

Appendix 1: Consultation activities and Engagement Rate

The overall Stage 2 consultation results are shown within this appendix. These figures were reached through completion of both online and paper forms. A series of posters, leaflets and social media were also used to promote the consultation, along with public meetings.

A series of consultation activities were used throughout the stage 2 consultation process. The below details activities completed and engagement rates where possible. Electorate numbers for those living in the areas affected by the proposals are also included as these show the scope of residents that could be impacted.

The overall consultation response rate is considered to be very high compared with similar exercises conducted elsewhere within the County.

Stage 2 consultation results:

Overall number of individual responses: 1676

- Sittingbourne: 1271
- Faversham: 305
- Sheppey: 100

Overall number of responses indicating they would like some kind of parish council:

Category	Count
Do not want parish/town council	337
No change	453
Unclear	234
Want parish/town council	834

Please note: respondents could answer more than one question, so the category totals do not directly align with the overall number of individual responses received.

Public Engagement Events

Meeting	Number attended	Summary of event and feedback
Lakeview	16	Informal conversation with residents on CGR
Sittingbourne Library	5	5 residents engaged in conversation on CGR and completed the consultation form. Residents commented on importance of local connection and knowledge for any incoming Councillors. Residents queried role and function of parish council.
Swale House hybrid meeting	2	Residents primary concern was on estate charges and if a parish council could support the scrutiny of charges and

		possible removal of management company. Question on precept charges and what they could possibly be in the future.
The Meads	6	Informal conversation with residents on CGR, residents welcomed the opportunity to discuss CGR with members
Milton Church Hall	15	Longer engagement session, with questions on the roles and powers of a PC. Precept charges and the administration of that and what residents get from that charge in terms of services delivered. LGR questions of what unitarisation means and residents raised this is an important factor in the decision making, but difficult without knowing the models.
Island Forum	30	Resident question on LGR models and without knowing this it's hard to respond to CGR. Interest in response rate and supporting the promotion of the consultation.
Faversham Library	8	No specific concerns raised other than possible impact on Boughton and Dunkirk Neighbourhood plan.

Social Media Comms

- CGR Videos x3 – 27,000 views that led to 239 interactions (likes/shares/comments and saves)
- Social media posts x3 – 19,600 views that led to 52 interactions (likes/shares/comments and saves)

Direct letter deliveries

It was agreed to complete direct letter deliveries to those areas where the proposals included the creation of new parish/town councils. These letters were tailored to those residents living in each area and allowed for paper responses to be free-post returned; and signposted for online form completion.

Area	Letters delivered
Kemsley	1000
Murston	1400
The Meads	1000
Great Easthall	750
Milton Regis	1550
Grove Park	1100
Roman	700
Woodstock	1500
Chalkwell	2200
Minster Road	50
Appleford Road estate	181
Baird Road area	157

Ovinia Chase	140
TOTAL	13225

The consultation link was also shared via:

- o VCSE network
- o Local business networks
- o Key stakeholders
- o Parish/Town Councils
- o KCC and SBC members
- o All staff email
- o Resident email bulletin
- Consultation promoted via:
 - o Social media
 - o Press
 - o Swale CVS
 - o SBC members and parish councils
 - o Community groups

Electorate Numbers in areas affected by proposals

Electorate figures -

area

Electorate Number

Sittingbourne TC (C,R, W and H wards)	17164
Bobbing and The Meads	3731
Grove Park	735
Milton Regis	4825
Kemsley	4654
Murston	4586
Great Easthall - Tonge	631
Halfway	3571