



Development Intelligence

Engaging with Communities

**HBF Planning Conference
22 September 2011**



- I'm confused, are you?
- BE – Where were community activists 'Before Eric'?
- AE – Where are community activists 'After Eric'?
- How should we adapt our behaviour?
- Nick's top 5 tips



- We should be hugging hoodies and stroking huskies, shouldn't we?
- "It's the economy, stupid!" James Carville, President Bill Clinton's campaign strategist, 1992
- 23 March 2011 – The day our world changed
- The 'growth' penny has dropped
- 7 May 2015 – Only 1324 days 'till Christmas the General Election



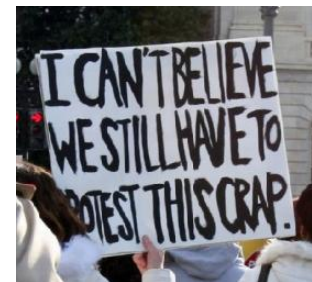


- Longest building boom in living memory
- Development industry at full speed
- Presumption in favour of development or resumption in favour of the plan?
- The rise of more militant NIMBYism, driven by:

Fear of change

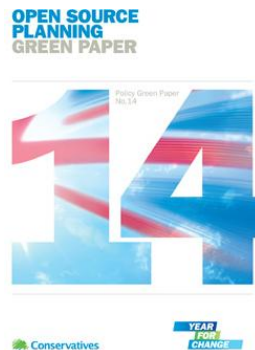
Fear of house price impact

- Angry peasants in shires = Conservative Party manifesto
- Community activists were feeling put upon and angry





- Open Source Planning turned into...
- ...Ta Dah!...The Decentralisation and Localism Bill 2011
- Community rights – build, challenge, referenda, assets of community value
- Neighbourhood planning – NDAs, NDPs, NDOs
- Mandatory pre-application consultation – material consideration
- (We locals are feeling pretty good about ourselves now...)
- ...and then the NPPF! (Boo! Hiss!)





- Every local community is different; no 'one size fits all' consultation please
- Engage, engage, engage
- Don't use PR to sell your scheme, use the arguments that resonate
- LPAs are broke
- Develop the employment case properly

Define what

Target local worklessness, long-term unemployed and NEETs

- Turn out your vote



- **Good intelligence** – “Time spent in reconnaissance is seldom wasted.”
From *The Art of War*, by Sun Tzu, Chinese general, circa 500-320 BC
- **Engagement strategy** – “No plan survives contact with the enemy.”
From *The Theory of War* by Field Marshal Graf von Moltke, Chief of the Prussian General Staff, 1800-91
- **Never trust a politician** – “Politics have no relation to morals.”
From *The Prince* by Niccolò Machiavelli, Italian diplomat, 1469-1527
- **Managing public opposition** – “The best form of defence is attack.”
From *On War* by General Carl von Clausewitz, Prussian military strategist, 1780-1831
- **Steer clear of elections** – “An election is coming. Universal peace is declared, and the foxes have a sincere interest in prolonging the lives of the poultry.”
George Elliot (aka Mary-Anne Evans), English novelist, 1819-80



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Comments, questions and writs to
nick@development-intelligence.com