

Land East of Trowes Lane
Swallowfield

Statement of Community Involvement

Submission of Outline Planning Application for up to 79 dwellings (Use Class C3) together with access, landscaping and associated infrastructure, with all matters reserved except access

Prepared on behalf of City & Country Group EPS

September 2025

Lucid
Planning

Contents

1. Introduction	1
2. Consultation Requirements	2
3. The Applicant and Proposed Development	4
4. Engagement	6
5. Feedback	8
6. Responses to Key Issues	11
7. Conclusion	15

Appendices

- 1. Presentation to Swallowfield Parish Council**
- 2. Newsletter**
- 3. Feedback Questionnaire**

1. Introduction

- 1.1 This Statement of Community Involvement sets out the consultation and engagement that City & County Group EPS (C&C) has undertaken with local residents and stakeholders in relation to its outline planning application for up to 79 residential dwellings and associated infrastructure at Land East of Trowes Lane, Swallowfield.
- 1.2 This document demonstrates how C&C has met the pre-application consultation guidance contained in Wokingham Borough Council's Statement of Community Involvement (SCI).
- 1.3 This SCI gives an overview of the consultation activity undertaken prior to the submission of the planning application alongside outlining how the plans have responded to feedback from the local community and other stakeholders.
- 1.4 The Applicant is committed to ongoing engagement. It ensured the community was made aware of the proposals and had multiple avenues to find out more and share their feedback. It will continue to engage throughout the determination process and beyond.

2. Consultation Requirements

- 2.1 Pre-application engagement with the local community is encouraged in the National Planning Policy Framework. Paragraph 40 sets out that early engagement has “*significant potential to improve the efficiency and effectiveness of the planning application system for all parties*” and “*enables better coordination between public and private resources and improved outcomes for the community*”.
- 2.2 Wokingham Borough Council’s Statement of Community (2024) outlines the council’s expectations on how the local community should be involved during the pre- application process.
- 2.3 For major applications such as the C&C one on Land east of Trowes Lane for up to 79 dwellings, the SCI sets out indicative methods of engagement for proposed planning applications in Table 1 on page 19 which includes:
- Letters, emails or postcard
 - Website
 - Public meetings/exhibition
 - Social media
 - Leaflets
- 2.4 In accordance with this, and to meet C&C’s desire to create the right plans for Swallowfield, C&C chose to provide the following multiple avenues for engagement:

- Meetings with councillors of Swallowfield Parish Council and WBC member for Swallowfield, Cllr David Edmonds.
- A newsletter delivered to local residents in the village informing them of the consultation and proposed development.
- A dedicated project website launched alongside and complementing the newsletter.

2.5 These elements and the feedback received are detailed in the following sections.

3. The Applicant and Proposed Development

City & Country

- 3.1 City & Country is a family-run property developer established in the 1960s that has a track record of bringing forward award-winning developments across the country. The company is passionate about quality placemaking and design, with a background in the regeneration and repurpose of important historic buildings including nationally recognised heritage assets. In recent years, C&C has brought forward a number of successful heritage-led developments that focus on storing Britain's rich architectural character and strive to make new places for communities to live and enjoy.
- 3.2 C&C's larger new build schemes to date have been in Essex although the company has a long-standing interest in land in other parts of the country including land to the east of Trowes Lane, Swallowfield, which C&C has been proactively promoting as a genuine opportunity for residential development.
- 3.3 The company is passionate about quality placemaking and design. C&C's new build homes are designed with the utmost care and precision, taking into account the local area design and ensuring that every aspect meets the highest of standards and quality. The company's commitment to excellence guarantees that every home not only meets but exceeds expectations, providing a living space that is both beautiful and functional.

The Site

- 3.4 The Site is located on the southern edge of Swallowfield, east of Trowes Lane.
- 3.5 The Site measures 4.89 hectares and is generally flat. The northern section is currently in agricultural use; the southern section comprises 1.52 hectares of poor quality woodland.

- 3.6 It is bounded to the north by the rear gardens of residential properties of Foxborough. To the east, the Site is bounded by dense, mature trees and hedgerow, a watercourse and commercial uses on Part Lane. It is bounded by fields to the south. To The west it is bounded by hedgerow and trees and Trowes Lane.
- 3.7 Vehicular access for agricultural vehicles is currently taken from Trowes Lane.
- 3.8 Immediately to the west of Trowes Lane is the Croudace site, which has
- 3.9 planning permission for the erection of 81 dwellings.

Proposed Development

- 3.10 The proposals for the site are submitted as an Outline Planning Application. The application is in outline with the principle of the proposed use, heights and means of access to be considered whilst appearance, landscaping and layout will be addressed as part of a future reserved matters application.
- 3.11 Outline planning permission is sought for:
- Up to 79 dwellings, including 40% affordable housing
 - Building heights of two storeys
 - Detailed vehicular and pedestrian access off Trowes Lane
 - Open space, including play space and recreation opportunities for all ages, including integration of the woodland to the south
 - Site-wide landscaping strategy, including biodiversity enhancements to achieve 20.35% biodiversity net gain
 - Sustainable drainage attenuation
 - Supporting highways infrastructure
 - Pedestrian link to the public right of way to the south if the site

4. Engagement

- 4.1 This section details C&C's programme of engagement.
- 4.2 At the time of writing, 28 feedback responses had been received through the various channels available.

Stakeholder Meetings

- 4.3 On 28 August 2025 C&C met with Swallowfield Parish Council at Swallowfield Parish Council Hall. Adrian Fox of C&C gave a presentation and Jane Piper from Lucid Planning attended in support of the presentation and to respond to any questions. The presentation is attached at Appendix 1.
- 4.4 In attendance from Swallowfield Parish Council were Cllr John Anderson (Chair) Cllr Simon Taylor (Chair of Planning), Cllr Margaret McDonald, Cllr John McDermott, Liz Halson (Parish Clerk) and Ward Councillor David Edmond.

Issues Discussed

- 4.5 The meeting took place on the understanding that it was for consultation purposes and in no way indicated Swallowfield Parish Council (SPC) or WBC Ward councillor were partial towards Croudace's proposals.
- 4.6 Key issues discussed at this meeting were:
- Lack of primary school in the village
 - Families moving out of village
 - GP service was oversubscribed
 - Drainage issues in the village
 - Traffic impact
 - Impact on shops and services
 - Local bus service
 - Open space management

Community Newsletter

- 4.7 On 1 September 2025, a newsletter was circulated to approximately 330 local residents in the village informing them of the proposed development, and asking for their feedback, via a QR code to the website. The newsletter is attached at Appendix 2.

Website

- 4.8 To coincide with the public consultation, C&C created a dedicated project website, www.cityandcountry.co.uk/swallowfield-consultation. The closing date for the feedback was 19 September 2025.
- 4.9 The website contained the details about the proposals, as well as a feedback questionnaire (see Appendix 3) which went to a dedicated project email address and were collated by Lucid Planning for answer and analysis.

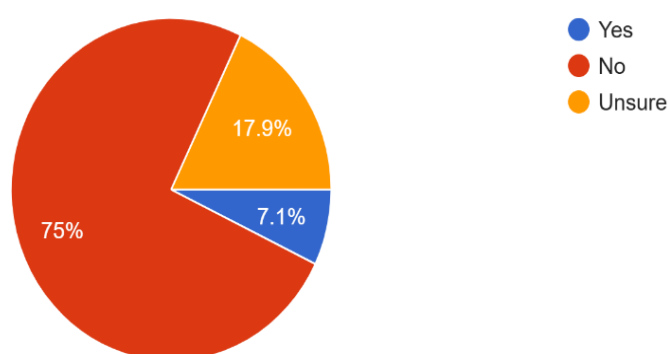
5. Feedback

- 5.1 This section summarises the feedback received through the online feedback form. There were 28 responses.

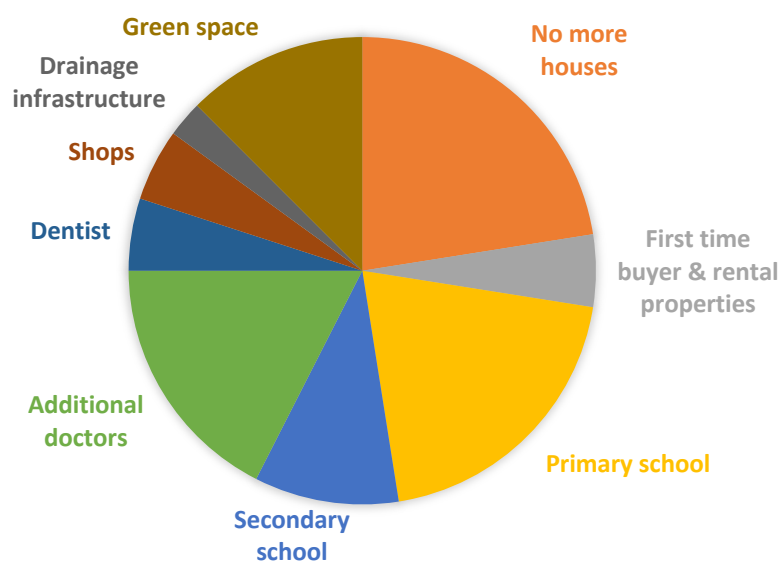
Feedback Summary

Given the housing crisis affecting many parts of the country, do you believe there is a need for more market and affordable homes in Wokingham borough?

28 responses

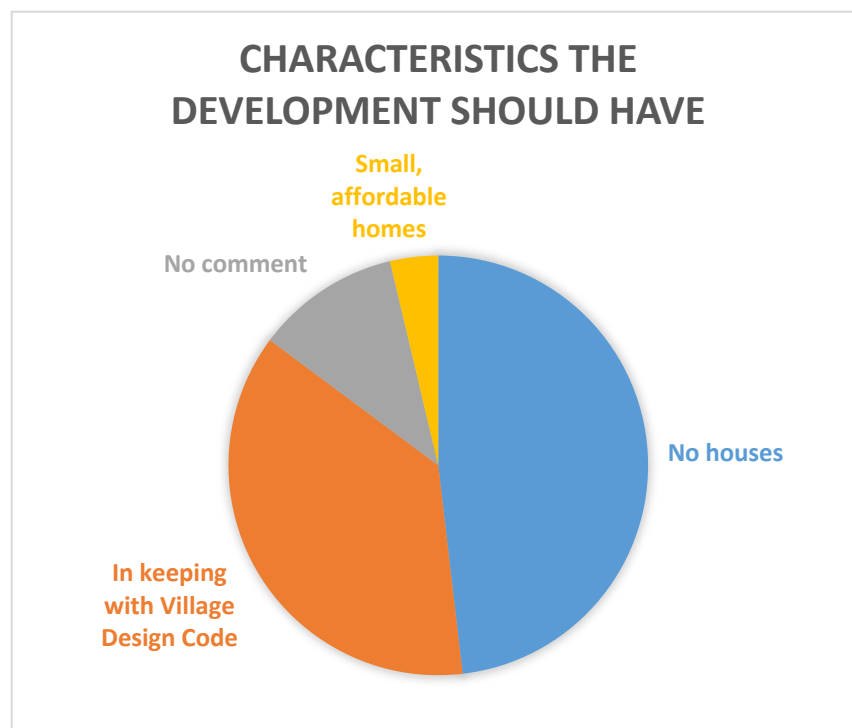
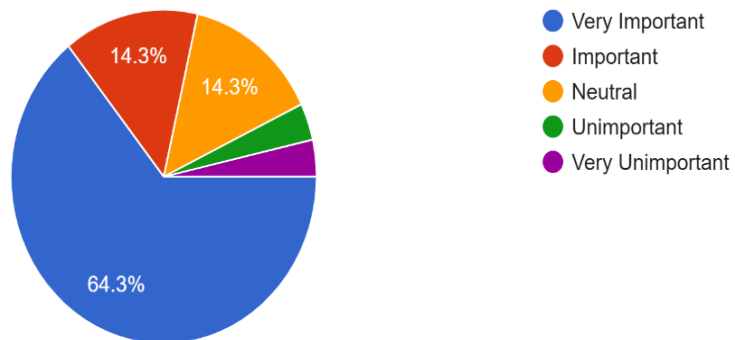


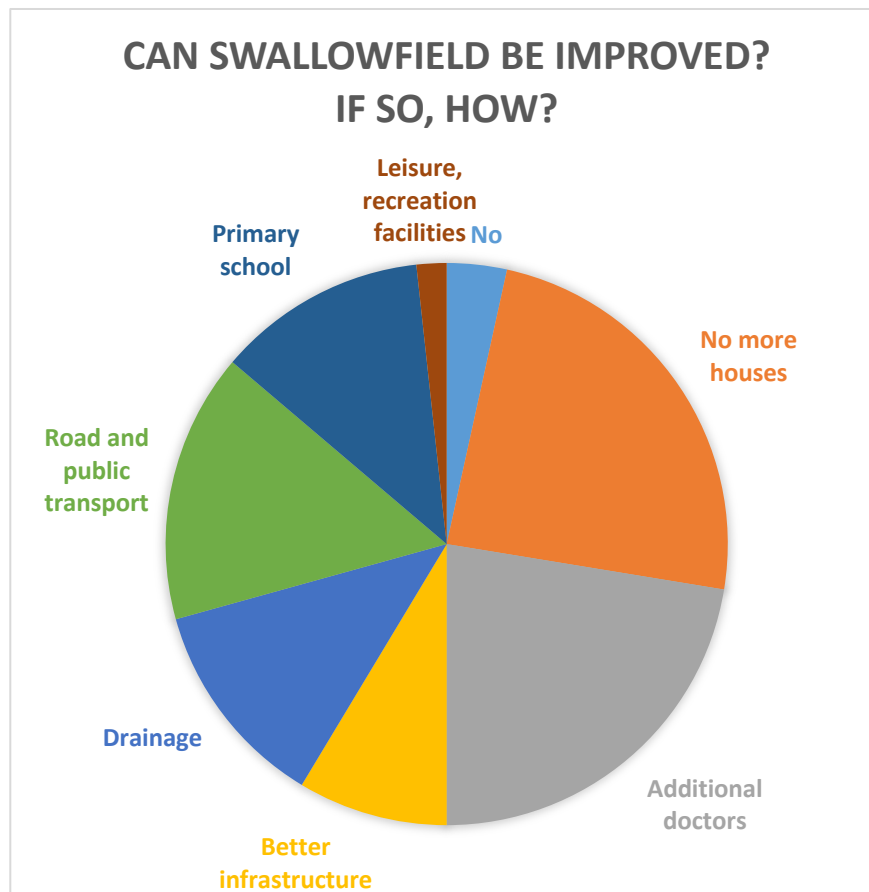
WHAT SHOULD BE INCORPORATED INTO THE DEVELOPMENT PROPOSALS?



How important is it that the proposals have a local or distinctive identity?

28 responses





Any other comments?

There were a number of themes set out in response to this question:

- No more houses are required in the village
- The village is designated as a limited development location – there has been enough development
- Getting to good schools locally
- Schools are oversubscribed
- Difficult to get a doctor's appointment
- Increased pressure on amenities and infrastructure will be disruptive for locals
- Increase in traffic congestion in the village
- More housing runs the risk of the village losing its character
- Fewer, larger houses with larger gardens and gated driveways are more appropriate
- Increased risk of flooding to neighbours

6. Response to Key Issues

- 6.1 All the feedback has been reviewed by C&C's consultant team. The responses to the various issues are set out below.

Key Theme	C&C's Response
No more houses are required in the village	<p>WBC has a significant housing shortfall. It currently only has a 2.5 year housing land supply, rather than 5 years. National planning policy provides a presumption in favour of sustainable development in these situations. The Inspector considered the Croudace site to be sustainable, which is similar physically and in terms of the proposed development.</p> <p>Further WBC considered this Site to be potentially suitable for development, as it did the Croudace site, which it has been allocated in the emerging Local Plan; therefore, the principle and scale of development of this site, east of Trowes Lane, has been accepted by the Council previously.</p>
The village is designated as a limited development location – there has been enough development	<p>WBC has a significant housing shortfall. It currently only has a 2.5 year housing land supply, rather than 5 years. National planning policy provides a presumption in favour of sustainable development in these situations. The Inspector considered the Croudace site to be sustainable, which is similar physically and in terms of the proposed development.</p> <p>Further WBC considered this Site to be potentially suitable for development, as it did the Croudace site, which it has been allocated in the emerging Local Plan; therefore, the principle and scale of development of this site, east of Trowes Lane, has been accepted by the Council previously.</p>

<p>More housing runs the risk of the village losing its character</p> <p>Local distinctiveness is important</p>	<p>Although the application is in outline, the Illustrative Masterplan and the Design and Access Statement demonstrate the consideration and application of the Swallowfield Village Design Code, to ensure the proposals will add to the character of the village and not distract from it.</p>
<p>Families are leaving the village</p>	<p>In order to create a balanced, sustainable community, a village must have a balanced demographic. Without the support of families, villages lose vitality and viability, and services and facilities dwindle. An example of this is the loss of the pre-school club in the village hall.</p> <p>New development with the right mix of housing will help support the village and its services and facilities, helping preserve its vitality and vibrancy.</p>
<p>There should be more small, affordable homes for first time buyers</p>	<p>National planning policy requires developers to make efficient use of land and to provide new homes that meet the housing requirement of the Borough which includes a mix of house types, sizes and tenures to create a balanced development and provide for smaller households, first time buyers as well as families who rent or partially buy a home with a Housing Association, the opportunity of a home of their own.</p>
<p>Fewer, larger houses with larger gardens and gated driveways are more appropriate</p>	<p>National planning policy requires developers to make efficient use of land and to provide new homes that meet the housing requirement of the Borough. Unfortunately fewer, larger houses with larger gardens will not address these two key aspects of sustainable development.</p>
<p>Getting to good schools locally is a problem</p> <p>Schools are oversubscribed</p>	<p>C&C will be required to pay developer contributions in accordance with Wokingham Borough Council's policy requirements for such things as education provision for the children of new residents (primary and secondary). It will</p>

	<p>then be up to the Education Authority to spend that money in the right place to accommodate for the additional pupils.</p> <p>As the Inspector highlighted in the Croudace appeal decision (paragraph 28), the capacity of the school is a matter for the Education Authority. He did also acknowledge that the council is seeking to build a new school which would free up space nearer Swallowfield. The anticipated time scale would be broadly comparable to that for completion of the Croudace scheme, and therefore also for this proposal.</p>
Difficult to get a doctor's appointment	C&C will be required to pay developer contributions in accordance with Wokingham Borough Council's policy requirements for such things as health provision for the new residents. It will then be up to the service providers to provide the required service in the right place.
Increased pressure on amenities and infrastructure will be disruptive for locals	C&C will be required to pay developer contributions in accordance with Wokingham Borough Council's policy requirements for such things as highways provision, public transport support, cycling and walking provision if the effects of the proposals require it. It will then be up to those service providers to provide the required solution in the right place.
Increased risk of flooding to neighbours	The site is wholly within Flood Zone 1 and therefore at minimal risk of flooding. The sustainable urban drainage of the proposal will ensure that the run off from the Site matches the current agricultural rate. This will be achieved by including an attenuation pond which will hold the surface water runoff to allow it to meet these rates. Therefore, the proposal will not increase the risk of flooding to neighbouring properties.

Drainage issues in the village	As the Inspector highlighted in the Croudace appeal decision (paragraph 28), the capacity of local services is essentially a matter for the relevant service provider to solve, including increasing capacity where needed to meet additional demand.
--------------------------------	---

7. Conclusions

- 7.1 C&C has sought to have a positive dialogue with the local area by adopting a consultation process that seeks to engage with all local residents and stakeholders who wished to be involved in the process.
- 7.2 C&C has listened to and reflected upon the comments received throughout the pre-application process and will continue to engage with and update the local community as the development progresses.

Appendix 1: Presentation to Swallowfield Parish Council



Swallowfield

.....

Land East of Trowe's Lane

DESIGN CONCEPT PRESENTATION

CITY & COUNTRY

About City & Country

City & Country is a family-run property developer established in the 1960s that has grown to become the UK's leading heritage developer with a track record of bringing forward award-winning developments across the country. The company is passionate about quality placemaking and design, with a background in the regeneration and repurpose of important historic buildings including nationally recognised heritage assets. In recent years, C&C has brought forward a number of successful heritage-led developments that focus on storing Britain's rich architectural character and strive to make new places for communities to live and enjoy.

C&C's larger new build schemes to date have been in Essex although the company has a long-standing interest in land in other parts of the country including land to the east of Trowe's Lane, Swallowfield, which C&C has been proactively promoting as a genuine opportunity for residential development and intends to submit an Outline Planning Application for at the end of this summer.

C&C's new build homes are designed with the utmost care and precision, taking into account the local area design and ensuring that every aspect meets the highest of standards and quality. The company's commitment to excellence guarantees that every home not only meets but exceeds expectations, providing a living space that is both beautiful and functional. Embracing the best of the present, through exceptional



Burderop Park

Burderop Park is a development from City & Country, providing 58 thoughtfully designed new homes surrounded by an historic estate and acres of parkland. This development's architectural style is ideally what is anticipated to be delivered at the proposed site, at a detailed stage.



Site Context

- The site is located on the southern edge of Swallowfield, east of Trowe's Lane.
- It is bounded to the north by the rear gardens of Foxborough
- To the east, the site is bounded by trees, a watercourse and the rear gardens of houses on Part Lane
- It is bounded by woodland and fields to the south
- Immediately to the west of Trowe's Lane is the Croudace site, which has planning permission for the erection of 81 dwellings



Facing south-west, looking onto Trowe's Lane.



Site location in context to the surrounding village of Swallowfield.

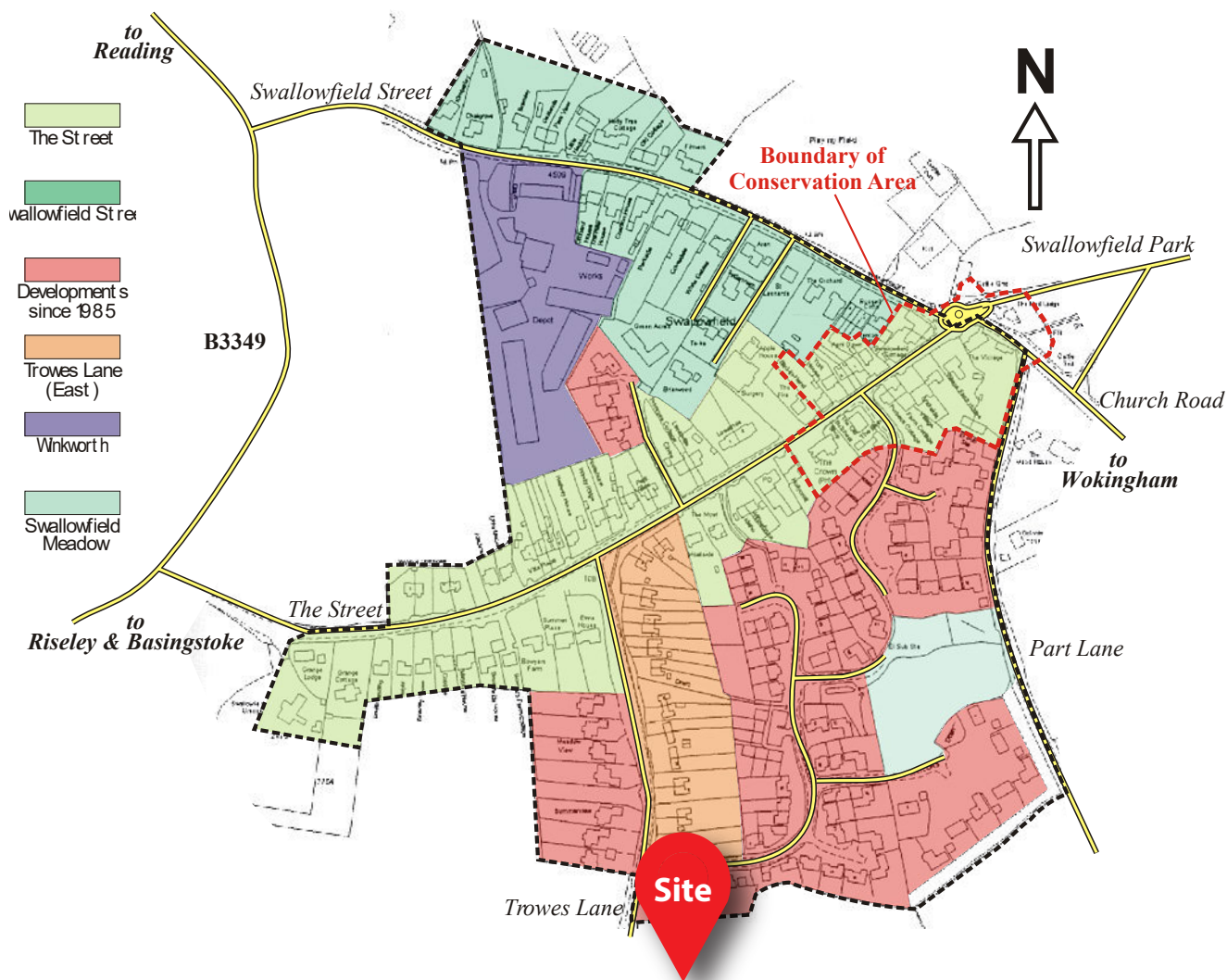
Swallowfield Village Design Statement

The Swallowfield Village Design Statement has been placed at the core of our initial design considerations, as this document highlights the characteristics of the village that makes it so distinctive, as well as the fact that it has been produced in consultation with the villagers of Swallowfield, professional interested bodies and statutory undertakers.

Key points considered include:

Swallowfield Village Outline:

- A map produced creates a segregation between different areas of the village, such as the main movement routes which reflect the intricate architectural history of the village, as well as developments constructed from 1985 onwards.



(Figure extracted from SVDS: site location pinned).

Swallowfield Street

Main features identified include:

- Houses are set back and many are surrounded by hedges, with occasional picket fencing.
- Rural ambience, distinguished from the built-up areas of village.
- Altered small cottages or bungalows, creating a varied look on road.
- Every dwelling is individual.

The Street (East)

Main features identified include:

- Buildings randomly set in relation to road without rigid building line.
- Brick boundary walls prevail.
- Houses predominantly Victorian.
- Hips are a common feature.
- Older buildings mainly have slated or plain tile roofs.
- All dwellings are two-storey, as well as varied in styles such as terraced, as well as detached properties.
- Majority are red brick with occasional tile cladding.

The Street (West)

Main features identified include:

- Spaced at irregular intervals.
- More rural and most set back from road.
- Attractive features such as cream or blue brickwork banding, decorative bargeboards and finials.
- All housing types present, one and two storey single houses together with short terraces.

Swallowfield Village Design Statement

Recent Estate Developments

Curly's Way is a recent estate (at the time of the publish of the Swallowfield Village Design Statement), which was particularly favoured, which the proposed site anticipates to be produced in spirit of.

Key design features complimented include:

- *Compliments the older parts of the village, and is the best integrated of the modern developments.*
- *Has an attractive mix of of two-storey houses with different designs.*
- *A variety of building materials have been used which gives each house an individual look with picket fenced or open-plan borders.*
- *Attractive features include brick banding and shaped barge boards.*



Good Design Features of Buildings

Another aspect which was covered within the Swallowfield Village Design Statement, we examples of good design features on buildings found within Swallowfields. It details elements such as; window details, dormer windows, bricks, tiles, notable listed buildings, brick walls, decorative features as well as footways and shingle drives.

Considerations from these points will be translated at a detailed design stage, however notable illustrative examples taken from the SVDS



Site Considerations

Before progressing the design concept, a detailed analysis identified the following constraints and opportunities:

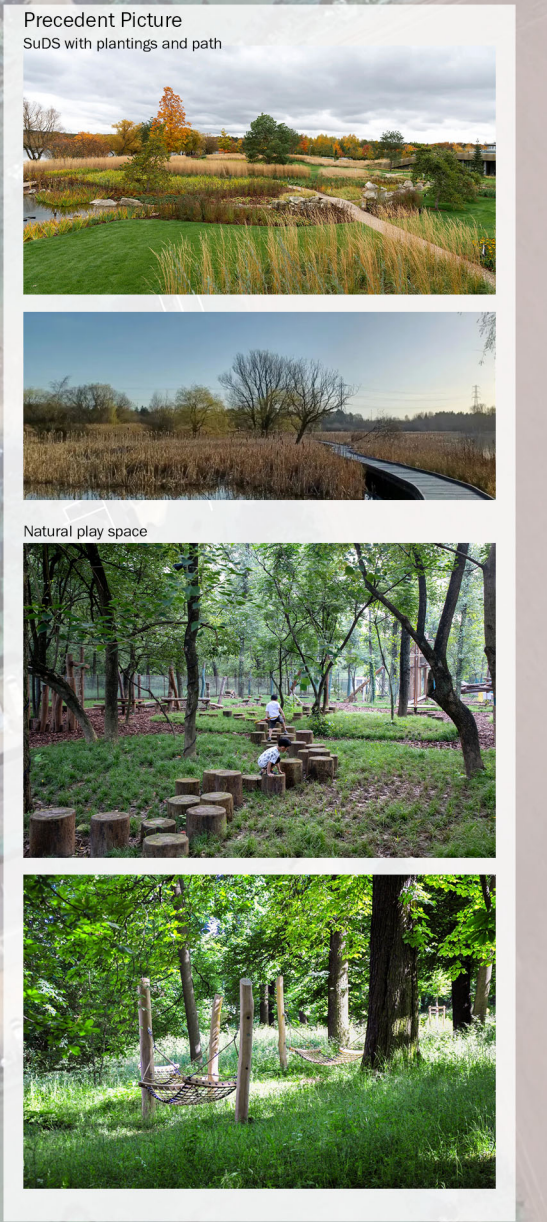
Considerations:

- An overhead electric cable across the western portion of the site.
- A construction exclusion zone in the existing wooded area.
- Root protection areas, as well as existing trees present.
- Site contours, water flow and flood risks.
- A landscaped buffer along the northern boundary adjoining neighbouring gardens.

Opportunities:

- Thick boundary vegetation providing strong screening attributes.
- The wooded area enables natural play spaces, walking routes, and reduced reliance on the nearby nature reserve.
- Potential for trim-trails to encourage healthier lifestyles.
- Minimal impact on neighbours, with only the northern





P02	27.08.25	Updated to adjacent scheme and precedent images	KYZ	SV
P01	22.08.25	First Issue	KYZ	SV
Rev	Date	Description	Drn	Chk

Title: Outline Landscape Masterplan

Project: Swallowfield, Wokingham
Client: City & Country

Date: August 2025
Scale: NTS @ A3

Drawing No: 2909-LLA-ZZ-GF-SK-L-0001
Revision: P02
Suitability: Planning

Project No: 2909

DOCUMENT PRODUCED BY

JCN DESIGN & PLANNING
2 EXCHANGE COURT, LONDON ROAD
FEERING, COLCHESTER, ESSEX
CO5 9FB

T: 01376572977
E: INFO@JCNDDESIGN.CO.UK



CITY & COUNTRY

Appendix 2: Newsletter

East of Trowes Lane, Swallowfield

Dear Resident,

In 2024 the Government set out the ways in which it expects local authorities and developers to address the country's housing crisis. Having a plan-led system remains a priority, but this can take many years to produce. In the meantime, there is a clear need for many authorities, including Wokingham borough, to find sites for additional housing in the short term. To help address this shortfall, City & Country is looking to create a sustainable and logical extension to Swallowfield, to the east of Trowes Lane.

The extent of the site is shown by the red line boundary on the aerial image below:



About City & Country

City & Country is a family-run property developer established in the 1960s that has a track record of bringing forward award-winning developments across the UK. The company is passionate about quality placemaking and design, with a background in the regeneration and repurpose of important historic buildings, as well as long-standing interests in land. We are one of Channel 4's George Clarke's favourite home builders, as shown in some of his YouTube videos.

<https://www.cityandcountry.co.uk/>

The Proposals

The proposals for the site will be submitted as an Outline Planning Application. This will establish the principle of development and other key parameters for the site, such as height of new buildings and where the drainage and open spaces will be provided, but the site's vehicular access will be in detail.

The plan shown below is for illustrative purposes only.

It is envisaged that the site can provide up to 90 new homes (including 40% affordable homes) whilst retaining boundary planting and providing open spaces, woodland walks, high-quality landscaping, biodiversity enhancements and the new vehicular access off Trowes Lane.



Let us know what you think

We are keen to hear your views on these proposals and any feedback received will help us shape the proposals. You can also view our plans online at the following link, together with a link to our online feedback form. The closing date for the feedback is 19/09/2025:

<https://www.cityandcountry.co.uk/swallowfield-consultation/>



Appendix 3: Feedback Questionnaire

Swallowfield Questionnaire for Website

Name:

Address:

Given the housing crisis, do you believe there is a need for more market and affordable homes in Wokingham Borough?

Yes

No

Unsure

What do you feel should be incorporated in the development proposals for this site? Some examples could include affordable homes and play space.

How important is it that the proposals have a local or distinctive identity?

Very important

Important

Neutral

Unimportant

Very unimportant

Are there any characteristics, such as buildings, shapes, styles or materials, that you would like to see reflected in the proposals?

Do you think the village could be improved? If so, how?

Any other comment?