



**A summary of the community
involvement programme for**

Clifton Road, Deddington

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1. Introduction

- 1.1 Banner Homes Midlands Ltd (Banner) has acquired an interest in land at Clifton Road in Deddington where we are proposing to redevelop the site with 26 dwellings.
- 1.2 Banner is committed to consulting local stakeholders and the local community with regard to its planning applications. As a result, Banner has a strong track record in consulting and communicating with members of the local community, community groups, local councillors and other relevant third party stakeholders.
- 1.3 This document has been produced with the aim of clearly and concisely highlighting the community consultation undertaken by Banner in respect of its proposals for the site.
- 1.4 This document will provide a chronological account of the consultation activity that has been undertaken within the pre-application stages of the planning application and, in addition, the activity that Banner proposes to undertake post application.
- 1.5 All feedback received is accounted for and represented within this document.

2. Background

2.1 Proposal Site

2.1.1 The site which extends to 4.15 acres, is situated on the eastern side of the village on the south side of Clifton Road, almost directly opposite its junction with Earls Lane.

2.2 Proposal

2.2.1 The site offers an opportunity for a small scale development of the type currently envisaged that will deliver 26 dwellings of varying sizes (and including 35% affordable housing). The scheme also envisages the provision of a car park for users of the Castle grounds that will also make this area more suitable for organised sport.

3. Pre-Application Consultation

3.1 Statement of Community Involvement

3.1.1 A Statement of Community Involvement was adopted by the Council on 2nd October 2006 and updated in 2008. Whilst there is no formal requirement for early public involvement it states that such involvement is likely to be considered beneficial to the production of most planning documents, and if it is carried out, the guidance in the Statement of Community Involvement is still relevant. In this case the advice given on Planning Application Consultation recommends that a pre-application meeting is held with Council Officers and for major applications strong encouragement is given to making direct contact with adjoining occupiers and other relevant interest groups and arranging a local meeting.

3.1.2 Therefore, prior to submitting the formal planning application for the site, Banner undertook a detailed programme of community consultation, as outlined in the following documentation.

3.2 Contacting Statutory Bodies

3.2.1 As part of the pre-application stage, a meeting was held with a planning officer at Cherwell District Council to discuss the draft scheme for the site.

3.3 Public exhibition

- 3.3.1 As part of its supporting consultation activity in respect of the proposals, Banner held an informal public exhibition on Wednesday 13th November 2013 between 5pm and 7.00pm at The Holly Tree Club, Horsefair, Deddington, OX15 0SH.
- 3.3.2 Residents were invited to attend the event via a newsletter, which was distributed by post to an area surrounding the site. The newsletter provided background to the proposals.
- 3.3.3 To help support the consultation activity, a dedicated section relating to the project was established on Banner's main website at www.bannerhomes.co.uk/deddington
- 3.3.4 The exhibition was attended by a total of 55 individuals.
- 3.3.5 The exhibition displayed details about possible new pre-application proposals which included information about:
- The background to the site.
 - The proposed scheme developed for the site
 - Information about the next steps
- 3.3.6 The following materials were also available at the exhibition:
- A brochure regarding information about Banner and other developments.
 - Feedback forms.
 - A visitor's book for registering interest and a desire to receive further information.
 - Stamped addressed envelopes for the feedback forms.
 - A copy of the next steps displays board and a site layout plan.
- 3.3.7 Feedback forms could either be filled in at the venue or posted back by using the supplied postage paid envelopes. These were then collated and the feedback analysed.
- 3.3.8 Representatives of Banner, including its Managing Director, Group Planning Director, Technical Director, Affordable Housing Director and Senior Land Managers were in attendance.

3.4 Review of comments – public exhibition

3.4.1 The following numbers of comments or enquiries were made about the proposals:

Results received up until

Total Number of Attendees	Total no. of responses	Supportive	Supportive with comments	Non-committal	Objector
55	29	-	-	5	24

Positive comments regarding the scheme included:

Comment	Road
Ok to develop.	Anon
The scheme is for some pleasant houses to be built on the Deddington/Aynho road.	Anon
It was well presented to me, but I still think that there should be smaller houses for the young of Deddington to be able to afford.	Chapmans Lane.

Negative comments regarding the scheme included:

Comment	Road
Should not be built. Go away. Houses pictured in your brochure look cheap and ugly. The best thing you can do for Deddington is to disappear.	Anon
Preposterous! Far too many on such a small area. Any development should reflect the area and be appropriate for facilities.	Anon
The proposal would cause significant harm to the character of Deddington. No building should be allowed in a conservation area.	Castle Street
It is a completely unsuitable site as it is far too close to the castle grounds and road forming Clifton Road exceeding dangerous speeds. We do not need any more properties in the village as it is bursting already.	Philcote Street
We have quite enough applications for planning permission without Banner Homes proposing more.	Earls Lane.
Not at all suitable for this historic village – much too close	

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to Castle site	
I strongly object to the planned proposals as this will mean the desecration of an historic site.	
I am totally against this site in Deddington being built on.	
I consider this to be a gross over development of a greenfield site within the Conservation Area of Deddington which would be totally out of keeping with the surrounding area of almost totally single plot housing. Any traffic going north, west or south would have to travel through the village with its two pinch points and narrow lanes which are almost permanently semi blocked parked cars.	High Street

Other Suggestions and questions

Below is a breakdown of the suggestions and questions that respondents have raised as a result of viewing the initial plans:

Comments
Impact on traffic and road safety.
Impact on water drainage, water and gas pressure.
Impact on Conservation area and the local infrastructure.
A one way system through the village would help enormously plus a 20mph speed limit.

3.5 Responses to consultation feedback

- 3.5.1 Comments received from the public exhibition have been reviewed and considered by Banner's project team, and have informed the development of the proposals. Feedback was also given at the exhibition and questions answered. Many of the issues raised are covered in the application documents which accompany this response.

4. Post Application Consultation

4.1 Ongoing communication

- 4.1.1 Given the interest displayed by residents and stakeholders in the proposals, Banner will ensure that information continues to be provided to the local community.