



Statement of Community Involvement

Campus Park East

November 2022

Appendix: Pre-submission Public Consultation



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Appendix 1. Consultation Area

This area covered 5,786 addresses.

Residential (5,522) Business (264)




Appendix 2. January 2022 Stakeholder Presentation



WGC 2120






Regeneration of Campus East
Bringing together a new community

Bellway Homes (North London)
PRESENTATION TO MEMBERS - January 2022




1.0 Introduction

- Bellway Homes Ltd (N. London)**
 - Ali Maruf - Managing Director
 - Geoff Blake - Development Director
 - Fiona Flaherty - Planning Manager
- Saunders Architects**
 - Martin Williams - Managing Director
 - Michael Burton - Director
- Savills**
 - Kieran Wheeler - Planning Director


2.0 About Us



Jason Honeyman
Chief Executive

"In just over 70 years, Bellway has grown from a small, family-owned firm to one of the most successful house builders in the UK. Today we directly employ more than 2,000 people and have earned an enviable reputation, built on the pillars of quality, service and trust."

2.0 About Us




2.0 About Us

Bellway North London

- 592 Units Volume.
- £199m Turnover.
- £235m Total Land & WIP on our balance sheet.
- 12 Sites Under Construction.
- 10 Live Sales Outlets.
- 9 Sites in Planning.
- NHBC 5 Star House Builder.
- NHBC Quality and Seal of Excellence at:
 - Hertsmere Mews, Borehamwood;
 - Apsley Quay, Apsley;
 - QEII, Welwyn Garden City; and
 - The Foundry, Hemel Hempstead.
- £3m in charitable work targeted by 2023.


2.0 About Us

QEII (Phase I & II)
Welwyn Garden City



2.0 About Us

Riverwell
Watford



3.0 WGC 2120

We are committed to delivering a high quality, inclusive development for the Campus East. Our proposals will:

- Deliver your WGC 2120 Vision.
- Create a quality environment with improved connectivity and an enhanced public realm.
- Improve pedestrian, cycle and transport links.
- Adopt WGC 2120 Building Code principles.
- Provide a high quality residential buildings.

3.0 WGC 2120

The vision for the town centre is outlined in the emerging Local Plan 2016. The vision is:

"To maintain and enhance the commercial, social and environmental success of the town centre, building upon its unique heritage and strengths to achieve a prosperous and vibrant centre offering a diverse range of activities in an attractive, clean and safe environment for the enjoyment of the community and visitors alike."

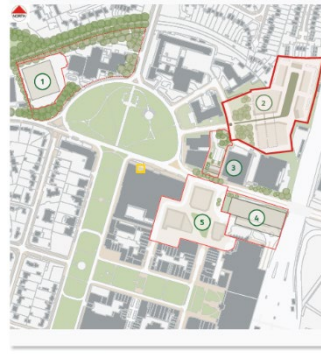


CARRIVE EAST | WELMATH GARDENS CITY

PRESENTATION TO MEMBERS | JANUARY 2022

3.0 WGC 2120

Objectives



The Strategic Planning Framework identifies a series of objectives:

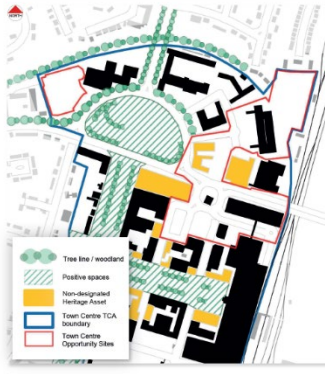
- Preserve & enhance Garden City character.
- High quality new residential buildings.
- New town centre housing.
- New shopping opportunities.
- New community, business, leisure, cultural and arts uses.
- Improve environment & public realm.
- Appropriate car parking
- Access for pedestrians and cyclists.

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PRESENTATION TO MEMBERS | JANUARY 2022

3.0 WGC 2120

Townscape Analyses



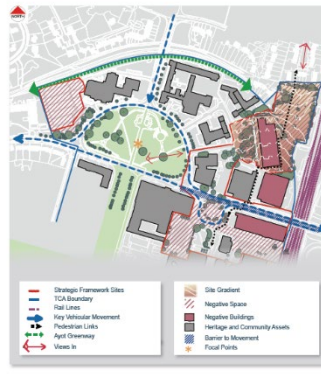
- Key Townscape Features**
- Taller landmark buildings.
 - Street trees and formal landscaping.
 - Height differences & hierarchy of uses.
- Strengths & Opportunities**
- Strong townscape around formal grid.
 - Extensive & legible green space.
 - Strong hierarchy and legibility.
- Weaknesses & Constraints**
- Poor permeability north to south.
 - Poor linkages from surrounding areas.
 - Isolated and underused open spaces.

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PRESENTATION TO MEMBERS | JANUARY 2022

4.0 Site Appraisal

Site Context



- Strong urban grain and character.
- Extensive green space.
- Large adjacent building footprints.
- Shared access by multiple users.
- Formal trees as legible landmarks.
- Barriers to pedestrian connections.
- Negative residual spaces.
- Rail line to east.
- Residential character to north.
- Site partially within Town Centre CA.
- Non-Designated Heritage Assets adjacent.

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PRESENTATION TO MEMBERS | JANUARY 2022

4.0 Site Appraisal

Site Photos



CARRIVE EAST | WELMATH GARDENS CITY

PRESENTATION TO MEMBERS | JANUARY 2022

4.0 Site Appraisal

Site Constraints



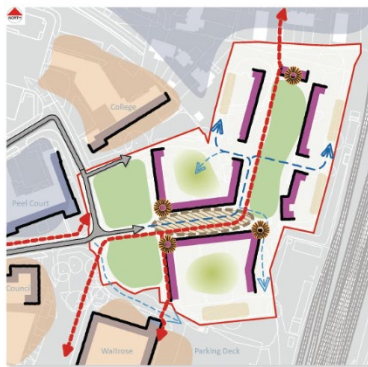
- Residential character to north.
- Mainline railway to east.
- Mature tree cover to site access.
- Gradient aligned north-south.
- c.3.5m falls from north to south.
- Existing titles and accesses.
- Established pedestrian routes.

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PRESENTATION TO MEMBERS | JANUARY 2022

5.0 Bid Scheme Proposals

Concept Plan



- Focal points & frontages defining movement and vistas.
- Blocks aligned to access.
- Linked landscaped open spaces.
- Formalised ped/cycle routes.
- Enhance north/south connection.

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PRESENTATION TO MEMBERS | JANUARY 2022

5.0 Bid Scheme Proposals

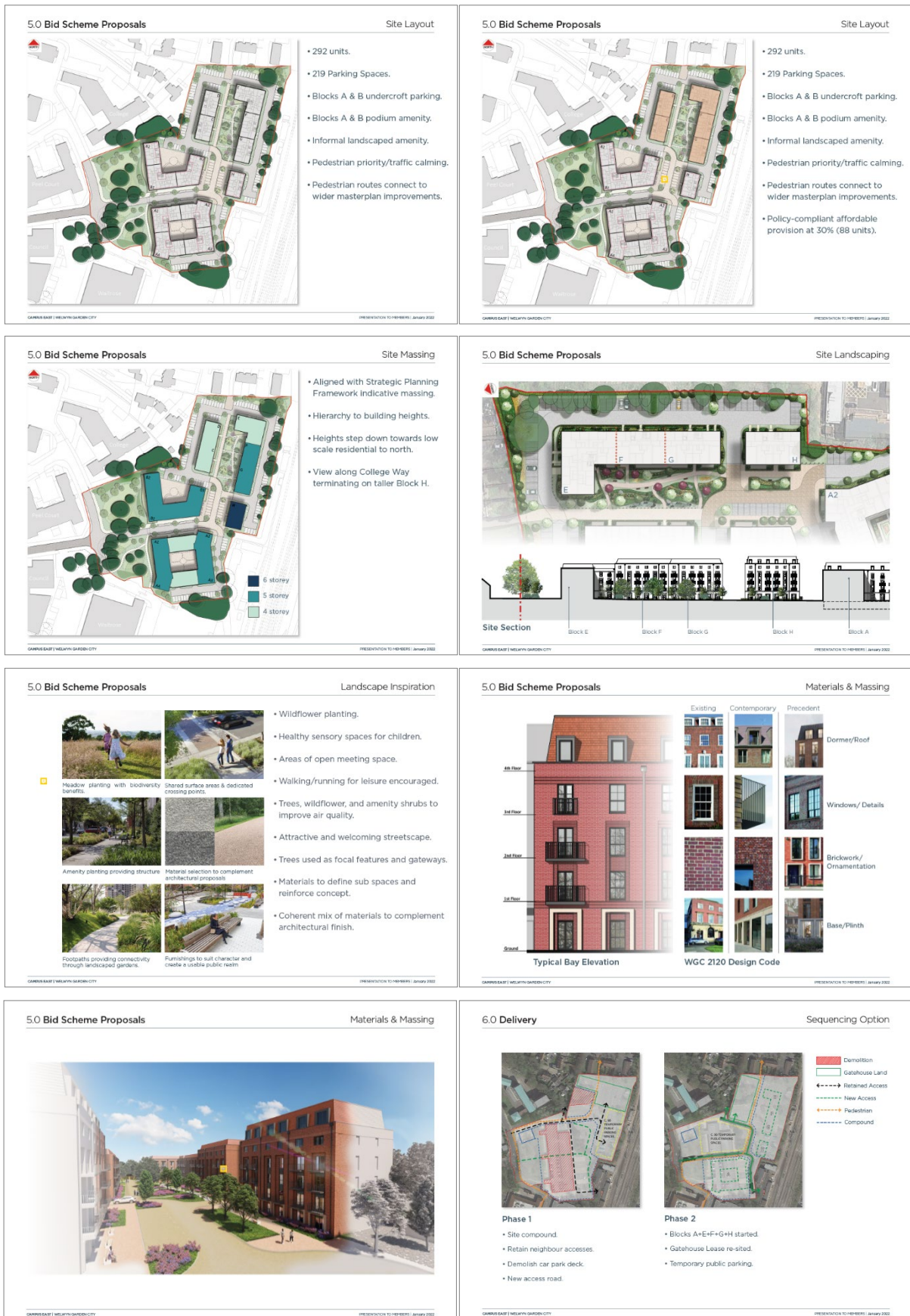
Armature Plan



- Retention of landscape frontage.
- Central landscaped amenity.
- Ecology/biodiversity enhanced.
- Circular vehicle route within site.
- Parking to periphery.
- Site gradient allows u/c parking.
- Public/Private amenity.

CARRIVE EAST | WELMATH GARDENS CITY

PRESENTATION TO MEMBERS | JANUARY 2022



6.0 Delivery

Sequencing Option



Phase 3

- Blocks A-E+G+H complete.
- Gatehouse parking open.
- Block B started.



Phase 4

- Block B complete.
- Gatehouse off-site.
- Blocks C+D complete.
- Compound removed.
- Landscaping completed.

DAVIDSON & PARTNERS LLP

PREPARED BY: DAVIDSON & PARTNERS LLP, January 2022

5.0 Delivery

Planning Programme

- Presentation to Members
- Initial Surveys
- Baseline Testing



Completed to date:

- Members presentation - 22nd Sep 2021
- Pre App 1 consultation - 5th Nov 2021
- Pre App 2 consultation - 7th Dec 2021
- Pre App 3 consultation - w/c 17th Jan 2022

DAVIDSON & PARTNERS LLP

PREPARED BY: DAVIDSON & PARTNERS LLP, January 2022

6.0 Delivery

Engagement



Communications & Engagement

- Engagement will continue through to submission and beyond.
- Agreed programme of events and initiatives to gather local feedback.
- We will engage the community, business and stakeholders.
- Project website under construction: www.campusparkeast.co.uk
- Join us for virtual or in-person events:
 - Events planned for February/March.
 - Webinar - lunchtime or early evening.

DAVIDSON & PARTNERS LLP

PREPARED BY: DAVIDSON & PARTNERS LLP, January 2022

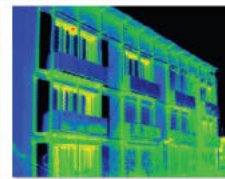
6.0 Delivery

Environmental Value



Sustainability

- Exceed WHBC's 2020/21 commitment.
- Site energy from renewable sources.
- Increase Biodiversity Net Gain on site.
- Run energy saving workshops for construction team and local supply chain.
- Reduction in car and traffic pollution including ECP provision.
- Overheating mitigation.



Specification

- Future proof against Building Regulations Part L 2022/23 and 2025 emerging targets.
- Fossil fuels removed. Scheme to be all electric.
- Proposed use of Air Source Heat Pump technology for heating and hot water demand.
- Water consumption to meet or improve upon Policy SADM13 targets
- Unit layouts consider surrounding noise generating uses.

DAVIDSON & PARTNERS LLP

PREPARED BY: DAVIDSON & PARTNERS LLP, January 2022

2.0 About Us

Bellway Homes

Why Bellway is the right partner

- Experienced and established house builder.
- One of the UK's largest national house building businesses.
- Strong and robust balance sheet.
- Proven track record of delivering large scale schemes.
- Key site for Bellway North London and excellent opportunity to continue our presence.
- Established working relationship with WHBC.
- Experienced subcontractor and supply chain support.
- To deliver a scheme with a lasting legacy we collectively can be proud of.

Bellway

We welcome the opportunity of working with you to unlock the development potential of this exciting opportunity.

DAVIDSON & PARTNERS LLP

PREPARED BY: DAVIDSON & PARTNERS LLP, January 2022

Bellway



Appendix 3. Stakeholder Letter



Bellway Homes Limited
North London
Bellway House
Bury Street
Ruislip
Middlesex
HA4 7SD

Telephone 01895 671100
Fax 01895 671155

www.bellway.co.uk

21st February 2022

Dear Councillor,

RE: Campus Park East – public consultation invitation

We are writing to invite you to a preview of our public consultation exercise in relation to our emerging proposals for the development of the Campus East car park, College Way, AL8, now being branded 'Campus Park East'. As you will be aware, the Council established that the existing Campus East car park should be brought forward as a new residential development. We will be presenting our emerging designs to the local community before we submit a planning application.

Preview Event:

12noon – 2pm Wednesday 2nd March Unit 49 (next to H&M upstairs), Howard Centre.

The public exhibitions will take place as follows:

2.00pm – 7pm Wednesday 2nd March Unit 49 (next to H&M upstairs), Howard Centre.

11.00am – 4.30pm Thursday 3rd March Unit 49 (next to H&M upstairs), Howard Centre.

Following an excellent suggestion from the Welwyn Garden City Civic Society, the display of the exhibition banners will continue on Friday 4th and Saturday 5th March 9am – 5:30pm in the main shopping mall area of the Howard Centre (this will be unstaffed).

We will be putting in place simple COVID measures so that visitors can be confident and at ease when attending our exhibition. We encourage use of face masks, hand sanitiser and good use of space. We understand that some people may not feel ready yet to attend public events.

We have also developed a website www.campusparkeast.co.uk and will be holding online consultation events for those who are unable (or would prefer not) to attend the events at the Howard Centre. These will take place on 9th March 10.30am -12.00 noon and 6pm – 7.30pm, (you can register for these on the website).

Should you have any questions or queries you can call our team on 0800 689 5209. We very much look forward to meeting you in March.

Yours sincerely

Campus Park East Team



Bellway is proud to be supporting Cancer Research UK as their charity of the year.

Registered Office: Bellway Homes Limited, Seaton Burn House, Dudley Lane, Seaton Burn, Newcastle upon Tyne, NE13 6BE. Registered in England Number 670176
Bellway Homes Limited is a member of the Bellway p.l.c. Group of Companies

Appendix 4. Community Invite letter



Bellway Homes Limited
North London
Bellway House
Bury Street
Ruislip
Middlesex
HA4 7SD

Telephone 01895 671100
Fax 01895 671155

www.bellway.co.uk

15th February 2022

Dear Resident,

RE: Campus Park East – public consultation invitation

We are writing to invite you to participate in a public consultation on our emerging proposals for the development of the Campus East car park, College Way, AL8, now being branded 'Campus Park East'. You may be aware, the Council has already established that the existing Campus East car park should be brought forward as a new residential development for the town through the publication of the Council's WGC 2120 Framework document. To facilitate this, replacement car parking will be provided at Campus West. While some residents have already contributed to the development of the Council's vision, we will be presenting our emerging designs to the local community before we submit a planning application.

We have written to you today in order to invite you to attend one of our public exhibitions:

2.00pm – 7pm Wednesday 2nd March Unit 49 (next to H&M upstairs), Howard Centre.

11.00am – 4.30pm Thursday 3rd March Unit 49 (next to H&M upstairs), Howard Centre.

We will be putting in place simple COVID measures so that visitors can be confident and at ease when attending our exhibition. We encourage use of face masks, hand sanitiser and good use of space. We understand that some people may not feel ready yet to attend public events.

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Appendix 5. Consultation Website

www.campusparkeast.co.uk



Campus Park East

[Home](#) [Story](#) [Our Vision](#) [Next Steps](#) [Contact Us](#)



FROM VISION TO DELIVERY



Welcome to this Campus Park East consultation website, to present and hear from you on the next steps in the Council's Town Centre North Vision.


Working together with the Council, our residential neighbours, a wide variety of interested stakeholders, we look forward to creating a development of which everyone can be proud as a new addition to the town.

Bellway Homes was selected as the development partner by Welwyn Hatfield Borough Council in 2021.

Bellway Homes – a commitment to quality – creating homes for over 70 years

Our mission is to build first-class homes that our customers are proud to live in. We are delighted to have been awarded 5 star builder status by the Home Builders Federation for the fifth year running.





We are committed to the delivery of affordable housing as an important part of the mix here in Welwyn Garden City.

Our neighbours are vital in helping us shape our plans.

We cannot deliver this positive change alone. Our aspirations will continually evolve through discussion with residents and Welwyn Hatfield Borough Council as we engage and listen to the public's views. We are not only committed to fully consult, but we believe that success cannot be achieved without the input of our neighbours and other stakeholders.

While residents have already contributed to the development of the Council's vision we will be presenting our emerging designs to the local community and stakeholders, via surveys, public drop-in exhibitions and online updates.

Sign-up for updates

This website will be continually updated as our designs evolve in response to consultation feedback. Please check back for future updates and details of our consultation events once available. If you would like to sign-up to receive updates you can do so below or via the 'Contact Us' page.



Keep me updated

Navigation



- Home
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About Us

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Get In Touch

 info@campusparkeast.co.uk
 0800 689 5209



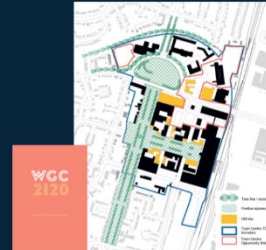
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The story so far

Welwyn Hatfield Borough Council held consultation events focussed on the vision for Town Centre North in February 2020.

→ [Read more about it here](#)

The Council concluded that the Campus East Car Park site has the potential to deliver up to 280 new homes, and will be the first major development site to the west of the railway line for many years. In ensuring that proposed development is appropriate for its position within the Garden City the Council carried out a procurement exercise during 2021 and appointed Bellway Homes as development partner.



Consultation Events – February 2020 – your feedback

A number of attendees were residents of Gresley Close, which forms the boundary to Plot 2 Campus East Car Park and had stated the importance of the pedestrian access through the car park which is a vital link for residents walking into town and for employees of nearby Shire Park.

Attendees stated that any visual design would have to consider the existing surrounding residential buildings and would need to respect the Garden City vernacular. Some attendees were shown a draft copy of the Town Centre North Building Code and were satisfied with the variety of architectural considerations included in the booklet.

Height was also a concern regarding the proposed residential development should be careful not to overshadow existing residential located on Gresley Close and Blakemere Road. Further comments included adhering to the existing Estate Management Scheme and that plans are sustainable with the town's ethos and character.

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About Us

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Get In Touch

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0800 689 5209



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Our Vision

The Council has already established that Campus Park East should be brought forward as a new residential quarter for the town.

Our proposals, when we were selected as the Council's development partner are broadly in line with the Town Centre North vision. We developed a masterplan for 292 homes – of which 30% would be affordable.

We have listened to the Council and residents by limiting the height to between four and five storeys.

We have listened to residents who are keen to see a pedestrian link maintained through the site and we have taken the opportunity to significantly improve bio-diversity with a network of linked green spaces weaving through the site.

We have listened to the Council who would like to see the 88 affordable housing units (30% of the total) delivered as 50% shared ownership and 50% affordable for rent.



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Get In Touch

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0800 689 5209



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Next Steps

Residents are invited to view the proposals at the Howard Centre (Upstairs next to H&M) on 2nd and 3rd March, with a website and online consultation events also taking place the following week.

Wednesday 2nd March, 2.00pm – 7pm

Thursday 3rd March, 11.00am – 4.30pm

We are also proposing to also hold online consultation events for those who are unable (or would prefer not) to attend the event at the Howard Centre. These will take place on 9th March 10.00am-12.00 noon and 6pm – 7.30pm, [you can register here](#).

[Online registration](#)

[Download exhibition banners](#)

[Download feedback form](#)

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About Us

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Get in Touch

info@campusparkeast.co.uk
0800 689 5209

Bellway

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Keep me updated

If you would like to sign up to receive updates on the project or have any comments, please fill out the form below.

| | | |
|----------------|-------------|------------|
| Title* | First Name* | Last Name* |
| Street Address | | |
| Address Line 2 | | |
| City | County | |
| Postal Code | Country | |
| Email* | | |
| Phone | | |

Please provide as many contact details as possible so we can keep you up to date with the progression of the scheme.

Further information, if required

[Submit](#)

Marengo Communications are collecting your data on behalf of Bellway Homes regarding Campus Park East in Welwyn Garden City. We're collecting it to keep you informed of the progression of the planning application and will not use it for any other purpose or provide it to any other company, except for Bellway Homes. If you do not want us to update you on the plans, then either do not supply us with the contact information or email us at info@campusparkeast.co.uk and we will delete this information from our records.

Contact the project team:

info@campusparkeast.co.uk
0800 689 5209

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Get in Touch

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0800 689 5209

Bellway

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Appendix 6. Exhibition Banners

Welcome

Bellway



Welcome to our exhibition which explains our plans for the development of the Campus East car park, College Way, AL8, now being branded 'Campus Park East'.



At this exhibition you can see more information on our plans, speak to a member of our project team and provide us with your feedback.



We value your feedback, so please do take the time to fill in one of the feedback forms available today or visit the Campus Park East website to let us know what you think.

Thank you.

Freephone information line:
0800 689 5209

info@campusparkeast.co.uk
www.campusparkeast.co.uk

The site today

Bellway



Campus Park East lies to the north of the town centre and immediately west of the train line. To the north are homes (Gresley Close) and to the east more homes (Peel Court) and Oaklands College.



As you can see from the plan above, Campus Park East is part of an important wider programme to reinvigorate the town centre led by Welwyn Hatfield Council to date, delivering new homes, retail, and leisure space for existing and future residents.



The principle of redeveloping the site was established in 2005 and has been allocated for a mixed used development within the adopted District Plan. More recently, the site was identified within the emerging Local Plan for solely residential. Despite the principle of the site's regeneration being long established, proposals have not materialised until recently.

We are keen to bring forward this highly sustainable town centre site.

Freephone information line:
0800 689 5209

info@campusparkeast.co.uk
www.campusparkeast.co.uk

The story so far

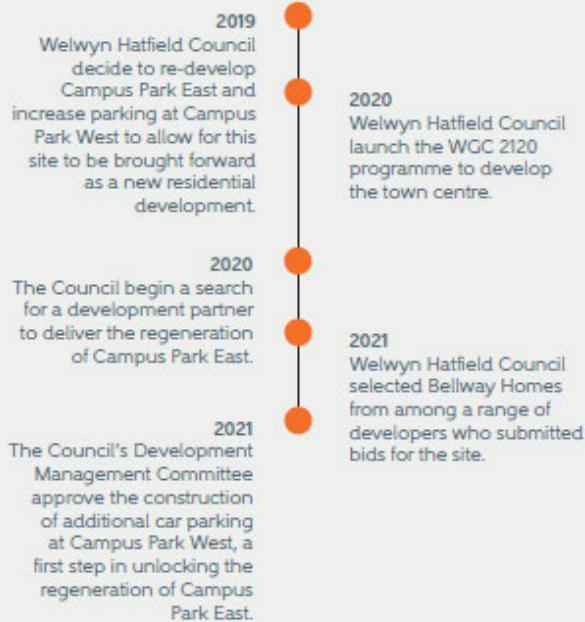
Bellway



In the centenary year of Welwyn Garden City, the Council is leading a programme of community engagement to introduce the WGC 2120 vision to residents. This feedback has been invaluable in helping to shape the proposals on display today.

Welwyn Hatfield Borough Council has already established that the existing car park at Campus Park East should be brought forward for a new residential development as part of the WGC 2120 vision. While some residents have already contributed to the development of the Council's vision, we are presenting our emerging designs to the local community before we submit a planning application in a few months.

Timeline



Freephone information line:
0800 689 5209

info@campusparkeast.co.uk
www.campusparkeast.co.uk

Our track record

Bellway



Bellway Homes has been delivering homes for over 70 years and employs more than 2,000 people. We are a NHBC 5 Star builder, and this site falls within our North London division. Our North London division secured the NHBC Quality and Seal of Excellence on QEII, Welwyn Garden City and Hertsmead Mews in Borehamwood among others.

We are an experienced and established house builder determined to deliver a scheme with a legacy we collectively can be proud of.

- One of the UK's largest national house building businesses.
- Strong and robust balance sheet.
- Proven track record of delivering large scale schemes.
- Key site for Bellway North London and excellent opportunity to showcase our approach.
- Established working relationship with Welwyn Hatfield Borough Council.
- Experienced subcontractor and supply chain support.
- Whole life cycle of development including gaining planning, construction and sales, and overall long term management and stewardship of developments.



Freephone information line:
0800 689 5209

info@campusparkeast.co.uk
www.campusparkeast.co.uk

Understanding the constraints



As you can see from the plan below, we have carefully considered the site to understand both its key fits strengths and opportunities, and its weaknesses and constraints. The below plan addresses the information we have needed to consider.



- Weakly-defined townscape around Campus.
- Poor connections between the site and town centre due to vehicular barriers.
- Poor definition of town centre edges.
- Noise from Network Rail line and depot.
- Thames Water foul and surface water sewers dissect site north-south.
- Access to Cottages and Network Rail compound to be retained
- Established pedestrian routes to be enhanced.
- c.3.5m falls from north to south.
- Established trees to western access and boundaries.

Understanding the opportunities



As you can see from the plan below, we have carefully considered the site to understand both its key fits strengths and opportunities, and its weaknesses and constraints. The below plan addresses the information we have needed to consider.



- Retain/enhance frontage landscape.
- Relocate and create more legible formalised site access. Enhance pedestrian link off-site to residential area to north. Create positive edge to frontage. Create focus to draw into site.
- Introduce central open space.

Freephone information line:
0800 689 5209

info@campusparkeast.co.uk
www.campusparkeast.co.uk

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info@campusparkeast.co.uk
www.campusparkeast.co.uk

How did we approach the bid process?

Bellway

Along with several other developers and housebuilders, Bellway were invited to tender for this site. We submitted proposals to the Council for around 290 homes arranged in a series of apartment blocks which was informed by our review of the site's known opportunities and constraints.

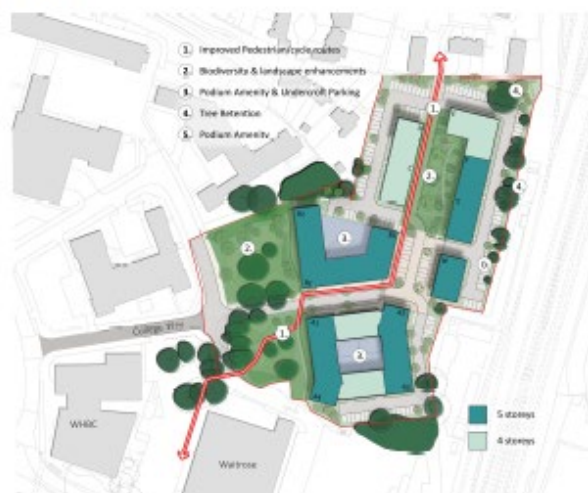


- Focal points & frontages defining movement and vistas.
- Blocks aligned to access.
- Linked landscaped open spaces.
- Formalised pedestrian / cycle routes.
- Enhanced north / south connection.
- Retention of landscape frontage.
- Central landscaped amenity.
- Ecology / biodiversity enhanced.
- Circular vehicle route within site.
- Parking peripheral to site.
- Site gradient allows for undercroft parking.
- Public and private amenity.

Our early proposals

Bellway

Our emerging proposals build on the vision that was first unveiled in the Council's WGC 2120 proposals to create an improved town centre that can be enjoyed by residents, businesses owners and visitors.



Freephone information line:
0800 689 5209

info@campusparkeast.co.uk
www.campusparkeast.co.uk

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0800 689 5209

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www.campusparkeast.co.uk

High quality architecture

Bellway



Artist's impression of the proposals

We have worked closely with the Council to evolve the masterplan following good design and place-making principles and responding to the site context. We believe, given the location of the site adjacent to the Conservation Area, it is important to respect and reflect the tradition of the Garden City.

The buildings will be guided by a set of design guidelines that have been developed specifically for this site. These guidelines set out an approach to ground floor activation and exterior façade to ensure a high-quality architecture.

The scheme is continuing to be developed with regards to detailed design and materials. Your feedback on this is welcome and will form part of our ongoing design process.

New homes

Bellway



We will be providing something for everyone, with a mix of homes, from new homes to buy, new homes for shared ownership and new homes for affordable rent. There will also be a number of wheelchair-accessible homes.

There will be 292 new homes to meet local housing need, of which 30% will be affordable. This is in-line with Council's affordable housing policy and we are discussing the split in affordable tenures with the Council's housing team. We are an experienced and established house builder determined to deliver a scheme with a legacy we collectively can be proud of.

Indicative housing mix

| | | | | | |
|------|-------------|------|-------------|----|-------------|
| 107: | 1-bed homes | 177: | 2-bed homes | 8: | 3-bed homes |
|------|-------------|------|-------------|----|-------------|

Our approach to parking

Parking is provided in line with typical expectations for developments of this nature, to ensure that adequate provision is made, and more sustainable modes of transport are encouraged.

Campus Park East is a highly accessible site with strong connections to local public transport – including Welwyn Garden City Railway Station and an established bus corridor – and town centre facilities. There will be easy access to Car Clubs for those who need a vehicle, electric vehicle charging points and dedicated delivery bays.

Our current proposals provide 203 parking spaces, with a parking ratio of 1:0.7.

This level of provision considers local car ownership levels, local parking standards and the sustainable town centre location.

There will be 292 secure bicycle parking spaces for residents and visitors. We are also exploring the inclusion of Car Club spaces for people that don't have access to a car.

Freephone information line: 0800 689 5209
info@campusparkeast.co.uk
www.campusparkeast.co.uk

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www.campusparkeast.co.uk

A welcoming and inclusive environment

Bellway



We asked the landscape architects, MacFarlane + Associates, to develop a public realm and landscape strategy that facilitates the creation a variety of new, accessible spaces that cater for residents, as well as people that will pass through every day.

As you can see from the plan above / below, we will create an attractive new environment for people of all backgrounds to live, gather and play. Our proposals include:

- Accessible green space to promote health and well-being
- Multi-generational play spaces
- Spaces to dwell and passive areas for social cohesion
- Species-rich planting to provide sensory and ecological benefits
- A surplus of tree planting on site, creating a tree-lined streetscape and focal planting within amenity spaces
- Preservation of existing mature trees

At present the site is dominated by concrete and tarmac. Our scheme will significantly increase the amount of green space locally and enhance on-site net biodiversity by at least 10%.

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 www.campusparkeast.co.uk

A sustainable, clean and green development

Bellway

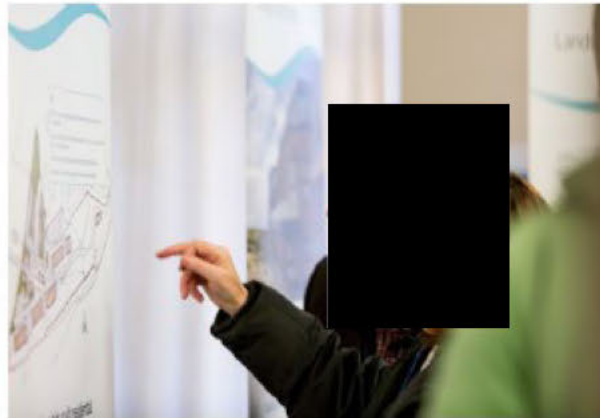
Our proposals will tackle the key environmental challenges through low carbon design, renewable energy, sustainable transport, and enhanced biodiversity.

Our commitments

- No fossil fuels. The development will be all electric in line with the UK's grid decarbonisation.
- Air source heat pumps to supply heating and hot water.
- A fabric first approach to reduce energy demand.
- Reducing water consumption through careful specification of water fittings and opportunities for water efficiency measures will be maximised.
- Habitats and landscapes will be improved, enhancing net biodiversity by at least 10%.
- Energy saving workshops for construction team and local supply chain.
- New soft biodiverse planting and new habitats for insects, birds, and other wildlife.
- Electric vehicle charging points.
- 292 secure bicycle parking spaces for visitors and residents.
- The proposed development will meet and exceed Welwyn Hatfield Borough Council's 2020 / 2021 commitment.

Freephone information line: 0800 689 5209
 info@campusparkeast.co.uk
 www.campusparkeast.co.uk

Next steps







Thank you for taking the time to attend our public consultation today. We hope you found it useful.

The views of the local community are important to us. We would appreciate it if you could take the time to let us know what you think. This will form part of our continuing consultation with the community.

You can let us know what you think in the following ways:

-  Complete a feedback form today & leave it with us
-  Fill in the feedback form on the project website: www.campusparkeast.co.uk
-  Post a form to us at "Freepost CONSULTATION REPLY"
-  Email info@campusparkeast.co.uk
-  Call us on 0800 689 5209



-  **February - March 2022**
Public consultation with stakeholders and residents
-  **May 2022**
Submit plans to Welwyn Hatfield Borough Council
-  **May - June 2022**
Expected formal consultation by Welwyn Hatfield Borough Council
-  **August 2022**
Determination by Welwyn Hatfield Borough Council

We are also holding two online consultation events. These will take place on 9th March 10.30am - 12.00 noon and 6.00pm - 7.30pm.

You can register on the website below.

If you would like a hard copy version of these boards, you can contact us.

Freephone information line:
 0800 689 5209


 info@campusparkeast.co.uk
 www.campusparkeast.co.uk


Appendix 7. Webinar presentation

Campus Park East

Public Consultation Webinar

March 9 2022





Welcome

Speakers:


| | |
|----------------------------------|----------------------------|
| Fiona Flaherty, Bellway Homes | Joseph Daniels, Savills |
| Robin Callister, Saunders | Nick Vose, Marango |

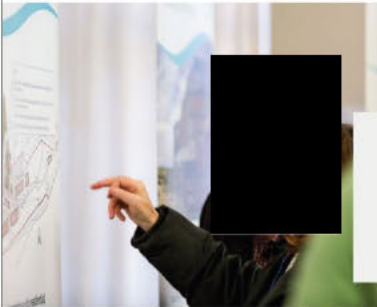
Housekeeping

Ask questions using the tab on the right hand side.

'Like' questions to move them upstream.


Use the tab to let us know about any technical issues.






Bellway Consultation


- Over 5,000 letters issued.
- Preview meetings with:
- Keep the G in WCC
- Welwyn Garden City Society
- Welwyn Garden City Heritage Trust
- Two days of public consultation





The Site Today

- Principle for redevelopment established in 2005
- WCC 2120 vision - consultation on site uses



Timeline

February – March 2022

Public consultation with stakeholders and residents

May 2022


Submit plans to Welwyn Hatfield Borough Council


May – June 2022

Expected formal consultation by Welwyn Hatfield Borough Council

August 2022

Determination by Welwyn Hatfield Borough Council







Bellway

Our track record


An experienced and established house builder determined to deliver a scheme with a legacy we collectively can be proud of.






Understanding the constraints


- Poor connections between the site and town centre due to vehicular barriers.
- Poor definition of town centre edges.
- Noise from Network Rail line and depot.
- Thames Water foul and surface water sewers dissect site north-south.

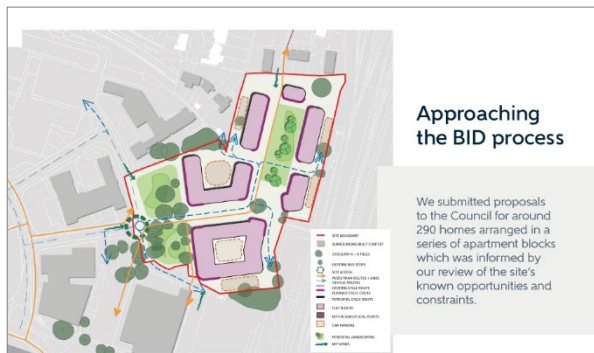




Understanding the opportunity

- Retain/enhance frontage landscape (especially trees).
- Relocate and create formalised site access.
- Enhance pedestrian link off-site to residential area to north.
- Create positive edge to frontage.
- Introduce central open space.

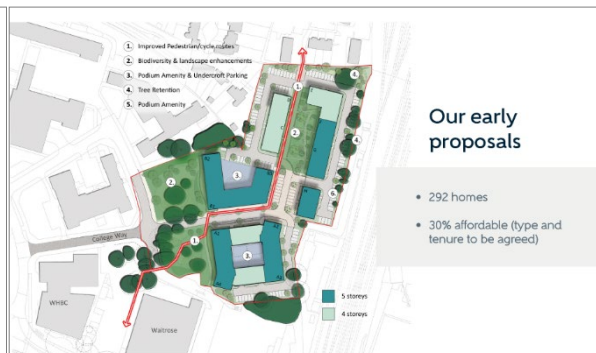




Approaching the BID process

We submitted proposals to the Council for around 290 homes arranged in a series of apartment blocks which was informed by our review of the site's known opportunities and constraints.

Bellway



Our early proposals

- 292 homes
- 30% affordable (type and tenure to be agreed)

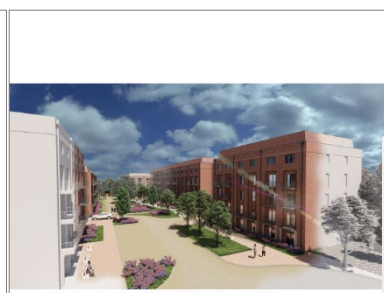
Bellway



Our approach to parking

- 203 car parking spaces
- 292 secure bicycle spaces

Bellway



High Quality Architecture

- Location of the site adjacent to the Conservation Area, important to respect and reflect the tradition of the Garden City.
- More architectural details to follow as we review and revise

Artists' impression to give an indication of approach

Bellway



Landscaping & Environment

- Accessible green space to promote health and well-being
- Multi-generational play spaces
- Species-rich planting to provide sensory and ecological benefits
- Tree-lined streetscape and planting within amenity spaces
- Preservation of existing mature trees

Bellway

Sustainability & Environment

- No fossil fuels.
- All electric development in line with the UK's grid decarbonisation
- Air source heat pumps to supply heating and hot water.
- Fabric first approach to reduce energy demand.
- Reducing water consumption through careful specification of water fittings and opportunities for water efficiency measures will be maximised.
- Habitats and landscapes will be improved, enhancing net biodiversity by at least 10%.
- Energy saving workshops for construction team and local supply chain.
- New soft biodiverse planting and new habitats for insects, birds, and other wildlife.

Bellway



Next Steps

- Over 250 attendees at consultation events
- Collate and review feedback
- Revise and submit application to Council

Bellway

Questions & Answers

Bellway

Appendix 8. Feedback Form

Campus Park East

Public Consultation Feedback Form



THANK YOU FOR TAKING THE TIME TO ATTEND TODAY'S EXHIBITION

Please let us know your thoughts by completing the questions below. You do not have to provide your personal details, however doing so will allow us to contact you regarding your feedback. Should you wish to be kept informed with the progress of the proposal please do tick the relevant boxes below.

First Name Last Name

Address Postcode

.....

..... Email

..... Phone

What is your age group?

- ☐ Under 18 ☐ 18 - 24 ☐ 25 - 34 ☐ 35 - 44 ☐ 45 - 54
- ☐ 55 - 64 ☐ 65 - 74 ☐ Over 75 ☐ Prefer not to say

What is your gender?

- ☐ Male ☐ Female ☐ Other ☐ Prefer not to say

- ☐ I'd like to be kept informed about updates to the planning process.
- ☐ I'd like to register interest in a new home on this development, for me or someone I know.

Marengo Communications are collecting your data on behalf of Bellway Homes regarding the redevelopment of Campus Park East. We are collecting it to keep you informed of the progression of the planning application and will not use it for any other purpose or provide it to any other company. If you do not want us to update you on the plans, then either do not supply us with this contact information or email us at info@campusparkeast.co.uk and we will delete this information from our records.

Please provide your views on the following statements by ticking the relevant box.

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

☐ Yes ☐ No ☐ Unsure

2. I welcome the proposals to re-use this brownfield site to provide new homes.

☐ Generally agree ☐ Somewhat agree ☐ No view ☐ Somewhat disagree ☐ Generally disagree

3. 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.

☐ Generally agree ☐ Somewhat agree ☐ No view ☐ Somewhat disagree ☐ Generally disagree

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

☐ Generally agree ☐ Somewhat agree ☐ No view ☐ Somewhat disagree ☐ Generally disagree

5. Do you have any further comments to make on our proposed development?

6. Do you support our plans for Campus Park East?

☐ Yes ☐ Yes, with reservations ☐ No ☐ Undecided

**THANK YOU FOR TAKING THE TIME TO PROVIDE
YOUR THOUGHTS AND COMMENTS**

Feedback will be open until
Monday 14th March 2022

Your responses will help inform the evolution of the proposal as we move towards the submission of a planning application. The decisions we take will be informed by all the responses we receive.

Forms can be:



Placed in the container at the exhibition




Emailed to:
info@campusparkeast.co.uk



Posted to us:
FREEPOST CONSULTATION
REPLY



Appendix 9. Newspaper Advertisement




We're consulting on our emerging proposals for the development of the Campus East car park, College Way, AL8, now being branded '**Campus Park East**'. We want to work with you to make this happen.

Join us in person on 2nd March 2pm - 7pm or 3rd March 11am - 5pm at **Unit 49 Howard Centre, (upstairs next to H&M)** or online on 9th March 10:30am - 12:00 noon and 6:00pm - 7:30pm.

We will answer any questions and listen to all feedback.

 0800 689 5209
 info@campusparkeast.co.uk

Visit our website to register for the consultation webinar:
 campusparkeast.co.uk

Appendix 10. Press release

MEDIA RELEASE 22.02.2022

Bellway launches community consultation for Campus Park East

Bellway Homes have today announced community consultation events regarding plans to transform the car park at Campus East into new homes.

Ali Maruf, Managing Director of Bellway Homes North London, said, “We were delighted when the Council appointed us to redevelop this important site. We’ve already met with local stakeholders and are keen to hear the views of the local community before we submit our planning application.

Residents are invited to view the proposals at the Howard Centre (Upstairs next to H&M) on 2nd and 3rd March, with a website and online consultation events also taking place the following week.

2.00pm – 7pm Wednesday 2nd March

11.00am – 4.30pm Thursday 3rd March

We have developed a website www.campusparkeast.co.uk and are proposing to also hold **online consultation events** for those who are unable (or would prefer not) to attend the event at the Howard Centre. These will take place on **9th March 10.30am -12.00 noon and 6pm – 7.30pm**, (you can register for these on the website).

Ali Maruf continued: “We know that there is a huge amount of interest in the way Welwyn Garden City is developing and we are looking forward to answering residents’ questions at our consultation events.

“We will be putting in place simple COVID measures so that visitors can be confident and at ease when attending our exhibition. We encourage use of face masks, hand sanitiser and good use of space. We understand that some people may not feel ready yet to attend public events so have decided to host some online events too.”

The plans are available to view at www.campusparkeast.co.uk and anyone can call the project team on our freephone number 0800 689 520 for more information.

The Council formally decided that the existing Campus East car park should be brought forward as a new residential development for the town through the publication of the Council’s WGC 2120 Framework document. To facilitate this, replacement car parking will be provided at Campus West.

ENDS

For further details please contact:

Marengo Communications

Andy Martin:



Appendix 11. Newspaper Articles



11.10.2021

Linchpin of WGC 2120 regeneration reaches major milestone

Welwyn Hatfield's ambitious regeneration plans made a giant stride forward with the recent appointment of national house builder Bellway as the preferred residential developer for Campus East Car Park.



The winning bid from Bellway will deliver approximately 290 new homes and form a major part of the council's wider long-term plans to invigorate the garden city.

With an emphasis on preserving and enhancing the garden city character, Bellway will work closely with Welwyn Garden City based architect firm, Saunders, to ensure the designs are in keeping with the architectural surroundings.

Bellway is committed to providing 30% of the development as affordable housing in addition to improved public transport links, creating a new community in the heart of Welwyn Garden City's historic district.

As the chosen developer, Bellway will work to ensure that their scheme is in keeping with sustainability commitments, allowing the council to meet its obligations to work with contractors that demonstrate their climate change credentials. The developer has also pledged to ensure that partners provide jobs to the local community as part of their proposal.

Council leader, Cllr Tony Kingsbury, said:

"Since we first unveiled the WGC 2120 proposals, we have listened to the invaluable feedback from

our residents and business owners, and want to thank them for getting involved at what is an exciting time for Welwyn Garden City.

"Campus East Car Park will be the major development of the WGC 2120 regeneration, and it is with great anticipation that we can look forward to an improved town centre, one we can continue to be proud of, and one that is enjoyed by residents, business owners and visitors to our beautiful garden city for the next 100 years and beyond."

Ali Maruf, Managing Director of Bellway North London, said:

"Bellway has been through an incredibly detailed process to reach this stage, so we are naturally very pleased to have reached a resolution with Welwyn Hatfield Borough Council to secure this land, which forms a significant part of a key regeneration project for the area.

"With a deal agreed for the site, Bellway is already considering the level of detail required for a planning application to be submitted for a development of up to 290 new homes for Welwyn Garden City, to deliver 30 per cent affordable housing and associated infrastructure, to cement our position as the house builder of choice to support the WGC 2120 project for the local community.

"We look forward to working closely with Welwyn Hatfield Borough Council and the local community as we move forward to deliver new housing to the area."

Bellway will be conducting a variety of community engagement activities later in the year, prior to the submission of a planning application. Residents may see engineers on-site carrying out preliminary site surveys soon.

<https://one.welhat.gov.uk/article/12171/Linchpin-of-WGC-2120-regeneration-reaches-major-milestone>

22/02/22

Public consultation set for Campus East car park development



Welwyn Garden City residents can have their say on the Campus East car park development. - Credit: Archant

The public are being given their chance to have a say over the future development of the Campus East car park in Welwyn Garden City.

Bellway Homes plan to turn the area into new homes, but are keen to hear from residents before submitting a planning application.

Proposals will be available to view at The Howard Centre in the unit next to H&M on the following dates:

- **Wednesday, March 2, from 2pm to 7pm**
- **Thursday, March 3, from 11am to 4.30pm**

There will also be online consultation events on the following date:

- **Wednesday, March 9, 10.30am to 12pm and 6pm to 7.30pm**

“We were delighted when Welwyn Hatfield Borough Council appointed us to redevelop this important site,” said Ali Maruf, managing director of Bellway Homes North London.

“We’ve already met with local stakeholders and are keen to hear the views of the local community before we submit our planning application.

“We know that there is a huge amount of interest in the way Welwyn Garden City is developing and we are looking forward to answering residents’ questions at our consultation events.

“We will be putting in place simple COVID-19 measures so that visitors can be confident and at ease when attending our exhibition. We encourage use of face masks, hand sanitiser and good use of space.

“We understand that some people may not feel ready yet to attend public events so have decided to host some online events too.”

The Campus East car park development was brought forward by the council and their WGC 2120 project, designed to take the world's second garden city into the next 100 years, but with an emphasis on preserving and enhancing the garden city character.

Last October, Bellway Homes were chosen as the developer to deliver 290 homes - including 30 per cent affordable housing - forming a major part of wider long-term plans to reinvigorate the town.

When work begins on Campus East, alternative parking will be provided at Campus West.

To find out more about the Campus East car park development and to register for the online consultation, visit www.campusparkeast.co.uk or call 0800 689 520.

Welwyn Hatfield Times, 22/02/22 Link [here](#)

Appendix 12. Webinar Questions

| Webinar Questions 09.03.2022 |
|---|
| Morning Session |
| You noted that you want to develop the links to the town centre. What progress do you plan in improving the integration? This would need to be via land owned by the Council and Waitrose. The current design does not directly lead into the town centre or provide a link to the East via Hunters Bridge. |
| Will you be reviewing the proposed design as a result of this Consultation? A planning application submission in May suggests that you will just be proceeding with the Bid Design. The current design is not inspiring – particularly as this is a key town centre site. |
| I'm delighted to hear that you won't be building any higher than five storeys. However I feel the architecture of the blocks need to be adapted to match more closely the architecture of the Garden City. |
| In order to inform how you develop the building block layout, massing and height, you should review the longer view impacts of the new development. Is it planned to do a LVIA type study from the existing town centre in particular? |
| How many bed spaces will there be in the 292 flats? |
| The car parking is limited which will have an impact on surrounding areas. Have you made any progress in the suggestion to negotiate the managed use of surrounding car parks – particularly out of hours? |
| Social housing – the current provision is unclear? We would have expected that the Council would make it a condition of development. 'Affordable' housing is not affordable to many. |
| I have a comment |
| Could I encourage you to have the scheme considered by an independent Design Review Panel at the appropriate stage before the application is submitted. |
| We all know 485 persons will need more than 203 parking spaces. Visitors need parking space too. Less than 1 space per flat will cause problems |
| Will a recording of this event be made available (as the MTVH exhibition)? |
| Suggestion for the future: it would be helpful if you typed the answers! (on an informal for information basis) |
| Thank you |
| Afternoon Session |
| Hello, how many people are attending? Thank you, Orla Kennedy |
| Two hundred and three parking-spaces, for 485 people is not sufficient, particularly as it is likely that the residents will have visitors, and, therefore, this provision needs to be increased. Will you do that? |
| Thank you for now. |
| Confirmation email had date as 16/3. Suspect some people might miss the session. |
| I am looking at this on a large screen with my glasses on and I can't see the legend. Can you please address this issue. Thank you, Orla Kennedy |
| How many of the 290 homes will be Social housing and I don't mean Affordable housing, particularly as not everyone can afford what is described as affordable housing? |
| We really need adequate car parking considered, in proportion to the number of bedrooms in each accommodation. |
| How many will be social housing? |
| What are the car parking local authority standards, where can I find them? Thanks |
| Bikes get stolen around here, is there any security? |
| Will this development come under a private residents association for lighting, street/ garden tending etc? |
| Hello, we are 6 attendees. Please answer our questions. Many thanks, Orla Kennedy |
| Thanks Nick. I guess I thought this would have been information proffered at the outset. |
| When Welwyn Garden City was established it was houses that were built, in "the main", not flats but you do not seem to intend to build any houses, so why not? |
| Who will maintain the greenspaces? |
| Is there scope for solar panels on the roofs (out of sight)? |
| Will your proposals be independently assessed re housing density, suitability of access routes and adequacy of car parking facilities? |
| Sorry but can you please remind me who Joseph Daniels is? Thank you, Orla |
| Please could you put the plan back up and talk us through the key |
| Missed the start, but the one that had about 12 items in small text |
| It is difficult to see how the types of property you have displayed meet the architectural values of WGC? |
| Apologies, but you said Joseph worked for 'Savilles'? Can you please flag up who that is? Thank you, Orla |
| What provision will be made for electric charging of vehicles - will it be full passive provision? |
| How will waste collection be organised and how will refuse vehicles, removal / delivery vehicles and emergency vehicles move around the site? |
| Who will own the freehold - flat owners as a group / company? |
| ... based at Shire Park |
| I guess I can see a Joseph Daniels listed as an "entrepreneur" on Companies House under 'Peniel Homes Limited'. Orla |
| Can you please provide written replies to the questions. I would like to review later. Thank you, Orla |
| Yes |
| Have you discussed the access proposal with Waitrose and the College and have they commented? |
| Thank you! |
| I think that one of your pedestrian "routes" is over Waitrose property, so what will you do if Waitrose stop access? |
| Thank you, Orla |