

Statement of Community Involvement

Chedworth Farm Shop
Denfurlong Farm
Fields Road
Chedworth
Cheltenham

Prepared on Behalf of: Stag Homes (Sevenside) Ltd

Project: 15661

Date: 27 Sep 2021

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Project
Management



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Building
Surveying



Disabled Access
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1. Introduction

- 1.1 This Statement of Community Involvement (SCI) is provided in conjunction with the planning application seeking permission for the demolition of buildings and erection of 9no. dwellings (5no. affordable), and associated landscaping at Denfurlong Farm, Fields Road, Chedworth.
- 1.2 The development is promoted as a rural exception site incorporating a degree of cross-subsidy from market housing, to deliver in full the affordable housing requirement identified in the 2017 Parish Housing Needs Survey. The scheme comprises of a mixture of detached and semi-detached units, together with access, parking and landscaping.

2. Consultation Method

- 2.1 The Community Involvement Exercise principally took the form of a public open evening, held at Chedworth Village Hall on the 18th October 2019. The event was held from 16:00 until 18:30, with Parish and District Councillors invited to attend from 15:30 onwards. The event was hosted by representatives of both Evans Jones and Inspire Architects, who were available throughout to discuss the emerging proposals and answer questions.
- 2.2 Prior to the event, to ensure that as many residents within the area as possible were aware of the consultation an invitation to the event was sent via post to over 300 addresses, comprising the entirety of the physical built envelope of Chedworth. A copy of the letter sent to residents is included in Appendix A.
- 2.3 In addition to the postal mail drop, the events were publicised as follows:-
- a) Notices displayed by the Parish Council.
 - b) Individual email notification to:
 - Elizabeth Broad – Parish Clerk
 - Jenny Forde – Cotswold District Councillor for Chedworth and Churn Valley
 - Anwen Hughes – Cotswold District Council Housing Enabling Officer
 - c) Posts on Parish Council and Evans Jones social media channels

d) Regular contributor articles in local press

2.4 All attendees at each event were invited to provide feedback on the information that was provided via:-

- 1) Feedback Form which could be handed in on the day, a copy of which is included in Appendix B.
- 2) Direct email to Evans Jones Ltd.
- 3) Online Feedback Form via Survey Monkey with the URL provided on the feedback forms.

2.5 For the purposes of data collection, it was requested that any comments were provided by 1 November 2019, two weeks after the event.

3. Analysis of Responses

3.1 A total of 25 people provided feedback following the event. Of these, 14 physical feedback forms were handed in at the event and 10 online feedback forms were completed. The final response was emailed directly, with the respondent indicating that as they did not attend the Community Engagement Event their comments were focused on the principle of housing development.

3.2 The chart below identifies all of the issues that were raised through responses, with the total number of respondents to each charted on the Y axis.

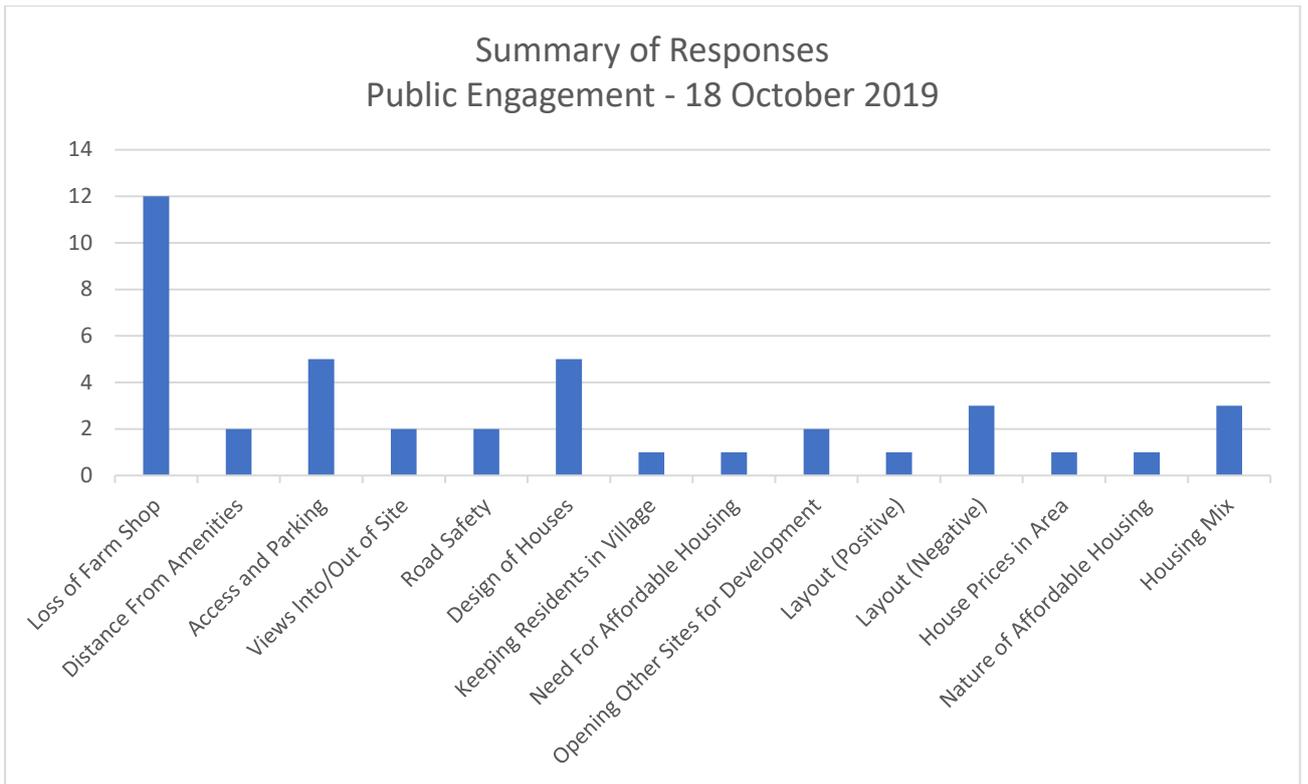
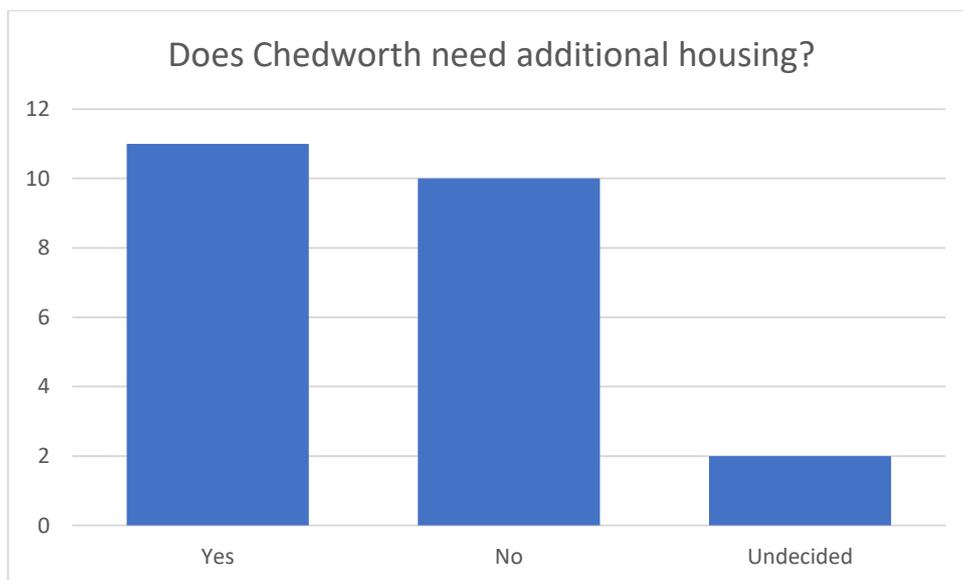


Figure 1 - Summary of Responses, 18 October – 1 November

4. Summary of Responses Received

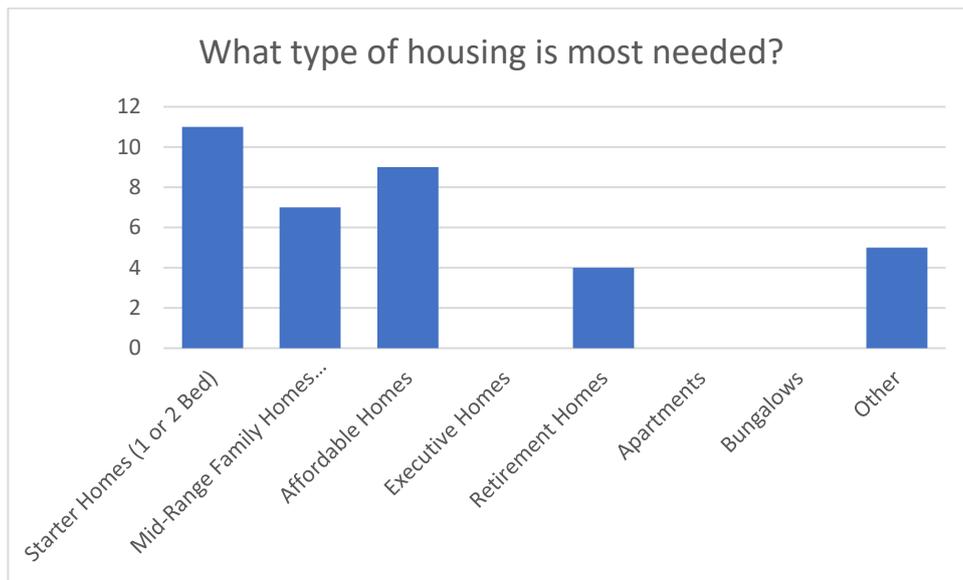
4.1 Need for Housing

4.1.1 Respondents were asked whether they agreed that there was a need for new housing in Chedworth. As shown below, responses were closely balanced, with a slight majority supportive of additional dwellings (11 - 10, with two undecided).



4.2 Type of housing most needed

4.2.1 Of those supportive of additional housing, a range of housing types were indicated as considered to be most needed, as shown below. Note that the number of responses recorded exceeds the total number of respondents, owing to the facility to specify more than one type of dwelling.



4.2.2 Of those who answered 'other', two provided no additional information while one indicated a desire for there being no possibility of extending dwellings on the site. A further comment stated their belief that the development was driven by the desire to make money while the final comment stated a preference for a mix of affordable homes and retirement bungalows.

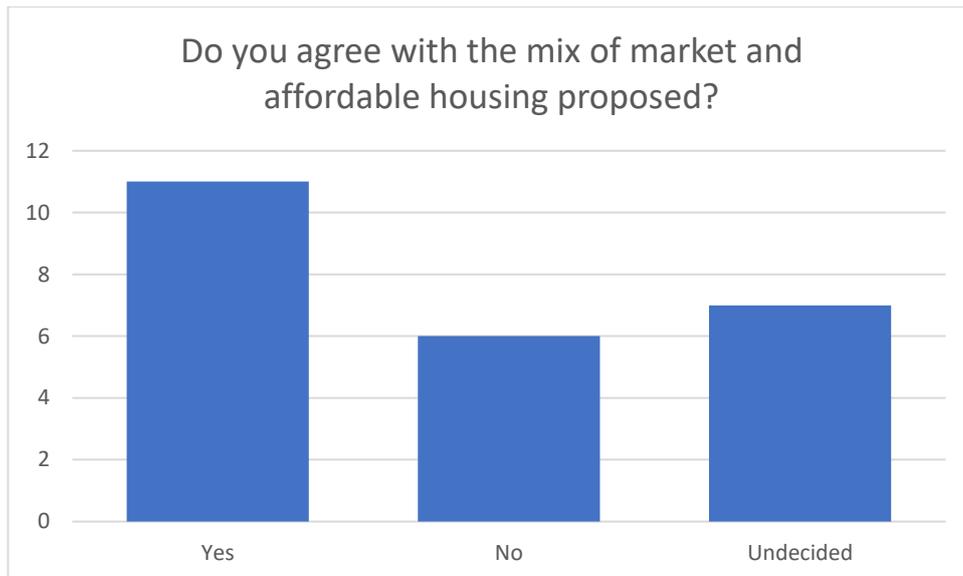
4.3 Design

4.3.1 Respondents expressed a clear preference for more traditional design over a contemporary approach (18 responses to 3) for any new dwellings delivered at Chedworth.

4.3.2 This favoured traditional approach was broadly reflected in the indicative display material presented at the consultation event. Several comments received verbally expressed a preference for traditional materials and, in particular, the dominant use of Cotswold natural stone.

4.4 Dwelling Mix

4.4.1 As a cross-subsidy rural exception site proposal, the survey also asked respondents whether they agreed with the indicated mix of market and affordable dwellings. As shown below, the overall response was generally favourable, although anecdotally comments raised on the night indicated a receptiveness to a slight increase in market units if these were to be smaller and more affordable.



4.5 Indicative Layout

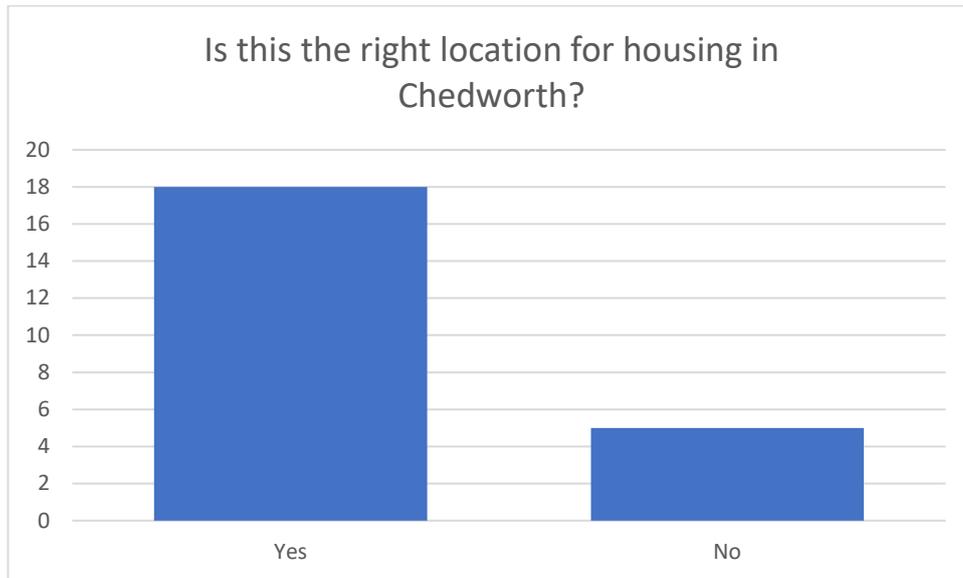
4.5.1 Question 5 of the survey explained that the draft layout displayed shows how the site could potentially be developed and invited any specific comments or concerns in respect to the layout shown. The comments received are summarised below:

- Did not feel that two entrances were needed and could be more hazardous.
- Parking should be in front of the houses, not in car parks away from them.
- The rear of the dwellings should look over the fields, not the fronts.
- The dwellings should be constructed of Cotswold stone to fit in with the rest of the village.

4.6 Location of Development

4.6.1 Without prejudice, respondents were asked whether they felt the Farm Shop site was an appropriate location for new residential development at Chedworth. The

overwhelming response was that it was, as shown below.



4.7 Those who disagreed with this site as a preferred location were invited to indicate their suggested alternatives. The locations that were mentioned as alternatives were the field opposite the site, (but with no further indication of location provided) or at the far end of the village.

5. Response to Consultation

5.1 Need for Housing

5.1.1 Of those respondents with a firm opinion on whether there is a need for new housing at Chedworth, opinion was split fairly evenly between those who believed additional housing was needed in Chedworth and those who did not. Comments were made in relation to the need for housing that it would need to bring a benefit to the village.

5.1.2 Of course, the above must be considered in the context of the Housing Needs Survey – a summary of the results of which were presented at the consultation event – and the District’s overall housing targets.

5.1.3 Plainly, there is an acknowledgement to at least some extent locally that Chedworth does require additional housing and that this includes affordable housing. This is confirmed in the Housing Needs Survey for Chedworth, published April 2017, which confirms that there were five households who self-identified as needing affordable housing. The proposed development ensures that the affordable housing needs within Chedworth are met.

5.2 Loss of Farm Shop

- 5.2.1 An issue raised throughout the responses was that the farm shop would be lost as a result of the development. It was asserted that the farm shop is a valuable local amenity and a much-needed meeting place, a service to the elderly and a service to those in need of convenience shopping locally.
- 5.2.2 Comments were made that the site was in the right location for new housing, but that a suitable replacement for the farm shop should be created as the size of the village merits the provision of a shop.
- 5.2.3 The formal responses following the consultation event do not particularly mirror verbal comments made during the event itself. While a number of respondents confirmed verbally that they did not use the shop, others indicated that the shop and café provided a useful facility for cyclists.
- 5.2.4 Responses are thus somewhat mixed and it is apparent that some respondents will – not unreasonably – take comfort in the availability of a local facility even if they do not often use it themselves. This is often the case with rural pubs threatened with closure, for instance.
- 5.2.5 Since the public consultation event took place, the Farm Shop has been closed, with the closure taking place in February 2021. As there was no public backlash to the closure of the Farm Shop and no plans for a replacement since it closed, it is reasonable to assume that the anecdotal comments made during the public consultation event are an accurate representation of the community's opinion of the former shop (that the farm shop was not well supported or liked).

5.3 Site Location and Distance to Amenities

- 5.3.1 With regard to whether the site was the right location for housing 78.26% of respondents said that this was the right location whilst 21.74% said that it was not. The comments in favour of the site location were supportive of open tracts of adjacent land not being developed and the site being 'brown' land rather than 'green' land.
- 5.3.2 Whilst the majority of responses indicated that the housing was in the right location, concerns were raised with regard to the distance from the site to the amenities (mainly

the church, pub and school) within Chedworth. As part of this, concerns were also raised that cars would need to be utilised by those who would live at the site. Those who commented on issues relating to the distance from amenities expressed a desire that any new housing would be located closer to the centre of Chedworth.

5.3.3 One of the comments stated that the site was in the right location as it cannot be seen from the Chedworth Valley and thus there would be no negative visual impact from the new housing. It was also noted that it would be important not to affect the skyline of the Chedworth Conservation Area.

5.3.4 Overall, the encouraging feedback, together with the development's policy compliance in locational terms, reaffirms the appropriateness of the location. In the context of Chedworth village, the site is reasonably free of constraints.

5.3.5 As is confirmed in the submitted Landscape and Visual Appraisal, the cluster of existing settlement features and established green infrastructure creates greater capacity for new, well designed development in this location without causing a detrimental change to the recognisable local landscape character. The mitigation measures incorporated within the development will conserve the landscape character and scenic beauty of the area, in keeping with local and national policy and guidelines.

5.4 Housing Mix

5.4.1 With regard to the specific type of housing needed in Chedworth, as previously indicated, the most common types of housing desired are Starter Homes, Mid-Range Family Homes, Affordable Homes and Retirement Homes.

5.4.2 Comments were made that this opportunity should be used to create a more mixed community within Chedworth and help to prepare for the needs of an ageing population. As part of this, some respondents noted that there would be a need for market housing to make the site viable for housing, with smaller market units preferred in this respect.

5.4.3 Comments were received about what 'affordable housing' would mean in the context of the site and how the affordable housing would sit alongside the market housing at the site. The individual making these comments noted that they would want to see the

homes being for people from Chedworth who might otherwise be prevented access to the housing ladder. A comment was also made over whether the houses would be truly 'affordable' in the context of the high house prices in the area.

- 5.4.4 The affordable housing mix comprised in the proposals is directed entirely by the findings of the 2017 Housing Needs Survey, although given the generous extent of the site area and requirement for a high standard of landscaping the units scheduled are some way larger than minimum requirements. As affordable units, these would be bound by the usual provisions of a S106 agreement, plus an additional 'cascade' provision ensuring that priority would be given to prospective occupiers with a genuine local connection to Chedworth.
- 5.4.5 Turning attention to the market units, the original indicative plans displayed at the consultation event had been informed by the need for a considerable extent of cross-subsidy to ensure overall scheme viability. In response to the feedback received, having particular regard to the general feeling that smaller – if a greater number of – market units would be preferable, however the prospect of some such unit mix has been explored.
- 5.4.6 The submitted Financial Viability Assessment confirms that the provision of additional affordable housing would impact negatively upon scheme viability. The proposal thus comprises the minimum cross subsidy necessary to deliver the much needed affordable housing.

5.5 Design

- 5.5.1 In terms of the design of housing, the majority of respondents wished to see housing of a traditional design, in keeping with the character of Chedworth village. Two comments were made that the houses should be built of Cotswold stone, as houses with render or brick, especially at the entrance to the village, would be out of keeping with the rest of the character. Another resident stated that they needed comfort on timber windows, finishing and landscaping. It was noted that the design of housing could be used to enhance the character of the village, if an attractive design was utilised.
- 5.5.2 The buildings proposed for this application are a mix of traditional style stone and render structures, combined with a modern interpretation of Dutch barns. These are

laid out to create the feel of a cluster of agricultural buildings, set around a central courtyard with Dutch barns set to one side. The form of the courtyard buildings being comprised of Cotswold stone and rough cast render reflects a traditional Cotswold aesthetic, demonstrating that the proposed dwellings are in line with the public comments. Furthermore, the houses have been carefully designed in order to provide good levels of high-quality internal accommodation, in compliance with national space standards. The development will be enhanced and screened from the adjacent open landscape by the introduction of a planted 5 metre buffer to the southern boundary.

5.6 Layout

5.6.1 The level of support for the original draft layout was mixed. Of those providing specific comments on the layout, two comments noted that the layout was sensible and a fair use of the space available. Other comments raised issues that the front gardens would bring urbanisation into the countryside and that the layout did not make sense unless it was stage one of a larger development. In the view of the respondent, this was due to the rear of the houses not overlooking the fields.

5.6.2 The final layout has been significantly altered since the public consultation. The proposed development has been arranged in a semi-formal layout, served via two access points from Fields Road, to create a unified and cohesive aesthetic across the development. It has been designed to protect and enhance the setting of the adjacent listed barn and views of it and the site from the highway and open landscape to the south. The creation of new private gardens and amenity spaces will provide the common areas that the respondents mentioned and the proposed site layout confirms that the development will contain rear gardens allowing for private amenity spaces for each occupier, whilst avoiding the urbanising effect mentioned by respondents.

5.7 Access and Parking

5.7.1 With regard to the draft layout, comments were made relating to the access and parking on the site. Concerns were raised over whether two entrances onto the site were needed and whether they would create safety issues; the cost of maintaining the road and whether the parking for the north east plots would be restrictive.

5.7.1 A review of the access arrangements has determined that there are no adverse

highway implications from having two access points. The use of two access points will also significantly reduce traffic for the existing western access compared to the farm shop use.

- 5.8 Each new dwelling is provided with suitable allocated parking spaces and providing for the charging of an electric vehicle and secure storage facilities for a minimum of two bicycles. Two shared visitor parking spaces and a Sheffield stand for visitor cycle parking are provided within the western access. The combination of these parking arrangements ensures that none of the parking will be restrictive.

6. Summary and Conclusions

- 6.1 Concerns and comments expressed by those responding to the consultation exercise have been fully considered by the design team. The specific comments identified within this report, and the information submitted with the application, seek to address all material planning comments raised by residents in response to the consultation exercise.
- 6.2 On behalf of Stag Homes Ltd, and the design team as a whole, I thank those who took part in the consultation exercise.

Anthony Cogan
Graduate Planner
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E. anthony.cogan@evansjones.co.uk

Appendix A

Our Ref: 14316
30 September 2019

Dear Resident

Public Engagement

Proposal: Residential development

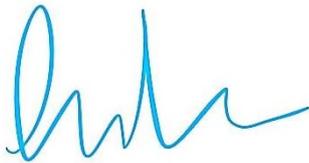
Site Location: Fields Road, Chedworth

I am engaged by my client to submit a planning application for the erection of 9no. dwellings following demolition of existing buildings at the above site.

Please see attached notification of the Community Engagement Event.

Should you have any queries or concerns please do not hesitate to contact the undersigned, otherwise, I look forward to seeing you at the Community Engagement Event.

Yours sincerely
For and on behalf of Evans Jones Ltd



Chris Marsh BA(Hons) MPlan MRTPI
Senior Planner
E-mail: chris.marsh@evansjones.co.uk

Enc: Community Engagement Event Invitation

Community Engagement Events

INVITATION

Proposal: Residential development

Site: Land at Fields Road, Chedworth

Engagement: Drop-in events

The purpose of the engagement events is to display proposed indicative plans and supporting material for the erection of 9no. dwellings following the demolition of buildings on site. The development will provide within its scope 5no. affordable dwellings, access and landscaping.

The event will give the opportunity to view the initial indicative site layout, together with background and supporting information, and provide feedback prior to the scheme's submission for outline planning.

Feedback forms will be available on the day and can be submitted at the time or by post or online at any time prior to Friday 1 November. Members of the design team will be available to answer questions.

Event Date: Friday 18th October 2019

Venue: Chedworth Village Hall (Social Room)
Fields Road
Chedworth
Cheltenham
Glos
GL54 4NQ

Time: 16:00hrs - 18:30hrs

Any queries or for more information please contact **Chris Marsh** of Evans Jones Ltd
t: 01242 522822 e: chris.marsh@evansjones.co.uk

Appendix B

PUBLIC ENGAGEMENT YOUR COMMENTS...



We appreciate your feedback. Please complete the below survey and return to **Evans Jones Ltd, Royal Mews, St Georges Place, Cheltenham, GL50 3PQ** by the 1st November 2019.

Alternatively, if you would prefer to give your feedback via **email**, please send this to **consultation@evansjones.co.uk** with **Chedworth Farm Shop** as the subject heading, by the 1st November 2019.

Alternatively, you can complete the form online at: <https://www.surveymonkey.com/r/DWL5ZFF>

1. Does Chedworth Need Additional Housing

Yes

No

Undecided

Please Comment:
.....
.....

2. If yes, what type of housing is most needed?

Starter Homes (1 or 2 Bed)

Mid-Range Family Homes (3/4/5+ Bed)

Affordable Homes

Executive Homes

Retirement Homes

Apartments

Bungalows

Other (Please Specify)
.....
.....

3. If the site is to be developed would you prefer:

Housing of more traditional design

Housing of more contemporary design

PUBLIC ENGAGEMENT YOUR COMMENTS...

4. Do you agree with the mix of market and affordable housing proposed?

Yes

No

Undecided

Please Explain

.....
.....
.....

5. The draft layout shows how the site could potentially be developed, do you have any specific comments or concerns in respect to the layout shown?

.....
.....
.....
.....
.....

6. Is this the right location for housing in Chedworth?

Yes

No (Please State Location of Preferred Site)

Please Explain

.....
.....
.....
.....

7. If you consider this the wrong location for additional housing, what alternative use of the site do you consider appropriate?

.....
.....
.....
.....
.....

Name

.....

Postcode

.....



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