



M A R E N G O
C O M M U N I C A T I O N S

Statement of Community Involvement

Campus Park East
November 2022



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1. EXECUTIVE SUMMARY

- 1.1 Bellway Homes Ltd, (the Applicant), appointed Marengo Communications, an independent specialist public consultation company, to undertake the pre-application resident, community, and stakeholder consultation for the planning application in respect of the proposed development of Campus Park car park, College Way, AL8.
- 1.2 This purpose of this SCI is to aid Welwyn Hatfield Borough Council in understanding the context and strategy for consultation; the activities and engagement with stakeholders and the community; the feedback received and the Applicant's response. It demonstrates that a thorough approach has been taken to pre-application consultation with local residents, businesses and community groups, as well as ongoing engagement with councillors and officers.
- 1.3 Although life has returned to a new normal since the Covid-19 outbreak and the lifting of most of restrictions put in place, the Applicant sought to engage with Welwyn Hatfield Borough Council, local political representatives and community organisations, on the proposed consultation strategy using a mix of face-to-face meetings, and virtual meetings.
- 1.4 With restrictions lifting, there was an opportunity for residents to attend the public consultations in person. However, because of the very recent return to a 'new normal', the decision was taken to hold a series of digital consultation events alongside in-person events. An extensive interactive website was also made available where all materials displayed at the in-person events were available to view, download and comment on.
- 1.5 The following consultation activities were undertaken:
- 15th February 2022: A community invite letter was sent to 5,519 residential and business addresses in the vicinity of the site.
 - 21st February 2022: A stakeholder invitation letter was sent to key stakeholders inviting them to the public exhibitions and a preview event.
 - 22nd February 2022: A press release was issued to the local media. News articles appeared in the Welwyn Hatfield Times on the same day.
 - 23rd February 2022: Advert was published in the Welwyn Hatfield Times
 - 2nd March 2022: Stakeholder Preview held at Unit 49, Howard Centre, WGC
 - 2nd March 2022: Day 1 of Public Consultation held at Unit 49, Howard Centre, WGC
 - 3rd March 2022: Day 2 of Public Consultation held at Unit 49, Howard Centre, WGC
 - 4th March 2022: Day 1 of Unstaffed Public Consultation held at Howard Centre, WGC
 - 5th March 2022: Day 2 of Unstaffed Public Consultation held at Howard Centre, WGC
 - 9th March 2022: Two Public Consultation Webinars held online via Livestorm.
 - 14th March 2022: Public Consultation closed. During the consultation period a range of feedback opportunities, including an online and paper feedback form, project email address, Freephone number and a Freepost address were provided.

- Multiple meetings with stakeholder groups including: Welwyn Garden City Heritage Trust, Welwyn Garden City Society and Keep the G in WGC were held in January, February and July.
- 1.6 At the time of writing this SCI, a total of 88 households had responded formally to the consultation, attending an in-person exhibition, digital consultation event, or by completing a feedback form.
- 1.7 Engagement has, without question delivered significant change to the application being submitted. Following meetings with stakeholders and public consultation, alterations have been made to the open space and landscaping, building heights and they informed subsequent design approach. Details in respect of elevations and roof treatments were revised following stakeholder meetings in July (these were unavailable at public consultation).
- 1.8 The Applicant would like to thank the community for their feedback on the proposals. The feedback highlighted areas for consideration within the design to help achieve the best outcome for the site. The process so far has also helped to establish a range of views on the emerging proposals and highlighted potential avenue for further community involvement as the proposals progress.

2. CONSULTATION PROCESS

2.1 The objectives of the consultation process were to consult local stakeholders who may have had an interest in the site and consult with local residents and businesses in the vicinity of the site, in order to understand local views and give the community an opportunity to comment on and potentially shape the detail of the proposals.

2.2 The programme outlined in this SCI reflects the principles for consultation in the Localism Act (November 2011) and in the revised National Planning Policy Framework (NPPF) (update published in June 2021). The NPPF states that early engagement has “significant potential to improve the efficiency and effectiveness of the planning application system for all parties.” It also indicates that good quality pre-application discussion “enables better coordination between public and private resources and improved outcomes for the community.”

It also embraces fully the revised Statement of Community Involvement adopted in January 2007 by Welwyn Hatfield borough Council, which encourages developers to consult local communities before submitting a planning application.

2.3 The key activities in the consultation programme have been summarised below:

2.3.1 Engaging with political representatives and community stakeholders

Prior to the consultation launch, following a detailed stakeholder mapping exercise, political representatives and community stakeholders were contacted and offered both virtual and in-person consultation briefing about the plans for the site. A full list of stakeholders is included in Section 3, Stakeholder Engagement, of this report.

Meetings took place with three of the well-established interest groups, the Welwyn Garden City Heritage Trust, Welwyn Garden City Society and Keep the G in WGC in January, February and again in July.

Meetings with elected representatives took place at the public consultation events as well as the stakeholder meetings.

Each of the groups provided written feedback and questions for Bellway Homes at the public consultation stage and when further meetings took place in July 2022, prior to submission.

2.3.2 Engaging with residents

The Covid-19 pandemic has meant a change in how public consultation is carried out, and although many restrictions have been lifted and in-person meetings are once again possible, there are those who are reluctant to meet in large groups.

The Applicant therefore decided to offer a range of in-person and virtual consultation opportunities. This allowed local residents to choose an option that suited their requirements and enabled an exchange of views achieved either by face-to-face interaction or online.

Two public exhibitions were held: these COVID safe in-person events took place at Howard Centre, WGC, in addition the exhibition materials were displayed for a further two days unmanned in the Howard Centre, which enabled as many people as possible access to a public consultation event.

Two digital consultations were also offered in the form of webinars to those unable to attend the in-person exhibitions. These webinars formed an important part of the public consultation offer, giving stakeholders and the local community the opportunity to engage with the project team in a similar way to attending a public consultation exhibition.

A bespoke project specific website was also made available for the project: <https://www.campusparkeast.co.uk>

The website included details of the proposals and all consultation materials were made available to view online and download. Visitors to the website had the opportunity to subscribe for updates, to sign up to take part in two scheduled digital consultation events, and/or to provide their views on the proposals via the online feedback form.

The website address, project email (info@campusparkeast.co.uk) and Freephone helpline (0800 689 5209) were published on all consultation materials.

In advance of the public consultation taking place, a community invitation letter was sent to 5,519 residential and business addresses surrounding the site (see Consultation Area, Appendix 1).

To raise awareness in the wider community a press release was issued to coincide with the launch of the consultation, as well as an advert placed in the local newspaper (see advert, press release, news article Appendix 9, 10, 11).

2.3.3 Encouraging feedback

The Applicant sought to ensure that all interested parties were able to provide their feedback during the consultation process. A range of feedback opportunities was provided, including

- In person at one of the public consultation events.
- The question-and-answer section of the digital consultation events.
- The feedback form provided at the in-person consultation events.
- Via the Freephone telephone number, project email address and Freepost address.

3. STAKEHOLDER ENGAGEMENT

- 3.1 The pre-application consultation programme involved meeting with a range of key stakeholders, including councillors, local community organisations and interest groups.
- 3.2 Engagement with stakeholders focused on offering in-person and virtual meetings to ensure that interested parties were able to provide feedback as well as ask questions or raise concerns. Invitations were sent in February 2022, to the following stakeholders:

Welwyn Hatfield Borough Council

Cabinet

Cllr Tony Kingsbury	Leader of the Council
Cllr Duncan Bell	Deputy Leader of the Council and Executive Member, Resources

Cllr Stephen Boulton	Executive Member, Environment, Planning, Estates & Development
Cllr Nick Pace	Executive Member, Governance and Public Health
Cllr Fiona Thomson	Executive Member, Housing and Climate Change

Handside Ward (site)

Cllr Fiona Thomson	Executive Member, Housing and Climate Change
Cllr Siobhan Elam	
Cllr Anthony Dennis	

Peartree Ward (neighbouring)

Cllr Jayne Ranshaw	
Cllr Russ Platt	(also through Keep the G in WCG campaign group)
Cllr Tamsin Jackson-Mynott	

Sherrads Ward (neighbouring)

Cllr Frank Marsh	
Cllr Jean-Paul Skoczylas	
Cllr Flavia Wachuku	

Haldens Ward (neighbouring)

Cllr Barbara Fitzsimon	
Cllr Alastair Hellyer	
Cllr Lucy Musk	

MP

Grant Shapps	Welwyn Hatfield MP
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Welwyn Hatfield Development Management Committee

Cllr Jonathan Boulton	Chairman
Cllr Barbara Fitzsimon	Vice-Chairman
Cllr Siobhan Elam	
Cllr Caron Juggins	
Cllr Nick Pace	
Cllr Jayne Ranshaw	
Cllr Drew R Richardson	
Cllr Jean-Paul Skoczylas	
Cllr Pankit Shah	
Cllr Teresa Travell	
Cllr Roger Trigg	
Cllr Stan Tunstall	
Cllr Jill Weston	

Hertfordshire County Council

Cllr Richard Roberts	Leader of the Council
Cllr Morris Bright	Deputy Leader, Exec Member, Public Health & Community Safety
Cllr Paul Zukowskyj	Liberal Democrat spokesperson for Growth, Infrastructure & Planning
Cllr Stephen Boulton	Executive Member, Growth, Infrastructure & Planning

Handside and Peartree Divison

Cllr Fiona Thomson	Deputy Executive Member, Public Health & Community Safety
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Community Stakeholders

Welwyn Garden City Society
 Welwyn Garden City Heritage Trust
 Keep the G in WGC (Facebook Group)
 Welwyn Garden City BID

NB. Some of the Councillors above are no longer in post, some engagement with candidates and new councillors took place prior to the elections.

3.3 Meetings were held with the following stakeholders:

Date	Consultation	Type	Attendees
20 / 01 / 22	'Consultation Preview'	In person	Keep the G in WGC Campaign Group

Topics discussed:

- Site location and history
- Design approach / rationale
- Affordable Housing
- Design detail
- Open space and landscaping

21/02/22	Introductory meeting	In person	Welwyn Heritage Trust & Welwyn Garden City Civic Society
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Topics discussed:

- Site location and history
- Design approach / rationale
- Affordable Housing
- Design detail
- Open space and landscaping

Response to feedback - January / February

3.4 The table below sets out the key questions and topics raised through our programme of stakeholder engagement. This should be read in conjunction with the Planning Statement and other supporting documents.

Topic**Applicant Response****theme****Question****Response**

Heights. The council's own Supplementary Planning Document for nearby Broadwater Rd states buildings should not be above 5 storeys and we were pleased to see that only one small block is proposed to exceed that. Naturally we hope you can reduce the height of that small block.

The Broadwater Road SPD is specific to that site only and its content is largely influenced by the site's particular heritage constraints i.e. the listed Shredded Wheat silos. We have also reviewed the Welwyn Garden City 2120 Heights Threshold Study from October 2020. Campus East has different constraints but notwithstanding this we have reduced that block from our original bid proposals of six storeys down to 5 storeys.

We note the design is for 4 or 5 storeys, in brick, with a sloping roof above that. Most of our town centre blocks have the top floor apartments appearing to be in the roof, by having the windows in the sloping roof tiles. If you were to do that, the blocks would not only match existing architectural styles better, it would also bring the blocks down by one storey and the design would appear more in harmony with nearby blocks

We note the comments but do not believe the site should mimic the historical vernacular, but rather, offer an up-to-date interpretation of this through the proposed architectural response. At the moment, our design work has focussed on site layout, height and massing, the architectural detailing will follow in due course.

Housing mix. Again the Broadwater Rd SPD, and the council's own policies, talk of a mix of flats and houses, and of size of homes. We would hope at least some houses, preferably at the Gresley Close end might be included, to make the transition from that road to your scheme less dramatic.

We note the comments, however, in order to achieve the appropriate mix between built form and open space, we believe the most appropriate buildings are apartments. This would appropriately realise the development capacity of the site, which is important because this is brownfield land located in a sustainable location, which planning policy says should be prioritised. We are reviewing the transition of the scheme at the Gresley Close end.

We were very disappointed there was no social housing, and in the density, of twice the Broadwater Rd SPD. Are the council saying no social housing is needed on their own site, or was the purchase price too high to allow this?

As already flagged, it is incorrect to say that there is 'no social housing'. We are committed to delivering a Policy Compliant 30% affordable housing and are yet to engage with Council officers regarding tenure split (rental, shared ownership and other forms).

Design. We were pleased to see some attempt at neo-Georgian window styles, but would encourage you to make this more clear – some of the windows in Peel House show a real effort having been made, and presumably, the effect on cost of moving glazing bars must be trivial. The by-word is the ratio of height to width between each glazing bar, and avoiding thick bars within the window. I assume the council's planning department can advise if necessary. We would suggest there are other typical design features that could usefully be incorporated - symmetry is a key WGC feature.

We welcome your comments and look forward to exploring this further when detailed design issues are addressed.

Parking. Anything less than 100% parking provision for every flat (plus some visitor spaces) and not all bays having a charging point seems to be flying in the face of current and future needs. It would be incredibly difficult and expensive to retro-fit charging points to basement spaces. We would also like to see more detail on the elevations of the parking spaces and screening.

We are in detailed discussions with Council officers regarding an appropriate level of parking provision based on the site's location, we are proposing 0.7 spaces per unit as you are aware. The Council has clear policies which incorporate a flexible approach to each site based on its individual characteristics. In this sustainable location close to the town centre and train station, there is an opportunity to provide fewer spaces. Delivering above that number encourages car ownership and fails to address Climate Change initiatives. We are investigating the opportunity in relation to charging points in line with our other sustainability initiatives. We are also looking at car club options to assist those who may wish to drive but don't want to own their own car.

Landscaping. Open space landscaping needs to be more extensive and in keeping with the formal traditions in the town centre. Consideration of swift and bee bricks should be included within the design, as well as habitat and feeding options for hedgehogs and other threatened species.

We are developing a detailed landscaping strategy. It is our commitment to deliver high quality open space and pedestrian connectivity. This approach underpins the rationale for delivering the much needed new homes as apartments rather than houses.

4. PRE-SUBMISSION PUBLIC CONSULTATION

4.1 Publicity

To ensure that residents and businesses, as well as wider community groups, knew that the consultation was running, the Applicant endeavoured to promote the consultation widely. The publicity secured included:

- Emails and digital copies of letters were issued to elected representatives and other key stakeholders.
- A letter was issued to 5,786 addresses (Consultation area map, Appendix 1; community invite letter Appendix 4).
- A press release regarding the public consultation (Appendix 10).
- An advert was placed in the Welwyn Hatfield Times (Appendix 9).

4.2 In-person public exhibitions

As part of the consultation process, two COVID safe in-person public exhibitions were held close to the site, where the proposals were presented to stakeholders and members of the public to elicit their views.

The exhibitions were held across two days in the same location.

Date	Time	Location	Event	No. Attendees
Wednesday 2 nd March 2022	12.00(noon) – 2pm	Unit 49, Howard Centre, WGC	Stakeholder Preview	
Wednesday 2 nd March 2022	2.00pm - 7.00pm	Unit 49, Howard Centre, WGC	Public Consultation	Total for both
Thursday 3 rd March 2022	11.00am – 4.30pm	Howard Centre, WGC	Public Consultation	Days 157
Additional days with an unstaffed an exhibition				
Friday 4 th March 2022	9.00am-5.30pm	Howard Centre, WGC	Unstaffed Consultation	
Saturday 5 th March 2022	9.00am-5.30pm	Howard Centre, WGC	Unstaffed Consultation	

The public exhibition included information on the following:

- Welcome
- The site today
- The story so far
- Our track record
- Understanding the constraints
- Understanding the opportunities
- How did we approach the bid process?
- Our early proposals
- High quality architecture
- New Homes
- A welcoming and inclusive environment
- A sustainable clean and green development

- Next steps

See Appendix 6 for a copy of the banners displayed at the in-person public consultation events.

A total of 157 people attended the in-person public consultations.

4.3 Digital consultation events

Even though most Covid-19 restriction have now been lifted there is a hesitancy of some people to attend large gathering at this time. So, in order to open the consultation up to as many people as possible, the Applicant offered three digital consultation events.

Date	Time	Location	Number of Attendees
Wednesday 9 th March 2022	10.30am – 12.00(noon)	Webinar	6
Wednesday 9 th March 2022	6.00pm - 7.30pm	Webinar	7

The webinars consisted of a presentation of the proposals, during which questions were submitted by participants; these were answered in an open question session that followed (see Appendix 7 for webinar presentation).

Participants were able to ask as many questions as they liked of the project team. All questions raised within each session were answered, and participants were offered further follow-up discussions if there were any further clarification required once the webinar was over. They were also encouraged to submit feedback via the online feedback form and any further questions arising after the webinars to the project team via email. (Appendix 12 webinar questions).

4.4 Consultation website

To expand the reach of the engagement process and make it more accessible to the wider community, a consultation website was set up to gather feedback. The content provided on the website mirrored the information provided through the in-person and digital consultation events.

Since the consultation website went live in February, a total of 352 people visited the website.

The website contained information on the following:

- A welcome page introducing Bellway and their vision
- A consultation section, detailing the public consultation process and explaining how to sign up to a digital consultation event.
- A story page giving the history of the development.
- An our vision page giving details of the vision for the site.
- Next steps, feedback and contact details and a link to download the exhibition materials.
- Contact us page with contact details and a sign up form.

A full set of website materials is included in Appendix 5.

Members of the public were also offered an opportunity to register for updates about the project. There are currently 65 contacts registered on the update mailing list.

The website was visited 468 times at the time of writing. Whilst the public consultation period has now closed, the website can still be visited to view the proposals, and people are able to register for updates on the development. The recorded webinars are also available to view.

4.7 **Feedback**

Stakeholders and residents were encouraged to complete either the paper feedback form at the in-person public exhibition or the online feedback form on the consultation website.

Feedback could also be emailed to info@campusparkeast.co.uk

A dedicated Freephone number (0800 689 5209) was provided so that any interested parties could ask questions and provide feedback via direct communication with the project team. This included being able to request hard copies of the proposals and materials displayed on the website; these could be sent out, alongside a paper feedback form and freepost envelope for return of the form. No requests were received for hard copy consultation packs during the period of public consultation.

5. FEEDBACK ANALYSIS

5.1 Stakeholders, residents and members of the wider community who took part in the consultation were encouraged to complete a feedback form, to record their views on key aspects of the proposals, to obtain structured feedback.

5.2 In addition to demographic questions, the form contained five questions closed question and one open question to allow for additional comments and feedback. Respondents were asked if they supported/agreed, had no view or opposed / disagreed with certain aspects of the proposals. See Appendix 8 for the feedback form in full.

5.3 Feedback was received during the public consultation, at the time of writing there were 80 feedback forms received. The feedback set out in this report is drawn from individual pieces of feedback collected during the public consultation period, through the following feedback mechanisms:

- 18 responses received through postal submission of hard copy feedback form.
- 61 responses completed through the feedback forms at the public consultation exhibitions.
- 1 email response was received.

In addition, there were:

- 8 emails containing independent feedback (not formal feedback forms)

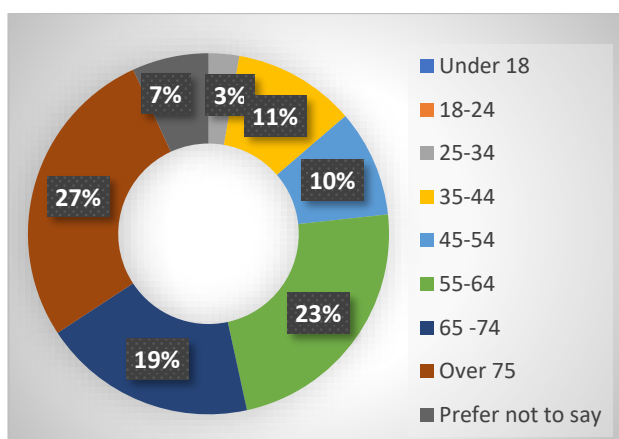
5.4 Quantitative feedback

There were seven closed questions on the feedback form which were answered by 80 respondents.

These included two demographic questions and five questions on the proposals.

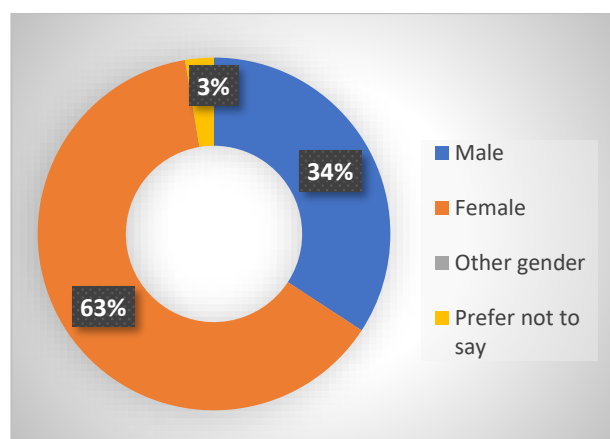
The below analysis relates to these questions.

Q: What is your age?



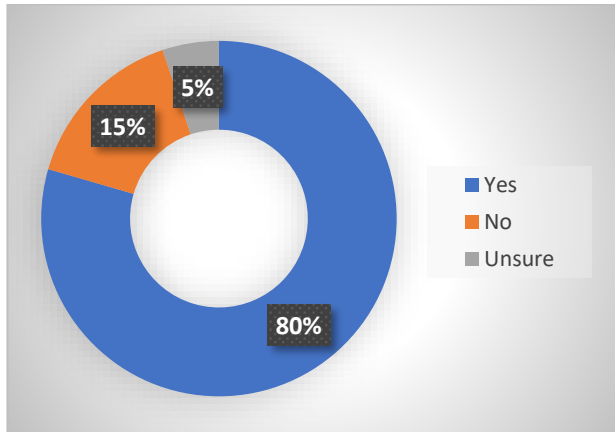
The feedback forms were completed by people over 25 years old with 69% being over 55 years old.

Q: What is your gender?



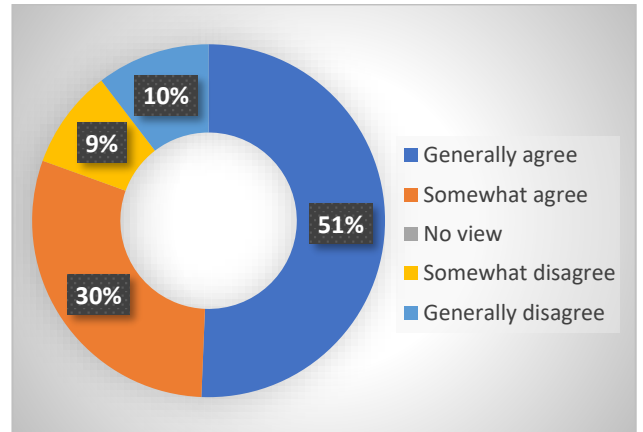
The majority, approximately two thirds, of those who responded to this question indemnified as female (63%).

Q1: I was already aware that the Council had decided this site would be developed for homes.



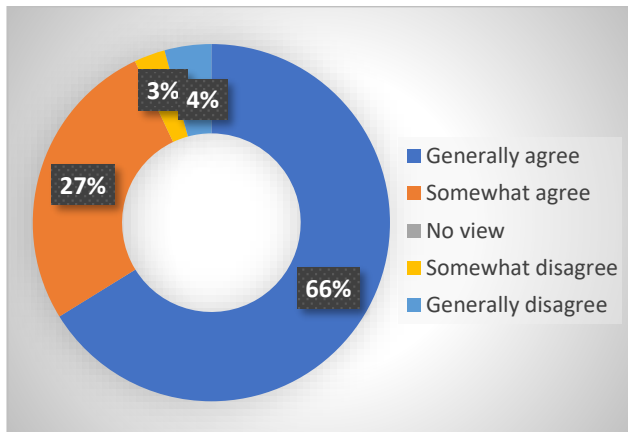
The vast majority (80%) of those who responded indicated that they were aware that the Council had decided this site would be developed for homes.

Q2: I welcome the proposals to re-use this site to provide homes on this brownfield site.



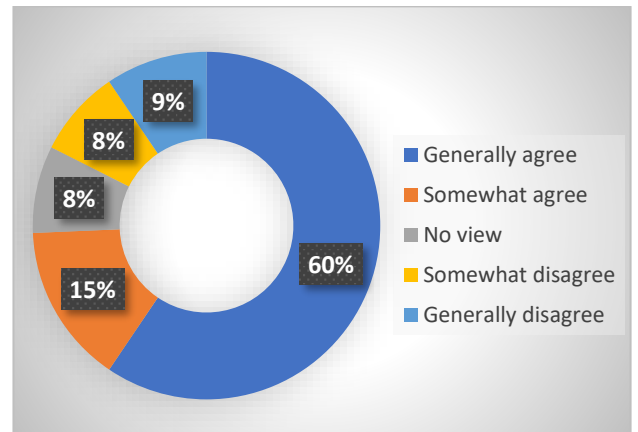
Over 81% of those who responded indicated that they welcomed the use of this brownfield site for the provision of new homes.

Q3: I support the creation of a new green walkway through the site, creating a new pedestrian link between the Town Centre and the north of Welwyn Garden City.



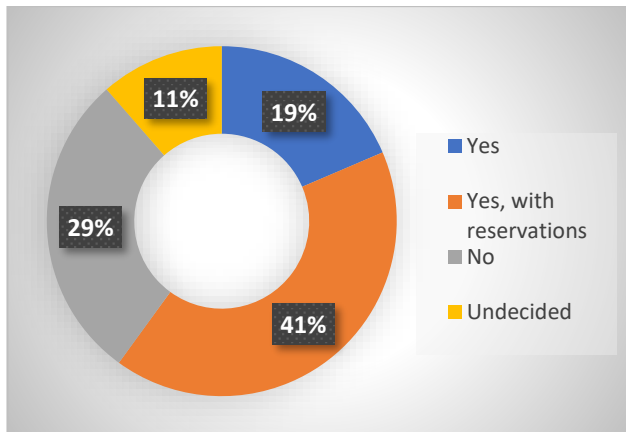
The vast majority (93%) of the those who responded indicated that they support creating a new pedestrian link, with only 7% disagreeing.

Q4: I support the inclusion of affordable homes to buy and rent.



75% indicated that they generally or somewhat agree to the inclusion of affordable homes to buy or rent in the proposals. Only 17% indicated a level of disagreement. The remaining 8% had no view.

Q6: Do you support our plans for Campus Park East?



Of those who provided feedback 60% indicated their support for the plans, with a yes or yes with reservations. 29% indicated they were not in support, with the remaining 11% being undecided.

5.5 Qualitative Feedback

There was an open question that encouraged individual comment.

The following summary provides a verbatim/as typed record of the themes that have emerged through the feedback from residents, alongside Bellway Homes Ltd' response to each issue.

Q5: Do you have any further comments to make on our proposed development?

The following themes were raised in response to this question.

- **Blocks of flats/height/ housing type**

Sample of responses:

It could have been town houses instead of blocks of flat with more greenery in keeping with town

Why no houses?

The proliferation of flats in WGC.

5 and 4 story buildings are too high for WGC. Max 2-3 floors.

Should have more houses for families then 5 story flats. Five stories is too high - four storeys is acceptable

There is already a large number of flats they built on the east of the trainline eg. Broadwater. This developed should be more similar to that opposite shire park with a mix of family houses and small apartment blocks.

Very worried about the height of the building and how flat's going to look.

I live in the railway cottages abutting the site. The property is largely overlooked by the college. A 4 story block will completely block natural light and will overlook the property.

The density and height of the proposal are both excessive.

More flats!!! This is a garden city and flats are an eyesore at 5 stories high.

Overdevelopment.

Too high, not enough garden space

But I do not agree that building flats is a suitable outcome for providing family homes.

I am aware that we need new homes, but feel five storey flats absolutely do not fit in with the ethos of Ebenezer Howard.

Five stories seems to be excessively high given nothing else on the west side of WGC is that high, 3 stories should be high enough in keeping with the area.

5 Stories is too high.

Whilst I am not adverse to homes being built on this site I am disappointed that they are all apartments, and do not reflect the architecture or ethos of the town.

The question remains as to why this need to overload the centre of town with extremely dense housing.

Disappointed that these are no houses but flats should be no higher than 4 or 5 stories.

The density is too high and if the blocks are built they should be no more than 3 stories.

I strongly believe the buildings should not tower existing buildings surrounding the site. Therefore max story should be 4.

- **Parking**

Sample of responses:

it doesn't look like there will be enough parking. People will always want cars.

Have you got parking for all the delivery vans?

Rather concerned about 0.7 per dwelling parking allocation. electric car-charging points?

More Parking Required

Underground carparking welcome as meets needs of car user & green space.

How many electric car park spaces? Disabled parking spaces.

Not enough car parking 300 homes and only 200 spaces where does everybody else park and visitors!!

Exit onto council car park is currently not used. Neither exit to central green of campus. Is parking not insufficient? Also parking in central area as artistic impression will spoil the green look?

Too few parking spots. People want visitors etc to park close by and not away in a central car park. Prefer to see a ratio of 1.5 - 1.0 dwellings.

This is not adequate car parking for visitors every home should have at least 1 designated car space.

pleased all homes will have access to 250+ car park spaces and 250+ bicycle spaces - so why do you need to put a multi story car park on campus west?

Yes - where are all these cars going to park!!! not underground car park?

Parking will be an issue.

Lack of parking.

As usual with these developments, not enough parking provided.

Not enough parking spaces (even if we go electric for cars they still need spaces) and charging points.

- **Green space/ play areas**

Sample of responses:

Where are the Gardens - not just 'open spaces'?

Where is the playground for the children?

Open spaces should be much more integral to overall scheme, designed as spaces to be in as well as walk along. Relationship between built up green space needs to be stronger.

no play areas for children.

Lack of play space for children will be an issue.

There is little regard to 'garden' for the garden city, even though a 'green walkway' is suggested.

Need to have a clear area for kids to play.

Also ---- for children in the houses to have a play area and where they can meet up. They will have the grassy areas but no playparks or football/other area.

we have not actually been told exactly how much green area will be provided.

More green space could be provided as we are a garden city and also youngsters and adults need outside space to relax in.

Children's play areas?

- **Design**

Sample of responses:

It looks more like a car park divided up by high rise flats!

Design could be more innovative and distinctive, whilst being in keeping with Garden City.

The design of the building is boring.

Keen to see more detail of the design of the units - the current proposals of brick boxes are dull and uninspiring - this is what the 'converted' offices look like. If you are doing a new build, more character would be welcome in particular given the height/massing.

The design lacks imagination - 4+5 story blocks of flats in style you would see anywhere. It pays lip service being designed for a garden city.

We get some light from the sun in the morning (rising in the east) and are deeply concerned that a 4 storey development at this location is just too high. If built it will block light from our homes. We will also be overlooked, as would the residents at the south end of Cresley Close. If the development was to be reduced to 3 storeys at that point, we believe that this would help mitigate some of the problems."

I hope the development will be in red brick to match other houses in the area.

There seems little mention of a sound reduction system between the flats and the railway.

While I am in agreement with this brownfield site being developed for housing it needs to be visually and architecturally in keeping with the character of the original garden city re style, building height and appearance and GARDENS - not open public grassy areas with a few tree. The visual appearance is key. This scheme does not meet the ethos. A more creative and imaginative, harmonious design is needed.

Buildings look a bit like barracks, ---- could be more imaginative?

Does not reflect the location. Looks like office blocks.

The development must be finished in red brick like the rest of W.G.C

- **Affordable homes**

Sample of responses:

Only 30% are affordable homes. Therefore 70% are unaffordable.

Not affordable housing - should be social housing on public land.

These should be for the private buyers market, enough affordable homes exist in other developments.

What will the provision be for affordable housing? One bedroom flats for single people? Two bedroom flats with little space? Or larger flats or houses for families?

The maximum permitted amount of social housing should be included and "affordable" properties should be sold on the condition that they are not bought for letting to tenants. The town needs council houses.

I would like to see more affordable homes - at present only 30% are "affordable" - why not 70% affordable.

- **Access & links**

Sample of responses:

Opportunity to create links/vistas & views with main WGC/Parkway/campus - place the car park sites in wider context to add to overall value of garden city through coherent new avenues. Green Links.

How will 292 homes manage with single access roads? Important to keep walkway open as it is key access to rest of town having vineyard --- and shire park

There is already too much foot traffic along Gresley Close, cycle and pedestrian routes, should be improved over the white bridge.

No thought to access (vehicles) in/out onto college way.

The relation of the walkway from Gresley Close to Waitrose is crucial.

Access should be from Gresley Close. Access from the Campus is not appropriate.

- **Infrastructure**

Sample of responses:

Infrastructure of WGC cannot sustain extra people. GPs, hospitals, schools etc etc etc.

Doctors, schools etc is key.

Also far too many people to house in the area given no plans are being about for new GPs, School etc

Infrastructure struggles now! What are your proposals?

- **Sustainability**

Sample of responses:

Should incorporate state of the art sustainability measures - befitting 21st century new build.

Need to be clear about number of electric car charging points?

I am pleased to note that there has been consideration of sustainability. will any flats be passive flats for energy consumption?

Air heat pumps have proved so far to be very inefficient in providing adequate heat for control heating ---- and hot water. Also sufficient car charging points?

- **Traffic**

Sample of responses:

Traffic on the adjoining roads is already near capacity, the number of extra units is too high.

This is already a congestion at weekends.

Here are some supportive comments made:

I believe it to be sensible use of the site, which looks a lot better than what is there at the moment. I just hope that the 'affordable' element will mean exactly that for young families in Welwyn Garden City, rather than commuters

I think that the plans are generally well conceived; I am hesitant that the 'green spaces' might be infilled in subsequent plans; I think green space + consideration for the environment are the key issues for this development honouring the history of Welwyn Garden City as a "Garden City"

Generally supportive of development, will help to rejuvenate the town centre & bring new businesses to the area. Sites seems to be in keeping with the WGC character + lots of green space, which is positive.

A good use of dead space

In answer to concerns raised in the above feedback, we have provided the following responses:

Question	Applicant Response
Height	
Can the height of the buildings be reduced?	We reduced the height of the buildings nearest Gresley Close.
How will you mitigate for overlooking?	The angle of the buildings has been considered to address 'overlooking'.
Traffic, Parking and Roads	
How will you address the lack of parking?	Our parking surveys indicate that the proposed provision is in line with car ownership in Handside ward. We are mindful that the sustainable location of the site encourages walking and cycling and we are committed to reducing car dependency.
How many electric car park spaces? How many Disabled parking spaces?	We have amended our proposals since the consultation and will ensure that many of the car parking space have access to EV chargers. There are three disabled parking spaces which is in line with local policy.
What measures will be taken to help ease traffic congestion?	Our proposals to limit provided car parking will in turn reduce levels of congestion. A planning application must address the issues created by the proposals, it is for the Council to address existing issues.
Access	
How will 292 homes manage with single access roads?	We have carried out detailed transport assessments which accompany this application and Hertfordshire County Highways see no issues with a single access.
Will there be new cycle and pedestrian routes?	Yes, we have committed to ensure the cycling and pedestrian infrastructure is improved.
Need/ Overdevelopment	
Is there a need for all these flats?	The Council have identified this site to be brought forward for residential development. It is recognised that the area needs new homes and, in this location, apartments represents the best use of land.
Too many additional homes for the area?	While we respect views regarding the number of homes proposed, the Council identified the site for residential development along with the number of homes – this was identified in the Draft Local Plan.
Homes and Affordable Housing	
Will there be any provision for family homes?	Fourteen (5%) of the apartments will be 3 bedrooms, many will be two bedroom, which is regarded as adequate for family use.

What will the affordable housing provision be? We are proposing to deliver 30% affordable homes in line with Council Policy. We are yet to determine 'tenure mix', but this will be agreed with the Council following a viability report.

Green Space

Will there be a play are for the children? Yes, this has been designed into the scheme and is marked on the masterplan

Will there be provision for outside space for recreation? Yes, this has been designed into the scheme.

Sustainability

How many electric charging points will there be? There are 92 charging points. We will ensure that the infrastructure is in place for many of the homes to have access to an electric charging point.

Will air source heat pumps be adequate to supply heating and hot water for these flats? Yes we believe it will be sufficient. Our technical reports support this.

Design

Will there be wheelchair accessibility? Yes, three of the homes will be designed to meet requirements.

What materials will be used and will they be in keeping with WGC? The detail on this point is being addressed with Council Urban Design officers and latest iterations of the proposals indicate that while it will blend with elements of the historic vernacular it is also meeting modern building regulations.

Will there be a sound reduction system between the flats and the railway? Yes, we have considered sound and noise attenuation and this is part of the application. We will be building a 'bund' and introducing landscaping to address this point.

Infrastructure

How will the provision of infrastructure be addressed to cope with the new homes? We will be making £ms in contributions through a Section 106 agreement. It is then a matter for public sector bodies to distribute. The detail on this is yet to be concluded with the Council.

6. CONCLUSION

- 6.1 The consultation strategy for the development of Campus East car park proposals sought to engage the statutory and non-statutory consultees, including local stakeholders and local residents both living adjacent to the site and in the wider area.
- 6.2 Two in-person public exhibitions were held, an unmanned exhibition was held and two public consultation webinars were offered, In total 13 households attended the webinars, and 157 people attended the public exhibitions. All the information about the proposals was available both online and in paper format.
- 6.3 The public consultation provided an opportunity for constructive engagement with leading members of the project team, a dialogue the team hopes to extend throughout the planning process.
- 6.4 During the consultation period, respondents were given the opportunity to answer a number of questions to help collect feedback about the proposals. At the time of writing this SCI, a total of 255 households had responded formally to the consultation, attending an in-person exhibition, digital consultation event, or by completing a feedback form.
- 6.5 Now that an application has been submitted, Bellway Homes Ltd and the project team will continue to engage with stakeholders and the local community to discuss the proposals and keep residents updated on the progress of the project via the dedicated website.

Appendix

See separate Appendix: pre-submission Public Consultation document.