Design Code Citizens' Panel
Recruitment and Selection Process

Purpose

Spelthorne Borough Council is setting up a Citizens' Panel to help create the new Design Code for the Borough. This community-led approach will help co-produce a Design Code for the Borough, which will set the standards for new developments which are coming forward.

Process

When applications close, we will select the panel members blindly so that it is demographically representative of the Borough, bringing together a diverse range of people to discuss and understand the issues. We recognise that our approach has limitations. The selected criteria may not be a perfect science and the small sample size might prevent the exact matching of percentages. Nevertheless, we will strive to align our results to ensure that there is a balanced and diverse membership, which reflects, and is representative of, the diverse identities and experiences of the residents of the Borough of Spelthorne.

The Spelthorne Design Code team is following the National Model Design Code's new best practice approach towards engagement, which puts the community first. This government best practice guidance emphasises the inclusion of communities at all stages in the creation of design codes, calling for communities to decide what good design means locally.

Citizens' Panel Details

Commissioner
Spelthorne Borough Council

Panel role
Our goal is to democratise Spelthorne's planning process, empowering local communities to shape the definition of good design in their area. This community-driven perspective will then inform the creation of design codes and guidelines for developers to follow.

Participants do not need any prior knowledge to take part, just an interest in the Borough and a willingness to listen to the information presented and to share their opinions.

Panel Dates
Members of the panel will need to be available to participate in three focus sessions. The first two sessions are on **Saturday 16 November and Saturday 23 November**, from 1.30pm to 5.30pm, while the last one will be held in the new year.

Focus Sessions Location
Location to be announced.

Panel Member Remuneration
Total £100 in high-street vouchers:

- £50 high-street voucher following completion of the first two sessions
- £50 high-street voucher following completion of the third session

Panel Member

How many panel members?
The aim is to recruit between 40 and 50 members.

How will members be recruited?
Communication materials will be developed based on the agreed narrative and messaging. These materials will raise awareness about the community-led design guidance initiative, highlight the council's commitment to this approach and promote the opportunity to join a representative Citizens' Panel. Panel members will be compensated for their time and contribution. Their role will be to represent Spelthorne's diverse communities and provide input into the creation of the Spelthorne Design Code.

Members will be recruited by:

- Promoting the opportunity to everyone signed up to receive newsletters via the online engagement platform
- Promoting the opportunity in the council' e-newsletter, website, and digital and social media channels (electronic screens, Instagram, Facebook etc)
- Posters and banners in key locations
- Communicating with Residents' Associations and other community contacts
- Promoting the opportunity via communications with strategic partners

What is the minimum age?
13

Demographics
All Spelthorne residents are welcome to apply. The make-up of the Panel will reflect the demographics of the Borough. The citizens will be chosen blindly; this means that the data will be anonymised before selection. The selection criteria are set out below:

Criteria	Population (%)
Age	
13-17	6.7
18 - 30	16.2
31 - 50	33.9
51 - 66	24.0
67+	19.2
Ethnicity	
White (White British, Other White, White Irish)	78.7
Ethnic Minority	21.3
Gender	
Male	49.1
Female	50.9
Disability	
Yes (limited a little and limited a lot)	14.2
No	85.8
Geographic Area*	
(Staines, Staines South, Riverside and Laleham)	29
(Stanwell North, Ashford North and Stanwell South)	17
(Ashford Town, Ashford East, Ashford Common)	20
(Sunbury Common, Sunbury East, Halliford and Sunbury West)	22
(Laleham and Shepperton Green, Shepperton Town)	13
Occupation	
Managers, directors, and senior officials, professional occupations	19
Associate professional and technical occupations, administrative and secretarial occupations, skilled trades occupations, caring, leisure and other service occupations, sales and customer service occupations	28.5
Process, plant and machine operatives, elementary occupations	8
Not in paid employment e.g. looking after family home, student, full time education, long-term sick, retired, other reason	44.5
Housing	

Owner occupier / part owned	69.4
Private rented	18
Housing Association / Council rented	12.6

*This criterion takes into account both the current population of the areas and potential future development, as outlined in the emerging Spelthorne Local Plan, to provide a balanced perspective on the area's anticipated growth and changes.