Land at the Former Gasworks Site, Park Road, Worthing, West Sussex



Communications Strategy

January 2024

Contents

1 INTRODUCTION

1.1 Purpose of this Report
1.2 Proposed Development

2 COMMUNICATIONS STRATEGY

2.1 Context
2.2 Proposed Strategy
2.3 Odour and Dust Communications

3 CONCLUSION

APPENDIX 1: ODOUR AND DUST FEEDBACK FORM

1. INTRODUCTION

Purpose of this Report

1.1 This report has been prepared by Berkeley Homes (Southern) Limited, hereafter referred to as 'Berkeley'.

1.2 This document has been prepared in order to discharge Planning Condition 12 of Worthing Borough Council (WBC) planning permission AWDM/1459/21 for Land at Former Gasworks Site, Park Road, Worthing, West Sussex (Worthing Gasworks).

1.3 Planning Condition 12 is worded as follows:

> Prior to the removal of structures from the site, demolition, remediation or commencement of development, a Communications Strategy shall be submitted to and approved in writing by the Local Authority. This shall include measures for communication with people in the local area, to be undertaken by a communications specialist during the site clearance, remediation and construction phases of the development. The Communications Strategy shall thereafter be fully implemented and adhered to for the full duration of the site clearance, remediation and construction phases of the development.
>
> ***Reason:*** *To ensure effective communication and management of remediation works in the interests of neighbouring amenity and to minimise and manage risks associated with existing site contamination to prevent harm to human health or nuisance and to protect the water environment including groundwater in accordance with paras 183 - 185 of the NPPF, 2021 and Saved Policies RES7 & RES9 of the Worthing Local Plan 2003.*

1.4 This report sets the measures Berkeley will adopt to communicate and engage with the local community and key stakeholders during the site clearance, remediation and construction phases of the development.

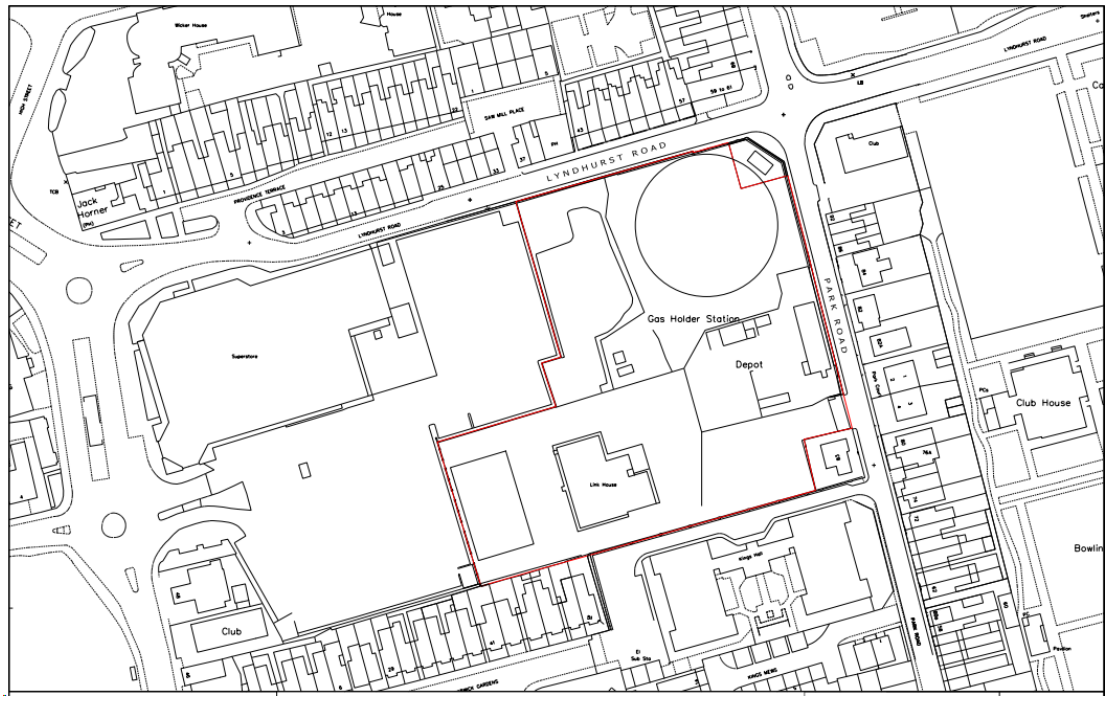
Proposed Development

1.5 The proposed Worthing Gasworks development as approved under AWDM/1459/21 is for the demolition of existing structures, partial removal of boundary walls and the construction of a residential development spread across five blocks with associated access, parking, open space and landscaping.

1.6 Further details are provided in the planning documents submitted under AWDM/1459/21.

1.7 The site location plan is shown overleaf in **Figure 1**.

Figure 1 - Site Location Plan



2. COMMUNICATIONS STRATEGY

Context

2.1 Berkeley is committed to being a responsible business which thinks about the long-term.

2.2 We seek to not only reduce negative impacts but to maximise the benefits our activities deliver directly and indirectly to create a positive impact. A key part of this is effective communication with the local community in respect of potential environmental impacts (noise, dust, odour, vibration) during construction activities.

2.3 Berkeley will maintain open, two-way lines of communication with the local community and key stakeholders during the construction of Worthing Gasworks, to ensure that any questions or concerns can be heard and addressed as best as possible.

Proposed Strategy

2.4 Key communications methods in advance of and during the demolition and remediation works will include but not be limited to the following:

- Producing a set of FAQs, covering common questions and providing a route map to help residents understand what is going to happen and how they can stay involved. This would be distributed in paper copy to households and other stakeholders in the immediate vicinity of the development, with the exact catchment area to be agreed with WBC prior to issue.

- A dedicated email address for the development which residents can contact. This would be circulated with the FAQs document prior to commencement of demolition works.

- Setting up a Community Liaison Group to establish a group of local contacts who will meet with Berkeley to discuss the development and any concerns that may arise.

- Regular milestone communications with nearby residents, schools, businesses and other stakeholders, in advance of important events and milestones during the development via letters, email updates and a noticeboard on the site boundary.

- Publication of contact details, in easily visible locations around the site and in community newsletters and email for a member of Berkeley Site staff who the public can get in contact with any concerns during the works.

- Promptly logging and acknowledging all feedback from residents and other stakeholders, with effective modifications and improvements to working practices undertaken in response where verification of a concern has highlighted the need for such changes to be applied.

Odour and Dust Communications

2.5 The strategies for mitigating and managing odour and dust during the site clearance, remediation and construction phases of the development are set out in the following reports, submitted to discharge planning conditions 11 and 15:

- Odour Management Strategy, January 2024
- Construction and Environmental Management Plan, January 2024.

2.6 It is nevertheless important to gain detail on odour and dust complaints, so a feedback form will be prepared and used both by residents when making a complaint, and by the Site team to follow up with stakeholders.

2.7 The odour and dust feedback proforma is provided in **Appendix A.1**.

3. CONCLUSION

3.1 This document summarises Berkeley's approach to communication with the local community and key stakeholders during the site clearance, remediation and construction of Worthing Gasworks.

3.2 To ensure its continued relevance, the document will be used as an on-site reference document during all phases of this development. Monitoring of the effectiveness of our communications will take place regularly, and Berkeley will adopt an agile approach to adapt its communications where necessary, in dialogue with WBC.

APPENDICES

APPENDIX A.1 – ODOUR AND DUST FEEDBACK FORM

The odour and dust proformas, provided overleaf, are intended to be considered as a tool to support the overall stakeholder engagement process.

The form prompts the stakeholder to provide a detailed description of the odour or dust emission observed / experienced. The following key information is requested within the form:

- Date(s) and time(s) emissions were observed:
    - Understanding the date(s) and time(s) the emissions were observed will allow the cross-referencing of the observation with on-site activities. If emissions occurred at a time when activity at the site was minimal, it is possible that the cause of the observation could be traced to other commercial or ambient sources. Information on weather conditions (e.g. wet / dry, windy or calm) will provide context on the likely risk of emissions and settlement occurring.
- Emission source:
    - There may be multiple potential sources of odour and dust emissions in the area, including demolition, remediation, construction activities, commercial operations / materials handling or other neighbourhood activities. The observer is invited to identify the perceived source which together with other information submitted will be used to investigate the potential cause of the observed odour or dust emission.
- Description of the odour or dust:
    - The description of the odour or dust is potentially the most important section of the form and is therefore the largest section on the page, prompting the Stakeholder to give a good level of detail. The questions prompt the Stakeholder to prove an objective and subjective description which has resulted in the complaint, the characteristics of the odour (e.g. intensity, character) or dust, (e.g. particle colour, size and texture) and where it was experienced.
- How often odour or dust emissions / settlement is observed:
    - Information on the frequency and duration of emissions may assist in identifying if the source is associated with regular day to day activities within the site (or other local premises) or is an isolated incident.
- Where the effects of odour or dust emissions / settlement are observed:
    - Information on where odour / dust settlement is experienced and any requirement for increased frequency of cleaning of surfaces may assist in identifying the direction of the emission source relative to the receptor and the frequency of emissions.
- Additional factors and other thoughts:
    - Understanding the impact of the odour / dust emission / settlement on the level of amenity enjoyed or a requirement for increased mitigation can inform an appraisal of the magnitude of the emission. Additional contextual factors which may have contributed to the observation, such as windows open due to hot weather, will assist in investigating the complaint as part of the overall stakeholder engagement process.

APPENDIX A.1.a – ODOUR FEEDBACK FORM

Reporter name(s)	
Time & date feedback received *(day/month/year)*	
Name & address of observer, and contact no.	
Time & date of observed odour	
Location of observed odour ***(if not same as above)***	
Weather conditions *(delete as appropriate or add other)*	*sunny, dry, light rain, heavy rain, fog, snow*
Temperature *(delete as appropriate or enter in degrees)*	*very warm, warm, mild, cold, freezing*
Wind strength *(delete as appropriate)*	*none, light, steady, strong, gusting*
Wind direction *(e.g. blowing from SW/NE etc)*	
Complainant's description of odour intensity *(see below)*	
Complainant's description of smell *(e.g. oil, petrol, paint, smoke, drain?)*	
Constant or intermittent odour?	
Any other comments or observations ***(E.g. notes on ongoing activities, site noise etc.)***	
Remedial action required? *(to be determined by project team)*	
Date follow up to be provided	
Odour Intensity **0 – No odour** **1 – Very faint odour *(doubt as to presence)*** **2 – Faint odour *(present but cannot be described)*** **3 – Distinct odour *(just recognisable)*** **4 – Strong odour *(easily recognisable)*** **5 – Very strong odour *(offensive and undesirable)*** **6 – Extremely strong odour *(offensive, could induce vomiting due to strength)***	

APPENDIX A.1.b – DUST FEEDBACK FORM

Reporter name(s)				
Time & date observation received *(day/month/year)*				
Name & address of observer, contact no.				
Date(s) and time(s) dust emission / settlement was observed				
Weather conditions at time of observation e.g. sunny / raining / dry, calm / light winds / gusting; wind direction (e.g. blowing from east)				
Can you identify or describe the source of the dust emission / the activity causing the dust arisings? e.g. plume arising from *named location,* observed activity				
Please describe the dust emission (Where possible, please record a short video clip of visible dust plumes and / or photographs of dust settlement) • What colour is the dust? • Is the dust light or dark in tone? • Is the dust fine / coarse grained? • Is it granular or fibrous in texture? • **Other features, please describe**				
Where has the dust settled? e.g. • Visible plume only • Windowsill (external / internal) • Private vehicle • Local highway • Garden plants or furniture • **Other, please describe**				
How often does the observed dust emission / settlement occur? e.g. constant / intermittent?	**Rarely** ☐	**Sometimes** ☐	**Weekly** ☐	**Daily** ☐
How often do the surfaces upon which the dust settles require cleaning?	**Rarely** ☐	**Sometimes** ☐	**Weekly** ☐	**Daily** ☐
How does the dust emission / settlement affect you?				
Are there any additional factors that have contributed to the issue you wish to share?				
Have you taken any other action to address this issue? e.g. submitted complaints to the Local Authority				