

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 except 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 Bellway**

July 2013

Land west of Stafford

Public exhibition for
Land West of Stafford,
development proposals



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.



Images for illustrative purposes only



Satellite image from Google.co.uk

**Taylor
Wimpey Bellway**

July 2013

Land west of Stafford

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.

33334/TWM/JULY 2013

APPENDIX B

Stakeholder Letter



Address

Date: 4th July 2013

Dear [INSERT],

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 concept plan for the development of land to the West of Stafford. We would like to invite you to view and comment upon 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 2,200 homes, a site for a new primary school, a local centre including shops and local employment space, and public open space.

The site is located to the south of Doxey Road, bordered by the M6 to the west and Stafford Castle Golf Club to the south. It comprises a mix of previously developed and greenfield, and which is currently used for farming, and adjoins existing housing in Doxey Road and homes in Castlefield which are centered around Martin Drive.

The 87-hectare site is allocated in Stafford Borough Council's draft Local Plan for a residential-led mixed use new community, with the scheme contributing towards meeting the authority's target of delivering 10,000 new homes in the borough by 2031.

You can find out more at our consultation event, which is open to the general public between 11pm and 4.30pm on Tuesday 16th July where our project team will be on hand to discuss the proposals. Ahead of that event we would like to invite you to a **special preview event** at 9.30am on 16th 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@webbpr.net. The preview event will be open from 9.30am 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 9.30am and 12.30pm on Tuesday 16th July at St Thomas and St Andrew's Church, Doxey Road, Doxey, Stafford S116 1EG. You are also welcome to attend the exhibition when it opens to the general public between 1pm 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



Burleyfields, Land West of Stafford

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.



The development site is outlined in red. It is located between Stafford Gate to Staff Clay to the south and Doney Road to the north.

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 2,200 homes, plus a site for a new primary school, public open space and a local centre including shops and employment space.

The 97-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 the 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.

About the scheme	
Draft concept plan has been produced by Taylor Wimpey and Bellway Homes	Land is allocated for development in draft Local Plan
Scheme comprises up to 2,200 homes	Will help Stafford Borough Council to meet the need for 10,100 new homes by 2031
Includes school site, shops, employment space and public open space	Your feedback can help shape concept plan



Scheme Proposals

Our preferred option for concept plan

This is our preferred option for the concept plan. It was formulated after detailed survey work of the site, constraints planning and following extensive dialogue with the borough and county councils, English Heritage and Natural England.

The concept plan includes:

- Green buffer between M6 and homes
- Extensive green infrastructure and sustainable drainage systems
- Sports pitches
- Sensitive/low density 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 Doxey Road



Key Facts

New primary school and local centre	Pedestrian and cycle links to town centre
Public open space throughout the site, including green buffer next to M6	Low density of homes on southern edge to safeguard castle setting
Improved western access	Green corridors to provide views to castle



A typical Taylor Wimpey home



A typical Bellway home

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 2,200 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 2,200 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.

Key facts

10,100 homes need to be built in the borough by 2031	Next step is for you to provide your feedback on the concept plan
Borough council feels Land West of Stafford is suitable for development	Your feedback will help shape the final concept plan
Concept plan for site is included in borough council's draft Local Plan	Concept plan will be used to guide our outline planning application

Information about the site we need to take into account

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.

Things to think about

The site is in a sustainable location	Some homes will need measures to protect against road and rail noise
Planting will soften the views from the castle	A new school and contributions to secondary education will be required
Habitats and important landscape features will be retained	Existing surgery will need to expand or new facility built

What we would like from you, and what you can expect from us

The timetable below details how we envisage the scheme progressing.

Today – 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. Draft 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





About Bellway Homes

Information about our company, who we are and what we do

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 1963.

Today Bellway is one of the country's largest housebuilding companies and has sold 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 minimise 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 communities 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 tenure 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.



Efficient to run homes

A new home today will be around 40% more efficient than its counterpart built ten years ago. In seeking to make our homes more energy efficient we are increasingly incorporating alternative sources of energy. The homes that Bellway builds today will incorporate a range of technology to reduce its carbon footprint and make it more energy efficient for you.

Working in partnership

The nature of our business brings us close to a range of different stakeholder groups. In managing our activities we aim to be responsive to the diverse views and requirements often expressed by these groups. We have an established track record of community engagement and have found that working closely with local communities we are better able to balance the demands of our business with the needs of our residents and their communities.

"Through sustainable building we aim to create new communities and life-supporting environments for people now and in the future. Using our skills, and in consultation with our partners, we aim to enhance the environment in which we are working and secure the advantages that this offers to the Bellway Group, its stakeholders, employees and customers."

For more information, visit:
www.bellway.co.uk



Bellway - building homes, building value...

<p>We completed 5,228 homes in 2012 of which 17% were affordable homes.</p>	<p>In 2012, arising from our developments we contributed £39 million through planning agreements to local infrastructure including new schools, roads and green space.</p>	<p>55% of the homes completed in 2012 featured a form of renewable technology.</p>	<p>In 2012 the Bellway Group employed 69 apprentices.</p>	<p>In 2012, 96.4% of our customers would recommend us to a friend – we are working on the other 3.6%.</p>
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About Taylor Wimpey

Information about our company, who we are and what we do

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 homebuilders 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, sewers and utilities that link our developments with the surrounding areas. Where needed we provide community facilities such as schools, doctor's 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 on, 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 10,180 homes in 2011, of which 2,048 (about 20%) were affordable homes.

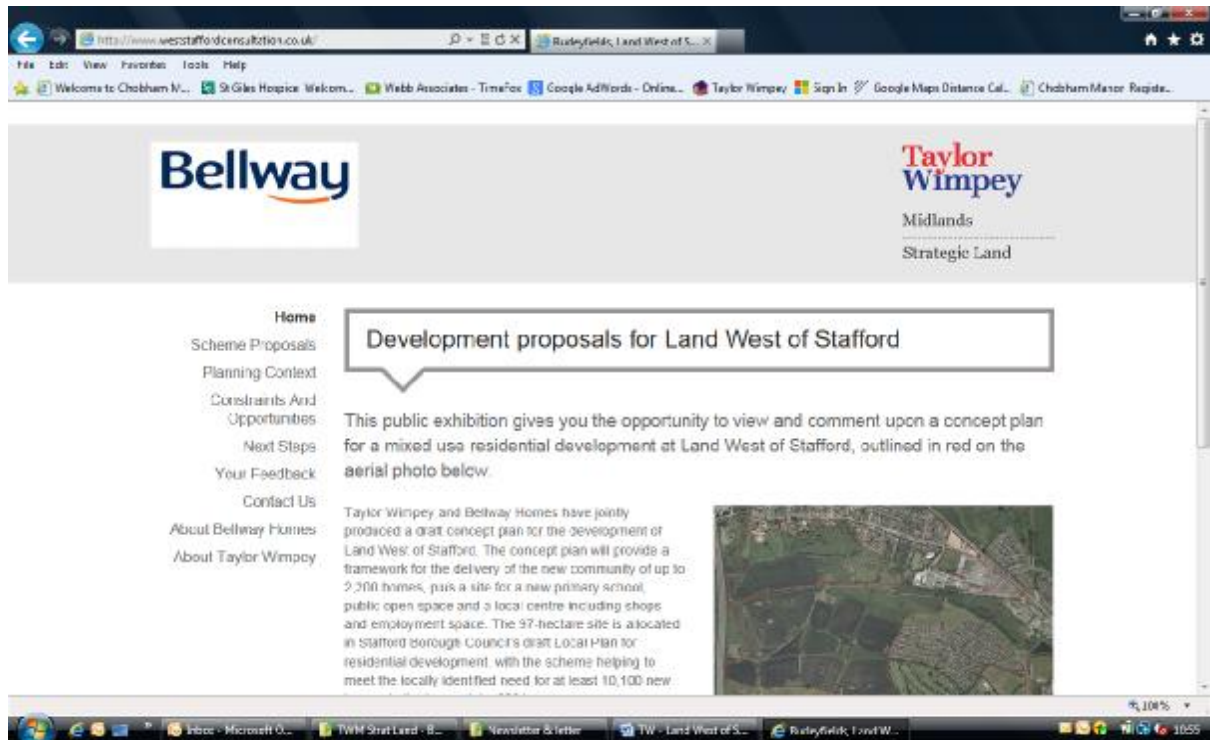
In 2011, through planning agreements, we spent £130.1m in the areas in which we built.

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

Landscaping and open space, including play areas and sports pitches, provide the structure to many of our developments.

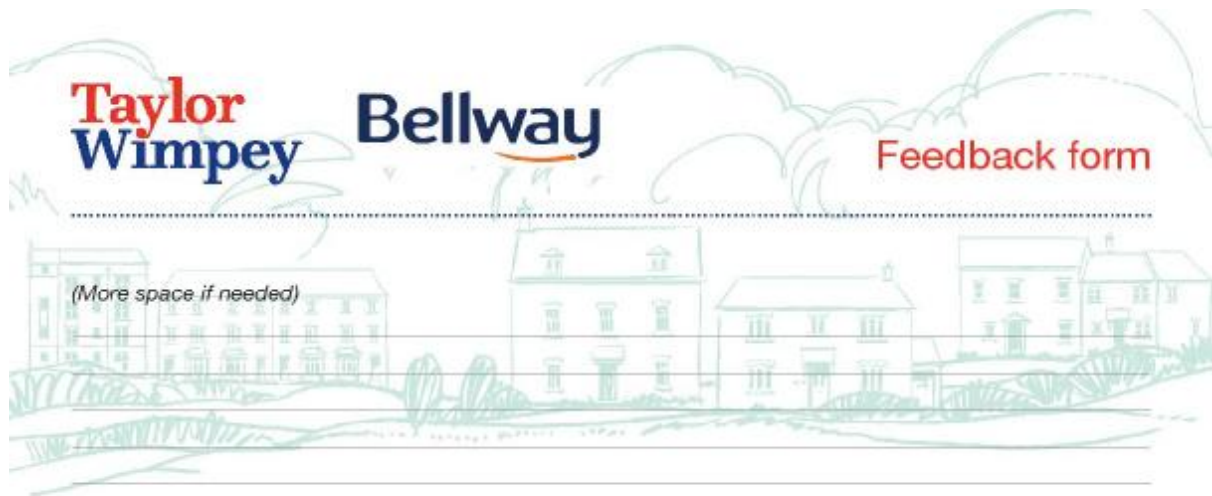
APPENDIX D

Consultation Website



APPENDIX E

Feedback Form



(More space if needed)

Multiple horizontal lines provided for writing feedback.

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:

Postcode:

Phone number :

Email address:

Taylor Wimpey UK Limited and Bellway Homes are committed to protecting your privacy and will not release your personal details or information to anyone outside the Taylor Wimpey group of companies or Bellway Homes except for use in connection with the proposals and/or activities being consulted upon, to let you know about any resulting new properties and other products or services, for research purposes and to help us develop our products and services. In providing your personal details you acknowledge and agree to this.

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
XXXXXXXXXXXXXXXXXXXX**

APPENDIX F

Media coverage



Source: Express & Star (Stafford) (Main)
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Gorham Group

Mixed views on plans for 2,000 homes

Report by
ROB GOLLEDGE
rob.golledge@expressandstar.co.uk

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 Doxey for the first time at a consultation on Tuesday.

The proposed site covers an area of 240 acres and is bordered by the M6 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 adjoins existing housing in Doxey Road and homes in Castlefield.

Bruce Lumsden, 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 Doxey is pretty bad at these times as it is, so we want to make sure that is addressed."

David Hughes, of Doxey Parish Council, said: "We do welcome these plans and have been encouraged with the discussions we have had with the developers.

"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."

Iain Simpson, 72, has lived in the village for more than 40 years.

He said: "I would rather not see this development but on the other hand it is likely to be built and looks better than previous versions. It is a comprehensive scheme rather than a piecemeal one."

Adrian Clack, strategic lead director for Taylor Wimpey, said: "Stafford wants to build 10,000 homes over the

next 25 years and this scheme has been earmarked for development by Stafford Borough Council.

"This side of Stafford is seen as the missing slice as it is near the town centre and largely undeveloped.

"This is just an initial plan to present to the public the vision that is being looked at. We welcome everyone's responses and observations."

Details plans could be revealed later in the year before an official planning application is made.



Bruce Lumsden finds out about the masterplan for the 2,000 new homes



Iain Simpson, centre, and other residents inspect the Taylor Wimpey plans

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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 2,200-home mixed use development planned on land west of Stafford.

The housebuilders have produced a joint concept plan 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 this 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 Thursday, July 18, took place at St Thomas and St Andrew's Church in Doxey, Stafford, to give people the opportunity to find out more about this exciting scheme.

Adrian Clark, Strategic Land Regional Director for Taylor Wimpey, said: "Stafford Borough Council has identified the site as suitable for residential development, and our plans will make a major contribution to meeting the Borough's need for at least 10,100 new

homes by 2031.

"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 97 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 adjoins existing housing in Doxey Road and homes in Castfield which are centered around Martin Drive.



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Property

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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 Tuesday, July 16, took place at St Thomas and St Andrew's Church in Doxey, Stafford, to give people the opportunity to find out more about this exciting scheme.

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Article Page 1 of 1

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

Marion Brennan

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 plans, for land south of Doxey Road, will go on public view for the first time next week.

The proposed site covers an area of 240 acres, bordered by the M6 to the west and Stafford Castle Golf Club to the south. A

total of 2,200 homes would be built there.

It is a mix of previously developed land and greenfield land which is currently used for farming, and adjoins existing housing in Doxey Road and homes in Castlefield.

Councillor Bryan Cross, Stafford's vice chairman of planning, welcomed the

application which he said would help borough bosses provide for the town's rising population.

He said: "It is a nice east has been identified in the local plan for development so subject to everything being in order with the infrastructure, I've got to be in favour of the plan. 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 month plans to construct 373 houses off Tixall Road and expand Stafford Cemetery by an acre were unveiled.

The £70 million Stafford East scheme by First City

Limited includes new cycle paths and a park as well as a wildlife area.

This latest project, by Taylor Wimpey and Bellway Homes, includes scope for up to 2,200 homes. The plans will go on public display at St Thomas and St Andrew's Church in Doxey on Tuesday from 1pm to 4.30pm.

Adrian Clegg, strategic land regional director for Taylor Wimpey, said: "Our plans will make a major contribution to meeting the borough's need for at least 10,100 new homes by 2031."



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Marion Brennan

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The £70 million Stafford East scheme by First City Limited includes new cycle paths and a park as well as a wildlife area.

This latest project, by Taylor Wimpey and Bellway Homes, includes scope for up to 2,200 homes. The plans will go on public display at St Thomas and St Andrew's Church in Dosey on Tuesday from 1pm to 4.30pm.

Adrian Clark, strategic land regional director for Taylor Wimpey, said: "Our plans will make a major contribution to meeting the borough's need for at least 10,100 new homes by 2031."



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Gorham Group

2,000 homes plan goes out to public debate

By Robin Scott
rbscott@staffordshirenewspapers.co.uk

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

A partnership between Taylor Wimpey, Belway Homes, Stafford Borough Council, Staffordshire County Council, the Environment Agency, English Heritage and Natural England has produced the blueprint for a "mixed-use" development on land west of Stafford bordered by the M6 and Stafford Castle Golf Course.

Councillor Neil Thomas said: "Doxey Parish Council has made it plain that such a large development can only be rowntie unced if a new road link is created between the existing settlement of Doxey 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 hooah about it and it eventually got dropped, but the response to it now seems to be

much calmer," he said.

"We had a public meeting about this two years ago and the people who came along to that seemed to accept that it was going to happen."

Councillor Thomas said there was a lack of good facilities in the area and the promise of a new shopping centre, primary school and public open spaces could be enough to gain the support of residents.

"I will wait and see," he said. "But certainly the parish council's view is that the infrastructure must be right. If it's not then we will oppose it."

The 97 hectare site comprises previously developed and greenfield land currently used for farming and adjoins existing housing in Doxey Road and homes in Castlefield centred around Martin Drive. The land is allocated in Stafford Borough Council's draft local plan contributing toward the authority's target to deliver 10,000 new homes in the borough by 2031.



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