Upper Outwoods,
Burton upon Trent, Staffordshire

STATEMENT OF
COMMUNITY INVOLVEMENT

Outline Planning Application

January 2012
Statement of Community Involvement

Upper Outwoods, Burton

Optimum PR
1/1/2012
## Contents

1. Introduction 4
2. Summary of Public Consultations 6
3. Communications Strategy 8
4. Pre – Application discussions 9
5. Methods of Community Consultation 10
6. Community Consultation – Exhibitions 12
7. Design Workshop 14
8. Pre – application discussions : Our response to comments received 16

Appendix 1 The Public Response
Appendix 2 Consultees contacted by Hallam Land Management Consultants
Appendix 3 Media coverage 2011
Appendix 4a Advertising Notice September 2008
Appendix 4b Advertising Notice November 2011
Appendix 5a Exhibition notice leaflets September 2008
Appendix 5b Exhibition notice leaflets November 2011
Appendix 6a Exhibition Boards September 2008
Appendix 6b Exhibition Boards November 2011
Appendix 7 Newsletter September 2008
Appendix 8a Comment Card September 2008
Appendix 8b Comment Card November 2011
Appendix 9 Website Screen shots 2011
<table>
<thead>
<tr>
<th>Appendix</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Photographs of the exhibitions – 2008/2011</td>
</tr>
<tr>
<td>11</td>
<td>Design Workshop – invitation letter 2011</td>
</tr>
<tr>
<td>12</td>
<td>Consultees who attended the Design Workshop</td>
</tr>
<tr>
<td>13</td>
<td>Photographs of the Design Workshop</td>
</tr>
</tbody>
</table>
1. Introduction

1.1 Optimum Public Relations Ltd have been retained by Hallam Land Management Ltd to prepare a Statement of Community Involvement that accurately reflects the pre-application and community consultation undertaken for Upper Outwoods, Burton on Trent, Staffordshire.

1.2 In order to inform and shape the application proposals prior to submission, Hallam Land Management has actively sought to engage the local community, local stakeholder organisations, and officers of East Staffordshire Borough Council, as outlined by this Report.

1.3 Consideration has been given to East Staffordshire Borough Council’s Statement of Community Involvement (SCI) (3rd September 2007). It was noted that paragraphs 4.5, 4.6, 4.7 and 4.8 of Section 4 of the SCI encourages ‘developers to seek discussions with the local planning authority in advance of submitting a planning application. Similarly, this guidance encourages developers proposing significant development schemes to engage in early-stage community involvement.’

1.4 In line with East Staffordshire Borough Council’s SCI Section 4, paragraph 4.5, Hallam Land Management Ltd have sought advice and discussed every stage of the Masterplanning process with Council Officers. In response to Council Officer discussions, and Section 4, paragraph 4.5 of the SCI, Hallam Land Management Ltd has ‘engage (d) in early-stage community involvement… Hallam Land Management Ltd has sought ‘to involve the community at the earliest practicable opportunity.’ Section 4 paragraph 4.6.

1.5 Throughout its discussions with the Community, Hallam Land Management Ltd has sought out and ‘welcome (d) the views of the community on development options for the site.’ Section 4 Paragraph 4.7.
1.6 In addition to the informal pre-application discussions with East Staffordshire Borough Council, Hallam Land Management Ltd has sought the advice of East Staffordshire Borough Council with regards to, ‘the level and type of community involvement’, Section 4, paragraph 4.8. It also submitted a full communications consultation document to East Staffordshire Borough Council Planning Control Division, prior to holding a second round of community consultation.

1.7 There has been extensive pre-application consultation with a variety of Consultees, including landowners.

1.8 This SCI Report is, therefore, a key supporting document to the accompanying planning application, identifying the stakeholder and community consultation activity undertaken and how the feedback received has influenced the development proposals.
2. **Summary of Public Consultation**

2.1 Hallam Land Management’s primary focus has been to successfully engage with the local community and communicate the development proposals for the Upper Outwoods project to local residents, the wider Upper Outwoods community, local politicians, and relevant stakeholders.

2.2 The aim of its public consultation strategy has been to conduct open and two-way dialogue with the immediate and wider community, as well as with local stakeholders.

2.3 Since 2008, there has been considerable work undertaken with the community, local Councillors, Parish Councils, and other stakeholders. This has taken the form of two public exhibitions, local press activity, meetings with local stakeholders and presentations to Anslow and Outwoods Parish Councils.

2.4 This process has resulted in significant publicity for the scheme, with press coverage for both exhibitions in the Burton Mail. 4000 leaflets were distributed highlighting the scheme and the exhibition dates. Notifications were also sent to Statutory Consultees. As a result, approx. 300 people visited the exhibition held in September 2008 and 210 people attended the exhibition in November 2011.

2.5 In addition to the public exhibitions, Hallam Land Management Ltd has engaged with East Staffordshire Borough Council during the pre-application process and this has included Masterplanning meetings and site visits. They have also conducted ongoing discussions with a range of local stakeholders. These have ranged from Staffordshire County Council to the Highways Agency and Seven Trent Water plc.

2.6 During discussions with East Staffordshire Borough Council, Hallam Land Management suggested a Stakeholder Masterplanning Workshop. East Staffordshire Borough Council agreed that it should form part of the Consultation process and approved the final stakeholder invitation list. The
event took place in June 2011 in East Staffordshire Borough Council’s Town Hall. In total 21 people attended from 13 different local organisations. The event was an opportunity for individual Consultees to ask questions of the Hallam Land Management Ltd Consultancy team on a one to one basis and have the opportunity to visit the site before giving their opinions on the proposals. (See Appendix 12-14)
3. **Communications Strategy**

3.1 The focus has been to communicate the development proposals for Upper Outwoods to local residents, the wider Burton area, local politicians, and relevant stakeholders.

3.2 Local opinion and information gathering has been an important part of the consultation. All comments received were used to shape the consultation process.

3.3 At all times inclusive communications methods were used that would be suitable for a range of people from varying backgrounds. The communications clearly demonstrated that local opinion was welcomed, listened to, and acted upon wherever possible.

3.4 Hallam Land Management Ltd’s approach was to enable two-way dialogue at every stage of the consultation process by working with council officers, local politicians, residents, statutory Consultees and other stakeholders.

3.5 A consultation document was prepared and sent to East Staffordshire Borough Council. A copy of the document was also sent to Anslow Parish Council and Outwoods Parish Council.
4. Pre-Application Discussions

4.1 As part of the pre-application discussions, Hallam Land Management has presented to East Staffordshire Borough Council, Anslow Parish, and Outwoods Parish Councils.

4.2 There have been a number of pre-application discussions held and correspondence with Consultees as part of the technical process, details of which are supplied in the accompanying submission documents, (see Appendix 2 Consultees contacted by Hallam Land Consultants). These have ranged from individual meetings with East Staffordshire Borough Council and the Highways Authority, to correspondence with South Staffordshire Primary Care Trust and named invitations to the Design Workshop in June 2011.

4.3 As part of the pre-application discussions, Hallam Land Management Ltd contacted Anslow Parish Council and arranged a series of meetings and presentations. These discussions have been used to shape the Masterplanning process, specifically in relation to the potential traffic calming measures at Anslow. In addition to the meetings with Anslow Parish Council, there has also been contact and ongoing dialogue with Outwoods Parish Council, which has included a presentation and discussions at their Parish meeting.

4.4 A design workshop was held in June 2011 where representatives from a wide range of organisations attended. Their views and opinions have been taken into consideration during the Masterplanning process.

4.5 Hallam Land Management Ltd have undertaken to continue discussions with stakeholders, such as Anslow and Outwoods Parish Councils, to meet with them as required and to form a steering group which can continue to represent the interests of the local community during the consultation period.
5. Methods of Community Consultation

Media

5.1 An integral part of the communications plan was to engage with the local media and brief them about the proposals.

5.2 Press releases were prepared to publicise both the 2008 and 2011 exhibitions. These were sent to the Burton Mail in the run up to both exhibitions.

5.3 The resulting press coverage included front-page headlines in the Burton Mail in 2008 and coverage in 2011.

5.4 Copies of the press releases and the media coverage are contained in Appendix 3.

Advertising

5.5 In September 2008, the Public Exhibitions were advertised in the Burton Mail on a week before the date of the exhibitions. A quarter page advertisement was placed in a prominent right hand side position (please see Appendix 4a).

5.6 In November 2011, the Public Exhibitions were advertised in the Burton Mail a week prior to the exhibition. This was also a quarter-page advertisement placed in a prominent right hand side position. (Please see Appendix 4b).

5.7 Both advertisements clearly stated where the proposed development would be situated, and the venues and times of the exhibitions. The public were also given the opportunity to contact Hallam Land Management directly by including a direct number and e-mail address to a named contact, and a web site address.
Exhibition Notice Leaflets

5.8 Both the exhibitions held in September 2008 and those held in November 2011 were publicised with a door-to-door leaflet drop to DE13, DE14.

5.9 The leaflets advertised the date and venue of the exhibition and gave a contact telephone number, an e-mail contact, and in the 2011 notice, a website address for those members of the public who wanted further information about the proposals and the exhibition.

5.10 The September 2008 exhibition was publicised by distributing 3000 leaflets. However, on closer examination of the footfall from the exhibition it was evident that the majority of visitors to the exhibition came from the perimeter of the site.

5.11 The November 2011 exhibition was publicised by distributing 1000 leaflets door to door, directly to those living on the perimeter of the site. In addition, a small number of invitations were posted to those households who attended the exhibition in 2008 but lived further away. Appendix 5a contains copies of the September 2008 and Appendix 5b has copies of the November 2011 Exhibition Notice leaflets.

Website

5.12 In 2011, Hallam Land Management set up the website, www.upperoutwoods-burton.co.uk as part of their communications plan. This website has been updated and used to communicate details about the proposals.

5.13 The website has enabled the local community to view the plans, and copies of the exhibition material. There is also a comments and contact page, which has encouraged the public to have their say and get involved with the proposal through the website. Appendix 10 contains screen shots of the website.

5.14 The website will remain live and accessible until November 2012.
6. Community Consultation – Exhibitions

6.1 Following on from earlier consultation events undertaken in 2008, it was decided that there would be an exhibition and a website used to promote the proposals and inform the public about the Masterplan and the proposed planning application. The Masterplan and the proposals had changed since the 2008 public exhibition.

6.2 The aim of the first exhibition was to gauge public reaction to the Masterplan principles, consider any areas of concern, and use the views to inform the preparation of the proposals. The second exhibition was to demonstrate to the public how the Masterplan had been developed and to give the public the opportunity to see the revised Masterplan and proposals before the planning application was submitted.

6.3 In 2008, an exhibition was organised in Anslow Village Hall, on September 15 and 16th. Copies of the boards are contained in Appendix. 6a.

6.4 At Anslow Village Hall, the first exhibition was open from 5.30 until 8.30pm. There were approx. 300 visitors to the two-day event and each visitor was able to approach and ask questions of members of the Hallam Land Management Ltd Team that attended.

6.5 At the second exhibition, 210 members of the public attended the exhibition, which was open from 5.00 to 9.00pm. Again, Hallam Land Management Ltd Team members were on hand to explain the proposals and answer any questions.

6.6 In addition to the material on view, all exhibition visitors in September 2008 were given a newsletter and a comment card in order that they might record their views. Copies of the newsletter and comment card can be seen in appendix 7 and 8a of this report.

6.7 Once all of the comments had been collated and examined, Hallam Land Management Ltd Consultancy team discussed the outcome of the
September 2008 Exhibition and a more detailed Masterplan was developed. See Appendix 1 The Public Response.

6.8 In November 2011, Hallam Land Management Ltd went back to the public with a detailed Masterplan.

6.9 Both exhibitions were attended by Hallam Land Management Team members who were on hand to answer any questions and discuss any issues raised by the public.

6.10 At the September 2008 and November 2011 exhibitions, all visitors were shown AO sized boards illustrating the Masterplan components (see Appendix 6a and 6b). Again, comment cards were distributed and the comments recorded and analysed.

6.11 Photographs taken at the exhibitions can be seen in Appendix 11.
7 Design Workshop

7.1 The concept of a design workshop for stakeholders has formed part of the ongoing dialogue between Hallam Land and East Staffordshire Borough Council Planning Department since early 2011. The overall format and list of stakeholders was agreed with them and a copy of the invitation was sent prior to distribution.

7.2 All Stakeholders were initially contacted by phone in order to ensure that that the invitation went to the correct named individual. The calls were followed up with an invitation by e-mail. Those that were able to attend received an invitation by post and a hard copy of the Design Workshop document, prepared by FPCR, together with details of the event. Follow up e-mails were sent beforehand to remind people of the event and parking arrangements. Appendix 11.

7.3 The Workshop focused on exploring the main site issues, as well as identifying some broad design principles that can help create an attractive place. The workshop sessions were an opportunity to develop ideas, aspirations, and principles.

7.4 At the beginning of the day, the individuals from each of the Stakeholders were split evenly into groups. This was to ensure that each table consisted of a variety of stakeholders, rather than, for example, a self-selecting table of Councillors from one Parish. Using illustrative material provided, each group identified what they considered the site’s main constraints and opportunities. This led to a series of overarching design principles for the site and the creation of simple conceptual master plans.

7.5 The stakeholder group travelled to Beamhill Road and spent time walking and looking over the site at Outwoods Farm. During the visit, stakeholders were given a short explanation of the site and had the opportunity to ask questions. Appendix 13, photographs of the Design Workshop.

7.6 The views that were recorded were used to guide the site’s Masterplan, a Design Vision, and the Upper Outwoods planning application.
7.7 The workshop took place at the Town Hall, East Staffordshire Borough Council on the 21st June 2011. The event ran from 9.30 to 3.30 and included a visit to the Outwoods Farm site.

7.8 The list of stakeholders that attended the Design Workshop can be seen in Appendix 12.
8 Pre –application Discussions: Our Response To Comments Received

8.1 In response to traffic concerns from Anslow Parish Council and members of the public, we have assessed Field Lane, Outwoods Lane, junctions within Anslow and the Calais Road junction. In addition, we have produced traffic calming measures in order to mitigate the perceived problem of increased traffic through Anslow Village. The application included a Transport Assessment.

8.2 In response to the density of the Upper Outwoods development, we have produced a low-density scheme, which is in keeping with the low densities around the edge of the site and responds to the landscape characteristics of the site in terms of landform and vegetation.

8.3 In response to concerns about community facilities, school provision and GP surgeries, we continue in our discussions with Staffordshire County Education department about schooling and to local GPs about medical provision.

8.4 In response to concerns about settlement separation, specifically as a result of local feedback and comments received from Anslow Parish Council, we have kept the building line away from Outwoods Lane to maintain a greater area of separation.

8.5 Concerns of local residents about the width of the greenspace behind their homes. In response, we have increased the green buffer to 15 metres to the rear of the Beamhill Road properties. We have also created a large area of greenspace on the site’s Southern edge near Field Lane.
Appendix 1 - The Public Response

Following the series of public consultation events held in September 2008 and November 2011, the total number of written comments that were received regarding the proposals was 234.

There have been 230 responses on comment cards, 4 responses by e-mail, 3 comments left on the website.

Of the responses received, the majority were concerned about potential traffic problems and pressure on the existing road system. The next concern related to the Educational provision. While this issue relates directly to Staffordshire County Council, it is an area of significant tension for those living locally, particularly for potential Secondary School pupils.

Comments on the Proposals

There was a range of comments made about the proposals, including a number in support of the development as well as those that were negative.

Typical of those comments that were negative included:

“We strongly disagree with the proposals and along with it the core strategy of the council. I will be objecting and fighting this gross mis use of greenbelt and the environment.
Field Lane

However, there were also positive comments:

I would prefer it if access was not exclusively onto Beamhill Road…Aside from the above, I am in favour of this development, as housebuilding is at its lowest level in 90 years making property unattainable for first time buyers. Further, I would agree with the location, as this is the sort of special location that people prefer to live, rather than cramped flats.
Beamhill Rd
Some people expressed a view that the area between the development and residents should be increased, so as to create a wider green buffer.

However, regarding your proposals I am pleased that a landscaped buffer zone will be established at the back of all existing properties surrounding the site and hope this is translated into the final scheme if it goes ahead. There is a need for a small area of retirement bungalows to enable downsizing to take place and release family homes on to the market.

Tutbury Road

It seemed that some residents were resigned to the idea of development.

“I think while we would all like to see no building at all, if it is going to happen the plans appear the best of a bad job. Most people will look for excuses, but it seems a reasonable plan all in all. The new parks and accessible greenspaces will be a welcome addition.

Field Lane

Issues

While many of the issues raised are consistent with development proposals of a similar size, Hallam Land Management Ltd have taken all reasonable steps throughout the pre-application process to thoroughly assess and resolve the issues. Each of the following issues has been dealt with as part of the Environmental Impact Assessment.

Transport Issues

Transport was the most mentioned subject of concern, even amongst those who were in favour of the development. Most were concerned with congestion on the A511 and the pressure on the local road system from the Development.

A sample of the comments received highlight specific problems raised in relation to existing problems on traffic issues.

‘Traffic Chaos – Beamhill Road and all surrounding roads e.g. Field Lane, Longhedge Lane Henhurst Hill will become gridlocked.’
Beamhill Road

‘Junction at Beacon could be busy. Filter Lanes may need to start further back to avoid alternative queue.’

Field Lane

‘My only concern is volume of traffic using Outwoods Lane & Field Lane as a rat run. And flow of traffic onto A511 into Burton.’

Beaconsfield Rd

‘Please include traffic calming measures on Beamhill Road.’

Beamhill Rd

**Community Issues**

Community issues concentrated on concerns about schooling, the potential for crime and medical provision.

The types of comments received were as follows:

‘With view to the proposal of building a new primary school. The infant school at Castle Park was only closed 2 years ago and Horninglow Infants made into one form entry primary school and Outwoods primary into a 2/3 form entry school. There is plenty of space to build onto Outwoods for children of existing residents. We do not need a new school or more housing.’

Tutbury Rd

‘Park off Green Valley needs a re-think. Will attract unsocial behaviour/drunken youths – Please review’

Green Valley Drive Resident

‘Major concern over the playing area off Green Valley Drive. Existing park at night attracts youth drinking at night already. Area will still not be overlooked. Recipe for more unsociable behaviours needs to be re-thought.’

Green Valley Drive

‘I’m a local gp. All the local practices are saturated with patients. Have you spoken with any gp surgery???’
Field Lane

Environmental Issues

There were some concerns expressed over the loss of a rural way of life. However, there were only small number of references to the woodland and wildlife. Comments received included:

‘Drainage: I could not, from the plans ascertain the size of the balancing ponds, but I doubt a developer without a detailed topographical survey of the area could create effect drainage (a previous developer couldn’t). If retaining trees along the Kitling brook course, then brook needs to be culverted. Otherwise, debris/leaves etc. will cause blockage.’
Kitling Greaves Lane

‘Kitling Greaves Lane is still prone to flooding. More concreted areas will only exacerbate this problem. How will the sewerage system cope? 950 houses would have a detrimental effect on the Outwoods area. It will devalue the existing properties on Field Lane and Beamhill. There are plenty of empty properties/areas to be developed within the town itself.’
Tutbury Rd

‘We moved to Beamhill purely for the lovely views we have of the fields around us and to get away from light pollution so my father can do his hobby, astronomy photography without any disturbance.’
Beamhill Road, Anslow
Appendix 2 - Consultees contacted by Hallam Land Management Ltd Consultants

Hallam Land Management Ltd issued a Scoping Report to East Staffordshire Borough Council as part of the Town and County Planning (EIA) Regulations 2011. This report outlined the development proposals and the scope of environmental topics to be assessed by means of the Environmental Impact Assessment; this included assessing traffic, drainage, landscape, heritage, noise, and ecology. The report was sent by the Local Authority to relevant Statutory Consultees for their comments.

Trent & Dove Housing
Burton Civic Society
Staffordshire County Council
  Historic Environment Team
  Transport Assessment
  Education
Environment Agency
Trent Valley Division, Staffordshire Police
National Forest Company
Staffordshire Wildlife Trust
Outwoods Parish Council
Anslow Parish Council
East Staffordshire BC
Highways Agency
Burton & District Chamber of Trade
Severn Trent Water
South Staffordshire Primary Care Trust
Plan for 950 new homes to go on public display

By Joshua Taylor
joshua.taylor@independent.co.uk

CONTROVERSIAL plans to build nearly 1,500 homes in the East Staffordshire countryside will go on public display next week.

Hollin Land, the property company behind the proposal, is inviting residents to give their views before a full planning application is submitted.

The site, in question, currently being used as farmland, is located south of Baschurch Road, between Outwood and Anslow.

The Mail exclusively revealed in September that the 950-home development could include a new primary school, sports pitches, public transport links, and junction improvements to the A511 and new cycle paths.

The plans could also include retail premises and community buildings.

Paul Burton, regional manager for Hollin Land, said: “We have been in discussions about the proposals with stakeholders and East Staffordshire Borough Council for some considerable time.

“Following our stakeholder workshop earlier this year and the discussions with local parish councils, we have now drawn up our plans which will be on display.”

Mr Burton continued: “There will still be more work to do before a planning application is submitted next year and it is important that local people have their say and help shape the proposals.”

The proposal is likely to be met with opposition from campaigners who claim countryside is being needlessly and exensively developed by property firms in East Staffordshire, as part of a wider scheme to build 10,000 extra homes in the Borough by 2031.

Town Hall bosses claim such building work is necessary to cope with the area’s booming population and that insufficient ‘brownfield’ sites are available.

Education chiefs have been talking for many months about building a new primary school somewhere in Anslow to cope with increased demand for places.

The public exhibition will take place at Anslow Village Hall in Main Road, Anslow, from 6pm to 9pm on Wednesday.

The plans can also be viewed on the online by visiting www.appercooodsburton.co.uk prior to the exhibition.
Outwoods Farm
- development consultation

Hallam Land, part of the Henry Boot Group, are currently developing new and exciting proposals for a new community of homes and community facilities at Upper Outwoods Farm, Burton on Trent.

We value your views and ideas, so please, come along and help us to shape the proposals;

Anslow Village Hall on:

Monday 15 September 5.30pm until 8.30pm
Tuesday 16 September 5.30pm until 8.30pm

Members of the project team will be on hand to answer your questions and discuss your views.

For further information please contact Jackie Alderson,
Community Liaison Manager
at jalderson@optimummpr.co.uk
or call her on 07932 137506.
Upper Outwoods, Burton

Hallam Land, part of the Henry Boot Group, will be displaying plans and inviting local people to have their say on proposals for up to 950 homes at Upper Outwoods.

The proposals can be viewed on the website www.upperoutwoods-burton.co.uk

So please come along, view the plans first-hand and speak with the Hallam Team.

Venue: Anslow Village Hall
Date: Wednesday 9 November
Time: 5.00pm until 9.00pm

For further information contact Jackie Alderson, Community Liaison Manager on 07932 137506, or get in touch by e mail jalderson@optimumnpr.co.uk
Appendix 5a – Exhibition Notice leaflets September 2008

Outwoods Farm - development consultation

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Monday 15 September 5.30pm until 8.30pm
Tuesday 16 September 5.30pm until 8.30pm

Members of the project team will be on hand to answer your questions and discuss your views.

For further information please contact Jackie Adderson, Community Liaison Manager at adderson@optimumpco.uk or call her on 01932 137356.
Appendix 5b – Exhibition Notice leaflets November 2011

Upper Outwoods, Burton

Hallam Land, part of the Henry Boot Group, will be displaying plans and inviting local people to have their say on proposals for up to 950 homes at Upper Outwoods.

The proposals can be viewed on the website www.upperoutwoods-burton.co.uk

So please come along, view the plans first-hand and speak with the Hallam Team.

Venue: Anslow Village Hall
Date: Wednesday 9 November
Time: 5.00pm until 9.00pm

For further information contact Jackie Alderson, Community Liaison Manager on 07982 137506, or get in touch by email jalderson@optimuminpr.co.uk
Appendix 6a – Exhibition Boards September 2008

OUR PROPOSALS

- Desirable development of 850 new homes based on sustainable design and construction
- A quality linear streetscape, buildings and open spaces, integrating extensive areas of open space, planting and landscaping
- Retaining existing landscape features such as hedgerows, woodland plantations, mature trees and Kitting Greaves Lane
- A wide range of housing from starter 1 bed homes to 5 bed detached
- Family homes with gardens
- Affordable homes
- Small local centre
- New primary school
- Medical centre and Convenience Store
- Possible Children’s Nursery
- Outdoor Sports Pitches and Green areas for leisure activities
- Safe and well designed children’s play areas
- New footpath and cycleways

ENVIRONMENT

- New recreation, play area and Community Park
- New woodland planting following the National Forest Strategy
- Existing woodland plantation and Green spaces integrated as part of the character of the development
- Sports pitches
- Nature and wildlife areas retained and integrated into the development
- Balancing pond areas to collect surface water from the development and prevent local flooding.
**HOUSING & COMMUNITY**
- Quality housing design based on local character and best practice design
- A mix of house types offering a range of accommodation including Four & Five Bed family homes
- 2 and 3 storey homes
- Energy efficient homes
- Mixed tenure affordable homes
- Small Local Centre with Convenience Store and possible Medical Provision
- New Community Primary School and possible Children's Nursery

**TRANSPORT & ACCESS**
- Good public transport links with Burton
- New bus services to enter into the development
- New cycle routes
- New footpaths
- Kilning Graves Lane to form a new cycleway/footpath
- Two new access roads from the development to Beamhill Road
- The development to be based on an attractive layout of streets and spaces with priority for pedestrians and cyclists.
Appendix 6b – Exhibition Boards November 2011

Upper Outwoods - Our Proposals

- Sustainable development of 950 new homes
- Quality design and construction
- An attractive street layout of buildings and attractive spaces, integrating extensive areas of new open space, planting and landscaping
- Safe and well designed children’s play areas
- Enhancing and linking the footpath along Killing Cresses Lane to Outwoods Lane
- A wide range of housing from 2 bed homes to 5 bed detached
- Family homes with gardens
- Affordable homes
- Small local centre
- New primary school
- Possible Medical centre and Children’s Nursery
- Convenience Store
- Outdoor Sports Pitches and Green play areas for leisure activities
- Safe and well designed children’s play areas
- New footpath and cycleways
- Retaining existing landscape features such as hedgerows, woodland plantation, mature trees
Upper Outwoods - Environment

- New Recreation, Play area and Community Park
- New woodland planting following the National Forest Strategy
- Existing woodland plantation and Green spaces integrated as part of the character of the development
- Sports pitches
- Nature and wildlife areas retained and integrated into the development
- Two Balancing ponds areas to collect surface water from the development and to prevent local flooding
Upper Outwoods - Housing & Community

- Quality housing design based on local character and best practice design
- A mix of house types offering a range of accommodation including Four & Five Bed family homes
- Two and two and a half storey homes
- Energy efficient homes
- Mixed tenure affordable homes provided either on site or off site
- Small Local Centre with Convenience Store and possible Medical Provision
- New Community Primary School and possible Children’s Nursery
Upper Outwoods - Transport & Access

- Two new access roads from the development to Beamhill Road
- Junction improvements on the A511 / Tutbury Road / Harehedge Lane / Beamhill Road junction
- Good public transport links with Burton
- New bus services to enter into the development
- New cycle routes
- New footpaths
- Killing Greaves Lane to form a new cycleway/footpath
- The development to be based on an attractive layout of streets and spaces with priority for pedestrians and cyclists
- A number of junctions in the area have been assessed and continue to be assessed, in consultation with the County Highways
Upper Outwoods - Consultation

Some of the Stakeholders we have discussed our proposals with are:

- Severn Trent
- Environment Agency
- Staffordshire County Council – Highways and Education
- Green National Forest
- Burton Civic Society
- Staffordshire Police
- Trent & Dove Housing Association
- Staffordshire Wildlife Trust
- Burton & District Chamber of Commerce

The information and opinions we gathered have already shaped the plan:

- An extended green buffer between the existing homes and the new development.
- Birks path needed from Beam Hill Road
- Avoid 3 storey development
- The importance of Green Space within the development
- Addressing drainage for both foul and surface water
- Potential for rat running through Anslow
- School Capacity
- Trafﬁcs problem on Herehedge Lane and junction with Calais Road/AS11
Upper Outwoods - Consultation

Understanding local community’s hopes and aspirations

We also want as many people as possible to understand the project and contribute to the planning process.

- September 2008: We held our first public consultation exhibition, which was attended by over 400 people.
- June 2011: We held a stakeholder masterplanning workshop and site visit.
- 2009 to-date: Ongoing dialogue with East Staffordshire Borough Council and Staffordshire County Council.
- Regular meetings with local Parish Councils.
Upper Outwoods - Our Proposals

The Masterplan
Upper Outwoods - Drainage

Surface Water Management
Appendix 8a – Comment Card September 2008

Upper Outwoods Farm - development consultation

As part of this consultation we are collecting and collating the views of local people. We would be grateful if you could spend some time recording your views and comments.

1. Are you in favour of development at Outwoods? Yes/No

2. What local facilities are needed in the area that could be included in this proposal?

3. What are your key concerns?

4. Do you think we have identified all of the issues associated with this site? Yes/No
   If no, please tell us your views.

Name: __________________________________________
Address: _______________________________________
                      ________________________________ Postcode: ____________
Tel: ___________________________ E Mail: ________________

For further information please contact Jackie Alderson, Community Liaison Manager at jalexson@optimumpace.co.uk or call her on 01932 88296.
Comment Card

As part of this consultation we are collecting and collating the views of local people. We would be grateful if you could spend some time recording your views and comments.

Comments

Name:
Address: _____________________________ Postcode: _____________________________
Tel: __________ E Mail: _____________________________

For further information please contact Jackie Alderson, Community Liaison Manager at jalderson@optimumpc.co.uk or call her on 07932 137306.
Appendix 9 - Website Screen Shots 2011

Upper Outwoods, Burton

Welcome to the Upper Outwoods Proposals

Welcome to the Upper Outwoods Proposals. Hanson Land Management Limited are part of the Landfill Task Force, which aims to develop a sustainable housing development in the area. The site is designated as part of the consultation with local people who live near Upper Outwoods and within Burton. It gives everyone the opportunity to get involved and help shape and inform the proposals.

All of the views received during the consultation, including those sent via this website, will be used to help shape the final plans. The final plans will be submitted to the Staffordshire Borough Council with the planning application. The planning application will be displayed on this website.

Upper Outwoods, Burton

Master Plan

Our proposals are for approximately 1600 homes. There will be a range of quality, built and modern, energy efficient homes ranging from two-bedroom to four- & five-bedroom detached properties.

The detail in our plans will be informed by local opinion and we welcome your ideas and views about the development. So, feel free to suggest the kind of facilities you think should be included. There will be two new access roads onto Children Road, which will provide access for cars into the development and extra numbers of footpaths and cycle lines. These proposals are for you to comment upon, and as we gather local views during the consultation period, we will refine the plans and then publish them on this website.
Traffic & Highways
Transport and highways have been subject to extensive modeling and testing using East Staffordshire’s traffic data. We have been in consultation with Staffordshire County Council Highways and the Highways Agency.
- Two new access roads from the development onto Bramhall Road
- Junction improvements on the A511/Fulbrook Road / Heathcote Lane / Bramhall Road junction
- A number of junctions in the area have been widened and Continue to be assessed in consultation with the County Highways.

Good public transport links are also a key feature of the development as are cycle ways and footpaths that connect with Burton town centre:
- Road link and regular public transportation links with Burton
- New bus services that enter the development
- New cycle routes
- New footpaths
- Adding Greens Lane to form a new cycle path/footpath

Environmental Conservation
A great deal of attention has been paid to the constraints and issues surrounding the site. This includes ensuring that the natural assets of the site are retained as much as possible and that adequate drainage provision is given priority.

Two balancing pond areas to collect surface water from the development and to prevent local flooding.
We will be preserving and enhancing existing woodlands and creating extensive new spaces for local people to enjoy. The main aspects are:
- New Recreation, Play area and Community Park
- Sports pitches
- New woodland planting following the national woodland strategy
- Existing woodland and Green spaces integrated as part of the character of the development

Nature and wildlife areas retained and integrated into the development.
Flooding and drainage

Homes & Community Amenities

It is important that the development is integrated with the existing community and that any additional facilities will benefit both newcomers and existing residents. The main aspects are:

- Quality housing designed to local character and excellent design
- Energy efficient homes using low carbon technologies
- A mix of house types offering a range of accommodation including Four and Five bed family homes and homes for older retired people
- Amenity homes
- New Community Primary School and possible childcare
- Nursery
- A small Local Centre with Convenience Store and possible Medical Provision
Appendix 10 - Photographs of the exhibitions
Appendix 11  Design Workshop Invitation Letter 2011

Date: May 20\textsuperscript{th} 2011

xxxxxxx

**Invitation to key stakeholder event for Proposed Residential Development off Beamhill Road, Burton upon Trent. 21\textsuperscript{st} June, Town Hall, East Staffordshire Borough Council, 1100 – 1430 (to include site visit).**

Dear xx xxxxxxx

I am writing to invite you to a key stakeholder event in order to progress ideas for a residential development off Beamhill Road, Burton Upon Trent. The event will include a visit to the site location, as well as discussions about the potential for a site with capacity for upwards of 750 homes.

This event forms part of the ongoing dialogue with key stakeholders. As you may be aware, East Staffordshire Borough Council has indicated a significant quality housing shortage and has been progressing plans to address the shortfall. The site, proposed by Hallam Land, is one that has been identified by officers at the Council as a preferred location for growth.

This event will outline the site, the opportunities and constraints, and provide opportunities for your organisation to identify any issues and ensure that they are addressed early on in the process.

Key members of the planning project team will be on hand to facilitate the discussions and answer any questions.
Can you please rely in the first instance to indicate that you will be able to attend. If you are unable to attend, can you please nominate the appropriate person in your organisation. The agenda for day will only be sent to those stakeholders who confirm attendance.

Please contact me on my mobile, 07932 137506 should you have any questions.

Kind regards

Jackie Alderson
Stakeholder Engagement Consultant
On behalf of Hallam Land
Mobile: 07932 137506
Appendix 12 - Consultees who attended the Design Workshop

Stakeholders that took part in the workshop 21st June 2011

Steve McLoughlin  Trent & Dove Housing  Project Manager
Richard Wain  Burton Civic Society  Member
Valerie Burton  Burton Civic Society  President
Mike Winks  Staffordshire CC  Strategic Planning Manager
Lynn Jarvis  Environment Agency  Devel and Flood Risk Officer
Stephen Dean  Staffordshire County Council  Historic Environment Team
Jon Jarvis  Staffordshire County Council  Transport Assessment Manager
Duncan Fisher  Trent Valley Division, Staffordshire Police  Arch Officer
Sarah Victor  Environment Agency  Planner
Philip Metcalfe  Green National Forest Company  Planning Officer
Kate Dewey  Staffordshire Wildlife Trust  Planning officer
Cllr David Browning  Outwoods Parish Council
Cllr David Blair  Anslow Parish Council
Cllr David Page  Anslow Parish Council
Cllr Ian Johnson  Outwoods Parish Council
Emily Fletcher  East Staffordshire BC  Planning policy officer
Sarah Mccann  East Staffordshire BC
Victoria Meikle  Highways Agency  Asset Manager
Faye Shelley  Gerald Eve
Stephen Dean  Staffordshire County Council  Historic Enviro Officer
Philip Hickman  Burton & District Chamber of Trade  Council member
GROUP WORKSHOP 1: WHAT ARE THE SITE'S ASSETS, QUALITIES, CONSTRAINTS AND OPPORTUNITIES?

Assets:
- Local facilities to support
- Visual connection to urban
- Relation to surrounding green areas

Qualities:
- Mature trees and decent planting
- View from nearby house

Constraints:
- Access from existing road
- Sustainable design

Opportunities:
- Potential for further development
- Potential for green infrastructure

DESIGN WORKSHOP

49