



# Land East & West of Hyde End Road, Shinfield



## Statement of Community Involvement (SCI)

Prepared by Stantec on behalf  
of Bloor Homes Ltd and the  
University of Reading

August 2025

Prepared by: Kate Greatrix

Project Number: 333101349

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# 1. Executive Summary

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**This Statement of Community Involvement (SCI) has been prepared on behalf of Bloor Homes Ltd and the University of Reading (“the Applicant”) and forms part of the planning application to Wokingham Borough Council (WBC) as the Local Planning Authority (LPA) for the proposals to develop (“the Development”) the Land East and West of Hyde End Road, Shinfield (“the Site”).**

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The proposed development consulted on is for

***Full application for the erection of 184 no. dwellings (C3 Use Class) together with associated hard and soft landscaping, drainage infrastructure, parking, access and associated works.***

The Site is located to the South of the village of Shinfield and includes two parcels of land to the East and West of Hyde End Road. The eastern parcel is bounded by Hyde End Road and Langley Mead Car Park to the West, with Langley Mead SANG to the South and East, and Millworth Lane Recreation Ground and allotments to the North. The western parcel is bounded by Appleton Way and Shinfield Meadows further to the North, High Copse Farm is to the West, and a Public Right of Way bounds the Site and forms the SANG link into Langley Mead to the South.

In total, the site is approximately 10.7 hectares (26.44 acres). The site has primarily been used as agricultural land and there are some existing agricultural farm buildings located on the eastern parcel.

## 1.1 Overview of Community Engagement

During the pre-application process, a programme of engagement and consultation has been held with key stakeholders and the local community, ahead of the submission of a planning application. The aim of this programme has been to obtain feedback from key stakeholders and the local community to inform the proposals and make changes, where possible, to ensure the most appropriate scheme for the Site is brought forward.

The process of consultation has involved the following activities:

- Meetings with Shinfield Parish Council.
- Emails issued to key stakeholders, including political representatives and community groups inviting them to the online public webinar.
- Publication of project specific website and communication channels.
- Consultation flyer distributed to over 1000 residents and businesses surrounding the Site.
- Public Webinar with live Q&A session.
- Ongoing resident and stakeholder liaison and communication.

The engagement and consultation ensured that key stakeholders and the local community were informed about the proposals and understood the scheme. Key stakeholders and the local community had the opportunity to provide feedback and engage directly with the project team. Engagement began in September 2024 with members of Shinfield Parish Council and later in the year with Wokingham Borough Council Shinfield Ward Councillors, to discuss the proposed Development.

In early January 2025 local residents, stakeholders and political representatives were invited by direct mail and email to view the emerging proposals and give their feedback on the Development at an online public webinar, through the consultation website and open communications channels such as email, post and phone. This methodology was designed to be flexible to respond to feedback and interest in the Development and not to discriminate against anyone in digital poverty or digitally disconnected.

Headline statistics of the number of local people who have been directly engaged in the process is shown below:



## 1.2 Overview of Feedback

Feedback was encouraged and gathered both through engagement with key stakeholders and through the public consultation event.

The feedback received throughout the engagement programme predominantly came

from residents living on Hyde End Road, whose properties and gardens bound the eastern parcel of land to the northwest.

The area of concerns raised by these residents include, in no particular order:

### RESIDENTS LIVING ON HYDE END ROAD ARE CONCERNED ABOUT

Disruption and noise during construction.  
Location of affordable housing.  
Potential overlooking into properties/gardens.

Height of proposed homes (concerned would be more than 2 storeys).  
Building on agricultural fields.  
Potential increase in flooding.



Wider feedback received via email and the Public Webinar was, in no particular order:

LIKED IN PRINCIPLE	CONCERNED ABOUT
Potential access to Millworth Recreation Ground.	Provision of more play space/felt there is enough.
Off-site improvements to Hyde End Road.	Impact on traffic increased congestion/Speed of vehicles along Hyde End Road.
Provision of affordable housing.	Impact on infrastructure – school places, GP surgery.
Provision of EV charging.	Building on agricultural land/Loss of green space.
Sustainable and energy-efficient homes.	Disruption and noise during construction, having been subjected to large scale development for over 10 years.
Provision of bat and bird boxes, and hedgehog highways.	Access from both sites onto Hyde End Road.

### 1.3 Response to feedback

The consultation was successful in reaching out and engaging with stakeholders and the local community, with 25 people attending the public webinar. However, feedback received via the website was exceptionally low but many comments and questions were raised at the live webinar and via email, which has enabled the team to understand what the community, and more particularly the residents living on Hyde End Road with their properties backing onto the northwest boundary of the eastern parcel, think about the proposals and has allowed the Applicant to respond accordingly.

Feedback received via multiple channels throughout the engagement and consultation programme has been considered, where possible, by the project team and has helped to further develop the detailed design of the scheme, now the subject of this planning application.

Section 9 of this document sets out our responses to the feedback and questions received.

As demonstrated in this SCI, the engagement and consultation programme conducted has met relevant policy and guidance set out within the National Planning Policy Framework (NPPF, updated December 2024) and WBC’s adopted SCI (2024).



Please note the CGI imagery is illustrative only.

## 2. Introduction

**This SCI sets out details of the engagement and consultation programme, undertaken since early September 2024, and aims to give an overview of the engagement and consultation activities held in relation to the Development. It aims to demonstrate that the Applicant has actively informed and involved key stakeholders and the local community in the pre-application process, in accordance with relevant national and local planning policies and guidance.**

This SCI should be read as part of the full documentation, which supports the planning application submission to Wokingham Borough Council, as local planning authority, for permission for the following development:

***Full application for the erection of 184 no. dwellings (C3 Use Class) together with associated hard and soft landscaping, drainage infrastructure, parking, access and associated works.***

### 2.1 Purpose of this Document

This SCI sets out the methods of consultation and with whom the Applicant has consulted with on the proposals to develop the Land East and West of Hyde End Road, Shinfield, as well as the feedback received and how this has fed into the design of the proposals. It provides a clear record of the pre-application consultation and engagement for the proposals, which has been undertaken, since September 2024.

The purpose of this programme of engagement and consultation has been to ensure that the local community had the opportunity to review, inform and shape the design proposals, whilst allowing the Applicant to identify and consider any concerns raised.

The Applicant welcomed and invited feedback on the emerging proposals as it evolved throughout the design and masterplanning process in the preparation of the Development. A consultation period was held from 15th January to 29th January 2025 and the feedback received during this period has been taken onboard and addressed, if possible, prior to the submission of a planning application.

### 2.2 The Applicant

Bloor Homes was founded in 1969 by John Bloor and remains privately owned by the Bloor family. Bloor Homes has more than 50 years' experience building high-quality new homes across the country. They give thorough consideration to the communities in which they build, to create beautiful places that provide a variety of new homes, while respecting local character, preserving natural amenities and protecting existing wildlife habitats wherever possible.

Bloor Homes has a longstanding relationship with the local community and Shinfield Parish Council and has a proven track record of delivering high-quality new homes in the local area, like Shinfield Meadows. They have taken the time to understand the unique characteristics of the Site and are committed to creating a thriving community that they would love for themselves, or for their family and friends to live in.





*Recent developments delivered by Bloor Homes*



**94%**

of our  
homeowners  
would  
recommend us

**92%**

of our homeowners  
are happy with the  
build quality of  
their new homes

**90%**

of our  
homeowners  
enjoyed our home  
buying process  
and experience

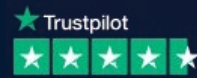


**5-star Home  
Builders  
Federation rating  
for six years**



**Homes  
for Nature**

**A member of the  
Homes for Nature  
scheme**



**Rated Excellent  
on Trustpilot with  
over 3,500+ five-  
star reviews**

## 2.3 The Project Team

The Applicant appointed a professional project team to collaborate on developing a masterplan and proposals for the Site. For the purposes of this SCI, the core team who have been involved in engaging with key stakeholders and the local community, and may be referenced in this report, are:

### Programme Leads

Rebecca Fenn-Tripp – **Bloor Homes (Southern)**

Rob O'Carroll – **Bloor Homes (Southern)**

Lucy Ormrod – **Bloor Homes (Southern)**

### Masterplanning

Oliver Watkins – **Pegasus Group**

### Planning

Nick Paterson-Neild – **Stantec UK Ltd**

Rebecca Rogers – **Stantec UK Ltd**

Bhamini Patgiri – **Stantec UK Ltd**

### Transport

Peter Jones – **Abley Letchford**

### Landscape and Ecology

Gary Holliday – **FPCR Environment and Design Ltd**

Siobhan Pryke – **Ecological Planning & Research Ltd**

### Drainage and Flooding

Leigh Abley – **Abley Letchford**

### Stakeholder and Community Engagement

Kate Greatrix – **Stantec UK Ltd**

## 3. The Site and the Development

### 3.1 Site Location

The Site is located to the South of the village of Shinfield and includes two parcels of land to the East and West of Hyde End Road. The eastern parcel is bounded by Hyde End Road and Langley Mead Car Park to the West, Langley Mead SANG to the South and East, and Millworth Lane Recreation Ground and allotments to the North. The western parcel is bounded by Appleton Way and Shinfield Meadows further to the North. High Copse Farm is to the West, and a Public Right of Way (PRoW) bounds the Site to the South which forms the SANG link into Langley Mead.

In total, the Site is approximately 10.7 hectares/26.44 acres. The Site has primarily been used as agricultural land, and there are some existing agricultural farm buildings located on the eastern parcel.

### 3.2 Development Overview

**The draft Wokingham Local Plan** (2023-2040) identifies the site for residential-led development under Policy SS14.12.

The proposed draft allocation allows for approximately 175 dwellings. The emerging Wokingham Local Plan is well advanced and is currently expected to be submitted for examination to the Secretary of State this year. The adoption of the new Local Plan is expected in 2026.

**Shinfield Neighbourhood Plan** was made in February 2017 to help Wokingham Borough Council decide planning applications in the Shinfield Neighbourhood Area.

The Neighbourhood Plan supports development adjacent to the settlement boundary where benefits of the development outweigh any adverse impacts.



*Land East and West of Hyde End Road Location Plan as submitted at Pre App*



## 4. Public Consultation Proposals

**To provide context and to aid understanding of the themes discussed in this document, this section provides an overview of the proposed development, as presented to the community during the Public Webinar on Thursday 16th January 2025 and shared via the project website.**

An emerging masterplan and landscape plan were presented and discussed at the Public Webinar. These plans show the location of the potential new homes, vehicular and active travel access points, public open space, sustainable drainage features, and retained and enhanced trees/hedgerows. Feedback presented within this SCI is based on these plans, as well as the full set of consultation materials shown in the Appendices.

The final proposals which form the Applicant's planning application have evolved since the consultation. On this basis, some elements of the final proposals submitted as a Planning Application may vary from what was consulted on. See Section 10 for design changes following consultation.



*Emerging site masterplan*









*Please note the CGI imagery is illustrative only.*









*Please note the CGI imagery is illustrative only.*



## 5. Consultation Requirements

**Community involvement remains important in Government planning policy, as reviewed below. In accordance with these requirements and best practice, this report documents the consultation that has been undertaken prior to submission of a planning application and explains how it has been considered during preparation and development of the proposals for the Site.**

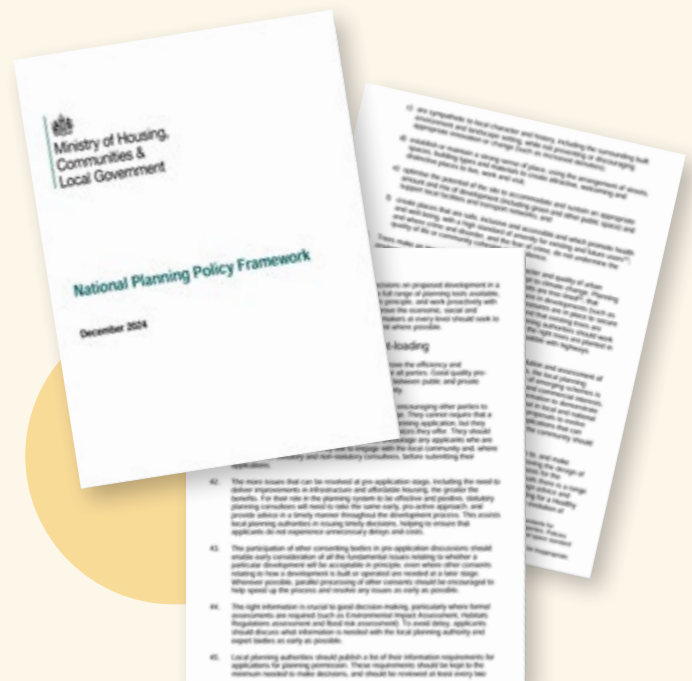
### 5.1 National Planning Policy

The National Planning Policy Framework, December 2024 (NPPF) sets out the Government's planning policies for England and how these are expected to be applied. Community involvement remain pivotal and the Government considers that early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.

The NPPF (paragraph 41) states that local planning authorities (LPAs) have a significant role to play in community engagement, by encouraging applicants to utilise pre-application services and engage with the local community and any statutory consultees, prior to submitting their applications.

Paragraph 137 states specifically that:

*Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should, where applicable, provide sufficient information to demonstrate how their proposals will meet the design expectations set out in local and national policy, and 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.*



### 5.2 Local Planning Policy

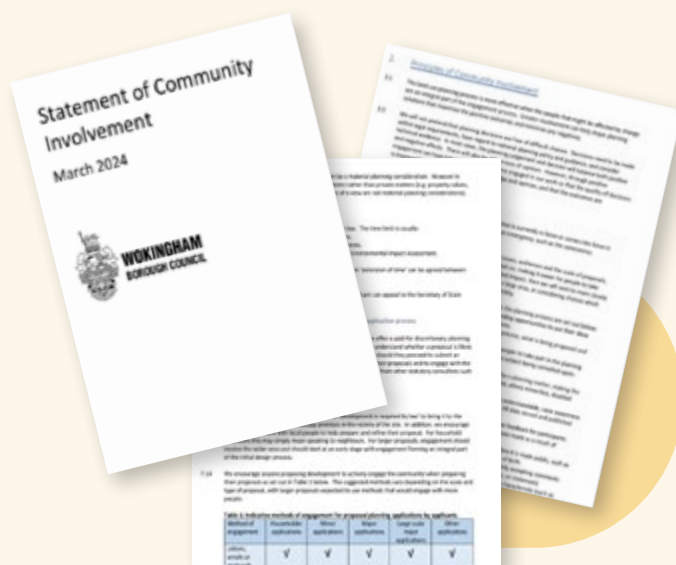
Wokingham Borough Council's Statement of Community Involvement (SCI) was adopted in March 2024. This document sets out how Wokingham Borough Council will ensure effective community involvement in all stages of land use planning. This includes how the community can be involved in the preparation of local plans, neighbourhood development plans, supplementary plans, and the consideration of planning applications.

Paragraph 2.6 encourages the Councils commitment to engagement to be matched by landowners and developers who are considering bringing forward proposals. With paragraph 2.7 specifically stating:

Landowners and developers should engage early so that the views of residents and other stakeholders can be taken into account when deciding whether to proceed with a proposal, and if that is the decision, in the detail of the proposal itself. The purpose of the engagement should be made clear and highlight that this is prior to any planning application being submitted to the council.

Further, the section *Before the application is submitted* (page 19), paragraphs 7.13 to 7.17 states:

**7.13** A person proposing to make an application for development is required by law to bring it to the attention of those who live or occupy premises in the vicinity of the site. In addition, we encourage positive engagement with local people to help prepare and refine their proposal. For household extensions this may simply mean speaking to neighbours. For larger proposals, engagement should involve the wider area and should start at an early stage with engagement forming an integral part of the initial design process.



**7.14** We encourage anyone proposing development to actively engage the community when preparing their proposals as set out in Table 1. The suggested methods vary depending on the scale and type of proposal, with larger proposals expected to use methods that would engage with more people.

Method of engagement	Householder applications	Minor applications	Major applications	Large scale major applications	Other applications
Letters, emails, or postcards	X	X	X	X	X
One to one meetings	X				
Website			X	X	
Advert in local press				X	
Public meetings/ forums			X	X	
Public exhibitions			X	X	
Social media			X	X	
Workshops				X	
Leaflets			X	X	

**7.15** In all instances, the comments and concerns raised through engagement should be considered, and if necessary, changes made to the proposed development before an application is submitted. Information on how engagement has been undertaken, the issues raised and how these have been responded to should be submitted as part of the application.

**7.16** We will: Encourage applicants to consult the community, including the town and parish council, where relevant.

**7.17** We may: Liaise with town and parish councils, where relevant.



## 5.3 Statutory Requirements

The development proposals will be determined on the basis that it comprises a major planning application, on account of the number of new homes that are proposed.

As such, the following publicity will be given when the application is submitted to the Local Planning Authority, satisfying the requirements of the Town and Country Planning (Development Management Procedure) (England) Order 2015 (SI2015/595) (as subsequently amended):

- A site notice will be displayed on or close to the development site for at least 30 days.
- Notice will be served on occupiers of neighbouring properties and occupiers of properties immediately opposite side of the road of the application site.
- A letter will be sent to each known address.
- An advertisement in the local newspaper.

The Applicant has complied with all planning guidance for public consultation and discussed appropriate pre-application requirements with the LPA's officers. The consultation and engagement programme for the Development has ensured that the local community and stakeholders were well informed of the Development and had the opportunity to provide feedback and ask questions. The project team welcomed feedback throughout the consultation period and has sought to address comments and concerns where possible prior to the submission of this planning application. The Applicant is satisfied that all reasonable measures have been undertaken to deliver a robust and measurable public consultation.

## 6. Engagement and Consultation Aims

**Stantec's Communications and Engagement team is committed to engaging and consulting with communities and stakeholders. With over 40 years of experience and a significant track record of success, the team has proved its value by implementing consultation programmes and building trust with local communities, creating support for planning applications and addressing potential concerns.**

### 6.1 Overview of the Consultation Strategy

A local and robust programme of engagement and consultation has been undertaken ahead of the submission of a planning application. The aim has been to obtain feedback from the local community and key stakeholders to inform the detailed proposals and ensure the very best scheme is brought forward for the Site.

The project team has engaged with Wokingham Borough Council (WBC) officers, political stakeholders (WBC and Shinfield Parish Council), community groups, as well as businesses and residents in the local area throughout the pre-application process.

The consultation ensured the local community and stakeholders were well informed about the Development and understood all aspects of the proposed scheme. All stakeholders and the community had the opportunity to provide feedback and engage directly with the project team. The methodology was designed to be flexible to respond to feedback and interest in the proposals for the Site.

The project team will continue to engage with stakeholders and the community throughout the planning process and beyond.

### 6.2 Consultation Aims and Objectives

The primary aims of the engagement and consultation programme have been to engage with key stakeholders and the local community from an early stage; inform them of the proposals being brought forward; identify any significant local suggestions, ideas or concerns and ensure these are addressed, where possible, in an inclusive manner.

The objectives throughout the process of engagement and consultation have been to:

- Research and identify relevant interest groups and parties.
- Ensure as many people in the local area as possible were engaged throughout the engagement and consultation programme, including key stakeholders and the local community.
- Provide the local community with opportunities to give feedback about the proposals.
- Identify and address, where possible, any suggestions, ideas or concerns highlighted by key stakeholders and the local community.
- Be clear about what can be changed and what cannot and explain why.
- Be inclusive, accessible, transparent and engaging.
- Clearly communicate all feedback from the local community to the project team.
- Develop an appropriate scheme for the Site influenced by the feedback of planning officers, key stakeholders and the local community.

## 6.3 Stakeholders

The audience identified to be engaged with and informed of the proposals included:

- Officers from Wokingham Borough Council.
- Wokingham Borough Councillors including Shinfield Ward Councillors.
- Shinfield Parish Council
- 1st Shinfield Scouts
- Shinfield St Mary's CE Junior School
- Shinfield Infant & Nursery School
- Millworth Lane Allotments
- Oakbank School
- Shinfield Branch Surgery
- Shinfield Medical Centre
- Burley Lodge Equestrian Centre

## 6.4 Process Overview

The purpose of the programme of engagement with the community has been to ensure that local people have the opportunity to review and inform the proposals prior to the submission of a planning application.



## 6.5 Consultation Timeline

Since early September 2024, a robust and local programme of stakeholder and community engagement has been undertaken.

An online Public Webinar and stakeholder meetings have been held, as set out in the table below.

DATE	DETAILS
<b>Monday 2nd September 2024</b>	Members of the project team met with members of Shinfield Parish Council to share and discuss the vision and early thinking for the redevelopment of the Site.
<b>Wednesday 6th November 2024</b>	Members of the project team met again with members of Shinfield Parish Council to share the evolution of the masterplan following the previous meeting held in September 2024.
<b>Thursday 28th November 2024</b>	Pre-application meeting with Wokingham Borough Council officers.
<b>Friday 13th December 2024</b>	Emails sent to Ward Councillors introducing the Applicant and sharing the information on the proposal to redevelop the Site. Meetings were offered to the Ward Councillors.
<b>Friday 3rd January 2025</b>	1,208 consultation flyers were posted via Royal Mail to residential and business addresses in the consultation boundary to advertise the consultation and how to register for the online public webinar. The flyer also included the community engagement team's contact details if recipients had any initial questions or comments about the Development.  A holding page on the project website was published to share the date and time of the online webinar and live Q&A session and allow for registration.
<b>Wednesday 8th January 2025</b>	Emails were sent to all identified stakeholders including local community groups, informing them of the proposals and the online webinar and Q&A session. A copy of the consultation leaflet was also attached.
<b>Thursday 16th January 2025</b>	The project specific website <a href="http://www.Landathydeendroad.co.uk">www.Landathydeendroad.co.uk</a> was fully published, dedicated to the consultation and engagement process including details of the Site, Development proposals, registration for the webinar and a feedback form.  Public online webinar with live Q&A held via Zoom platform.  The webinar provided an opportunity for the local community to learn and understand more about the proposals and ask questions during a live Q&A session.  Consultation period opened.  Pre-application meeting with Wokingham Borough Council officers.
<b>Friday 17th January 2025</b>	Consultation website updated to include recording of online public webinar in Library section.
<b>Monday 27th January 2025</b>	Website updated with all questions raised during the webinar and the Applicants responses.
<b>Friday 31st January 2025</b>	Public consultation period closed.  Feedback continued to be collated, analysed and considered by the project team in advance of the planning application submission.  Consultation website updated to include information about next steps and advise of consultation feedback period closure.

## 7. Consultation Materials and Communication Channels

## 7.1 Consultation Boundary

A consultation distribution area boundary was established in the early stages of the project to cover residents and business addresses in the immediate area surrounding the Site.

The consultation boundary comprised of 1,189 addresses made up of 1,182 residential and 6

business addresses and was used as a distribution area for the delivery of the consultation leaflet upon the launch of the consultation.

The distribution area is shown on the map below.



*Consultation boundary used for the distribution of the consultation leaflets, which includes 1,208 addresses (1,190 residential and 18 business).*

## 7.2 Consultation Flyer

On the 3rd January 2025, 1,208 consultation leaflets were posted to residential and business addresses in the consultation boundary (see 7.1 above). Copies of the leaflets were also included in emails to political and community stakeholders to advertise the consultation programme. The four-

page A4 leaflet introduced the Site, the proposals for the Development of the Site and invited recipients to the online public webinar by visiting our website via QR code or direct link. It also outlined how to get involved, provide feedback and contact the community engagement team.

### Land East & West of Hyde End Road, Shinfield

## Public Consultation

Bloor Homes would like to invite you to their online public webinar to find out more, meet the team and have your say on the emerging proposals for the Land East and West of Hyde End Road, Shinfield.

Bloor Homes was founded in 1969 by John Bloor and has over 50 years' experience building high-quality new homes across the country. Bloor Homes give thorough consideration to the communities in which they build, to create beautiful places that provide a variety of new homes, while respecting local character, preserving natural amenities and protecting existing wildlife habitats wherever possible.



#### Online Public Webinar

Date: **Thursday 16th January 2025**

Time: **6.00pm to 7.00pm**

Please scan the QR code or visit our website below to register for our webinar.



[www.landathydeendroad.co.uk](http://www.landathydeendroad.co.uk)

Full website and online feedback form live from Thursday 16th January 2025.



Consultation Leaflet January 2025

### Get involved and have your say

We are looking forward to sharing our emerging plans with you and answering your questions at our live public webinar.

Your local knowledge, thoughts and suggestions are important and will help us further shape the plans for the Land East and West of Hyde End Road ahead of submitting our planning application.

The period for providing your comments and feedback will open on **Thursday 16th January 2025** and will close at **midnight on Friday 31st January 2025**.



Example of a Bloor Homes development.

#### Contact us

If you would like a hard copy of our consultation materials or have any other queries, please contact us:

- Send us an email and we will get back to you as soon as we can: [landathydeendroad@stantec.com](mailto:landathydeendroad@stantec.com)
- If you want to chat to a member of the team, give us a call: **020 7446 6837** (Monday to Friday, 9.30am to 5.00pm)
- If you would prefer to put pen to paper: **Land at Hyde End Road Community Engagement Team, C/O Stantec, 7 Soho Square, London, W1D 3QB.**

Scan the QR code or visit our website below to register for our webinar and take part in our live Q&A.



[www.landathydeendroad.co.uk](http://www.landathydeendroad.co.uk)

Full website and online feedback form live from Thursday 16th January 2025.



A full copy of the flyer can be found in [Appendix A](#).



## 7.3 Communication Channels

### Email

A dedicated email address (landathydeendroad@stantec.com) was set up at the beginning of the engagement and consultation programme to provide a direct point of contact for enquiries, feedback and suggestions throughout the pre-application process. The email account was monitored by the Communications and Engagement team and responses were formulated with project team input, where required. An autoreply was active, which included confirmation of receipt of email and the service-level agreement (two working days but could be longer during busier periods). The project email address was included on all public consultation materials.

### Phone number

A phone number (020 7446 6837) was available for all enquiries, feedback and suggestions throughout the pre-application process. This number was a direct line to a member of the Communications and Engagement team, and calls were answered from Monday to Friday, 9.30pm to 5pm. If a call was received outside of these hours or if the line was busy, callers were prompted to leave a message and include their contact details if they wanted their call returned. The project phone number was included on all public consultation materials.

### Postal address

A postal address (Land at Hyde End Road Community Engagement Team, c/o Stantec, 7 Soho Square, London, W1D 3QB) was available for all enquiries, feedback and suggestions throughout the pre-application process. Providing a postal address was important to ensure the engagement and consultation was accessible to all, whether digitally connected or not. The postal address was included on all public consultation materials.

### Keep in touch database

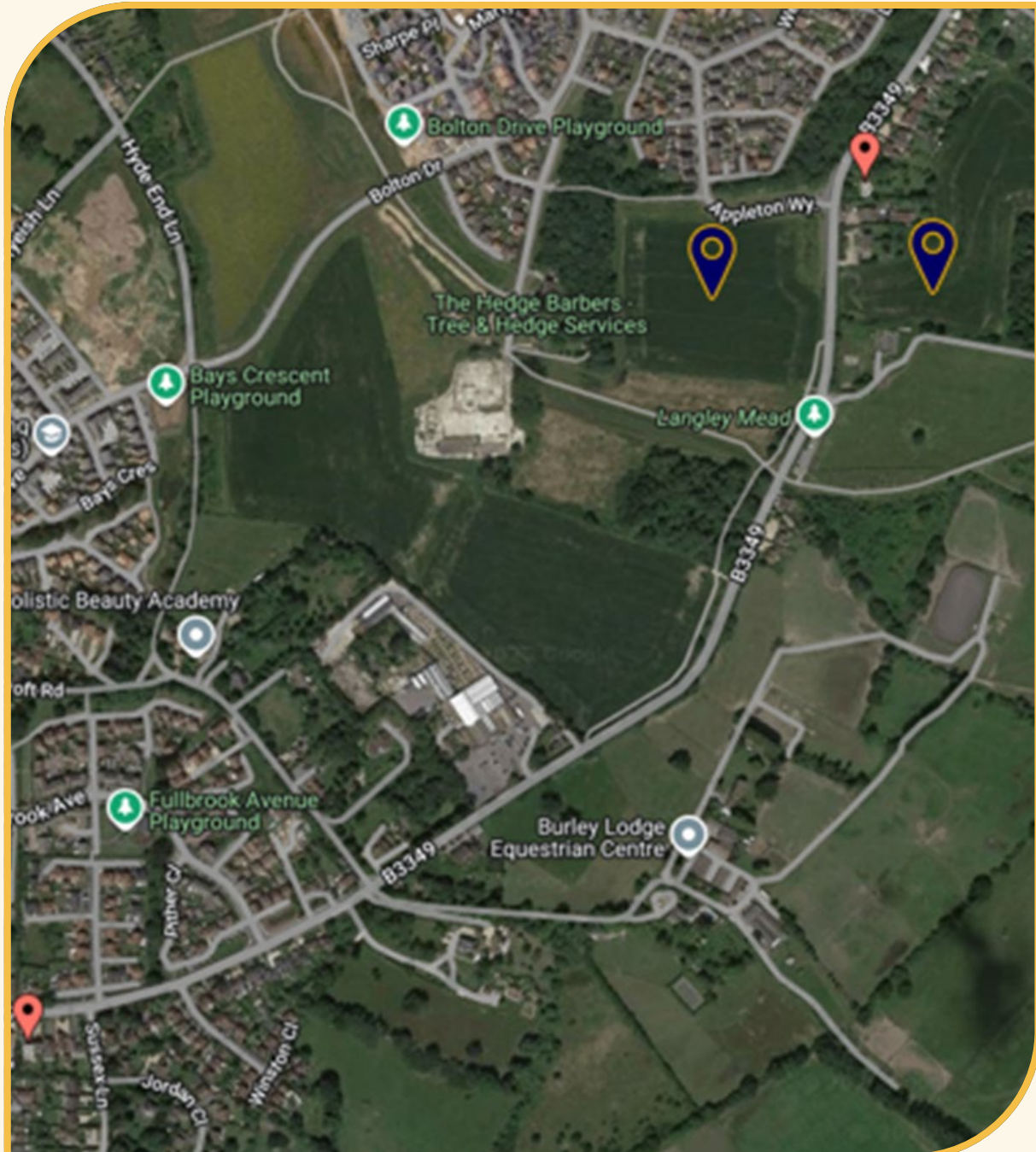
The project update mailing list was used to keep a record of individuals who were interested in receiving project updates via email. People were able to sign-up to the mailing list via the consultation website, when completing a feedback form, or by getting in touch via email, phone, or post and asking to be added to the list. As reflected in our privacy policy, individuals could unsubscribe at any time by getting in touch and asking to be removed from the list.

**4**

**people  
signed up  
for project  
updates**

The screenshot shows the Bloor Homes website for the 'Land East & West of Hyde End Road, Shinfield' project. The header includes the Bloor Homes logo and project name. The main text reads: 'Welcome to our website, where you can discover more information about our emerging proposals for a new residential development to the south of Shinfield.' Below this is a registration form with the following fields: Name, Address (line one), City/Town, County, Postcode, Phone, and Email. A checkbox at the bottom of the form asks: 'Please tick if you would NOT like to be kept up to date on the progress of this development.' A 'REGISTER' button is at the bottom right of the form. A yellow circular callout on the right side of the form contains the text: 'If you would like to receive email updates about this project, please sign up to our mailing list using the Register button below.' The background of the website shows a rendering of a residential development.

Consultation website welcome page with registration function



Post code locations of keep in touch database (2 of the 4 post codes were the same)

7.4 Website

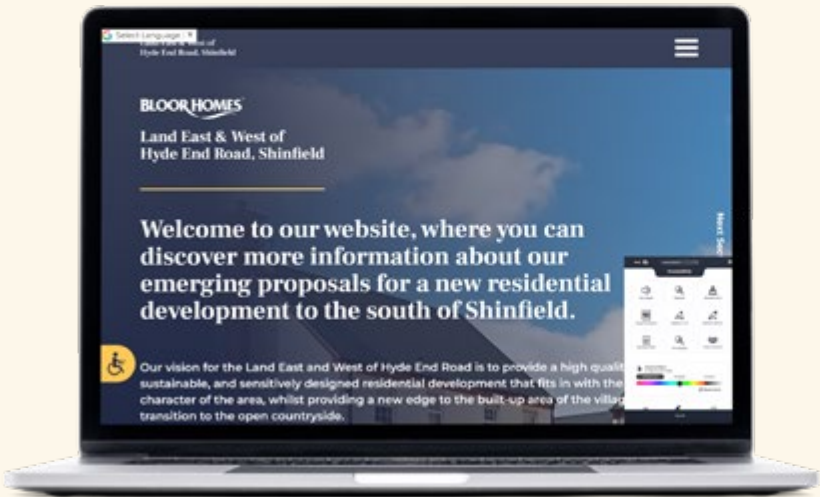
On Thursday 2nd January 2025, a holding page on the website was published to advertise the date and time of the Public Webinar and to allow people to register to attend. The website can be accessed at: [www.landathydeendroad.co.uk](http://www.landathydeendroad.co.uk).

On Thursday 16th January 2025, the full website was published. The website acted as a hub of information for the proposals throughout the pre-application process and will continue to be

updated throughout the planning process to keep the local community informed. The website also had accessibility and translation software in place, to enable visitors to tailor the website to meet their own personal needs, promoting equal opportunities and inclusivity for everyone.

The website included the following web pages and information:

WEBSITE PAGES	DETAILS
Welcome (Home page)	Home page for the consultation website, including a brief summary of the Development's vision and outlines the structure of the website. Also includes the function to register for project email updates.
Location & Background	Provides details about the location and size of the Site, background about Bloor Homes, the emerging Wokingham Borough Council Local Plan, and the planning process.
Emerging Proposals	Details the emerging proposals for the Site, including information about design and character, landscape and ecology, access and transport, sustainability, drainage and flooding.
Have Your Say	An online feedback form was available for the local community to complete. As well as the ability to register to be kept up to date on the progress of the Site.
Q&A	Questions raised by the community and responses from the project team.
Timeline	The target project programme with key milestones identified.
Library	Consultation materials, including a recording of the online public webinar, available to stream and download.
Contact Us	Details of the community engagement team's phone number, email, and postal address.



152  
website views  
from 16th  
January to 2nd  
February 2025



## 7.5 Online Public Webinar

On Thursday 16th January 2024 from 6pm-7pm, an online Public Webinar was held via the zoom platform. The zoom platform was particularly chosen for the following reasons:

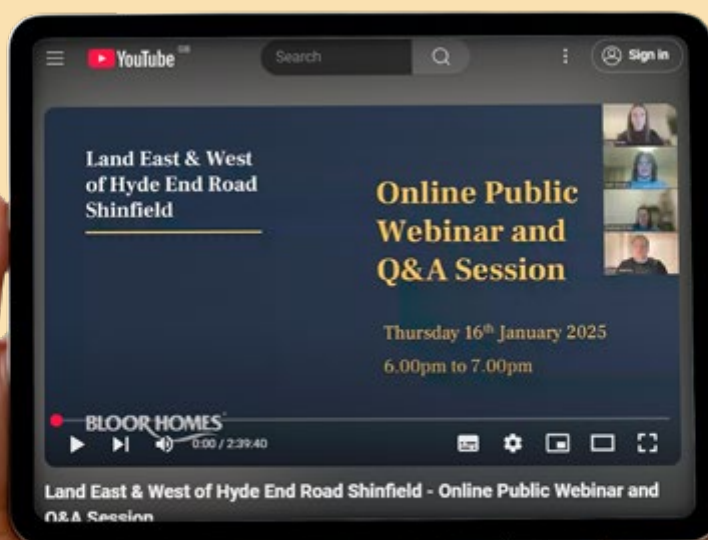
- Easily accessible from smartphones, laptops, tablets and desktops
- No software to download
- No account activations
- Safe and reliable
- Fully GDPR compliant.

The webinar was attended by 25 members of the local community attended including some Councillors and 35 questions were asked and responded to by the project team.

The presentation included the following information:

- Welcome and Introductions to the Project Team
- A little bit about Bloor Homes
- Site Location
- Development Priorities
- Emerging Proposals
- Illustrative CGI imagery of homes and Landscaping
- Landscape and Ecology
- Access and Transport
- Parking Provision
- Drainage
- Sustainability
- Have Your Say

**25**  
people  
attended  
Public  
Webinar



The Public Webinar recording, and presentation was published on the project website following the event. This allowed members of the local community who may not have been able to attend either the live webinar an opportunity to

watch and listen to the webinar recording and review the information.

A copy of the webinar presentation can be found in [Appendix B](#).

## 7.6 Feedback Form

A feedback form was published on the consultation website the evening before the online Public Webinar. The aim of the feedback form was to obtain thoughts, suggestions and any concerns about the emerging proposals, which could inform the final plans for the Site.

The feedback form included a mix of questions including multiple choice and open-ended questions with free text boxes for detailed comments to be submitted. All questions were optional.

In addition to demographic questions such as post code, age group, gender and occupation the feedback form also asked the following questions:

1. Would you use the proposed walking and cycling routes through the site to access the existing Public Right of Way, Millworth Lane Recreation Ground, and Langley Mead?
2. Our proposals include off-site highway improvements to widen Hyde End Road between the parcels and just South of the site. Do you agree that this approach will help improve road safety?
3. This site could provide up to 70 affordable homes for local residents. How important do you feel it is that affordable homes are provided as part of our proposals?
4. How important do you feel our proposed sustainability features are, including the potential for EV charging points, secure cycle storage, and rooftop solar panels?
5. Bloor Homes are committed to building Homes for Nature. Do you support our approach to promote biodiversity through new native planting and features like hedgehog highways and birdnesting bricks?
6. Are there any aspects of the proposals that you particularly like, and why?
7. Do you have any reservations about the proposals, and why?
8. Do you have any further comments or suggestions that you haven't already mentioned?
9. Having seen our emerging proposals, would you in principle support our planning application?

Please indicate your response by choosing one option for each question below.

How important do you think it is to create new employment opportunities through the redevelopment of Shinfield Park?

☐ Very Important ☐ Important ☐ Neutral ☐ Unimportant ☐ Not Important at all

To what extent do you agree or disagree with the approach to provide new and enhanced landscape features, like linear walks and seating areas, to create workplaces focused on the wellbeing of future employees?

☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

To what extent do you agree or disagree with the proposed sustainability features for the site, including the potential for EV charging points, secure cycle shelters, and rooftop solar panels?

☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

To what extent do you agree or disagree with the approach to include additional planting around the site boundaries to provide a buffer to neighbouring residential areas, the Ancient Woodland and Local Wildlife Sites?

☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

Are there any aspects of the proposals that you particularly like, and why?

Do you have any reservations about the proposals, and why?

Do you have any further comments or suggestions that you haven't already mentioned?

# 1

**feedback  
form  
completed  
online**

What is your employment status?

☐ Working full-time ☐ Working part-time ☐ Self-employed ☐ Student/Apprentice ☐ Unemployed ☐ Retired ☐ Other

If you would like to be kept in touch with updates on this project, please leave us your email below:

[PREV](#) [NEXT](#)

Powered by redAPDM Privacy & Terms

We value data protection seriously. Please only provide your personal details if you are willing for them to be used by Bloor Homes and the project team for the purpose of research in connection with this project and in order to update you on the progress of the project. Your details will be treated as confidential and will not be shared, passed on or used for any third parties and they will only be retained until the end of the planning process for the project, after which some may not be deleted. If you wish to withdraw consent to the processing of your personal data you may do so by emailing [shinfieldfeedback@bloorhomes.com](mailto:shinfieldfeedback@bloorhomes.com)

January 2025 online feedback form

## 8. Feedback from Public Consultation

**An important part of the consultation process is to analyse and report back on the findings from all the comments received, in order for them to be fed into the design process and keep the project team updated on any topics or issues that have arisen.**

There was an extremely low completion rate of feedback forms (1 received), despite 25 people attending the Public Webinar. However, we believe that through our meetings with Shinfield Parish Council, emails exchanged with WBC Ward Councillors and comments and questions raised during the public webinar and via email, we have

a good understanding on what stakeholders and residents feel about the emerging proposals and that the consultation undertaken has been robust and measurable.

Please see [Section 9](#) for the key topics we believe concerned the community and our response.





# 9. Applicant’s Response to Feedback

Throughout the engagement and consultation programme, the project team has listened to feedback from stakeholders and local residents and, where possible, have incorporated feedback given in the early engagement. All feedback received, has been reviewed by the project team, and again where possible, has been included or amendments made to the emerging proposals consulted on to address any concerns, suggestions and comments received.

Section 9.1 sets out the team’s response to the questions raised throughout the consultation period, either via email or live at the Public

Webinar. Section 9.2 sets out the key topics of concern and the Applicants response.

## 9.1 Questions raised during the Consultation Period

QUESTION	APPLICANTS’ RESPONSES
Why is the Land East and West of Hyde End Road proposed for development?	The Land East and West of Hyde End Road is a draft allocation in the emerging Wokingham Borough Local Plan and is considered a suitable site for sustainable growth and development. Bloor Homes are bringing forward these development proposals to respond to the site’s draft allocation and to deliver much needed new homes in Wokingham.
How many new homes, including affordable homes, are you proposing?	We are proposing to build up to 200 new homes, including up to 70 new affordable homes.
How many bedrooms will the new homes have, and how tall will the new homes be?	We are proposing a mix of one- to four-bedroom homes with most homes being two-storeys tall.
How will the site be accessed?	The eastern parcel will be accessed by vehicles through the existing access off the car park for Langley Mead, and the western parcel will be accessed by vehicles through a new access point off Appleton Way, opposite the entrance to Shinfield Meadows. New pedestrian and cycle connections are proposed along Hyde End Road, and we are exploring opportunities to provide pedestrian connections to Millworth Lane Recreation Ground, Langley Mead, and the Public Right of Way.
What will the parking arrangements be for residents and visitors?	Car parking spaces including reduced mobility and visitor spaces will comply with WBC’s parking standards, including electric vehicle charging provision.
What highway improvements are proposed?	We are exploring the potential to create a new footpath link at Hyde End Road on the western side of Hyde End Road south of School Green. To help ensure road and pedestrian safety, carriageway widening is proposed on the bends between the parcels and just south of the site.

QUESTION	APPLICANTS' RESPONSES
<b>How will you ensure that local services and facilities can manage with an inflow of new residents?</b>	Contributions to offset any potential impact on local services and facilities will be provided as part of the Section 106 agreement with Wokingham Borough Council. The exact amount and recipients of S106 funding will be determined at a later date, further along in the planning process.
<b>How will you ensure that a Biodiversity Net Gain (BNG) is achieved and how will trees be protected?</b>	Our proposals will deliver a 10% BNG through protecting existing habitats and delivering enhanced planting throughout the site, including wildflower meadows, hedgerows and green open space. New wetland ponds will also be introduced as part of our Sustainable Drainage Systems, which will contribute to BNG as well. Trees will be retained as much as possible and protected by setting any new development well back from tree root protection zones, and with new planting to complement existing trees where possible.
<b>How will the construction process be managed, including traffic?</b>	As the developer, we have an obligation to produce a Construction Management Plan, which will be submitted alongside other documents when we submit our planning application. This document outlines how the construction process will be managed and will stipulate the specific times and routes construction vehicles are allowed to enter and leave the site. We will use the strategic network as far as possible to limit any impact on the local roads and residents.
<b>When will the planning application be submitted, and if approved, when will construction start?</b>	We are aiming to submit our planning application in early spring, and we expect a decision later this year. If permission is granted, works could start on site in mid-2026. These dates are indicative only and are subject to change as the planning and design process progresses.
<b>What is the flood risk, and what would be done to mitigate this?</b>	The site is located within Flood Zone 1, which is the lowest risk for flooding and most suitable Zone for any type of potential development. Through Sustainable Drainage Systems, a series of swales and basins will collect and manage surface water drainage throughout the site.
<b>Why, given the published evidence that solar panels should be south facing, are a majority (rough count from layout of the sites) of the houses shown as having an east/west oriented roof?</b>	<p>While south-facing roofs are ideal for solar panels in the UK, east-west roofs can still be very effective, particularly when there is a need for more even energy production throughout the day. With modern solar technology and the UK's typically cloudy climate, east-west installations can provide a reliable source of solar energy.</p> <p>From a design perspective, it wouldn't be best practice to design a layout based on the orientation of roofs. There may however be opportunities to utilise more hipped roofs which would introduce more south facing roof slopes.</p>
<b>Noting the existing SUD on the northern site, what is intended to prevent surface water flooding on the southern site, or is the run-off simply intended to add to the frequent flooding of Langley Mead?</b>	<p>The development introduces new SuDS features to cater for new surface water generated by the proposals. This will ensure that surface water runoff is passed to existing watercourses at a controlled rate. As part of the technical assessments, a comprehensive surface water hydraulic model has been created in order to understand how recent development at Shinfield Meadows may influence the proposals. This work is ongoing and will form part of the application package.</p> <p>Flooding within Langley Mead is due to high water levels within the River Loddon and its tributaries, as opposed to runoff from the upstream catchments. However, the imposition of new SuDS features within the scheme will assist</p>
<b>How many homes in total will be built?</b>	We are proposing to build up to 200 homes including up to 70 affordable homes (35% policy compliant).



QUESTION	APPLICANTS' RESPONSES
<p><b>Why have two separate entrances (narrow ones on Appleton Way and Hyde End Road) rather than an island like the Hayes Drive/ Coronation Drive one at Three Mile Cross?</b></p>	<p>The development parcels to the east and west of Hyde End Road benefit from being positioned alongside two highway corridors. This offers the opportunity to create separate points of access for each parcel which will lessen the amount of traffic directly accessing onto Hyde End Road and hence achieve better dispersal of flows along the surrounding road network.</p> <p>The use of a new four arm roundabout onto Hyde End Road was however evaluated as part of the early optioneering process. The arrangement considered was akin to that which was promoted at the Deer Leap Park development at Three Mile Cross (where the lack of secondary highway corridor prevented any alternative arrangement). However, it became apparent that the provision of a new roundabout would lead to vegetation loss along the corridor as well as negative impacts on the root and buffer zones of the veteran trees which are located on both sides of Hyde End Road in the vicinity of the existing access to Langley SANG Car Park. The proposed configuration of two separate access points avoids these negative impacts and hence has been progressed as the preferred option. At this stage it is anticipated that the separate access junctions will both operate well within capacity with minimal queuing in the peak hours, albeit this is a matter that will be tested in detail within the Transport Assessment Report that will accompany the forthcoming planning application.</p>
<p><b>What provisions will be made to protect the current wildlife that lives in the proposed development area, such as deer and barn owls?</b></p>	<p>We started taking Wildlife Surveys on the sites, in July 2024 and they are continuing this year. Once we have all the surveys complete, we will be able to give a more detailed response. Regarding the barn owls, we will look to manage the grassland areas to make sure they get the litter lay they need for their foraging which will enhance the site as currently the areas that are suitable are minimal. We will enhance the hedgerows and tree lines on site which will enhance nesting opportunities for birds as well as the artificial bat and bird boxes, and hedgehog highways which will account for a lot of the species that are there currently.</p>
<p><b>What traffic impact assessments have been done as Hyde End Road is already incredibly busy?</b></p>	<p>We have undertaken scoping discussions with Wokingham Borough Council to agree a methodology and approach that we will be undertaking when appraising the impact of the development that includes using their approved trip rates and have run the analysis within Wokingham Borough Councils approved traffic model. We are currently working through the findings and the work to assess the traffic impact is well underway. Early findings show that the two points of access, as proposed would operate within capacity for the peak hour periods and the analysis for the junctions further afield is currently being assessed.</p>
<p><b>Why are you proposing a children's play space, we have a crazy amount in the area that are not even used?</b></p>	<p>We have had a meeting with officers at Wokingham Borough Council and there will be a requirement for some play facilities on the site so they are close enough to the new homes but as for the extent, type and location in the development, we have not yet got to that level, however it is envisaged that such play space would be integrated within the green spaces, so it might be that natural play facilities are provided, rather than formal swings and slides.</p>
<p><b>The CGI's show some houses with chimney structures, are these functional or just fake add-ons to break up the rooflines?</b></p>	<p>Unfortunately, real chimneys are not an option these days due to being inefficient and unsustainable, so in this case they will be for aesthetic purposes to break up the ridge line and to add interest and character to the houses and street scenes.</p>

QUESTION	APPLICANTS' RESPONSES
<b>None of the images show solar panels. Where will they be situated?</b>	The images we have shared are for illustrative purposes only, but the new homes will have solar panels, positioned to maximise solar gain.
<b>What is the expected price range for the houses?</b>	It is impossible to give an exact price range of these homes at the current time. However, when the homes come forward, they will be comparable in price to new build properties within the local the area.
<b>Is one of areas the old Dobbies site?</b>	No, the Dobbies site is further South nearer to Spencers Wood.
<b>Have you considered the existing plans by SPC for the forthcoming recreational works on Millworth Lane Ground which will /may involve floodlighting near the northern boundary of eastern most plot?</b>	We are very aware of the proposals for Millworth Recreation Ground, and we are looking to ensure our development and what we are proposing on our common boundary is compatible with respect to the specific nature of what is being proposed. We are exploring the opportunity to try and get a pedestrian connection through to the recreational ground and will be discussing this both with Wokingham Borough Council and Shinfield Parish Council moving forward.
<b>The application includes the minimum recommended percentage of affordable homes, would that be aspirational or guaranteed?</b>	This is guaranteed. There will be a minimum of 35% affordable homes on the site which is compliant with the requirements of Wokingham Borough Council's Development Plan.
<b>Will you be asking the bus operator to increase the frequency of bus services?</b>	The approach that Wokingham Borough Council take is to seek further financial contributions from developments towards the ongoing provision of services like the 600 and as development becomes built out look for opportunities to increase the provision. Such a contribution is anticipated to help sustain the bus service in the longer term.
<b>Will every house have EV charging points?</b>	Yes, every home will have EV charging points installed.
<b>What is planned for the Section 106 contributions?</b>	This is still to be discussed with Wokingham Borough Council, but there will be a package of contributions towards the delivery of local infrastructure. Some of those elements will be through the direct provision of infrastructure on the site itself and the S106 Agreement would secure that. There might also be financial contributions towards other infrastructure items and those all need to be discussed with Wokingham Borough Council and agreed in due course. This is something that will be done as we get closer to the submission of the Planning Application and indeed once the Planning Application is formally lodged, that will form part of the consideration at that time. The development will also generate millions of pounds towards local infrastructure through Community Infrastructure Levy (CIL) contributions, up to 25% of which will be managed Shinfield Parish Council.
<b>How far away will the new houses be from the borders of existing houses on Hyde End Road East?</b>	As a minimum it is proposed that the gardens will generally be a minimum of 10.5m in length to the back of resident's garden fence. However, where required, these will be increased to ensure no unacceptable impacts are caused in respect of overlooking or privacy.

QUESTION	APPLICANTS' RESPONSES
<b>How many bungalows are you considering building. Will there be any properties built to ADM4 (3) Wheelchair use standards?</b>	We are currently proposing 3 bungalows and 11 ground floor maisonette's which are built to M4(3) standard (accessible). As we are building to 'Future Home Standards' all the other homes on the site will be to M4(2) standard (adaptable) which is a higher level than standard building regulations and the homes can be adapted to become wheelchair friendly. This also includes a car parking space that can be increased to 3.3m wide.
<b>Is there sufficient capacity in the mains drainage?</b>	We are working with Thames Water, as the local sewage provider to ensure that suitable mains drainage is available and where not, can be provided through upgrade works.
<b>What is the anticipated timeline for the development, from application to completion?</b>	We are looking to submit our Planning Application within the next 2-4 months and following the grant of planning permission, a start of site will follow soon afterwards, which is anticipated for spring/summer 2026. The delivery of this development is likely to take 2-3 years.
<b>How many new houses will be "affordable" and where will they be placed within the two developments?</b>	The affordable housing provision will be pepper potted (scattered) throughout the development and will be 'tenure blind' meaning that the affordable housing does not look any different to the other housing on the site to ensure we create an inclusive community.
<b>Given that the existing Primary Schools in the area are all "Full i.e. above 95% of roll", what is anticipated for children of residents of the new houses?</b>	We are very familiar with the position and location of schools and Doctors surgery that are within the village and within easy working distance from the site. We are aware of the extent of them being well used and we will be discussing in a lot of detail with Wokingham Borough Council the local infrastructure requirements arising from this development. We will look at this very carefully regarding any impact from the development and how it is addressed in terms of delivery of infrastructure.
<b>Will there be provisions for heat pumps?</b>	Yes, to meet the Future Homes Standards the development is likely to provide air source heat pumps to meet the heating needs of the new properties, alongside Solar Panels for renewable energy generation. The exact details for each individual dwelling will however be determined at the detailed design stage as part of the Building Regulation requirements.
<b>Does this proposal remove the boundary between the villages of Spencers Wood &amp; Shinfield?</b>	No there is still a significant swathe of land that will remain, and we are looking carefully at the landscape and the visual envelope of the development and its wider context. We have the benefit of the series of elements of the existing woodland which helps to create the context and backdrop to the development but there is still significant land that will exist between Shinfield, as it would become with this development added to it, and Spencers Wood. We are satisfied that the significant land which will remain undeveloped.
<b>How many phases is this expected to be completed in and what is the time frame?</b>	It is too early at this stage to have details of the build programme. In terms of phasing we anticipate that it will all be built in one go as due to the size of the development it would not need to be built out in distinct phases.
<b>Will the development be adopted by the council? Or will there be management company which seems to charge but almost do nothing?</b>	We are currently in discussions with Wokingham Borough Council as to whether or not they would be willing to adopt open space provision and the sustainable drainage network, but if not, then the likelihood is that it will be looked after by a Management Company which will eventually be run by the residents themselves. However, nothing has been agreed at the moment as we are still in the early stages, and this is forming part of the process of evolving the plans. It is likely that the roads, paths and other such highway infrastructure will be adopted by the Council, as per Bloor Homes standard preference.



QUESTION	APPLICANTS' RESPONSES
<b>What physical boundaries are proposed along the western edge of the parcel, where existing properties back onto the development?</b>	In response to comments from the Local Planning Authority and the Urban Design Officer, we are aiming to minimize this distance by reconfiguring the road to run adjacent to the boundary. This change will help increase the separation between the existing and proposed houses. While some backing onto existing properties will be retained, it will be significantly reduced. We will ensure a minimum of 10.5m back gardens for these properties or a separation of 22m to the rear of the existing houses, whichever is greater, to safeguard the amenity of current residents.
<b>Could you please confirm that there will be no three storey properties on the development as the website only states "Predominantly two storey homes".</b>	We are not currently proposing any three-storey units on the site. The term "predominantly two-storey" is used because the site also includes some single-storey bungalows.
<b>Will highway improvements on Hyde End Road be made prior to residents moving into the new properties?</b>	The precise nature of any off-site highway improvements is a matter that will be discussed and agreed with Wokingham Borough Council during the course of the determination period for the planning application. At this stage however, the potential works along Hyde End Road that have been identified include carriageway widening at the two bends to the south of the development parcels and a new pedestrian crossing (with central refuge island) located between the frontages of the two parcels. The scope for improving pedestrian connectivity in the vicinity of Shinfield Primary School is also being investigated. The precise timescales for the implementation of any works is again a matter that will be agreed with Wokingham Borough Council. Notwithstanding, at this stage it is anticipated that such improvements would be implemented early during the build out trajectory.
<b>Will any traffic calming measures be introduced for vehicles travelling North into the village on Hyde End Rd?</b>	At this stage it is not anticipated that the off-site highway mitigation will encompass traffic calming features along Hyde End Road, other than perhaps at the pedestrian cycle crossing that is being promoted at the frontage of the development parcels. This however is a matter that will be reviewed as the traffic impact of the development is appraised in full within the Transport Assessment Report that is being prepared to accompany the forthcoming planning application.
<b>The off-road footpath which runs north/south on the southeast of the western parcel, suffers from frequent flooding, will this be addressed as part of the development?</b>	Excess surface water runoff is known to pass from west to east following existing land falls towards Hyde End Road. As part of the development proposals, such surface water runoff routing needs to be considered and mitigated. The introduction of a positive drainage network and associated sustainable drainage features with help to reduce any overland flow routes.
<b>How do you propose to safeguard the ancient woodland?</b>	The existing woodland will be protected with additional buffer planting within the site. No public access will be provided, so the woodland will be protected. The buffer zones provided adjacent to the woodlands are compliant with the Natural England and Forestry Commission Standing Advice and shall be planted as a semi-natural habitat.

## 9.2 Responding to Comments and Concerns Raised

Following the consultation and prior to the submission of a planning application, the project team have continued to respond to feedback received via multiple channels and continue to liaise with local residents who have any particular questions or comments.

As previously mentioned, there was an extremely low completion rate of feedback form. We have therefore taken the most reoccurring questions and comments received via meetings that were

held with Stakeholders and emails received to understand and highlight what we believe the key concerns are. The majority of the feedback received came from residents living on Hyde End Road, whose properties and gardens bound the northwest boundary of the eastern parcel of land proposed for development.


The table below sets out the key topics, in no particular order, that we feel are of concern and importance to the community.

YOU SAID...	OUR RESPONSE...
 <p><b>Disruption during construction</b></p> <p><b>Concerns:</b></p> <p>Large lorries using Hyde End Road</p> <p>Noise and dirt</p> <p>Construction operating hours impacting Residents/homeworkers</p> <p>Construction workers parking cars on nearby residential streets.</p>	<p>We understand that the construction process can be disruptive for those residents who live closest to the Site.</p> <p>As the developer, we have an obligation to produce a Construction Management Plan, which will be submitted alongside other documents when we submit our planning application. This document outlines how the construction process will be managed and will be assessed by, and agreed with, technical specialists at the council to ensure that specific standards are adhered to before construction starts on site.</p> <p>Measures could include:</p> <ul style="list-style-type: none"> <li>▪ Setting specific days and times that construction on the Site can operate.</li> <li>▪ Agreeing maximum noise levels</li> <li>▪ Implementing measures to reduce dust and contamination.</li> <li>▪ Monitoring requirements to ensure there are no breach of conditions.</li> </ul> <p>We will use the strategic network as far as possible to limit any impact on the local roads and nearby residents.</p>
 <p><b>Affordable Housing</b></p> <p><b>Concerns:</b></p> <p>Location of affordable housing.</p> <p>Provision of social housing.</p>	<p>Up to 70 affordable homes will be provided on the development – policy compliant. These will be pepper potted around the development in groups no larger than 15 homes, to ensure we create an inclusive community that is tenure blind (affordable housing does not look any different to the other housing), which is a best practice design approach.</p> <p>There will be an element of social rented houses on site and some shared ownership homes which are both considered part of the affordable provision.</p> <p>The current proposed breakdown of the 70 affordable homes on site is:</p> <p>78% Social Rented Units (up to 55 units)</p> <p>22% Shared Ownership (up to 15 units).</p>

YOU SAID...	OUR RESPONSE...
 <b>Overlooking/ Loss of privacy</b>  <b>Concerns:</b>  Overlooking into gardens and homes of residents living on the northwest boundary of the eastern parcel.	<p>In response to comments from the Local Planning Authority and the Urban Design Officer, we are aiming to minimize this distance by reconfiguring the road to run adjacent to the boundary. This change will help increase the separation between the existing and proposed houses. While some backing onto existing properties will be retained, it will be significantly reduced. We will ensure a minimum of 10.5m back gardens for these properties or a separation of 22m to the rear of the existing houses, whichever is greater, to safeguard the amenity of current residents.</p> <p>The proposed landscape strategy along this edge aims to reinforce and enhance the existing tree cover wherever practicable. The proposed trees will be native species with good height and canopy spread once established, helping to filter views and provide effective mitigation in time.</p> <p>In areas with limited existing tree cover, additional planting will be introduced to fill gaps, further integrating the development into its surroundings and softening its visual impact over time. Furthermore, layout revisions have resulted in some dwellings along this edge being set back further, creating additional space for planting to occur between the development and existing houses, therefore increasing the landscape buffer.</p>
 <b>Height of Houses</b>  <b>Concerns:</b>  Large blocks of flats/apartments.  Predominately two storey.	<p>We are not currently proposing any three-storey units on the site or any blocks of flats/apartments.</p> <p>The term “predominantly two-storey” is used because the site also includes some single-storey bungalows.</p>
 <b>Impact on traffic on Hyde End Road/village</b>  <b>Concerns:</b>  Speed on traffic along Hyde End Road.  Highway improvements needed to accommodate additional traffic generated by the development.  Traffic calming measures need to be introduced.	<p>The precise nature of any off-site highway improvements is a matter that will be discussed and agreed with Wokingham Borough Council during the course of the determination period for the planning application. The potential works along Hyde End Road that have been identified include carriageway widening at the two bends to the South of the development parcels and a new pedestrian crossing (with central refuge island) located between the frontages of the two parcels. The scope for improving pedestrian connectivity in the vicinity of Shinfield Primary School is also being investigated.</p> <p>It is not anticipated that the off-site highway mitigation will encompass traffic calming features along Hyde End Road, other than perhaps at the pedestrian cycle crossing that is being promoted at the frontage of the development parcels</p> <p>The precise timescales for the implementation of any works is again a matter that will be agreed with Wokingham Borough Council. It is anticipated that such improvements would be implemented early during the build out trajectory.</p>



YOU SAID...	OUR RESPONSE...
 <p><b>Flooding</b></p> <p><b>Concerns:</b></p> <p>The off-road footpath which runs north/south on the southeast of the western parcel, suffers from frequent flooding.</p> <p>Flooding within Langley Mead.</p>	<p>The site is located within Flood Zone 1, which is the lowest risk for flooding and most suitable Zone for any type of potential development.</p> <p>Through Sustainable Drainage Systems, a series of swales and basins will collect and manage surface water drainage throughout the site. The development introduces new SuDS features to cater for new surface water generated by the proposals. This will ensure that surface water runoff is passed to existing watercourses at a controlled rate.</p> <p>As part of the technical assessments, a comprehensive surface water hydraulic model has been created in order to understand how recent development at Shinfield Meadows may influence the proposals.</p> <p>The off-road footpath (western parcel) - Excess surface water runoff is known to pass from west to east following existing land falls towards Hyde End Road. As part of the development proposals, such surface water runoff routing needs to be considered and mitigated. The introduction of a positive drainage network and associated sustainable drainage features with help to reduce any overland flow routes.</p> <p>Flooding within Langley Mead is due to high water levels within the River Loddon and its tributaries, as opposed to runoff from the upstream catchments. However, the imposition of new SuDS features within the scheme will assist.</p>
 <p><b>Impact on infrastructure</b></p> <p><b>Concerns:</b></p> <p>Existing Primary School is full.</p> <p>Increase in people needing to use the GP Surgery.</p> <p>Oakbank school is failing.</p>	<p>We are very familiar with the position and location of the schools and Doctors surgery that are within the village and within easy working distance from the site. We are aware of the extent of them being well used and we will be discussing in detail with Wokingham Borough Council officers the local infrastructure requirements arising from this development.</p> <p>A whole host of financial and non-financial obligations will form part of what is called a Section 106 legal agreement, which will secure delivery from the developer. At this stage, we cannot confirm what contributions will be required and/or where they will be spent, but they could include contributions towards schools, medical and health infrastructure, roads, footpaths, open space and recreation.</p> <p>The development will also generate millions of pounds towards local infrastructure through the Community Infrastructure Levy (CIL) contributions, up to 25% of which will be managed Shinfield Parish Council.</p>

YOU SAID...	OUR RESPONSE...
 <p><b>Access onto Hyde End Road</b></p> <p><b>Concerns:</b></p> <p>Two access points onto Hyde End Road</p> <p>Should be a roundabout</p>	<p>The development parcels to the East and West of Hyde End Road benefit from being positioned alongside two highway corridors. This offers the opportunity to create separate points of access for each parcel which will lessen the amount of traffic directly accessing onto Hyde End Road and hence achieve better dispersal of flows along the surrounding road network.</p> <p>The use of a new four arm roundabout onto Hyde End Road was however evaluated as part of the early optioneering process. The arrangement considered was akin to that which was promoted at the Deer Leap Park development at Three Mile Cross (where the lack of secondary highway corridor prevented any alternative arrangement). However, it became apparent that the provision of a new roundabout would lead to vegetation loss along the corridor as well as negative impacts on the root and buffer zones of the veteran trees which are located on both sides of Hyde End Road in the vicinity of the existing access to Langley SANG Car Park. The proposed configuration of two separate access points avoids these negative impacts and hence has been progressed. It is anticipated that the separate access junctions will both operate well within capacity with minimal queuing during peak hours.</p>

## 10. Changes made following Stakeholder and Community Consultation

Following consultation with local residents living close to the Site, wider local residents, Shinfield Parish Council and WBC Shinfield Ward Councillors, the project team have worked hard to overcome, where possible, the concerns raised during the engagement and consultation programme conducted by the Applicant.

The following changes have been made:



Tree lined verge to one side of the main street, allowing for additional tree planting throughout.



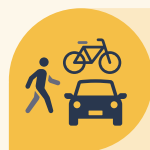
Visitor parking 100% compliant and more evenly spread throughout.



Development eased where it backs on the properties along Hyde End Road. Terraces and frontage parking removed from this area.



Additional and relocated connections to the SANG footpath at the bottom of the eastern parcel.



Main street downgraded to shared surface street for the southern section of the western parcel.



Connection to the recreation ground.



Crossing moved at the bottom of Hyde End Road.



Garden back to backs increased.





## Site Layout Plan

# 11. Ongoing Engagement

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**Following submission of the Planning Application to Wokingham Borough Council, the Applicant's Community Engagement Team will continue to engage with the local community by providing email updates on the progress of the application; advising on how comments can be submitted directly to the Council and continuing to be available to answer questions or respond to any concerns.**

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The Applicant is committed to an ongoing engagement programme, which includes the following:

**Advising the community via the website of the submission and validation of the planning application and how to comment.**

Following the submission of the planning application, an email will be sent to everyone who registered to be kept informed on the progress of the scheme. It will advise that the application is now registered and give details on how to comment on the application.

## 11.1 Further engagement

The Applicant understands that further engagement could be needed as the application progresses, or once the application has been decided. They are prepared to regularly evaluate and consider if further communications are required as they move through the planning process.

## 12. Conclusion

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**The Applicant has undertaken a robust engagement and consultation programme with local residents, stakeholders and political representatives on its proposals to develop the Land East and West of Hyde End Road. The engagement process has effectively enabled all interested parties to provide feedback and ask questions on the scheme prior to the submission of the Planning Application.**

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The consultation process has reflected guidance set out within the NPPF (December 2024) and Wokingham Borough Council's SCI. As detailed in this Statement of Community Involvement, an inclusive and accessible consultation programme has been followed.

The programme has successfully engaged the local community and other interested parties; informed them of the proposals being brought forward; identified any significant local issues or concerns; and ensured these are addressed where possible in an inclusive manner.

In accordance with the aims of the consultation process, all comments and suggestions have been read, analysed and shared amongst the project team. This SCI provides responses, where appropriate and possible, to all concerns expressed and suggestions made throughout the consultation process. The proposals, now the subject of the planning application, have been fully informed by the feedback received throughout the engagement and consultation programme.

The Applicant and project team will continue to engage and update the local community and stakeholders throughout the planning process.

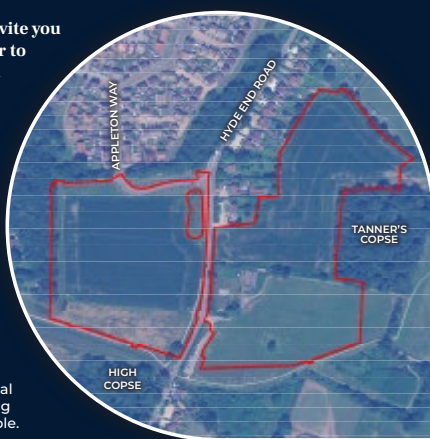


# 13. Appendix A – Community Consultation Leaflet

## Land East & West of Hyde End Road, Shinfield Public Consultation

Bloor Homes would like to invite you to their online public webinar to find out more, meet the team and have your say on the emerging proposals for the Land East and West of Hyde End Road, Shinfield.

Bloor Homes was founded in 1969 by John Bloor and has over 50 years' experience building high-quality new homes across the country. Bloor Homes give thorough consideration to the communities in which they build, to create beautiful places that provide a variety of new homes, while respecting local character, preserving natural amenities and protecting existing wildlife habitats wherever possible.



### Online Public Webinar



Date:  
**Thursday 16th  
January 2025**



Time:  
**6.00pm to 7.00pm**

Please scan  
the QR code  
or visit our  
website below  
to register for  
our webinar.



[www.landathydeendroad.co.uk](http://www.landathydeendroad.co.uk)

Full website and online feedback form  
live from Thursday 16th January 2025.

**BLOOR HOMES**

We are still in the early design stage, but current proposals include:



Up to **200 new homes**, offering a range of sizes and tenures to help create an inclusive new community.



**Vehicular access** off Hyde End Road and Appleton Way.



Predominantly two storey, **energy-efficient** homes with low-carbon heating.



Potential **pedestrian connection** to Millworth Lane Recreation Ground and Langley Mead.



**Offsite highway improvements** to Hyde End Road.



Sufficient space around site boundaries to **respect amenity** of existing and new residents.



Provision of **multi-functional public open spaces** and children's play spaces.

Currently our emerging proposal could provide:



Up to **70 affordable** homes – compliant with policy.



A network of safe, attractive and direct **cycle and pedestrian paths**.



**Private gardens** and amenity space for every home.



New connections into the surrounding **pedestrian network**.



**Sustainable Drainage Systems** (SuDS) and flood alleviation features.



**Minimum 10% Biodiversity Net Gain** achieved through extensive native planting.



Retention of **boundary vegetation** where possible and safeguarding of ancient woodland.



## Get involved and have your say

We are looking forward to sharing our emerging plans with you and answering your questions at our live public webinar.

Your local knowledge, thoughts and suggestions are important and will help us further shape the plans for the Land East and West of Hyde End Road ahead of submitting our planning application.

The period for providing your comments and feedback will open on **Thursday 16th January 2025** and will close at **midnight on Friday 31st January 2025**.



### Contact us

If you would like a hard copy of our consultation materials or have any other queries, please contact us:



Send us an email and we will get back to you as soon as we can:  
[landathydeendroad@stantec.com](mailto:landathydeendroad@stantec.com)



If you want to chat to a member of the team, give us a call: **020 7446 6837**  
(Monday to Friday, 9.30am to 5.00pm)



If you would prefer to put pen to paper:  
**Land at Hyde End Road Community Engagement Team, C/O Stantec, 7 Soho Square, London, W1D 3QB.**

Scan the QR code or visit our website below to register for our webinar and take part in our live Q&A.



[www.landathydeendroad.co.uk](http://www.landathydeendroad.co.uk)

**Full website and online feedback form live from Thursday 16th January 2025.**

**BLOOR HOMES**

# 14. Appendix B – Online Webinar Presentation

Land East & West  
of Hyde End Road  
Shinfield

## Online Public Webinar and Q&A Session

Thursday 16<sup>th</sup> January 2025  
6.00pm to 7.00pm

**BLOOR HOMES**

Land East & West of Hyde End Road, Shinfield

**BLOOR HOMES**

## Welcome



Presentation followed by Q&A.



Please let us know your questions.  
(Bottom of screen for computer, top of screen for  
mobile/tablet).



We will not be using the chat function.



Webinar is being recorded and will be  
added to the consultation website.

### Meet the Team

**Rob O'Carroll** – Bloor Homes

**Oliver Watkins** – Master Planner

**Gary Holliday** – Landscape Architect

**Siobhan Pryke** – Ecology

**Peter Jones** – Transport

**Nick Paterson-Neild** - Planning

**Leigh Abley** – Drainage

**Kate Greatrix** – Community Engagement



[landathydeendroad@stantec.com](mailto:landathydeendroad@stantec.com)



**020 7446 6837**  
(from 9.30am to 5.00pm, Monday to Friday)



Scan the QR code with your  
smartphone or visit our website:

[landathydeendroad.co.uk](https://landathydeendroad.co.uk)



Land East &amp; West of Hyde End Road, Shinfield

BLOOR HOMES

## A little bit about Bloor Homes

- Bloor Homes was founded in 1969 by John Bloor and remains privately owned by the Bloor family.
- More than 50 years' experience building high-quality new homes across the country.
- Longstanding relationship with the local community and Shinfield Parish Council.
- Proven track record of delivering high-quality new homes in the local area, like Shinfield Meadows



94%

of our homeowners  
would recommend us

92%

of our homeowners are  
happy with the build  
quality of their new  
homes

90%

of our homeowners  
enjoyed our home  
buying process and  
experienceSellar Home Builders  
Federation rating for six  
yearsHomes  
for Nature  
A member of the Homes  
for Nature schemeRated Excellent on  
Trustpilot with over  
3,500+ five-star reviews

Land East &amp; West of Hyde End Road, Shinfield

BLOOR HOMES

## Site Location

The site is situated to the southern edge of Shinfield and includes two parcels of Land to the East and West of Hyde End Road.

### Eastern Parcel

Bounded by Hyde End Road and Langley Mead Car Park to the west, Langley Mead SANG to the south and east, with Millworth Lane Recreation Ground and allotments to the north.

### Western Parcel

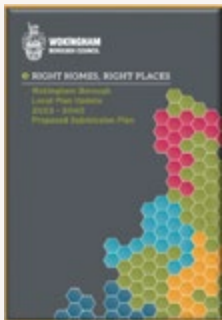
Bounded to the north by Appleton Way, High Copse Farm to the west and a Public Right of Way (PROW) to the south which forms the SANG link into Langley Mead.

In total, the site is approximately 10 hectares (24.71 acres). The site has primarily been used as agricultural land and there are some existing agricultural farm buildings located on the eastern parcel.



## Background

### Draft Wokingham Borough Council Local Plan



The draft Wokingham Local Plan (2023-2040) identifies the site for residential-led development under Policy SS14.12.

The proposed draft allocation allows for approximately 175 dwellings. The emerging Wokingham Local Plan is well advanced and is currently expected to be submitted for examination to the Secretary of State this year.

The adoption of the new Local Plan is expected in 2026.

### Shinfield Neighbourhood Plan



Shinfield's Neighbourhood Plan was made in February 2017 to help Wokingham Borough Council decide planning applications in the Shinfield Neighbourhood Area.

The Neighbourhood Plan supports development adjacent to the settlement boundary where benefits of the development outweigh any adverse impacts.

## Key Development Priorities

We have three key development priorities that underpin our vision to create sustainable places, while respecting local character, preserving natural amenities and protecting existing wildlife habitats wherever possible.



#### Modern and Energy Efficient Homes

- Reduce carbon emissions.
- Improve energy efficiency.
- Prioritise low-carbon heating and on-site energy production.
- Homes built to Future Homes Standards.



#### Landscape and Ecology Enhancements

- Enhance and create planted areas.
- Committed to [Homes for Nature](#) scheme.
- Protect Tanner's Copse.
- Links to Langley Mead SANG.
- Achieve 10% Biodiversity Net Gain (BNG).



#### Active Travel and Sustainable Transport

- Access to various public transport services.
- Electric car charging points.
- Encourage cycling within the site.
- Good connection to exiting cycle routes.
- Potential off-site highways improvements.
- Encourage better pedestrian accessibility.



## Land East &amp; West of Hyde End Road, Shinfield

BLOOR HOMES

## Emerging Proposals

-  Up to 200 new homes including up to 70 affordable homes – compliant with policy.
-  Vehicular access off Hyde End Road & Appleton Way.
-  Predominantly two storey, energy-efficient homes with low-carbon heating.
-  Potential pedestrian connection to Millworth Lane Recreation Ground and Langley Mead.
-  Offsite highway improvements to Hyde End Road.
-  Space around site boundaries to respect amenity of existing and new residents.
-  Provision of multi-functional public open spaces and children's play spaces.
-  10% Biodiversity Net Gain achieved through extensive native planting.
-  A network of safe, attractive and direct cycle and pedestrian paths.
-  Private gardens and amenity space for every home.
-  New connections into the surrounding pedestrian network.
-  Sustainable Drainage Systems (SuDS).
-  Retention of boundary vegetation where possible and safeguarding of ancient woodland.



Please note the CGI imagery is illustrative only.

TYPICAL FEATURE SQUARE





Please note the CGI imagery is illustrative only.

SHARED DRIVEWAY



Please note the CGI imagery is illustrative only.

INTERNAL STREET





Please note the CGI imagery is illustrative only.

VILLAGE STREET

#### Land East & West of Hyde End Road, Shinfield

**BLOOR HOMES**

## Landscape and Ecology

Promoting healthy lifestyles and wellbeing through connection with nature are key drivers behind the landscape design.

- Approximately 4 hectares (10 acres) of green open public space:
  - Enhanced planting.
  - Children's Play area. (subject to local need)
  - Tree lined entrance and streets.
- Veteran trees retained.
- Links to adjacent green space.
- Buffer to existing woodland.



## Access and Transport

### Pedestrian and Cycle Routes

- Shared pedestrian/cycle routes throughout each parcel, to provide a safer alternative to Hyde End Road.
- New recreational routes connecting into existing Public Right of Way, with potential for additional links to Millworth Lane Recreation Ground and Langley Mead.

### Public Transport Links

- The closest bus stop Lawrence Place is located along Bolton Drive (approx. 5 min walk).
- PR600 route provides services to Reading Town Centre to the north and Riseley to the south.
- Other bus services such as 3 leopard, F52, 983 are available from the next closest stop at School Green.

### Parking

- The number of car parking spaces including reduced mobility and visitor spaces will be in full compliance with WBC's parking standards.
- Cycle parking will be provided in line with the adopted standards.



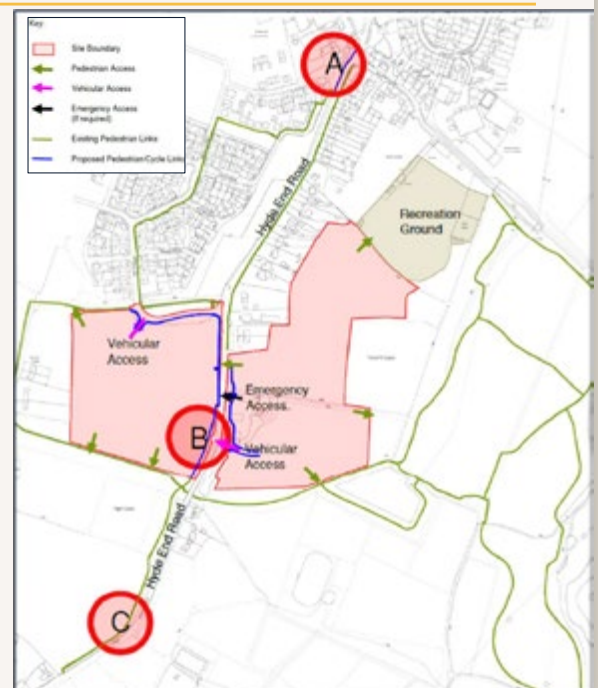
## Access and Transport

**Eastern Parcel:** Through the existing access which will be widened and paved to provide safe access for all vehicles. An emergency access point will also be provided.

**Western Parcel:** A new access point from Appleton Way is proposed, opposite the entrance to Shinfield Meadows.

### Hyde End Road Improvements

We are exploring the potential to create an improved footpath for pedestrians along the western side of Hyde End Road (A). To help ensure road and pedestrian safety, offsite highway improvements are proposed on the bends between the parcels and just south of the site (B and C).





## Drainage

### Surface Water Drainage

- Surface water disposal will be managed through Sustainable Drainage Systems (SuDS).
- SuDS include a system of ponds and basins that retain rainwater on the site to minimize flood risk.
- SuDS features will be designed to accommodate the design rainfall event to ensure flood risk will not increase either on-site or elsewhere because of the development.
- Control measures to prevent pollution of these ponds and basins will be provided as part of our SuDS strategy.

### Foul Water Drainage

- It is proposed that the new homes will be connected to the mains drainage network. There will be no difficulty in connecting the new development to the existing foul water infrastructure.



## Sustainability

**Our high sustainability standards ensure that the new homes and spaces we build today are fit for the future. We will aim to achieve this through:**

- A fabric first approach for new homes that uses high-performance and efficient building materials to reduce energy consumption and costs for new residents.
- Building water and energy-efficient homes that include low and zero carbon technology e.g. solar panels.
- Provision of waste and recycling storage.
- Inclusion of secure cycle storage and cycle routes, to encourage alternative modes of travel.



- Responsible sourcing of materials.
- Minimising surface water run-off and provision of Sustainable Drainage Systems (SuDS).
- Management of waste sustainably and efficiently during construction.
- Biodiversity enhancements to achieve a 10% Biodiversity Net Gain (BNG) through new planting and habitat enhancement.



# Q&A

Land East & West of Hyde End Road, Shinfield

BLOOR HOMES

Land East & West of Hyde End Road, Shinfield

BLOOR HOMES

## Have Your Say



Scan the QR code with  
your smartphone or visit  
our website:  
[landathydeendroad.co.uk](https://landathydeendroad.co.uk)



Complete our feedback form.



[landathydeendroad@stantec.com](mailto:landathydeendroad@stantec.com)



020 7446 6837  
(from 9.30am to 5.00pm, Monday to Friday)

### Thursday 16<sup>th</sup> January 2025

Live Public Webinar with Q&A session and launch of consultation.

### Friday 31 January 2025

Deadline for comments. Consultation period closes at midnight.

### Early Spring 2025

Submission of planning application to Wokingham Borough Council.

### Late Summer 2025

Expected determination of planning application by Wokingham Borough Council..

### Mid 2026

Works to start on site, subject to planning permission being granted.

Dates are indicative only and will be subject to change.

**Land East & West  
of Hyde End Road  
Shinfield**

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**Thank you**

**BLOOR HOMES**



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