

**PLANNING APPLICATION WITH REGARDS THE
VILLAGE CENTRE (SOUTH) COMPRISING A
HOTEL AND ASSOCIATED FACILITIES,
BAR/BRASSERIE AND A COVERED MARKET
(CANOPY LINK), WITH ASSOCIATED
LANDSCAPING AND CAR PARKING**

**HEYFORD PARK, CAMP ROAD, UPPER HEYFORD,
OXFORDSHIRE, OX25 5HD**

CONSULTATION STATEMENT

ON BEHALF OF DORCHESTER GROUP

**TOWN & COUNTRY PLANNING ACT 1990 (AS AMENDED)
PLANNING AND COMPULSORY PURCHASE ACT 2004**

Pegasus Group

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1. INTRODUCTION

- 1.1 This Consultation Statement has been prepared by Pegasus Group on behalf of the Dorchester Group (the Applicant) to accompany an application for Full Planning Permission with regards the development of the Village Centre (South) comprising a Hotel and associated facilities, Bar/Brasserie and a Covered Market (Canopy Link), with associated landscaping and car parking (the Proposed Development) on land south of Camp Road (including Buildings 455 and 457), Heyford Park, Oxfordshire OX25 5HD (the Application Site).
- 1.2 This Consultation Statement is not intended to duplicate matters referred to elsewhere, but sets out the process of stakeholder engagement and involvement in formulating the application proposals.
- 1.3 This Consultation Statement is structured as follows:
- **Chapter 1: Introduction** (this Chapter) – Introduces the planning application;
 - **Chapter 2: Process of Engagement** – Provides a description of the engagement process undertaken by the Applicant;
 - **Chapter 3: Issues raised** – Provides a summary of the issues raised during the consultation process and how the Applicant has responded;
 - **Chapter 4: Summary and Conclusions** – Provides a summary of the key findings from this Consultation Statement.

2. PROCESS OF ENGAGEMENT

2.1 The Applicant has sought to obtain engagement from a number of key stakeholders throughout the design process in order to inform the proposals.

2.2 The process has included the following components.

Cherwell District Council and Oxfordshire County Council

2.3 A process of pre-application consultation and dialogue commenced with officers from Cherwell District Council in summer 2015 and has continued through to the submission of the application in May 2016.

2.4 Regular meetings were held with officers from the District Council representing planning, urban design, arboriculture, landscape and community and leisure services.

2.5 Oxfordshire County Council have also been involved in more recent pre-application meetings held in April 2016 where matters concerning transport, highways and parking were discussed.

Local Community

2.6 A specialist firm of consultants, The Decorators, were appointed by the Applicant in summer 2015 to work with the Heyford Park community to develop a programme of events to help shape and inform the emerging proposals for the village centre.

2.7 The process included:

- **Stakeholder interviews** were held over November 5th and 6th 2015 with representatives responsible for breakfast and afterschool clubs at the Free School, residents, parents of children at the Free School, Governors of the Free School, the Park Keepers nursery, the Vicar at Heyford Chapel, business representatives from the local employers at Heyford Park, Surestart (Heyford and Caversfield Childrens Centre), Chair of Heyford Park Residents Association, Scout Leader, Headteacher at the Free School and students from the Free School.
- **Christmas Bazaar** was held 5th December 2015 which was attended to publicise the future workshop sessions.

- **Workshop no.1** held 17th December 2015, attended by some 30-40 attendees.
- **Workshop no.2** held 2nd February 2016, also attended by some 30-40 attendees.

Mid Cherwell Neighbourhood Plan

- 2.8 As a member of the Neighbourhood Plan Forum, the Applicant is engaged in ongoing wider discussions on the appropriate level and delivery of community infrastructure. There have been a number of engagement sessions held by the Forum to discuss, amongst other matters, the delivery of social infrastructure.

3. ISSUES RAISED

- 3.1 The process of engagement has resulted in a variety of issues being identified which have informed the development of the proposals.

The need for a village centre

- 3.2 There is general support across all stakeholders for a village centre to be located the heart of the community at Heyford Park.
- 3.3 The planning and development plan context for the proposed development is set out in the accompanying Planning Statement.

Design issues

- 3.4 Various design matters were raised during the pre-application consultation with Cherwell District Council and Oxfordshire County Council. Comments received ranged from the need to respect the character and appearance of the Conservation Area, the creation of a good sense of place and public realm, through to how the access, servicing, delivery and parking arrangements would work. There has also been discussion over the appropriate approach to hard and soft landscaping.
- 3.5 The detail of the design response and the design rationale for the proposed development is set out in the accompanying Design Access Statement.

Community issues

- 3.6 The involvement of a wide cross section of the community has resulted in a number of values being raised as helping to create a holistic community and in turn will help inform the function and purpose of the village centre at its heart.
- 3.7 Important values which were identified at the community workshop session included knowing each other and providing opportunities for old and new members of the community to be able to meet and to 'connect'; an inclusive approach in terms of age and variety of events and opportunities; achieving a sense of ownership over the place in which you live; achieving wellbeing and health; creating a safe environment, especially for children; and promoting 'outdoor life'.

3.8 As a result of these visionary objectives, the types of events and activities which were suggested by the community were extensive and wide ranging and included:

- Coffee meet up
- Homework clubs

3.9 Health and fitness:

- Buggie fitness
- Walking groups for all ages, including older people
- Outdoor learning
- Dog walking
- Food talks and nutrition
- Outdoor gyms/equipment
- Outdoor yoga
- Martial arts

3.10 Skill share workshops:

- Language
- Heritage
- Greening
- Making
- Embroidery
- Sales and marketing
- Bookkeeping

3.11 Evening events:

- Wine tasting
- Quiz night
- Business meeting
- Food nights
- Busking evening (church band, local groups, school choir)
- Piano
- Movie & film clubs
- Food events
- Small moveable kitchen stall/special events
- Local chef showcase
- Celebration of local food manufacturers
- Artisan producers

3.12 Festivals:

- Night festival and stargazing
- Summer 4th July festival
- Music/beer
- Halloween
- Fireworks
- Big Picnic
- Games

3.13 Given this range and diversity of ideas, the village centre needs to incorporate flexible spaces which allow for different activities at different times of the day and different days of the week. Achieving such 'multi-functional' spaces is one of the core principles and drivers which has informed the development of the proposals,

in particular the creation of the Canopy Link space created between Buildings 455 and 457 together with the Village Square to the north and the Village Green to the south.

- 3.14 In addition, the community feedback received identified that although there were already a good range of community activities taking place at Heyford Park, too often they were held behind closed doors. Therefore, having a space which was visible to the wider community would be beneficial in encouraging participation. This approach lends itself to the creation of a glazed space to allow inter-visibility of these activities taking place, and which has informed the development of Canopy Link concept between Buildings 455 and 457.
- 3.15 It has also led to the proposals incorporating facilities in the ground floor of Building 455 which, in addition to use by the hotel guests, would also be available to the community to use. These include a cinema room, bowling alley, meeting rooms and informal meeting areas.
- 3.16 The proposed development is the first phase of a wider, integrated approach to deliver a comprehensive village centre which provide a varied range of opportunities for the community's core values and vision to be achieved.
- 3.17 The detail of the design response and the design rationale for the proposed development is set out in the accompanying Design Access Statement.

4. SUMMARY AND CONCLUSIONS

- 4.1 This Consultation Statement has been prepared by Pegasus Group on behalf of the Dorchester Group to accompany an application for full planning permission with regards the development of the Village Centre (South) comprising a hotel and associated facilities, bar/brasserie and a covered market (canopy link) with associated landscaping and car parking at Heyford Park, Oxfordshire.
- 4.2 There has been an extensive process of stakeholder engagement involving both the community and technical consultees. All have helped inform and develop the proposals which are the subject of this planning application.
- 4.3 There is support from all stakeholders to deliver a high quality and multi functioning village centre at the heart of the Heyford Park community, and this planning application proposes the first phase of a wider village centre scheme to deliver this key social infrastructure.