

Statement of Community Involvement  
Land to the south of Holt Cottages, Ashford Hill

27 July 2021

ward

## Statement of Community Involvement | Ashford Hill

A programme of community and stakeholder engagement has been undertaken by **ward**, on behalf of JPP Land, pursuant to the submission of a planning application for the erection of up to 45 dwellings, together with access, landscaping and all material matters, in Ashford Hill, in the Borough of Basingstoke & Deane.

All relevant legislation and guidance has been considered, including: the *Localism Act*, the *National Planning Policy Framework*, national *Planning Practice Guidance* relating to the COVID-19 pandemic, the principles laid out in Basingstoke & Deane's *Statement of Community Involvement (May 2020)*, and other relevant guidance and governance protocols adopted by national, local and parish tiers of government.

**ward** is registered with the Information Commissioner's Office and acts as controller and processor of the information collected through: the consultation website, by direct email correspondence, telephone correspondence, written correspondence using **FREEPOST ward**, and that which may have been collected through direct canvassing.

### Stakeholders

The site is located in the civil parish of Ashford Hill with Headley, which falls under the jurisdiction of Basingstoke & Deane Borough Council.

All properties within Ashford Hill whether they be commercial or residential, have been invited to participate in the consultation. Elected representatives/of Ashford Hill with Headley Parish Council and Basingstoke & Deane Borough Council have been provided with information relating to the proposal and offered public briefings.



### Background

The housing market is still open and the Government and planning authorities have made clear that the planning system is in operation and that the property and development industry should continue to identify, plan, and develop sites for new communities.

COVID19 has changed the way we consult with communities, with the option of public exhibitions not considered as COVID-safe at the time of the consultation. As such, a virtual platform for engagement has been provided and is considered a suitable means of providing information, as well as being able to gain feedback and comments.

According to the Office for National Statistics, 96% of households (January - February 2020) across Great Britain have access to the internet, offering the majority of households the ability to access our online services. For those with limited or no access to the internet, the ability to request an information pack by post has been made available.



## Consultation website | Presenting the initial concept

The initial phase of the consultation began on 29 June 2021 to establish the principles most favoured by consultees. These principles were used to inform the design process of the masterplan.

**Meeting the needs of the Borough**

Local Enterprise Partnerships (LEPs) are a key part of the government's strategy to support economic growth and create jobs across the country. The LEP for the South East of England is made up of the following local authorities: Brighton and Hove, East Sussex, West Sussex, and the City of Brighton and Hove.

As part of the consultation, we are asking you to share your views on the initial concept for the development of the site. This is the first stage of the consultation, and your input will help us to refine the concept and develop a more detailed masterplan.

**Our design principles**

- Support a range of affordable homes
- Meet the needs of the local community
- Planning for a mix of uses and activities to create a vibrant and sustainable community
- Support a mix of housing types and tenures
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**ENCs: Your comments are needed**

We are interested in your views on the initial concept for the development of the site. This is the first stage of the consultation, and your input will help us to refine the concept and develop a more detailed masterplan.

**Why are you proposing to build homes?**

There is a need for more homes in the area, and the current housing stock is not meeting the needs of the community. The development of the site will help to address this need and provide a mix of housing types and tenures.

**How will the homes be built?**

The homes will be built in a sustainable and affordable way, using local materials and labour. The development will also include a mix of housing types and tenures, including affordable homes.

**What is the benefit to the area?**

The development of the site will bring a range of benefits to the area, including a mix of housing types and tenures, a vibrant and sustainable community, and a mix of uses and activities.

**How will you manage the site?**

The site will be managed in a sustainable and affordable way, using local materials and labour. The development will also include a mix of housing types and tenures, including affordable homes.

**What will be the next steps?**

The next steps in the consultation process will be to develop a more detailed masterplan and to consult on the proposed design and layout of the site.

**Pop-up: Subscribe to updates**

Subscribe to updates

We will send you updates on the progress of the development of the site.

**Inset slide: Access and travel**

Access and travel

The development of the site will be accessible to all, including those with disabilities. The site will be served by public transport and will have good access to local roads and paths.

**Inset slide: Biodiversity**

Biodiversity

The development of the site will include a range of biodiversity measures, including the creation of green spaces, the planting of trees and shrubs, and the installation of wildlife-friendly features.

**Inset slide: Next steps**

Next steps

We want to hear your views on this initial set of information. Please complete an online survey.

We will publish information relating to other aspects of the proposed alterations in a future round of feedback.

Please make sure you subscribe to updates to receive the information.

## Consultation website | Online questionnaire

The questionnaire was designed to identify themes which are important considerations to consultees, as well as enable unrestricted comments about the proposal.

### Your views matter

This stage of the planning process is to establish the principle of development in this location. The feedback you provide during this initial week of consultation will be used to assist the with the design of the masterplan and will be reflected in our outline planning application.

We may share your comments where they are material to the consideration of the planning application. However, your feedback will be anonymised and your personally-identifiable information will not be shared with anyone.

This should only take a couple of minutes...

**Subscribe to updates \***

Please tick the box if you would like to receive updates to the information on this website.

Yes, I would like to receive updates to inform me when the masterplan or new information is available.

No, I don't want updates.

**How did you first hear about this consultation? \***

**What is your relationship with Ashford 400? \***

**What is your home postcode? \***

**Do you believe the borough needs new homes? \***

Yes, the borough needs more homes and should build more of the following:

**What principles are important to you? \***

Please tick all that apply (even if you don't support the proposal, please do let us know what you believe these development needs to incorporate).

- Open market homes
- Shared ownership homes
- Social rented homes
- Traditional design styles
- Contemporary design styles
- Higher density development
- Lower density development
- Electric vehicle charging
- Funding for public transport
- Accessible open space
- Designated recreational area
- Improving biodiversity
- Other please use the suggestions box below

**House types**

Which house types do you believe are needed?

- One bed homes
- Two bed homes
- Three bed homes
- Four bed homes
- 5+ bed homes

**Is there anything you would like to suggest? \***

Please let us know if there are matters we have not considered. The proposal needs to meet the needs of the wider Borough, as well as addressing local needs.

**Do you support the principle of development? \***

Please use the comments box above for suggestions.

I support the principle of development

**Name \***

First Name Last Name

**Email \***

**Occupier status \***

**Age group \***

**Employment status \***

**Should you or anyone you know be interested in purchasing one of the properties? \***

Yes

By submitting this form, you agree to us storing your feedback and publishing your anonymised comments. Your personally identifiable information will not be shared or shared with anyone and will be deleted 12 months following submission of the planning application. We may contact you to discuss your feedback, unless you tell us not to.

I DO NOT want to be contacted to discuss my feedback.

Done



## Participation

The website has been live since 29 June 2021 and will remain live until determination of an application. The page view statistics are provided:

- 915 page views
- 873 unique visitors (12pm, 22 July 2021)
- 892 total visits
- 193 visitors within first 24 hours of the website going live

## Traffic Source

- 144 direct visits using [www.ashford-hill.com](http://www.ashford-hill.com)
- 726 visits from Social Media
- 11 visits from Google search engine
- 13 visits from a shared email-link

## Consultation responses, observations and analysis

A total of nine responses have been received, all of which were online using the webform and submitted prior to 7 July 2021:

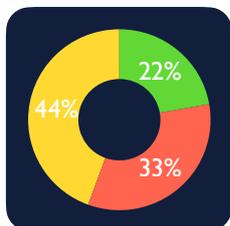
### Q: What is your relationship with Ashford Hill



- 100% I live here

**Analysis:** All of those to respond identified as residents of Ashford Hill postcodes: RG19 8BE, RG19 8BG, RG19 8BH, RG19 8BQ and RG19 8FP. Two thirds of them confirmed they first knew about the proposal by our leaflet. The remaining third had initially heard through word of mouth.

### Q: Do you believe the Borough needs new homes



-22% believe the Borough needs new homes and Ashford Hill should contribute

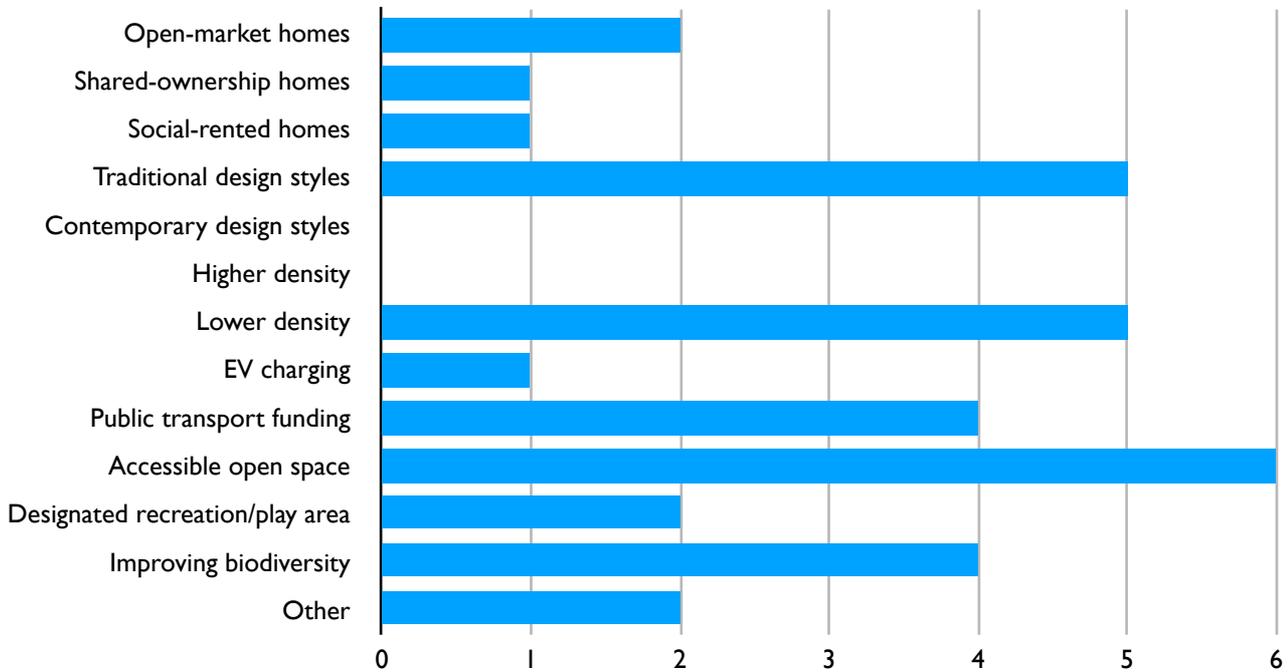
-33% do not believe the Borough needs new homes

-44% believe the Borough needs new homes, but they should be placed elsewhere

**Analysis:** 66% of respondents believe the Borough should accommodate new homes, with those indicated they should be placed elsewhere doing so on the basis that Ashford Hill is a hamlet with few local services.

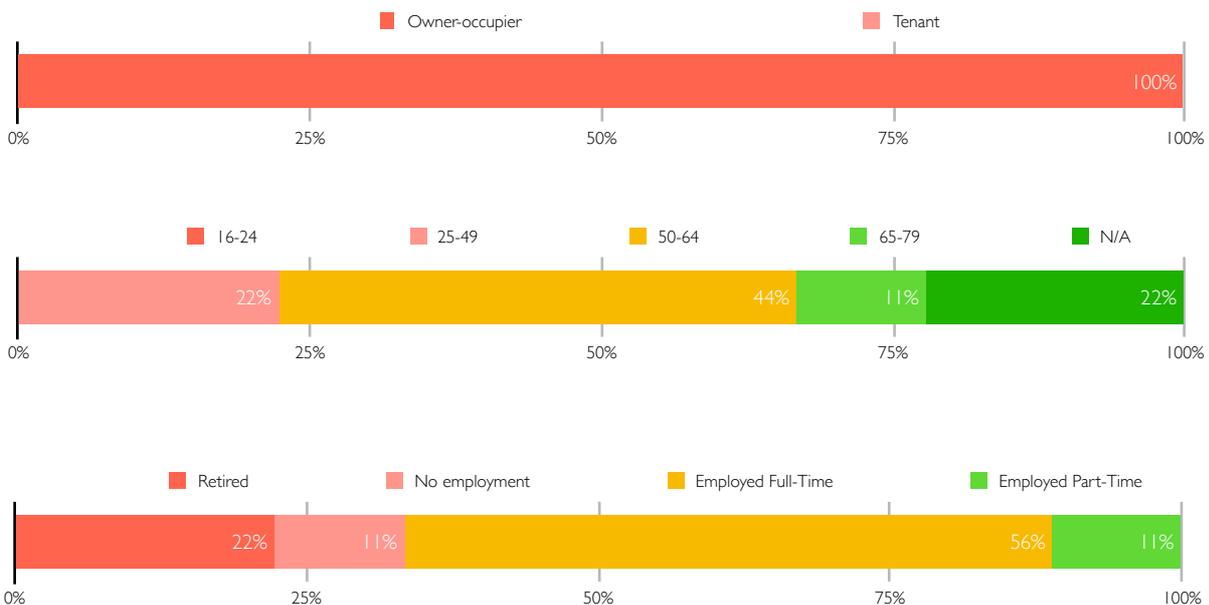
### Q:What principles are important to you?

We invited consultees to indicate their preferred principles for inclusion in the draft masterplan, with those responding able to tick all boxes without being limited.



### Demographic information of consultees

All of the consultees are owner-occupiers, and predominantly over the age of 50, making up 77% of those who responded to the consultation.



## Consultee comments

The comments below have been provided verbatim without alteration from the consultees who participated in the consultation.

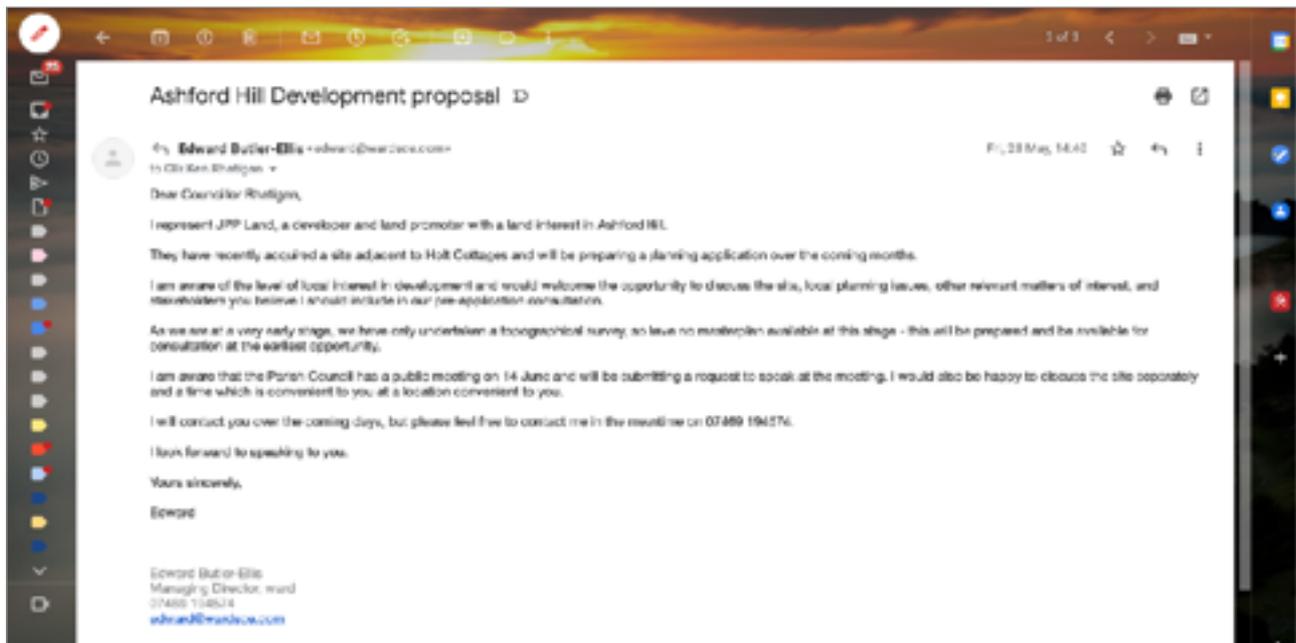
Consultee comments	JPP Land Observations
<p>Ashford Hill does NOT need more housing! This is a tiny village with no amenities and no bus. There is no desperate need for housing here. There are no huge workplaces here that people need to live close by. The school is over subscribed and cannot fit more children. This is a quiet area and we do not want more houses going up bringing more noise and more crime to the area. This backs directly onto my house and i do not want more noise, more neighbours and my garden being overlooked!! People do NOT need houses here, there is nothing here. There are plenty of other green spaces in the borough that are more suitable for housing. All previous applications have been met with massive opposition from locals and the parish council. Stop trying to dump more houses in our village for you to cash in on. We dont want them and noone needs them. Noone needs to live in a tiny village with no shop, no bus and a pub that is likely to close. There is no pathways out of the village and it can only be reached by car. The sewer situation isnt good and the arse floods constantly. Just because Basingstoke needs more housing, does not mean that it should be here. Noone NEEDS a house in Ashford Hill so desperatly. The houses here are already struggling to sell without you trying to add more. Its not necessary here and its NOT needed here. This build should never go ahead</p>	<p>There is a clear and growing need for new homes in rural and urban locations. Local authorities rely on developers and landowners to offer a supply of developable land. Our strategy for drainage and flood mitigation will be included as part of the planning application and will be prepared to meet the requirements laid out by the relevant agencies.</p>
<p>"Our village has been subjected to a disproportionate increase in new development over the last 2 years, and any further increase is frankly unsustainable. There are no facilities whatsoever; no shop, no pub, no doctors, no buses, and an already oversubscribed primary school, not to mention the continuous issues with regard to storm, rainwater and foul drain flooding and disposal. We were a small rural community of approx 100 units, and we have had 35 homes forced upon us in the last two years by BDBC and Charles Church, also there is a pending application for a further 27 units currently under appeal, and now a possible 50 more units by yourselves! Where does it end?"</p>	<p>The developer will be required to pay a contribution to the provision of public services, as requested and calculated by the local authority. Our strategy for drainage and flood mitigation will be included as part of the planning application and will be prepared to meet the requirements laid out by the relevant agencies.</p>
<p>I live in Ashford Hill and interested in purchasing on this development.</p>	<p>No comment</p>
<p>We have had enough</p>	<p>No comment</p>
<p>Keep Ashford hill as a nice small hamlet....not a modern housing estate!</p>	<p>No comment</p>
<p>More homes is the last thing we need: the pub has shut, there are no shops, and there is no public transport. If any development provided such amenities, we might feel differently, but the Oakfield development has added absolutely nothing to the village, whilst renegeing on initial affordable housing commitments. The country has substantial undeveloped land, brownfield sites and unoccupied buildings. Developing on greenfield village property is simply a depressing alternative, with minimal merit. No thank you.</p>	<p>Our proposal will comply with the council's policy on affordable housing provision, with the allocation being managed by a local registered provider.</p>
<p>It will increase the traffic on an already v busy road, no school places, no shops, no bus route, insufficient medical access, GPs already over stretched. It already has a new development and a 2nd one going to appeal, certainly not a 3rd,</p>	<p>The access has been located where there is maximum visibility available. We are proposed to extend the 30mph zone which will improved speeds through the village. Contributions will be made to the local authority for the provision of community infrastructure such as healthcare.</p>

Consultee comments	JPP Land Observations
This small village has already been spoilt with a ghastly over large development , this has been devastating for residents who have lost there privacy & view - we DO NOT NEED ANOTHER! There are no facilities here, the school is over subscribed, there is no shop & no pub.	Contributions will be made to the local authority for the provision of community infrastructure such as education provision.
"Redevelopment of unused commercial areas. The management of waste water on previously developed sites in ashford hill has been unfit for purpose. For instance, a dangerous balance pit being passed off as a landscaped village pond."	No comment

## Engagement with Elected Members

Ward and Parish Councillors play an integral role in their communities and are an important stakeholder. Elected Members for Tadley, Kingsclere and Baughurst Ward on Basingstoke & Deane Borough Council and Ashford Hill with Headley were first advised of JPP Land's development interest on 28 May 2021 by individual email correspondence.

A copy of the correspondence sent on Friday 28 May 2021 (below) makes clear the details of the developer, the land interest and stage of planning, as well as making an offer of a public briefing. This email was accompanied by telephone calls to each of the Ward members and the Clerk of the Parish.

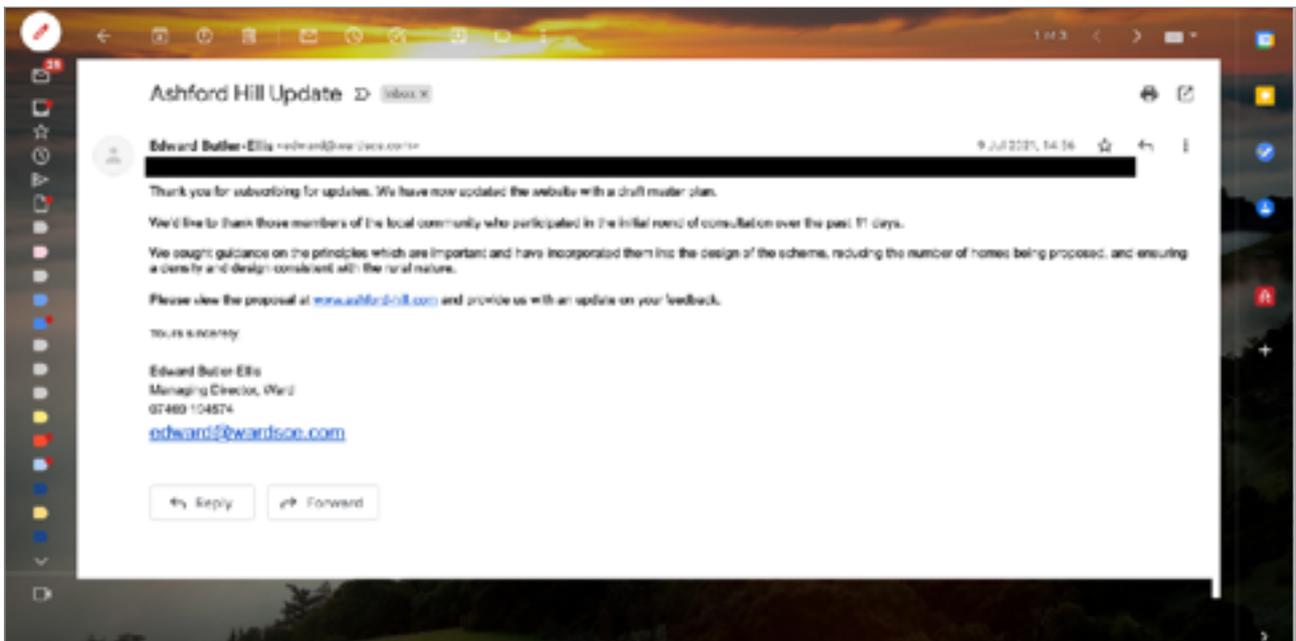


Follow-up correspondence was issued on 29 June to inform Ward members and the Clerk of the Parish of the commencement of public consultation. This correspondence was accompanied by telephone calls to each.

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Further correspondence was issued to Ward members and the Clerk of the Parish on 9 July 2021 to inform them of updates to the consultation website. This is the same correspondence issued to subscribers.



As yet, the offer of a public briefing to local elected members is yet to be agreed. However, the opportunity for a public briefing on the proposal remains open and will be reported back separately if a meeting is convened.

## General conclusion

There has been a high level of interaction with the website when compared with in-person events held on similar development schemes. However, despite this high level of interaction, only nine of those visitors participated in the online consultation and provided feedback.

Notwithstanding, opinion on the need to build homes is divided, with a third of those believing there is no need for new homes, and the remaining group divided as to where they should best be located, with views both in support and against providing more homes in Ashford Hill.

All respondents are owner / occupiers, a cohort of consultees generally less likely to support new and affordable homes. However, all participants engaged positively on first round of consultation when asked to indicate their preferred principles for inclusion on the development.

Indeed, the main theme expressed was the need to offer a development reflecting a low and rural density of traditionally design homes, with consideration given to accessible public open space, all of which have been incorporated into the draft masterplan.

There is a clear desire to see financial support for public transport, which would offer wider benefit to new and existing residents. However, this is in the context of a general frustration towards development, the lack of local amenities and the impact new homes will have on GP services, school places, the highway and flooding, all of which are common themes wherever development is placed.

It is difficult to ascertain why there has been limited feedback and it would not be reasonable to presume why. However, albeit limited, the feedback received does offer a valuable opinion. The consultation website will remain live and updated throughout the planning process, until determination of the current proposal.