



# Community Engagement Statement

Compiled by IPB Communications on behalf of:  
David Wilson Homes  
Flockton Green, Flockton, Kirklees



**DAVID WILSON HOMES**  
WHERE QUALITY LIVES

March 2016



# Community Engagement Statement

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# Community Engagement Statement

## 1. SUMMARY

This report summarises the method of public consultation that has taken place in advance of the full planning application for the development new homes on land at Flockton Green Working Men's Club, Flockton.

The proposal being brought forward by David Wilson Homes is for up to 90 new homes and a replacement building and car for the Working Men's Club.

This document details the pre-application consultation activity of David Wilson Homes and their engagement with stakeholders and the public.

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## 2. BACKGROUND

The community engagement programme has included meetings with planning officers, key stakeholders and local residents, and therefore meets both national and local guidelines for pre-application consultation. It also fulfils the aspirations for engaging the local community set out in the Localism Act. David Wilson Homes instructed IPB Communications, specialists in community consultation, to help carry out this engagement programme.

### 2.1 Relevant National & Local Guidance Relating to Consultation

#### 2.1.1 National Guidance

The National Planning Policy Framework places great emphasis on community consultation within the planning system. The principles of consultation detailed in this report are based on the government's advice in the Decision Taking section of the NPPF. It makes clear the central role in the planning process for consultation and participation:

*188. Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.*

*189. Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they do offer. They should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community before submitting their applications.*

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*190. The more issues that can be resolved at pre-application stage, the greater the benefits. For their role in the planning system to be effective and positive, statutory planning consultees will need to take the same early, pro-active approach, and provide advice in a timely manner throughout the development process. This assists local planning authorities in issuing timely decisions, helping to ensure that applicants do not experience unnecessary delays and costs.*

## **2.1.2 Kirklees Council Statement of Community Involvement and Development Management Charter**

Kirklees Council's 'Statement of Community Involvement' (SCI) entitled "Kirklees – the place to grow" was formally adopted in September 2015. It explains how Kirklees Council will work with local communities and stakeholders to develop planning policy documents such as the Kirklees Local Plan or guidance on specific issues). It also explains that involvement in the planning application process is outlined in the Kirklees Development Management Charter adopted in July 2015.

Page 3 of the charter sets out the Council's support for pre-application consultation:

*"We will always encourage seeking pre-application advice and undertaking pre-application consultation for major and potentially controversial proposals."*

It goes on to state:

*"Where pre-application consultation is undertaken, applicants should prepare a report summarising the type of consultation carried out, the key issues raised and how the scheme addresses these issues."*

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## 2.2 Localism Act

The aim of the Act is to increase public participation in the decision-making process and has particular emphasis on the planning process. The Act, for large scale applications, has introduced a statutory requirement for the developer to consult local communities. Although the scheme is not large enough to be considered a large scale application we have benchmarked our proposals with the requirements listed in the Act.

The Act under Chapter 4 61W states:

*The person must publicise the proposed application in such manner as the person reasonably considers is likely to bring the proposed application to the attention of a majority of the persons who live at, or otherwise occupy, premises in the vicinity of the land.*

It goes on to indicate in 61X (Duty to take account of responses to consultation) that the applicant must take in to consideration responses made during the community consultation process:

*The person must, when deciding whether the application that the person is actually to make should be in the same terms as the proposed application, have regard to any responses to the consultation that the person has received.*

## 2.3 Purpose of this Report

This document details how David Wilson Homes have had regard to the principles laid out in the NPPF and the Council's Statement of Community Involvement and Development Management Charter throughout the consultation process.

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## 3. THE CONSULTATION PROCESS – AIMS

The key aims of the consultation were:

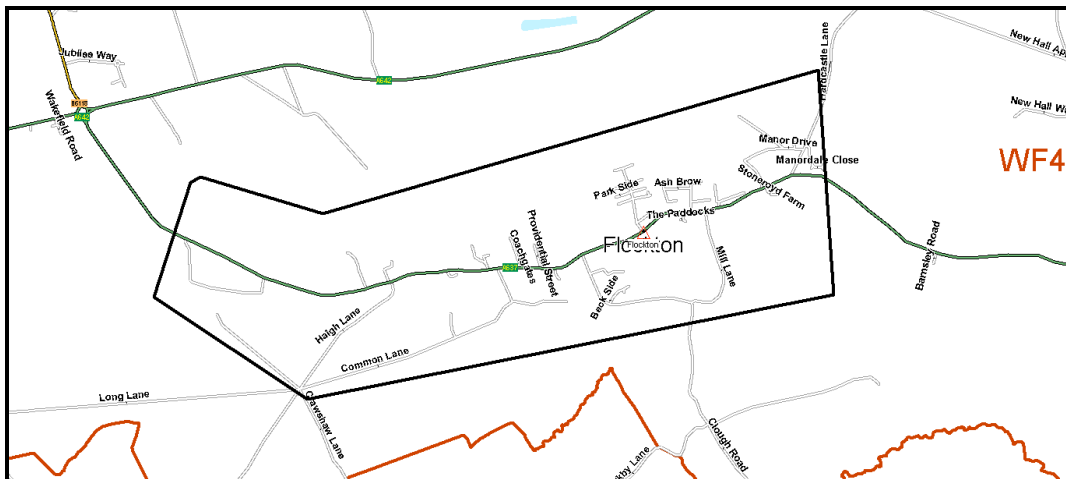
To inform the local representatives, local residents and the wider community of the proposals for the site.

Gain an understanding of local views towards the proposals.

Engage the local community about the plans for the site and allow for constructive feedback through appropriate mechanisms.

### 3.1 Achieving the Aims

In order to best achieve the key aims and adhere to national and local guidelines it was decided that the main element of the community engagement programme should be an exhibition. Invites were issued to 642 local homes and businesses in the area shown below.



Invites landed a week before the exhibition, giving local residents and business due notice of the event.

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In addition, there would be meetings with planning officers and local elected members.

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## 4. THE CONSULTATION PROCESS–

### METHODOLOGY

This consultation process comprised of a number of methods including the following:

#### 4.1 Officer Discussions

David Wilson Homes has engaged with Kirklees Council Planning Officers whilst developing the application.

#### 4.2 Informing Local Elected Members

David Wilson Homes' representatives have held meetings with local ward members to discuss the proposal.

#### 4.3 Summary of Consultation Methodology

The consultation process has followed a methodology in order to be as inclusive and as effective as possible. A summary of this pre-application process is set out below:

1. **Discussions with local council officers**
2. **Informing local elected members**
3. **Wider public engagement, according to the following principles:**
  - a. Maximum reach of consultation sought
    - i. *Invites were sent to 642 local homes and businesses*
    - ii. *An exhibition was held at an accessible local venue (Flockton Green Working Men's Club) between 3.30pm and 7pm to allow for both the "school run" and working people to attend.*
  - b. Meaningful feedback sought, through:
    - i. *Comments forms at the exhibition.*

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## 5. CONSULTATION RESPONSE

104 local residents attended the exhibition and 40 completed feedback forms were received.



The aim of this section is to present a fair representation of the comments made in the feedback received.

### 5.1 Overall views

22 of the completed forms could subjectively be described as positive towards the development, 10 as neutral or asking questions and 8 as negative about the proposal.

### 5.2 Benefits of the proposal

Respondents mentioned the positive contribution the development could bring to the growth of the village, bringing new families into the area and ensuring the village moved “with the times”. Others described the proposal as bringing a facelift to the village and the positive impact for local businesses such as the pub and shops, from

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the additional families. Many felt the proposal was a better use of the land and welcomed the new facilities for the Working Men's Club. Most also recognised the need for new homes and the increase in choice the development would bring.

## **5.3 Affordable housing**

The majority of respondents believed affordable housing should be provided on the site.

## **5.4 Local financial contribution**

When asked what they would like to see any financial contributions used for there was a range of responses. Many mentioned widening footpaths on the main road and measures to calm traffic, including restrictions on HGVs and a possible by-pass. Others mentioned the local school, improving footpath networks in the area and the facilities at the Working Men's Club. Shops, play areas and public transport were also popular.

## **5.5 Other comments**

The vast majority of other comments centred on highways issues with residents concerned about congestion at peak times, HGV movements, speed and access on to the main road from the proposed development. Other issues were the capacity of the local school and services such as GPs along with some residents expressing a preference for the village simply remaining as it is. A few other comments centred on localised impacts on views from neighbouring homes, the scale of the development and drainage issues.

## **5.6 House purchase**

A number of residents expressed an interest in buying one of the proposed new homes.

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## **6. RESPONDING TO THE CONSULTATION**

In any consultation process there is little point in 'consulting' if the views of those being consulted are not taken in to account.

The main issue raised from the local community within the scope of the planning application was traffic. This is addressed in our planning application so far as is possible given the site constraints.

A number of people who responded to the consultation expressed an interest in living in one of these new homes and we will keep them updated with how the planning application progresses.

We are committed to ongoing engagement with the local community, key stakeholders and local politicians.

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## 7. CONCLUSION

David Wilson Homes has put together a team of experienced professionals to provide expert advice on the planning application. The community engagement programme has met the requirements set out in national planning guidelines. It has:

- Provided the opportunity for participation.
- Allowed those involved in the community engagement programme to comment on the proposals and, wherever possible, taken their views into consideration.
- Allowed an inclusive approach which has seen the consultation programme being reported as part of the planning application process.

When creating the community engagement programme the project team has also utilised methods recommended by Kirklees Council in their SCI. It has:

- Held a public exhibition of the plans with 642 local residents and business receiving an invite.
- Held discussions and meetings with Council Officers and local Ward Members.
- Recorded all comments received during consultation period and fed back into the design process.

The community engagement also adheres to the spirit of the Localism Act by involving and informing the local community at the earliest opportunity.

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## APPENDIX – CONSULTATION DOCUMENTATION

A5 invite



# Public Exhibition

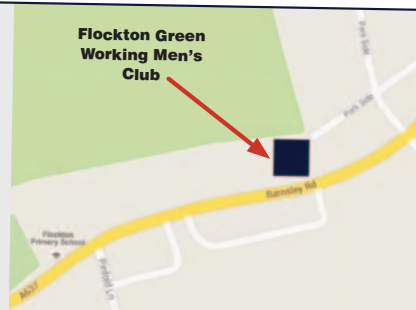
David Wilson Homes is proposing to submit a planning application to Kirklees Council in the near future for around 90 new homes and a new replacement working men's club on land at Flockton Green Working Men's Club.



We would like to invite you to attend our public exhibition so that we can tell you more about the proposal, answer any queries you may have and seek your views.

**Thursday**  
**21st January**  
**3.30pm-7.00pm**

Flockton Green Working  
Men's Club, 157 Barnsley Road,  
Flockton, Wakefield WF4 4AA



# Exhibition panel



**DAVID WILSON HOMES**  
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## Flockton Green, Flockton

### About David Wilson Homes

David Wilson Homes is part of Barratt Developments who are the largest and best known housebuilder in the UK. We are committed to delivering high quality housing developments for the benefit of both existing and future local residents. We are the only national housebuilder who is dedicated to delivering Building for Life 12 compliant schemes and the only one to have a national partnership with the RSPB to help enhance biodiversity within our developments.

### Need for Housing

There is a national need for new housing which is widely recognised across the country. Kirklees is no exception and is currently struggling to deliver the housing it requires. Therefore sites which have been allocated as Protective Open Land (POL) are the priority locations for delivering new housing in Kirklees.

### The Site

The site includes Flockton Green Working Mens Club (WMC) plus land to the side and rear of the WMC. Part of the site includes previously developed land where the current WMC and car park sits. The remainder of the site is allocated as a POL site for future development. This site is in a sustainable location that is surrounded on three sides by existing development.

### The Proposal

Our proposal involves a new replacement building for the WMC, new car park plus approximately 90 new homes ranging from two to four bedrooms.



## Homes with character

The proposed development will be designed to reflect the character of the area so that it is keeping with its surroundings. Matters such as layout, design and landscaping will be discussed with planning officers at Kirklees Council.



Images typical of David Wilson Homes and are for illustration only.

## Economic benefits of our investment

The proposal would deliver:

- A £10.9 million housing investment
- Supporting 43 direct construction jobs and three apprenticeships
- Over £783,000 New Homes Bonus – for the Council to spend on local facilities and infrastructure
- Over £130,000 per year in Council Tax receipts
- Over £1.6 million a year spending from residents of the scheme

## The Opportunities

- Provide much needed housing in the local area
- Provide new homes on a site which is well contained and connected to the village
- A new building for the Flockton Green Working Men's Club would be provided as part of the scheme
- A proportion of affordable housing on site
- A financial contribution towards improving local provision such as education and public open space

We have representatives on behalf of David Wilson Homes present today to help answer any questions you may have.

### What next?

**David Wilson Homes is committed to engaging with the local community and want to hear your views regarding the proposal.**

**We would welcome your comments and ask that you complete one of our consultation forms so that we can take your comments into consideration prior to submitting a planning application to Kirklees Council.**

**Finally, there will be a further opportunity to submit comments directly to the Council once our application is submitted.**

# Feedback form



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## Flockton Feedback Form

What do you think are the benefits of our proposal?

.....  
.....

What do you think are the possible impacts of our proposal?

.....  
.....

Do you believe affordable homes should be provided on site?

Yes  No  Not sure

If the development is required to deliver a financial contribution to improve local facilities, what would you like to see this money spent on?

.....  
.....  
.....

Any other comments?

.....  
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Would you be interested in buying one of these properties?

Yes  No  Not sure

Name: .....

Address: .....

.....

.....

..... Postcode: .....

Email: ..... Telephone: .....

**You can also email us with your views at [consultyw@barrathomes.co.uk](mailto:consultyw@barrathomes.co.uk), or write to us at Development Team, Barratt Homes, Vico Court, Ring Road, Lower Wortley, LEEDS LS12 6AN.**

Your enquiries and comments will be analysed by Barratt Homes. Copies may be made available to the relevant planning authority so it can note your comments. We will, however, request that your personal details are not placed on the public record. Your personal details will be held securely by Barratt Homes in accordance with the Data Protection Act 1998, will be used solely in connection with the Flockton proposals and any subsequent planning applications and, except as noted above, will not be passed to any third parties.

# Laminates



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## Flockton Green, Flockton

Site layout

