

Transcript for “Shaping where we live and work”

1 Fade up title and Allerdale logo animation

2 Zip transition to urban montage – building projects, housing estates, clearance.

Presenter Voice Over

When we hear the word “Regeneration” it’s all too easy for us to think of it in terms of simply clearing away the ‘old’ to bring in the ‘new’.

2a Transition to cranes and building site.

Presenter Voice Over Cont.

Regeneration is never just about physical projects – the bricks, mortar, steel and glass that we can clearly see as signposts of change – (pause) instead, it has social, economic and cultural dimensions that are just as important.

3 Transition to Lifestyle montage.

Presenter Voice Over

These less visible but crucial aspects of regeneration are tightly linked and, in most cases dependent on each other.

3a Transition

4 Transition to shots of dominoes being stacked in rows.

Presenter Voice Over

In today’s world, regeneration strategy needs to take account of such connectedness...

4a A domino is pushed gently.

Presenter Voice Over (cont)

In other words...we need to recognise stakeholder relationships at a grass-roots level...

4b Pull back to see the pattern that the falling dominoes are making.

Presenter Voice Over (cont)

...in order to see the bigger picture.

4c We see an array of fallen dominoes making the word CHANGE.

5 Music rises. Busy office close-ups and iconography.

PRESENTER (VO)

To be successful, our Regeneration Plan now requires a basic change in the way we involve all our local people and businesses. The Local Development Framework is one part of this new approach. Chief Executive Gillian Bishop explains:

6 Cut to Chief Executive GILLIAN BISHOP

GILLIAN

In the past the local authority would make a designation on what it wanted to see happen – we called it The Local Plan. But this approach sometimes left stakeholders with limited access to information and consequently a limited 'voice' in changes that might affect them; in the long-term, this could potentially jeopardise or delay projects. All this has changed...the onus is now on thorough and comprehensive consultation with our communities and interest groups. It's joined-up thinking in action which in itself has a positive backwash on how strategy is formulated and applied. (pause) Nowadays, a successful framework for change *has to be* underpinned by excellence in consultation and communication and our ability to listen to the views of everyone who has a stake in future.

7 Cut to PRESENTER ext.

PRESENTER

So, if the onus is on better consultation, how does that work in practice? Well, the long-term aim of any regeneration project is sustainability...

7a The word “sustainability” appears on screen

PRESENTER (cont)

...we can't simply deliver change to suit the current generation. We have to think carefully about future generations – the people who'll inherit what we do today.

That means everyone talking through the implications of any proposed change. Take this site for instance – the former steelworks. It's *such* an opportunity to really get things right, not just for now, but for decades to come.

8 Transition to proposed Marina plans.

PRESENTER (VO)

One idea is to transform the site into a tourism destination, including a Marina and shopping/entertainment complex...

8a Transition to Presenter at Corus

PRESENTER (to cam)

I spoke to xxxxxx and asked him just how a large scale project like this can be planned with long-term sustainability in mind.

9 Transition to Allerdale BC staff

TH 1

(outlines the big ideas behind the project)

9a Cut to PRESENTER

PRESENTER

OK..so how important then is this new approach – a Local Development Framework - in achieving the ambitions for the site?

9b Cut to TALKING HEAD

mentions the importance of:
communication and getting constituents involved,
talking through the implications for future generations,
discussing the required infrastructure to sustain the project

10 Transition to Development Framework animation.

PRESENTER (VO)

The Local Development Framework basically boils down to the need for a better representation of peoples views creating a real consensus about our proposals for our developments..
It's an umbrella under which policy and Core Strategy can be developed. Lynn Parvin explains...

11 Transition from animation to LYNN PARVIN

LYNN

[outlines how a Core Strategy has to be thoroughly shared with communities – explains how “thinking through” the long term sustainability of regeneration projects is the key to building a Core Strategy – hints at the current situation which still has aspects ‘old’ Local Plan approaches in place.]

12 Allerdale logo animation and dissolve into housing building site montage

13 Transition to PRESENTER on housing project.

PRESENTER

That change, from the 'old' way of doing things to the new Local Development Framework approach, is going to make a difference. So, in the near future, before one of these...

13a Cut to JCB digger in action

PRESENTER

...starts preparing the ground for one of these...

13b Cut to house new-build partly constructed

PRESENTER

...the people of Allerdale – their views and requirements – will have to be heard

13c Cut to cement being churned in a large cement mixer. Music rises.

13d Transition to building site activity

PRESENTER (VO)

Housing in Allerdale, and Cumbria in general, is about achieving more affordable opportunities for residents. The council's obligation under one new legislation is to that people have the chance to influence decision making.

13e Cut to Presenter in hard-hat on site

PRESENTER

(lays a brick in place)
So, it'll no longer be good enough just to inform constituents that planning application is in place for say 20 new houses...

(pauses and lays a second brick with a clear large gap between)

...under the new Framework your constituents will be part of the planning process,,,

(looks to camera)

...and you need to help them get involved (pause) to help ask the right questions

"If we build more homes somewhere, will there be enough places in the schools?"

"what about public transport routes?"

And if we can get this process of consultation and involvement right, in the future we won't just be building houses (pause) we'll be building communities.

14 Transition to Development Framework animation. The folder opens and a range of other documents emerge.

Presenter Voice Over

...to be able to take a meaningful role in the planning process, people need to know *how and when* they should be involved.

14b Zoom to single folder bearing the title "**Statement of Community Involvement**" Music rises.

15 Transition to Allerdale TEAM MEMBER Action montage – leaving office, driving in Workington, arriving at Community Forum

PRESENTER (VO)

I caught up with xxxxxxx to help explain just how we can help our residents and communities to get involved.

15a Cut to talking head interview TEAM MEMBER

TEAM MEMBER

[explains how the SCI works in practice and how it actively seeks contribution from local communities]

15b Intercut examples in action – website, forums, documents, press releases, community meetings

16 Cut to community resident

1

[should provide a positive comment on wanting to be involved]

17 Cut to community resident

2

[should provide a comment on Allerdale's approach to open communication/consultation]

18 Cut to community business leader

3

[should provide a comment about seeking grass-roots input for better chance of long-term sustainability]

19 Transition to GILLIAN BISHOP

GILLIAN

We're passionate that this process of community consultation takes place as comprehensively as possible (pause)... that our communities, businesses and interest groups take a full and active participation in how their region is developed for the future. Of course, we can't force people to take an interest (pause) but we can ensure that they have had the opportunity to do so

20 Cut to Allerdale Cllr

CLLR

The new Local Development Framework is a wonderful opportunity for innovative collaboration between the Borough Council, its wider community of residents and all the interest groups engaged in positive action for Allerdale.

20a Transition to LDF animation folder “Local Development Scheme”

CLLR (cont)

It's important that we all grasp the opportunities to contribute to change and to contribute to policy and timetable. The Local Development Scheme for many of us can be a good starting point for getting involved. Certainly for a public representative like myself it's important that I understand the process so that I can better inform the residents who elected me and ensure as much local involvement as possible.

21 Transition to Allerdale logo which in turns morphs into Local Development Framework folder icon in a 3D environment. The document folder opens to and a range of other folders emerge, only this time they are made out of video sequences mesh-wrapped around each folder. We see a multitude of videos on screen simultaneously: community residents, beauty spots, building work, environmental re-cycling, housing projects, schools, rural landscape, renewable energy etc.

Presenter Voice Over

Allerdale Borough Council is committed to successful implementation of its Core Strategy within The Local Development Framework. It seeks to do so through active and comprehensive consultation with its residential and commercial interest groups in a spirit of positive partnership and endeavour, shaping together the places where we live and work.

21a The screen is now full of folder-shaped video sequences. They begin to merge together to form the map shape of Allerdale Borough Council. The map gently dissolves to a cloud and the final Allerdale logo appears.

Text overlay call-to-action or how-to-get-involved contact details

Allerdale council has an obligation to produce a local development framework, but we see this as an opportunity to really change the way we talk to and with our residents, businesses and any potential developers. We make to make that dialog meaningful and we fell that creating an understanding of how decisions about use of our spaces is made is crucial, especially as we think about the implication do these decisions , about use of out spaces is made is crucial, especially as we think about the implications do these decisions, both for people now and in the future. Local democracy is changing, the role of councillors is changing- they have a new imperative to encourage people to have a say, and the make sure that they can talk about the special planning issues from the knowledgeable stand point.