



**BARRATT**  
— HOMES —

**Engine Lane, Nailsea**

**Statement of Community Involvement**

April 2017

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## Executive Summary

Barratt Homes have undertaken a programme of public consultation to outline and shape their plans for a housing development on land off Engine Lane in Nailsea, North Somerset. Throughout the project Barratt Homes have worked closely with Nailsea Town Council and the public consultation process has been strongly influenced by the Town Council's input in the process. In order to ensure that the project is in line with local wishes and needs, a workshop with Nailsea Town Council was held and a Design Brief was agreed. Thorough consultation has been undertaken with Nailsea & Backwell Rugby Club as well, as the development site is partly on land they lease.

Pre-application public consultation activity for the Engine Lane proposal has included: the distribution of 2,500 newsletters to households in a 1000 metre radius of the project site as well as community venues throughout Nailsea; provision of a community email address, Freephone number and Freepost address to enable two-way communication channels for the public so they could provide feedback free of charge to them, a project page on Barratt Homes' community website with project information as well as an online form to provide feedback, announcements of a public exhibition on Barratt Homes' community website, announcements of the public exhibitions on social media, posters at notice boards and community venues, press releases before and after the public exhibition, the public exhibition event held at Nailsea Vestry Hall and follow up letters and emails to questions and comments received throughout the public consultation process.

Local residents, interest groups and councillors were invited to attend the public exhibition at Nailsea Vestry Hall. At the exhibition, members of the project development team were on hand to explain the proposals and answer questions. The exhibition was attended by 190 members of the public. Feedback forms were provided for attendees to voice their opinion on the draft plans. Feedback was also received via returned comment cards which were enclosed in the widely distributed newsletter, via the online comment form and the Freephone number.

Since commencement of the pre-submission consultation process began, we have received 80 responses. 50 of those, or 63%, are from people who raise concerns and/or indicate opposition to the plans. 16% or 13 responses are neutral or undecided and 21% or 16 responses are supportive. The issue most frequently raised regarding the development is the perceived capacity of the local road network. Supporters point out the local need for new housing and rejuvenation of the town.

In response to the feedback received, the project development team are in an ongoing process of answering individual requests for particular information, addressing concerns and, if required, meetings with interested parties. Engagement with the community will continue once the plans have been submitted and throughout the project's journey through the planning process.

## 1. Introduction

- 1.1 The views of the community are important to Barratt Homes. The company embraces community consultation; it is at the heart of its approach to development, not only in the pre-application stage, but for the duration of the project. This document outlines the consultation that has been undertaken for the application, the feedback received and forthcoming consultation activities.
- 1.2 Barratt Homes' public consultation programme was influenced by the North Somerset Council Statement of Community Involvement (March 2015), which embraces engagement from an early stage and provides general principles for public consultation. Barratt Homes have looked to undertake their consultation programme in line with these principles.

## 2. Consultation activities for Engine Lane, Nailsea

### Nailsea Town Council

- 2.1 The proposals have been designed in close consultation with Nailsea Town Council. The Town Council have been instrumental in ensuring that the proposals accord with the Nailsea Mix Policy and that they reflect local need and demand. In order to establish a working relationship from the start, Barratt Homes and Nailsea Town Council held a design workshop in the Tithe Barn, Nailsea. The workshop has proved an excellent platform to discuss what is needed for Nailsea in terms of type of housing, the number of affordable units etc. The Council have also expressed preferences in terms of how the development should look, for example the use of red brick. All this has been set out in the Design Brief, a design guide for the development that has been agreed between Nailsea Town Council and Barratt Homes. For a copy of the Design Brief please see appendix 1.
- 2.2 The design workshop has resulted in two significant requirements set by Nailsea Town Council which Barratt Homes has agreed to comply with. Firstly, Barratt Homes are required to market and sell the first phase of the development, no less than 10 plots, to qualifying local people. Secondly, Barratt Homes will seek a nominations agreement with North Somerset Council for the affordable housing provided by the development to help meet the housing need in the immediate area.

### Nailsea & Backwell Rugby Club

- 2.3 As a direct neighbour and leaseholder of a small part of the proposed development site, Nailsea & Backwell Rugby Club are key stakeholders in the consultation process. Barratt Homes have engaged with the Club from an early stage and a way forward has been agreed.
- 2.4 The northern part of the proposed site is currently used by the rugby club as junior training pitches. However, the gradient of these pitches is not ideal for training purposes, with training sessions regularly cancelled due to the pitches being water logged. As part of the proposed development, replacement pitches will be delivered to the east of the current senior pitches, which is closer to the on-site facilities than they currently are. The replacement pitches will be much

higher quality than the existing ones, with purpose built drainage. They will be constructed by specialist contractors to meet Sport England and RFU specifications.

- 2.5 The rugby club will enter into a community use agreement to ensure that the club is available to the general public when not using it for its own purposes. This further extends the facility as a community asset. This approach, presenting opportunities for better play facilities as well as an extension of the club, has the full backing of Nailsea & Backwell Rugby Club.

#### Community website page

- 2.6 In order to provide project information as well as an opportunity for public consultation online, Barratt Homes have set up a community website, which can be found at the web address [ww.barrattbristolcommunity.com](http://ww.barrattbristolcommunity.com). The project at Engine Lane is one of the housing developments listed under the Proposed Developments section, featuring a project page which provides information and has its own feedback section. The webpage for Engine Lane went live on 24 November 2016. It has been advertised in the newsletter and on public exhibition materials. The web page content is appended in appendix 2.

#### Freephone, freepost and email

- 2.7 In order to ensure that stakeholders can easily get in touch with Barratt Homes about any matter relating to the proposed development at Engine Lane, a variety of free-of-charge communication channels have been provided. They comprise the community email address [communitybb@barratthomes.co.uk](mailto:communitybb@barratthomes.co.uk), Freephone number 0800 25 45 185 and Freepost address Freepost RTSY-BYYK-CZZT c/o Cratus Communications, 25 Lavington Street, London SE1 0NZ. These communication channels were advertised through the newsletter as well as social media, the press releases, community venue posters and stakeholder invitation letters to the public exhibition.

#### Newsletter

- 2.8 The newsletter for the proposed Engine Lane development is a two-page A4 size leaflet that provides initial information on the project and Barratt Homes as a developer, an invitation to the public exhibitions, a short paragraph on policy background and contact details should residents wish to get in touch. It also provides a comment card, inserted for residents to complete and return using the freepost address provided so comments can be sent free of charge.
- 2.9 The newsletter was produced in November 2016 and circulated to addresses in south west Nailsea. A database was created for households that are situated within a 1000 metres radius from the development site at Engine Lane. The newsletters were posted on 1<sup>st</sup> December 2016 to 1792 households. The databased excluded the addresses of households along Engine Lane, as they were hand-delivered to ensure a timely delivery as well as a guaranteed notification of the public exhibition well in advance of the event taking place, on 15 December 2016. The newsletter can be viewed in appendix 3.
- 2.10 Newsletters were supplied to community venues throughout the town of Nailsea so residents could pick up a copy. In total, 2,500 copies of the

newsletter were distributed in Nailsea. The community venues that were visited where copies of the newsletter were made available were:

- Nailsea Tithe Barn
- Nailsea and Backwell Rugby Club
- Trinity Church
- Ring O'Bells public house
- The Grove Social Club & Sports Centre
- Co-op shop (on the corner of Queens Road)
- Moorend Spout public house
- Nailsea Social Club
- Nailsea School
- Nailsea Tesco (staff canteen)
- Scotch Horn Leisure Centre
- Vestry Hall – Christ Church Nailsea
- Nailsea Library
- Mizzymead Recreational Centre, Social Club & Bowling Alley
- Baptist Church Nailsea
- Hannah More Infant School / Grove Junior School
- St Francis of Assisi Catholic Church
- Harvest Energy Petrol Station & Shop (at Nailsea railway station)

#### Pre-exhibition publicity

2.11 Invitations to the exhibitions were sent to local stakeholders including the President and Chairman of the Nailsea and Backwell Rugby Club, elected representatives from Nailsea Town Council and North Somerset Council and local Member of Parliament Dr Liam Fox. Nailsea Town Council's Clerk kindly suggested to provide him with an announcement for social media that are widely followed by Nailsea residents. Along with the newsletters supplied to community venues, posters were put up on community notice boards to increase awareness of the public consultation event. The posters were also used for Nailsea Town Council's parish notice boards. A sample of the invitation letter, the social media announcement and the poster are appended in appendix 4.

#### Press releases

2.12 A press release to advise local residents, businesses, organisations and other interest groups of the public exhibition event was issued to the North Somerset Times, the Western Morning News and local blog Nailsea People on 2 December 2016. A second press release was issued after the public exhibition, in order to summarise the event. The press releases can be viewed in appendix 5.

## Public exhibition

- 2.13 The primary aims of the public exhibition were to provide information about the proposed development, receive feedback to inform the proposals where practicable and to allow members of the public to have direct conversations with the project team where they had the opportunity to ask questions and comment on the draft proposals.
- 2.14 The public exhibition was held at the centrally located Vestry Hall, Christ Church Close, Nailsea, BS48 1RT on Thursday 15 December 2016 from 3 until 8pm. The opening hours of the exhibition were selected to enable a wide audience to attend, including those at work during the day.
- 2.15 The exhibition comprised a number of display panels outlining the proposals in a variety of topics, from development design and landscape through to access, drainage and ecology. Draft visuals were provided, giving an indication of the type of development and design proposed in line with the Design Brief and local policy.
- 2.16 Representatives from Barratt Homes and their key consultants working on the Engine Lane development were on hand to discuss the draft proposals and answer any questions. The exhibition boards that were used at the event are shown in appendix 6.
- 2.17 A visitor's book was maintained at the exhibitions allowing residents to register their names and contact details. The team welcomed 190 visitors through the door, children not counted. There was also a feedback form handed out to visitors on arrival. Visitors were encouraged to complete a feedback form before leaving, but if that was not possible they were asked to fill it in later and send it free of charge to the freepost address. Details were printed on the back of the form which can be folded and sealed shut using an adhesive strip provided on the form. A sample feedback form can be viewed in appendix 7.

## 3. Consultation feedback

- 3.1 Throughout the public consultation programme we have received qualitative as well as quantitative feedback. Through the various feedback channels we have to date received 80 individual responses. Listed below is a summary of the key findings obtained thus far.

### Newsletter feedback slip

- 3.2 A cut-off feedback slip was included as part of the newsletter which was sent out approximately two weeks prior to the public exhibition. The feedback slip provided the opportunity to voice one's opinion by ticking one of the boxes on a five-point scale, as well as an 'open' section for specific questions or comments.

The feedback slip could be sent free of charge to the Freepost address used for this project. Of the 2,500 newsletters distributed in Nailsea, 37 were returned, which is just under 1.5%. 28 responses were opposed or very opposed, 2 were

undecided or neutral and 7 were supportive or very supportive. Copies of the returned feedback slips can be found in appendix 8. All personal details have been removed in accordance with the Data Protection Act.

#### Public exhibition feedback form

3.3 A total of 37 feedback forms were returned at the exhibition's registration desk or sent free of charge to the Freepost address later on. Out of those, 19 were opposed, 9 provided a neutral comment and 9 were supportive of the plans. Copies of the submitted feedback forms can be found in appendix 9. All personal details have been removed in accordance with the Data Protection Act.

#### Community website - online feedback form

3.4 Comments through the online feedback facility were submitted by 5 people, of whom 3 are opposed, 1 is neutral and 1 is supportive. Copies of the comments submitted online can be found in appendix 10. All personal details have been removed in accordance with the Data Protection Act.

#### Email

3.5 At the time of writing this document, no comments have been received through the email address [communitybb@barratthomes.co.uk](mailto:communitybb@barratthomes.co.uk).

#### Freephone

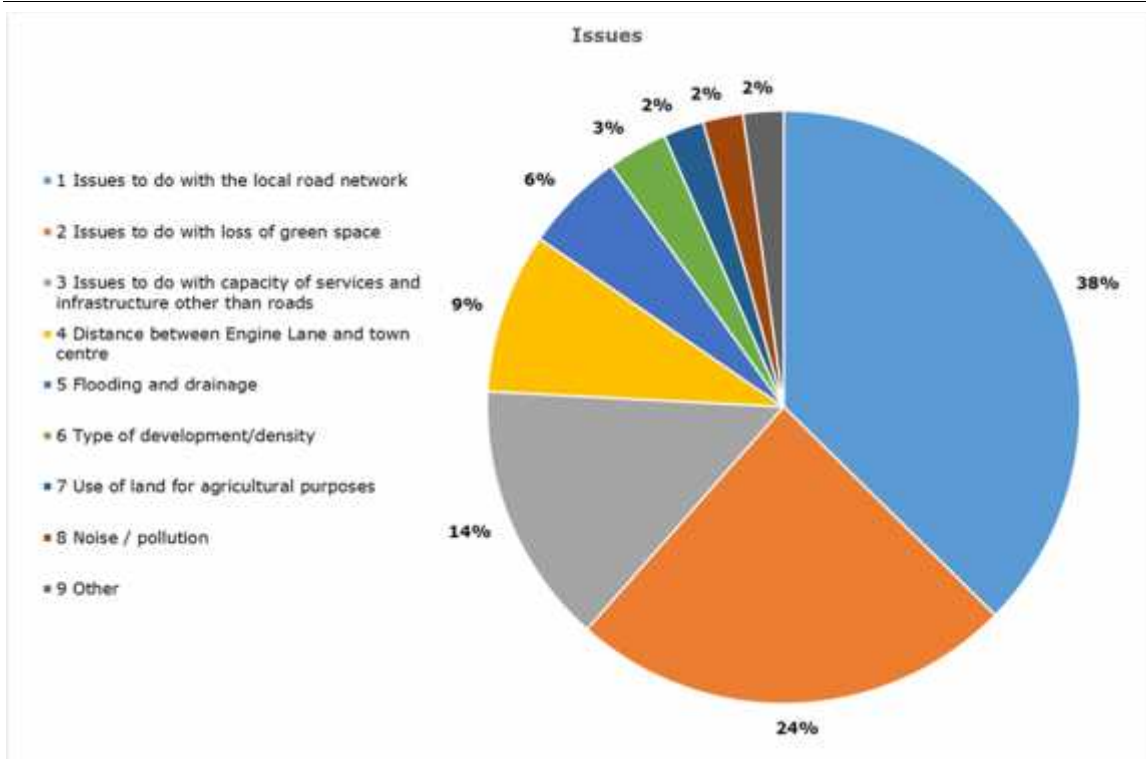
3.6 The Freephone was used by 1 resident to communicate with Barratt Homes about the proposed plans. The comment did not indicate support or opposition and was classed as neutral.

#### Issues

3.7 Comments were made in relation to perceived issues and concerns about the proposed development. A total of 91 comments expressing issues and concerns were clustered in 9 categories. They are presented in the below table, in order of frequency of mentioning by individual respondents.

1	Issues to do with the local road network	34	38%
2	Issues to do with loss of green space	22	24%
3	Issues to do with capacity of services and infrastructure other than roads	13	14%
4	Distance between Engine Lane and town centre	8	9%
5	Flooding and drainage	5	6%
6	Type of development/density	3	3%
7	Use of land for agricultural purposes	2	2%
8	Noise / pollution	2	2%
9	Other	2	2%
	Total	91	100%





3.8 Other comments and statements that were made by respondents included:

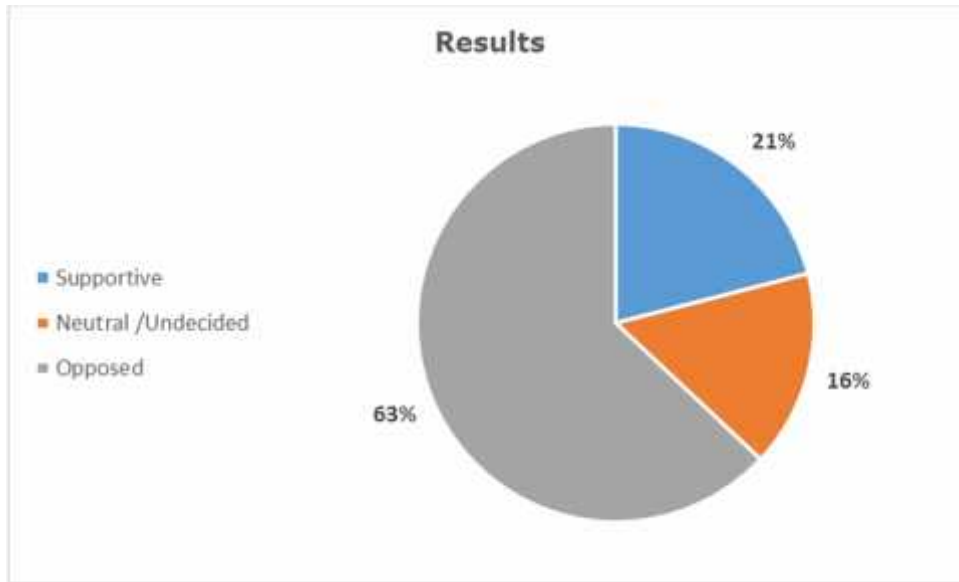
- The need for additional housing in Nailsea
- The need for affordable homes in Nailsea
- The necessity of rejuvenation of the town
- Interest in the purchase of a property in the Engine Lane development once completed
- Suggestions for the development plans, including:
  - i. The use of swift bricks and bird / bat boxes to enhance ecology and biodiversity in the development
  - ii. The type of homes, such as 1-bed units and bungalows
  - iii. Design of the development, such as the use of stone, planting of hedges comprising native species, width of streets for car parking
- Suggestions for the exhibition, including:
  - i. More information on policy background of housing development
  - ii. Larger font size and different shape of information boards to make them easier to read

3.9 Barratt Homes take all comments into careful consideration and incorporate constructive suggestions where practicable. The project team are in an ongoing process of answering questions and addressing concerns. Where people have indicated not to contact them we have taken them off our database.

Summary of feedback results

3.10 Overall feedback for Barratt Homes proposal for a housing development on land off Engine Lane can be summarised as follows:

	Newsletter	Exhibition	Website	Email	Freephone	Total	%
Supportive	7	9	1	0	0	17	21%
Neutral /Undecided	2	9	1	0	1	13	16%
Opposed	28	19	3	0	0	50	63%
Total	37	37	5	0	1	80	100%



Response to consultation feedback

3.11 Barratt Homes continues to liaise with Nailsea Town Council and local residents with the aim to propose and deliver a housing development that reflects local needs and preferences.

3.12 Responses are sent to everyone who provides feedback and/or ask questions during the consultation process and throughout the time that the project is in planning. Where possible responses are sent electronically in order to reduce the use of paper.

3.13 Barratt Homes will ensure that local residents and stakeholders continue to be involved in the process and are kept informed of the proposal's progress through the planning system.

## **Appendices**



For further information please contact:

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