

blueprint  
be the community architect <

> no targets, just real needs <

# What's Blueprint ?

- Blueprint is our new consultation toolkit to get people discussing the future of where they live and how it needs to change – this follows the localism approach recently introduced by the Government.

# So why consult *again*?

- This is a chance to demonstrate our commitment to localism – to find out what level of development will be appropriate across the District according to local needs - Using our ‘cast of characters’ to play ‘blueprint’ and discuss local solutions for local issues.
- The results will be used to inform a number of key Council projects and can be used to start or review Parish plans.
- Visit our website for full details :

[www.community-blueprint.co.uk](http://www.community-blueprint.co.uk)

# What are the characters for?

- To give people something to get the discussion going.
- To challenge people to put themselves in the position of others.
- To help provide focused responses.

## Key message:

- Play Blueprint and HAVE FUN – this is a serious exercise but has been designed to be thought provoking and fun - make the most of the opportunity to think about other people that live in your community and what type of place they and you may want to live in, in the future.

# It's your place.....?

- Did you live here 20 years ago?
  - in the same house, same job?
- Will you be here in 20 years time?
  - still in work, no changes in family?
- Were things any different 20 years ago?
- Will they be different in 20 years time?
- Things do change and we need to plan ahead...

# But – be careful what you wish for

- We have more say and more responsibility.
- We can't pretend we don't have choices.
- We can't leave it to 'bureaucrats' and moan that we never get a say.
- If it goes wrong – it's our fault.

# How to organise and run a blueprint event

## Blueprint is about people

We have created 6 characters and we would like you to put yourselves in their position and consider how their requirements may change with time – particularly looking ahead 10 – 20 years or so. The key point is that this is about the needs of people in your community and how they may change – it's not just about you. Please feel free to add in any comments you feel are important.

## You don't have to all live in the same place to play

You can use this format whether you are a group of friends who live in the same area, or a group of colleagues who work or socialise together.

## Decide on a venue, time and date for your discussion

This could be at one of your regular scheduled meetings if you're already a small or large group with a similar interest. If you want to run an event specially, choose a time and day that suits and allow at least 2 hours.

Also, consider whether you need to send out invitations and give plenty of warning about the time, date and venue to ensure that people turn up – please also consider whether you need disabled access or to organise refreshments.

The venue can be large (a village hall, pub or school hall/classroom) or small (someone's front room) depending on your numbers, but give yourselves some spreading space so that all those attending can see the background papers that we have produced and that these can be easily reached during the discussion if you have a query.

## Kit List

To help start your discussion we have provided the following:

In your pack:

- **Guidance Note for Blueprint Feedback and Comment Form**
- **Data Set 1** – this includes a general description about each character and a few details about how much these people earn, and how much they would need to borrow to purchase a property locally etc. There is also a blank template for you to create your own character typical of where you live.
- **Data Set 2** – this includes blank feedback sheets for each character so that you can record your discussions and any conclusions about each character's needs over the next 20 years or so.
- **Data Set 3** – these diagrams will help you think about how people's circumstances change over time. They include: a typical life cycle in terms of the types of property you may live in and aspire to; an employment ladder indicating how earnings and jobs influence other life choices; and, a social network to illustrate a broad range of other factors which we may wish to have access to and which may impact on our well-being.
- **Data Set 4** - Winchester District Profile. You can download other Parish Profiles from the website.

On the website - [www.community-blueprint.co.uk](http://www.community-blueprint.co.uk)

- **Blueprint Introduction PowerPoint** presentation, if you would like to, you could use this to introduce your event and give the context of why the Council is asking you to take part.
- **Blueprint FAQ's**
- **Additional Parish Profiles and Housing Key Facts**
- **Further Guidance on ways you might want to play**

You will need to provide:

- **Stationary**  
– pens/pencils, bluetack etc to get you started and allow you to record your comments
- **A Clock**  
– this is quite an ambitious exercise and whilst we suggest 2 hours you may get carried away!

## Note Taking

It's important that notes are taken so that your views can be sent back to us – we have provided a general comment form overleaf and character feedback forms for you to complete. Please fill these in with the suggestions and conclusions your group has made – these must be returned to the following address **BY 10 DECEMBER 2010**

**Strategic Planning  
Winchester City Council  
City Offices  
Colebrook Street  
Winchester  
SO23 9LJ**

## Time Keeping

You may wish to split your 2 hours as follows:

- 10 minutes introduction and scene setting
- 5 minutes explaining what to do
- 15 minutes on each character
- 15 minutes sum up – conclusions – checking all comments have been recorded and paperwork completed.

Please try and stay focussed and consider the needs of each character in turn.

## Have Fun!

This is a serious exercise but it has been designed to be thought provoking and fun - make the most of the opportunity to think about other people that live in your community and what type of place they and you may want to live in in the future.

If you find you need extra help, first have a look at the website [www.community-blueprint.co.uk](http://www.community-blueprint.co.uk) We will try to give help and advice as far as possible, contact your link officer if known, otherwise contact our Strategic Planning team:

[ldf@winchester.gov.uk](mailto:ldf@winchester.gov.uk) tel: 01962 840 222

# Meet the Characters:-







## Key Facts

\*Annual income (state and widow's Pension) = £10,000

\*Pam still drives her own car

\*Pam lives in a large 5 bed family house, with a large garden - value = £600,000

## Pam

Pam was recently widowed.

She lives in the house in which she brought up her family.

She is fit and well, enjoys having her family to visit and takes part in many social activities.

She does not believe getting older means giving up her freedom, or the things she likes doing. But, she is concerned that looking after the house and garden will become an expense she'd prefer not to have in a few years time.

Pam is considering her options.

## How?

How many 'Pams' live in your community?

Does your community need people like Pam? What do they bring to a place?

How can we help people like Pam to stay in this community for as long as she wishes and is able?

How may Pam's expectations change - will she become ill and need care? Will her home become too expensive to run and maintain?

How long will she remain mobile and able to drive herself around?

## What? - 5-10 years

What type of housing will Pam need and want to move into?

What services and facilities will she need access to, now and in the future?

What support will Pam require to stay active and participate in her community?

## What? - 20+ years

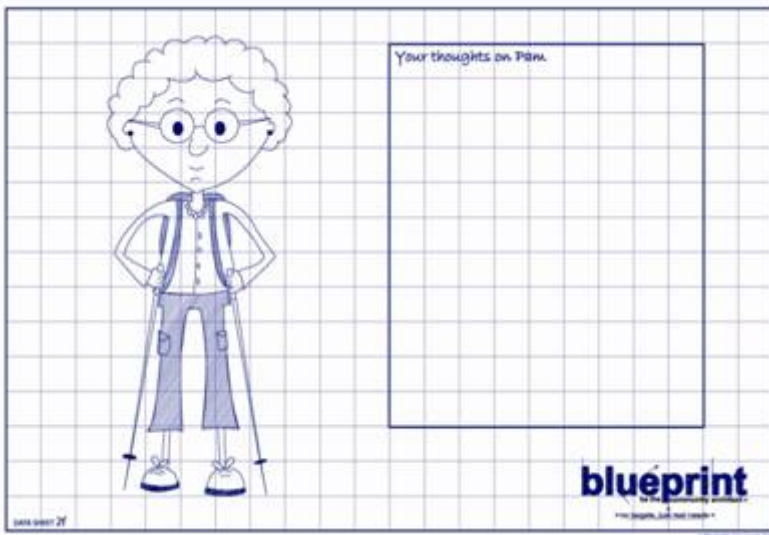
Given that in general across the Winchester District there is an increasing aging population, there will be more people like Pam, what action is needed now to ensure these members of your community will enjoy their old age?

What will be the positive and negative things that might have changed about her community and her environment which will affect her? Which of these should we try and do something about?

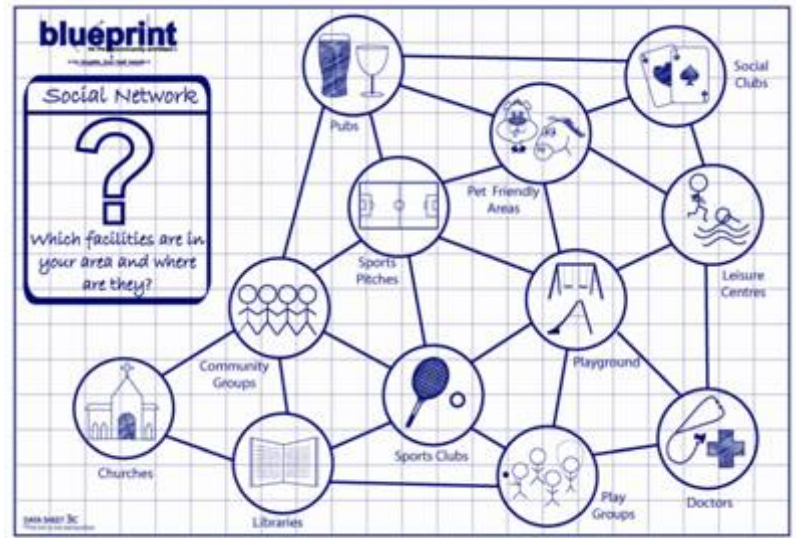
## Where?

Where in your community is there suitable accommodation for people like Pam?

Where are there services that Pam will need to rely on? How will she get to them?

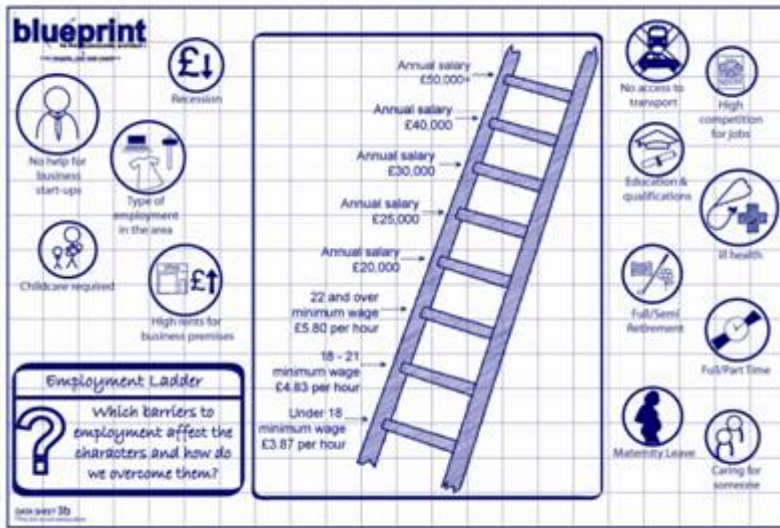


Record Sheet:-

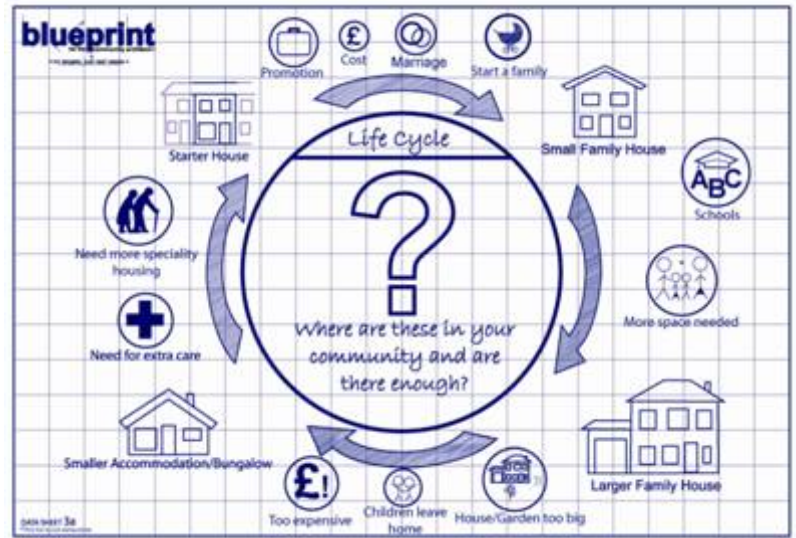


Social Network:-

# Discussion Prompts:-



Housing Ladder:-



Life Cycle:-

# Our Success

- Over 600 Blueprint packs were issued.
- Over 50 local events were held.
- Website had over 3000 unique hits.
- We tweeted blueprint to 1000 followers.
- Lots of new groups have participated in this process.
- Many Parish Councils have taken the lead with confidence.

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