

Land East of Lodge Road Statement of Community Involvement

Prepared for MacTaggart and Mickel

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1. INTRODUCTION

1.1 LAND EAST OF LODGE ROAD, HURST

This Statement of Community Involvement ('SCI' hereafter) has been prepared by Connect Public Affairs on behalf of MacTaggart & Mickel (the 'Applicant') in support of an application for outline planning permission for the development of the Land East of Lodge Road, Hurst (the 'Site') within the administrative boundaries of Wokingham Borough Council (WBC).

1.2 DESCRIPTION OF THE PLANNING APPLICATION

Outline application for up to 99 new homes, green infrastructure, open space, pedestrian and cycle links, recreational facilities and other associated infrastructure including off-site highways works and access points on Lodge Road and Tape Lane with required improvements (all matters reserved except access).

1.3 PURPOSE OF THE STATEMENT OF COMMUNITY INVOLVEMENT

This SCI has been produced to assist Wokingham Borough Council in its assessment of the planning application. It details the pre-application consultation activities that have been undertaken by the Applicant to inform the final proposals. It should be read alongside other documents that have been submitted in support of the planning application.

1.4 PLANNING POLICY AND CONSULTATION

The consultation programme has been designed in accordance with the guidance provided by Wokingham Borough Council's Statement of Community Involvement (Adopted March 2024), the Government's National Planning Policy Framework (December 2023) and the National Planning Practice Guidance (March 2014 and updated regularly since).

LOCAL POLICY

Wokingham Borough Council's Statement of Community Involvement sets out the expectations of applicants for pre-application consultation activity. Paragraph 7.14 and 7.15 include the relevant guidance:

We encourage anyone proposing development to actively engage the community when preparing their proposals as set out in Table 1 below. 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.

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.

NATIONAL POLICY

The Government's National Planning Policy Framework (December 2023) encourages pre-application consultation.

Paragraph 39 states:

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

Paragraph 41 states:

"The more issues that can be resolved at pre-application stage, including the need to deliver improvements in infrastructure and affordable housing, the greater the benefits."

Similarly, the National Planning Practice Guidance (March 2014 and updated regularly since) notes the benefits of effective pre-application community consultation, stating that:

"Pre-application engagement by prospective applicants offers significant potential to improve both the efficiency and effectiveness of the planning application system and improve the quality of planning applications and their likelihood of success."

1.5 OVERVIEW OF CONSULTATION APPROACH

This document highlights the Applicant's commitment to community consultation and explains the activity that has been undertaken. It also illustrates the consultative processes that were used and the strategic approach that underpinned the programme. Given the site was already subject to a previously refused application (Ref: 220458), this consultation activity sought to build upon the applicant's previous consultation for the site and the subsequent comments which were published through the council-led consultation and subsequent appeal process.

The Applicant's priority was to engage with key local stakeholders and ensure a proactive approach to engaging with local residents and businesses. The objective was in part to invite and where possible reflect their feedback on the development proposals.

The contents of this SCI include:

- Methods of community involvement and stakeholder engagement that were used.
- Details of feedback received.
- Responses to feedback.

1.6 CONNECT PUBLIC AFFAIRS

Connect Public Affairs, a specialist community consultation and engagement consultancy, were appointed by the Applicant to organise and manage their consultation process on the proposed redevelopment of the Site.

2. CONSULTATION

2.1 STAKEHOLDER MAPPING

Ahead of the preparation of the consultation programme, the Applicant instructed Connect PA to undertake a stakeholder mapping exercise to identify key stakeholders in the local community. The exercise included a desk-based study of the stakeholder environment surrounding the site as well as a robust review of the previous consultations held by the applicant and WBC on the previous proposals for the site.

In the first instance, stakeholders were identified and then invitations were issued to those with a potential interest in the Site. This included:

- Wokingham Borough Council councillors for Twyford, Ruscombe and Hurst ward, Martin Alder, Martijn Andrea and Stephen Conway
- St Nicholas Hurst Parish Council
- Residents and businesses of Hurst

The invitation to meet stakeholders was declined by St Nicholas Hurst Parish Council and following the consultation period, no response has been received from ward councillors Martin Alder, Martijn Andrea and Stephen Conway.

The Applicant remains committed to meeting any of the stakeholders identified or alternative stakeholders.

2.2 PREVIOUS APPLICATION

A previous application for the site was submitted in February 2022. As part of the consultation process, Connect have reviewed the previous consultation undertaken by the Applicant, the comments received on the application by WBC, and the comments from the subsequent appeal. The feedback from received from the previous proposals for the site has been carefully considered as part of the revised application.

2.3 PUBLIC CONSULTATION UPDATE

To supplement the stakeholder engagement, a three week virtual public consultation update was organised. The purpose of the consultation update was to demonstrate how the proposals had been updated to reflect the concerns of the community raised in previous consultation and to address the reasons for the previously refused application. This took place between Friday 5th July and Friday 26th July. The public consultation period was supplemented by a range of communications and consultation materials. This includes a leaflet drop and website.

The Applicant considered it essential that local residents living within the wider area were briefed on the proposals and given an opportunity to feedback their thoughts into the application process.

2.4 LEAFLET DISTRIBUTION

The Applicant gave notice of the public consultation to local residents, neighbours, and elected representatives.

This notice was provided via the distribution of a leaflet to local residents and businesses. This was delivered to approximately 2,266 residential and business properties surrounding the Site over two days between the 5th and 6th July. The leaflet gave recipients an overview of the development proposals, as well as providing details and points of contact on how to engage in the planned consultation activities. A map showing the leaflet distribution area has been reproduced in Appendix 5.1. The consultation leaflet has been reproduced in Appendix 5.2.

2.5 WEBSITE LAUNCH

A website under the domain <https://www.landeastoflodgeroad.co.uk/> was created to host further information for the consultation materials on a digital platform, as well as provide an additional contact point for users to leave feedback or put their questions to the project team. A link to the website was included on the leaflet distribution material.

The website also included further details about the applicant, as well as further information about the proposals, an indicative layout, and a feedback mechanism for residents and stakeholders to respond to.

Throughout the designated consultation period, the website was viewed 212 times, with 154 unique visitors.

The consultation website has been reproduced in 5.3.

2.6 LOCAL PRESS

An article was published in Wokingham Today which publicised the revised proposals and included a link to the project website. The article included commentary on how the proposals had been revised following the previous application's refusal and subsequent appeal process. The article can be found here: <https://wokingham.today/controversial-homes-plans-in-twyford-and-hurst-emerge/>

2.7 SOCIAL MEDIA

The consultation website was widely circulated on social media, particularly on the Hurst Village Facebook Group which has 745 followers. A local group (Say No, Save Hurst) opposing the development in Hurst encouraged residents not to respond to the public consultation.

3. PUBLIC CONSULTATION FEEDBACK

3.1 METHODOLOGY

Feedback was accepted in whichever form it was received, including written feedback via post or by email or phone. The feedback was logged and has been subsequently analysed by the project team.

In total, nine responses were received.

The feedback form on the website asked three questions. The first and second questions asked stakeholders to rank whether they strongly agree/support, somewhat agree/support, neither agree/disagree, somewhat disagree/oppose or strongly disagree/oppose to two statements. The third question provided an open text box for additional comments.

3.2 RESPONSES TO FEEDBACK

Question one

The revised proposals include halving the number and density of new homes, to allow for a significant increase in public open space and the preservation of views across the site from Tape Lane and Lodge Road. Do you agree that the revised proposals are an improvement on the previous application?

The number of instances in which each response was recorded is shown in the table below.

Feedback	Responses
Strongly agree	1
Somewhat agree	2
Neither agree or disagree	0
Somewhat disagree	0
Strongly disagree	6

Question two

Do you support the revised proposals for this site?

The number of instances in which each response was recorded is shown in the table below.

Feedback	Responses
Strongly support	1
Somewhat support	1
Neither support or oppose	

Somewhat oppose	1
Strongly oppose	6

Question three

Do you have any other comments?

The comments received are recorded below.

Feedback
Building in the north has got to take place. Shinfield taken enough
You lost at appeal. Hurst does not want or need your development, and the Planning Inspector agreed that these were the wrong houses in the wrong place. Minor changes to your application will not overcome the main grounds for refusal. Stop being vindictive and wasting your own and everyone else's time and money - please go away and leave the residents of Hurst alone.
It is not sustainable
Footpath is ok. But planning needs to be made to connect the footpath directly to Whistely Green Road/Nursery Garden. To create a traffic free route from North to South Hurst. Cycling provision along this path also needs to be considered.
No infrastructure to support. Roads already swamped with out the extra traffic generate by yet more housing, more pollution, loss of green space. Not enough doctors. No amenities. No viable public transport. Nearest station too far to walk and insufficient parking. Lack of school places. Sewage system can't cope, flooding problems. This will further detract from the quality of life of existing residents. There is far too much development in the area already. We are all sick of it.
No matter how much you reduce the amount of houses you want to build, green space should never be built on for profit. There is also NO capacity in our local services to accommodate any extra housing.
Should this unwanted, ill conceived, speculative proposal be submitted, not only will I but also the majority of the local community be submitting robust objections. It beggars belief that Mac Mic Group have not understood that this location is unsustainable and therefore unsuitable for development. I suggest that Mac Mic Group re-read the robust dismissal issued by the Planning Inspector in March 2023. Please just "go away"!
Hi there, as a resident of Lodge Road, are you able to share how your plans will reduce traffic speeding on Lodge Road please? Are you planning to propose any traffic calming measures? We might be more willing to support this application if such measures were being proposed. Additionally, the large "green gap" that was previously filled with houses, I'm assuming that your

plan is not to then apply for planning permission to backfill this space with further houses upon the completion of the initial 99 houses.

As ever, I am sure this won't be used in your 'community consultation' report as it is totally against your proposal; I know this from before how 'reliable???' your figures were in the last application. Hurst is an LDL. There are no improvements or benefits which outweigh the harm which this proposal will cause to the settlements of Whistley Green and Hurst. WG and Hurst are unsustainable locations and the only reason you are even trying to put in this proposal is because WBC don't have a 5 yr HLS. Nothing you submit will be acceptable and I am sure the Inspectorate will say the same.

3.3 PROJECT TEAM RESPONSES TO STAKEHOLDER FEEDBACK

The below addresses the feedback received from stakeholders.

Feedback	Project team response
Building in the north has got to take place. Shinfield taken enough	The application is being submitted for a site in Hurst. The project team believe there is an identified housing need in this area which is not being met by other projects.
You lost at appeal. Hurst does not want or need your development, and the Planning Inspector agreed that these were the wrong houses in the wrong place. Minor changes to your application will not overcome the main grounds for refusal. Stop being vindictive and wasting your own and everyone else's time and money - please go away and leave the residents of Hurst alone.	The previous application and subsequent appeal decision does not preclude the applicant from submitting a revised proposal for the site. The application includes a number of significant changes to address the previous reasons for refusal. This includes a reduction in the quantum of development of more than half of the previously proposed homes compared with the previous proposals for the site.
It is not sustainable	The application site is sustainably located within the existing settlement of Hurst close to a range of amenities. Furthermore, the proposals for the site include a number of measures to promote sustainable and active transport.
Footpath is ok. But planning needs to be made to connect the footpath directly to Whistely Green Road/Nursery Garden. To create a traffic free route from North to South Hurst.	The site will be permeable and future new publicly accessible open space which will include footpaths. The application has the capacity to contribute significantly towards infrastructure outside of the red line boundary of the site, not least a new cycle route between Hurst and Twyford Station to help deliver

Cycling provision along this path also needs to be considered.	Wokingham's Cycling and Walking and Infrastructure Plan.
No infrastructure to support. Roads already swamped with out the extra traffic generate by yet more housing, more pollution, loss of green space. Not enough doctors. No amenities. No viable public transport. Nearest station too far to walk and insufficient parking. Lack of school places. Sewage system can't cope, flooding problems. This will further detract from the quality of life of existing residents. There is far too much development in the area already. We are all sick of it.	Contributions towards infrastructure and local services would be facilitated should the planning application be consented. The existing capacity and necessary contributions towards these services will be subject to consultation with statutory consultees.
No matter how much you reduce the amount of houses you want to build, green space should never be built on for profit. There is also NO capacity in our local services to accommodate any extra housing.	A brownfield-only approach to delivering housing need alone will not meet the country's housing needs. Contributions towards infrastructure and local services would be facilitated should the planning application be consented. The existing capacity and necessary contributions towards these services will be subject to consultation with statutory consultees.
Should this unwanted, ill conceived, speculative proposal be submitted, not only will I but also the majority of the local community be submitting robust objections. It beggars belief that Mac Mic Group have not understood that this location is unsustainable and therefore unsuitable for development. I suggest that Mac Mic Group re-read the robust dismissal issued by the Planning Inspector in March 2023. Please just "go away"!	The applicant has carefully considered the reasons for refusal on the previous planning application and is submitting these revised proposals which address the previous reasons for refusal.
Hi there, as a resident of Lodge Road, are you able to share how your plans will reduce traffic speeding on Lodge Road please? Are you planning to propose any traffic calming measures? We might be more willing to support this application if such measures were being proposed. Additionally, the large "green gap" that was previously filled with houses, I'm assuming that your plan is not to then apply for planning permission to backfill this space with further houses upon the completion of the initial 99 houses.	New homes in the location will reduce speeding along Lodge Road due to the creation of central pedestrian and cycle crossings. While it is not within the gift of the applicant to prevent a future planning application being submitted on the site, the applicant has no plans to develop on the public open space shown on the current proposals.

As ever, I am sure this won't be used in your 'community consultation' report as it is totally against your proposal; I know this from before how 'reliable???' your figures were in the last application. Hurst is an LDL. There are no improvements or benefits which outweigh the harm which this proposal will cause to the settlements of Whistley Green and Hurst. WG and Hurst are unsustainable locations and the only reason you are even trying to put in this proposal is because WBC don't have a 5 yr HLS. Nothing you submit will be acceptable and I am sure the Inspectorate will say the same.

The application site is sustainably located within the existing settlement of Hurst close to a range of amenities. Furthermore, the proposals for the site include a number of measures to promote sustainable and active transport.

4. CONCLUSION

Through the pre-application consultation process, the Applicant has sought to demonstrate their commitment to community and stakeholder engagement. The Applicant briefed 2,200 residents and businesses on the updated proposals for the site as part of the consultation process.

This included a website launch, which was freely accessible by the local community. On the website, stakeholders were able to view further information about the proposals and leave their feedback. Furthermore, contact details were provided and stakeholders were able to contact the project team.

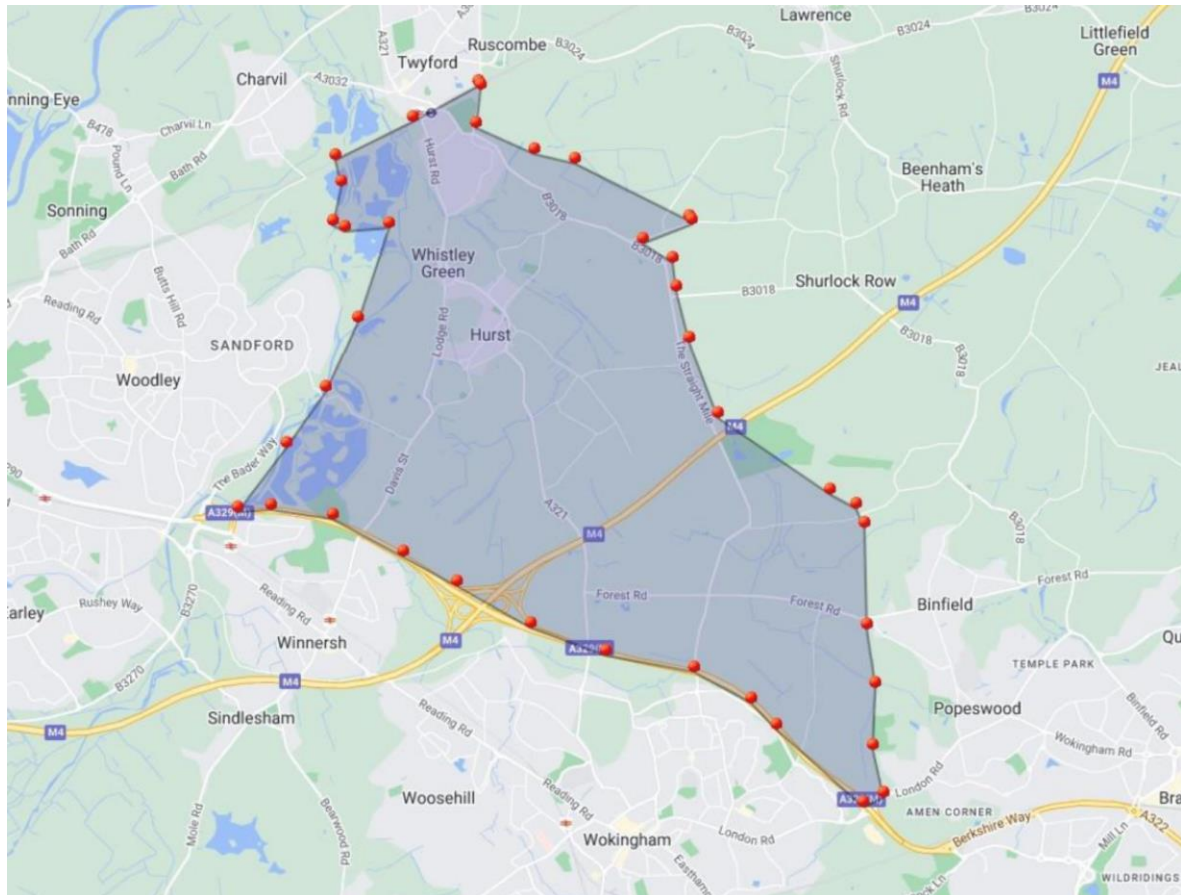
Throughout the public consultation process there was a dedicated hotline for people to directly feedback and offer questions to the project team. This includes an email address, phone number and freepost address.

Local stakeholders have declined to meet with the applicant to discuss the proposals, however, the Applicant is committed to meeting any stakeholders who would like to do so.

The Applicant has responded to feedback in section 3.2 and will continue to review feedback. The Applicant remains committed to updating the community, when relevant. It is the Applicant's intention to provide updates through the accessible community website.

5. APPENDICES

5.1 LEAFLET DISTRIBUTION RADIUS



5.2 LEAFLET

New Homes for Hurst

MAC MIC GROUP

We are bringing forward revised plans for up to 99 new homes in Hurst.



Illustrative layout

Resident update

We are bringing forward revised proposals for the site known as Land to the East of Lodge Road.

Previous plans submitted in 2022 for 200 homes on this site were refused by Wokingham Borough Council and this decision was upheld by the Planning Inspectorate. We accept this decision, and we have carefully considered the reasons for refusal, and made significant changes, in preparing our revised proposals.

New plans for the site

Our revised proposals will deliver up to 99 new homes sensitively designed to reflect and compliment the unique village character of Hurst, whilst enhancing sustainability and biodiversity and providing new public amenities.

Land East of Lodge Road www.landeastoflodgeroad.co.uk

New Homes for Hurst

MAC MIC
GROUP

Benefits for Hurst



Boost to local
businesses and the
economy



Much-needed new affordable
housing, prioritised for
those with a local connection



Public open space,
children's play areas
and allotments



Walking
and cycling
improvements



Financial contributions
towards local public
amenities

Have your say

Visit www.landeastoflodgeroad.co.uk to explore the revised proposals in more detail and have your say. Share your thoughts:



0800 029 7171 (freephone)



LodgeRoad@connectpa.co.uk

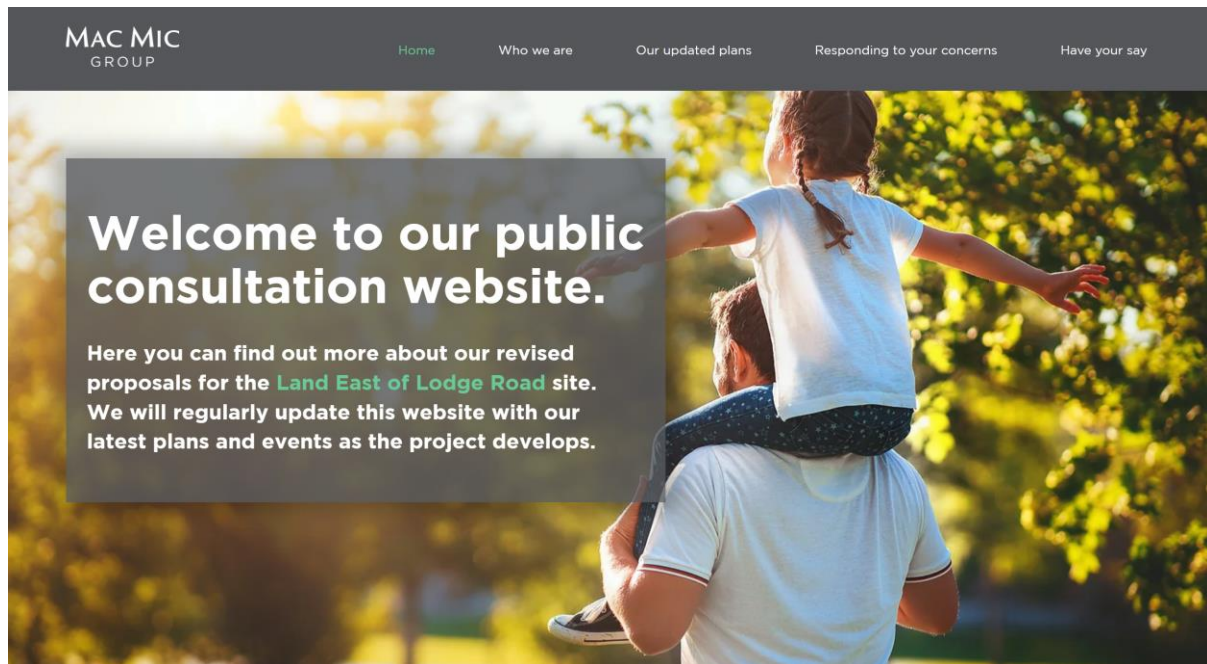


Freepost: Land East of Lodge Road
CONNECT CONSULTATION, Millbank Tower
London SW1P 4QP

Mac & Mic: Building Communities, Creating Homes

Mac & Mic, a multi-award-winning family-owned business committed to crafting exceptional developments that enhance the fabric of local communities.

5.3 WEBSITE



As many will be aware, a previous planning application for the site was refused. We have thought carefully about the reasons for refusal and are proposing a **new and improved scheme** which we believe addresses the concerns raised over those proposals.

We welcome feedback from the community which will be reviewed and analysed by the project team before development plans are finalised and submitted to the council. Please take your time to read through the information provided before filling out a [feedback form](#).

Please provide your feedback by 20 July to ensure the project team have time to consider your views before finalising the plans for the site.

Sign up to our mailing list

You can sign up to our mailing list to stay up to date with all our news or to register your interest for new homes in Hurst.

Email *

☐ Yes, subscribe me to your mailing list.

Land East of Lodge Road

Statement of Community Involvement

Connect

Connect are working on behalf of MacTaggart & Mickel to collect information relating to the Land East of Lodge Road development proposals. We value your privacy and the data collected through this feedback form will only be used to inform MacTaggart & Mickel application for the site. We will keep your personal data until the completion of the planning process.

We will always treat your personal data with the utmost care and take all appropriate steps to protect it. You can view our Privacy Policy at <https://www.landeastoflodge.co.uk/privacy> or you can request a copy by emailing us at GDPR@connectpa.co.uk or calling us on 020 7592 9592.

- ☐ I agree for you to process my data in line with the [Privacy Policy](#).
- ☐ I agree that Connect can use the data provided in this feedback form to contact me about the Land East of Lodge Road development proposals.
- ☐ I agree that Connect can share the data provided in this form with MacTaggart and Mickel and that MacTaggart and Mickel can contact me about the Land East of Lodge Road development proposals.

Submit

Contact us

Freephone
0800 029 7171

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MAC MIC
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Who we are

Mac Mic Group, a family-owned property and land company established in 1925, is driven by core family values. We focus on delivering thoughtfully planned, high-quality community development for local residents, creating places where people thrive.

With nearly a century of experience, we've earned numerous accolades for quality, customer service, health & safety, and community contributions. These include The Queen's Award for Enterprise and a consistent 5-Star Customer Satisfaction rating during our homebuilding days.

We take a holistic approach to health and wellness in every project, exceeding targets for biodiversity and decarbonisation. We believe a healthy life starts at home and our communities are designed to be landscape and green infrastructure-led, protecting and enriching the environment by fostering wildlife habitats.



MAC MIC
GROUP

Land East of Lodge Road

Statement of Community Involvement

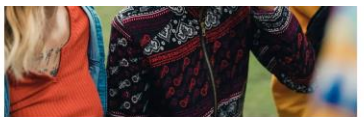
Connect

Mac Mic Group has a proven track record of creating high-quality developments in sensitive locations. We collaborate with local authorities and communities to design places that respect local culture and integrate seamlessly with the local environment.



Last year, our commitment to high-quality green infrastructure (GI) was recognised with a [Building with Nature Design Award](#) for our proposals for land in [Keynsham](#), Somerset.

As a fourth-generation family business, building strong relationships with the local communities and leaving legacy are central to our ethos. We're passionate about delivering high-quality designs and community development that benefit the entire community. You can help to shape the future of our local area by sharing your views with us.



Contact us

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0800 029 7171

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CONNECT CONSULTATION
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Millbank, SW1P 4QP

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Our updated plans

How we've responded to feedback

We have revised our proposals after carefully considering feedback from the previous round of community consultation, the council, and other stakeholders, and addressed concerns raised about the quality of the development being in keeping with the local character of Hurst.

Our updated proposals will deliver up to 99 new homes, reduced from 200 in the previous site application, and will help with identified housing need in the local area currently unmet by other projects. We are dedicated to working with the residents of Hurst to deliver high quality homes and promote the village's natural aesthetic.

To ensure our proposals are in keeping with the character and setting of the site, we have halved the size of the developable area of the site allowing for more open space. Not only will this contribute to the open aesthetic of the site, but we are

working hard with our expert consultants to achieve gains in on-site biodiversity and amenity.

The below image shows the outline of the new proposals, and demonstrate how they have evolved in response to the previous application on the site.



Significant boost for the local businesses



More affordable homes for local residents



Added investment in local amenities



Walking and cycling infrastructure improvements



Indicative site layout of the revised proposals



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How we have responded to your concerns

The new application seeks to address the concerns raised in the previous consultation regarding traffic, flooding, cycling and walking routes:



Traffic and congestion

- New homes in the location will reduce speeding along Lodge Road due to the creation of central pedestrian and cycle crossings.
- The highway capacity of road junctions at Broadwater Lane and Sawpit Lane have been found sufficient after rigorous assessment.
- The promotion of public transport initiatives through the site will reduce private car dependence.



Flooding

- Designated drainage sites are part of the updated plan to protect all the residents of Hurst from flooding.
- The reduction in developable area proposed within the project means more green space to prevent flooding.
- New ponds and swales to address flooding risks will also be attractive new landscape features that promote biodiversity and wildlife.



Cycling and walking

- Working alongside Wokingham Borough Council to create circular all-weather routes for cycling and walking.
- Contribute towards creation of a cycle route between Hurst and Twyford station to help deliver Wokingham's Cycling and Walking Infrastructure Plan.



Visual amenity

- New site layout which includes significant increase in public open space provision.
- Landscape-led design with planting of native species, with lower levels of housing density ensuring the proposals are in keeping with the character of Hurst.
- Maintain views across the site from Tape Lane and Lodge Road.
- Preservation and enhancement of all existing hedgerows and veteran trees on the site.



Public amenity

- New children's play space.
- New community orchards and allotments.
- Publicly accessible open green spaces across the site.

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Have your say

We want to hear your views on the updated proposals for the site. Please use the form provided to share your feedback with the project team. All feedback will be carefully considered by the project team before the proposals are finalised and submitted to Wokingham Borough Council.

Feedback form

First name *

Last name *

Phone

Email *

The revised proposals include halving the number and density of new homes, to allow for a significant increase in public open space and the preservation of views across the site from Tape Lane and Lodge Road. Do you agree that the revised proposals are an improvement on the previous application?

- ☐ Strongly Agree
- ☐ Somewhat Agree
- ☐ Neither Agree or Disagree
- ☐ Somewhat Disagree
- ☐ Strongly Disagree

Do you support the revised proposals for this site? *

- ☐ Strongly Support
- ☐ Somewhat Support
- ☐ Neither Support nor Oppose
- ☐ Somewhat Oppose
- ☐ Strongly Oppose

Do you have any other comments? *

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☐ I agree that Connect can use the data provided in this feedback form to contact me about the Land East of Lodge Road development proposals.

I agree that Connect can share the data provided in this form with
☐ MacTaggart and Mickel and that MacTaggart and Mickel can contact me
about the Land East of Lodge Road development proposals.

Submit

Alternatively, you can share your feedback using the contact details provided below:



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