



Statement of Community Involvement

Land South of London Road, Markfield, Leicestershire

Full Planning Application for Residential Development

November 2020

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Prepared By: Bart Shirm
Date: November 2020

For and on behalf of Avison Young (UK) Limited

1. Introduction

1.1 This Statement of Community Involvement has been prepared by Avison Young on behalf of Jelson Homes ("Jelson") in relation to a full planning application for the residential development of land south of London Road in Markfield, Leicestershire.

1.2 The description of development is:

"Residential development of 283 dwellings (Class C3) including provision of public open space, associated infrastructure and engineering works and demolition of Vine Cottage."

1.3 This Statement sets out the approach that Jelson Homes has taken to stakeholder engagement and consultation with the wider community during the preparation of the planning application. This has been undertaken in accordance with guidance in the National Planning Policy Framework ("NPPF") (published in February 2019) and Hinckley and Bosworth Borough Council's ('HBBC') own guidelines, as set out in its own Statement of Community Involvement (published July 2019) and supplementary note prepared in response to the Coronavirus pandemic (published May 2020).

1.4 The objectives of the community consultation were to:

- a) make the local community aware of the proposals;
- b) receive comments from the local community on the draft application proposals to inform the masterplanning process; and
- c) identify any outstanding matters to be addressed in the submissions in support of the planning application.

1.5 During the preparation of the planning application, restrictions on movement and the gathering of people were put in place in response to the Coronavirus (COVID-19) pandemic and have remained in place up to the point of submission. This has meant that Jelson has been unable to host a public exhibition for members of the community. Nevertheless, Jelson remained committed to fully engaging with stakeholders and members of the wider community. As such, Jelson and its consultant team adapted its approach to consultation accordingly using digital and postal means.

1.6 The purpose of this Statement is, therefore, to:

- provide details of the consultation activity that has been undertaken prior to the planning application being submitted;
- to summarise the feedback received;

- explain amendments made to the scheme in response to feedback received; and
- provide Jelson's responses to the consultation feedback.

1.7 This Statement should be read in conjunction with the Planning Statement, Design and Access Statement, Transport Assessment and other technical documents submitted in support of the planning application.

1.8 The remainder of the Statement is structured as follows:

- **Section 2** outlines the policy framework and guidance in relation to public consultation;
- **Section 3** sets out the methodology used for the consultation exercise;
- **Section 4** summarises feedback received during the consultation period;
- **Section 5** summarises the resultant changes to the scheme and provides Jelson's response to the consultation feedback; and
- **Section 6** concludes the Statement.

2. Policy Framework

- 2.1 Whilst community consultation is not mandatory the NPPF encourages applicants to engage with the local community before submitting applications. With the above in mind, Paragraph 128 of the NPPF states that:

“Applications should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.”

- 2.2 The NPPF further recognises the importance of pre-application consultation. Paragraph 39 states:

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

Planning Practice Guidance (PPG)

- 2.3 The PPG further adds that *“the approach to pre-application engagement needs to be tailored to the nature of the proposed development and the issues to be addressed”*. It emphasises also that *“the level of engagement needs to be proportionate to the nature and scale of a proposed development.”* This guidance also highlights that *“if pre-application advice is to be meaningful then a proposed development may change prior to the submission of a formal planning application.”*

Hinckley and Bosworth Borough Council's Statement of Community Involvement (SCI)

- 2.4 The Borough Council's SCI provides no guidance for applicants intending to carry out pre-application consultation. However, the SCI explains that consultation will be carried out by HBBC during the determination period for applications, as is their statutory duty. The SCI clarifies that larger and more complex major planning applications will be publicised more widely than applications for small scale development.

Hinckley and Bosworth Council's Statement of Community Involvement Supplementary Guidance

- 2.5 In May 2020 the Council published supplementary guidance to their SCI in response to the social distancing rules introduced to combat the spread of Coronavirus. The supplementary guidance is silent in relation to how applicants should best carry out pre-application consultation. The supplementary guidance does, however, explain that HBBC will refrain from holding public exhibitions until Government guidance suggests that it is safe to do so, and that the Council will continue to engage with members of the community through alternative and innovative methods such as online and using social media platforms.

3. Scope of Community Involvement

- 3.1 Following initial pre-application discussions with the Borough Council and the submission of an EIA Screening Request for a larger scheme of c. 450 dwellings to HBBC in March 2020, Jelson commenced its engagement with local stakeholders in late Spring 2020.
- 3.2 Following initial discussions with local stakeholders the emerging application proposals were amended to a scheme of c. 240 dwellings served from two points of vehicular access off Doctor Wright Close and Croftway. The principal access from Doctor Wright Close would have served c. 175 dwellings and the secondary access from Croftway would have served c. 67 dwellings. No vehicle connectivity was proposed between the accesses.
- 3.3 Jelson undertook a formal public consultation on its emerging proposals for c. 240 dwellings in September 2020. The scope of public consultation was agreed with HBBC as part of the on-going pre-application discussions. The scheme has subsequently been revised following community and stakeholder feedback. The changes to the scheme are summarised in Section 5.
- 3.4 A summary of the pre-application discussions with the local planning authority is provided in the accompanying Planning Statement. Jelson has also promoted its land through the HBBC Local Plan Review and has engaged in the preparation of the emerging Markfield Neighbourhood Plan.

Engagement with local community

Consultation Leaflet

- 3.5 In September 2020, Jelson Homes invited local residents and other stakeholders to view the emerging development proposals for the 242 dwelling scheme and to leave feedback.
- 3.6 Jelson posted leaflets to over 2,200 addresses in Markfield, inviting local residents to access a dedicated consultation website and to email feedback to the project team. A copy of the distribution area map is included at Appendix 1.
- 3.7 The consultation leaflet provided details of:
- Jelson's development proposals;
 - the URL address of the consultation website;
 - contact details of the project team including details of the dedicated email address; and
 - the length of the consultation period, which ran from 14 September to 28 September 2020.

- 3.8 A copy of the consultation leaflet is provided at Appendix 2.
- 3.9 A copy of the consultation leaflet along with a short letter was also sent to a number of local stakeholders (e.g. Ward Councillors, the Parish Council and local schools).

Consultation Website

- 3.10 A dedicated website for Jelson's proposals went 'live' on 11 September 2020. The local community were provided details of the website by the consultation leaflet. The website can be accessed at the following URL: <http://markfieldsouth.avisonyoung.co.uk/>
- 3.11 The website has seven pages, the contents of each are summarised below:
1. **Home** - explained the purpose of the consultation exercise and provided details of the dedicated email address.
 2. **About Jelson Homes** - provided some background information about Jelson Homes and provided a link to Jelson's website.
 3. **Background** - explained the current political agenda about the need to significantly increase housebuilding nationally, summarised HBBC's planning policy position, and explained that a Neighbourhood Development Plan is being prepared for Markfield.
 4. **Site Location** - detailed the location of the application site and the distance of the site to existing community facilities and services in Markfield.
 5. **Environmental and Technical Constraints** - detailed the technical work that had been undertaken at the site to date and provided a summary of emerging conclusions and recommendations in respect of:
 - a. ecology and trees,
 - b. landscape and visual impact,
 - c. highways and access,
 - d. flood risk and drainage, and
 - e. noise.
 6. **Proposals** - described the emerging development proposals for the construction of approximately 240 dwellings and provided a copy of the Development Framework Plan for the site which illustrated the indicative road layout and location of development plots.
 7. **Your Feedback and Next Steps** - detailed how individuals could leave feedback on Jelson's development proposals.

- 3.12 Page seven of the website invited individuals to provide feedback on the scheme by completing a template feedback form and returning it either by post or to the dedicated email address. The feedback form could be downloaded via the website, and a copy of the feedback form is included at Appendix 3.
- 3.13 The website explained that the project team would be inviting feedback between 14 September and 28 September 2020.

Engagement with Parish Council and Neighbourhood Plan Steering Group

- 3.14 Avison Young made initial contact with members of Markfield Parish Council in late Spring 2020 in order to inform the Parish that Jelson was in the process of preparing a planning application in relation to its land, and to seek updates from the Parish on the preparation of the Markfield Neighbourhood Development Plan.
- 3.15 Subsequent engagement with the Parish Council in relation to Jelson's emerging scheme included two presentations that were organised by Avison Young, held online and attended by members of the Parish Council. These sessions were also attended by members of the Neighbourhood Plan Steering Group.
- 3.16 These presentations took place on 3 September 2020 prior to the public consultation and on 6 October 2020 following the public consultation.

Engagement with Other Stakeholders

- 3.17 The project team has engaged with other stakeholders through email correspondence and online video meetings in order to explain Jelson's emerging proposals and understand whether there are any infrastructure issues (e.g. in terms of education capacity) which might need to be addressed by the development proposals and any potential financial contributions which might be required to mitigate the impact of new residents on services and facilities.
- 3.18 The project team has engaged with the following stakeholders:
- Markfield Junior Football Club;
 - South Charnwood High School; and
 - Mercenfeld Primary School.

3.19 In addition, in order to agree the scope the of technical reports, the project team has engaged with statutory consultees at Hinckley and Bosworth Borough Council, Leicestershire County Council and national bodies.

3.20 Avison Young has also engaged with the Local Education Authority and Clinical Commissioning Group in order to determine whether financial contributions will be sought to mitigate the impact of new residential development on the capacity of local schools and healthcare facilities.

4. Consultation Feedback

4.1 The feedback received from the local community during the consultation exercise can be broadly separated into responses that completed the template feedback form or responded to the questions over email, and individuals who provided a standard letter response.

Feedback Form

4.2 A total of 79 individuals provided responses to some or all of the questions posed on the template feedback form or over email.

4.3 The responses are summarised by question below.

1. What do you like most about the framework masterplan?

4.4 The most common answers to this, in order of frequency, were:

- The inclusion of green space (11 respondents)
- Support growth of the village (5 respondents)
- Support the inclusion of play areas (4 respondents)
- Support the type and design of housing proposed (3 respondents)
- Like Jelson as a housebuilder (3 respondents)

2. What do you think could be done to improve the masterplan?

4.5 The most common answers to this question were:

- A different or improved site access (47 respondents)
- Invest in improving local services and infrastructure (33 respondents)
- Increase the capacity at local schools or build a new school (30 respondents)
- Increase the quantity of off-road parking proposed (29 respondents)
- Increase the capacity of the GP surgery or build a new surgery (25 respondents)
- Build the homes further to the east, at the London Road / Ratby Lane junction (17 respondents)
- Introduce traffic calming on London Road (4 respondents)
- Improve pedestrian / cycle links to South Charnwood High School (3 respondents)

3. What kind of housing do you think the local area most needs?

4.6 Few people answered this question. The most common answers were:

- Less social housing (4 responses)
- More affordable homes (4 responses)
- Starter homes for young people (3 responses)

4. There is a significant amount of green open space shown on the framework masterplan.**What types of open space do you think should be provided?**

4.7 The most common answers to this question were:

- Concern about the loss of existing green space (14 respondents)
- Provide natural and wild green spaces (6 respondents)
- Provide children's play area (6 respondents)
- Protect existing wildlife on site (4 respondents)
- Provide a new park (3 respondents)
- Provide a fishing pond (2 respondents)

5. Do you have any other comments you wish to share with us?

4.8 The most frequent responses to this question have been summarised below by theme.

- Concern about the capacity and funding of local facilities and infrastructure (mostly the school and GP surgery) (58 respondents)
- Concern about the increase in traffic and worsening road safety from the proposals (49 respondents)
- Concern about the capacity and safety of car parking (32 respondents)
- The proposals are too large for Markfield or there is too much development in Markfield more generally (24 respondents)
- Concern about the loss of greenfield land (10 respondents)
- Concern about the construction period; including construction traffic on local roads, and the noise/disturbance to existing residents (9 respondents)
- Concern that the finished dwellings will be poorly constructed (7 respondents)

- Concern about loss of countryside view and direct access to countryside (7 respondents)

Standard Response Letter

4.9 The project team received 426 copies of a standard response letter. The letter was sent from 377 addresses in Markfield, with residents of some addresses sending more than one letter.

4.10 In summary, the standard response letter stated that:

- the site access should not use village roads (including Croftway and Doctor Wright Close) as roads are at capacity and this would make the roads more dangerous and congested, especially in bad weather, but use Ratby Lane (or other roads) instead;
- Mercefeld Primary School and South Charnwood High School are at or exceeding capacity, and that the schools should be extended or relocated;
- the proposals should consider increasing the capacity of the village GP surgery and chemist which are already at capacity;
- the proposals should seek to address parking issues and increase the safety of roads;
- other concerns included: recreation, policing, refuse, retailing and pedestrian crossings;
- a census should be undertaken to understand the current population of the village and its needs; and
- a proposal was made for the development to be located to the east of Jelson's existing scheme, on the corner of London Road and Ratby Road, so that there is no need for vehicles to access the scheme through the village.

4.11 The standard response letter included a section for respondents to add their address, and a section for any additional comments the respondent wished to make on the application.

4.12 The additional comments have been summarised by theme and are detailed below by frequency.

- Concern about the capacity and funding of local facilities and infrastructure (23 respondents)
- Concern about the capacity and safety of local roads (23 respondents)
- Too much development is proposed for Markfield (13 respondents)
- Concern about the quantity and safety of car parking (11 respondents)
- Concern about the loss of greenfield land (7 respondents)
- Concern about the impact of the development on the environment and wildlife (7 respondents)

- Propose that the development is shifted east and takes access from London Road or Ratby Lane (5 respondents)
- Concern about the proposed vehicular access from Croftway (3 respondents)
- Concern about the loss of access to the countryside (2 respondents)
- Concern about the impact to existing residents during the construction period (2 respondents)

5. Jelson's Response to Feedback

Amendments to the Scheme

- 5.1 During the public consultation and through engagement with the Parish Council it became apparent that a significant number of local people were concerned about the proposed development taking vehicular access from Croftway, in particular.
- 5.2 Several respondents also suggested that the scheme be "shifted" to the east, and a new vehicle access be formed off London Road or Ratby Lane to remove the need for access via Croftway.
- 5.3 Jelson has taken the concerns of local people on board and following investigation by its technical and design team the application scheme has been amended.
- 5.4 The proposed development has been "shifted" to the east, and now straddles a green corridor which follows the existing brook.
- 5.5 The application proposals now take principal vehicular access from a new junction on London Road to the east of Chitterman Way. To comply with LCC Highway Standards a secondary vehicular access is required from Doctor Wright Close. However, the incorporation of traffic calming measures would encourage future residents to use the new principal access on London Road.
- 5.6 Access from Croftway would be for pedestrians and cyclists only with no vehicular access.
- 5.7 It is proposed that construction traffic would be routed via the new access from London Road, wherever possible, and avoid the use of both Doctor Wright Close and Croftway.
- 5.8 In order to ensure that the new access does not result in an isolated road to the east of the development and to promote a coherent and sensible overall masterplan, additional parcels of development are proposed on land to the east along London Road. The inclusion of these additional parcels of land increased the scale of development contemplated slightly from the approximately 240 dwellings previously contemplated to 283 dwellings.
- 5.9 Following feedback from the Neighbourhood Plan Steering Group and Parish Council about the accessibility to allotments in Markfield the proposed allotments have also been re-located to the east of the site.
- 5.10 Many other aspects of the scheme remain unchanged, including the extensive amount of public open space proposed.

- 5.11 Please refer to the Design and Access Statement and application drawings for more information about the proposals.

Jelson's Response to Consultation Feedback

- 5.12 The following table summarises the key themes that emerged from the consultation exercise and provides Jelson's response to each theme.

Consultation Feedback	Jelson's Response
<p>Concern about the capacity and funding of local facilities and infrastructure (mostly the school and GP surgery) (81 respondents)</p> <p>Invest in improving local services and infrastructure (33 respondents)</p>	<p>Throughout the pre-application process Jelson has engaged proactively with Planning Officers, other consultees at HBBC and Leicestershire County Council, and local stakeholders to better understand the impact that the proposed development could have on local services and infrastructure. Through this engagement consultees have confirmed that significant financial contributions will be sought from a development of this scale in Markfield in order to secure the necessary enhancements to and increase the capacity of local infrastructure and services, including local schools, health care facilities and the local library. Jelson is fully committed to working with the Council and other stakeholders during the determination of the planning application to agree appropriate financial contributions which would be invested in local services and infrastructure and be secured by way of a Section 106 legal agreement.</p>
<p>A different or improved site access (50 respondents)</p> <p>Build the homes further to the east, at the London Road / Ratby Lane junction (22 respondents)</p> <p>The site access should not use village roads (including Croftway and Doctor Wright Close) as this make the roads more dangerous and congested but use Ratby Lane (or other roads) instead.</p> <p>The development should be located to the east of the Phase 1 scheme, on the corner of London Road and Ratby Road so that there is no need for vehicles to access the scheme through the village.</p>	<p>Jelson acknowledges that many local people were concerned that the previous version of the scheme intended to take vehicular access from Croftway and Doctor Wright Close.</p> <p>As explained above, Jelson has amended its scheme to shift development to the east. The vehicular access from Croftway has been removed and only pedestrian and cyclists will be able to use the Croftway access. A new, principal vehicular access is proposed from London Road. Doctor Wright Close access will be traffic calmed to form a secondary access.</p>
<p>Concern about the increase in traffic and worsening road safety from the proposals (72 respondents)</p> <p>The proposals should seek to address parking issues and increase the safety of roads.</p>	<p>The planning application is accompanied by a Transport Assessment which has been prepared by WYG. The Transport Assessment is based on a scope agreed with Leicestershire County Council as Local Highway Authority and robustly tests the impact of the proposed development on highways safety and capacity.</p> <p>The Transport Assessment concludes that there are no road safety problems in the study area that would be exacerbated by additional traffic generated by the proposed development.</p> <p>The Assessment also notes that the new vehicular access from London Road would be designed and constructed to</p>

Consultation Feedback	Jelson's Response
	<p>appropriate standards and that the London Road and Dr Wright Close junctions would have sufficient operating capacity to cater for predicted traffic flows in a future assessment year of 2031.</p> <p>The Assessment also states that the traffic associated with the proposed development can be accommodated on the local highway network without a 'severe' impact on the operation of the highway network, which is the test in national policy.</p> <p>The Assessment recommends that discussions take place with the Local Highway Authority during the determination of the application to agree an appropriate financial sum to assist in the upgrade of the A50 Field Head roundabout.</p> <p>The Transport Assessment notes that the proposals have been designed to encourage sustainable transport improvements. This includes the creation of new pedestrian / cycle links, and the improvement of existing links; improvements to local bus stops; the creation of new pedestrian crossing facilities to link the development to the village; and the implementation of a Residential Travel Plan.</p>
<p>Increase the quantity of off-road parking proposed (29 respondents)</p> <p>Concern about the capacity and safety of parking (43 respondents)</p> <p>The proposals should seek to address parking issues and increase the safety of roads.</p>	<p>Jelson has designed the proposals to comply with the guidance set out in the Leicestershire County Council Design Guide with sufficient off-road parking, of appropriate dimensions, proposed for each dwelling. The majority of parking is on-plot and is generally provided to the side of properties, where possible, to avoid car dominated streets. Garages are designed to the dimensions in the County Design Guide and suitable for parking a vehicle.</p>
<p>Increase the capacity at local schools or build a new school (30 respondents)</p> <p>Mercenfeld Primary School and South Charnwood High School are at or exceeding capacity, and that the schools should be extended or relocated.</p>	<p>Jelson has engaged with the Local Education Authority, Mercenfeld Primary School and South Charnwood High School during the preparation of the planning application.</p> <p>Jelson will continue to work with the Education Authority and education providers, where appropriate, during the determination of the planning application to agree an appropriate financial sum to support the creation of additional capacity at local schools, as necessary.</p>
<p>Increase the capacity of the GP surgery or build a new surgery (25 respondents)</p>	<p>Jelson has engaged with the local Clinical Commissioning Group through the pre-application process.</p> <p>Jelson will continue to work with the Clinical Commissioning Group during the determination of the planning application to agree an appropriate financial sum to support the creation of additional capacity for healthcare in Markfield.</p>
<p>The proposals are too large, or there is too much development in Markfield more generally (37 respondents)</p> <p>A census should be undertaken to understand the current population of the village and its needs</p>	<p>It is widely acknowledged that insufficient housing is being built both nationally and in Leicester city region. The Government's policy is, therefore, to boost significantly the supply of new homes across the country.</p> <p>The adopted Core Strategy for the Borough identifies Markfield as a 'Key Rural Centre', with strong road links to Leicester, Coalville and the M1. Markfield has a range of local facilities and services and is well served by public transport. It is, therefore, a sustainable location with the capacity to accommodate new housing.</p>

Consultation Feedback	Jelson's Response
	<p>The adopted Core Strategy is over 10 years old and so HBBC is in the process of preparing a new Local Plan for the Borough until 2039. The north eastern part of the Borough, including Markfield, has been identified by HBBC as a potential area for housing growth in the emerging Plan.</p> <p>Members of Markfield Parish Council and the wider Steering Group are also preparing a Neighbourhood Development Plan for the area. The Parish Council has recently published its draft Neighbourhood Development Plan for consultation which identifies part of Jelson's land to the south of London Road is identified in the draft Neighbourhood Plan as the preferred location for new housing in the village for approximately 241 dwellings.</p> <p>Jelson's proposals support the aspirations in the emerging Neighbourhood Plan and will assist the Borough Council in boosting its supply of deliverable housing sites in a sustainable location in the short-term. The development proposed will provide significant areas of new public open space and deliver substantial investment in infrastructure in the village through Section 106 contributions to ensure that there is sufficient capacity for the scale of development proposed which would benefit the local community.</p>
<p>Concern about the loss of existing green space and wildlife (21 respondents)</p> <p>Concern about the loss of greenfield land (17 respondents)</p> <p>Provide natural and wild green spaces (6 respondents)</p> <p>The inclusion of green space (11 respondents)</p>	<p>Over 39% (or 7.2ha) of the proposals is publicly accessible green space. The proposals include a significant number of private gardens and also a potential location for allotment provision in the east of the site.</p> <p>Jelson's ecology consultants have undertaken a comprehensive range of habitat and protected species surveys which have been taken into account in the design of the proposals to ensure appropriate mitigation and compensation measures are incorporated into the scheme to minimise any impacts on biodiversity.</p> <p>The development proposes significant new woodland planting, sustainable drainage systems including a new pond, the establishment of species-rich grassland and biodiversity improvements to the land around the existing brook.</p> <p>The Ecology Appraisal, prepared by FPCR, also details a number of recommendations to support and enhance biodiversity on site. These include providing bird and bat boxes, designing garden fences to support foraging hedgehogs, and designing a sensitive lighting scheme which will mitigate any impact from light spill on foraging bats.</p> <p>Please refer to the Ecology Appraisal for further information.</p>
<p>Concern about the construction period; including concern about construction traffic on local roads, and the noise/disturbance to existing residents (11 respondents)</p>	<p>Jelson is fully committed to being a "good neighbour" and limiting the impact of construction traffic, noise and disturbance on existing and future residents in Markfield.</p> <p>Jelson will work proactively with Hinckley and Bosworth Borough Council to agree a Construction Management Plan which will detail Jelson's approach to constructing the proposals. The Construction Management Plan would be secured by a condition attached to a planning permission.</p>

Consultation Feedback	Jelson's Response
	Jelson has confirmed that construction traffic would be routed via the new access from London Road, wherever possible and avoid Doctor Wright Close and Croftway.
Concern that the finished dwellings will be poorly constructed (7 respondents)	Jelson has built new homes in Leicestershire for over 130 years. The continued demand for Jelson homes demonstrates their desirability for new residents and the quality of construction. Furthermore, Jelson is a member of the NHBC (National House Building Council) and offers a two-year 'Buildmark Warranty' on all new homes. It is consistently in the top 5 of NHBC customer surveys.
Concern about loss of countryside view and direct access to countryside (9 respondents)	<p>Jelson's land south of Markfield has been identified as the preferred location for housing growth in the village in the emerging Markfield Neighbourhood Plan.</p> <p>The proposals will enhance the existing Public Rights of Way through the site and will create new publicly accessible footpaths. Consequently, the proposals will improve public access to the surrounding countryside. It will also result in the creation of substantial areas of new multi-functional public open space for use by existing and proposed residents. The proposals seek to retain as many of the existing landscape features as possible and incorporate significant new planting including areas of woodland planting which respond to the aspirations for the National Forest.</p> <p>A detailed Landscape and Visual Impact has been undertaken by FPCR. This concludes that the site's landscape is not particularly distinctive or noteworthy in landscape terms and is not subject to any landscape designations. It recognises that the land has some local value as fields on the edge of a settlement, but the development creates a logical extension to Markfield which would be integrated into the wider landscape and be seen in the context of the existing developed edge. FPCR conclude that the landscape effects are predominantly localised in extent and the proposed development would be appropriate within this landscape context and would not give rise to any unacceptable landscape and visual harm.</p>
Provide children's play area (6 respondents)	<p>Jelson intend to provide a children's play area in the centre and towards the south of the scheme.</p> <p>Please refer to the application drawings for more information.</p>
Concern about refuse vehicles being unable to access site.	The application is accompanied by a Waste Collection / Refuse Plan which shows the proposed location of bin stores and demonstrates that a refuse collection vehicle is capable of servicing all the bin stores for the development.

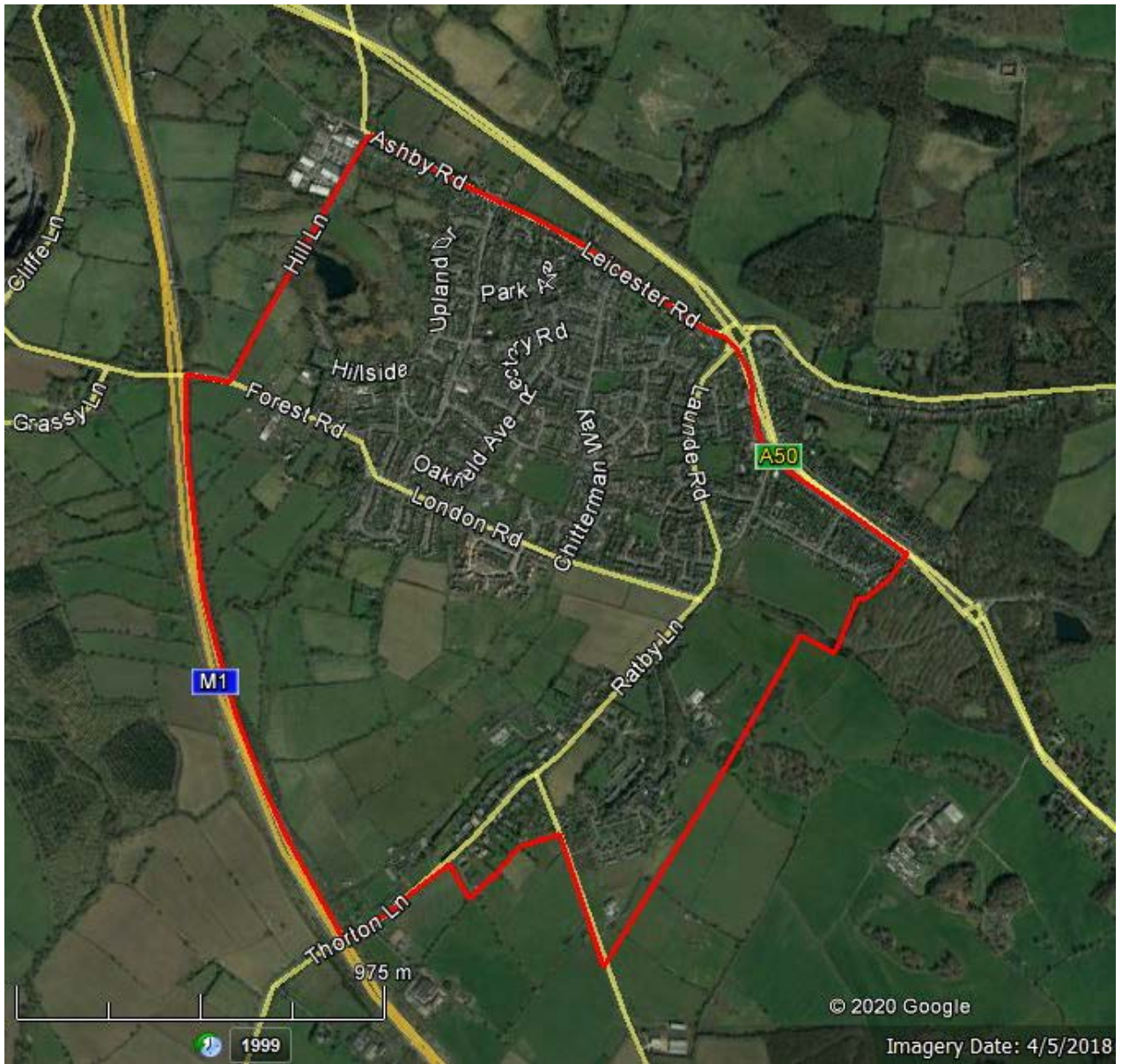
6. Summary

- 6.1 Jelson has undertaken extensive public and stakeholder engagement in relation to its proposals for residential development on land south of London Road in Markfield. This is despite the social distancing restrictions which have been imposed due to the Coronavirus pandemic, which have prevented the organisation of a public exhibition.
- 6.2 Jelson has also engaged in pre-application discussions with the Local Planning Authority, Hinckley and Bosworth Borough Council and Leicestershire County Council in relation to the principle of development, technical and design related matters.
- 6.3 Engagement with the Local Planning Authority has been in the context of a Planning Performance Agreement.
- 6.4 Following feedback from the local community and stakeholders, Jelson has made comprehensive amendments to its proposals to address the principal areas of concern raised in relation to the access proposals. Jelson is now applying for planning permission for 283 dwellings with a principal vehicular access from a new junction on London Road and has responded in detail to other comments raised in this SCI and the detailed submissions that support this application.

Appendix I

Leaflet Distribution Area

Jelson – Markfield Leaflet Drop Area - 26/06/2020



Appendix II

Consultation Leaflet

Land South of London Road, Markfield Online Public Consultation

Jelson Homes would like to invite you to view our community consultation website in connection with our proposals for development of land south of London Road in Markfield with a sustainable, high quality neighbourhood with new housing and open spaces.



14th September – 5pm 28th September 2020



How do I view the proposals and comment?
To find out about our proposals for Markfield and to leave your comment, please visit our dedicated website at:

<http://markfieldsouth.avisonyoung.co.uk>



If you have any issues accessing the dedicated website, or if you want to contact the project team, please email:

markfieldsouth.uk@avisonyoung.com

or write to:

Planning, Development and Regeneration

Avison Young
3 Brindleyplace
Birmingham
B1 2JB



Appendix III

Consultation Feedback Form

Land South of London Road, Markfield

Proposed Residential Development

FEEDBACK FORM

What do you most like about the framework masterplan?

What do you think could be done to improve the masterplan?

What kind of housing do you think the local area most needs?

There is a significant amount of green open space shown on the framework masterplan. What types of open space do you think should be provided?

Do you have any other comments you wish to share with us?

Please indicate which of the following best describes you by ticking the relevant box:

- | | |
|---|--------------------------|
| I am a local resident | <input type="checkbox"/> |
| I work locally | <input type="checkbox"/> |
| I am a local business owner | <input type="checkbox"/> |
| I am a Councillor or representative of a local organisation | <input type="checkbox"/> |
| Other | <input type="checkbox"/> |

Thank you for taking the time to fill in this comment form. Please return your completed form in the box provided or send it to us via post or email by 5pm on Monday 28th September 2020 to: Planning, Development and Regeneration, Avison Young, 3 Brindleyplace, Birmingham, B1 2JB OR markfieldsouth.uk@avisonyoung.com

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