

Land at Stanford Road, Shefford
Development Brief Preparation
Statement of Community Involvement
February 2012

Central Bedfordshire Council and Bloor Homes Ltd

1. Introduction

- 1.1 This report provides details of the public consultation undertaken on the draft development brief for land at Stanford Road, Shefford, in accordance with adopted guidelines¹. The development brief has been subject to two stages of public consultation. First, a joint public exhibition by Central Bedfordshire Council (CBC) and Bloor Homes Ltd prior to the drafting of the development brief took place in September 2011. A more formal public consultation on the draft brief then took place in early 2012.
- 1.2 The following sections of this report give further details of the nature of the consultations, including a summary of the breakdown of the responses received, along with details of how the issues raised – where appropriate – have been dealt with in the drafting of the development brief.

2. Informal Public Consultation and Public Exhibition (September 2011)

- 2.1 Informal public consultation was carried out jointly between Bloor Homes and CBC during September 2011. The purpose of the consultation was so that residents and other stakeholders could engage in the process to help shape the brief at an early stage. This included holding a public exhibition on 13th September 2011, between the hours of 5pm and 9pm, at the Shefford Community Hall on High Street.
- 2.2 The exhibition was publicised by a notice in the Biggleswade Chronicle (**Appendix 1**) and on the Council web pages (**Appendix 2**), together with the distribution of more than 2,200 letters to properties within the local area (see **Appendix 3** for details). 102 people attended the exhibition but in order to ensure as many people as possible were able to be involved in the consultation information boards were also put on exhibit at Shefford Library prior to this event between 9th and 13th September.

¹ Central Bedfordshire Council has a Statement of Community Involvement (SCI) for the north Central Bedfordshire area (former Mid Beds area), adopted in February 2006. The SCI sets out how the Council will engage with the community as part of the planning process. Other planning policy guidance including Planning Policy Statement 1: Delivering Sustainable Development require local authorities to involve the community in drawing up strategies and plans for its area.

- 2.3 CBC and Bloor Homes staff representatives were available during the exhibition to discuss the proposals with members of the public attending. Copies of the display boards used at the exhibition are at **Appendix 4** of this report. A copy of the questionnaire available for members of the public to complete and return is at **Appendix 5**.
- 2.4 36 completed questionnaires were received, of which:
- 13 were left at the exhibition;
 - 6 were sent to a dedicated email address; and
 - 17 were posted directly to Central Bedfordshire Council or Bloor Homes.
- 2.5 **Appendix 6** provides a summary of the breakdown of comments from the questionnaire and other comments raised during the consultation together with a written response from CBC/Bloor Homes.

3. Formal Public Consultation (January 2012)

- 3.1 Following the drafting of the brief a formal public consultation exercise commenced on 9th January 2012 for four weeks until 10th February; which was considered an appropriate timescale given the previous consultation undertaken.
- 3.2 Residents, consultees and other interested parties were written to by letter (a copy may be found in **Appendix 7**) and appropriate advertising of the consultation took place. An advert was placed in the Bedfordshire on Sunday newspaper on 15th January 2012 (see **Appendix 8**). Copies of the document were made available to view on the Council's web-site (see **Appendix 9**), at the various Council Offices as well as Shefford Library and Shefford Town Council's offices. A questionnaire was available to fill in and return – at **Appendix 10**.
- 3.3 A total of 76 completed questionnaires and responses have been received which has shown a good level of interest in the proposals. The comments have primarily been from members of the public residing in a number of different locations within Shefford. A breakdown of the comments may be found in **Appendix 11**.
- 3.4 A number of the comments raised during the first round of public consultation, have been made once again. As detailed in Appendix 6, a written response has already been provided by CBC/Bloor Homes on these various aspects and Appendix 11 refers to this. These points generally relate to access; design; ecology; drainage/ flooding; and capacity of existing infrastructure and services in the town. A number of comments received have also been about the principle of development itself and in the context of Shefford being able to absorb further development. In some cases, adopted planning policies prevail and therefore comments which relate to dwelling numbers, mix and tenure, for example, are not pertinent.

- 3.5 Comments have also included suggestions about what residents would like to see included within the development. Whilst valuable, they are not salient to informing the development brief given its purpose is to identify key principles for the site, opportunities and constraints and are therefore more relevant to any subsequent planning application.
- 3.6 Some comments of a technical nature have also been received and are largely concerned with clarification being made in the brief on the requirements for the development.
- 3.7 Two further formal responses from the Environment Agency and Natural England have been submitted. The Environment Agency is content with the proposed layout of the site and a sequential approach (as detailed within Planning Policy Statement 25: Development and Flood Risk) to locating the more vulnerable built residential development outside of the floodplain and the retention of existing (water compatible) uses within it. Natural England is generally satisfied with the design principles as presented in the development brief, particularly in relation to sustainability and green infrastructure and welcome proposals to protect, retain and enhance existing habitat and landscape features.
- 3.8 As a result of earlier discussions regarding the nature of the links from the site to other parts of Shefford, the questionnaire did ask for views on whether connections should consist of both a footpath and cycle way across the meadow area linking in with existing paths to the south of the site. The results of the consultation indicate that whilst there is support for improved links there are significant concerns about practical arrangements of introducing a cycle track (either separate or shared with a footpath) across the meadow. Also, it has been highlighted any route would need to link in with areas directly beyond the site boundary where there are restrictions for cyclists along some of these routes, for example, the Millennium Green. This feedback has been extremely useful in firming up the extent of the proposed improvements to the paths. The text in the brief has been amended to reflect the outcomes of the public consultation.

4. Changes to the Development Brief

- 4.1 Taking account of all comments received during the two rounds of extensive public consultation, a number of proposed changes which are appropriate to the development brief have been made, as follows:
- i) Section 1.6 - has been amended to include details of the most recent public consultation exercise.
 - ii) Section 5.9 – clarification that the development is to be no greater than two storeys in height.
 - iii) Section 5.14 - further details added on the need for the development to reflect 'Manual Streets 2' technical guidance in relation to the use of shared surfaces for different road users.

iv) Section 5.15 - The text has been updated to reflect the outcomes of the public consultation referred to in paragraph 36. The intention is that new footpaths to be created in the meadow area should be dedicated as public rights of way. (Section 3.2 – The Context Plan will be updated to illustrate the status of the footpaths in close vicinity to the site.)

v) Section 5.18

- Bullet points 6 and 9 - the document now provides more details on the intended positioning and form of the structural planting.
- Bullet point 7 - To clarify a locally equipped area of play is to be provided as part of the play facilities for the site.

vi) Section 5.22 - to include a reference on the need to put in place the necessary on-site infrastructure to ensure future connectivity to superfast Broadband services.

4.2 The updates to diagrams are as follows:

i) Constraints and Opportunities Plans (pages 9 and 10)

- Exact locations of Otter Holts removed as this is potentially sensitive data.

(ii) Concept Plan (page 12)

- Some urban design features have been added to emphasize important design parameters such as key frontages, arrival points and gateway features.
- Additional footpath through the meadow on a south west desire line has been added.
- Notation “Future Access” arrow removed.
- Notation “Village Green” replaced with “Central Open Space”.

iii) Landscape Concept Plan (page 15)

- Clarity added regarding on-site and off-site buffer planting

4.3 If required, this Statement of Community Involvement will be further updated following consideration of the development brief at the Executive meeting of Central Bedfordshire Council on 27th March 2012.



DEVELOPMENT BRIEF PUBLIC EXHIBITION


Bloor Homes invites you to a public exhibition event to view and have your say on their emerging development proposals at land on Stanford Road, Shefford.

When: **TUESDAY 13TH SEPTEMBER, 5.30PM - 9PM**



Where: **SHEFFORD COMMUNITY HALL, HIGH STREET, SHEFFORD**

Some boards will be available to view at the Shefford Library from 9th September 2011





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Local Development Framework for North Area

The Local Development Framework (LDF) for the North area covers the former Mid Bedfordshire area. Seven documents comprise the LDF (North) as set out below.

[Current Consultations](#)

There are no documents currently on consultation.

Land off Stanford Road, Shefford - Public Exhibition - Tuesday 13th September

Central Bedfordshire Council and Bloor Homes are inviting residents of Shefford to attend a Public Exhibition that will be taking place for emerging development proposals at land off Stanford Road, Shefford. The site is allocated in the recently adopted Site Allocation DPD for 100 dwellings and there is a requirement for a development brief to be prepared to help guide this development. Bloor Homes are currently working with the Council on the preparation of a brief. Comments received during the exhibition will help to guide and influence the detailing of the development brief and all feedback will be compiled into a report which will then be made available to view upon request.

The exhibition will be take place at Shefford Community Hall on Tuesday 13th September 5.30pm - 9pm.

Shefford Community Hall

60 High Street

Shefford

SG17 5BD



Owner / Occupier
Shefford
Bedfordshire

Our ref: Shefford.Public.Exhibition
Your ref.
Email: sheffordconsultation@bloorhomes.com

31st August 2011

Dear Shefford Resident,

**PUBLIC EXHIBITION – RE: Land off Stanford Road, Shefford
Shefford Community Hall, High Street, Shefford
Tuesday 13th September 2011, 5.30pm – 9pm**

On behalf of Bloor Homes, it is my pleasure to invite you to a Public Exhibition for our emerging development proposals at land off Stanford Road, Shefford.

The site is allocated for residential development within Central Bedfordshire Council's Site Allocations (North) Development Plan Document (adopted April 2011). Under Policy HA10, there is a requirement for a Development Brief to be prepared in order to help guide the residential development of approximately 100 dwellings (including affordable), open space provisions and associated infrastructure.

Bloor Homes, an active developer in the region (see Amptill Heights at Amptill), is holding this Public Exhibition to introduce ourselves, update the community on the preparation of the Development Brief and discuss the key design considerations influencing our emerging Masterplan.

As a Shefford resident, we value your knowledge and comments and therefore seek your contribution to help guide the design parameters within the Development Brief and thoughts on our Masterplan proposals.

If you are not able to attend the exhibition, information will be made available to view at Shefford Library from Friday 9th until Tuesday 13th September. Questionnaire's will also be provided to obtain your feedback.

We look forward to meeting you at the Public Exhibition.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Phil Clark', is written over a white background.

Phil Clark
Planning Director

bloorhomes.com

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REGISTERED OFFICE: LAUREY ROAD, MEGGINGHAM, GUILDFORD, SURREY GU1 2JH. UK TEL: 01483 400000

[advanced search](#) on our site.

The exhibition boards will also be on display at Shefford Library from 9th - 13th September

LDF Feedback Survey

The LDF Team has produced a survey to gain feedback on their recent consultations. The results of this survey will help to inform future consultations and may help us to improve our service. There are hard copies of this survey available or you can find the survey online by following this link:

www.centralbedfordshire.gov.uk/surveys/LDF/Feedback.htm

If you have any queries or to request hard copies of the survey, please call us on 0300 300 4353 or send an email to ldf@centralbedfordshire.gov.uk.

Please return your completed survey by Friday 12th August 2011. We look forward to hearing from you.

News

15/04/11 Site Allocations DPD - adopted by Central Bedfordshire Council on 14th April, following receipt of Inspectors Report (Jan 2011). More details are provided on the Site Allocations DPD page.

[Gypsy and Traveller \(DPD\)](#)

Identifies the amount and location of gypsy and traveller accommodation required in the area and includes criteria based policies against which gypsy and traveller associated development will be determined.

[Planning Obligations Strategy \(SPD\)](#)

Provides advice to securing development related matters in association with planning permissions granted.

[Local Development Scheme \(LDD\)](#)

The timetable for the LDF process.

[Statement of Community Involvement \(LDD\)](#)

Sets out how the LDF consultation will happen.

There is also a requirement for the [Monitoring and Review](#) of all the documents making up the LDF (North)

Member Involvement

The LDF Task Force oversees the preparation of the Local Development Framework. More detail and the Terms of Reference of this group is available on the [Local Development Framework Task Force web page](#)

Related links

No related pages are available

Related documents

No associated documents are available

Related faqs

No related FAQs are available

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land at stanford road s h e f f o r d

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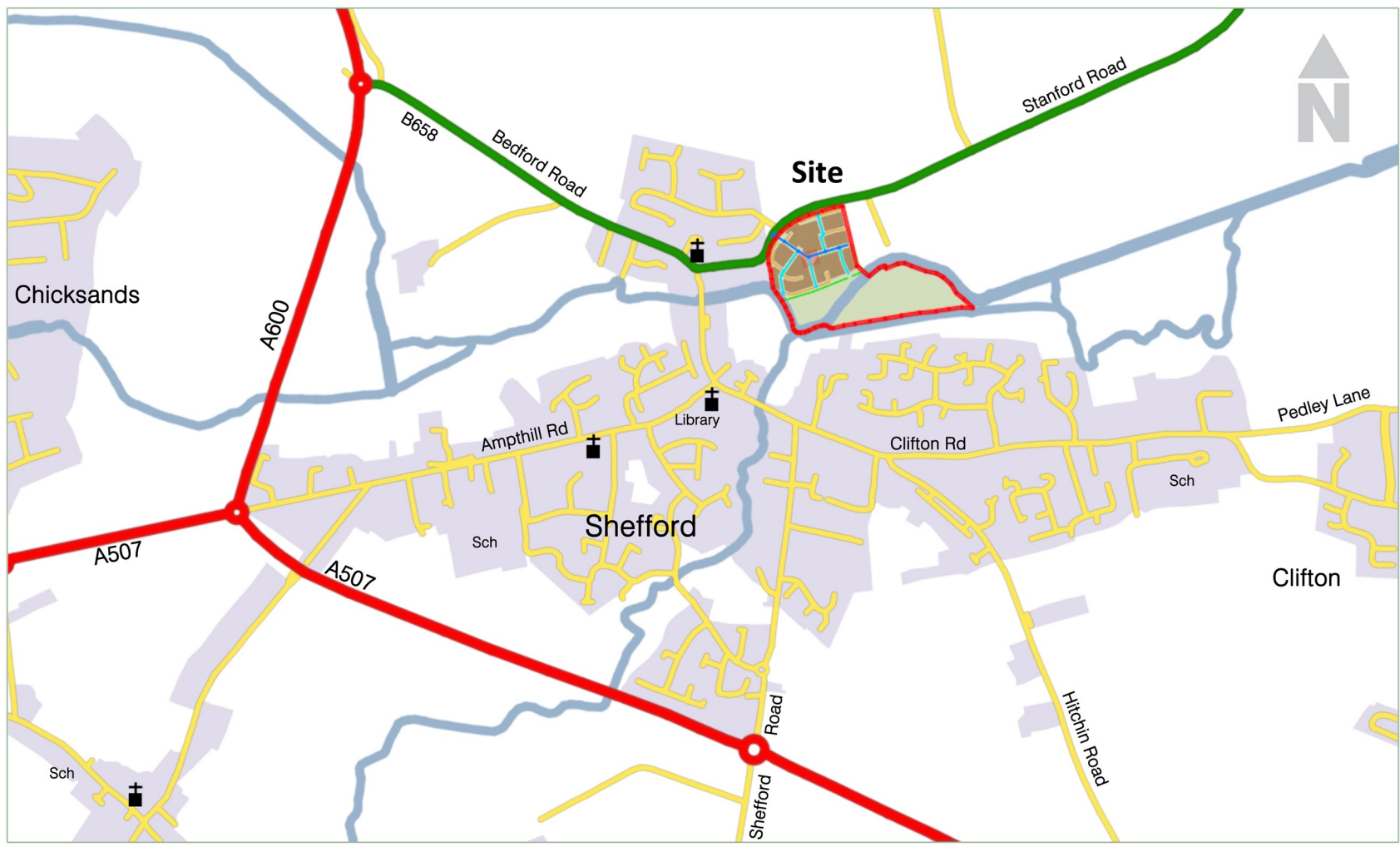
Welcome

Bloor Homes welcomes you to this public exhibition for our development proposals for land at Stanford Road, Shefford.

Introduction

The evolution of the site's development proposals has been carried out in conjunction with Officers from Central Bedfordshire Council. Together, we met with Shefford Town Council in June 2011, to discuss the general development principles for the site and tonight's exhibition is an opportunity for local residents to be informed of the design process.

We seek your feedback regarding the details presented within this exhibition. In particular, we would like your views about how our scheme should relate to Shefford in terms of layout, highways, architecture, design, materials, connectivity, landscaping and biodiversity. A questionnaire is provided for you to complete – see the last board for more details.



≡ Location Plan



≡ River Ivel



≡ Stanford Road frontage



≡ Island / meadow

Background and Development Brief

Background

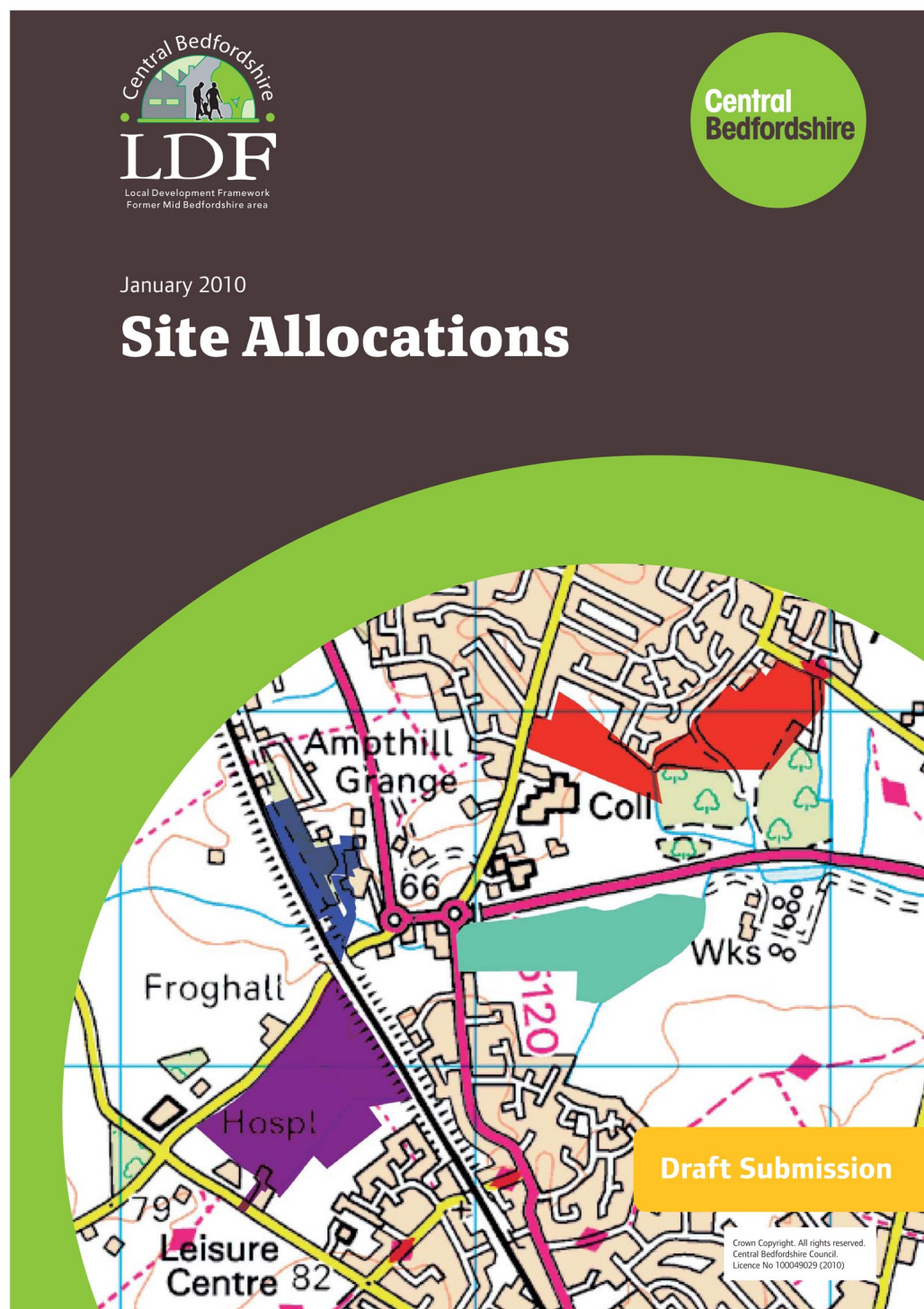
The site is allocated for residential development within Central Bedfordshire Council's Site Allocations Development Plan Document (DPD), adopted 14th April 2011. Under Policy HA10 – (Land at Stanford Road, Shefford), the following requirements are outlined for the site:

- Development of approximately 100 dwellings (including affordable housing);
- Production of a site specific Development Brief;
- Preservation and enhancement of the River Ivel, including the River Flit County Wildlife Site;
- Provision of a new roundabout on Stanford Road to provide safe and convenient access to the development;
- Provision of sufficient capacity within the public foul sewerage system to meet the needs for the development;
- Provision of a buffer zone and a mechanism for the long term management of the River Flit County Wildlife Site; and
- Provision of an appropriate landscaping scheme in order to help assimilate the development into the surrounding countryside in accordance with the landscape character.



Development Brief

In terms of future proposals, as outlined in Policy HA10, a Development Brief is being prepared in a collaborative effort with Central Bedfordshire Council Officers, for which this exhibition will help influence. This Brief will then undergo a statutory 4 week consultation in the Autumn 2011, with its adoption anticipated for early 2012. The Brief's purpose is to help influence and guide the principles behind any full planning application for residential development at this site.



Locality

Location and Context

The entire site is 8.02ha in area located to the northwest of Shefford and is comprised of three key areas:

1. The actual **developable area** is located along the southern kerb of Stanford Road (B658), opposite Lucas Way. The site is former arable land, which is flanked to the east and west by residential properties and light industrial units. The River Flit County Wildlife Site and River Ivel sit to the south of the site;

2. The **River Flit County Wildlife Site** is a land designation as such that sits south of the developable area along the northern banks of the River Ivel and is to be improved and managed as a nature reserve; and

3. The **Island or Meadow** lies on the southern bank of the River Ivel. Formerly arable land, now a natural grassland that adjoins an existing Bridleway. This Bridleway forms part of the Millennium Green connecting to Shefford town centre, schools, residential areas and neighbouring villages.



≡ Aerial photograph



≡ River Ivel



≡ Stanford Road frontage



≡ County Wildlife Site



≡ Millennium Green

Constraints and Opportunities

Development proposals on this site will be influenced by many natural and man-made constraints and opportunities. These are identified below.



≡ Constraints & Opportunities

Design Harmony



≡ Design Concept Plan

Our Influences

It is our intention to develop a scheme which successfully integrates with the existing character of Shefford, which is defined by a wide variety of architectural styles, forms and materials with a number of distinguished houses and groups of houses. The attractiveness of the town is improved by the overall composition of buildings, gardens and streetscape. Our design team recognises that it is essential to compliment these compositions and provide a development that will enhance the existing built environment.

Bloor Homes' proposals be take influenced by the architectural merits evident within Shefford and the immediately surrounding villages.

Illustrative Layout

Bloor Homes have worked closely with Central Bedfordshire Council to prepare the following illustrative layout.



≡ Illustrative Layout

The indicative streetscenes provide an interpretation of how Bloor Homes expects the character of the development could appear. We welcome your comments on these aspects of our proposals.



Bloor Homes

Examples of our Work

The following photographs are examples of schemes Bloor Homes have recently built, or are building, in Central Bedfordshire. They emphasise our understanding of the local characteristics and demonstrate the quality of our developments.



≡ Ampthill Heights



≡ Houghton Conquest



What Happens Next...

Thank you for taking the time to read through our proposals. Please let us know what you think of our proposals by filling in a Response Form Questionnaire. You can put these forms in the ballot box or post / fax them to us by the date below. Additional comments could also be emailed (please see the questionnaire for contact details).

Your comments made in respect to this evening's exhibition will help evolve the design and layout of the scheme, which will influence the detailing of the Development Brief. A report will be prepared, compiling all feedback received, which we would be happy to forward to you upon request (when completed).

Please let us have your feedback by **FRIDAY 30th SEPTEMBER 2011**.

Should you have any questions or queries about the proposals presented tonight, please don't hesitate to ask any of the Central Bedfordshire Council or Bloor Homes representatives.

