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1 Introduction

- 1.1 This Statement of Community Involvement (SCI) report has been prepared to accompany the outline planning application by the developer consortium of Bovis Homes Ltd, Keepmoat Ltd, Westbury Partnerships (known as BKW) for the redevelopment of significant areas of Wood End, Henley Green, Manor Farm and Deedmore (known as WEHM) in North East Coventry.
- 1.2 The application is for Urban Regeneration comprising demolition of existing housing and erection of up to 3,328 dwelling houses and apartments with associated public open space, roads and drainage infrastructure and local shopping facilities. This is a £360m project in which a substantial, long term private investment from a developer partner has been necessary to deliver new homes and a transformation in the urban environment, in partnership with Whitefriars Housing Group, Coventry City Council and Coventry NDC (the Coventry Partners).
- 1.3 The outline application is accompanied by an indicative Master Plan which has been developed from the previous draft version of 2006, which represented the extent of change in the area generally supported by the local community. The Master Plan has been further informed and adapted in response to detailed environmental surveys and recommended measures to mitigate the impact of development. The detailed assessment work is contained in the Environmental Impact Assessment (EIA) which accompanies the application.
- 1.4 A Design and Access Statement (DAS) has also been prepared to explain the design principles and concepts that have been applied to the Master Plan. The DAS has an important role to play in linking the indicative Master Plan to the detailed design of the phases of development which would be submitted following the grant of outline planning permission. It essentially provides a Design Brief for the redevelopment of the application area. Consequently, issues raised during public consultation have been incorporated into the Master Plan and DAS where they relate to more detailed matters. It is likely that further public consultation may be appropriate prior to the submission of a reserved matters application(s).
- 1.5 The purpose of the SCI is to explain the consultation process which has taken place with the general public, representatives of the local community and key stakeholders and how the responses to that consultation have informed and influenced the BKW proposals as set out in the Indicative Master Plan and the accompanying Design and Access Statement (DAS).
- 1.6 The SCI report therefore provides an explanation of the community involvement in the preparation of the application and is accompanied by appendices, which contain evidence of the consultation process and feedback from respondents and how those responses have been taken into account in preparing the outline planning application.
- 1.7 The SCI will provide a brief description of the outline application proposals at Section 2. The policy context to the consultation of the public in preparation of the application is set out in Section 3, including the City Council's adopted "Statement of Community Involvement", which provides guidelines for what will be considered an appropriate level of consultation for "major" applications.

- 1.8 The SCI concentrates on the consultation undertaken on behalf of BKW, in association with Whitefriars Housing Group, Coventry City Council and the NDC, in preparing the outline planning application. It is important to recognise that the NDC is a community led programme working with the neighbourhoods of WEHM. The NDC programme is overseen and managed by a group of residents and agency representatives called “The Partnership Board”. Thus, proposals for the Master Planning of the area have evolved through community consultation since the Coventry NDC was established in 2000 and which fundamentally established the Master Plan as the option for change preferred by the local community. Thus, reference to previous consultation is included in the SCI.
- 1.9 The consultation undertaken on behalf of BKW in the preparation of the outline planning application has been very much considered by the local community as a continuation and conclusion of previous consultation, which has provided widespread support for the Master Plan to provide new homes for sale and rent and significant change to improve the local environment of the WEHM area.

2.0 Description of Proposals

- 2.1 The outline planning application is for the urban regeneration of significant parts of the WEHM area, comprising demolition of existing housing and erection of up to 3,328 dwelling houses and apartments, with associated local shopping facilities, public open space, roads and drainage infrastructure.
- 2.2 A total of 2,444 properties are to be demolished of which 509 have already been demolished since 2002, thus providing a net increase of 884 dwellings.
- 2.3 The public consultation stated a proposal for up to 3,540 dwellings and the impact of that number of properties has been tested through the environmental assessments. The original Master Plan had proposed part of phase 2 to include circa 3 hectares of housing at Luscombe Road. This area of land has since been subject of a successful Village Green Application, which would now prevent any form of development in this area. It has been decided that to accommodate the 212 dwellings previously proposed for the "Village Green" area within the remaining Master Plan area, would create an excessive density with pressure for higher rise buildings, which would run contrary to comments received from the public. The mix of housing would also significantly depart from that agreed between the developers and the Coventry Partners (The Master Development Agreement) to the detriment of the viability of Phase 2 of the development. The total number of dwellings has therefore been reduced to "up to 3,328" until the issue of how to deal with the "lost" 212 dwellings has been resolved between the Partners. However, this does not alter the character of the Master Plan as presented to the local community at the public consultation event on 25/26 April 2008.
- 2.4 Key aspects of the Master Plan proposal as highlighted on consultation are as follows:
- A broad mix of accommodation, including
 - 1 & 2 bed flats (approx 20%)
 - 2 bed houses (approx 30%)
 - 3 bed houses (approx 36%)
 - 4 bed houses (approx 14%)
 - Buildings will be predominantly 2 and 3 storeys, with 4 storey landmark buildings.
 - The existing road network will be primarily used for main routes. The road layout within the development areas will be redesigned to provide more efficient and safe movement.
 - Car parking is proposed to include a mix of courtyards, private drives and visitor on street parking.
 - A new road linking Wood End to Eburne Road is proposed to improve access and circulation.
 - Local shops at Hillmorton Road are proposed to be redeveloped with flats above. Broad Park Road shops are shown to remain but are a possible development opportunity.
 - The main public open spaces within the development areas are at 'Chippy Fields' and next to Caradoc Tower.

Description of Proposals

- The private investment into redeveloping the area is dependent on the proposed increase in dwellings to support the new build affordable homes. Consequently there would be a net loss of existing open spaces including some encroachment of development onto the River Sowe corridor which is designated Green Belt.
- A Green Space Strategy accompanies the application, which proposes significant improvements to the quality of remaining green spaces, particularly in respect of play provision, landscaping and nature conservation which is also intended to mitigate the loss of Green Belt.

3.0 Planning Policy Framework for the Statement of Community Involvement

- 3.1 PPS1 “Delivering Sustainable Development” was published in 2005 and sets out national policy for the delivery of sustainable development through the planning system.
- 3.2 Paragraph 12 states that:-
- “Pre-application discussions are critically important and benefit both developers and local planning authorities in ensuring a better mutual understanding of objectives and the constraints that exist. In the course of such discussion proposals can be adapted to ensure that they better reflect community aspirations and that applications are complete and address all the relevant issues. Local planning authorities and applicants should take a positive attitude towards early engagement in pre-application discussions so that formal applications can be dealt with in a more certain and speedy manner and the quality of decisions can be better assured”.
- 3.3 Paragraphs 40-44 provide advice on “community involvement” and essentially focus on how community involvement in the planning process can influence the Local Development Framework to give certainty as to development which will take place in communities.
- 3.4 Community consultation and involvement in planning is encouraged in the Government publication ‘Community Involvement in Planning: The Government’s Objectives’ which was published in February 2004.
- 3.5 As part of the Local Development Framework (LDF) – introduced by the Planning & Compulsory Purchase Act 2004 – each local Planning Authority is required to prepare a ‘Statement of Community Involvement’. This should set out the processes for involving stakeholders, residents and community groups in influencing new planning documents, policies and decisions in respect of specific development proposals. The purpose is to provide a more proactive and inclusive planning system.
- 3.6 Coventry City Council’s ‘Statement of Community Involvement’ was adopted in November 2006. The purpose of the SCI is to set out the Council’s policy for involving the community in the preparation of all Local Development Documents and in consultations on planning applications.
- 3.7 Pre-application consultation is encouraged in all cases at the earliest possible opportunity. By ‘front loading’ the process the community is able to participate in identifying issues and debating options from the outset, thus having the potential to make a real difference to the design of the proposal subsequently submitted (Para 8.3).
- 3.8 Applicants are encouraged to undertake pre-application consultation through the following measures:
- Website
 - Site Notice
 - Exhibition Plans
 - Press Release
 - Development Forum
 - Lodge drawings with Planning Advice Desk.

Planning Policy Framework for the Statement of Community Involvement

- 3.9 Developers are encouraged to undertake targeted consultation in the local area when formulating their proposals. They are then given the opportunity to make a presentation to all Council members and any other interested parties at the Council's Development Forum.
- 3.10 This report describes how the extensive involvement of the local community and stakeholders in the Master Plan, which has led to the submission of the outline planning application, has met the guidelines of the City Council's Statement of Community Involvement.

4.0 History of Community Involvement

- 4.1 Community involvement is fundamental to the success of the WEHM regeneration proposals and delivery of the Master Plan. The Coventry NDC Partnership is a community led programme.
- 4.2 In April 2000, the Coventry NDC Partnership was awarded £54 million of NDC funding to ensure the long term regeneration of the WEHM area. The NDC programme is overseen and managed by a group of residents and agency representatives called the "Partnership Board", which makes strategic decisions to be implemented on a project basis. Residents take up the majority of places on the Partnership Board in addition to representatives from West Midlands Police, Coventry Teaching Primary Care, Job Centre Plus, the Benefit Agency, Henley College, Education Action Zone, Whitefriars Housing Group, local business representatives and local ward councillors.
- 4.3 Since 2000 the Partnership has been working to generate project ideas and proposals to improve the WEHM area under NDC funding. Complementary capital projects have included the building of two new schools with adjoining community facilities and a new Leisure and Neighbourhood Centre due to be completed by the end of 2008. However, the key to the sustainable regeneration of the WEHM area is the redevelopment of significant areas of housing and building up to 3,540 new homes for sale and rent. The scheme has evolved through extensive consultation and the Coventry NDC Partnership has been involved throughout the process.
- 4.4 Key events in the evolution of the Master Plan and community involvement are set out below.
- 4.5 Since the start of the NDC programme in 2000, there had been consultation on a wide range of issues including Master Planning of the area. In 2001 a consultation exercise was carried out to prepare a conceptual Master Plan to identify areas of demolition and redevelopment. Demolition of vacant properties in the Wood End area followed.
- 4.6 HTA Architects were commissioned in April 2003 to work with key resident stakeholders to test out ideas on how a financially viable Master Plan could be prepared and presented to the community. A Master Plan Task Group (MTG) was a resident group set up by the NDC Partnership Board to work with the HTA team on the design of the Master Plan. In turn, all residents of the WEHM area were engaged by newsletters, helpline, and a series of exhibitions of the Master Plan as it developed.
- 4.7 In July 2003 the Master Planning team and the NDC held a two day workshop to identify the major issues in the NDC area and suggest solutions. The workshop was attended by stakeholders including local councillors, housing providers, council officers, representatives from the health and education authorities, local businesses, local residents and NDC Board Members.

Objectives identified at the workshop, included:

- 1) Provide better transport links to reduce isolation of the area.
- 2) Make improvements to the green spaces in and around the area and creating a Country Park along the River Sowe corridor.
- 3) Creation of a new neighbourhood centre.
- 4) Creation of a Residents Charter setting out options for re-housing.

History of Community Involvement

- 4.8 A door to door housing needs and aspirations survey was also carried out at this stage by a Market Research Company on behalf of the NDC.
- 4.9 A week long consultation event toured the WEHM area and over 700 residents attended the meetings. In addition some 250 residents of the neighbouring Potters Green area attended a consultation event.
- 4.10 The Consultation Event(s) presented 3 options for change and the majority support was for significant change.

Option 1: “Do minimum”

- New dwellings constructed in the demolition sites in Wood End and Henley Green, on former Annie Osborn school site and along Luscombe Road.
- New dwellings constructed on Moat House Park to provide additional overlooking of the park and improve the security of the existing houses that back onto it.
- Construction of 200 Low cost home ownership dwellings. 10 new rented homes provided for Whitefriars, 1710 refurbished (total new build = 210).

Of the 242 people who completed the questionnaire 5% preferred option 1.

Option 2: “Do more”

- Redevelopment areas increased from Option 1 in Wood End.
- Manor Farm included in the redevelopment to replace the poor quality existing buildings.
- Some regeneration of Henley Green including relocation of Broad Park shops on to Henley Road.
- Construction of 300 Low cost home ownership dwellings, 410 new Whitefriars dwellings, 990 refurbished Whitefriars dwellings and 1680 new dwellings for sale (total new build = 2,390).

Of the 242 people who completed the questionnaire 26% preferred option 2.

Option 3: “Do even more”

- Redevelopment areas increased from Options 1 and 2.
- Additional improvements in Henley Green.
- Watcombe Road redeveloped with dwellings overlooking a new ‘village green’.
- Construction of 350 Low cost home ownership dwellings, 980 new Whitefriars dwellings, 420 refurbished Whitefriars dwellings and 2000 new dwellings for sale (total new build = 3,330).

Of the 242 people who completed the questionnaire 49% preferred option 3.

APPENDIX 1 -- Options for Change – 2003 Consultation

- 4.11 The Master Planning team considered residents comments and a revised plan was presented to a second exhibition in 2004. A total of some 350 residents attended the second consultation event and the Plan based on the favoured option, incorporating residents comments, received 83% support from completed questionnaires.

History of Community Involvement

- 4.12 The NDC Partnership approved the Master Plan, which had demonstrably received the support of the local community. All three stakeholders (NDC Partnership, Whitefriars Housing Group & Coventry City Council) endorsed the Master Plan as the basis for discussion with potential developer partners.
- 4.13 In 2004 a residents' Charter was drawn up by Whitefriars Housing Group, as main landlord in the area, and agreed between residents in the area and the stakeholder partners. This established commitments for existing tenants wishing to stay in the WEHM-NDC area and those wishing to move out of the area. The Charter is being updated and agrees upon Resident's re-housing rights, including participation in consultation regarding the future of the neighbourhood they move to.
- 4.14 In 2005 the NDC, Coventry City Council and Whitefriars Housing Group invited tenders from developers to deliver the redevelopment of the areas indicated on the approved Master Plan, in partnership with the Coventry Partners. Several 'meet the developers' events were held and well attended. The partnership selected the bid from the consortium of developers comprising Bovis Homes Ltd, Keepmoat Ltd and Westbury Partnerships (BKW).
- 4.15 In June 2006 BKW presented its Master Plan to the community, based on the parameters of the Master Plan agreed in 2004. A newsletter was distributed showing an up to date Master Plan and how the development was planned to be phased over the coming 15 years. A series of events were held and a drop-in service provided at the NDC Office in Wood End, to allow residents to discuss the proposals further and ask any questions.

APPENDIX 2 – Coventry NDC Update – Master Plan – June 2006

- 4.16 In addition to the above key newsletter and consultation event, all residents in the WEHM area have been informed regularly by the NDC Partnership on progress with the Master Plan and supplementary NDC initiatives.
- 4.17 A Master Plan Sub Group of residents was set up by the NDC Partnership in 2005. The Group became involved in selecting BKW as the preferred developer, visiting other developments and were regularly updated on progress leading up to the signing of the Master Development Agreement. The Sub Group renamed itself the Regeneration Action Team (RATs) in 2007. The Group has representation from all 4 areas. Around 16 people attend monthly meetings to which representatives of BKW have regularly attended to report on progress with the Master Plan and preparation of the outline planning application.
- 4.18 The 'Master Development Agreement' incorporated the agreed Master Plan, subject to provisions for it to 'developed' as necessary and a mix of housing size/tenure upon which the viability of the project was based. A Design Charter was also included to outline the approach to design and quality which is aspired to for the development, setting out the broad design criteria for WEHM. The Design Charter was agreed between the partnership in consultation with CABE (Commission for Architecture & Built Environment).

5.0 Pre-Application Consultation

5.1 From the previous consultation it can be seen that there has been extensive engagement with the local community that led to widespread support for the BKW Master Plan presented to the community in June 2006. Since then, there has been continued dialogue between BKW and the local community representatives. BKW representatives have attended regular RATs and Residents Association Meetings. Newsletters have introduced BKW and informed on surveys being undertaken etc. The NDC bi-monthly newsletter 'Your Shout' has also regularly covered stories and updates on progress with the project. BKW have also engaged the NDC Youth Forum and been involved in Residents' trips to see new mixed community development elsewhere in the country.

[APPENDIX 3 – Community News Releases](#)

5.2 Following the completion of the Master Development Agreement in September 2007, BKW appointed Pegasus Planning Group to prepare an outline planning application in association with Arups, who are responsible for the preparation of an Environmental Statement, comprising several detailed environmental assessments of the potential impacts of the Master Plan proposals. In accordance with the Town & Country Planning (General Development Procedure) Order, Pegasus were to prepare a more detailed Master Plan in response to the various environmental constraints and opportunities identified by the assessment work. Further consultation was undertaken with the local community, to identify key issues of importance and how these could be incorporated into either the master plan or the framework for detailed proposals to be set out in the guidelines of a Development Brief (Design & Access Statement).

i) Community Workshops

5.3 In October/November of 2007 workshops were held at Henley Green Community Centre at an early stage in the preparation of the indicative Master Plan to be included in the planning application. The workshops were topic based relating to Green Space, Urban Design and Traffic/Parking. The workshops were attended by those from Pegasus involved in preparing the Master Plan proposals, representatives of BKW, Whitefriars Housing Group and NDC and the RATs team members as well as representatives of residents groups and resident members of the NDC Partnership Board.

5.4 The format followed a presentation of the emerging Master Plan. The workshops helped to build capacity and knowledge of residents to understand the constraints and opportunities identified through ongoing assessment work and the design concepts for the built environment and green spaces. This enabled residents to be better equipped to give feedback on the planning application. Smaller workshop groups were then led by facilitators to ascertain issues of importance to residents. Following these discussions, the issues arising were then reported back to the meeting and recorded.

Pre-Application Consultation

ii) Public Consultation Event

- 5.5 Following workshops with residents as well as officers and other stakeholders, and identification of constraints and opportunities through technical assessments, the Master Plan was progressed to a level of detail considered appropriate for the submission of an outline planning application. At this stage the Master Plan was presented to the local community.
- 5.6 The Master Plan proposals were exhibited at two consultation events at Wood End Community Centre on 25th April 2008 and at Henley Green Community Centre on 26th April 2008.
- 5.7 The event was advertised through local media including a formal notice in the Coventry Telegraph. A wide range of other newspapers as well as BBC Radio Coventry & Warwickshire covered the event, following a press release by appointed PR Consultants.

[APPENDIX 4](#) – Copy of invitation to Public Consultation

[APPENDIX 5](#) – Press release for 25/26 april 2008, consultation event

- 5.8 A Public Planning Consultation leaflet presented the Master Plan and set out the key elements of the proposals. This was distributed to some 4,000 residential properties and shops/businesses and included a questionnaire with free post envelope for returning completed questionnaires. Copies were also available on the day at the public consultation events. The public consultation leaflet was also published on a dedicated website with a facility to submit a completed questionnaire on-line.

[APPENDIX 6](#) – public planning consultation leaflet

- 5.9 The NDC Communications Group also assisted in organising the consultation material, distribution of leaflets and the consultation events. The Group included representatives of BKW, Whitefriars, Coventry City Council, NDC and RATs.
- 5.10 The public consultation events were attended by representatives of a range of organisations involved in the preparation of the outline planning application and Master Plan proposals. The following organisations were represented and available to discuss the proposals:

BKW	including representatives of Bovis Homes Ltd, Keepmoat Ltd and Westbury Partnerships
Whitefriars Housing Group	particularly available to answer residents questions over the re-housing programme, not directly related to the planning application
Pegasus Planning Group	Master Plan design issues the planning process in respect of an outline application and subsequent reserved matters

Pre-Application Consultation

the Green Space Strategy

Arup	Drainage issues relating to the flood plain and sustainable drainage, including the proposals to incorporate swales highway issues any other environmental issues covered by the range of topics included in the Environmental Statement
Coventry City Council	Project Champions responsible for co-ordinating delivery of the Coventry NDC regeneration proposals
NDC	A separate NDC stand provided information on the wider regeneration projects, including the plans for the Neighbourhood & Leisure Centre, currently initiated by NDC and complementary to the Master Plan proposals.
RATs	A separate stand to encourage community involvement in the WEHM NDC project.
Warwickshire Wildlife Trust	A separate WWT stand provided information on nature conservation associated with the River Sowe corridor, an important aspect of the Green Space Strategy that has been developed in consultation with WWT

- 5.11 Over the two days some 400 people attended the events and 212 returned completed questionnaires/comments sheets made available at the events and included with the 'Public Planning Consultation' leaflets distributed to properties in the area. A summary of the responses to the questionnaires is set out in Section 6.

[APPENDIX 7](#) – Comments Sheet (Blank Copy)

[APPENDIX 8](#) – Public Exhibition Display Boards

iii) **Development Forum**

- 5.12 Following assessment of the public consultation responses and adjustments to the Master Plan, the outline application proposals were presented to a Development Forum held on 26th June 2008 at the Council Chambers, Council House, Earl Street.
- 5.13 The City Council notified all Councillors and residents groups normally circulated in respect of such events and a notice was placed in the Coventry Telegraph inviting members of the public to attend. The presentation was attended by 23 members of the public, 7 councillors and 9 senior officers of the City Council.

[APPENDIX 9](#) – Advertisement of Development Forum

- 5.14 A PowerPoint presentation was made by Pegasus Planning Group which is reproduced at Appendix 11. The presentation was structured as follows:
- Background to Coventry NDC as a flagship project and community led programme
 - Description of the outline application proposals to include demolition of 2,444 dwellings (inc. 509 already demolished) with a net increase of 884 dwellings. Strategy to enhance green spaces around the development areas
 - Key documents and plans
 - Indicative Mater Plan
 - Design & Access Statement
 - Green Space Strategy
 - Environmental Statement
 - Public Consultation and responses
 - Planning Policy
 - How the development complies with Regional Spatial Strategy, Coventry
 - Development Plan and emerging LDF Core Strategy
 - Site Constraints and Opportunities
 - Site Context – existing facilities/uses
 - Master Plan Overview – description of key elements
 - Design: road, footpath/cycleway connections and green corridors
 - Design: Green Space Strategy
 - Design: Neighbourhood Areas
 - Design: Street Character Areas
 - Design: Greenways/swales for drainage
- 5.15 The procedure with the Development Forum process is that questions are asked at the meeting following the presentation although debate on the proposals is not encouraged. Following the Forum, councillors who have attended discuss the presentation in private with the planning officer and any issues arising are translated by the officer back to the Applicant's agent.
- 5.16 The responses to the 3 key stages leading to the outline application are outlined in Section 6 with the Applicant's response given to comments.

iv) Consultation with Officers and other Stakeholders

- 5.17 In addition to public consultation, the Applicant engaged principal officers and consultees from an early stage to establish key issues and discuss the Master Plan proposals. The co-ordination of the various discussions have been assisted by the close involvement of the City Council's Project Champions, responsible for driving forward the Coventry NDC as a major urban regeneration project.
- 5.18 Several Working Groups were held at the City Council offices at the outset to establish a clear brief on key policy and design considerations for the following topics:
- Urban design
 - Highways/parking
 - Secure by Design
 - Green Space
- 5.19 Meetings were attended by representatives for BKW, Pegasus Planning Group, Whitefriars and Coventry NDC. The above workshops involved City Council officers of various disciplines including Planning, Design, Landscape, Leisure & Recreation, Parks and highways. A representative of West Midlands Police also provided a valuable perspective on local issues relating to Crime and Disorder in respect of Secure by Design objectives.
- 5.20 From the initial workshops, further meetings were held separately in respect of the Master Plan and Green Space Strategy. The Master Plan meetings brought together the various issues discussed at the topic based workshops and resulted in a broad agreement with the final Master Plan presented to the community.
- 5.21 The WEHM Green Space Strategy, evolved from discussions at separate meetings with officers of the Council's Leisure and Recreation Services to discuss aspects of play provision and a strategy for green space. The discussions broadly took place in parallel with the City Council's emerging city wide Green Space Strategy, which has influenced the Green Space Strategy for the WEHM area to complement the Master Plan proposals
- 5.22 The WEHM Green Space Strategy has been submitted for officers' comments on two occasions and revised accordingly.
- 5.23 In addition, the Green Space Strategy has involved detailed discussions with other key stakeholders such as Warwickshire Wildlife Trust and Environment Agency, with particular reference to the potential for enhancement along the River Sowe corridor.
- 5.24 The final Master Plan has responded to several issues raised by officers including the following:
- Shops at Broad Park are now shown to remain – officers considered it sustainable for shops to remain in present well used units.
 - North area of Wood End had been segregated to avoid through traffic using the new link to Eburne Road – no segregation now shown as officers considered the need for permeability in the local road network.
 - Concern expressed over proximity of housing parcels H16 and H19 to adjacent industrial estates – the relevant chapters of the Environmental Statement demonstrate that an appropriate level of amenity can be secured for these

housing areas and the design approach is illustrated in the DAS.

- Uncertainty over whether Caradoc House would be included in the Master Plan – confirmed this cannot be feasibly acquired by BKW due to prohibited costs and will be excluded from the application. Agreed that the public open space should be moved to the north and west of the tower and that Caradoc House should not be provided with more than the 9 parking spaces currently available.
- Stronger green links were sought across the Wood End area in particular – these have now been provided by significant swale features.
- More emphasis now provided in respect of footpath/cycle links to Riley Square shopping centre.

5.25 The above matters will be considered in more detail in the Design and Access Statement, which also makes reference to how the Master Plan has responded to community involvement.

6.0 Results of the Pre-Application Consultation

- 6.1 The pre-application public consultation process comprised 3 principal stages. First, the topic based workshops with resident representatives were held on an informal basis to identify key issues of importance to the local community in taking forward the Master Plan to a more detailed stage for formal submission as an outline planning application and to provide a clear framework for all future detailed applications (Reserved Matters).
- 6.2 Secondly, having considered the issues arising from the first stage, the final draft Master Plan was presented to the public at the public consultation event(s). A more structured questionnaire was presented at this stage to enable the views of the public to be quantified on key issues of the Master Plan proposals.
- 6.3 Thirdly, following analysis of the Public Consultation responses and further adjustments to the Master Plan, the proposals were presented to the City Council's Development Forum, and the views of councillors attending were conveyed to the Applicant following a private briefing with officers.

i) Community Workshops

- 6.4 The following issues were raised at the community workshops:

Green Space Workshop

Issue	Applicant Response
The proposed introduction of Natural Children's Play areas in contrast to more traditional equipped play areas which are vulnerable to vandalism and abuse was generally welcomed	Natural play provision forms key feature of the Green Space Strategy (GSS)
Importance of Chippy Fields in Wood End as an established recreational open space	Original Master Plan changed to retain Chippy Fields as a key open space
Importance of more tree planting and enhancing ecology of River Sowe and surrounding green spaces	Key element of the GSS
Aspiration for provision of footpath/cycleway extending around the perimeter of the regeneration area, to also facilitate improved access to adjoining communities	Footpath/cycle route indicated on Master Plan and GSS
Need for improved surveillance of open space areas to improve security	Key element of Master Plan and DAS

Design/Amenity Workshop

Results of the Pre-Application Consultation

Issue	Applicant Response
Residents had visited a Bovis scheme in Bristol which had impressed	Elements of Bristol scheme taken in scheme
Trees should not be too close to houses	Comment not specific, but distances to be considered and reference made in DAS. Introduction of swale corridors allows for tree planting further from houses
Mix of materials to vary street scene	To be included in DAS
Mix of building heights favoured	Mix of 2, 2½, 3 and 4 storey buildings proposed across development
Soften street scene with green areas	Not achievable with all streets, but significant greening introduced by swales
Daimler Greens and Parkside were considered to be good local examples of higher density schemes	These essentially feature traditional new build house types to be provided at WEHM

Traffic/Parking Workshop

Issue	Applicant Response
Avoid back alleys that create rat-runs	To be incorporated into Design & Access Statement
Provide parking in front of properties which is visible from houses and convenient	Master Plan layout and DAS allow for a mix of parking including in-curtilage
Parking courtyards should have gates with keys for owners to improve security	Some courtyard parking will be necessary to achieve densities and strong street frontages. Issue of gates to be considered at 'reserved matters' stage (RMA) in liaison with Crime Prevention Officer
Size of garages can be an issue	To be considered at RMA stage
Adequate lighting of parking areas is a key issue	Master Plan allows for more effectively lit areas and form of lighting to be secured by condition
Congregation of youths around shops is an anti-social issue	Master Plan and DAS to propose redevelopment of Hilmorton Road shops. Design sitting out/congregation areas away from shop fronts
Concern over capacity of Deedmore Road/Hilmorton Road roundabout junction	Transport Assessment concludes the junction would have sufficient capacity

Results of the Pre-Application Consultation

Issue	Applicant Response
Width of Deedmore Road considered a problem with additional traffic. Increased width and parking should be considered	The Transport Assessment does not consider Deedmore Road to have a capacity problem. Deedmore Road is outside the application site area. The partners are to investigate potential for improvements through other funding
Indiscriminate parking at front of properties is a current problem to be deterred	DAS will indicate how frontage parking should be 'planned' and to design out indiscriminate parking by landscaping, restricted frontages etc

APPENDIX 10 – Presentation (PowerPoint to Development Forum, 26 JUNE 2008

ii) Public Consultation Event(s)

In general, residents visiting the consultation events over both days were mostly familiar with the Master Plan proposals and scale of the project. There was interest in the more detailed concepts for design as explained by the exhibition boards. However, the main topic of discussion related to the implementation of the project in terms of phasing and timescales:

- When will the work start and why has it taken so long.
- Timescales for residents moving.
- Problems of existing residents being unable to sell or improve their homes due to planned clearance.
- Phase 2 residents were concerned with timescale of project due to existing poor conditions of housing.

Results of the Pre-Application Consultation

6.5 The responses to the questions in the questionnaire/comments sheet are set out below, with an Applicant response following in italics. Further responses on behalf of the Applicant in respect of specific matters raised by comments are included in Appendix 11.

APPENDIX 11 – Record of Comments on Completed Comments Sheet

APPENDIX 12 –BKW Responses to Comments

6.6 Building Heights

Buildings will be mainly 2 or 3 storeys high, with some 4 storey landmark buildings. Do you support the building of houses and apartments up to 4 storeys in height?

Positive	Negative
<ul style="list-style-type: none"> • 37% Yes • 20% Yes / Some Concerns • 3 storey buildings are ok • 4 storey buildings are preferable to high rise flats • They will allow for good views or the new landscaped areas. • Will allow for more land to be available for green / open space 	<ul style="list-style-type: none"> • 35% No • 8% Not Sure • Large tower blocks lower the tone of the area • Access issues will arise if lifts break down / too many stairs • Large buildings block light • Security issues • Maintenance issues • They will dominate the landscape • Create antisocial behaviour • Block views across area • There will be no gardens for residents

Would you like to see any land mark buildings above 4 storeys?

Positive	Negative
<ul style="list-style-type: none"> • 19% Yes 	<ul style="list-style-type: none"> • 81% No

6.7 Applicant Response

Whilst there is a broad split between support and objection to building houses and apartments up to 4 storeys high, the negative responses do appear to be concerned with 4 storey blocks, perhaps prejudiced by some of the unsightly 4 storey blocks of flats that already exist in the area or were previously demolished. The Master Plan will be based on 4 storey Landmark buildings in key locations, to provide variety and legibility in the street scene, rather than repetitive 4 storey blocks dominating the townscape.

There was a more resounding objection to introducing landmark buildings above 4 storeys and this will not be proposed as part of the Master Plan framework.

Results of the Pre-Application Consultation

6.8 Parking Provision

A variety of options of car parking have been included within the design of the Master Plan. These include courtyards, private drives and on street parking. Do you consider these parking options as suitable for the design of the Master Plan?

Positive	Negative
<ul style="list-style-type: none"> 61% Yes 	<ul style="list-style-type: none"> 8% No
<ul style="list-style-type: none"> 18% Yes / Some concerns 	<ul style="list-style-type: none"> 13% Not sure Streets should not be avenues for cars Private drives are what is needed All parking should be off-street Why are there no garages? Parking should be kept away from play areas Streets should be wide enough to cope with on street parking Parking areas need to be visible and overlooked to help prevent crime and anti-social behaviour

6.9 Applicant Response

There is no need to change the design approach as the mix of courtyards, private drives and on-street parking were given majority positive support. The Master Plan and DAS will incorporate key issues raised in respect of adequate space for on-street parking, incurtilage parking and parking provision with good surveillance from residential properties.

6.10 Northern Link Road

In both the original Master Plan from 2006 and this new one, it is proposed to construct a new link road to the north of the development linking onto Eburne Road. Do you agree with this proposed road?

Positive	Negative
<ul style="list-style-type: none"> 62% Yes 8% Yes / Some concerns The new road will make journey times shorter Traffic jams will clear quicker It will take the burden off the existing roads Provide easier access Ease traffic 	<ul style="list-style-type: none"> 8% No 22% Not Sure It will create a 'rat-run' Road safety concerns for children Lorries will use it as a cut through Increased traffic will cause noise problems

Results of the Pre-Application Consultation

6.11 Applicant Response

The link road onto Eburne Road will remain a part of the Master Plan proposals in view of the majority positive support. This has also been demonstrated to be acceptable by the Transport Assessment.

6.12 Open Space

Are you supportive of the open space areas shown on the Master Plan?

Positive	Negative
<ul style="list-style-type: none"> • 72% Yes • 13% Yes / Some concerns • Good for the health of residents • Provide good views • Improve the look of the area • Good for quality of life 	<ul style="list-style-type: none"> • 6% No • 9% Not sure • Could be larger • Security and vandalism needs to be controlled • Maintenance needs to be considered • Noise from play areas could be a problem • More places to sit are needed • More play areas for children of all ages are needed

6.13 Approx 50% of respondents expressed a preference for the type of open space uses in the following order of priority

- 1 Children's Play
- 2 Parkland
- 3 Nature Conservation
- 4 Cycle Routes / Footpaths
- 5 Sports Pitches
- 6 Ponds / Wetlands

Results of the Pre-Application Consultation

Positive	Negative
<ul style="list-style-type: none"> • All the options are important and welcome • The idea of playable space rather than play areas is desirable • Any kind of open space is welcomed as people will adapt to use it in various ways 	<ul style="list-style-type: none"> • There are too many sports pitches • Sports pitches should be kept away from residential areas • There should be more play areas for children of all ages • Need to consider security / supervision and safety • Existing wetlands should be retained # • More nature conservation is needed

6.14 Children’s play space can be created in two ways. Traditional play areas with swings, slides and roundabouts etc, set on a man made safety surface, and informal play which utilises the landscape and natural environment to create areas of play, which could include rope swings, slides etc, where children can use there imagination. Which of the play provisions would you like to see in the development?

- Traditional = 12%
- Informal = 16%
- Both = 72%

6.15 Applicant Response

There is no need to change the open space areas on the Master Plan as these were given majority positive support.

The uses proposed by the Green Space Strategy will reflect the priorities given in the responses, in terms of types of open space uses preferred by respondents. The Green Space Strategy will be essentially characterised by informal natural play space in accordance with the City Council’s own emerging Green Space Strategy.

Results of the Pre-Application Consultation

Flood Plain / Green Belt

Building in the green belt, next to Wood End (as shown on the 2006 Master Plan), has been changed to avoid the flood plain. Do you support these changes to the Master Plan?

Positive	Negative
<ul style="list-style-type: none">• 76% Yes• 10% Yes / Some concerns• This is a good compromise• It is good to avoid the floodplain	<ul style="list-style-type: none">• 5% No• 10% Not sure• What about the wildlife?• The green belt must remain intact

6.16 Applicant Response

There is no need to change the Master Plan as there is majority support for the changes to avoid the flood plain.

Results of the Pre-Application Consultation

6.17 Master Plan

Are you supportive of the changes to the Master Plan?

Positive	Negative
<ul style="list-style-type: none"> • 58% Yes • 17% Yes / Some concerns • It is a good improvement • A more welcome living environment is created • The new Master Plan is a good idea 	<ul style="list-style-type: none"> • 8% No • 16% Not sure • It is a waste of money • They need to just get on with it • The public need to know exactly what is going on • Timescales are slipping – will it ever happen? • There is no provision for the elderly or disabled • Security and vandalism needs to be considered • Teenagers need somewhere to go

6.18 Applicant Response

The majority support for the changes to the Master Plan is welcome. Subject to some adjustments to reflect ongoing assessment work (particularly drainage swales) and land control matters, the Master Plan will be submitted broadly as presented to the local community.

6.19 The overall support for the Master Plan proposal should not come as a surprise, given the extensive involvement of the community in the evolution of the Master Plan and the local issues identified by the community workshops and on-going involvement of resident groups in the Master Plan process.

6.20 It is noted that attendance at the consultation events have gradually reduced and there was apparent widespread consultation fatigue. The most common attitude encountered from those visiting the consultation events was an acceptance of the Master Plan and a desire for the regeneration proposals to get started at the earliest opportunity. The community is well informed of the major change proposed in the area and are more concerned that project timescales should not slip any further with resultant uncertainty for residents affected by the re-housing and changes in the local environment.

Results of the Pre-Application Consultation

iii) Development Forum

- 6.21 In the briefing session with the Planning Officer following the Development Forum members highlighted the following matters.
- 6.22 BKW's approach to the flood plain was welcomed and it was felt that very special circumstances for the loss of Green Belt existed.
- 6.23 The main issue of concern was the possible safety issues surrounding the use of the swales (albeit supporting the sustainable drainage objectives of such an approach). Members sought assurances in the application that the safety issues had been fully assessed.

APPENDIX 13 – Minute of Developers Forum

6.24 Applicant Response

There is no necessity to change the Master Plan following feedback from the Development Forum. In response to the expressed wish for more detailed assessment of the safety issues relating to swales, BKW commissioned a report by The Royal Society for Prevention of Accidents (RoSPA) to assess the design and management of the SUDS features, It considers the design of the swales shown on the master plan to be in line with good practice and recommends management measures to prevent accidental access. The full report is appended to this statement and its recommendations referred to in the Design & Access Statement.

APPENDIX 14 – RoSPA Report

7 Summary and Conclusions

- 7.1 The outline planning application for urban regeneration proposals at Wood End, Henley Green, Manor Farm and Deedmore (WEHM) is accompanied by this Statement of Community Involvement (SCI).
- 7.2 The SCI has been prepared in accordance with the guidelines of the City Council's Statement of Community Involvement, adopted in June 2006.
- 7.3 The SCI provides an explanation of the history of community involvement and the consultation undertaken by Pegasus, on behalf of BKW, in the preparation of the outline planning application and indicative Master Plan.
- 7.4 The Master Plan for the regeneration of the WEHM area has evolved through extensive community involvement since 2000, principally through the Coventry NDC Partnership, which is a community led programme.
- 7.5 Principal stages in the Master Plan process have been described in respect of the following:
- 2003 - Public Exhibition offered 3 options for change. The community supported large scale redevelopment.
 - 2004 - A second Exhibition presented a Master Plan based on the preferred option for major change. The NDC Partnership Board approved the Master Plan
 - 2005 - BKW were selected as the developers.
 - 2006 - BKW Master Plan with phasing was presented to the local community with further consultation events.
 - 2007 - The Master Development Agreement (MDA) between BKW and Whitefriars Housing Group was completed, incorporating the Master Plan, with back to back agreements with Coventry City Council and Coventry NDC.
- 7.6 Following the completion of the MDA, BKW instigated all necessary environmental assessment work to test the Master Plan, which has been taken to a further detailed stage to meet the GDPO requirements for an outline planning application. This has involved further community involvement with 3 principal stages of consultation:
- Community Workshops relating to urban design, highways/parking and Green Space – October/November 2007.
 - Public Consultation Events – 25/26 April 2008.
 - Development Forum, 26th June 2008.
- 7.7 The public consultation up to 2008 culminated in the presentation of the Indicative Master Plan to the general public and stakeholders at the Consultation events held on 25/26 April 2008. The responses to key issues may be summarised as follows:

Summary and Conclusions

- Building heights - Inconclusive, other than general resistance to higher rise buildings
- Parking provision - Positive Support for proposed mix of courtyards, private drives and on street visitor parking (61% Yes/8% No)
- Northern Link Road to Eburne Road - Positive Support (62% Yes/8% No)
- Open Spaces - Positive Support for open spaces shown on Master Plan (72% Yes/6% No)

Approx 50% of respondents prioritised type of open space preferred as follows:

- 1 Children's play
- 2 Parkland
- 3 Nature Conservation
- 4 Cycle/footpath routes
- 5 Sports Pitches
- 6 Ponds/wetlands

- Changes to Building in Green Belt to avoid flood plain Positive Support (78% Yes/5% No)
- Master Plan Positive Support (58% Yes/8% No)

7.8 The Master Plan presented to the community in April 2008 had resulted from extensive involvement with the local community and key stakeholders, which had established a general consensus of support for the major regeneration proposals represented by the Master Plan. Indeed, it is fair to say that there was a common feeling of "consultation fatigue" amongst those attending the events, and impatience for the development to commence.

7.9 The final stage of pre-application consultation was represented by the presentation of the Master Plan proposals to the City Council's Development Forum, attended by Councillors, officers and residents. The feedback from councillors in attendance was of overwhelming support for the Master Plan. No changes were therefore necessary to the Master Plan and detailed issues raised during the consultation process will be dealt with in the Design & Access Statement in support of the application.

Appendix 1

OPTIONS FOR CHANGE – 2003 CONSULTATION

Appendix 2
COVENTRY NDC UPDATE MASTER PLAN – JUNE 2006

Appendix 3 COMMUNITY NEWS RELEASES

Appendix 4

COPY OF INVITATION TO PUBLIC CONSULTATION

Appendix 5
PRESS RELEASE FOR 25/26 APRIL 2008
CONSULTATION EVENT

Appendix 6
PUBLIC PLANNING CONSULTATION LEAFLET, APRIL 2008

Appendix 7

COMMENTS SHEET (BLANK COPY)

Appendix 8

PUBLIC EXHIBITION DISPLAY BOARDS

Appendix 9 ADVERTISEMENT OF DEVELOPMENT FORUM

Appendix 10
PRESENTATION (POWERPOINT) TO DEVELOPMENT FORUM,
26 JUNE 2008

Appendix 11

RECORD OF COMMENTS ON COMPLETED COMMENTS SHEETS

Appendix 12

BKW RESPONSES TO COMMENTS

Appendix 13 MINUTE OF DEVELOPERS FORUM AND FEEDBACK

Appendix 14 ROSPA REPORT