



**Ensign Group Limited**

**PUBLIC ENGAGEMENT AND COMMUNICATIONS ON  
PROPOSALS FOR A DEVELOPMENT AT BUCKTON FIELDS**



**Buckton Fields**

*ADDENDUM  
TO  
STATEMENT OF COMMUNITY  
ENGAGEMENT (SEPT 2007)*

**Summary of post-submission communications and  
stakeholder engagement**

**June 2011**

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## **1. EXECUTIVE SUMMARY**

In October 2007 Ensign Group Ltd submitted an outline planning application for a high quality sustainable urban extension to Northampton at Buckton Fields, Brampton Lane, Northampton, to Daventry District Council. This application was submitted following a comprehensive pre-application community engagement programme.

In response to its community engagement programme, Ensign has endeavoured to robustly address issues raised by members of the public and, where possible, sought to take on board constructive comments to help shape the outline planning application that was submitted to Daventry District Council in October 2007.

Following submission of the outline planning application, Ensign continued to engage with Daventry District Council and other statutory consultees. This resulted in the amendment of the original proposals and resubmission of details pursuant to the outline planning application in October 2010.

Subsequently, Ensign took this opportunity to re-engage with key stakeholders and members of the public to inform them of the amendments. The purpose of this engagement was twofold. As well as fulfilling Ensign's stated commitment to keep stakeholders and local residents informed about the progress of its planning application, it also enabled the developer to demonstrate how it had continued to address, within the bounds of planning requirements, key issues highlighted by members of the public and statutory consultees.

Furthermore, this communication was specifically shaped to make clear the extent of the developer's commitment to deliver a scheme that, as well as optimising the benefits of the site, would also deliver tangible benefits for the existing local community by facilitating substantial infrastructure improvements, for example.

Initial consultations undertaken in October 2010, revealed that representatives from the local communities misunderstood Ensign's intentions towards those infrastructure improvements deemed necessary to mitigate the impact of any development at Buckton Fields.

On a broader basis, general misunderstanding was further compounded by the publication of the revised Pre-Submission West Northamptonshire Joint Core Strategy in January 2011. Whilst this document reaffirmed Buckton Fields strategic allocation for development, this support did not translate at local level where members of the public continued to express concern about the additional pressure they perceived any new development would put on existing infrastructure.

Following detailed discussions with statutory authorities enabled Ensign, through its renewed consultation exercise, to bridge the gap of misunderstanding.

It is Ensign's opinion that stakeholders responding to this further communication and engagement were generally welcoming of both the information provided and the developer's response to concerns that had been presented. In this respect the exercise proved wholly constructive.

In general terms, there was widespread recognition that delivery of Buckton Fields will make available funds for those infrastructure deficiencies that might not otherwise be resolved given current restraints on public spending. However, notwithstanding the benefits existing communities stand to gain from new development, its capacity to incite strong feeling within those local communities who perceive its delivery as directly impacting on them remains.

This strength of feeling was articulated at Parish Council meetings – specifically Moulton - where Ensign's representatives attending found that local communities harboured considerable frustration about the extent of new development proposed for Northampton generally, rather than at Buckton Fields specifically. In the instance of Brixworth Parish Council, whilst it was acknowledged that Ensign had clearly demonstrated how it had worked to mitigate the impact of development on local infrastructure, irrespective the Council's opposition to the scheme was resolute until such time as the primary infrastructure needed to deliver growth was in place.

Despite this, discussions relating to the draft S106 being promoted by Ensign did elicit positive response. Anecdotally, these meetings evidenced that once in receipt of this information, stakeholders were significantly more relaxed about the prospect of the scheme being given the go-ahead. Indeed, when concerns were expressed, in the main it was done constructively. Rather than using them as an opportunity to demonstrate outright opposition, members rather wanted reassurance from Ensign that it had adequately addressed issues pertinent to constituents living within their ward or parish boundaries.

Despite this, discussions relating to the package of benefits resultant of the development did elicit positive responses. Anecdotally, these meetings evidenced that once in receipt of this information, stakeholders were significantly more relaxed about the prospect of the scheme.

## 2. INTRODUCTION

### 2.1 OVERVIEW

Public consultation and community engagement have become increasingly important in the planning and development process. This reflects the valuable contribution local people can make in helping to create more integrated and sustainable communities.

Ahead of submitting an outline planning application for a mixed use scheme at Buckton Fields, Brampton Lane, Northampton, Ensign Group Limited (Ensign) delivered a pre-application consultation and communications programme that sought to engage with a range of stakeholders, including elected members, local residents and members of the wider community, regarding its proposals.

A Statement of Community Engagement (SCE) relative to the pre-application consultation programme was submitted to Daventry District Council as part of the outline application in October 2007. Subsequent communications activity undertaken by Ensign to keep wider stakeholders informed about the progress of the application post submission, as well as details of amendments made in 2010, can be found at Section 3.4 of this report.

**This document summarises the consultation and communications activity delivered by Ensign following submission of amendments to its outline planning application for Buckton Fields (DA/2007/1400) in October 2010. As such, it is positioned as an addendum to the existing Statement of Community Engagement.**

### 2.2 OBJECTIVES

Ensign's post-submission public consultation and communications activity sought to fulfil four objectives:

- To provide members of the local community and key stakeholders with clear and up-to-date information on amendments to its outline application submitted in October 2010;
- To demonstrate how Ensign had, within the bounds of planning requirements, identified ways of addressing issues raised by statutory and non-statutory consultees through previous consultation activity;
- To advise key political stakeholders on the proposed ancillary benefits currently drafted within the Section 106 Heads of Terms; and
- To be responsive to incoming enquiries about the status of the outline planning application for Buckton Fields.

**Please note that all consultation was carried out on behalf of Ensign Group Limited.**

### **3. CONSULTATION METHODOLOGY**

The Buckton Fields site falls within the jurisdiction of Daventry District Council. For this reason, the form of all public consultation activity undertaken by Ensign has been specifically developed with reference to the Daventry District Council Statement of Community Involvement (adopted March 2006).

Ensign engaged directly with Steve Ellis, Daventry District Council Senior Planning Officer, to advise him of any anticipated consultation activity that would be delivered in respect of revisions to the original outline planning application submitted in October 2010.

**The proposal outlining the programme of consultation and communications activity from October 2010 can be found at *APPENDIX ONE – Communications & Consultation Proposal (Sept 2010)*.**

#### **3.1 CONSULTATION TOOLKIT**

In consideration of the Council's Statement of Community Involvement, the following tools were utilised by Ensign to communicate key planning milestones after the outline planning application was submitted to Daventry District Council:

- Scheme website - continued promotion of the website, [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk), which is updated to reflect and support communications relating to the Buckton Fields planning application;
- Continued promotion and use of the existing Buckton Fields telephone hotline, e-mail and freepost address in all scheme materials (used in all scheme materials and communications);
- Scheme newsletter (second edition) – distributed to approximately 14,000 homes in the area;
- Stakeholder consultation log to identify all outgoing communications, plus incoming enquiries from members of the public and stakeholders actions arising and responses issued;
- Residents' database – created and updated with contact details upon request of individuals so they can be contacted directly by e-mail or post to update them on progress of the planning application;
- Letters to stakeholders and residents; and
- Press releases – to communicate the consultation process through the key local media.

### **3.2 CONSULTATION ACTIVITY (POST SUBMISSION 2007)**

In continuing their commitment to keep key stakeholders and members of the local community informed about the progress of the outline planning application, below is a summary of activity adopted by Ensign between September 2007 and September 2010

#### **3.2.1 PLANNING MILESTONE: Outline Planning Application Submission (Nov 2007)**

Having submitted the outline planning application, Ensign sought to communicate the following information:

- Provide an overview of the consultation process;
- highlight how feedback gathered through pre-application consultation had informed the outline planning application; and
- Confirm that the Statement of Community Engagement was available to view at [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk).

##### **Communications issued:**

- o Stakeholder Letter Mailing (19 Nov 2007) – see *APPENDIX TWO*
- o Targeted Public Letter Mailing (23 Nov 2007) - see *APPENDIX THREE*
- o Newsletter – Second Edition (Nov 2007) – see *APPENDIX FOUR, FIVE & SIX*
- o Update to Scheme Website – [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk)

#### **3.2.2 PLANNING MILESTONE: Outline Planning Application Registration (Dec 2007)**

Once the outline planning application was registered by Daventry Council in December 2007 Ensign sought to communicate the following information:

- Update the website with details pertaining to the application registration number (DA/2007/1400), with link [www.daventrydc.gov.uk/atoz/planning/index.shtml](http://www.daventrydc.gov.uk/atoz/planning/index.shtml);
- Demonstrate how feedback had been taken on board to shape the final application;
- Confirm the objectives of the pre-application consultation programme;
- Summary of exhibition attendance; and
- Availability of Statement of Community Engagement on [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk).

##### **Communications issued:**

- o Targeted Stakeholder Letter Mailing (20 Dec 2007) - see *APPENDIX SEVEN*
- o Targeted Resident Letter Mailing (20 Dec 2007)- see *APPENDIX EIGHT*
- o Pro-active Media Relations - Press Release (20 Dec 2007) – see *APPENDIX NINE*
- o Update to Scheme Website – [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk)

#### **3.2.3 Ongoing engagement**

All enquiries made via the Buckton Fields telephone hotline, email and freepost address received an acknowledgement of receipt. Where specific questions were asked, detailed responses were drafted by the relevant members of the consultant team and issued.

Ensign also held meetings with:

- o A local resident to discuss issues relating to the location of the on-site Park and Ride – December 2007.



- Representatives from the Whitehills and Spring Park Residents Association (WASPRA) to provide a detailed overview of proposals and discuss issues including flood risk, traffic congestion and impact of community infrastructure – February 2008

For more detail on this activity please refer to *APPENDIX TEN - Consultation Activity (Post Submission 2007)*.

### **3.3 CONSULTATION ACTIVITY (OCTOBER 2010 ONWARDS)**

#### **3.3.1 Letter to stakeholders (15 October 2010)**

Ensign wrote to all key elected members providing them with an overview of the revisions to the original outline planning application for Buckton Fields that had been formally submitted to Daventry District Council. Information included confirmation of how these revisions and Daventry's formal consultation on them were going to be communicated to the wider public.

The letter was sent on 15 October 2010 to:

- Members of Daventry District Council;
- Members of Northampton Borough Council;
- Michael Ellis MP (Con – Northampton North), Chris Heaton-Harris MP (Con – Daventry), and Phillip Hollobone MP (Con – Kettering);
- Identified Northampton County Council members including Leader of the Council Cllr Jim Harker (Con – Kettering Rural), Deputy Leader Cllr John Kirkbride (Con – Bugbrooke), Cllr Graham Lawman (Con – Boughton Green), and Cllr Judith Shepherd (Con – Moulton); and
- The Chairs and Clerks of local Parish Councils including Church with Chapel Brampton, Brixworth, Moulton, Pitsford, Boughton, Holcot and Overstone.

(See *APPENDIX 11 – Letter to Stakeholders (Oct 2010)*)

#### **3.3.2 General Public Letter Mailing (October 2010)**

A letter, pre-approved by Daventry District Council officers, confirming the submission of amendments to the outline planning application for Buckton Fields was mailed to approximately 3,800 local residents and businesses at properties in the NN2 postcode district on the amendments were registered. In addition, the same letter was also sent to the 248 individuals who had registered their contact details with Ensign so they could be kept informed about the progress of the planning application.

Information detailed in the letter included:

- Overview of how consultation informed the decision to submit revisions to the original application;
- Overview of the key revisions submitted;
- Confirmation of the formal consultation Daventry District Council would be undertaking on the revised application;
- Details for Daventry District Council website to view the application;
- Confirmation of the registration number for the revised application; and

- Confirmation of the Buckton Fields consultation contact details (telephone hotline, email and freepost address).

**Note:** Within 24 hours of issuing this letter it became apparent that the registration application number included was incorrect. A second letter confirming the correct application registration number was subsequently issued on 18 October 2011 to all the recipients of the first letter to clarify the mistake.

(See APPENDIX 12 – General Public Letter (15 October 2010))

(See APPENDIX 13 – General Public Letter (19 October 2010))

### **3.3.3 Pro-active Media Relations (18 October 2010)**

News and business desk reporters from the Northampton Chronicle and Echo, BBC Radio Northampton and the Daventry Express were contacted directly by phone to advise them of the amendments to the outline planning application that had been registered by Daventry District Council.

A press release clarifying this information was then sent directly to those reporters with whom consultants working on behalf of Ensign had spoken, following which it was blanket issued to the wider regional print and broadcast media. A copy of the press release was also made available on the scheme website to download as a PDF.

(See APPENDIX 13 – Press Release and Media Outlets (18 October 2010)).

Subsequent editorial coverage generated by this press release appeared in the Northampton Chronicle and Echo newspaper and associated website ([www.northamptonchron.co.uk](http://www.northamptonchron.co.uk)), the Northants Herald & Post newspaper, and the website for the then Northampton Borough Council ward member for Kingsthorpe until 05 May 2011.

(See APPENDIX 14 – Media Coverage (October – November 2010))

### **3.3.4 Scheme website**

The Buckton Fields website – [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk) - was updated to provide information regarding the current status of the revised outline planning application, as well as a PDF download of the press release issued to regional media confirming the same was made available from the site (see APPENDIX 13).

The webpage providing 'Question & Answers' - [www.bucktonfields.co.uk/general\\_qa\\_1.htm](http://www.bucktonfields.co.uk/general_qa_1.htm) - relating to the scheme was updated to clearly reflect how the revisions to the application would affect the planning process, as well as providing clarity on changes to Planning Policy imposed by the new Coalition Government, on matters such as their revocation of Regional Spatial Strategies.

The Buckton Fields consultation telephone hotline number, e-mail and freepost address remained clearly indicated on every page of the website as standard to ensure that individuals were able to contact Ensign directly regarding any requests for information or questions they might have relating to the scheme.

The website [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk) remains in place so that content can be updated to reflect the status of the planning process as it progresses.

### **3.3.5 Targeted Stakeholder Meetings (November 2010)**

#### **3.3.5.1 MP Briefing – Michael Ellis MP and Chris Heaton-Harris MP (22 November 2010)**

Ensign coordinated and attended a meeting with Michael Ellis MP (Con – Northampton North) and Chris Heaton Harris MP (Con – Daventry) on Monday 22 November 2010 at Portcullis House, Westminster to discuss in more detail the revised outline planning application for Buckton Fields.

#### **3.3.5.2 Stakeholder Briefing – Northants Residents Alliance (23 November 2010)**

A consultant acting on behalf of Ensign attended a meeting with Roger Kingston, Chair of the Northants Residents Alliance (NRA) on Tuesday 23 November 2010 to discuss how Ensign could better engage the organisation in constructive dialogue as the planning process progresses.

### **3.3.5 Targeted Stakeholder Letter Mailing (08 March 2011)**

Ensign wrote to a key elected members and parish councils to outline how the draft Section 106 Heads of Terms was progressing, and also request the opportunity to meet with them individually to discuss this information more detail.

The letter was issued on 08 March 2011 to the following stakeholders:

- Daventry District Council – Cllr Chris Millar (Con - West Haddon & Guilsborough), Cllr Elizabeth Griffin (Con – Woodford), Cllr Wendy Amos (Con – Flore), Cllr Alan Hills (Con – Hill), Cllr Nick Bunting (Con – Brixworth), and Cllr John Shepherd (Con - Boughton & Pitsford);
- Northampton Borough Council - Cllr Maria-Trinidad Crake (LD - Boughton Green), Cllr David Perkins (LD - Boughton Green), Cllr Sally Beardsworth (Con – Kingsthorpe), Cllr Richard Church (LD – Kingsthorpe), Cllr John Yates (Con - Boughton Green), and Sue Bridges (Head of Planning); and
- The chairs and clerks of local Parish Councils including Brixworth, Church with Chapel Brampton, Moulton, and Boughton.

(See APPENDIX 15 – Targeted Stakeholder Letter (08 March 2011))

### **3.3.6 Targeted Stakeholder Meetings (March-May 2011)**

Subsequent to issuing the stakeholder letter (see 2.3.5), the following stakeholders confirmed and attended meetings with Ensign:

#### **3.3.6.1 Stakeholder Briefing – Elected Members (23 March 2011)**

Representatives from Ensign attended a meeting that took place on Wednesday 23 March in Boughton, Northampton along with:

- Cllr John Shepherd (Con – Boughton & Pitsford) - Daventry District Council
- Cllr Judith Shepherd (Con – Moulton) - Northampton County Council
- Cllr John Clarke – Chair of Boughton Parish Council

The discussion centred on providing an overview of Ensign's proposed Section 106 package, and also provided the opportunity to resolve any discrepancies that might not have been clearly communicated within the application details.

#### **3.3.6.2 Stakeholder Briefing – Boughton Primary School (23 March 2011)**

Representatives from Ensign coordinated and attended a meeting that took place on Wednesday 23 March at Boughton Primary School. Representatives attending from the primary school included:

- Head teacher - Paul Archer
- Chair of Governors - Greg Quine
- Governor and member of Boughton Parish Council – Steven Potter
- Parent Governor - Helen Gowler
- Parent Governor – John Schofield

This meeting was coordinated at the behest of Chris Heaton-Harris MP, as the school is keen to grow and increase its capacity and has identified that support to help achieve could be made available in the event of Buckton Fields being granted consent.

#### **3.3.6.3 Stakeholder Briefing – Cllr Sally Beardsworth (01 April 2011)**

Ensign attended a meeting with Cllr Sally Beardsworth (LD – Kingsthorpe) from Northampton Borough Council on Friday 01 April 2011 at The Guildhall, Northampton Borough Council, Northampton. Discussion focused on providing an overview of the draft Section 106 heads of terms. Cllr Beardsworth was specifically interested in discussing availability of funding for delivery of the Kingsthorpe Corridor improvements.

As the, then, Northampton Borough Council Portfolio Holder for Housing, Cllr Beardsworth was also keen to confirm the opportunity for Northampton Borough Council to seek nomination rights for affordable housing supply in the event of Buckton Fields being granted consent.

#### **3.3.6.4 Stakeholder Briefing – Cllr William Shearer (01 April 2011)**

Ensign attended a meeting with Cllr William Shearer – Chair of Church with Chapel Brampton Parish Council on Friday 01 April 2011 at The Guildhall, Northampton Borough Council, Northampton. Discussion focused on providing an overview of the Section 106 being promoted by Ensign.

#### **3.3.6.5 Stakeholder Briefing – Sue Bridges and Richard Boyt (10 May 2011)**

Representatives from Ensign attended a meeting with Sue Bridges, Head of Planning Northampton Borough Council, and Richard Boyt, Principal Planning Officer, Northampton Borough Council on Tuesday 10 May 2011 at The Guildhall, Northampton Borough Council, Northampton.

Ensign provided an overview of the Section 106 it is promoting for Buckton Fields, plus details of the financial contributions it would make to help facilitate significant improvements to local infrastructure as part of the development mitigation package, in the event of consent being granted for the scheme.

**Note:** Briefings with Cllrs Maria Trinidad-Crake and David Perkins were also coordinated by Ensign to take place on Tuesday 10 May 2011. However, the local elections held by Northampton Borough Council on 05 May 2011 did not return either of these two councillors to office so the briefings were cancelled.

### **3.3.7 Presentations to Parish Councils**

Having written to the chairs and clerks of Moulton and Brixworth Parish Councils to request the opportunity to meet, Ensign subsequently went and made presentations to each of the parish councils at their respective monthly meetings.

The presentations were made on:

- Wednesday 06 April 2011 - Moulton Parish Council (full council meeting)
- Monday 09 May 2011 – Brixworth Parish Council (planning meeting)

Key information provided in the presentations included:

- Overview of Buckton Fields outline planning application
  - History of site allocation, and ongoing policy support for the site
  - Details of the key revisions to the outline planning application
  - Current status of outline planning application
- Overview of draft Section 106 Heads of Terms

### **3.3.8 Ongoing Engagement**

Ensign has undertaken to keep all stakeholders and interested parties, who provided their contact details, updated on the progress of the proposals for Buckton Fields and indeed the outcome of any decision made when the application goes to planning committee.

In addition to responding directly to all individual enquiries, this addendum to the existing Statement of Community Engagement (September 2007) will be made available (as a PDF from) at project website [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk).

### 3.4 SUMMARY OF ENGAGEMENT PROGRAMME

- **Oct 2007:** Review of consultation programme delivered pre-submission of outline planning application for Buckton Fields
- **Nov 2007:** Targeted stakeholder and public mailing to confirm submission of outline planning application for Buckton Fields
- **Nov 2007:** Letterbox distribution of 10,000 community newsletters (second edition)
- **Nov 2007:** Direct mail of approximately 4,000, community newsletter (second edition) to members of public
- **Nov 2007:** Newsletter distribution to 80 per cent of community venues/businesses in NN2 postcode district
- **Dec 2007:** Press release issued to all regional print/broadcast media to confirm application registration
- **Dec 2007:** Targeted stakeholder mailing to confirm registration of application
- **Dec 2007:** Targeted mailing to registered contacts confirming application registration
- **Feb 2008:** Meeting with two WASPRA representatives (4 February 2008)
- **Oct 2010:** Discussion and confirmation of communications & consultation activity post-submission of revisions to application with Steve Ellis in October 2010
- **Oct 2010:** Stakeholder mailing to confirm registration of revisions to application and details of wider communications to this effect
- **Oct 2010:** Public mailing to approximately 3,800 addresses in NN2 confirming registration of revisions to revised application
- **Oct-Nov 2010:** Pro-active media relations with news editors at Daventry Express, Northampton Chronicle and Echo and BBC Radio Northampton confirming registration of revisions to revised application including issue of press release to all regional print and broadcast media to same effect
- **Nov 2010:** Meeting with Michael Ellis MP and Chris Heaton-Harris MP
- **Nov 2010:** Meeting with Chair of Northants Residents Alliance
- **March 2011:** Targeted stakeholder mailing
- **March 2011:** Meeting with Cllr John Shepherd (DCC), Cllr Judith Shepherd (NCC), Cllr John Clark (Boughton PC)
- **Mar 2011:** Meeting with Head teacher and Governors of Boughton Primary School
- **April 2011:** Meeting with Cllr Sally Beardsworth (NCC)
- **April 2011:** Meeting with Chair of Church with Chapel Brampton PC – Cllr William Shearer
- **April 2011: Presentation to** Moulton Parish Council (full council meeting)
- **May 2011:** Presentation to Brixworth Parish Council (planning meeting)
- **May 2011:** Meeting with NCC Head of Planning and Principal Planner – Sue Bridges and Richard Boyt
- **Ongoing:** Commitment to ongoing communication programme to keep interested parties informed of planning application status post exhibition
- **Ongoing:** Retained presence of Buckton Fields consultation telephone hotline, email and free post address
- **Ongoing:** Regular updates to scheme website [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk) to reflect the ongoing status of the planning process

## 4. OVERVIEW OF ENGAGEMENT

### 4.1 Feedback Received

In general stakeholders acknowledged that the West Northampton Joint Planning Unit's publication of the *Pre-Submission West Northamptonshire Joint Core Strategy*, whilst reaffirming policy support for Buckton Fields as a key site allocated for development, had exacerbated wider issues about how new development in Northampton would exert additional pressure on existing infrastructure. It was therefore their duty as elected members for Northampton Borough and Daventry District Councils, or individual Parish Councils, to represent the key views and concerns of those people living in their respective electoral wards or villages.

A summary of the issues raised over the course of engagement area set out below.

#### 4.1.1 Transport and Traffic Congestion

- Members confirmed they place more faith in new road programmes being better able to address the pressures development at Buckton Fields might otherwise exert than any policy changes to secure a modal shift to public transport.
- Delivery of the Kingsthorpe Corridor Improvements was specifically identified as necessary in the event of Buckton Fields being granted consent. With general consensus being given to delivery of those improvements either prior to, or at the same time as, construction commencing on site at Buckton Fields.
- Equally, the need for pressure to be applied to Northampton County Council in respect of the need for delivery of the North West Bypass was also raised. However, whilst it was acknowledged that the North West Bypass will go a long way towards resolving road congestion across the wider Northampton area, for the majority there remained a need for clarity to be given in its precise location.
- In context of Buckton Fields specifically, there is also an implied concern with regard to the question of where northbound traffic on the North West Bypass would reintegrate with the existing road network. It being possible that this traffic would filter of onto Brampton Lane.
- Despite there being more marked preference for new road programmes, the need to encourage uptake and use of public transport to reduce reliance on cars was cited. In this respect however, the on-site Park and Ride proposed as part of the Buckton Fields scheme was generally regarded as a 'white elephant' and general consensus remained that it would in no-way contribute towards improving traffic congestion.
- Representatives from Boughton, Moulton and Brixworth Parish Councils highlighted the perceived inability of Northamptonshire County Council to address existing highway issues in local villages – specifically in Moulton and Boughton where incident of 'rat running' between the A508 and A43 is high.

#### **4.1.2 Affordable Housing**

- Buckton Fields capacity to satisfy the need of Daventry District Council for affordable housing was questioned. It was perceived that the distance of the site from Daventry alone creates a strong case for Northampton Borough Council seeking nomination rights in respect of affordable housing supply if the scheme goes ahead. i.e. Low income families would neither be able to afford or want to commute from homes at Buckton Fields in north Northampton to employment and schools in Daventry
- Anecdotally, Cllr Sally Beardsworth – as the, then, Northampton Borough Council Portfolio Holder for Housing – considered that benefit would be gained even if Northampton Borough only got 75 percent of nomination rights for the site, however housing need in the Borough was very much more focused on provision of houses rather than flats and apartments.

#### **4.1.3 Miscellaneous**

Additional considerations were raised over the course of discussion included:

- The need for energy efficiency/microgeneration to be optimised in properties on site to reduce energy consumption and associated CO<sub>2</sub> emissions whilst maximising associated savings on utility bills.
- Houses – specifically affordable housing – should be built to meet Code for Sustainable Homes level five requirements as minimum.
- Commitment towards reducing the environmental impact of construction as far as possible – specifically working towards minimising lorry loads of waste taken off site.
- Provision of primary school on-site to reduce pressure on local schools and, where possible, create the opportunity for expansion of existing schools (specifically Boughton Primary School)

#### **4.2 How Ensign was able to respond to Feedback**

Traffic congestion has been previously identified, and remains, the single biggest concern for stakeholders and members of the public living in areas and villages located to the north of Northampton. Any development is perceived as exacerbating this problem.

However, despite the findings of a Transport Assessment (TA) demonstrating that any development at Buckton Fields would not put additional pressure on existing transport infrastructure Ensign confirmed with stakeholders that they are committed to guaranteeing in full those funds required by Northampton County Council to deliver Phase One of the Kingsthorpe Corridor Road Improvements – namely the Cock Hotel Junction improvements.

This commitment was ubiquitously understood as a clear example of how Ensign had sought to directly address concerns members of the public had regarding traffic congestion in



Kingsthorpe and the response to confirmation of this financial contribution was unanimously positive. Furthermore, it was also acknowledged as an example of how new development can facilitate improvements in infrastructure deficiencies that might not otherwise be resolved given current restraints on public spending.

The matter of Ensign being able to provide financial contributions towards delivery of Phase Two of the Kingsthorpe Corridor Improvements was also consistently raised and these meetings gave Ensign the opportunity to explain how this requirement was intrinsically linked to delivery of the on-site Park and Ride as follows:

- Ensign's provision of the Park and Ride in the outline planning application was a requirement dictated by of the local plan.
- Actual delivery of the Park and Ride is entirely dependent on Northamptonshire County Council identifying desirability for it.
- In the event of the County Council concluding that the Park and Ride will not go ahead Ensign will instead be required to make an equivalent financial contribution to the Phase Two Kingsthorpe Corridor Road improvements.

Put in context of this Phase Two/Park and Ride either/or scenario members expressed a clear preference for Ensign being committed to making a financial contribution towards delivery of Phase Two Kingsthorpe Corridor Road improvements over and above delivery of the proposed Park and Ride. However, in respect of wider public transport provision, Ensign's proposal to make available funding that would enable additional bus services to be laid on was welcomed.

In respect of the North West Bypass, Ensign was able to confirm to members that it would be required to make a pro rata contribution (based on occupation per dwelling) towards delivery of the North West Bypass. Furthermore, it has also agreed with Northamptonshire County Council that it would release forward funding to enable design work on the 'missing section' between Brampton Lane and Dallington.

Regarding those issues raised about affordable housing Ensign was able to reaffirm its assertion that Buckton Fields site is understood in terms of providing for the needs of Northampton. In response to the questions about nomination rights for affordable housing and preference for provision of houses rather than flats, Ensign was able to confirm the following:

- Whilst the developer did not have power to realise any request by Northampton Borough Council to seek nomination rights for affordable housing from Daventry District Council, it supported any desire on the part of the Borough to do so.
- Feedback citing concern about the density of housing proposed for Buckton Fields, had informed revisions formally submitted to Daventry District Council in October 2010 which included reduction in the total number of dwellings proposed from 1,250 to 1,050 – enabling a move away from provision of apartments to increase focus on delivery of family homes.
- The scheme was making provision for delivery of a 70-bed residential care home on site – this would serve to fulfil any Borough Council requirements for provision of elderly care.

## **5. CONCLUSION**

In respect of its proposals for Buckton Fields, since commencing consultation in April 2007, Ensign has sought to acknowledge all the issues and concerns raised by members of the public and key stakeholders.

Within the bounds of planning requirements, the developer has endeavoured to take on board constructive feedback when it came to shaping the outline planning application submitted to Daventry District Council in October 2007, as well as subsequent revisions to the outline application that were registered in October 2010.

In addition, the draft Section 106 Heads of Terms being promoted by Ensign also clearly demonstrated how the developer has worked to identify ways of addressing issues raised through consultation by making a commitment to provide for substantial infrastructure improvements in the event of the Buckton Fields being granted consent.

Should this outline planning application be successful, the feedback received during the consultation programme will also help inform subsequent detailed applications for the site.

In the meantime, Ensign remains committed to keeping the wider stakeholders informed of the progress of its outline planning application for Buckton Fields by:

- Writing/e-mailing where addresses have been passed on
- Updating the website
- Engaging with key local media
- Keeping elected representatives informed

***Prepared by Camargue on behalf of Ensign Group Ltd –June 2011***

## 6. APPENDIX

### 6.1 APPENDIX ONE – Communications & Consultation Proposal (Sept 2010)

## BUCKTON FIELDS – ENSIGN GROUP

### Proposal for ongoing consultation and communications

Prepared by Camargue Sept 2010

#### 1. OVERVIEW

In November 2007 Ensign Group submitted an outline planning application to Daventry District Council (DDC) to create a sustainable urban extension to Northampton at – an area of land allocated for residential development in the Daventry Local Plan.

A further outline planning application for Buckton Fields East – an area of land that broadly corresponds with the area referred to as Phase One in the wider Buckton Fields planning application – was submitted May 2008.

Camargue has subsequently been advised that Ensign will be submitting revisions to its outline planning application for Buckton Fields, and the agency is therefore required to identify how these revisions can be most effectively communicated.

#### 2. CONSIDERATIONS

##### a) The importance of consultation

Public consultation and community engagement are increasingly important in the planning and development process, and for Buckton Fields this has been especially pertinent given long-standing opposition to development at the site.

##### b) Rationale for additional communications activity

While communication activity relating to Buckton Fields has been nominal since the outline application was registered by Daventry District Council in December 2007, given the revisions being made to the application issues need to be taken into consideration:

- **General Election May 2010** - the 2010 general election has created a number of changes in political representation across the county.
- **District Elections** – Daventry District Council holds its elections in thirds, with District and parish elections having taken place in May 2010, the results of which would have potentially seen revisions in committee membership.
- **Northampton Borough Council Elections** – held every four years across all 47 Borough seats, the next election will be held May 2011.
- **Changes to local population** – a proportion of current residents are likely to have not been living in the area when previous consultation was undertaken.

#### 3. APPROACH

**Phase One – preparation**

- **Internal meeting** - team meeting with appropriate representatives for full and detailed overview of changes to proposals for the Buckton Fields scheme and confirmation of key project milestones
- **Central database** – update existing central database to reflect changes in local and national politics to ensure all communication activity is appropriately targeted
- **Project Q&A** – update existing Q&A to address changes to scheme
- **Website** – update [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk) to reflect changes in proposals for the site, and re-establish feedback contact details to ensure the public has a chance to engage with the development team

**Phase Two – active engagement**

- **Stakeholder letter** – draft and issue letter to key stakeholders and elected members updating them on the current status of proposals for Buckton Fields, including a summary of the original proposed scheme plus key changes and associated benefits, what next and contact details, also extending an invitation to meet with representatives from the development team to discuss the proposals in more detail
- **Public letter** – draft and issue a letter to those individuals who have previously registered their contact details with Ensign, as well as the owners/tenants of properties immediately adjacent to the Buckton Fields site
- **Mailing** – coordinate and manage mailing of both letter to key stakeholder and members of the public
- **News release** – maintaining a pro-active approach to media relations, draft and issue a news release to the local print, broadcast and web media that enables Ensign/Bloor to set the agenda for any news stories appearing relating to Buckton Fields
- **Stakeholder meetings** – undertake one-to-one/small group meetings with key stakeholders where opportunity arises
- **Monitoring** - respond to any questions/issues raised via the helpline and website by members of the public, as well as press and stakeholder enquiries

**ENDS**

6.2 APPENDIX TWO – General Stakeholder Letter (19 November 2007)



**Ensign Group Limited**

Address 1  
Address 2  
Address 3  
Town  
Postcode

19 November 2007

Dear xxx

Further to our previous correspondence regarding Buckton Fields, I am writing to update you on the process so far regarding:

- The current status of Ensign's planning application for development of the wider Buckton Fields site
- Emerging proposals for a separate planning application for part of the wider Buckton Fields site – Buckton Fields East

**Buckton Fields: Planning Application Update**

Ensign has now submitted an outline planning application to create a mixed-use development at Buckton Fields, Boughton, Northamptonshire. Once Daventry District Council has registered this application it will be available to view at [www.daventrydc.gov.uk/atoz/planning/index.shtml](http://www.daventrydc.gov.uk/atoz/planning/index.shtml)

Before plans were finalised, Ensign delivered a wide-ranging consultation programme and worked hard to engage with a full cross section of key stakeholders and local residents, to help gain insight into local issues and concerns regarding development of the site.

This was a positive programme of consultation, and over 300 members of the public attended the public exhibition. Ensign has subsequently worked hard to robustly address these points and, where possible, constructive comments have been taken on board. These include:

- Reducing the proposed number of homes for the site from 1,500 – 1,250 to help achieve lower housing densities, as well as creating a green buffer zone between Kingsthorpe and the site to ensure that existing homes bordering the site retain their privacy; and
- Acknowledging public concerns about the future of Smith's Farm Shop, Ensign has been engaged in discussions with the proprietors to identify different options that could enable the shop's continued presence at Buckton Fields in the event development goes ahead.

**Buckton Fields East: Planning Application and Consultation Programme**

On 24 September 2007 the Secretary of State wrote to Daventry District Council confirming that the Buckton Fields site will remain allocated for development in the Daventry Local Plan to support the delivery of housing within the Milton Keynes and South Midlands Sub-Region and identified growth area.

To assist with the timely delivery of housing in and around Northampton, Ensign has decided to submit a separate smaller planning application for Buckton Fields East, which broadly corresponds with the area adjacent to Harborough Road North referred to as Phase One in the outline planning application for the full Buckton Fields site.

Building on the previous consultation activity, Ensign will be holding a second public exhibition on **Wednesday 12 December from 2pm to 9pm** at The Obelisk Centre, Obelisk Rise to outline and explain our proposals for the Buckton Fields East scheme. Members of the planning team and key consultants acting on behalf of Ensign will be on hand throughout the course of the exhibition to answer questions and provide an insight into details of the emerging proposals.

To publicise the exhibition in advance we will be distributing a newsletter to residents throughout the Boughton, Church Brampton, Chapel Brampton, Pitsford, White Hills and Kingsthorpe areas. The newsletter will serve to inform them on both the Buckton Fields East pre-application consultation programme and post-submission consultation on the wider Buckton Fields application. In addition, we will be placing advertisements in both the Daventry Express and the Northampton Chronicle and Echo.

The Buckton Fields website [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk) has been updated to reflect the details of the Buckton Fields planning application, and a copy of the Stakeholder Engagement Report has been made available for people to download. New pages have also been included to provide details of the emerging proposals for Buckton Fields East and the supporting pre-application consultation programme.

As soon as copies of the newsletter are available we will forward one onto you. However, if you have any further questions or would like to meet up with us to discuss the final application for Buckton Fields or the emerging proposals for Buckton Fields East please call Beth Motley or Verity Ottesen at Camargue on 01242 577 277.

Yours sincerely

<<insert signature>>

Andrew Wilson  
Director, Ensign Group Ltd

### 6.3 APPENDIX THREE – General Public Letter (23 November 2007)

Address 1  
Address 2  
Address3  
Town  
Postcode

23 November 2007

Dear Resident

I am writing to update you on Ensign Group Ltd's proposals for development at Buckton Fields. This letter addresses two areas:

- The current status of Ensign's planning application for development of the wider Buckton Fields site
- Emerging proposals for a separate planning application for part of the wider Buckton Fields site – Buckton Fields East

Whilst a summary of these issues is detailed below, also enclosed with this letter is a copy of a Buckton Fields Community Newsletter, which will be circulated to the wider Northampton and Daventry community from Monday 26 November 2007.

#### **Buckton Fields: Planning Application Update**

Ensign has now submitted an outline planning application to create a mixed-use development at Buckton Fields, Boughton, Northamptonshire. Once Daventry District Council has registered this application it will be available to view at [www.daventrydc.gov.uk/atoz/planning/index.shtml](http://www.daventrydc.gov.uk/atoz/planning/index.shtml). There will then be a 21-day consultation period during which the Council will accept feedback from members of the public.

Before plans were finalised, Ensign carried out a wide-ranging consultation programme and worked hard to engage with a full cross section of key stakeholders and local residents, to help gain insight into local issues and concerns regarding development of the site.

This was a positive programme of consultation, and over 300 members of the public attended the public exhibition. Ensign has subsequently worked hard to robustly address the points raised and, where possible, constructive comments have been taken on board. These include:

- Reducing the proposed number of homes for the site from 1,500 – 1,250 to help achieve lower housing densities, as well as creating a green buffer zone between Kingsthorpe and the site to ensure that existing homes bordering the site retain their privacy; and
- Acknowledging public concerns about the future of Smith's Farm Shop, Ensign has been engaged in discussions with the proprietors to identify different options that could enable the shop's continued presence at Buckton Fields in the event development goes ahead.

**Buckton Fields East: Planning Application and Consultation Programme**

On 24 September 2007 the Secretary of State wrote to Daventry District Council confirming that the Buckton Fields site will remain allocated for development in the Daventry Local Plan to support the delivery of housing within the Milton Keynes and South Midlands Sub-Region and identified growth area.

To assist with the timely delivery of housing in and around Northampton, Ensign has decided to submit a separate smaller planning application for Buckton Fields East, which broadly corresponds with the area adjacent to Harborough Road North referred to as Phase One in the outline planning application for the full Buckton Fields site.

Building on the previous consultation activity, Ensign will be holding a second public exhibition on **Wednesday 12 December from 2pm to 9pm** at The Obelisk Centre, Obelisk Rise, Northampton, NN2 8UE to outline and explain our proposals for the Buckton Fields East scheme. Members of the planning team and key consultants acting on behalf of Ensign will be on hand throughout the course of the exhibition to answer your questions and provide an insight into details of the emerging proposals.

Details of the Buckton Fields East consultation programme are also provided in the enclosed newsletter. Alternatively the Buckton Fields website [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk) has been updated to provide additional details of the emerging proposals and the supporting pre-application consultation programme. A copy of the Stakeholder Engagement Report relating to the wider Buckton Fields planning application is also now available for people to download.

If you would like to contact us separately please use one methods detailed below:

**Call us on freephone:** 0800 988 9141

**E-mail us:** [contact@bucktonfields.co.uk](mailto:contact@bucktonfields.co.uk)

**Write to us:** Freepost RRKG-AZTG-JCJX, Camargue (Buckton Fields), Eagle Tower, Montpellier Drive, Cheltenham, GL50 1TA

Yours faithfully

<<insert signature>>

Andrew Wilson  
Director, Ensign Group Ltd



6.4 APPENDIX FOUR – Community Newsletter

## Buckton Fields East

### Come and have your say

Public consultation and community engagement play an important role in the planning and development process. Ensign recognises the valuable contribution local people can make in helping to create more integrated and sustainable communities.

Ensign plans to submit a planning application for Buckton Fields East in early 2008 and will be undertaking a pre-application consultation programme during November and December 2007.

Recognising the importance of pre-application consultation, Ensign invites members of the local community and interested parties to attend a public exhibition to find out more about the emerging proposals for the Buckton Fields East scheme. This will give people the opportunity to talk directly with members of the planning team, and test their comments.

**Exhibition date:** 2.00-9.00pm on 12th December 2007

**Exhibition venue:** The Obelisk Centre, Obelisk Rise Northampton NN2 8UE



If you are unable to attend, additional information regarding the proposals will be available at: [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk). Copies of the exhibition boards will be available to download from the website as PDFs from 12 December 2007.

**CONTACT US**  
For all enquiries regarding Buckton Fields and Buckton Fields East contact us on our helpline telephone number on 0800 988 9141 (between 09.00-18.00 weekdays) or email [contact@bucktonfields.co.uk](mailto:contact@bucktonfields.co.uk). Visit our website at [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk)

## Community update

Buckton Fields Newsletter – November 2007

**Contents:**

- 1. Buckton Fields: Planning application update
- 2. Buckton Fields: Shaping the planning application
- 3. Buckton Fields East: Emerging proposals
- 4. Buckton Fields East: Consultation programme

**Indicative Masterplan Key:**

- 1. Buckton Fields East
- 2. Buckton Fields East: Phase One
- 3. Buckton Fields East: Phase Two
- 4. Buckton Fields East: Phase Three
- 5. Buckton Fields East: Phase Four
- 6. Buckton Fields East: Phase Five
- 7. Buckton Fields East: Phase Six
- 8. Buckton Fields East: Phase Seven
- 9. Buckton Fields East: Phase Eight
- 10. Buckton Fields East: Phase Nine
- 11. Buckton Fields East: Phase Ten
- 12. Buckton Fields East: Phase Eleven
- 13. Buckton Fields East: Phase Twelve
- 14. Buckton Fields East: Phase Thirteen
- 15. Buckton Fields East: Phase Fourteen
- 16. Buckton Fields East: Phase Fifteen
- 17. Buckton Fields East: Phase Sixteen
- 18. Buckton Fields East: Phase Seventeen
- 19. Buckton Fields East: Phase Eighteen
- 20. Buckton Fields East: Phase Nineteen
- 21. Buckton Fields East: Phase Twenty

**CONTACT US**  
Once Ensign's online planning application for Buckton Fields is registered by Devon County Council, you must wait until the public of its formal 21-day consultation process. If you would like Ensign to advise you directly when Devon County Council has registered the application contact us on our helpline telephone number on **0800 988 9141** (between 09.00-18.00 weekdays) or email [contact@bucktonfields.co.uk](mailto:contact@bucktonfields.co.uk)

Having undertaken a thorough pre-application public consultation programme on its proposals for Buckton Fields, Ensign Group Ltd (Ensign) has now submitted an outline planning application for the site to Daventry District Council.

Before plans were finalised, Ensign delivered a wide-ranging consultation programme including a public exhibition at Kingsthorpe Community College that was attended by over 300 people. Andrew Wilson, Director of the Ensign Group, comments: "This was a successful public consultation programme. It enabled members of the public to communicate directly with Ensign, voice their concerns and feed back on the emerging proposals for development at Buckton Fields."

"A huge amount of work has been done to clearly identify and understand specific issues including traffic congestion, flood risk and the increased presence of Smith's Farm Shop in the immediate locality. Ensign has subsequently worked hard to address the points raised and, where possible, constructive comments have been taken on board to help shape the final outline planning application for the site."

**NEWS FLASH**  
On 24 September 2007 the Secretary of State wrote to Daventry District Council confirming that the Buckton Fields site will remain allocated for development in Daventry's Local Plan to support the delivery of housing within the Milton Keynes and South Midlands Sub-Region and identified growth area.

In order to assist with the timely delivery of housing in and around Northampton, Ensign has decided to submit a separate planning application for Buckton Fields East - which broadly corresponds with the area adjacent to Harborough Road North referred to as Phase One in the outline planning application for the full Buckton Fields site. For more information, see page 5.

**CONTACT US**  
For all enquiries regarding Buckton Fields and Buckton Fields East contact us on our helpline telephone number on 0800 988 9141 (between 09.00-18.00 weekdays) or email [contact@bucktonfields.co.uk](mailto:contact@bucktonfields.co.uk). Visit our website at [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk)

## Buckton Fields

### Buckton Fields: Shaping the planning application

Due to the size, location and importance of the Buckton Fields development for the strategic growth of Northampton, it was vital that all interested parties were given the chance to view Ensign's proposals and discuss their thoughts with members of the consultant team.

Recognising that development is frequently controversial, Ensign undertook a comprehensive programme of pre-application community engagement on its emerging plans for the development from March to July 2007. This included a series of meetings, a public exhibition, a media outreach programme and the development of a website.

When possible, constructive comments received during the consultation programme have been taken on board to help shape the outline planning application for the site. The masterplan shown here gives more information about the proposals.



## An interview with Andrew Wilson - Director of Ensign Group Ltd



**Andrew Wilson - Director of Ensign Group Ltd**

**Q: How successful was the community engagement programme?**

**A:** The consultation programme played an integral role in creating the right development at Buckton Fields and it enabled us to speak to over 300 Northampton and Daventry residents regarding our development proposals for the site.

**Q: What were the key points raised during the consultation?**

**A:** During the consultation, it became apparent that there were several issues of particular concern to local residents and we have worked hard to address these in our final planning application. For example, our original proposals outlined the delivery of 1,500 houses at Buckton Fields however, as a direct result of concerns raised about the density of the development, we have subsequently reduced this to 1,250. Understandably, local residents were concerned about the future of Smith's Farm Shop, which forms a valuable local resource. As a result, the planning application needs to retain Smith's Farm Shop in its current location.

**Q: Where can I find out more about the consultation programme?**

**A:** Following the consultation programme, we prepared a Statement of Community Engagement setting out how, when and where the community was involved in the preparation of Ensign's planning application for Buckton Fields. It also demonstrates how the consultation has helped to shape the planning application. This report was submitted as part of the planning application for Buckton Fields, and a copy of the final document is available from the Buckton Fields website.

**Q: What is the next stage of the planning process?**


**A:** Once the application has been registered it will be available for the public to view on the Daventry District Council website. The report will then go through a formal consultation process over a 21-day period, during which members of the public will be able to feed back their comments on the plans. The council's planning committee will take all relevant feedback into account when making its decision.

**Ensign Group Limited**  
Visit the website at: [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk)

## Buckton Fields East

On 24 September 2007 the Secretary of State wrote to Daventry District Council confirming that the Buckton Fields site will remain allocated for development in Daventry's Local Plan to support the delivery of housing within the Milton Keynes and South Midlands Sub-Region and identified growth area.

### Buckton Fields East: View North



**Development Overview**  
At Buckton Fields East, Ensign is seeking to create a partly residential development of approximately 500 houses. The scheme will offer a mix of high quality houses ranging from two to five bedrooms, open public spaces and children's play areas.

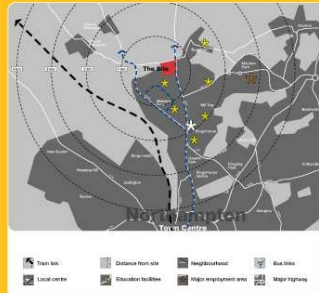
Approximately 16.4 hectares in total, Buckton Fields East lies on the eastern edge of the wider Buckton Fields site, bordered by Harborough Road North to the east and Broughton Lane to the north.

**Creating a community with character**  
The Buckton Fields East development would create a vibrant community by incorporating a mix of housing styles in neighbourhood areas with distinct characteristics. Careful landscaping and tree planting will seek to soften the appearance of the development and provide the local scenery with local points of interest.

Houses facing Harborough Road North will be sensitively developed to create continuity with the existing property along the road. A mix of two storey detached and semi-detached houses with three to five bedrooms would be set back from Harborough Road North behind a screen of mature planted trees.

Moving deeper into the development, a wider variety of development styles will be adopted to create an interesting and varied street scene. Mixing two-storey, smaller terraces, town style houses and apartments ranging from two and a half to three storeys, Buckton Fields East will provide the range of accommodation needed to create a sustainable and vibrant community.

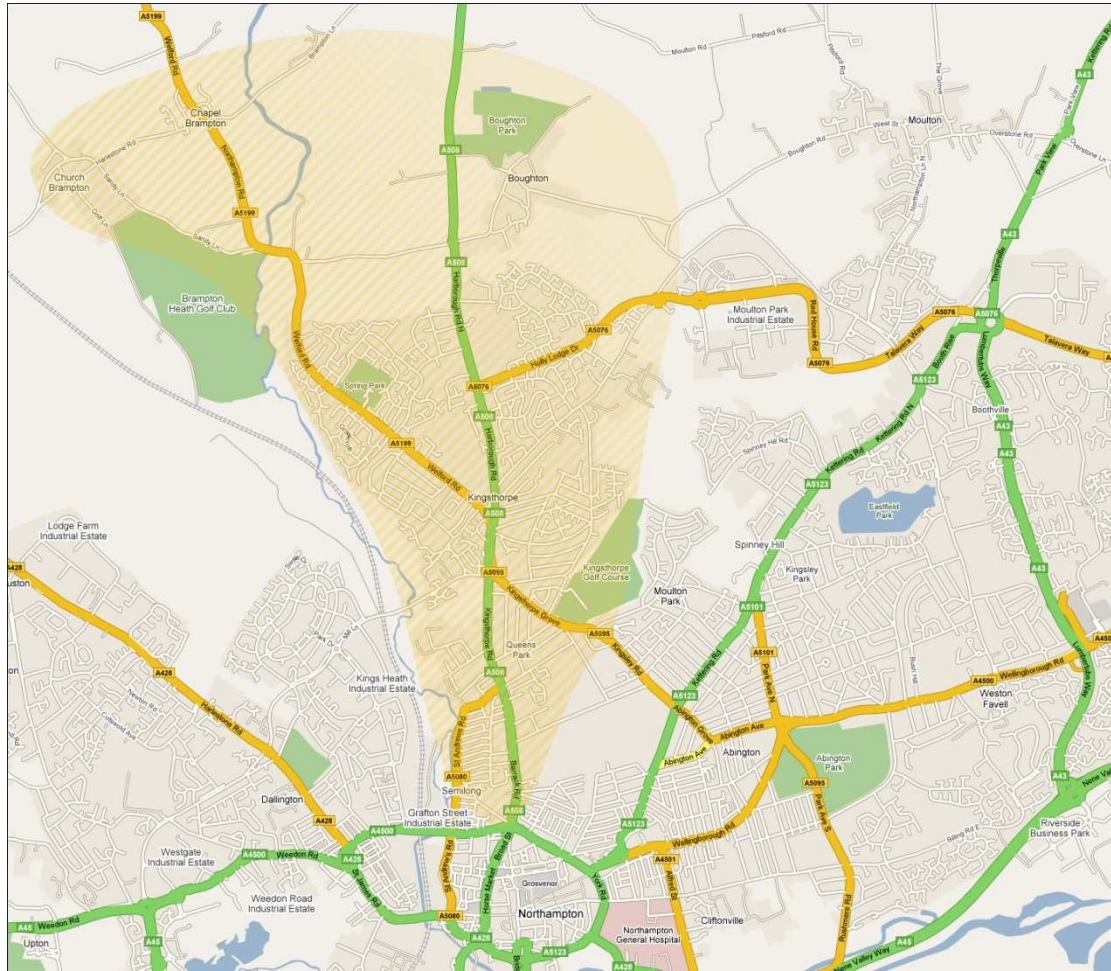
### Regional Location Map



**Visit the website at:** [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk)

**Ensign Group Limited**  
Visit the website at: [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk)

## 6.5 APPENDIX FIVE – Newsletter Distribution Map



Highlighted area shows distribution.

**6.6 APPENDIX SIX - Distribution Company Witness Delivery Report**

**CERTIFIED DISTRIBUTION**

Customer CAMARGUE  
Distribution Dates NOV 07  
Team Leader R.FELL

Street / Road Name	Street/Road Name
JENNER CL	OSLER CL
PASTEUOR CL	GORSE CL
ACRE LANE	ARCHERS LANE
PLOUGH LANE	STUBBLE LANE
THE PASTURES	ROOKERY LANE
CLOVER LANE	PLOUGHMANS WLAK
CORNFIELD CL	HEDGE ROW
TURN FURLONG	PHEASANTS WAY
MAYSTOCK WALK	KINGSMEAD
GREENHILLS CL	CENTRAL AV
SANDHILL RD	ASH GROVE
FALLOW WALK	SHERWOOD AV
HARROW WAY	COPSE CL
HARVEST WAY	MEADOW VIEW
THE AVENUE	HOWARD LANE
SPINNEY CL	DEVONSHIRE CL
HUMFREY LANE	CROKDALE CL
WENSLEYDALE	CLOVERDALE
ARNDALE	FLYINDALE
GARSDALES	WESTERDALE
MARTINDALE	KENSTONE CL
DELTA WAY	LARWOOD CL
RINGWOOD CL	TONEWOLD CL
BADGERS WALK	LYNTON AV
LINK RD	CHARLTON CL

The streets listed above are a sample of the streets where the literature was delivered and are streets where our team leader has certified the distribution of the literature. This is NOT a list of ALL the streets to which the literature was delivered.

## ACTIVITY EVALUATION REPORT

**Client:** Drena Cox / Beth Motley @ Camargue PR  
**Brand:** Camargue PR  
**Activity Title:** Solus Door to Door Distribution Campaign  
**Campaign Dates:** Tuesday 27<sup>th</sup> November  
**Location:** Northampton



### Description of the activity:

#### Community Locations and Businesses – Solus Door to Door Leaflet Delivery

- Newsletter distribution staff executed solus (individual) door to door delivery of newsletters to community locations and businesses in the NN2 area of Northampton, raising awareness of a new building development in Northampton.

#### *Did the activity answer the brief?*

### LOCATION

- The team covered 80% of the NN2 postal sector before running out of print. The areas covered can be seen in the coverage list section in the latter part of this report.

### CUSTOMER FEEDBACK

- The staff interacted with the shop owners / business workers; the reaction from them was positive taking interest in the newsletter information.

### VOLUMES

- The quantity of print supplied was good enabling the team to ensure all print was used in the allocated time frame.

### Problems Encountered

- There were no problems encountered during the execution of this campaign.

### Recommendations

It would be beneficial to try the following

- Target other demographics through hand to hand distribution of print material, such as:
  - Professionals during lunch time on busy offices area walkways and/or outside upmarket bars/restaurants during the early evening.
- Schedule further activity to continue to build brand awareness within the local area.
- Provide the team with branded uniforms to increase the visual impact of the campaign. This is particularly important if any hand to hand activity is included in future campaigns.

- Roll out this activity to other large towns and cities across the UK.

### Coverage List

<b>Kingsthorpe Grove</b> - Gillian Goode Hairdresser, Chequers Hairdresser, The Romany Pub, fms-ltd.com (car dealer), Kingsthorpe Golf Club,
<b>Cecil Road</b> - Groomers Shop & Nisa Local Shop
<b>Balmoral Road</b> - Gary Wilson Ltd, Northampton Sailboats
<b>Aukland Close</b> - Medical Centre, Chemist
<b>Greenview Drive</b> - Lloyds Pharmacy, Greens View Surgery, Amisha Newsagent
<b>St. Matthews Parade</b> - Jeep - Car Dealer
<b>Reynard Way</b> - Obelish Stores, Northampton University - Reception & Library,
<b>Lockwood Close</b> - Krates Shop
<b>Kings Park Road</b> - Gilt Edges Diaries, Hendersons, Hendersons, Topmark Cleaning, ISAMS. Fibre Systems, Trident, Red World Designs, Armstrong Optics, MK Medicals, PC Clinic, CD Consulting Limited
<b>Duncan Close</b> - Crawford, PSG, Oakleaf, Ham Precisions, Jubilee House, Encon EMLC, Custard Creative, TAP, Society of Homeopaths, Budworth Hardcastle, Clifford Roberts, Fox & Hound Pub
<b>Welford Road Area</b> - Your Move Estate Agents, Horts Estate Agents, Connells Estate Agents, The Frog & Fiddlers Pub, Kingsthorpe Library, O'Riordon Bond Estate Agents

6.7 APPENDIX SEVEN – Stakeholder Letter (20 December 2007)



<<Name>>  
<<Address1>>  
<<Address2>>  
<<Address3>>  
<<Postcode>>

20 December 2008

Dear <<Name>>

I am writing to you in your capacity as <<XXXX>> to let you know that Ensign Group Ltd has submitted an outline planning application to create a mixed-use development at Buckton Fields, Boughton, Northamptonshire.

This application has now been registered by Daventry District Council as DA/2007/1400 and is available to view at [www.daventrydc.gov.uk/atoz/planning/index.shtml](http://www.daventrydc.gov.uk/atoz/planning/index.shtml)

As you will be aware from our previous communications, the final planning application submitted by Ensign was shaped after undertaking a wide-ranging public consultation programme. Working hard to engage with a full cross section of key stakeholders and local residents, this programme enabled us to gain insight into a wide range of local issues and concerns.

Ensign has subsequently worked hard to robustly address these points and, where possible, constructive comments have been taken on board. This includes reducing the total number and type of houses proposed for the site from 1,500 to 1,250 in the final application. Helping to achieve lower housing densities this will also help us to create a green buffer zone between Kingsthorpe and the site to ensure that existing homes bordering the site retain their privacy. New homes at Buckton Fields will be built to a standard two-storey height – but designed with habitable roof spaces to provide occupants with living space spread over three floors.

Over the course of the exhibition, many people were also concerned about the future of Smith's Farm Shop. Ensign does recognise the important role Smiths Farm Shop plays in the local community, and began engaging with the proprietors before the exhibition to identify different options that could enable the shop's continued presence at Buckton Fields. In the event that outline planning permission is granted we will work together with the Smith's to identify a solution that can be incorporated in a future detailed planning application for the site.

The pre-application consultation process for Buckton Fields has served to fulfil four primary objectives:

- To provide the local community and stakeholders with clear and up-to-date information on the emerging proposals in advance of submitting an outline application;
- To engage with the local community and provide residents living near site with an opportunity to feedback on the plans prior to the submission of a planning application;
- To seek views on the infrastructure required to ensure the sustainability of Buckton Fields; and
- For the consultant team to take on board, as far as is reasonable, feedback from the local community and organisations in the evolving plans for the proposed development

This was a positive programme of consultation. Over 300 members of the public and interested parties attended the exhibition, and provided Ensign with feedback that has been considered in the creation of its final application. Should this outline application be successful, the consultation will also play a role in helping inform subsequent detailed applications for the site.

Now that Daventry District Council has registered the final planning application for Buckton Fields, Ensign is writing directly to those members of the public who requested we contact them directly to advise them of this development. Ensign is also writing to elected members from Northampton Borough and County Council, the West Northamptonshire Development Corporation, representatives from the local parish councils as well as the regional press.

The Buckton Fields website [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk) has been updated to reflect the details of the outline planning application for Buckton Fields. A Stakeholder Engagement Report providing more detailed information about the consultation process is also available to download from this site.

If you have any further questions or would like to meet up with us to discuss the final application, any issues raised or indeed the consultation findings please call Beth Motley or Tim Read at Camargue on 01242 577 277.

Yours sincerely

<<insert signature>>

Andrew Wilson  
Director, Ensign Group Ltd

6.8 APPENDIX EIGHT – Targeted Public Letter (20 December 2007)



**Ensign Group Limited**

<<Name>>  
<<Address 1>>  
<<Address 2>>  
<<Address3>>  
<<Town>>  
<<Postcode>>

20 December 07

Dear <<name>>

I am writing to let you know that Ensign Group Ltd has submitted an outline planning application to create a mixed use development at Buckton Fields, Boughton, Northamptonshire.

This application has now been registered by Daventry District Council as DA/2007/1400 and is available to view at [www.daventrydc.gov.uk/atoz/planning/index.shtml](http://www.daventrydc.gov.uk/atoz/planning/index.shtml)

We recognise that developments can often be controversial, and engaging in a public consultation programme has helped Ensign to shape the final outline planning application for Buckton Fields. Working hard to engage with a full cross section of key stakeholders and local residents, this programme enabled us to gain insight into a wide range of local issues and concerns.

Ensign has subsequently worked hard to robustly address these points and, where possible, constructive comments have been taken on board.

The total number and type of houses proposed for the site was an issue that was frequently raised. Reducing the proposed number of homes for the site from 1,500 – 1,250 in the final application will not only help us achieve lower housing densities, it will also help us to create a green buffer zone between Kingsthorpe and the site to ensure that existing homes bordering the site retain their privacy. New homes at Buckton Fields will be built to a standard two-storey height – but designed with habitable roof spaces to provide occupants with living space spread over three floors.

Over the course of the exhibition, many people were concerned about the future of Smith's Farm Shop in the event that development goes ahead at Buckton Fields. Ensign does recognise the important role Smiths Farm Shop plays in the local community, and began engaging with the proprietors before the exhibition to identify different options that could enable the shop's continued presence at Buckton Fields. In the event that outline planning permission is granted we will work together with the Smith's to identify a solution that can be incorporated in a future detailed planning application for the site.



The pre-application consultation process for Buckton Fields has served to fulfil four primary objectives:

- To provide the local community and stakeholders with clear and up-to-date information on the emerging proposals in advance of submitting an outline application;
- To engage with the local community and provide residents living near site with an opportunity to feedback on the plans prior to the submission of a planning application;
- To seek views on the infrastructure required to ensure the sustainability of Buckton Fields; and
- For the consultant team to take on board, as far as is reasonable, feedback from the local community and organisations in the evolving plans for the proposed development

This was a positive programme of consultation. Over 300 members of the public and interested parties attended the exhibition, and provided Ensign with feedback that has been considered in the creation of its final application. Should this outline application be successful, the consultation will also play a role in helping inform subsequent detailed applications for the site.

The Buckton Fields website [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk) has been updated to reflect the details of the outline planning application for Buckton Fields. A Stakeholder Engagement Report providing more detailed information about the consultation process is also available to download from this site.

If you have any further questions or require any additional information please do contact us using any one of the methods detailed below:

**Call us on freephone:** 0800 988 9141

**E-mail us:** [contact@bucktonfields.co.uk](mailto:contact@bucktonfields.co.uk)

**Write to us:** Freepost RRRG-AZTG-JCJX, Camargue (Buckton Fields), Eagle Tower, Montpellier Drive, Cheltenham, GL50 1TA

Yours sincerely

<<insert signature>>

Andrew Wilson  
Director, Ensign Group Ltd

6.9 APPENDIX NINE – Press Release and Media Outlets (20 Dec 2007)



## Ensign Group Limited

### PRESS RELEASE

Issue date: 20 December 2007

Issue number: 16651- -BF-PR

#### **Buckton Fields planning application registered with Daventry**

***Thursday 20 December:*** Daventry District Council has registered the outline planning application to create a mixed use development at Buckton Fields, Northamptonshire, submitted by the Ensign Group Limited.

Before plans were finalised, Ensign delivered a wide-ranging consultation programme including a public exhibition at Kingsthorpe Community College that was attended by over 300 people.

**Andrew Wilson, Director of the Ensign Group**, comments: “This was a successful public consultation programme. It enabled members of the public to communicate directly with Ensign, voice their concerns and feedback on the emerging proposals for development at Buckton Fields.”

Wilson continues: “A huge amount of work has been done to clearly identify and understand specific issues including traffic congestion, flood risk and the retained presence of Smith’s Farm Shop in the immediate locality. Ensign has subsequently worked hard to address the points raised and, where possible, constructive comments have been taken on board to help shape the final outline planning application for the site.”

Significant changes that public feedback did contribute to in the final application includes a reduction from 1,500 to 1,250 houses in total proposed for the site. If development goes ahead this will help achieve lower housing densities at Buckton Fields, and enable the creation of a green buffer zone between Kingsthorpe and the new development to ensure existing residents bordering the site retain their privacy. Furthermore, the homes proposed by Ensign for the site will be built to a standard two-storey height – but designed with habitable roof spaces to provide occupants with living space over three floors.

Wilson adds: "With respect to the continuing presence of Smith's Farm Shop, Ensign recognises the important role it plays in the local community, and had already engaged in a dialogue with the proprietors prior to the exhibition. In the event that outline planning permission is granted Ensign will work together with the Smith's to identify a solution that means the shop can be incorporated in a future detailed planning application for the site."

A detailed summary of all stakeholder involvement and the public consultation programme (including responses) is available for members of the public to view at the Buckton Fields website [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk).

The outline planning application registration number is **DA/2007/1400** and is available to view in full at [www.daventrydc.gov.uk/atoz/planning/index.shtml](http://www.daventrydc.gov.uk/atoz/planning/index.shtml)

For enquiries regarding the planning application for Buckton Fields please contact Ensign on:

**Freephone:** 0800 988 9141

**Address:** Freepost RRGK-AZTG-JCJX, Camargue (Buckton Fields), Eagle Tower, Montpellier Drive, Cheltenham, GL50 1TA

**E-mail:** [contact@bucktonfields.co.uk](mailto:contact@bucktonfields.co.uk)

**- ENDS -**

**FOR ALL MEDIA ENQUIRIES, PLEASE CONTACT**

Beth Motley or Verity Ottesen at Camargue PR, on behalf of Ensign Group Ltd.

**T: 01242 577277 F: 01242 527277**

**E:** [bmotley@camarguepr.com](mailto:bmotley@camarguepr.com) / [vottesen@camarguepr.com](mailto:vottesen@camarguepr.com)

**Notes to Editors:**

**1. Buckton Fields - Consultation toolkit**

The following tools were created/utilised by Ensign to assist in consulting with the community on its proposal for Buckton Fields. They represent a considered response to Daventry District Council's Statement of Community Involvement (December 2006):

- o Scheme website – [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk)
- o Scheme leaflet – distributed to 12,500 homes in the area
- o E-mail feedback address and hotline phone number (used in all scheme materials)
- o Exhibition panels for use at a public exhibition
- o Stakeholder matrix to identify who should be addressed and in what way/s
- o Letters to stakeholders
- o Media pack – to communicate the consultation process through the key local media
- o Adverts in key local journals highlighting the times of the exhibition

**2. Summary of Public Consultation Methodology:**

- Discussion and confirmation of consultation methodology with Richard Wood
- Writing to key Daventry District Councillors and key stakeholders from Daventry District Council, Northampton Borough Council, Area Partnership 3, WNDK, Tim Boswell MP, Phil Hollobone MP and Sally Keeble MP, Northamptonshire County Councillors, Boughton Parish Council, Chapel & Church Brampton Parish Councils and other key stakeholders
- Presentation of public engagement programme at Area Partnership 3 meeting
- Creation and distributing 12,500 leaflets
- Launching website
- One-to-one meetings with key stakeholders
- Contacting editors at Daventry Express and Northampton Chronicle and Echo
- Press release to all regional print and broadcast media
- Advert and press release regarding the Public Exhibition published in the local media
- Closed exhibition session for elected members

- Meeting with Adrian Smith (Smith's Farm Shop) and Fred Tomlinson (Boughton Quarry – in-vessel composting facility)
  - Public Exhibition plus preview event for councillors and other stakeholders
  - Ongoing programme to keep interested parties informed of planning application
3. **Ensign Group Ltd** is a subsidiary of Martin Grant Homes - a privately owned company, founded in 1978 with a reputation for constructing high quality homes and apartments throughout the Home Counties. The company has expanded its operations throughout the south of England, building a reputation as a major force in both strategic land acquisition and new home development.

Maintaining their original philosophy each Ensign property is meticulously planned and professionally built to the highest possible standard. Attention to detail and strict supervision combine to produce individually designed homes that complement the existing environment and surroundings. [www.martingranthomes.co.uk](http://www.martingranthomes.co.uk)

**Media outlets release issued to include:**

- BBC Radio Northampton
- Northampton Chronicle & Echo
- Daventry Express
- Evening Telegraph (Northants)
- Northampton Mercury
- Mercury & Citizen
- Northants Herald & Post Series
- Gold Northamptonshire 1557
- MK News

## 6.10 APPENDIX TEN – Consultation Activity (Post Submission 2007)

### PLANNING MILESTONE: Submission of Outline Planning Application

Having submitted the outline planning application to Buckton Fields to Daventry District Council Ensign sought to communicate the following information:

- Provide an overview of the consultation process
- Highlight key revisions made to the application as a result of local intelligence gathered through consultation
- Confirm Statement of Community Engagement was available to view at [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk).

#### ➤ **Stakeholder Letter Mailing (19 November 2007)**

Letter was sent to local MPs (Tim Boswell, Sally Keeble and Philip Hollobone) as well as Chris Heaton-Harris MEP (East Midlands), members for Daventry District Council and Northampton Borough Council, West Northamptonshire Development Corporation committee members, the chair for Church with Chapel Brampton, Brixworth, Boughton, Moulton and Pitsford Parish Councils respectively plus representatives from Area Partnership 3. A copy of the second community newsletter was also included in this letter (see below).

A copy of this letter is included at *APPENDIX THREE – General Stakeholder Letter (19 November 2007)*.

#### ➤ **Targeted Public Letter Mailing (23 November 2007)**

Letter was issued to all members of the public registering their contact details with Ensign confirming submission of the outline planning application to Daventry District Council and availability of the Statement of Community Engagement to view at [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk). The second community newsletter was included in this letter.

A copy of the letter is included at *APPENDIX FOUR – General Public Letter (23 November 2007)*.

#### ➤ **Community Newsletter – Second Edition (November 2007)**

The newsletter was distributed by hand to approximately 10,000 properties in Boughton, Church Brampton, Chapel Brampton, White Hills and Kingsthorpe, as well as being direct mailed to 4,000 addresses immediately adjacent to the site along with covering note. An additional 1,500 newsletters were also delivered to key local community venues and businesses within the NN2 postcode district of Northampton.

Copies of the following materials are included in the Appendix as follows:

- *APPENDIX FIVE – Community Newsletter*
- *APPENDIX SIX – Newsletter Distribution Map*
- *APPENDIX SEVEN - Distribution Company Witness Delivery Report*

#### ➤ **Scheme Website Update**

The Buckton Fields website - [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk) - was updated to confirm the submission of the outline planning application to Daventry District Council. The site also made available a PDF download of the community newsletter issued in November 2007.

### 2.2.2 PLANNING MILESTONE: Registration of Outline Planning Application

Once the outline planning application for Buckton Fields was registered by Daventry Council in December 2007 Ensign sought to communicate the following information:

- Confirm application registration and its registration number (DA/2007/1400) plus link to [www.daventrydc.gov.uk/atoz/planning/index.shtml](http://www.daventrydc.gov.uk/atoz/planning/index.shtml)
- How feedback had been taken on board to shape the final application
- The objectives of the pre-application consultation programme
- Summary of exhibition attendance
- Availability of Statement of Community Engagement on [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk)

The following communications outputs were delivered to communicate these messages:

➤ **Targeted Stakeholder Letter Mailing (20 December 2007)**

Letter was sent to local MPs (Tim Boswell, Sally Keeble and Philip Hollobone) as well as Chris Heaton-Harris MEP (East Midlands), members for Daventry District Council and Northampton Borough Council, West Northamptonshire Development Corporation committee members, the chair for Church with Chapel Brampton, Brixworth, Boughton, Moulton and Pitsford Parish Councils respectively plus representatives from Area Partnership 3.

A copy of this letter is included at *APPENDIX EIGHT – Stakeholder Letter (20 December 2007)*.

➤ **Targeted Resident Letter Mailing (20 December 2007)**

Letter was only sent to members of the public who had registered their contacts with Ensign. A copy of letter is included at *APPENDIX NINE – Targeted Public Letter (20 December 2007)*.

➤ **Pro-active media relations (20 December 2007)**

Journalists from the Northampton Chronicle and Echo, BBC Radio Northampton and the Daventry Express were contacted directly by phone to advise them that the outline planning application for Buckton Fields had been registered by Daventry District Council, with a press release confirming the same being then blanket issued to wider regional print and broadcast media.

A copy of the press release is included at *APPENDIX TEN – Press Release and Media Outlets (20 December 2007)*.

➤ **Scheme Website Update**

The Buckton Fields website - [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk) - was updated to confirm Daventry District Council's registration of the Buckton Fields outline planning application. A PDF of the press release issued to media on 20 December was also uploaded on to the site.

### **2.2.3 Ongoing engagement**

All enquiries made via the dedicated Buckton Fields telephone hotline, email and freepost address receive an acknowledgement of receipt. Where specific questions were asked, detailed responses were drafted by the relevant members of the consultant team and issued. In one instance a meeting was set up with a local resident to discuss her concerns and issues relating to the location of the Park and Ride.

Additionally, in February 2008, members of Ensign's consultant team met with two representatives from the Whitehills and Spring Park Residents Association (WASPRA) to discuss in detail the group's specific areas of concern regarding any development on the Buckton Fields site. These included flood risk and the impact the proposed development could have on traffic congestion and local services.

6.11 APPENDIX 11 – Letter to Stakeholders (Oct 2010)



## Ensign Group Limited

<<Address 1>>

<<Address 2>>

<<Address3>>

<<Town>>

<<Postcode>>

15 October 2010

Dear <<name>>

### **Buckton Fields Planning Application – Update**

In October 2007 Ensign Group Ltd submitted an outline planning application to create a mixed-use development at Buckton Fields, Boughton, Northampton, to Daventry District Council.

Recognising that development can often be controversial, prior to submission of this planning application Ensign undertook to deliver a wide-ranging public consultation programme in order to engage with a full cross section of key stakeholders and local residents. Working hard to robustly address issues and concerns raised through consultation, where possible we sought to take on board constructive comments to help shape the final outline planning application for the scheme.

Following submission of the planning application for Buckton Fields, Ensign has been engaged in ongoing consultation with Daventry District Council, as well as other consultees. In consideration of issues raised through these discussions, as well as those comments registered during previous public consultation activity, we have reviewed the original proposals and have now formally submitted revisions to the original outline planning application.

I am therefore taking this opportunity to write to you to confirm details of the revisions to the original outline planning application that Ensign has now submitted to Daventry District Council, as well as our ongoing commitment to keep members of the local community updated on the status of the proposal.

### **Revisions to planning application**

Directly acknowledging issues raised over the course of public consultation about the number of homes proposed for the Buckton Fields scheme, one of the key revisions Ensign has made to proposals was to further reduce the total number of homes from 1,250 to 1,050. As well as reducing the density of houses on the site, this revision will see increased focus on provision of family homes and a reduction in the number of flat schemes originally included.

In addition, revisions to the scheme also address issues raised about the location of the proposed park and ride, and see it relocated to an area in the north west corner of the site - away from homes immediately bordering the southern edge to further afford residents a greater degree of privacy.

Additional revisions also include:

- Highways improvements to Kingsthorpe to reduce congestion
- Provision of two new bus services plus a pedestrian cycleway across the site to reduce the need for journeys by car
- Increase in the amount of land being set aside for both the primary school and public open spaces
- Inclusion of a residential care home catering for up to 70 people

The amends to the existing outline planning application (DA/2007/1400) are available to view in full at <http://www.daventrydc.gov.uk/environment-and-planning/planning/planning-application-search/>. The Council is now undertaking a formal consultation process on the revised application - interested parties are invited to feed back their comments on the proposal directly to: Daventry District Council, Lodge Road, Daventry, NN11 4FP.

### **Ongoing communication**

As part of our commitment to open dialogue and communication, I can confirm that Ensign will be writing to residents living in the immediate vicinity of the Buckton Fields site, as well as those members of the public who previously registered their contact details with us, to advise them of the revisions to the original planning application and confirm the Council's formal consultation process. The existing website [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk) will also be updated to reflect these changes.

In the meantime, we would value your views on the revised proposals for Buckton Fields. If you have any questions or would like to meet up with us to discuss the revisions to the existing application, or any issues relating to our proposals for Buckton Fields, please call Beth Motley at Camargue on 01242 577 277.

Yours sincerely

<<insert signature>>

Andrew Wilson  
Director, Ensign Group Ltd



6.12 APPENDIX 12 – General Public Letter (15 October 2010)



The Occupier  
<<Address 1>>  
<<Address 2>>  
<<Address3>>  
<<Town>>  
<<Postcode>>

15 October 2010

Dear Resident

**Buckton Fields Planning Application – Update**

In October 2007 Ensign Group Ltd submitted an outline planning application to create a mixed-use development at Buckton Fields, Boughton, Northampton, to Daventry District Council.

Recognising that development can often be controversial, prior to submission of this planning application Ensign undertook to deliver a wide-ranging public consultation programme that enabled us to engage with local residents and members of the public. Where possible constructive comments received during the consultation process were taken on board to help shape the planning application for the scheme.

After the proposal for Buckton Fields was submitted to Daventry District Council Ensign continued to engage in ongoing discussion with the council, as well as other consultees. Having taken the time to consider issues raised through these discussions, along with comments registered during the public consultation process, Ensign has reviewed the original outline planning application for Buckton Fields and made a number of amendments.

As part of our on-going commitment to keep members of the local community updated on the status of the planning application I am taking this opportunity to write to you and confirm details of revisions to the original application that Ensign has now formally submitted to Daventry District Council.

Directly acknowledging issues raised about the number of homes proposed for the site, one of the main changes made to the application has been to further reduce the total number of homes proposed for the development from 1,250 to 1,050. As well as reducing the density of houses on the site, this revision will enable Ensign to focus on building more family orientated homes and reduce the number of flats being built.

In addition, revisions to the scheme also address issues raised about the location of the proposed park and ride, and see it relocated to an area in the north west corner of the site -

away from homes immediately bordering the southern edge to further afford residents a greater degree of privacy.

Additional revisions also include:

- Relocation of the park and ride to the north west corner of the site
- Highway improvements to Kingsthorpe to reduce congestion
- Provision of two new bus services plus a pedestrian cycleway across the site to reduce the need for journeys by car
- Increase in the amount of land being set aside for a primary school and public open spaces
- Inclusion of a residential care home catering for up to 70 people - creating additional employment opportunities in the local area

The amends to the existing outline planning application (DA/2008/0500) are available to view in full at <http://www.daventrydc.gov.uk/environment-and-planning/planning/planning-application-search/>. The Council is undertaking a formal consultation process on the revised application, whereby interested parties are invited to feed back their comments on the proposal directly to: Daventry District Council, Lodge Road, Daventry, NN11 4FP.

The Buckton Fields website [www.bucktonfields.co.uk](http://www.bucktonfields.co.uk) will be updated to reflect the revised planning application. However, in the meantime if you have any further questions or require any additional information please do contact Ensign using any one of the methods detailed below:

**Call us on freephone:** 0800 988 9141

**E-mail us:** [contact@bucktonfields.co.uk](mailto:contact@bucktonfields.co.uk)

**Write to us:** Freepost RRKG-AZTG-JLJX, Camargue (Buckton Fields), Eagle Tower, Montpellier Drive, Cheltenham, GL50 1TA

Yours sincerely

<<insert signature>>

Andrew Wilson  
Director, Ensign Group Ltd

**6.13 APPENDIX 13 – General Public Letter (19 October 2010)**

The Occupier  
<<Address 1>>  
<<Address 2>>  
<<Address3>>  
<<Town>>  
<<Postcode>>

19 October 2010

Dear Resident

**Buckton Fields Planning Application – Update**

In a letter dated 15 October 2010 I wrote to advise you that Ensign Group Ltd had reviewed its original outline planning application for Buckton Fields and made a number of amendments, which had subsequently been registered by Daventry District Council.

Unfortunately, this letter gave the incorrect registration number, and I am writing to confirm that the correct registration number to be stated in all communication to Daventry District Council about the amended outline planning application for Buckton Fields is: **DA/2007/1400**.

The amendments to the existing outline planning application (**DA/2007/1400**) are available to view in full at <http://www.daventrydc.gov.uk/environment-and-planning/planning/planning-application-search/> . Any comments on the application should be sent directly to: Daventry District Council, Lodge Road, Daventry, NN11 4FP, or by email to [plancare@daventrydc.gov.uk](mailto:plancare@daventrydc.gov.uk)

I apologise for any inconvenience this may have caused. I can confirm that Daventry District Council is aware of the situation. In the meantime, if you have any questions or require any additional information about Ensign's proposals for Buckton Fields please contact us using any one of the methods detailed below:

**Call us on freephone:** 0800 988 9141

**E-mail us:** [contact@bucktonfields.co.uk](mailto:contact@bucktonfields.co.uk)

**Write to us:** Freepost RRRG-AZTG-JLJX, Camargue (Buckton Fields), Eagle Tower, Montpellier Drive, Cheltenham, GL50 1TA

Yours sincerely

<<insert signature>>

Andrew Wilson  
Director, Ensign Group Ltd



**Ensign Group Limited**

## **PRESS RELEASE**

Issue date: 18 October 2010

### **Ensign submits revisions to Buckton Fields planning application**

**Ensign Group Ltd has formally submitted revisions to its outline planning application to create a mixed-use development at Buckton Fields, Boughton, Northampton. This includes a reduction in the total number of houses proposed for the scheme from 1,250 to 1,050.**

Ensign's revisions to the original planning application for Buckton Fields come following on-going discussion with Daventry District Council, and other statutory consultees, after proposals were submitted to the council in October 2007.

**Andrew Wilson, Director of the Ensign Group**, comments: 'Consultation and community engagement have become increasingly important in the planning and development process. These latest revisions to the outline planning application for Buckton Fields evidence the huge amount of work Ensign has done to clearly identify and understand specific issues including housing density, traffic congestion and provision of community facilities.'

As well as reducing the density of houses on the site, further revisions to the original proposal also include:

- Relocation of the 500 space park and ride facility
- Contribution to highway improvements in Kingsthorpe to reduce traffic congestion
- Provision of two new bus services
- Introduction of an onsite pedestrian cycleway to reduce the need for car journeys
- Increase in the amount of land being set aside for both the primary school and public open spaces
- Inclusion of a residential care home accommodating up to 70 beds

Wilson continues: 'The reduction in the number of dwellings proposed on the site is central to the revised proposals, and reflects both the comments received from local people in earlier consultations as well as Ensign's intention to create a scheme predominantly centred on family houses - significantly reducing the number of apartments originally proposed. It also more closely reflects the density of surrounding housing, and will contribute to homes bordering the site being able to retain their privacy.'

In addition, relocation of the proposed park and ride to the north west corner of the site away from homes immediately bordering the southern edge will further contribute to the creation of a green buffer zone between Kingsthorpe and the new development and afford existing residents a greater degree of privacy.'

Daventry District Council is now formally consulting on the amends to the existing outline planning application (DA/2007/1400), which is available to view at: <http://www.daventrydc.gov.uk/environment-and-planning/planning/planning-application-search/>.

Members of the public are invited to feed back their comments on the revised application to Daventry District Council directly so they can be taken into consideration by the Planning Committee when making its decision.

**For all enquiries regarding the Buckton Fields planning application please contact Ensign using one of the following methods:**

Telephone: **0800 988 9141**

**E-mail:** [contact@bucktonfields.co.uk](mailto:contact@bucktonfields.co.uk)

**Post:** Freepost RRRG-AZTG-JLJX, Camargue (Buckton Fields), Eagle Tower, Montpellier Drive, Cheltenham, GL50 1TA

**– ENDS –**

**For all media enquiries, please contact**

Beth Motley or Bethan Rees at Camargue PR, on behalf of Ensign Group Ltd.

**T: 01242 577277 F: 01242 527277**

**E:** [bmotley@camarquepr.com](mailto:bmotley@camarquepr.com) / [brees@camarquepr.com](mailto:brees@camarquepr.com)

**Notes to Editors:**

1. **Buckton Fields** is situated on the northern side of Northampton, within the District of Daventry, approximately 4.5km from the town centre. The indicative development proposals now comprise a mixed-use development of approximately 1,050 houses, approximately 1.6 hectares of employment use, a residential care home accommodating up to 70 beds, local facilities including a primary school, a park and ride facility of 500 spaces, public open space and associated community infrastructure.
2. **Ensign Group Ltd** is a subsidiary of Martin Grant Homes - a privately owned company, founded in 1978 with a reputation for constructing high quality homes and apartments throughout the Home Counties. The company has expanded its operations throughout the south of England, building a reputation as a major force in both strategic land acquisition and new home development.

Maintaining their original philosophy each Ensign property is meticulously planned and professionally built to the highest possible standard. Attention to detail and strict supervision combine to produce individually designed homes that complement the existing environment and surroundings. [www.martingranthomes.co.uk](http://www.martingranthomes.co.uk)

6.15 APPENDIX 15 – Media Coverage (October – November 2010)

Divisions persist on application to build new homes near town

# Concern as 1,000 houses planned

**CONTENTIOUS plans to build more than 1,000 homes on greenfield land outside Northampton have been resurrected.**

In 2007, residents fought off proposals to put off the Buckton Fields housing estate, including 1,250 homes and a new school, just north of Kingsthorpe, after fears about the overload of local services.

But the developer, Ensign, has announced it has lodged another planning application with Daventry District Council, whose boundary the land falls into, that would see 1,050 homes built instead.

However, councillors who opposed the plans in their last incarnation have said they still oppose them in their new form.

Northampton Borough councillor John Yates (*Con, Boughton Green*) said: "This

By Nick Spoons  
Chronicle Reporter

nick.spoons@northantsnews.co.uk

is the same scenario as what happened with Grange Park in that another council has dumped its Government allocation of houses on the edge of Northampton and it's us that has to suffer the effects.

"Of course it's a smaller amount of homes than last time but I'm not going to say I welcome it.

"There are Kingsthorpe residents who bought their homes looking across open fields and it's now going to be houses. I'm furious about it."

Ensign yesterday said revisions to the outline planning application for Buckton Fields showed it had addressed some



Residents studied the original plans in 2007 *CE library picture*

of the main objections three years ago, including housing density, traffic congestion and provision of community facilities.

Changes also included relocation of a 500-space park and ride, two new bus services, a pedestrian cycleway, an increase in land set aside for a primary school and public open spaces, and a 70-bed residential care home.

Daventry District Council

leader, Chris Millar (*Con, West Haddon and Gillsborough*), who is not on the planning committee which will determine the application, said he too had reservations about the plans.

He said: "We have said all along there will be problems with traffic in Northampton as the infrastructure stands.

"What's needed in my opinion is a north-western bypass.

"However Northampton councillors want to expand the town boundaries to make Northampton a city, so the reality is that greenfield land has to be built on."

**6 'Of course it's a smaller amount of homes than last time, but I'm not going to say I welcome it' – Councillor John Yates**

Northampton Chronicle & Echo (19 October 2010)

## Concern as 1,000 houses planned



Published on Tue Oct 19 08:21:39 BST 2010

CONTENTIOUS plans to build more than 1,000 homes on greenfield land outside Northampton have been resurrected.

In 2007, residents fought off proposals to put off the Buckton Fields housing estate, including 1,250 homes and a new school, just north of Kingsthorpe, after fears about the overload of local services.

But the developer, Ensign, has announced it has lodged another planning application with Daventry District Council, whose boundary the land falls into, that would see 1,050 homes built instead.

However, councillors who opposed the plans in their last incarnation have said they still oppose them in their new form.

Northampton Borough councillor John Yates (*Con, Boughton Green*) said: "This is the same scenario as what happened with Grange Park in that another council has dumped its Government allocation of houses on the edge of Northampton and it's us that has to suffer the effects.

"Of course it's a smaller amount of homes than last time but I'm not going to say I welcome it.

"There are Kingsthorpe residents who bought their homes looking across open fields and it's now going to be houses. I'm furious about it."

Ensign yesterday said revisions to the outline planning application for Buckton Fields showed it had addressed some of the main objections three years ago, including housing density, traffic congestion and provision of community facilities.

Changes also included relocation of a 500-space park and ride, two new bus services, a pedestrian cycleway, an increase in land set aside for a primary school and public open spaces, and a 70-bed residential care home.

Asparagus and pumpkin crops go but store safe in development bid

# Shop to survive housing plan on farmland

**A POPULAR Northamptonshire farm shop which was saved from demolition three years ago will continue trading despite the resurrection of the housing scheme which had threatened its future.**

In 2007, plans to build the 2,000-home Buckton Fields development to the north of Kingsthorpe, which threatened the existence of Smiths Farm Shop, near Chapel Brampton, were defeated by a public outcry of support for the store.

The *Chron* reported yesterday that the scheme was back on the agenda after developers Ensign submitted a new planning application, now featuring 1,050 homes, to Daventry District Council.

However, farm staff believe that this time they will be able to stay in business even if the plans were given the go-ahead.

By Nick Spoors  
Chronicle Reporter

[nick.spoors@northantsnews.co.uk](mailto:nick.spoors@northantsnews.co.uk)

Ensign has targeted an area which includes 67 acres of land rented to Smiths on which the store grows some of the produce it sells.

However, the land is now only used to grow asparagus and pumpkins, with most of the goods on sale bought from other sources, meaning the shop could continue trading without its fields.

Margaret Smith, a partner in the farm shop which has been trading for 52 years, said: "There's nothing like having your own crops grown nearby and we are getting schools interested in it."

"It's so sad that that may be lost."

"Having said that its very heartening that we will be able to stay here."

"We've put a large amount of work into the business over the years."



**Lesley Smith, Aidrian Smith and Margaret Smith at the shop near Chapel Brampton**  
*MNCE-19-10-10-LSM6*

"It's been hanging over us for a while so I'm pleased its been resolved."

The Smiths Farms Shop is one of the last remaining Northamptonshire County Council smallholdings which were set up to encourage men, who served in World War Two, to take up farming.

A spokeswoman for Ensign said: "I can confirm that the revised application still seeks to retain Smith's Farm Shop in its current location."

"Therefore, in the event that outline planning permission is granted, Ensign will work with the owners to identify a solution that can be incorporated in a future detailed planning application for the site."





## Farm shop survives major development on edge of Northampton



By Nick Spoors  
Published on Wed Oct 20 10:18:27 BST 2010

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"It's so sad that that may be lost.

[www.northamptonchron.co.uk](http://www.northamptonchron.co.uk) (20 October 2011)

## Developments should not be 'dumped' on us

BY JONATHAN REILLY



A residents group feels that local authorities are 'dumping' housing developments on the outskirts of Northampton, so that they don't have to deal with issues of infrastructure.

A new Buckton Fields proposal of more than 1,000 homes near Boughton, along with a similar development at Norwood Farm near Harpole, has led to the Northants Residents' Alliance hitting out at local authorities outside of Northampton.

Roger Kingston, co-chairman of the Alliance, said: "Both this development and Norwood Farm are being dumped by Daventry District Council and South Northants Council (SNC) on their borders with Northampton and the town's infrastructure cannot cope.

"Is it right that Daventry District Council and SNC can place these developments here and not worry about how it will affect those across the border? "People need to know that they can take action against these houses being built, by getting a judicial review on the issue." However the developers believe they are helping the local infrastructure by relocating a 500 space park and ride facility and improving roads to Kingsthorpe to reduce traffic, as well as cutting the number of houses by 200, originally suggested in 2007.

Andrew Wilson, director of the Ensign Group, said: "Consultation and community engagement have become increasingly important in the planning and development process.

"These latest revisions to the outline planning application for Buckton Fields evidence the huge amount of work Ensign has done to clearly identify and understand specific issues including housing density, traffic congestion and provision of community facilities." The Northants Residents' Alliance is sceptical that the developers are providing the correct solutions to the infrastructure issues.

Mr Kingston said: "As far as I have seen there is nothing to suggest improvements will be made at the Cock Hotel junction, which will be a nightmare if this is completed.

"Part of the problem is that the councils are suggesting the developers create a park and ride but as admirable as that is, it is not what is needed and they are hardly being used by people when times are tough. The fact is people like to use their cars." Daventry District Council acknowledged that the plans had been submitted but did not feel it was appropriate to comment on an individual application. Cllr Stephen Clarke, chairman of the planning committee at SNC, said: "The Norwood Farm proposal is a major development which the council recognises will have a big impact on the area between the edge of Northampton and Harpole.

"The committee discussed all the key issues at length and concluded that the scheme is acceptable in its own right and will bring important benefits to the community such as the country park.

"It will also help to prevent housing development in the district's villages."



## Kingsthorpe FOCUS

Kingsthorpe News & information from the local councillors

### What's Inside

- Home
- How You Can Help
- Report a Problem
- Councillors for Kingsthorpe
- Richard Church
- Sally Beardsworth
- Lib Dem News

### Local information

- Community Groups
- Help and Advice
- Local Services
- Schools

### Buckton Fields ammended planning application

Developers have ammended their planning application for housing at Buckton Fields, next to Whitehills. They now propose 1,050 new houses instead of 1,250 and have promised funding towards reducing congestion in Kingsthorpe. Details of their plans can be seen on their [website](#) and at Daventry Distict Council's website. Comments can be sent to Daventry District Council, Lodge Rd Daventry NN11 4FP or to [planicare@daventrydc.gov.uk](mailto:planicare@daventrydc.gov.uk) quoting the planning reference DA/2007/1400.

October 25th, 2010 in [Local Issues](#), [Planning](#), [News](#)

### Richard Church



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Concerns raised about new houses' effect on traffic

# Road 'nightmare' needs a solution

**RESIDENTS say their "traffic nightmare" would not be stopped despite a housing developer, looking to build over 1,000 new homes near Kingsthorpe, saying it may fund work on one of the town's busiest junctions.**

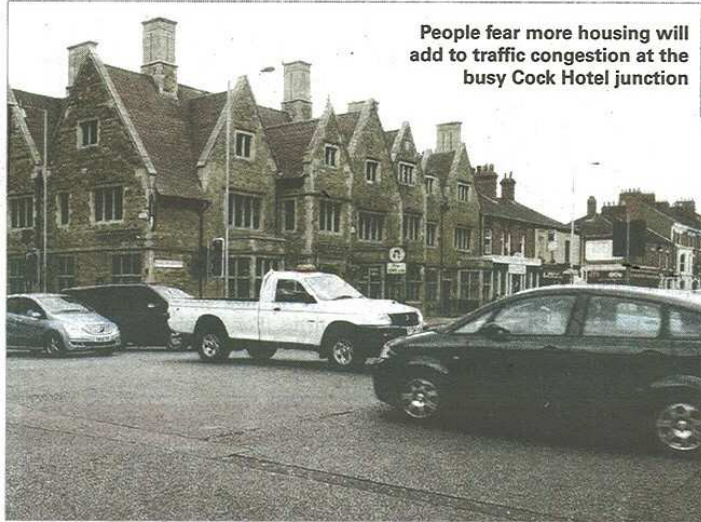
Ensign, which has submitted plans to Daventry District Council to build 1,050 homes on greenfield land at Buckton Fields, just north of Kingsthorpe, has said it would pour money into recently shelved plans to restructure the Kingsthorpe Corridor near the Cock Hotel if plans were approved.

The news came as residents raised increasing concerns about the effect the development would have on Kingsthorpe's already frequently gridlocked roads and the junction which is one of the town's main arteries for drivers heading to and from the A508 and A5199.

A spokeswoman from Ensign said: "In the event of planning consent being granted and implemented for Buckton Fields, Ensign will be required to make a financial contribution to Northamptonshire County Council to assist with the delivery of the council's highway improvement scheme for the Kingsthorpe Corridor.

"The scheme will include the realignment of road space, road widening in some locations and the provision of additional traffic lanes."

Ian Suter, chairman of Whitehills and Spring Park Residents' Association (WASPRA), said: "The Cock Hotel junction



People fear more housing will add to traffic congestion at the busy Cock Hotel junction

is already a big issue but I don't subscribe to the idea that any of the improvements will help the situation, especially if there are over 1,000 more houses.

"We now have the university in Kingsthorpe taking in many more students and traffic from Moulton College and several primary schools. Kingsthorpe has become a hub of educational activities and the traffic has become a nightmare.

"We have too many people converging on one area and if more houses are

built I really don't know how our roads will cope. There are also plans to expand Brixworth; all these cars passing through will swamp this little area."

A spokesman for Northamptonshire County Council said: "The Kingsthorpe Corridor improvements remain a strategic priority for the county council and we will look for any opportunity to access the funding which is required for the project.

"At the current time there is not the money available for the work to take place."

Northampton Chronicle and Echo (04 November 2010)

6.16 APPENDIX 16 – Targeted Stakeholder Letter (08 March 2011)



## Ensign Group Limited

<<Name>>  
<<Address 1>>  
<<Address 2>>  
<<Address3>>  
<<Postcode>>

08 March 2011

Dear <<Name>>

### **Buckton Fields Planning Application - Update**

Following the publication of the revised Pre-Submission West Northamptonshire Joint Core Strategy, I would welcome the opportunity to meet with you to discuss the document's implications in respect of Ensign Group Ltd's outline planning application to provide a mixed-use development at Buckton Fields, on the northern edge of Northampton.

As you will be aware the Joint Core Strategy reaffirmed Buckton Fields strategic allocation for development in the area. Whilst this reinforces the already strong policy support for the development of the site, Ensign recognises that this does not necessarily translate at local level where members of the public have continued to express concern about the additional pressure they perceive any new development will put on existing infrastructure.

Directly addressing these concerns, Ensign is promoting a Section 106 Agreement that will make significant financial contributions to help facilitate improvements to local infrastructure as part of the development mitigation package. These include payment for:

- Highway improvements at the Cock Hotel junction
- Highway improvements at the Harborough Road junction with Holly Lodge Drive
- Traffic calming in local villages
- New bus services
- Travel plans.

We will also be making monetary contributions towards:

- The proposed North West Northampton by-pass and strategic road network
- Additional secondary schooling provision
- Front line services in respect of healthcare, fire and rescue, and policing.

Our proposals themselves will make on-site provision for:

- A new primary school
- A local centre
- Outdoor amenity space and play provision
- A residential care home
- Additional employment opportunities
- A park and ride

Taking all of these factors into consideration, it becomes clear that Buckton Fields can deliver tangible benefits for existing local communities – exemplifying how development can facilitate improvements in infrastructure deficiencies that might not otherwise be resolved given current restraints on public spending.

Input received during Ensign's pre-application consultation programme helped influence the detailing of the planning application for Buckton Fields. However, it is our desire to remain pro-actively engaged with members of the public and their elected representatives to ensure the wider community realises the benefits that the Buckton Fields development stands to bring.

On that basis we would welcome the opportunity to meet with you to provide an overview of our proposals and explain the contributions this scheme will make towards enhancing existing infrastructure, and to discuss any further issues that you believe we ought to address to help ensure that the development at Buckton Fields creates benefits for the wider community.

A member of the team will be in touch with you shortly to see if you are available to meet with us, alternatively please do not hesitate to contact Beth Motley on 01242 577 277 if you require further information.

Yours sincerely

<<insert signature>>

Andrew Wilson  
Director, Ensign Group Ltd