Statement of Community Involvement

LAND WEST OF STAFFORD, STAFFORDSHIRE

September 2013
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1. INTRODUCTION

1.1 This report is a summary of the public consultation undertaken in relation to Taylor Wimpey and Bellway Homes’ joint concept plan for a residential-led mixed use development of up to 2,200 homes on Land West of Stafford, Staffordshire.

1.2 The site is allocated in Stafford Borough Council’s draft local plan for residential development.

1.3 The concept plan seeks to provide a framework for the delivery of the new community of up to 2,200 homes, a site for a new primary school, a local centre including shops and local employment space, and public open space.

1.4 By way of background, Stafford Borough Council is required to produce a Statement of Community Involvement (SCI) as part of its Local Development Framework (LDF) to govern how the Council will consult the community and stakeholders in the preparation of planning documents. The SCI for Stafford Borough Council was adopted in July 2006 and has been reviewed by the Applicants.

1.5 The role of community involvement in the planning process is further supported by the Government in the National Planning Policy Framework (NPPF) which expects applicants to work closely with those directly affected by their proposals to evolve designs that take account of the views of the community. The NPPF considers that ‘proposals that can demonstrate this in developing the design of the new development should be looked on more favourably’ (Paragraph 66).

1.6 The Applicants have made efforts to comply with all local planning guidance and have discussed appropriate pre-application requirements with the Local Authority.
2. THE CONSULTATION PROCESS

2.1 The community engagement process for the concept plan centred around a public consultation event held by Taylor Wimpey and Bellway Homes in Stafford on Tuesday 16th July 2013. The activity which was conducted in relation to this consultation event is detailed below.

2.2 In order to publicise this exhibition, a total of 1,989 informative newsletters were distributed to properties in the immediate vicinity of the application site inviting local residents to attend and find out more about the proposals. These newsletters were distributed by first-class post on 9th July 2013. A copy of the newsletter can be viewed at Appendix A.

2.3 In addition, 36 local representatives and key stakeholders – including members of Stafford Borough Council, Staffordshire County Council, Doxey Parish Council plus local schools, businesses and community groups including Residents Association of Castlefields – were invited to attend a preview consultation session taking place immediately prior to the main public consultation on Tuesday 16th July. Invitations were distributed by first-class post on 5th July 2013 and a copy of the invitation letter can be viewed at Appendix B.

2.4 The public exhibition was held at St Thomas and St Andrew’s Church in Doxey Road, Doxey, Stafford, (which is located near the border of the application site), on Tuesday 16th July from 1pm until 4.30pm, with the preview session for local representatives and stakeholders taking place between 10am and 12.30pm. The purpose of the exhibition was to inform interested parties of the intention to submit a joint concept plan for Land West of Stafford and to give them the opportunity provide their feedback on the scheme. On display at the exhibition were a number of information boards which set out the background to the application and provided details of the proposed development. It was hosted by key members of the Taylor Wimpey and Bellway Homes project team who were available to answer questions and respond to comments raised. A copy of the exhibition boards can be viewed at Appendix C.
2.8 Alongside the public exhibition, a dedicated website for the public consultation (www.weststaffordconsultation.co.uk) was activated on Tuesday 16th July. This included all the information displayed at the public exhibition to ensure that those unable to attend the event could still participate fully in the consultation process. The website home page can be viewed at Appendix D.

2.9 Those participating in the public consultation were invited to complete feedback forms enabling them to comment on specific aspects of the proposed scheme. Paper copies of the feedback form could be returned to a member of the team on the day of the exhibition, or returned to the Applicants by email or post. Alternatively, an online version of the feedback form could be submitted via the consultation website. Feedback was accepted by the Applicants up to and including the end of the consultation period on Tuesday 13th August. A copy of the feedback form can be viewed at Appendix E.

2.10 Local newspapers the Express & Star, Staffordshire Newsletter, Newport Advertiser and Market Drayton Advertiser carried a press release about the public consultation, prior to the event. The Express & Star also ran a follow-up article detailing reaction to the consultation event. The articles can be viewed at Appendix F.
3. CONSULTATION FEEDBACK

3.1 A total of 191 people attended the public exhibition and private preview session for the proposed Land West of Stafford development, and the Applicants subsequently received comments from 93 people.

3.2 All of the comments and questions raised by local residents and key stakeholders during the public consultation period have been summarised below and considered in finalising the concept plan submission to the Council. Below is a summary of all responses received in relation to the proposed scheme.

**Principle of development**

3.3 Many consultees raised issues about the principle of developing the Land West of Stafford via feedback forms – with a further number making verbal comments to the project team. Comments received include:

- A huge development will fundamentally alter the social landscape in Doxey too much, too quickly
- Scale of development is far too great for one area to absorb – 2,200 homes should be spread out around the town
- A Borough councillor commented the plans are great for Doxey – more people could make it a new town with more powers
- The draft concept plan should not be considered separately from the Local Plan. Without the Local Plan it is not possible to gauge how proposed residential developments relate to overall development. A Local Transport Plan should also be available.
- Does the borough really need 10,100 new homes by 2031?
- The Empty Homes Agency estimates there are 16,709 empty homes in Staffordshire, 1,750 of which are in Stafford Borough. So 20% of perceived need for new homes could be met by re-using existing stock
- The Census showed the population of Stafford decreased from 63,681 in 2001 to 55,700 in 2011, so population is actually declining
• Housing market is sluggish in Castlefield, indicating a lack of demand for homes
• The land in question was put forward for development about 20 years ago. It caused massive opposition and a public opposition campaign defeated the proposal at full council and local inquiry, and it was dropped from the Local Plan. This situation remains the same today
• Brownfield sites should be used instead of Greenfield. There is much unused housing in Stafford and brownfield sites that could be developed
• Is it too much effort to redevelop brownfield land such as the Castle Works site, compared to Greenfield?
• What is the future of the rest of the former Universal and current St Modwen site?
• Concerns about using land for office and retail park when there are already more suitable sites in the town centre, including the Riverside leisure centre and Tesco store sites
• There is more than enough capacity with Stoke on Trent for building on derelict land without even considering Greenfield development in any other part of the greater North Staffs conurbation

Transport and movement

3.4 52 consultees raised issues about the impact of the proposed development on traffic levels in the local area, and issues of movement, via feedback forms – with a further number making verbal comments to the project team.

Issues raised include:
• 2,200 new homes could generate 4,400 more cars
• Extra traffic will cause further congestion – the present system already cannot cope
• Roads in Castlefields are already used for parking – double yellow lines required throughout the estate to deter parking – there is a need for a clear parking strategy
• Traffic will emerge next to Doxey School which poses safety issues, while traffic there will be heavy during the school run
• The access relief road to the A34 would need to be in place before the majority of work was to commence
• Existing junction at Newport Road and Newport Road itself is at a standstill at peak times in morning and evening – even when there is no hint of a problem on the M6
• Problems on M6 cause motorway traffic to divert via Newport Road, causing gridlock
• A sensible first step to tackle congestion would be to build a bypass around Stafford to take account of the numerous accidents on the M6 junctions 12 to 14 – when traffic is diverted off the motorway it has nowhere to go expect through Stafford
• Proposed development requires access directly to the M6, without having to use Newport Road
• Proposal to take traffic onto Doxey Road and over the train line will move congestion problem to different part of Stafford, not solve it – solution would be the resolution of the whole of the western bypass
• Consideration should be given to widening Doxey Road
• The new road junction with Doxey Road needs careful consideration along with a clear strategy for traffic management
• Speed control measures essential on main access roads through Castelfields – speeding cars are already a problem in the area
• Concern about extra vehicles using Redgrave Drive – What will be done to ensure the route down Martin Drive will be used by new residents? To use Redgrave Drive as the main route into the scheme is madness
• Constant traffic coming through the relatively quiet Redgrave Drive day and night will pose safety risk to children and affect residents’ standard of living
• Through-road below Maycock Crescent and Gillingham Crescent does not have capacity for amount of traffic proposed
• Large scale residential development on the land, coupled with the Pegasus development at Marston Gate/Hopton will cause significant additional traffic into Stafford – town transportation system must be adapted to cope with residential and commercial use
• Traffic coming into Doxey from Seighford and Derrington moves too quickly, more traffic means it will become a ‘death trap’
• The primary route through the development is inadequate in that it fails to service the southern and western areas
• It seems the council is building the houses to justify the case for the western bypass rather than providing evidence for the need for the road.
There is a need for a new road connecting Doxey to the A518 Newport Road

Some concern about the lack of clarity regarding a definable hierarchy of streets/movement

The main traffic route from town will eventually be via Martin Drive and a new road going to the heart of the development. If this road continued to cross the Green Way it could join the Doxey Road near the M6 service area, which would ease traffic issues

The Green Way needs to be delivered early in the process

Loop of road crossing the railway track will need serious consideration to provide protection at crossing points for the many commuters and schoolchildren who walk on the railway track into Doxey and Derrington

How can Green Way cycle path be intersected with a main road – with a bridge or underpass? Traffic light crossing is not acceptable. Cycleway must remain the right of way

The opportunity to improve the environment/design of Kingsway and Martin Drive

Concern about physical connection of existing roads through Castlefields development

Current public footpaths and rights of way should be protected

Attractive well landscaped paths with a sense of openness and freedom should be designed

Concept plan could be improved by ensuring the rights of way network is a dominant element that is fully integrated into the proposals

Existing rights of way destroyed by current plans

Potential to utilise unused access road from the M6 (immediately north west of the site)

Footpaths should include dual cycle lanes to encourage sustainable transport

Crossing system would need to be installed in Martin Drive for pedestrian safety

Would like to see another footpath from The Drive across the old railway line

Need better direct connection to existing public transport services, in particular the railway station
Flood risk and drainage

3.5 Ten consultees raised issues about flood risk and drainage. Comments received are as follows:

- Concerns about the water table and drainage of the marsh site – how will flooding be prevented with run-off water from hard surfaces
- Will balancing ponds be enough to alleviate flood zone given that homes are being built on what is effectively marshland?
- The field has a high amount of water on it
- The old railway track was running like a river several times earlier in 2013
- Concerns about low-lying land close to existing private road to Burleyfields. Will development increase the risk of flooding there – houses are planned for that area
- Areas of the site within the floodplain are shown to be developed with housing, including over existing drains and watercourses. These drains flow into Doxey Marshes, a Site of Special Scientific Interest. Development should not occur on floodplain areas and provisions made to restore wetland habitats in line with the Staffordshire Biodiversity Action Plan, Stafford Borough Biodiversity Action Plan and Stafford Borough Green Infrastructure Strategy.
- A resident in Reed Drive would like assurances development will not put their home at risk of flooding
- The opening up (de-culverting) of the existing brook would be a good idea
- Attenuation features should be part of an overall strategy for drainage
- Drainage on Doxey Road is a problem during heavy rainfall

Environment/green space/wildlife

3.6 38 consultees raised issues about the environment/green space/wildlife. Comments received are as follows:

- Introduce a buffer between Castlefields’ western edge and new development
- Mature trees should be retained and new trees, including street trees, should be planted
- Green spaces must be maintained/looked after
- Building on field next to Deans Hill is wrong as local people have enjoyed access to it for years
- Green spaces are at a premium. Stafford is fortunate to have so much of the proposed area as green space. Losing it would be to the detriment of residents
- The plans look well thought out with lots of green areas – I like the idea of a walking route to the castle
- Houses in Lara Close and Mayock Crescent back onto fields – a green buffer zone between them and new homes is requested
- There will not be sufficient dog-walking facilities
- Retain bridleway and hedges to rear of Mansell Close properties
- Green infrastructure needs to penetrate residential blocks with tree and shrub planting
- Consider pocket parks throughout the development
- Green corridor through large housing development is no substitute for existing path through farmland to the castle or woodland. Allotments and play areas do not compensate for loss of green belt
- Potential to use open space next to Martin Drive for allotments
- Doxey Parish Council supports the inclusion of allotments and welcomes the retention of trees, hedges and football pitch
- Siting of allotments next to motorway is a health hazard due to pollution from vehicles rendering produce not fit for consumption. They should be more centrally located
- The long central avenue may offer views of the castle but will act as a tunnel for prevailing wind and rain which could prove unpleasant for pedestrians and cyclists
- Will the school have playing areas, football pitch, etc? Where can children play?
- Green areas for children’s play must be incorporated as school playing fields will be closed outside of school hours
- Impact on environment and wildlife has not been sufficiently addressed
- It’s unnecessary to build on fertile fields
- New habitats should be created, not simply retained and integrated
- Pleased to see recreational space is well provided for with the green buffer near the M6 and areas adjacent to football pitch
- Disused railway line enjoyed by many will be completely ruined
• Biodiversity Alert Site called Burleyfields covering 14.5 hectares appears to be lost entirely in the plans and needs to be reassessed against current criteria for wildlife sites in Staffs
• Suitable Alternative Natural Greenspace to mitigate pressure on Cannock Chase should be considered
• Keep some pitches where rugby pitches are for Newport Road residents
• Bridleway is a natural boundary that should not be built beyond
• Castle View estate will need to be shielded from new development with trees and hedges, not fences
• Wildlife will be threatened, including badgers, insects, birds, foxes, newts, bees, bats, weasels, stoats, rabbits
• Protected species on site include great crested newts, reptiles and many declining birds
• Ground nesting birds such as skylarks and lapwing would be lost from the site without adequate mitigation
• Castlefields is a wildlife corridor from Doxey Marshes to Stafford Castle and must be protected.
• Loss of views over rural landscape from Mayock Crescent and Lara Close

Local facilities

3.7 Many comments were received about the facilities planned/required for the site. Comments received are as follows:
• There is a need for adequate school places to be provided
• School should be a high school, not a primary school – King Edward high school has little room for expansion
• New school not needed until significant amount of homes occupied
• School is too close to Lara Close and Mayock Crescent/existing housing
• Need to expand doctor provision to meet demand
• Development must include shops, a post office, social care, pub, surgery, chemist, mini supermarket, restaurant, faith centre, dental surgery, meeting places and a library to become a real community
• Retail provision is less than adequate for a development of this size
• What guarantees will there be that retail provision will materialise – it has yet to with other developments in Doxey, despite promises of new shops and services
• Allotments are needed
• Play areas and open spaces needed
• Is a community building proposed?
• There is an over provision of sports pitches – seek advice from Sport England
• Survey of residents indicate there is a need for better services (medical, crèche, postal, meeting places, informal recreation) rather than formal sports
• Will sports facilities be for public use or sole use by the school?
• New amenities must be accessible by existing residents of Castlefields and Doxey
• Youth club needed and an internet cafe with gallery space to cater for arts
• Climbing wall would be good
• Location of shops must be carefully planned as they can be a nuisance from litter, anti-social behaviour and noise at night
• Opposed to food outlets due to smell
• Trading hours should be restricted, businesses not to operate after 7pm
• Shops will increase crime
• More homes – including 250 at Redhill – and the arrival of soldiers and their families will increase pressure on Stafford Hospital, which is facing a downgrading of facilities
• Proposed neighbourhood centre is in the right location
• IT provision must be best standard for homes and businesses
• Community space is required for existing residents

Employment/Industry

3.8 A small number of respondents raised issues relating to employment and the plans for employment land at the site. Comments received are as follows:
• Where are the jobs for the people who will be living here?
• Proposed employment units should be height limited and considered for noise nuisance
• Concern the homes will not sell due to a dearth of local jobs
• More detail about planned industry land and its location is needed
• Employment zone is too close to existing residential estates and will create further traffic problems in the area

Homes

3.9 A handful of respondents raised points relating to the homes proposed for the site. Comments received are as follows:
• Housing should be of good quality and size, not boxes without gardens
• Must be a full mix of housing
• Bungalows and homes for older people are essential
• Homes must lend area a distinctive character
• More information needed on housing design and layout
• Technologies such as solar PV should be expected
• Porches should retain heat/create usable space, not be a simple canopy
• Potential for district heating scheme?
• Are housing association/council properties planned?
• Plans for affordable homes are muted
• Opposition to three-storey homes, not in-keeping with area
• Lower density of single storey homes needed behind Mayock Crescent
• Lower cost homes should not be grouped together, but integrated throughout the site
• Concern about potential housing on rugby club land

Other issues

3.10 Other comments received also included the following:
• Construction traffic, noise, dust and disruption caused over years of building a concern
• It will be impossible to prevent noise from the M6 affecting residents’ quality of life
• Views of the castle from existing properties will be ruined
4. CONCLUSION

4.1 This Statement of Community Involvement summarises the public consultation process which has been undertaken prior to the submission to the Council of the concept plan for a residential-led mixed use development on Land West of Stafford, Staffordshire.

4.2 Taylor Wimpey and Bellway would like to thank all local residents, representatives and stakeholders who have contributed to the consultation process. All comments received have been considered by the project team in preparation of the concept plan before it is formally submitted to Stafford Borough Council, for agreement and to support the authority’s Draft Local Plan.
APPENDIX A

Newsletter
Taylor Wimpey and Bellway Homes have jointly produced a concept plan for the development of Land West of Stafford.

Land west of Stafford is allocated in Stafford Borough Council’s draft Local Plan for a residential-led mixed-use community to deliver up to 2,200 new homes towards the borough’s need for 10,100 new homes in the period to 2031.

The concept plan seeks to provide a framework for the delivery of new homes, a primary school, a local centre including shops and local employment space, and public open space comprising formal sports pitches and informal play areas.

As part of the Local Plan process, Taylor Wimpey and Bellway Homes would like to engage with local stakeholders including local people, businesses and community groups to find out their thoughts on the draft concept plan, and any other comments to the scheme.

We’re hosting a public exhibition at St Thomas and St Andrew’s Church, Doxey Road, Doxey, from 1pm to 4.30pm on Tuesday 16th July.

About the site

The proposed development site (outlined in red on the aerial image, above) is 97 hectares in size (roughly 234 acres) and is located to the south of Doxey Road, bordered by the M6 to the west and Stafford Castle Golf Club to the south.

The land is a mix of previously developed land and greenfield land which is currently used for farming, and adjoins existing housing in Doxey Road and existing Castlefields housing centred around Martin Drive.
About our proposed development

Come and meet us

You can find out more about the concept plan for Land West of Stafford at our public consultation event on Tuesday 16th July.

Members of the project team will be on hand to answer any questions you may have, and you will also be able to provide us with your comments on the scheme.

Your feedback will help us to shape our proposals before our planning application is submitted.

Further information

This leaflet has been sent to homes and businesses that surround the site.

Please come along to our public exhibition:

St Thomas and St Andrew’s Church
Doxey Road
Doxey
Stafford
ST16 1EQ

Tuesday 16th July
1pm – 4.30pm

About Taylor Wimpey

Taylor Wimpey is committed to creating thriving and vibrant communities which support and enhance their surrounding areas.

We understand that development is about more than just building homes, and our new developments bring with them infrastructural improvements while respecting the importance of sustainability.

We also seek to protect and improve existing natural, built and historic environments. We are committed to building a number of high-quality residential developments across Staffordshire and throughout the Midlands – and we are proud to be investing in the region’s future while creating new jobs for local people.

About Bellway Homes

Bellway has provided more than 100,000 homes since it was formed in 1946. Through sustainable building we aim to create new communities and life-supporting environments for people now and in the future.

Our homes are designed, built and marketed by local teams managed and staffed by local people. This allows the Company to stay close to its customers and take key decisions about design, construction, materials, planning and marketing in response to local rather than national demands.
Taylor Wimpey and Bellway Homes have been working in partnership with Stafford Borough Council, Staffordshire County Council, the Environment Agency, English Heritage and Natural England to develop a detailed plan for the development of land to the West of Stafford. We would like to invite you to view the work to date and the emerging concept plan for a mixed use development on Land West of Stafford.

The concept plan comprises up to 2,300 homes, a site for a new primary school, a local centre including shops and local employment spaces, and green open space.

The site is located to the south of Doxey Road, bordered by the A6 to the west and Stafford Castle Golf Club to the south. It comprises a mix of previously developed and undeveloped land which is currently used for farming and agriculture, with housing in Doxey Road and homes in Clive Street which are centered around Clive Drive.

The 27-hectare site is included in Stafford Borough Council’s draft Local Plan for a residential mixed-use new community, with the scheme contributing towards meeting the authority’s target of delivering 27,000 new homes in the borough by 2031.

You can find out more at our consultation event, which is open to the general public between 1pm and 4.30pm on Tuesday 16th July at Stafford Castle, where our project team will be on hand to discuss the proposals. Ahead of the event we would also like to invite you to a special preview event at 3.30pm on 18th July.

At the preview event we will outline the work undertaken to date, explain the emerging proposals and hold a workshop session where the concept plan can be discussed. The afternoon session is open to all. It would be helpful if you could confirm if you will be attending the morning preview session by emailing stafford@bellway.co.uk. The preview event will be open from 9.45am for a 10am start and will run until 12.30pm.

We hope that you are able to attend the special preview of our exhibition between 5.30pm and 7pm on Tuesday 16th July at St Thomas and St Andrews Church, Doxey Road, Doxey, Stafford S11 6TE. You are also invited to attend the exhibition when it opens to the general public between 10am and 4.30pm.

We look forward to meeting you.

Yours sincerely,

Webb Associates

On behalf of Taylor Wimpey and Bellway Homes
APPENDIX C

Exhibition Boards
Taylor Wimpey and Bellway Homes have jointly produced a draft concept plan for the development of Land West of Stafford.

The concept plan will provide a framework for the delivery of the new community of up to 8,000 homes, plus a site for a new primary school, public open space and a local centre including shops and employment space.

The 67-hectare site is allocated in Stafford Borough Council’s Draft Local Plan for residential development, with the scheme helping to meet the locally identified need for at least 10,100 new homes in the borough by 2031.

This public exhibition gives you the opportunity to view and comment upon a concept plan for a mixed use residential development at Land West of Stafford, outlined in red on the aerial photo below.

Taylor Wimpey and Bellway Homes have jointly produced a draft concept plan for the development of Land West of Stafford.

The concept plan will provide a framework for the delivery of the new community of up to 8,000 homes, plus a site for a new primary school, public open space and a local centre including shops and employment space.

The 67-hectare site is allocated in Stafford Borough Council’s Draft Local Plan for residential development, with the scheme helping to meet the locally identified need for at least 10,100 new homes in the borough by 2031.

The following boards provide details of our proposals, the planning background and the issues which have been considered in the preparation of this scheme.

Please take some time to read through the boards and feel free to speak to a member of the project team if you have any questions.

You can then help to shape the concept plan by filling in one of the feedback forms provided.

<table>
<thead>
<tr>
<th>About the scheme</th>
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<tbody>
<tr>
<td>Draft concept plan has been produced by Taylor Wimpey and Bellway Homes</td>
<td>Land is allocated for development in draft Local Plan</td>
</tr>
<tr>
<td>Scheme comprises up to 8,000 homes</td>
<td>Will help Stafford Borough Council to meet the need for 10,100 new homes by 2031</td>
</tr>
<tr>
<td>Includes school site, shops, employment space and public open space</td>
<td>Your feedback can help shape concept plan</td>
</tr>
</tbody>
</table>
Our preferred option for concept plan

The concept plan includes:
- Green buffer next to M6
- Extensive green infrastructure and sustainable drainage systems
- Sports pitches
- Sensitively design at southern edge of site to safeguard setting of Stafford Castle
- Extensive green corridors which provide views towards castle
- Western access improvements
- Pedestrian and cycle links to town centre
- New access points into the site from Oxhey Road

Key Facts

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<tr>
<td>New primary school and local centre</td>
<td>Pedestrian and cycle links to town centre</td>
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<tr>
<td>Public open space throughout the site, including green buffer next to M6</td>
<td>Low density of homes on southern edge to safeguard castle setting</td>
</tr>
<tr>
<td>Improved western access</td>
<td>Green corridors to provide views to castle</td>
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</table>
Stafford Borough Council is seeking to deliver at least 10,100 new homes in the borough by 2031.

In order to meet these needs, the authority has selected sites which it feels are suitable for residential development.

Consequently, the Land West of Stafford is allocated in Stafford Borough Council’s draft Local Plan for a residential-led mixed-use community, including up to 2,300 new homes.

This scheme would be a significant contribution to help the council to meet the need for new homes in the area.

Housebuilders Taylor Wimpey and Bellway Homes were invited by the council to draw up a concept plan, which would provide a framework for the delivery of the new community of up to 2,300 homes, plus a site for a new primary school, a local centre including shops and employment space and public open space.

Initial extensive surveys of the 97-hectare site have been undertaken and suggest there are no major obstacles to developing the land.

The next step in the planning process is to allow local residents, organisations, businesses and key stakeholders to view the concept plan, and provide their feedback – you can do this today by filling in one of the feedback forms provided.

The feedback will then help Taylor Wimpey and Bellway Homes to fine-tune the concept plan.

The revised concept plan will then be submitted to Stafford Borough Council to support its draft Local Plan.

Subject to approval, the concept plan would then be used to help us draw up an outline planning application for our parts of the scheme, which we would be submitted to Stafford Borough Council at a later date.

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<th>Key facts</th>
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<tr>
<td>10,100 homes need to be built in the borough by 2031</td>
<td>Next step is for you to provide your feedback on the concept plan</td>
</tr>
<tr>
<td>Borough council feels Land West of Stafford is suitable for development</td>
<td>Your feedback will help shape the final concept plan</td>
</tr>
<tr>
<td>Concept plan for site is included in borough council’s draft Local Plan</td>
<td>Concept plan will be used to guide our outline planning application</td>
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A number of surveys have been carried out to establish the constraints and opportunities the Land West of Stafford present for any potential development.

The results of these initial surveys suggest there are no major obstacles to developing the land.

An overview of the main constraints and opportunities is presented on this board.

**Landscape**

The site comprises a mix of greenfield and previously developed land and is not designated for its landscape value. Features have been identified for retention, such as hedgerows and copses. There are no landscape constraints to the development of the site, and indeed, the proposals present an opportunity to improve previously developed land, such as former industrial land.

**Biodiversity**

A series of habitat surveys identify no significant constraints to development of the site. The surveys identify a number of features such as hedgerows, woodland, mature trees, reed beds, aquatic habitats, habitats for badgers, bats and other animals which can be positively integrated into the design in order to enhance biodiversity and create a high quality living environment.

**Drainage**

The vast majority of the site is within Flood Zone 1—the lowest level of flood risk.

Some minor parts lie in Flood Zone 3, with a one-in-100 probability of river flooding. These areas will be incorporated into green space.

**Traffic movement**

Staffordshire County Council has modelled the impact of the proposed development and concluded that development can be accommodated along with some infrastructure improvements and enhancements to walking, cycling and public transport provision.

**Sustainability**

The site is close to the town centre and existing community facilities. A range of community facilities will be required within the development. The concept plan includes a new local centre with local shopping facilities and a new primary school at the heart of the development. The local centre could also include a range of other uses, such as health facilities.

**Noise**

The site lies between two potential sources of noise – the M6 motorway and the West Coast Mainline. Both have been subject of noise assessments.

The concept plan places development in locations where noise will not be a nuisance, with a green buffer between the M6 and development utilised to accommodate features such as for drainage and ecological enhancement.

**Rights of way**

A series of rights of way cross the site: five footpaths and a bridleway. These provide the opportunity to connect the new community to the wider countryside and the town and for them to be integrated as key connections.

**Heritage and archaeology**

The site lies to the north of Stafford Castle, a Scheduled Ancient Monument (SAM). Significant work has been undertaken to consider carefully the setting of the castle and to ensure development does not detract from the importance of the castle.

The location for development has been carefully considered based on a landscape and visual assessment. The concept plan retains key view corridors towards the Castle and seeks to retain a soft southern edge.

**Contamination**

Parts of the site have been, or still are, in industrial use. Initial data does not suggest major remedial work will be required.

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**Things to think about**

<table>
<thead>
<tr>
<th>The site is in a sustainable location</th>
<th>Some homes will need measures to protect against road and rail noise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planting will soften the views from the castle</td>
<td>A new school and contributions to secondary education will be required</td>
</tr>
<tr>
<td>Habitats and important landscape features will be retained</td>
<td>Existing surgery will need to expand or new facility built</td>
</tr>
</tbody>
</table>
What we would like from you, and what you can expect from us

The timetable below details how we envisage the scheme progressing:

**Tuesday** – Public consultation event.

**Tuesday 13th August 2013** – Deadline to submit feedback on the concept plan.

**Summer 2013** – We will review comments received during consultation and use these comments to amend concept plan.

**Autumn 2013** – Concept plan submitted to Stafford Borough Council, for agreement and to support its draft Local Plan. First Local Plan examined by Secretary of State.

**Spring 2014** – Local Plan adopted.

**Late 2014** – Taylor Wimpey and Bellway Homes submit outline planning application for their share of 2,200 homes.

**Spring 2016** – First new homes built and on sale.

Please complete one of the feedback forms provided, or you can email your comments on the concept plan to:

stafford@webbpr.net

Alternatively, you can write to us:

Stafford consultation

C/O Webb Associates

22 The Point

Market Harborough

Leicestershire

LE16 7QU

The deadline to submit feedback is 5pm on Tuesday 13th August 2013.

Thank you for attending today, your views make a real difference.
Bellway Homes have been creating beautiful new homes for 67 years. In 1946, John and Russell Bell joined their father, John T. Bell, in his small family run housebuilding business in Newcastle, another brother, Kenneth Bell joined in the 1950’s, the company continued to grow adopting the name Bellway in 1965.

Today Bellway is one of the country’s largest housebuilding companies and has sold and more than 100,000 homes since its conception.

Creating sustainable communities
We focus upon the sustainability of the homes that we build. It is our aim to reduce the effects of the building process and create vibrant sustainable communities where people wish to live. Our sustainability strategy helps us to respond to the numerous social, economic and environmental challenges that we face. It also represents an investment in the future of our business enabling us to adapt to the changing expectations and needs of society.

Not just homes
We appreciate that building community is about more than bricks and mortar. Through our broad base of expertise and the skills of our people we can deliver most aspects of development.

Our schemes cover private housing, affordable housing, mixed-use and mixed-take developments. In bringing these schemes forward we aim to improve movement within these extended communities and incorporate recreational and community facilities. We work with local partners to bring added value to our development schemes which include employment and training opportunities for local people. In short, we deliver all the ingredients to create truly sustainable communities.

Homes of quality built with care and dedication
We take great pride in each and every home we build. Attention to detail and on-going site training has resulted in Bellway being awarded a coveted 5-star status for customer satisfaction. Many of our site managers have progressed their career through Bellway and every year their skills are recognised through the NHBC Pride in the Job Awards.

Bellway - building homes, building value...

- we completed 5226 homes in 2012 of which 17% were affordable homes.
- in only 4 years our developments contributed £39 million through planning agreements to local infrastructure including schools, parks and green spaces.
- 30% of the homes completed in 2012 featured a form of renewable technology.
- since the Bellway Group employed 69 apprentices.
- in 2011 80.4% of our customers would recommend us to a friend - we are working on that other 19.6%.

For more information, visit: www.bellway.co.uk
Taylor Wimpey was formed by the merger of George Wimpey and Taylor Woodrow in 2007. We are able to draw upon experience and best practice gathered over a history dating back to the 19th Century. Today we are one of the largest housebuilders in the UK, completing around 10,000 homes each year.

Planning sustainable communities
We want our developments to be environmentally, socially and economically sustainable. We understand the importance of stimulating strong, vibrant and healthy communities while protecting and improving the natural, built and historic environment.

More than building homes
We build roads and junctions, services and utilities that link our developments with the surrounding areas. Where needed we provide community facilities such as schools, doctors’ surgeries, shops and offices, bus stops and even railway stations, as well as much needed affordable homes. Such provision can help meet the day-to-day needs of the people living in, or near, our developments.

Green spaces
We design landscaping and open space to provide an attractive and safe setting for homes, recreational space for residents, and habitats for plants and wildlife. Green spaces could include tree or hedgerow planting, playgrounds or sports pitches.

Energy efficient homes
We reduce the energy demand and carbon footprint of heating our homes by improving wall and roof insulation, before fitting complex technologies. This means that residents benefit from consistent energy bill savings while their long term maintenance burden and costs are kept to a minimum.

Engaging with local people
We are committed to working with local people, community groups and local authorities during the planning phase and aim to keep them up to date with our activities and progress during construction. We aim to plan and design developments that balance the demands of our business with providing for the needs of our residents and their communities.

“Our aim is to be the nation’s leading residential developer for creating value and delivering quality. We are passionate about working with local people, businesses, local authorities and our customers to build aspirational homes.”

For more information, visit:
about.taylorwimpey.co.uk

Taylor Wimpey lays the foundations for thriving communities
We completed 10,100 homes in 2011, of which 2,946 (about 29%) were affordable homes.

In 2011, through planning agreements, we spent £3.3m in the areas in which we built.

We provide public transport, road improvements and education facilities on many developments.

Landscaping and open space, including play areas and sports pitches, provide the atmosphere for many of our developments.
APPENDIX D

Consultation Website
Development proposals for Land West of Stafford

This public exhibition gives you the opportunity to view and comment upon a concept plan for a mixed-use residential development at Land West of Stafford, outlined in red on the aerial photo below.

Taylor Wimpey and Bellway Homes have jointly produced a draft concept plan for the development of Land West of Stafford. The concept plan will provide a framework for the delivery of a large community of up to 3,200 homes, plus a site for a new primary school, public open space and a local centre including shops and employment space. The 37-acre site is located in Stafford borough Council's draft local plan for residential development with the scheme helping to meet the local demand for new homes.
APPENDIX E

Feedback Form
Let us know what you think

Please let us know your thoughts on our proposed development scheme.

What do you think? (please write)
Your details

Thank you for taking the time to fill in our feedback form – we will review all of the responses received and these will help shape our designs.
Please let us have your contact details. This will help us analyse the responses we receive and ensure we can keep in touch with you as our work progresses.

Name: ______________________________________

Address: ______________________________________

Phone number: ____________________________ Postcode: ________________________

Email address: ______________________________

What to do with this form

Once you have filled in as much of this form as you wish either hand it back to us today or send it to:

Land west of Stafford consultation
Webb Associates Public Relations
22 The Point
Market Harborough
Leicestershire
LE16 7QU

Alternatively, you can email your comments to: stafford@webbpr.net

Or submit them online at: www.weststaffordconsultation.co.uk

All feedback should be returned by XXXXXXXXXXXXXXXXXXXXX

Taylor Wimpey UK Limited and Bellway Homes are committed to protecting your privacy and will not release your personal details to any third party outside the Taylor Wimpey group of companies or Bellway Homes except for use in connection with the proposed development.

If you wish to stop receiving our communications, please let us know.

In providing your personal details you acknowledge and agree to this.
APPENDIX F

Media coverage
Mixed views on plans for 2,000 homes

Report by ROB COLLEDGE

A MASTERPLAN for 2,000 new homes on the outskirts of west Stafford has received mixed responses from residents.

Developer Taylor Wimpey showed initial plans for the huge scheme in Dosey for the first time at a consultation on Tuesday.

The proposed site covers 240 acres and is bordered by the A54 to the west and Stafford Castle Golf Club to the south and the rail tracks to the east.

It includes space for a new primary school, village hall, sports pitches, shops, and employment land.

It is currently a mix of previously developed land and farms, and pieces of existing housing in Dosey Road and homes in Cattleshall.

Bruce Lumoide, aged 70, who lives in Virginia Park, expressed concerns about the increase in cars in the village.

Impact

He said: "Fundamentally a further 2,000 homes will mean about 2,000 extra cars.

"We are worried what impact that is going to have in peak hours when people are travelling to work and taking their children to school.

"The main road through Dosey is pretty bad at those times as it is, we want to make sure that is addressed.

"The main road through Dosey is pretty bad at those times as it is, we want to make sure that is addressed." David Hughes, of Dosey Parish Council, said: "We do welcome those plans, and have been encouraged with the discussions we have had with the developer.

"These homes have been talked about for years and we seem to be in a position where we are getting the sort of thing residents want rather than just the things developer want.

"I feel that concerns over infrastructure improvements are being listened to and it will be a good scheme."
Initial plans for development at west Stafford go on show

TAYLOR WIMPEY and Bellway Homes are inviting the public to view their plans for the balance of the 2,250-home mixed-use development planned on land west of Stafford.

The housebuilders have produced a joint concept plan for the site, which is located on Stafford Borough Council's draft Local Plan for residential development here.

The concept plan seeks to provide a framework for the delivery of the new homes, community, and local facilities, including a primary school, a local centre, and public open space including sports pitches and play areas.

A public exhibition home by Taylor Wimpey and Bellway Homes on land off Roger Bower Road, Stafford, is open for the opportunity to find out more about the exciting new homes.

Amanda Clark, Strategic Land Regional Director for Taylor Wimpey and Bellway Homes said: "The revised site concept plan for the re-development of the site with new homes, community and local facilities has been produced in consultation with the landowners and local communities. We have worked closely with Stafford Borough Council planning officers and members to develop the site concept plan in line with their planning policies and the emerging Local Plan. We believe the site will provide a high quality mix of new homes, community and local facilities that will benefit the local community.

"We would like to take this opportunity to invite the public to view the revised site concept plan and find out more about the exciting development plans for the land west of Stafford. The new homes will contribute towards the borough's housing needs for at least 10,000 new homes by 2031. We would urge people to visit the exhibition home, community groups and organisations to view the concept plan and provide their feedback on the emerging scheme."

The proposed development site covers an area of 87.5 hectares and is located to the south of Hare Lane and Studley Road to the north.

The site is a mix of previously developed land, and greenfield land which is currently used for farming, and includes existing housing in Castle Road and homes in Gantsfield which are considered for development around Martin Drive.

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Initial plans for development at west Stafford go on show

**TAYLOR Wimpey and Bellway Homes are inviting the public to view their plans for the balance of the 9,200-home mixed use development planned on land west of Stafford.**

The housebuilders have produced a joint concept plans for the site, which is allocated in Stafford Borough Council’s draft Local Plan for residential development. The concept plan seeks to provide a framework for the delivery of the new community of up to 2,200 homes, a site for a new primary school, a local centre including shops and local employment space, and public open space including sports pitches and play areas.

A public exhibition hosted by Taylor Wimpey and Bellway Homes on Saturday, July 16, took place at St Thomas and St Andrew’s Church in Cheadle, Stafford, to give people the opportunity to find out more about this exciting scheme.

Adrian Clark, Strategic Land Regional Director for Taylor Wimpey, said: "We invited local people, businesses, community groups and stakeholders to view the concept plan and provide their feedback on the emerging scheme."

The proposed development site covers an area of 87 hectares and is located to the south of Doxey Road, bordered by the M6 to the west and Stafford Castle Golf Club to the south. The site is a mix of previously developed land and greenfield land, which is currently used for farming, and existing housing in Doxey Road and homes in Cheadle which are centred around Marton Drive.
Major plan for 2,000 homes to create whole new village

MORE than 2,000 homes and a primary school will be built under major plans to create a whole new village on the outskirts of Stafford town centre.

The developers have also included space for employment infrastructure to provide jobs for the new residents, as well as a village hall, sports pitches and shops.

The plan, located south of Dairy Road, will go on public view for the first time next week.

The proposals site covers an area of 240 acres, bordered by the M6 to the west and Stafford Castle Golf Club to the south. A meadow, which he said would help house the local community, would help house the local community.

Councillor Bryan Cross, Stafford's vice-chairman of planning, welcomed the development, which he said would help boost house prices and the town's rising population. He said: "It is a plan that has been identified in the local plan for development, so subject to everything being in order with the infrastructure, we've got to be in favour of the plans. We've got to build 10,000 new homes in the next 25 years and this site will form part of that growth."

Just last week planning permission was granted to expand Stafford Cemetery by an acre, where a new cycle path and a park as well as a wildlife area.

This latest project, by Taylor Wimpey and Bellway Homes includes space for up to 2,000 homes. The development will go on public view at St Thomas and St Andrew's Church in Dairy Road on Tuesday from 1pm to 4.30pm.

Adrian Clark, strategic lead regional director for Taylor Wimpey, said: "Our plans will make a major contribution to meeting the borough's need for at least 10,000 new homes by 2021."
Statement of Community Involvement
Land West of Stafford, Staffordshire
September 2013

Major plan for 2,000 homes to create whole new village

MORE than 2,000 homes and a primary school will be built under major plans to create a whole new village on the outskirts of Stafford town centre.

The developers have employment infrastructure in the new residents, as well as a village hall, sports pitches and shops.

They plan to build 2,000 homes, which will be divided into three sections: 600 homes will be built on the north-western side of the development, 1,000 homes will be on the south-western side, and 400 homes will be on the north-eastern side.

The development will also include a primary school, a village hall, a sports centre, a shopping centre, and a network of green spaces.

Councillor Bryan Crow, Staffordshire’s vice chairman of planning, welcomed the application which he said would help boost the local economy.

He said: "It is a site that has been identified as the ideal for development. It is subject to everything being in order with the infrastructure. I’ve got to be in favour of the plan. We’ll get to build 16,000 new homes in the next 25 years and the site will accommodate that growth."

The plans also include the construction of a new primary school, a village hall, a sports centre, and a network of green spaces.

The developer has also included plans for a new primary school, a village hall, a sports centre, and a network of green spaces.

"We’re very excited about the potential of this site," said the developer.
2,000 homes plan goes out to public debate

By Robin Scott

MORE THAN 2,000 homes, a primary school, shopping centre and open space are earmarked for a new development in Stafford.

A partnership between Taylor Wimpey, Severn Trent, Stafford Borough Council, Staffordshire County Council, the Environment Agency, English Heritage and Natural England has produced the Masterplan for the "Dunns Wood" development on land west of Stafford bounded by the A36 and Stafford Castle Golf Course.

Councillor Nichola Thomas said the Borough Council has made it plain that such a large development can only be considered if a new road link is formed between the existing settlement of Dunns and the rest of the town.

"We understand that this point is accepted by the borough council and the developers," Councillor Thomas said a similar proposal was mooted around 20 years ago. "Back then there was a huge hoo-hah about it and it eventually got dropped, but the response to it now seems to be much muted," he said.

"We had a public meeting about two years ago and the priority was that it needed to accept that it wasn't going to happen. Councilman Thomas said there was a lack of good facilities in the area and the provision of a new shopping centre, primary school and public open space would be enough to gain support from residents.

"I will wait and see," he said. "We certainly have point to make views in that the infrastructure must be right. If it's not then we will oppose it."

The A36 becomes the boundary, previously developed land and greenfield land currently used for farming and suburban existing housing in Dunns Road and homes in Combsfield, created around 1930. The land is allocated in Stafford Borough Council's core local plan consisting within the authority's target to deliver 18,000 new homes in the borough by 2031.