



# Sandleford Park, Newbury

## Statement of Community Engagement

Prepared by Meeting Place Communications  
on behalf of Bloor Homes Southern

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# 1. Introduction



This Statement of Community Engagement (SCE) sets out the strategy undertaken for consulting the general public with regard to Bloor Homes Southern plans for new homes on land known as Sandlesford Park, Newbury.

The revised application follows the principles set down as part of the original vision for Sandlesford Park, and will facilitate delivery of the wider allocation. The proposals include up to up to 1,000 new homes; an 80 bed extra care facility as part of the affordable housing provision; a new 2 form entry primary school (D1); expansion land for Park House Academy School; a local centre; the formation of new means of access onto Monks Lane; new open space including the laying out of a new country park; drainage infrastructure; walking and cycling infrastructure and other associated infrastructure works.

This application is being submitted following two previous planning applications for the allocated site, along with a detailed application for the first 321 new homes on land known as Parcel N1, just off Monks Lane in the north east corner of the site.

This application represents the eastern parcel of land within the control of Bloor Homes and follow the structure set down by the Sandlesford Park SPD and Sandlesford Farm Partnership and the previous outline planning application which have been consulted on widely both by the applicant and West Berkshire Council.

This document aims to demonstrate that the applicant has actively informed and involved the local community about the wider Sandlesford Park plans as they have developed in accordance with West Berkshire Council's Statement of Community Involvement. It has also incorporated comments and amends during the statutory consultation process for the undetermined applications.

Bloor Homes Southern is committed to stakeholder engagement and is keen to ensure that the community are made aware of the proposals as they are developed and once submitted.

The Bloor Group began building houses over 45 years ago and today is one of the largest privately owned house-building groups in the UK, building in excess of two thousand homes each year. We are known for our unique approach to building, only placing new homes for sale in carefully selected areas.

Meeting Place Communications (MPC) was established in 2006 and we are now one of the leading public relations companies specialising in consultation around planning issues. We have worked with a wide range of house builders, retailers and commercial developers. Our experience is across England and Wales and we are experienced in reaching out and positively engaging with local residents when it comes to planning applications.



Illustrative view of Country Park, looking north west

## 2. Requirements of the consultation...

Community involvement is at the forefront of national planning policy and is noted in the final version of the National Planning Policy Framework (NPPF). The NPPF states that 'early and meaningful engagement and collaboration with neighbourhoods, local organisations and businesses is essential' in the creation of plans.

Planning Policy Statement 12 (Para 4.21) required Local Planning Authorities to produce a Statement of Community Involvement (SCI) as part of their Local Development Frameworks. The principle objective of the SCI is to ensure that all sections of the community, including local groups and organisations, are given an opportunity to engage in the planning process.



West Berkshire Council Adopted its current Statement of Community Involvement in September 2014. It applies to both the preparation of local planning policy documents and to planning applications.

Section 3 of the SCI contains information with regard to what is expected of applicants by way of consultation and community engagement for significant planning applications. Although no particular methodology is prescribed, paragraphs 3.23 mentions:

*'In appropriate cases, developers will be required to provide details of how they have involved the community in preparing and finalising their proposals, and to summarise the results of that consultation and describe the impacts that community input has had on the final proposal.'*

## 3. We have responded to this by...

**Involving local representatives:** Seeking to involve local groups and organisations before and after our consultation events, ensuring that the consultation continues beyond submission to help further develop the applications;

**Involving residents:** Ahead of the first public exhibition a newsletter was sent to over 2,333 local addresses explaining the plans and how to comment. This newsletter also invited residents to a public exhibition held in Newbury Rugby Club on 24th February 2015. A second public exhibition, again at Newbury Rugby Club, took place on 18th June 2015 to which 3,127 were invited via an invitation post card. Further notification has taken place electronically and by post;

**Involving local media:** The project team have liaised with local journalists in order to ensure that the public consultation was publicised in the local press and contact has continued post submission;

**Encouraging feedback:** Attached to the newsletter sent to residents prior to the first exhibition was a feedback postcard that residents could return via freepost with their opinions and suggestions. A Freephone information line and email address which residents could use to make contact with Bloor Homes Southern was also provided on all consultation materials. Freepost feedback forms were also made available at the public exhibitions and comments could also be submitted via the consultation website or email. Feedback has also been encouraged post submission;

**Engaging online:** A consultation website – [www.sandlefordparkbloorhomes.co.uk](http://www.sandlefordparkbloorhomes.co.uk) – was set up with information about the proposals. Visitors were encouraged to submit feedback online.



Image from the February 2015 exhibition



Image from the February 2015 exhibition

## 4. Involving local representatives

**A number of meetings have taken place to help inform the principles of development for Sandleford Park. Information from the meetings have helped inform the original 2,000 unit application and this current application.**

### Meeting with Falkland Surgery

Following the first public exhibition, where local residents raised concerns about the capacity of local medical facilities, on 20th March 2015 Daniel Hayman (Meeting Place Communications on behalf of Bloor Homes) met with Mark Betkowski (Practice Manager of the Falkland Surgery).

The main topics of conversation were:

- **The surgery's plans to expand to cope for more patients in the coming years;**
- **Proposed improvement to the appointments booking system;**
- **Plans to extend the range of services available at the surgery;**
- **Increasing the level of parking available at the surgery.**

### Meetings with Berks, Bucks and Oxon Wildlife Trust

On Tuesday 31st March 2015 Giuseppe Zanre (Bloor Homes Southern), Jane Jarvis (SLR Environmental) and Clare May (WYG Consulting) and Daniel Hayman (Meeting Place Communications) met with Heather Lewis (Senior Conservation Officer for Berkshire) & Alex Cruickshank (Senior Land Manager for Berkshire).

The main topics of conversation were:

- **The phasing of the development and the phased associated delivery of the country park;**
- **Fencing around the wooded areas;**
- **Hydrology of the wider site and any impacts there might be on the water quality of the River Embourne;**
- **Street lighting;**
- **Car parking for the Country Park;**
- **A management plan for the Country Park.**

On 24th June 2015 Jane Jarvis (SLR Environmental), Paul Smith (SLR Environmental), Tamsin Clark (WYG Consulting) and Daniel Hayman (Meeting Place Communications) met with Heather Lewis (Senior Conservation Officer for Berkshire) & Alex Cruickshank (Senior Land Manager for Berkshire) from the Berks, Bucks and Oxon Wildlife Trust, along with Jeremy Davy (Ecologist at West Berkshire Council) and Elaine Cox (Rights of Way Officer at West Berkshire Council), in order to walk round the Sandleford Park site and discuss relevant ecological issues. Topics discussed included:

- **Buffer treatments around existing woodlands;**
- **Surfacing of woodland walks;**
- **Active management strategy;**
- **Signage and fencing;**
- **Ecological impact along proposed routes.**

### Meetings with Greenham Parish Council

On Wednesday 9th April 2015 Giuseppe Zanre (Bloor Homes Southern) and Daniel Hayman (Meeting Place Communications) presented details of the Sandleford Park proposals to Greenham Parish Council (GPC).

On Wednesday 13th May 2015 Daniel Hayman (Meeting Place Communications) attended another Greenham Parish Council meeting to further discuss arrangements as to how GPC and Bloor Homes Southern could work together on the Sandleford Park proposals.

The main topics of conversation were:

- **Bloor Homes Southern's intention to submit a joint planning application with Donnington New Homes;**
- **Timescale for submission of a planning application;**
- **Logistics of how Greenham Parish Council, Newbury Town Council and Bloor Homes Southern can work on developing the Sandleford Park proposals further.**

## 4. Involving local representatives

On Thursday 7th January 2016 Daniel Hayman (Meeting Place Communications), Giuseppe Zanre (Bloor Homes Southern) and members of the team attended another Greenham Parish Council meeting to discuss the details of the application.

The main topics of conversation were:

- **Access and egress to the site, congestion**
- **Links to cycle network, safety for cyclists**
- **Bus services**
- **Mini roundabouts on Monks Lane deter HGVs – can they remain?**
- **Trigger points for delivery of services and facilities**
- **Parking standards**
- **Allotments required**
- **Ownership of the Country Park**
- **Safety along Warren Road**
- **Construction traffic access**

### Meetings with Newbury Town Council

On Monday 20th April 2015 Giuseppe Zanre (Bloor Homes Southern) and Daniel Hayman (Meeting Place Communications) presented details of the Sandleford Park proposals to Newbury Town Council (NTC).

The main topics of conversation were:

- **Traffic and road access;**
- **when the first residents would move into the development and what the level of affordable would be on the site;**
- **Provision of schools and surgery space;**
- **Logistics of how Greenham Parish Council, Newbury Town Council and Bloor Homes Southern can work on developing the Sandleford Park proposals further.**

On Tuesday 12th January 2016 Giuseppe Zanre (Bloor Homes Southern) and Daniel Hayman (Meeting Place Communications) alongside members of the project team detailed of the Sandleford Park proposals to Newbury Town Council (NTC).

The main topics of conversation were:

- **The high level of pedestrian traffic along Andover Road and Monks Lane**
- **A lack of clarity on the purpose of the Warren Road exit.**
- **Timing of the delivery of junction improvements**
- **Roundabout at one of the Monks Lane exits needs reviewing**
- **Provision of allotments**
- **Visitor parking for the Country Park and provision of detail on the plans**
- **The proposed cycle lanes should be integrated with the cycle routes elsewhere, safety**
- **An assessment of the impact on air quality in Andover Road, Monks Lane, and the A339**
- **Pedestrian access to the site between the two proposed Monks Lane exits required**
- **Trigger point for contributions to local GP surgery**
- **Construction Traffic Management Plan required**
- **Residents of existing houses on Monks lane expressed concern at the proposed social and affordable houses opposite their homes.**
- **There was a request for a 20 MPH speed limit throughout the proposed development.**
- **Noting that the delivery of the primary school is to be early on in the development, so that children from the early phases are already in the routine of attending.**
- **Noting that the Woodland Trust has asked for a 50m buffer around the ancient woodland.**
- **Archaeologists have recommended a survey before development proceeds**

## 4. Involving local representatives

On 20th December 2017 members of the project team met with Newbury Town Council. Topics of discussion included:

- The relationship with Donnington New Homes, and how key infrastructure would be delivered;
- Access;
- Junction improvements;
- Traffic mitigation measures along the A339;
- The total housing numbers to be delivered at Sandleford Park with 1,000 homes on the Bloor Homes land, and 400 homes on the Donnington New Homes land;
- Access on Monks Lane;
- Cycle safety with questions relating to improving cycling safety from the site to the town and improving safety on Monks Lane;
- Parking for the country park;
- Housing design and the location of the affordable housing;
- The Air Quality Assessment;
- Parking at the Falklands Surgery;
- Comments made by Sports England, and the new sports pitch to be provided on site;
- Education contributions and the additional land given to Parkhurst;
- The housing mix, with the council showing a preference for smaller family homes;
- Drainage concerns;
- Timings and the submission of the next application.

Meetings with statutory consultees, such as West Berkshire Council, have also greatly assisted the process of working towards this new application. These meetings included:

- On 30th January 2017 members of the project team met with representatives of West Berkshire Council to discuss the Third Application.
- On 29th March 2017 members of the project team met with West Berkshire Council to discuss a framework for how the Third Application can be considered in anticipation of an associated development at New Warren Farm by Donnington New Homes.

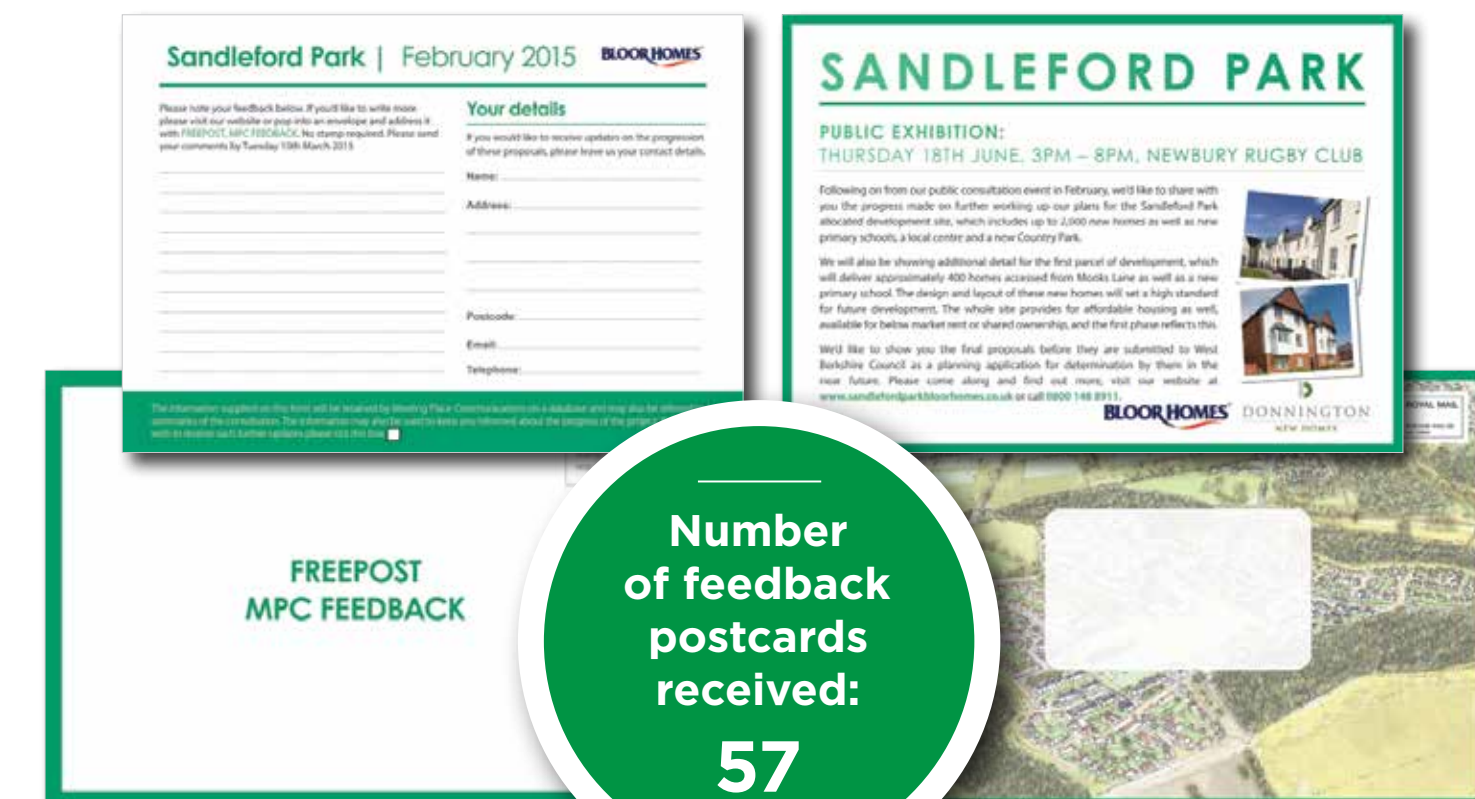
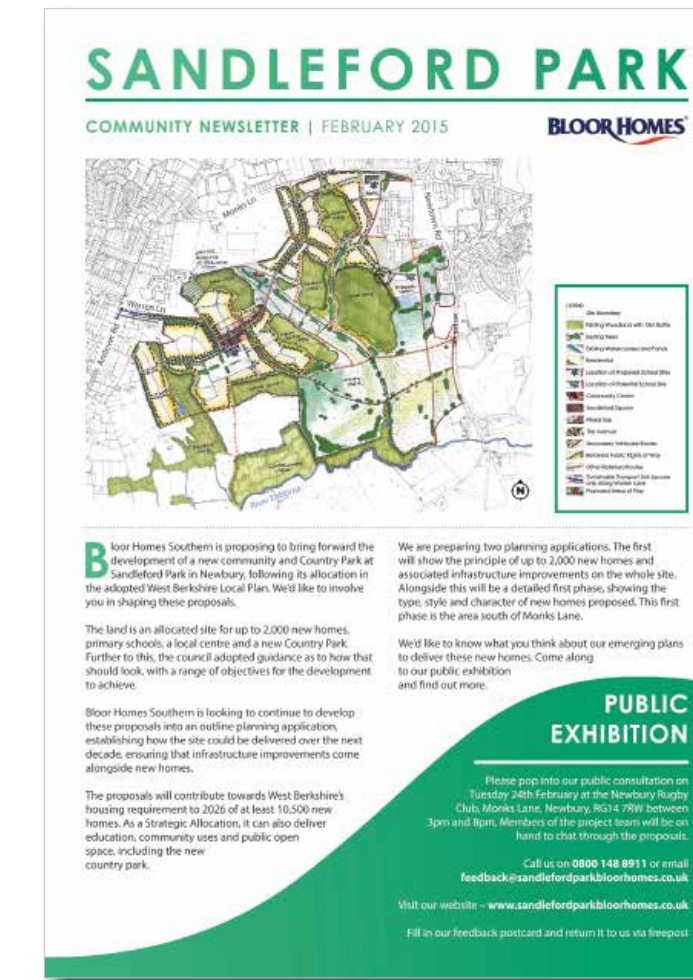
Topics of discussion included:

- Common infrastructure;
- Apportionment of costs;
- A cost recovery mechanism.
- On 13th June 2017 members of the project team met with West Berkshire Council to discuss how the application can be taken forward.
- On 4th July 2017 members of the project team met with Donnington New Homes to discuss:
- The respective submissions to West Berkshire Council;
- The response of West Berkshire Council;
- Infrastructure provision;
- Cost sharing.
- On 5th September 2017 members of the project team met with West Berkshire Council and Donnington
- New Homes to discuss progress.

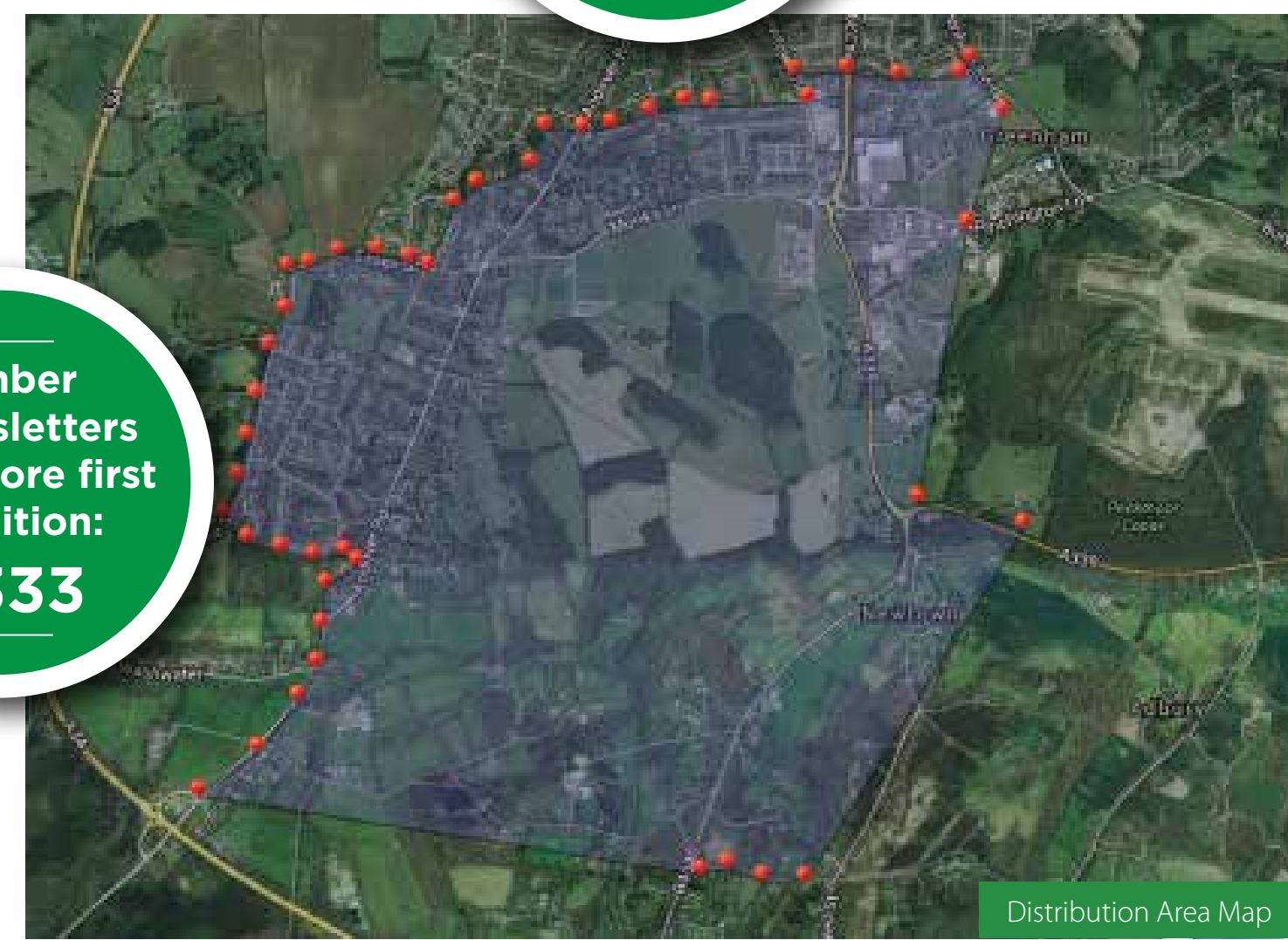
## 5. Involving residents

To help inform the principles of development at Sandleford Park, two public consultation events have been undertaken. A newsletter was sent out to 2,333 local addresses close to the site before the first event. The two sided A4 newsletter included details of the scheme, a location plan, site layout and key statistics. It also included a freepost feedback card allowing residents to respond free of charge by post to the consultation. Those who wanted to write more were invited to use our freepost address or comment on the website. The freephone information line, email and website were all identified as part of the newsletter. Recipients were also invited to the public drop-in session on 24th February 2015.

Ahead of a second public exhibition an invite postcard was sent out to 3,127 addresses. Extra addresses were added following comments from residents requesting that more of Wash Common be invited to consultation events.



Number of feedback postcards received: 57



Number of newsletters sent before first exhibition: 2,333

# 6. Involving local media

The local media have extensively covered the pre submission consultation events and the subsequent statutory consultation process post submission for the wider planning application for 2,000 homes.

Liaison will continue with the Newbury Weekly News relating to the new planning application and ensure that the proposals are publicised widely.

## Sandleford Park – what happens next?

NOW that the final public exhibition has taken place and a planning application is about to be submitted, what will need to happen before building work at the 2,000-home development can commence?

Developer Bloor Homes Southern will put forward a hybrid application at the end of this month.

This will include an outline application for the entire site as well as plans for the first phase of the development which will consist of up to 350 homes and a new two-form entry primary school.

If that outline planning application is approved and permission is granted, the other main landowner, Donnington New Homes, will then be free to consult on its own first phase.

After a period of public consultation, a reserved matters application for the delivery of the first phase of Donnington New Homes' development for up to 100 homes will be submitted.

Donnington New Homes will deliver its part of the development in three stages and in total will build up to 350 low-density homes.

The outline application from Bloor Homes will be to establish the principles of the site, such as the number of schools, access roads and the number of homes being built.

The revised matters application from Donnington New Homes will address the finer details, including how the dwellings will look and the materials being used.

Before any work can start, section 106 terms have to be agreed and signed by all landowners. These are the agreements which focus on how some of the most important parts of the development, such as schools, will be delivered.

Owner of Donnington New Homes, Mark Norgate, explained the process, saying: "I am waiting to receive a copy of their (Bloor's) planning application and am expecting it to look like the boards displayed at the exhibition last week."

"I won't be objecting to the application providing terms are met."

Mr Norgate said that discussions between himself and Bloor Homes would be to iron out section 106 agreements and how one developer will compensate the other for land it has to give up.

He added: "For example, one primary school is proposed on land near Monks Lane and the other on my land."

"In reality 80 per cent of the burden will be created by Sandleford Partnership and 20 per cent by me, but we will be providing the land for the school 50/50."

"There is an agreement that deals with how one party might be compensated."

"If we point-blank refused to sign a section 106 agreement that was proposed as a result of an application over our land then they (Bloor) would not get planning permission, it's a simple as that. It would be exactly the same situation the other way round."

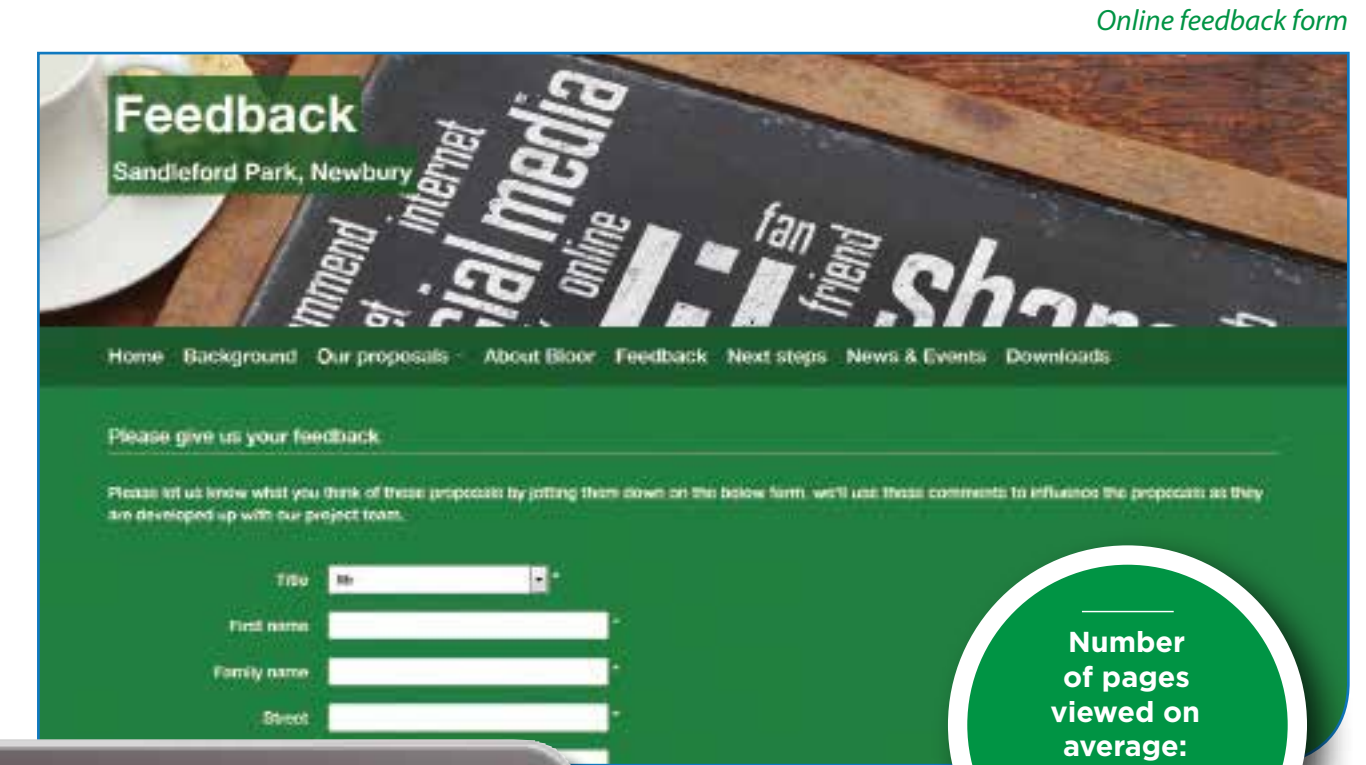
"It is in all of our interests to agree a sensible working programme."



# 7. Engaging online

The dedicated website – www.sandlefordparkbloorhomes.co.uk – was created for the consultation. This website gives details of the proposals and allows visitors to download copies of consultation materials as well as to submit feedback electronically and via email. This website will be further developed as the application progresses.

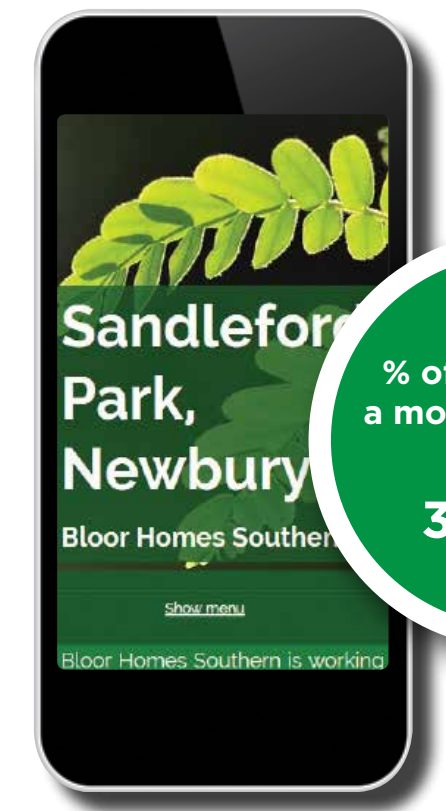
The website has hosted updates about the scheme and subsequent applications, and will host materials from this application once submitted.



Online feedback form

Number of visits to the website: 1,946

Number of pages viewed on average: 4.63



% of views from a mobile or tablet device: 33.68%



Length of stay on website: 4 minutes

## 8. February 2015 Public Exhibition

Residents and stakeholders were invited to attend two public exhibitions about the Sandford Park 2,000 unit scheme, both held at Newbury Rugby Club.

The first exhibition, presenting the underlying concepts and initial proposals, took place Tuesday 24th February 2015 (15:00 – 20:00).

- The exhibition was held on a weekday and in the evening to accommodate those who may be busy at the weekend or who wanted to attend after work;
- Local residents were invited to the first exhibition via a newsletter which was sent to 2,333 homes. A freepost feedback postcard was enclosed with the newsletter;
- Local political representatives and community groups were invited to a preview of the public exhibition held one hour beforehand;
- The event was also publicised in the *Newbury Weekly News*;
- Approximately 297 people attended the first exhibition;

Number of visitors to first exhibition:  
**297**



Number of responses received via the website or by email:  
**38**

Number of comment postcards received:  
**57**



Number of feedback forms completed:  
**99**

## 9. Views from the February 2015 consultation

Below is a summary of feedback generated on Bloor Homes Southern's initial proposals for Sandford Park. These were presented via a newsletter sent to local residents, the project website and a public exhibition held on 24th February 2015 (see above for details).

### List of sample comments on initial proposals

*Another major route out of development is required*

*Reasonable solution, but probably needs better vehicular access*

*I support your plans for the additional homes and associated infrastructure improvements*

*Whilst accepting the need for more housing in the area, I am not convinced that this site is suitable, with specific regard to visual amenity and traffic congestion*

*The Falkland GP Surgery is already under considerable pressure and it is difficult to get appointments. The Falkland Surgery needs increased capacity now before any housing developments at Sandford Park are completed.*

*I am absolutely dreading the impact the development will have on local roads. With thousands of extra cars on the road, it will bring Newbury back to how the roads were pre by-pass*

*There are far too many rabbit hutches being thrown up all over Newbury with no parking*

*Access onto the A339 would alleviate the acuteness of the problem on Monks Lane*

*Traffic on Monks Lane will be unbearable!*

*This development is long overdue and it is encouraging to see that it retains existing woodland and open spaces/parkland. It should be an asset to Newbury*

*I like that 60% of the site will remain as parkland*

*Our local schools, healthcare are already full to capacity*

*Warren Road must never be considered as an option for all vehicular traffic – it is simply too dangerous*

# 10. Comments on the initial (February 2015) proposals

The most frequently mentioned comments on the initial proposals for Sandleford Park are listed below:



# 11. Feedback on the initial (February 2015) proposals

## Traffic on Monks Lane

The most frequently raised issue amongst respondents was a concern that the traffic generated by new homes at Sandleford Park would exacerbate congestion on Monks Lane, especially at the roundabout of Monks Lane and the A339.

## Traffic in Newbury and surrounding area

Many respondents made reference to existing traffic congestion in Newbury and the wider area (although they often didn't mention specific roads) and were of the view that development at Sandleford Park would increase the number of vehicles on local roads.

## Need more vehicular accesses

Those who returned feedback wished to see additional vehicular accesses to Sandleford Park. The vast majority thought that this should be into the eastern portion of the site, directly off the A339. Warren Road was another proposed access point, although this was opposed by other commenters.

## Capacity of local medical facilities

Comments here mainly referred to the local doctors' surgery, the Falkland Surgery and Pharmacy, being full and spoke of the difficulty of getting an appointment. Residents feared that new residents on Sandleford Park would increase demand for such services even further.

## Capacity of local schools

Although respondents were pleased by Bloor Homes Southern's proposals for new primary schools, some of those who submitted feedback believed that there was already pressure on available school places and that new homes in the area would exacerbate this perceived issue. Responses generally did not mention any specific details, such as particularly problematic schools.

## Traffic on Andover Road

Some consultees believed that new homes at Sandleford Park would have a negative effect on traffic flow along Andover Road. The key area of concern was the section of road between Sainsbury's and the double mini-roundabout with Monks Lane (near The Gun Public House and The Old Bell Public House), which apparently suffers from congestion during peak periods, especially when pupils are being dropped off or collected from Park House School and Falkland Primary.

## Loss of green space

There was a positive response to the proposed Country Park included as part of the plans for Sandleford Park. However, several respondents thought that the Sandleford Park proposals represented what they viewed as the urbanisation of the area and loss of green land. Some feared this would have a detrimental effect on local wildlife.

## Quantum of development

A number of respondents believed that 2,000 new homes were too many for the site. A reduction in size would be welcomed by some respondents.

## Keep Warren Road as sustainable transport access only

Local residents were keen that Warren Road was only to be used as an access point for buses, cycles and pedestrians and not private vehicles.

## Principle of development

There were a few comments registering objections to the principle of any development at Sandleford Park, rather than comments on Bloor Homes Southern's proposals.

## Design of new homes

The vast majority of commenters did not refer to the design of the new homes; however some questioned whether the style of the new homes was in keeping with the surrounding area.

## Provision of car parking

A minority of respondents thought insufficient amounts of car parking had been provided as part of the Sandleford Park proposals. These commenters often expressed the view that modern housing developments provide insufficient parking.

## Loss of residential amenity

This was often raised by those living along Monks Lane, with the main issues being loss of view and quiet enjoyment of property.

## Need sustainable transport links

Some respondents wished to see as much public transport provision as possible, in order to lessen the amount of car journeys generated from Sandleford Park. They were also a desire for there to be cycle routes towards the centre of Newbury, although some were sceptical as to whether people would actually be prepared to ride this distance.

## Density

There were a small number of comments about the density of new homes.



# 12. What would you like to see in the Country Park?

Although views on the proposed Country Park, which will occupy approximately 60% of the site, were generally very positive, many respondents did not answer this question or merely used the answer space to discuss other matters. Those who did suggest features for the Country Park were keen to see:



Feedback on initial (Feb 2015) Sandford Park proposals



Masterplan from February 2015 exhibition

# 13. June 2015 Public Exhibition

Residents and stakeholders were invited to attend a second exhibition held by both Bloor Homes Southern and Donnington New Homes looking at the broad vision for the 2,000 unit scheme.

The second exhibition occurred on Thursday 18th June 2015, (15:00 – 20:00).

- The exhibition was held on a weekday and in the evening to accommodate those who may be busy at the weekend or who wanted to attend after work;
- Local residents were invited to the second exhibition via a postcard which was sent to 3,127 homes;
- Local political representatives and community groups were invited to a preview of the public exhibition held one hour beforehand;
- The event was also publicised in the *Newbury Weekly News*, *Newbury & Thatcham Chronicle* and Breeze FM;
- Approximately 379 people attended the second exhibition.



Number of visitors to second exhibition:  
**379**

Number of feedback forms completed:  
**70**



Number of responses received via the website or by email:  
**29**

Masterplan consulted upon in June 2015, with notable amendments made in response to feedback from the February 2015 consultation highlighted



BLOOR HOMES

DONNINGTON  
NEW HOMES

## 14. Views from the June 2015 consultation

Below is a summary of feedback generated on Bloor Homes Southern's & Donnington New Homes' revised proposals for Sandleford Park. These were presented via the project website and a public exhibition held on 18th June 2015 (see above for details).

### List of sample comments on revised (June 2015) proposals

*Access in and out of Warren Road will be a disaster and will not work*

*Need roundabout onto A339*

*Schools will also bring extra traffic to estate roads*

*Better than it was - more likely the Council's own Masterplan. Still not satisfied that highway improvements will cope with increased traffic*

*The doctors surgery will not cope with the increase in people either and other amenities will struggle*

*Warren Road become a 'rat run' to Monks Lane and the A339*

*Overall a good plan. However, access onto Andover Road via Warren Road should be pedestrians only*

*I'm concerned about the traffic on Monks Lane and Andover Road*

*You promised not to link to the A339 but now you have! For access from Hampshire/south it will be a problem*

*Concern over capacity of primary school during construction of rest of the estate*

*Plans look good except for access which will cause chaos in Andover Road*

*Presuming the 'Country Park' is for all to enjoy I expected a car park to be available for visitors*

*A great development but an access nightmare*

*Concerned about T-junction onto Andover Road, foresee major traffic issues*

*No access to and from Warren Road!*

*The number of houses will affect traffic in this area*

*Some good improvements in planning and thoughts and integrating this development into the existing community, could you now include some radical transport options*

*The Warren Road junction will be a problem with 2 churches, a primary school and a secondary school not to mention the garage*

*Newbury desperately needs more housing*

*The density of the housing in some of the areas adjacent to Monks Lane is too high and is out of character with the existing housing*

*Need secondary school*

*Make the entire site 20mph by design and the cyclists can share roads with cars*

*The extra exit roads [A339 & Warren Road] will become blocked and not be able to accommodate volume of traffic at peak times*

*Too many houses*

*Access onto the A339 must cause congestion and tail backs at busy times*

*Positive incorporation of feedback from previous consultation. Significant improvement in proposed access routes, a weakness in the previous proposals*

*I have concerns that use of traffic lights and not a roundabout on the A339 will cause traffic problems.*

## 15. Comments on the revised (June 2015) proposals

The most frequently mentioned comments on the revised proposals for Sandleford Park are listed below:



# 16. Feedback on the revised (June 2015) proposals

## Warren Road not appropriate as general access

*Changing Warren Road to a general vehicular access (from only pedestrians, cyclists and buses in the initial proposals), although welcomed by those living near Monks Lane, was not as popular with those living in or around Warren Road or Andover Road. Concerns were: that Warren Road was simply too narrow for traffic, the area was already congested (especially during peak hours), extra traffic would increase the risk of accidents involving pedestrians (particularly involving pupils of the surrounding schools) and that Warren Road would be used as a 'rat run' by drivers to cut across Sandleford Park.*

### **Applicant's response:**

Donnington New Homes, who will be bringing forward the western parcel of land that would take access from Warren Road, already have planning permission (granted December 2014) for access along Warren Road (including a new 1.5m footpath to ensure pedestrian safety). Improvements to Warren Road and Andover will be required before development in this location. After an agreed number of new homes have been occupied (i.e. 100 homes), and once further detailed design work has been completed and agreed with West Berkshire Council, then Warren Road will be widened further. Bloor Homes Southern will work with Donnington New Homes and West Berkshire Council to prevent 'rat running' across Sandleford Park, possibly via means such as bollards to prevent the passage of vehicles between the western parcel and the rest of Sandleford Park.

## Traffic in Newbury and surrounding area

*As with the feedback on the initial proposals, many respondents made reference to existing traffic congestion in Newbury and the wider area (although they often didn't mention specific roads) and were of the view that development at Sandleford Park would dramatically increase the number of vehicles on local roads.*

### **Applicant's response:**

Bloor Homes Southern will make any justifiable contributions towards highways improvements under a Section 278 agreement. It is suggested that these monies could be put towards improvements on the A343 Andover Road/Newton Road roundabout, the A339/Greenham Road roundabout and the A339/Bear Lane signals so as to manage traffic flow across Newbury.

## Traffic on Andover Road

*Feedback was very similar to that on the initial proposals. Namely, some consultees believed that new homes at Sandleford Park would have a negative effect on traffic flow along Andover Road. The key area of concern was the section of road between Sainsbury's and the double mini-roundabout with Monks Lane, which apparently suffers from congestion during peak periods, especially when pupils are being dropped off or collected from Park House School and Falkland Primary School.*

### **Applicant's response:**

Donnington New Homes would make improvements to the Andover Road/Monks Lane roundabout in order to mitigate the traffic impact on Andover Road. A new roundabout would be created providing an additional lane on the A343 Andover Road (Southbound) and widened entry on Monks Lane and A343 Andover Road (Northbound).

## Traffic on Monks Lane

*Although respondents acknowledged that the two extra accesses into Sandleford Park would lessen the amount of traffic on Monks Lane, there were still concerns that the traffic generated by new homes at Sandleford Park would exacerbate congestion on Monks Lane, especially at the roundabout of Monks Lane and the A339.*

### **Applicant's response:**

The access points onto Monks Lane accord with the Supplementary Planning Document relating to Sandleford Park.

It is proposed that there are improvements to the Pinchington Lane/Newtown Road roundabouts. At the Monks Lane/Newbury College end there would be an additional lane on Monks Lane and widened entry on Newtown Road.

At the A339/Pinchington Lane end there would be additional lanes on the A339 (Northbound), Pinchington Lane, A339 (Southbound) and the Newbury College roundabout link.

# 16. Feedback on the revised (June 2015) proposals

## Plans for the provision of new medical facilities

*Respondents were pleased that, since the public consultation on the initial proposals, Bloor Homes Southern had confirmed with the Falkland Surgery that expansion was possible and that the Falkland Surgery would seek to accommodate many of the patients from the new homes on Sandleford Park. However, some contended that entirely new medical facilities would be required.*

### **Applicant's response:**

As part of its ongoing community consultation Bloor Homes Southern had met with the Practice Manager at the Falkland Surgery and they have proposals for expanding the facility to provide the right level of service for the additional residents as well as potentially providing new services for patients. Bloor Homes Southern would be happy to make appropriate contributions towards this as part of a s106 agreement or a Community Infrastructure Levy.

## Proposed new schools

*The plans for new schools on Sandleford Park were well received by local residents. Some were keen to know more detail about the parking and pick up/drop off arrangements at the new schools, as they were worried about congestion during the school run.*

### **Applicant's response:**

Education provision for new residents has been carefully considered, with two new two form entry primary schools being included as part of the new development, as well as contributions towards expansion of secondary school provision, including land being set aside on Sandleford Park for the expansion of Park House School.

A network of cycle and pedestrian footpaths will make it easy and safe for residents to walk and cycle to school and reduce the need to drive.

Alongside this contributions will be made to the existing provision of educational services in the town through Section 106 contributions.

One of the schools was moved from the east of the site to the western boundary in consultation with West Berkshire Council Education Officers. The proposals for the new schools will be submitted in outline form.

## Principle of development

*Again, there were a few comments registering objections to the principle of any development at Sandleford Park, rather than comments on Bloor Homes Southern's proposals.*

### **Applicant's response:**

All Councils have a responsibility to ensure that they are providing enough homes to meet their housing requirement and set down how they are to achieve this through their Local Plans, setting out locations that are suitable for future development.

West Berkshire Council Adopted their Core Strategy in June 2012, which assessed that the district needed to identify land for at least an additional 10,500 new homes from 2006 up to 2026 to cater for a growing and ageing population, alongside other demographic trends.

A thorough consultation and assessment was undertaken by the Council and reviewed by an independent Planning Inspector, concluding that the land known as Sandleford Park would be suitable for a careful and sympathetic new development of up to 2,000 units (as per Supplementary Planning Document September 2013 and March 2015).

## Quantum of development

*Similarly to the feedback on the initial proposals, a number of respondents believed that 2,000 new homes were too many for the site. A reduction in size would be welcomed by a few respondents, with others just outright rejecting the scale of development without offering a preference for a smaller development.*

### **Applicant's response:**

The number of new homes on Sandleford Park was allocated by West Berkshire Council's Supplementary Planning Document (September 2013 & March 2015). It is part of the wider allocated level for West Berkshire, based on local need figures generated by the council.

# 16. Feedback on the revised (June 2015) proposals

## Provision of car parking

*Comments here frequently made reference to the need for car parking at the Country Park, with respondents arguing that this was necessary in order to allow people from the wider region to enjoy the facility.*

### Applicant's response:

The development includes an average of 2 car parking spaces per dwelling (with larger properties having more spaces). Bloor Homes Southern understands that there is a desire for car parking to serve the Country Park and so will liaise with the relevant authorities to try to find an appropriate solution. One possible solution could be to provide car parking for visitors to the Country Park in the car park of the proposed Local Centre.

## Design of new homes

*The vast majority of commenters did not refer to the design of the new homes; however some questioned whether the style of the new homes was in keeping with the surrounding area. Local residents were pleased to see that there were less 3 storey dwellings in the revised proposals.*

### Applicant's response:

Sandleford Park has been designed with a wide variety of home designs in order to create a visually interesting development. The new homes will be of varying mix, sizes and tenures, designed to reflect the varied needs of residents in and around Newbury. These would include starter and small family homes alongside larger detached properties. Flats and apartments would form part of the mix, ensuring that their height is in keeping with the design ethos of the new development.

The proposals include 7 different character areas, derived from West Berkshire Council's Supplementary Planning Document (March 2015). The proposals also include 40% affordable housing so as to create a balanced community.

## Sustainable transport links

*Some respondents wished to see as much public transport provision as possible, in order to lessen the amount of car journeys generated from Sandleford Park. The sentiment on the revised proposals was that there needed to be radical transport solutions in order to solve Newbury's perceived traffic problems.*

### Applicant's response:

The Sandleford Park proposals have been designed with a network of paths for pedestrians and cyclists around and across the site, in order to encourage routine trips to facilities such as the new schools and the local centre (as well the existing services already in the area) to be undertaken without the need to drive. New residents would also have access to bus routes that would run along the main access road.

## Density

*In common with comments received on the initial proposals, there were a small number of comments about the density of new homes, saying that the proposals for Sandleford Park were too dense. Those who made this observation often attributed it as a problem in all recent housing developments.*

### Applicant's response:

Sandleford Park will deliver housing across a range of densities, from 30 dwellings per hectare up to 50 dwellings per hectare, designed to reflect the varying densities seen across Newbury. This is also in accordance with both West Berkshire Council's planning policies and the NPPF.

# 17. Statutory Consultees

The following Statutory Consultees have also been involved in the process.

- Planning Casework Unit, DCLG
- Archaeological Officer
- Canal and River Trust
- Royal Berkshire Fire and Rescue Service
- Minerals and Waste Officer
- Spokes
- Thames Water
- Highways England
- Historic England
- Woodland Trust
- Sport England
- Environment Agency
- Conservation Officer
- Public Open Space & Countryside Officers
- Tree Officer
- s106/CIL Officer Response
- Environmental Health
- Spokes
- West Berkshire Ramblers
- Thames Valley Police
- Newbury Town Council

- BBO Wildlife Trust
- Newtown Parish Council
- Kirkham Landscape
- Greenham Parish Council
- West Berkshire Council
- Newbury Society
- Waste Management
- Hampshire County Council
- Natural England
- Highways Officers
- Housing Officer
- Drainage Authority
- Ecology Officers
- Berkshire Garden Trust

Residents and members of the wider community have also responded with comments to the planning applications already submitted. Their comments include issues relating to:

- Landscape matters
- Congestion
- Construction traffic
- Parking standards
- Pedestrian Safety
- Dangerous road network
- Public Transport provision
- Phasing of infrastructure delivery
- Traffic Assessment Inadequate
- Impact on residential amenity
- Ecology and Biodiversity
- Housing need
- Facilities required
- Utilities and their capacity
- Sport provision
- Character of the development
- Flooding concerns
- Supportive of new homes

# 18. Further consultation and refinement

Since early in 2016, Bloor Homes have held various meetings with West Berkshire Council about the scheme. Although the previous planning applications were refused in October and December 2017, we have continued to discuss how the plans can be brought forward alongside development at New Warren Farm. The amended scheme includes the following measures to address the reasons for refusal of Application 3.

## Newbury Rugby Club

To meet the objections of Sport England, the built development has been removed from the area of the playing pitches, and new playing pitches will be laid out to the south of the recently approved High Wood School as mitigation for the loss of playing field land.

## Vehicular access improvements

A vehicular link to the High Wood School Access Road (Newbury College Link) has been established, with a financial contribution going towards the construction of the Newbury College Link / A339 access road. This therefore creates a fully funded eastern link alongside the two accesses onto Monks Lane. There will also be a vehicular link from HWRC onto the High Wood School Access road. The construction of the main access road to the boundary of Sandleford Park West will be complete within six years of the commencement of development to facilitate connections to Sandleford Park West.

## Country park

The Country Park will be provided in two phases with early planting within the Country Park as shown on the Strategic Landscape and Green Infrastructure Plan.

## In addition to these, we have also sought to

- **Clarify the Drainage Strategy and Sustainable Urban Drainage System;**
- **Ensure pedestrian and cycle access is identified to the Park House School expansion land;**
- **Include the transfer of 1.2 ha of land for the extension of Park House School;**
- **Include a financial contribution for improvements to Falklands Surgery as requested by the Care Commissioning Group**

## Off-site junction improvements are proposed for:

- **St. John's Road,**
- **Pinchington Lane,**
- **Swan Roundabout,**
- **Monks Lane/Andover Road/Essex Street**

(improvements to Bear Lane and Robin Hood Gyrotory already secured)

## Off-site pedestrian and cycle improvements including:

- **On-street cycle way on Andover Road southbound to Monks Lane/Andover Road junction;**
- **Shared footway/cycleway on Andover Road from the junction with Monks Lane to Warren Road;**
- **Proposed directional signage (both pedestrian and cycle) from Monks Lane north to the town centre via Newtown Road and Rupert Road and Wenden Road.**

# 19. Notification of 2018 application

The revised application follows the principles set down as part of the original vision for Sandleford Park, and will facilitate delivery of the wider allocation. The proposals include up to up to 1,000 new homes; an 80 bed extra care facility as part of the affordable housing provision; a new 2 form entry primary school (D1); expansion land for Park House Academy School; a local centre to comprise flexible commercial floorspace (A1-A5 up to 2,150 sq m, B1a up to 200 sq m) and D1 use; the formation of new means of access onto Monks Lane; new open space including the laying out of a new country park; drainage infrastructure; walking and cycling infrastructure and other associated infrastructure works.

An application will also be submitted alongside this for Sandleford Park West, to show how the two planning applications will together deliver the holistically planned comprehensive development sought by the local planning authority.

## We will notify residents of the updated application by:

- **Updates to the website - [www.sandleford-park.co.uk](http://www.sandleford-park.co.uk)**
- **Media coverage**
- **A newsletter to local residents**
- **Meetings with Newbury Town Council and Greenham Parish Council alongside other stakeholders as the application progresses**

This report was designed by:

