



IWADE PHASE 8

Statement of Community Involvement

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Iwade Phase 8

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1.0 Introduction

This report has been compiled by specialist community consultation company, Indigo Public Affairs, on behalf of Barratt Strategic acting for Ward Homes (from this point referred to as Barratt Strategic).

The purpose of this report is to set down the community engagement strategy for the development proposal known as Iwade Phase 8, what people said and how the applicant has recorded, has learned from, and is continuing to learn from these statements.

Barratt Strategic view dialogue between the local community and key stakeholders as an integral component in the bid to produce exceptional developments that match local needs and ensure proper community cohesion. It is also keen to demonstrate real responsiveness to local stakeholders, both in the development of this and other sites, and in long term commitment that Barratt Strategic has to the area.

2.0 Iwade Phase 8

Barratt Strategic is making an application to Swale District Council for detailed planning permission to develop the land known as Iwade Phase 8.

Iwade Phase 8 is situated to the east of Iwade, east of Woodpecker Drive/ Helen Thompson Close. The site itself is bounded to the east by arable agricultural land, to the north by an agricultural track and agricultural land, as well as the village park, and to the south and south west by residential properties that were built during the first phase of the development of Iwade. There are three ponds within the site; a small pond at the southern end of the former orchard land and a larger pond at its north end, with the third in the northern part of the compensatory habitat area

The land to the east and south of Iwade has been identified to accommodate 400 additional dwellings in the Swale Borough Local Plan 2008. The principle of this scale of development was endorsed by a Government Inspector at the Local Plan Inquiry, who, following a review of comprehensive evidence and survey data, agreed that 0.85 hectares of Old Orchard could be allocated for residential development providing 0.99 hectares of compensatory habitat was provided north of the orchard.

Barratt Strategic proposal for Iwade Phase 8 is for residential use comprising 90 new dwellings that are between 2 – 2.5 storeys in height and a mix of 1,2,3, and 4 bed units.

Working together with all members of the client team, and on behalf of Barratt Strategic, we have undertaken an extensive local consultation encompassing all levels of elected representatives and local residents.

Barratt Strategic believes that this development will make a valuable contribution towards meeting the District's housing needs while reinforcing the comprehensive new infrastructure and environmental enhancements to the village.

3.0 Consultation Process

Barratt Strategic believes that consultation needs to be strategically planned and properly integrated with project development.

We use five stages in community consultation to ensure transparency and understanding and encourage participation throughout the process.

1. Notifying the community and stakeholders about the process for the consultation and the future timetable.
2. Providing information about the plan in the form of a leaflet, and stakeholders meetings.
3. Analysing the feedback to identify the issues the developer needs to address to ensure the development fits in with the requirements of the local people, where practical.
4. Providing a response from Barratt Strategic to that feedback.
5. Publicising the key issues and Barratt Strategic response to them

This SCI has been prepared to document the consultation carried out on behalf of Barratt Strategic in respect of the proposed Development Brief for this site.

3.1 Exhibition

The exhibition was held on Wednesday 30th July between 3pm and 9pm at Iwade Village Hall, which is located on the main street through Iwade. This location, date and time were chosen to give people the maximum opportunity to attend. Residents were hand delivered an invitation a week prior to the exhibition.

The exhibition consisted of 12 boards, copies of which can be found in the appendix. Barratt Strategic, Judith Ashton Associates, Simon Coopers Architects, WSP Group, Keystone Environmental, Lloyd Bore Landscape Architects & Ecologists and David Lock Associates were in attendance to answer questions.

Attendees were also provided with the opportunity to leave their comments on return slips provided with the leaflet. Attendees were asked to sign in, and approximately 80 people came to view the plans on display.

3.2 Invitation

Approximately 500 invitations were hand delivered on Wednesday 23rd July, one week prior to the exhibition, to houses surrounding the proposed site, which is shown in red; *please note this is a rough outline of the site*. A copy of the invitation can be found in the appendix (page 13).



3.3 Leaflet

At the exhibition 750 leaflets were provided for residents to take away with them. The leaflet gave details of how the updated development brief will guide the development proposals, to ensure that the requirements of the recently adopted local plan are addressed. A copy of the leaflet can be found in the appendix (page 14).

An integral part of the leaflet was a perforated tear-off form, providing an opportunity for people to express their views on the scheme. The return address used was a Freepost address, meaning that the form could be returned at no cost.

The leaflet also listed other means by which residents and other stakeholders could get in touch. These consist of:

1. A Freephone telephone line, staffed during office hours by Indigo personnel.
2. A dedicated email address: iwade@yourshout.com
3. A special SMS text service, with a clear explanation that it was not a premium rate line.

Also on the back of the leaflet was an explanation of how translated copies of the leaflet could be obtained.

3.4 Information Provided

The leaflet and accompanying information was meant to be informative and help guide people in forming their own views about Barratt Strategic's Development Brief and proposals and ask questions of the consultant team.

Information was provided on:

- The site of the proposed development including the surrounding area.
- Information on the adopted plan for Iwade.
- The environmental features of the scheme.
- Indicative images of the proposed development.
- A FREEPHONE telephone number for further information - 0800 458 6976.
- A FREEPOST return address for the questionnaire.
- An e-mail address for further information – iwade@yourshout.com.
- A telephone number to text in comments – 07797 806537.

Comments and suggestions:

1 Please take a moment to tell us about any comments or suggestions you may have.
In my opinion,

2 Do you support the initial ideas for the site set out in this leaflet? Please tick one:
 yes yes with reservations don't know no

Name _____

Address _____

e mail _____ telephone number _____

Thank you for your time. Please just pop this in the post box - no need for a stamp.

A more detailed example of the return card can be found in the appendix (page 29).

3.5 Display Panels

At the exhibition we had on display 12 panels outlining the proposals for Iwade Phase 8. Copies of the panels can be found in the appendix, and consisted of:

1. Welcome (page 18).
2. Planning Background (page 19).
3. The Proposed Development (page 24).
4. Ecology (page 21).
5. Drainage and Flood Risk (page 22).
6. Landscape (page 20).
7. Transport and Access (page 23).
8. Proposed Compensatory Habitat (page 25).
9. Illustrative Street Scenes (page 27).
10. Draft Development Proposals, *two copies were on display* (page 26).
11. What Happens Next (page 28).

Translations

- If you would like a copy of this leaflet translated into any language, or would prefer LARGE TYPE, please call. **0800 458 6976**.
- اگر آپ اس لیفلٹ (پروپوز) کا ترجمہ اردو، پنجابی یا گجراتی زبان میں چاہتے ہیں تو براہ مہربانی اس ٹیلیفون نمبر پر رابطہ قائم کیجئے: 0800 458 6976
- আপনি যদি নিচে এই লিফলেটের বাংলায় অনুবাদ করা একটা কপি পেতে চান, তাহলে 0800 458 6976 নম্বরে টেলিফোন করুন
- आपनी बुझ्वाती भाषामा तस्भुमा कस्वामा आवेदी, आ पत्रिकांनी क्रांथीनी आपने खुर अथ, ती कृया करी संपर्क साधा; दूरिध्वन नंभर 0800 458 6976.
- ନିଚେ ବ୍ରହ୍ମଣ୍ଡି ଅମ ଚାଢ଼ଣିଟ ଚାି କାପି ପିନାସା ବିଚ୍ଚ ଚତାିଚାି ପି ଡା ନିଚଠସଠାି ଭବରେ 0800 458 6976 ଡି ଟିକାିଢିନ ଭବି।

Simon Cooper Architects supplied a video fly through of the proposals so that residents would be able to have a better idea of what the site would look like and also give them an idea of how the development could affect them.

3.6 Addressing Barriers

Throughout the consultation process, we have been mindful of the need to address barriers to participation. The leaflet supplied for the exhibition had information on the back explaining how to request translations:

Also, the exhibition was held during the week between 3pm and 9pm so that the maximum amount of residents could attend. If people were unable to attend, they could contact the Consultation team via email or the dedicated phone line.

4.0 Feedback

500 invitations were delivered to local residents. During the exhibition approximately 80 people attended; the map below shows where attendee's had come from;



When this report was compiled comments had been received from 32 addresses, either by use of the supplied response cards or by email. We expect to continue receiving views from stakeholders and we will continue to update this report until the submission of the proposals to the planning committee.

Respondents included local residents and community groups. Of the 32 respondents all but three of them provided address details. A map showing the location of respondents is included below:



Feedback below was received from residents, either by email (iwade@yourshout.com) or on the comment slips supplied at the exhibition. Main issues that have been highlighted (in order of importance/most commented) from the returns are:

- A new road should be built for construction access.
- Helen Thompson Close is a Close and residents object to it being opened up for either construction traffic or access to the site.
- Access should come from Grovehurst Road.
- The Safety of children using the village park given the increased traffic using Woodpecker Drive.
- New properties overlooking current properties.
- A 5-bedroom house seemed to be located in an area that was not identified in the Local Plan as an area of development
- Iwade is already very highly populated.
- Ferry Road is already busy enough with through traffic from Sheppey.
- The level of parking provision was inadequate.
- The Cycle path off Shelduck Close should be carried through to Helen Thompson Close.
- Speed bumps should be considered as part of the traffic calming measure
- The affect on wildlife on the site.
- Flood risk.
- Construction and associated traffic will cause 18 months of inconvenience, dust and noise for local residents.
- The schools and doctors surgeries in the area are already at high capacity.

Copies of the returns can be found in the appendix page.

4.1 Parish Meeting

A meeting was held with the Parish Council on Monday 28th July at 11am:

Attendees:

Phil Fearn – Chairman
Brian Groves – Vice Chairman
Peter Wilks – Planning Chairman
Amanda Hurrell – Councillor
Sarah George – Council Clerk
Nick Kilby - Indigo Public Affairs

The Councillors generally felt that Barratt Strategic were handling this latest development and changes to the development brief very well and welcomed the advance briefing.

The main topics aired and discussed are as follows:

- There is general concern about the effects of the construction traffic on the new play area on Woodpecker Drive.
- Parking is bad for residents in Woodpecker Drive as a result of visitors to the Village and shops. They have general concerns about road parking and would welcome support in convincing Swale of the need for parking restrictions and limiting visitor parking.
- Parking places should be clearly marked for visitors and spaces allocated to houses also should be marked to reduce use by non residents.
- Reassurance that Barratt Strategic will ensure that the Estate is maintained and repaired up to the point it's adopted by Swale.
- The eastern landscaping of the boundary is important. Any creeping of the boundary is not welcomed and they would like a real landscaped boundary which is protected from being taken as garden later.
- Trees have been damaged before adoption in the play area.
- Traffic levels were discussed but not considered major. The Village was subjected to very heavy traffic in the 70's before the bypass.
- "Newts are more important than us" was said several times. While the ecological issue is important to the parish, there was also irritation that Natural England places the Newts above the residents. The school playing fields being an example where it's been reduced in size to protect the newts. The Councillors welcomed the investment in Keystone and the efforts being made in this area.
- The path running through the orchard was not welcomed, saying; "there are enough roads and paths".
- Affordable housing was discussed. The local plan asks for 28% not 30% as we quote in the exhibition and that they would prefer shared ownership against Housing Association.

5.0 Response to points made

Below is a list of points that have been made clear through the consultation under taken and the responses from Barratt Strategic to these points.

Can't the access to the site come from Grovehurst road or construct a new road?

The proposed access to the site from Woodpecker Drive and Helen Thompson Close follows the principles established by the Local Plan. Access via these two roads will integrate the development with the existing village. Access to Grovehurst Road would tend to encourage the development to turn its back on the village. The lengthy route involved would not be overlooked encouraging anti-social behaviour and would be an unsatisfactory solution.

A separate application will be made to Swale Borough Council to provide a temporary road via Grovehurst Road for construction traffic, which was a concern raised by residents.

What will happen to the local wildlife, such as Birds, Bats, Kestrels, Owls, etc?

A Mitigation Strategy has been prepared to:

1. Prevent harm to wildlife (e.g. ecologists will move Great Crested Newts and reptiles from the working footprint prior to works commencing and modified gulley pots will be installed in the development to prevent newts from becoming trapped in the drainage system).
2. Enhance the site for biodiversity (e.g. new habitats will be created and bat and bird boxes will be installed).

Will the new homes be able to overlook and affect the privacy of current homes?

No. Privacy distances will be maintained.

Additional developments will make traffic worse on Ferry Road and increase traffic coming into Iwade.

The development will increase traffic volumes on Ferry Road by 6-8%. The impact of this extra traffic on operation of Ferry Road has been examined in a detailed transport assessment for the development and has been found to have no significant affect on local junctions.

The proposal has inadequate parking

Parking demand from the development has been assessed in accordance with national guidance and local car ownership characteristics. Sufficient parking is proposed to meet this demand allowing for forecast growth in car ownership. Estate road design is less tightly constrained than for recent development in Iwade and provides opportunity for on street parking.

When will the site be completed, phase 5 is still incomplete

During the exhibition residents raised concerns about the condition of the existing development and asked for assurances that the new development would not suffer as they have. Residents will have seen good progress on the existing site over the past two months and newsletters' from Ward Homes are being circulated to keep residents informed of progress. Ward Homes will continue to address any outstanding concerns through the customer service team.

Will Woodpecker Drive and Helen Thompson Close be used for construction traffic?

Following comments received at the public exhibition the feasibility of a temporary construction access (haul road) from Grovehurst Road has been examined. A separate planning application for this temporary access has been submitted and if approved would provide construction access to the site.

The 5 bedroom house seems to be on land allocated for retained land.

Whilst initially the scheme did go beyond the boundaries to built development shown on the Local Plan Proposals Map, the scheme will be revised to accord with the boundaries to built development shown on the SBLP Proposals Map.

The traffic from this proposal will be a danger to children, how will the development ensure that the safety of children is not compromised?

Helen Thompson Close and Woodpecker Drive have been constructed to residential road design standards which place high priority on the safety of all road users, and especially vulnerable road users. The residential streets of the proposed development are designed to the latest guidance which places further emphasis on road safety.

The village is already over developed, over populated and your site is too close to the village centre

Barratt Strategic and the team working on this development have updated the development brief that was approved by Swale Borough Council in 1999; the updates have been made to address the requirements of the recently adopted Local Plan. The proposed development will make provision for the infrastructure requirements it generates.

Helen Thompson Close is a close!

Helen Thompson Close is constructed to conventional residential estate road standards which are the same whether the road is a cul-de-sac or a through road. The name does not indicate any particular road classification or status.

Is 90 the final number of homes, or will this be increased to squeeze more homes on the site?

The application we are currently working on prior to submission to Swale borough council will be for 90 dwellings as stated in our public exhibition.