Closing date: 29 September 2014  
If you need information in an alternative format please call 01843 577050.



Figure 6

The A3 generic poster:

**Do YOU WANT A  
MARGATE TOWN COUNCIL &  
WESTGATE PARISH COUNCIL ?**

**Make sure you have your say!**

See the full proposal and complete the questionnaire at:  
**[www.thanet.gov.uk/speakup](http://www.thanet.gov.uk/speakup)**

Closing date: 29 September 2014

If you need information in an alternative format  
please call 01843 577165.

thanet  
district council

## **2.0 Stage 2 public consultation - outcome**

- 2.1 This section analyses the responses to the second stage consultation. Note that there were a few “non-responses” to some specific questions, and that where applicable, the analysis below focuses upon those responses that did express a preference one way or another. Thus it is possible that a small variation in the “totals” may appear from time to time.
- 2.2 Three-hundred and thirty-seven responses to the consultation were received. The overwhelming majority of responses were from people living within the un-parished area of Margate subject to the review; all but eight responses, in fact.

<b>Where do you live?</b>	Number	% of total
Not in Margate	8	2.4
Cliftonville East	41	12.3
Cliftonville West	25	7.5
Dane Valley	17	5.1
Garlinge	35	10.5
Margate Central	20	6.0
Salmestone	10	3.0
Westbrook	44	13.2
Westgate on Sea	134	40.1

- 2.3 Overall, a clear majority of respondents expressed a preference not to have a town/parish council

<b>Do you agree with the proposal... for two new parish/town councils (a Margate Town Council and a Westgate Parish Council)?</b>	Number	% of total
Yes	137	40.7
No	200	59.3

- 2.4 An analysis of responses to the previous question has been undertaken based upon area of residence, given that the public consultation meeting in Westgate did suggest a high level of support for the creation of a local parish council. For residents of Westgate, the result is as follows:

<b>Do you agree with the proposal... for two new parish/town councils (a Margate Town Council and a Westgate Parish Council)? <i>Residents of Westgate Only</i></b>	Number	% of total
Yes	81	68.1
No	50	38.2

- 2.5 Thus, a significant majority of the responses in Westgate favoured the creation of a parish council.
- 2.6 A number of comments were made at the public consultation meeting held in Westgate by residents of nearby Wards, such as Westbrook, that they would like to form a parish council together with the Westgate area. Thus the following table shows the preference expressed within each of the other Wards of the review area, and for the un-parished area of Margate as a whole but excluding Westgate:

<b>Do you agree with the proposal... for two new parish/town councils (a Margate Town Council and a Westgate Parish Council)?</b>	Number of responses	%age supporting parish/Town Council	% opposing parish/Town Council
Clintonville East	41	24.4	62.5
Clintonville West	25	44.0	56.0
Dane Valley	17	35.3	64.7
Garlinge	35	17.1	82.9
Margate Central	20	30.0	70.0
Salmestone	10	30.0	70.0
Westbrook	42	26.2	73.8
The whole review area <u>except</u> for Westgate	190	27.9	72.1

- 2.7 It is therefore clear that in no Ward other than Westgate was there a majority of responses supporting the creation of a parish/town council.
- 2.8 For residents living outside of the review area (i.e. outside of the un-parished area of Margate), the result was as follows:

<b>Do you agree with the proposal... for two new parish/town councils (a Margate Town Council and a Westgate Parish Council)?</b> <i>Residents outside of the un-parished area of Margate Only</i>	Number	% of total
Yes	3	37.5
No	5	62.5

- 2.9 Some comments regarding the boundaries of a possible parish/town council were also made to the open-ended question at the end of the survey. Given the results of the specific survey questions, these have been analysed in terms of whether they favoured joining a Westgate parish council with any other area. Overall, 23 such comments favoured a Westgate parish council on its own, 11 supported a combined Westgate & Westbrook parish council, and 10 supported a combined Westgate, Westbrook and Garlinge parish council. If responses are analysed from Westgate residents only, 21 favoured Westgate parish council on its own, and only 13 combined with Westbrook or Garlinge.
- 2.10 It must be concluded that there is more support for a stand-alone Westgate parish council than there is for any other combination, plus it needs to be borne in mind in any case that a majority of responses from all the Wards except for Westgate were opposed the idea of creating a parish council.
- 2.11 Although it was for the Working Party to agree recommendations to Council, the above analysis does seem to suggest that it could possibly consider a different recommendation for Westgate, compared to the rest of the review area.

2.12 In terms of any new town/parish council boundaries, the responses were as follows:

<b>Do you agree that the current ward boundaries within the two proposed parish/town councils remain unchanged?</b>	Number	% of total
Yes	282	87.0
No	42	13.0

2.13 Bearing in mind that only in Westgate did a majority of responses favour the creation of a parish council, the following table shows the responses to this question for the Westgate area only:

<b>Do you agree that the current ward boundaries within the two proposed parish/town councils remain unchanged? <i>Residents of Westgate only</i></b>	Number	% of total
Yes	107	85.6
No	18	14.4

2.14 In terms of the proposed number of parish/town councillors, it needs to be borne in mind that this was covered in two questions. One was a “closed” question – do you agree with the number proposed by the Working Party? The other was an “open” question – if you do not agree with the proposed number, how many do you think there should be? The responses to the “closed” question were as follows:

<b>Do you agree with the suggested number of new parish/town councillors for each of the proposed parish/town councils?</b>	Number	% of total
Yes	138	43.7
No	178	56.3

2.15 Again, bearing in mind that only in Westgate did a majority of responses favour the creation of a parish council, the following table shows the responses to this question for the Westgate area only:

<b>Do you agree with the suggested number of new parish/town councillors for each of the proposed parish/town councils? <i>Residents of Westgate only</i></b>	Number	% of total
Yes	73	58.4
No	52	41.6

- 2.16 In contrast to the rest of the currently un-parished area of Margate, a majority of the residents in Westgate agreed with the proposed number of parish councillors serving on the parish council (ten).
- 2.17 There was also a separate “open” question asking how many parish/town councillors there should be. This has been analysed for residents of Westgate given that it is only there that a majority of responses supported a parish council. The responses to this open question included the following suggestions for the desirable number of parish councillors:

<b>Suggested number of parish councillors: Residents of Westgate only</b>	Number	% of total	Comment
Below five	3	16.7	Not lawful - too few
Five	5	27.8	
Six	2	11.1	
Seven	2	11.1	
Eight	4	22.2	
Nine	1	5.6	
Ten	1	5.6	The number proposed in the consultation
Above ten	0	0.0	

- 2.18 In terms of the responses to the open-ended question, there was a clear preference for fewer than 10 parish councillors (17 out of 18 responses). But that needs to be considered within the context that when responding to the "closed" question (do you agree with the suggested number of 10 parish councillors), many more (73 out of 125, or 58.4%) of the responses from residents of Westgate did indeed agree that there should be 10 parish councillors.
- 2.19 The consultation documents included indicative precepts if a Margate Town and Westgate parish Council were to be created. The views expressed regarding these were as follows:

<b>Do you think the estimated precept for Margate Town Council is:</b>	Number	% of total
Too high	148	55.0
The right amount	104	38.7
Too little	17	6.3

<b>Do you think the estimated precept for Westgate Parish Council is:</b>	Number	% of total
Too high	157	57.7
The right amount	102	37.5
Too little	13	4.8

2.20 Overall, respondents felt the suggested precepts were too high.

2.21 Because it is only in the Westgate Ward that a majority of respondents favoured the creation of a parish council, the responses to this question in the Westgate Ward are shown below:

<b>Do you think the estimated precept for Westgate Parish Council is:</b> <i>Residents of Westgate only</i>	Number	% of total
Too high	51	42.9
The right amount	61	51.3
Too little	7	5.9

2.22 Again, there is a significant difference from the rest of the review area, with a majority of responses from residents in Westgate thinking the indicative precept of £24.58 is about right.