

# Sandleford Park East

## Feedback Report, June 2024

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### Introduction

Bloor Homes held a community-drop in event on Friday 15<sup>th</sup> March. The event provided an opportunity for residents to meet with the project team, review information about what has been approved under the outline consent, and understand the next steps.

The exhibition was held at Newbury Rugby Club, chosen for its central location, ensuring accessibility for all members of the community.

Attendees were asked to complete a feedback form as part of the event, with questions focussing on their views towards significant aspects of the proposals.

A total of 98 people attended, with 27 feedback forms completed, and hundreds of conversations held. Seven members of the project team were on hand to answer questions.



## Awareness raising

### Invitation to community drop-in event

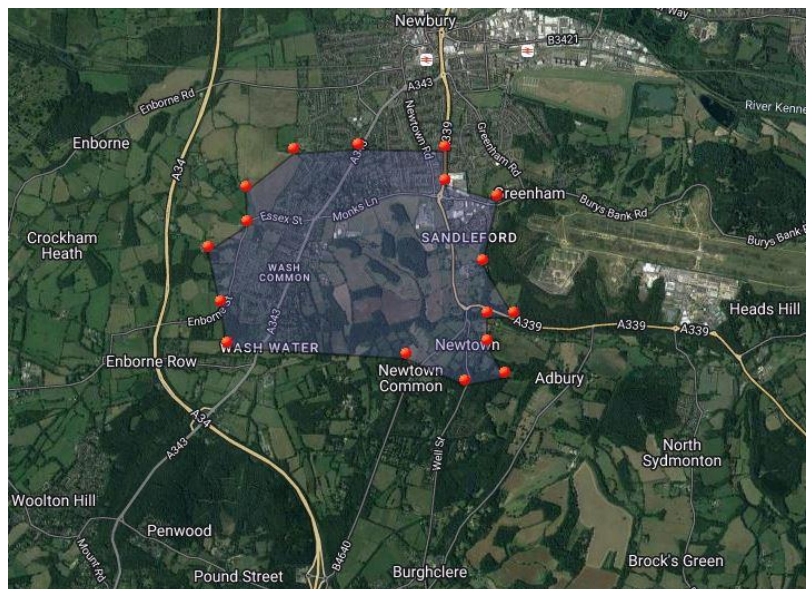
A total of 3,743 invitations were issued to residents about the community drop-in event, distributed through a leaflet drop via Royal Mail. The leaflet provided information about the purpose of the event and was sent on 6<sup>th</sup> March 2024 to 3,743 households in Wash Common, Newtown and Newbury areas. *The distribution area is provided below.*

West Berkshire and Parish councillors with a specific interest in the site were also invited to attend, with a specific preview event held. Invitation letters were sent via email.

Those invited to the pre-opening of the drop-in event, included:

- All councillors from Newbury Town Council
- All councillors from Greenham Parish Council
- Cabinet members (West Berkshire Council)
- All ward councillors from Newbury Wash Common (West Berkshire Council)

*Map demonstrating the distribution area of the community drop-in invite*



### Project website ([www.sandlefordeast.co.uk](http://www.sandlefordeast.co.uk))

Prior to the community drop-in event, a project website was also launched – with the website address and a QR code provided on the leaflet. The website went live on 4 March 2024.

The website provided information about the community drop-in event, the proposals for Sandleford Park East, the planning context, FAQs, and channels to contact the project team.

The website will remain live as the plans progress, with the information displayed evolving as the development moves forward.

Via the website residents can also sign up for a bespoke newsletter about the ongoing development of the proposals for Sandleford Park East, with 44 sign-ups at the time of writing.

Following the event, the exhibition boards were added to the website for members of the public who were not able to attend on the day.



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## Community drop-in event

The community drop-in event was attended by 98 local residents, most of whom asked questions of the project team. Over 90 attendees signed in via the sign-in books, many of whom provided an email address to allow for future correspondence.

27 feedback forms were completed at the community drop-in event. These forms were supplemented by verbal feedback direct to the seven members of the technical team who were on hand. Bloor Homes along with specialists in ecology, communications, transport planning and drainage were in attendance.

### Verbal feedback

Those that attended the community drop-in event were keen to have their questions answered by the project team and discuss the proposals. Discussion with residents broadly focussed around the following themes:

- Transport and roads
- The capacity of local services in the area, in particular health care provision
- Drainage
- Impact on wildlife
- The ownership and maintenance of the Country Park (stewardship)
- Timescales for development
- The need for new school places
- The relationship between Sandleford Park East and Sandleford Park West
- Construction plans

### Recap of feedback form questions

Q1. Do you have any comments on the information presented today?

Q2. Do you have any specific comments on our suggested approach to the Country Park?

Q3. What type of properties do you think should be provided at Sandleford Park East?

Q4. Can you give local examples of recently built developments that you like or dislike and reasons why?

Q5. How would you like us to communicate with you in the future?

Q6. Please share any other comments on the proposed development.



## Summary of written feedback

While some attendees questioned the principle of development, there was a general acceptance that the principle of development have now been established via the allocation of the site and subsequent Outline Consent. There was a general awareness of the broad benefits particularly around the creation of the Country Park.

Two themes repeatedly cropped up across questions. These themes were the issue of adequate local health care provision and the impact on local roads of additional residents. These concerns were rooted in existing challenges surrounding GP capacity and the already busy nature of nearby roads.

Some respondents expressed their desire to be provided with more detail on a variety of aspects, including house types, health care provision, phasing, and upgrades to local roads.

In question three, when asked about our suggested approach to the Country Park, requests for more information on the ownership and maintenance of the Country Park featured the most in responses.

Respondents expressed their preference for email communication moving forward.



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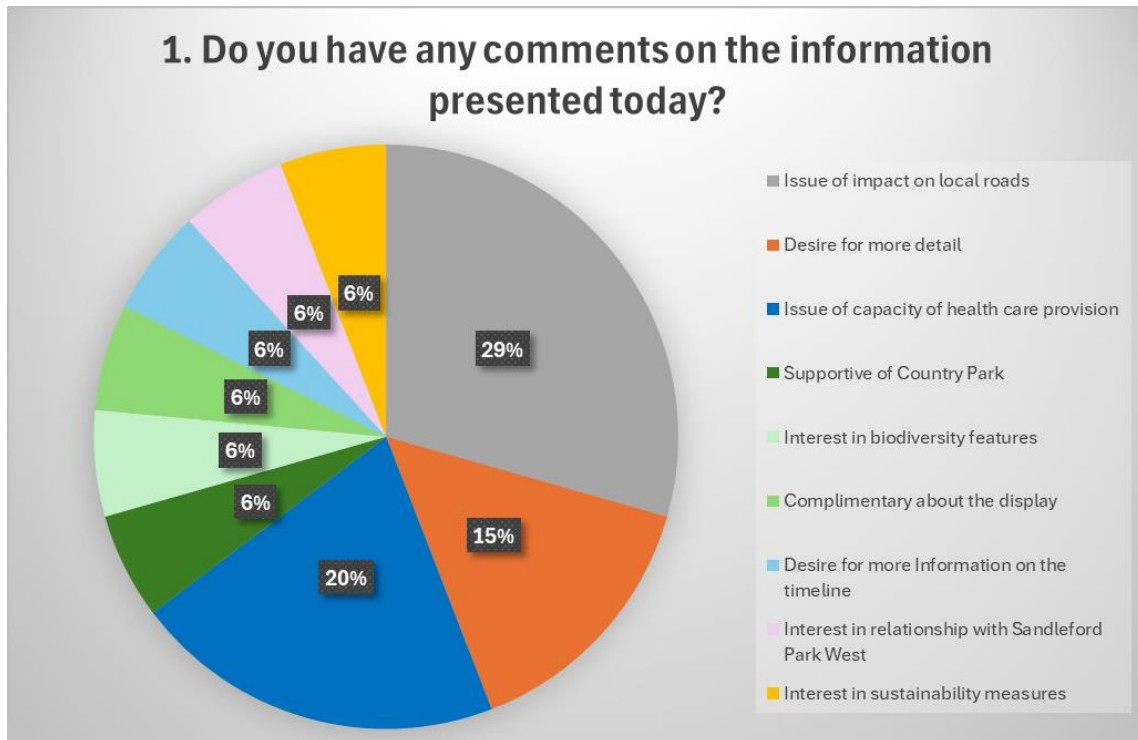
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## Breakdown of feedback

Q1: Do you have any comments on the information presented today?



Attendees answered this question in different ways, with some focussing on how the information was presented and other focussing on their views about the plans presented.

### Issue of impact on local roads

A number of residents raise the issue of road capacity. Here is the most common type of response:

- “The road infrastructure will not cope with an added populace of c.1,000 houses worth.”
- “No indication of proposed improvement to traffic flow other than feeding into already congested roads.”

### Issue of capacity of health care provision

Several residents raised capacity of health care provision locally, noting that existing health care provision was already struggling to cope with demand. Here is the most common type of responses:

- “I remain very concerned about the provision for a new doctor’s surgery.”
- “No extra provision for increasing doctors’ surgery size.”



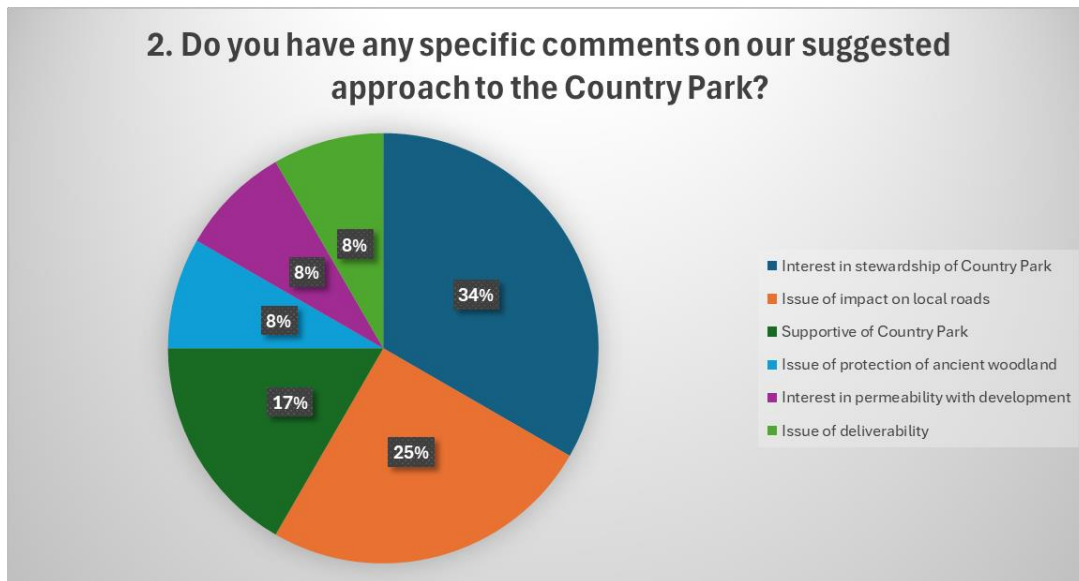
## Desire for more detail

There was a desire for more detail on certain aspects of the scheme, with some residents expecting more detailed information at the community drop-in event. Here is the most common type of responses:

- “No detailed plan about health care provision.”
- “There is no timetable for when the hub will be built.”
- “Still seems limited in detail.”



Question 2: Do you have any specific comments on our suggested approach to the Country Park?



The range of responses to this question was more limited than responses to the previous question. Whilst most responses did address the question directly, there were some instances where individuals emphasised the impact of the wider development on local roads – this was more prevalent among those who had initially brought up the issue of local roads in the previous question.

### Interest in stewardship of Country Park

There was interest in the stewardship of the Country Park with resident responses raising issues of ownership, maintenance, funding, and management of the Country Park. Here is the most common type of response:

- “Future ownership and maintenance is important. The land should not remain owned just by Bloor but either passed to West Berks Council or to a trust responsible for future upkeep.”
- “Who pays for the upkeep of the Country Park?”
- I am concerned that the park will be overmanaged and I would prefer the land be handed over to Berkshire Wildlife Trust for independent management and consistency with Greenham Common.”

### Issue of impact on local roads

Despite the question asking about the approach to the Country Park, comments also raised the issue of road capacity Here is the most common type of response:

- “This feels like it will further impact an already busy area.”
- “Perhaps traffic lights or roundabout access onto Monks Lane and Andover Road.”



## Supportive of Country Park

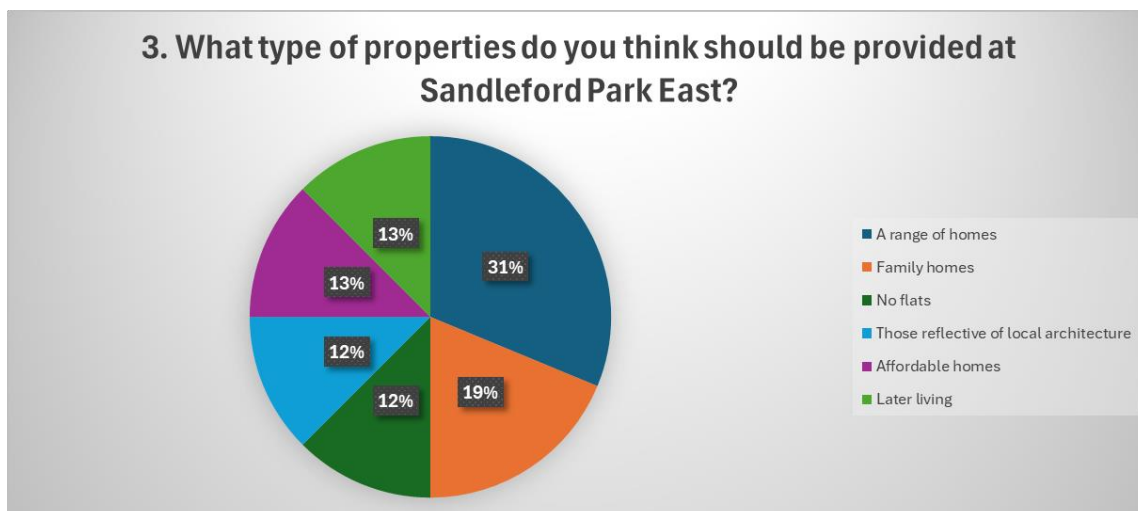
Support was demonstrated for the Country Park, with one response even expressing surprise at the expansive allocation of green space within the plans. Here is the most common type of response:

- “Good to know it [Country Park] is an important and prioritised aspect of the development.”
  - “I was pleasantly surprised on the amount of green on your map.”
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### Question 3: What type of properties do you think should be provided at Sandelford Park East?



A significant proportion of respondents did not answer this question but of those who answered, there was a consensus that a range of homes should be provided. Some responses did not focus on the types of properties which should be provided but instead specified the need for homes to reflect local architecture.

#### A range of homes

There is a consensus among respondents that a diverse range of properties should be provided, including support for different sizes and types. This suggests a desire to accommodate different housing needs within the community. Here is the most common type of response:

- “A mix of properties.”
- “All types of properties should be built. First time buyers – with some help to buy scheme. Two-bedroom properties through to family detached homes.”
- “A broad mix of housing.”

#### Family Homes

There is a specific emphasis on the importance of including family homes, with respondents prioritising the construction of larger properties to accommodate families, indicating a preference for housing options that support community stability and growth. This is consistent with other comments which stated that flats should not be built. Here is the most common type of response:

- Family homes to keep the nature of South Newbury.”
- “3-4-bedroom houses
- “A fair mix of properties from 2-4 bedrooms.”

#### Those reflective of local architecture

Other responses advocated for homes designed in accordance with local architecture, reflecting a desire to ensure that the new development blends harmoniously with the existing built environment. Here is the most common type of response:

- “Designed in keeping with local architectural style i.e. red brick.”
- “Architecture that represents the heritage of Newbury.”



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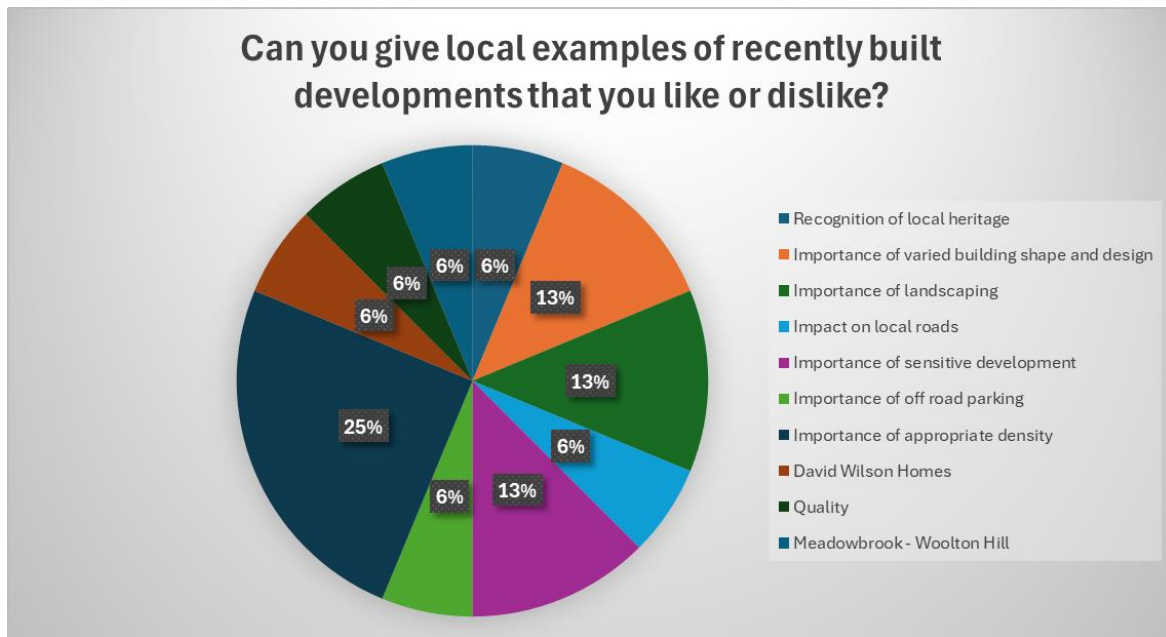
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Question 4: Can you give local examples of recently built developments that you like or dislike and reasons why?

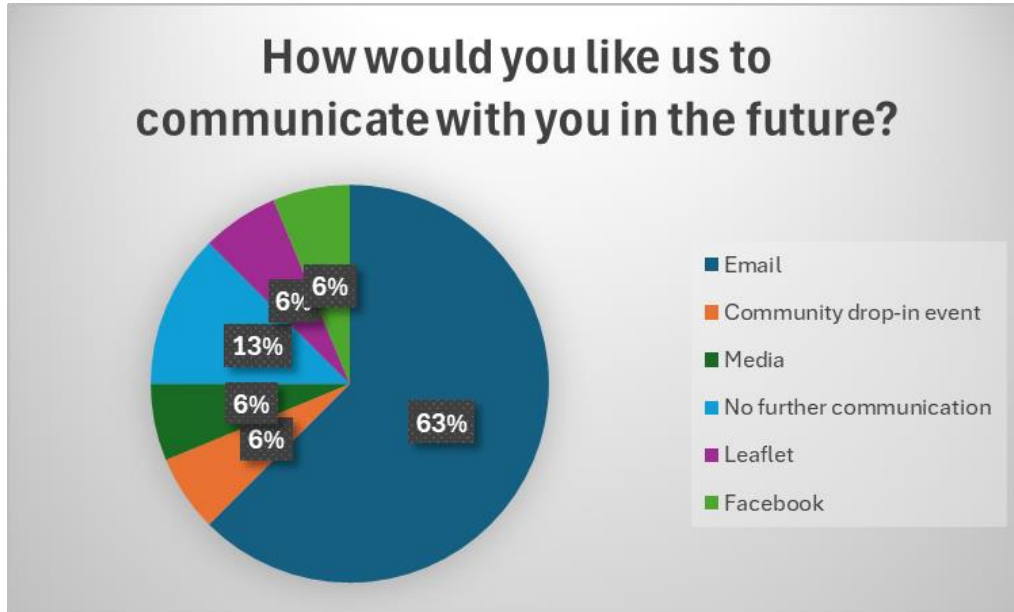


Only nine respondents answered this question, and many of those did not directly answer the question. Responses instead focussed on considerations for the proposed development. There was only one example provided of a development that a respondent liked – the example was Meadowbrook, Woolton Hill in Newbury which was built by Bloor in 2016. Another respondent complimented David Wilson Homes because they were “sympathetic to local styles of housebuilding/architecture/standard of furnishing.”

The most featured comment was about ensuring an appropriate density of housing, with one respondent commenting that “the development behind Tesco was over dense,” whilst another person commented that “all recent developments are too crowded.”



Question 5: How would you like us to communicate with you in the future?

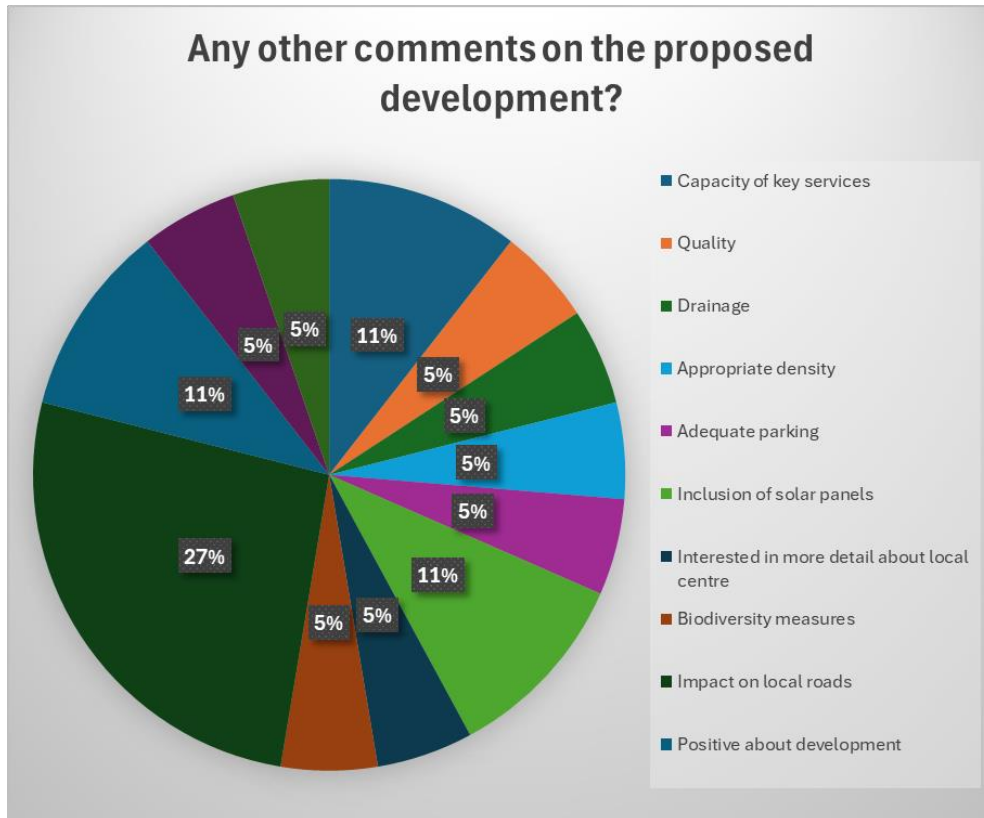


The majority of responses (63%) indicated a preference for future communication via email, which aligns with our plans to distribute newsletters electronically to those who subscribed for updates. Additionally, a portion of respondents (13%) expressed a desire to opt out of further communication. We have noted their preferences to ensure we respect their wishes and refrain from contacting them in the future.

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Question 6: Please share any other comments on the proposed development.



There was a wide variety of comments from responses to this question. The impact on local roads has appeared as a response throughout the questions and it was the top comment for this question. A notable proportion of respondents showed interest in the inclusion of solar panels within the development. This indicates a desire for sustainable energy solutions and environmental consciousness among the community.



## Conclusion and next steps

In conclusion, the feedback gathered from the community regarding the proposed development at Sandford Park East reflects a range of interests, issues and preferences. The most prominent themes include highway capacity, healthcare provision, and the desire for more detailed information on various aspects of the development plan. Additionally, there is strong support for the inclusion of a Country Park, with particular interest in its stewardship and maintenance.

Regarding housing preferences, there is a consensus that a diverse range of properties should be provided, accommodating different housing needs within the community while also reflecting local architectural styles. Respondents emphasise the importance of family homes to maintain the character of the area.

Communication preferences are overwhelming towards email, with most respondents indicating their preference for future communication through this channel. This demonstrates that our plan to provide newsletter updates via email is the right way forward.

Overall, the feedback highlights the importance of addressing concerns related to infrastructure, healthcare provision, and environmental sustainability in the development planning process. It underscores the need for transparent communication and community engagement to ensure that the development aligns with the needs and values of local residents. We are already actively taking steps to provide transparent and clear information by organising a stakeholder liaison group, which will be a platform for direct and transparent communication with stakeholders.

We will also write to those most impacted by the creation of the new access on Monks Lane to ensure that we are addressing their specific queries about the changes.



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