

Buckton Fields East, Northamptonshire

Addendum to
Stakeholder Engagement Report

September 2011



Prepared by Pegasus Planning Group Ltd.
On behalf of Ensign Group Ltd.



Ensign Group Limited

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



Buckton Fields East

*ADDENDUM TO
STATEMENT OF COMMUNITY ENGAGEMENT
(APRIL 2008)*

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

August 2011

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1. INTRODUCTION

1.1 EXECUTIVE SUMMARY

This document supports the submission of a revised outline planning application (DA/2008/0500) for a high quality sustainable urban extension of 376 homes known as Buckton Fields East, Brampton Lane, Northampton.

The original outline planning application for Buckton Fields East – for 500 homes - was submitted by Ensign Group Ltd to Daventry District Council in April 2008 after having undertaken a comprehensive pre-application community engagement programme.

Since making that submission, Ensign continued to review and develop its plans and, as a result, has subsequently made revisions to the original outline planning application for Buckton Fields East. The company feels these revisions are a suitable response to its further research and understanding, and serve to better address issues raised and lessen the perceived impact of the proposals.

In making these revisions, the developer has drawn on those comments and feedback received during the extensive pre-application consultation programme carried out as part of the April 2008 Buckton Fields East application – the details of which is clearly set out in the original Statement of Community Engagement (April 2008). This document does not attempt to replicate information contained within the April 2008 Statement of Community Engagement, but rather show what has changed and been carried out since 2008.

Since the Buckton Fields East application was submitted in 2008, Ensign has also submitted addendum information to the outline planning application for the Overall Allocated Site (referred to as Buckton Fields), which was originally submitted in 2007 (application number DA/2007/1400). This addendum information, which included amendments to the proposals, was submitted in October 2010 and June 2011.

In developing the revised planning application for Buckton Fields East, Ensign has therefore been able to draw on comments and feedback raised during post submission consultation that has taken place in relation to the Overall Allocated Site of Buckton Fields over the course of four years – 2007-2011.

As a result of the understanding and experience attained over these years, the project feels it has a sound understanding of the issues relating to the site. Recent activity has also helped the team to understand and respond to the localism agenda and the changes in the planning system since the application was first developed.

The overall perception is that rather than highlighting new issues, the feedback across both projects has remained consistent and reinforces the continued importance of those issues identified previously.

All this activity has had the result of continuing to keep the profile of the site high. There is considerable awareness of the site and development proposals in the area. In addition, through a series of meetings with local people, community organisations and their political

representatives, the project team has in recent months added considerably to its understanding of what the community wants and its concerns.

1.2 OVERVIEW

Public consultation and community engagement have become increasingly important in the planning and development process, reflecting the valuable contribution local people can make in creating more integrated and sustainable communities.

In the run up to submission (in April 2008) of an outline planning application for 500 homes at Buckton Fields East, Ensign Group Ltd carried out an extensive programme of pre-application community consultation and communication. A Statement of Community Engagement (SCE) documenting the methodology and findings of that pre-application consultation programme was submitted to Daventry District Council as part of the outline application in April 2008. This document can be found at **APPENDIX ONE** [ref. p.12].

Since that time, Ensign Group has continued to proactively engage with the local community and its political representatives to better understand local issues and to keep fully abreast of sentiment as the planning environment has changed. The company fully recognises the moves toward greater localism in planning and this has formed an important part of its thinking.

This amended application for Buckton Fields East has made a number of key changes which will ultimately lessen the impact of the proposals. As a result, we believe the refined scheme is more closely aligned with local sentiment. This process has been assisted by the extensive ongoing communications activity around the Buckton Fields site.

1.3 PURPOSE OF THIS DOCUMENT

This document is positioned as an Addendum to the original Statement of Community Engagement submitted with the April 2008 application for Buckton Fields East (DA/2008/0500).

As such its key aims are to:

- Identify further activity that has been carried out to understand the views of the community regarding development at Buckton Fields
- Identify how this activity has contributed to the final proposals for the revised Buckton Fields East application – September 2011

1.4 OBJECTIVES OF ENSIGN'S ONGOING ENGAGEMENT ACTIVITY

Ensign's engagement with the public and stakeholders since its original application for Buckton Fields East was submitted in 2008 has enabled the company to:

- Continue to engage with the local community and stakeholders to ensure local views are fully understood and that new agendas such as localism are taken into account;
- Maintain the profile of the Buckton Fields site amongst the public to ensure those wishing to engage with the developer are clear on how to get in contact;

- Review the previous submission to look at ways of strengthening it and addressing issues raised, within the bounds of planning requirements;
- Be responsive to incoming enquiries about the status of the planning situation at Buckton Fields and Buckton Fields East;
- Keep the public and stakeholders updated.

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

2. CONSULTATION AND ENGAGEMENT METHODOLOGY

Since the 2008 Buckton Fields East submission, extensive consultation has taken place with the wider public, stakeholders and their elected representatives. This activity contributed significantly to the revised proposals submitted in October 2010 and June 2011 for the Overall Allocated Development at Buckton Fields. It has enabled Ensign to generate a significant understanding of the site, who the key stakeholders are, and the issues and concerns locally.

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).

The Statement of Community Engagement outlining the programme of consultation and communications activity that ran up to the 2008 submission can be found at APPENDIX ONE [ref. p.12].

The Addendum to the Statement of Community Engagement for the Overall Allocated Development at Buckton Fields can be found at APPENDIX TWO [ref. p.57].

2.1 CONSULTATION TOOLKIT

Ensign has used the following tools to communicate information about the Buckton Fields site since submission of the initial application in 2008:

- Scheme website - continued promotion of the website, 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 and communication;
- Newsletter about the wider plans for Buckton Fields – distributed to approximately 14,000 homes in the area raising the profile of the site;
- 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 with the public through the key local media.

2.2 CONSULTATION ACTIVITY SINCE SUBMISSION OF 2008 PROPOSALS

Since the original submission of a planning application in 2008 for Buckton Fields East, Ensign Group has continued to engage and communicate with the local community and community and stakeholders about its proposals for Buckton Fields which has helped informed Buckton Fields East. This has included:

- **Letters to stakeholders** - Ensign has written to key elected members on a number of occasions. For instance, on 15 October 2010, a letter providing an overview of the amendments made to the original 2007 outline planning application for Buckton Fields that had been formally submitted to Daventry District Council. *A copy of this letter is included in Appendix Two [ref.p.93].*
- **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. The 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. *A copy of this letter is included in Appendix Two [ref. p.97].*
- **Pro-active Media Relations** - 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 Buckton Fields East application on its submission to, and registration 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. *A copy of this press release is included in Appendix Two [ref. p.98].*
- **Scheme website** - the Buckton Fields website – www.bucktonfields.co.uk – remains in place with details of the Buckton Fields East application and the current status of the revised outline planning application for the full Buckton Fields scheme. This has been updated with details of the new application. The website www.bucktonfields.co.uk remains in place so that content can be updated to reflect the status of the planning process as it progresses.
- 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.
- **Targeted Stakeholder Meetings** have been held on a number of occasions including November 2010 and May 2011 to discuss the wider proposals for the Buckton Fields site. These have included briefings for MPs, councillors, Parish Councils and residents' organisations as well as representatives of Boughton Primary School

- **Targeted Stakeholder Letter Mailing (08 March 2011)** - Ensign wrote to key elected members and parish councils to outline how the draft Section 106 Heads of Terms was progressing, and to also request the opportunity to meet with them individually to discuss this information more detail. *A copy of this letter is included in Appendix Two [ref. p.107].*

- **Presentations to Parish Councils** - Having written to the chairs and clerks of Moulton and Brixworth Parish Councils to request the opportunity to meet, Ensign made presentations to each of the parish councils at their respective monthly meetings.
 - Wednesday 06 April 2011 - Moulton Parish Council (full council meeting)
 - Monday 09 May 2011 – Brixworth Parish Council (planning meeting)

- **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.

3. HOW ENSIGN WAS ABLE TO RESPOND TO ENGAGEMENT

Throughout consultation for Buckton Fields East and Buckton Fields, the key issues raised have remained consistent. These include:

- Principle of allocating the site for development
- Traffic implications
- Concern over flood risk
- Pressure on local amenities – including requests for a primary school on-site to reduce pressure on local schools
- House prices
- Development of Greenfield land vs. Brownfield land

These have been considered in developing a revised application for Buckton Fields East and a number of key changes have been made since the April 2008 application:

- The proposed number of homes has been reduced from 500 to 376 homes (more than a 25 per cent reduction)
- The inclusion of land for a potential two form entry primary school (if required)
- Increase in provision of Public Open Space from 2.88ha to 3.16ha (including children's play, outdoor sport and amenity open space)
- Amended/additional locations of Local Equipped Areas of Play and Local Areas of Play throughout the development

4. CONCLUSION

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 In respect of its outline planning applications for both Buckton Fields and Buckton Fields East.

Within the bounds of planning requirements, Ensign has worked to take on board constructive feedback when it came to shaping the original outline planning application for Buckton Fields East submitted to Daventry District Council in April 2008, and again in this revised September 2011 submission.

By reducing the number of homes and including space for a school, Ensign believes it has further addressed a number of concerns and that the final application represents a major step forward for the project.

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 – August 2011

5. APPENDIX

5.1 APPENDIX ONE



Ensign Group Limited

STAKEHOLDER ENGAGEMENT REPORT

**ENSIGN GROUP LIMITED
PUBLIC ENGAGEMENT ON PROPOSALS FOR A
DEVELOPMENT AT BUCKTON FIELDS EAST**

Summary of stakeholder involvement, public consultation and responses

March 2008



Buckton Fields East

INTRODUCTION

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.

This Stakeholder Engagement Report (SCE) sets out how Ensign Group Limited (Ensign) has engaged with local residents, stakeholders and interested parties in the planning and development of its proposals for Buckton Fields East. Whilst this area of land broadly corresponds with the area referred to as Phase One in the wider Buckton Fields planning application (DA/2007/1400), Buckton Fields East constitutes a separate application for a stand alone development.

Therefore, this document sets out the methodology and results of a consultation programme specific to Buckton Fields East, which should also be set in the context of the consultation programme carried out for the wider Buckton Fields site as the two applications are closely linked.

Background to the application

Northampton has been identified as a regional growth centre and as such is expected to provide substantial new housing and employment as part of a Government strategy for sustainable growth.

The Buckton Fields site has been specifically allocated for new housing in the Daventry District Local Plan and has been confirmed as a sustainable location for development to address the housing needs of Northampton. The Secretary of State wrote to Daventry District Council on 24 September 2007 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.

Ensign acknowledges the Government's agenda in respect of meeting housing needs for the area. Therefore, to assist with the timely delivery of housing for Northampton, Ensign has decided to submit a separate planning application for Buckton Fields East.¹

The Consultation Process

Ensign recognises that development is frequently controversial. However, to ensure the best possible proposals for the site, feedback from stakeholders and the local community is vital.

Already aware of key issues raised by members of the public whilst undertaking pre-application consultation activity in relation to emerging proposals for the wider Buckton Fields site from March to July 2007, Ensign committed to undertake further public consultation specifically relating to the proposals for the Buckton Fields East site. This took place between November 2007 and January 2008.

¹ **Buckton Fields East** is an area of land approximately 16.4 hectares in size that sits within the boundary of the wider Buckton Fields site delineated in a planning application submitted by Ensign to Daventry District Council. This application was registered by the Council on 20 December 2007 (Ref: DA/2007/1400).

In developing the outline planning application for Buckton Fields East, Ensign has - where possible – been able to draw on comments and feedback raised during both consultation programmes that have taken place in relation to Buckton Fields during the course of 2007.

Specifically relating to Buckton Fields East, the second round of pre-application consultation has served to fulfil four primary objectives:

- To provide clear and up-to-date information on the emerging Buckton Fields East proposals for the local community and political stakeholders involved with the site – in advance of submitting an outline application.
- To set out the proposals for Buckton Fields East in the context of the outline planning application made for the wider Buckton Fields site.
- To engage with the local community and provide the residents living near to the proposed site with an opportunity to give feedback on the plans, prior to the submission of a planning application.
- 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.

All consultation was carried out on behalf of Ensign Group Limited.

CONSULTATION METHODOLOGY

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

The consultants acting on behalf of Ensign actively sought the advice and feedback of Richard Wood, Daventry District Council Planning Policy and Housing Strategy Manager, and Keith Thursfield, Daventry District Council Development Control Manager, when it came to finalising the shape of the consultation.

Furthermore, as the Buckton Fields East site sits immediately adjacent to the boundary of Northampton Borough Council, and development of this site would essentially create an urban extension to Northampton, the consultation programme also took into account the importance of effective communication with Northampton Borough Council, the local community and wider Northampton stakeholders.

Building on the lessons learnt during the consultation programme to support the planning application for the wider Buckton Fields site, a proposed consultation strategy was subsequently circulated and executed in a systematic way that would ensure Ensign's scheme is understood by elected members, officers and the community. Mr Wood and Mr Thursfield were informed of the confirmed details for the consultation programme, including the date and venue for a public exhibition, and provided with the details of all media and marketing collaterals being produced to inform members of the public and key stakeholders about the consultation process.

Having already recognised the importance and value of engaging with key stakeholders in Northampton, the consultant team continued to build on previous communications and contacts with elected members from Northampton Borough Council throughout the course of the second round of public consultation. This included elected members and representatives from Northampton Borough Council's Area Partnership 3 (including Lindsey Ambrose, the Area Partnership 3 Co-ordinator) plus local community and residents groups.

Our initial proposal for consultation can be found at *Appendix 1*.

Consultation toolkit

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

- Scheme website – the format of the existing website, www.bucktonfields.co.uk, was extensively revised and updated to include information specific to the Buckton Fields East site
- Scheme newsletter – distributed to 10,000 homes in the area
- Continued promotion and use of the existing Buckton Fields e-mail contact address and hotline phone number (detailed in all scheme materials)
- Exhibition panels – displayed at a public exhibition and available to download from the Buckton Fields website

- Stakeholder matrix to identify who should be addressed and in what way/s
- 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
- Direct Mail newsletter and letter mailing to 4,000 residents living adjacent to the site to ensure receipt of information relating to the emerging proposals and pre-application consultation process – in direct response to concerns about distribution raised during the previous consultation programme,
- Press releases – to communicate the consultation process through the key local media
- Adverts in key local journals highlighting the date and time of the exhibition

KEY CONSULTATION ACTIVITIES

Targeted correspondence to elected representatives

Ensign **identified and wrote to elected members** including;

- **Tim Boswell MP** (Conservative – Daventry), **Sally Keeble MP** (Labour - Northampton North), **Philip Hollobone MP** (Conservative - Kettering), **Chris Heaton-Harris MEP** (East Midlands).
- The ward members for the site on both Daventry and Northamptonshire Councils.
- Members of Daventry District, Northampton Borough and Northamptonshire County Councils as well as Boughton, Chapel & Church Brampton, Pitsford Parish Councils, and West Northamptonshire Development Corporation members.

The letters advised them of the dates for the public exhibition and details of the supporting advance publicity and marketing collaterals including the website www.bucktonfields.co.uk. Upon publication, copies of the newsletter being distributed to members of the public were also forwarded to these contacts for information.

A follow-up letter was sent in February 2008, giving an overview of the consultation activity to date following the exhibition in December 2007 and outlining the anticipated next steps in the planning process regarding the Buckton Fields East proposals.

Creation and distribution of scheme newsletter

Approximately 10,000 newsletters advertising the Buckton Fields East exhibition and providing an update on the status of the planning application for the wider Buckton Fields site (see *Appendix 3*) were distributed to properties in Boughton, Church Brampton, Chapel Brampton, White Hills and Kingsthorpe.

The newsletter provided information on Ensign's emerging proposals for the Buckton Fields East site, the rationale for the public consultation and details of the public exhibition, venue and contact details. It also provided residents with an update on the status of the earlier public consultation programme relating to the development of the wider Buckton Fields site and how it helped shape the final planning application submitted to Daventry District Council. (See *Appendix 4* for map of leaflet distribution area and *Appendix 5* for the distribution company witness delivery reports).

The leaflet also served to advise people of additional information available to them from the **website** www.bucktonfields.co.uk prior to the exhibition and that PDF downloads of the exhibition boards would be available once the exhibition had started. Individuals were invited to **register their contact details** with Ensign via the **e-mail feedback address** or **hotline number** to directly receive updates on the status of the planning application.

Taking into account feedback received following the public exhibition held in May 2007 when some residents said they had not received a leaflet advertising the exhibition, **a direct mail comprising of a newsletter with a covering note from Ensign was posted to 4,000 residents** living adjacent to the site.

A separate distribution company was also employed to execute the delivery of approximately 1,500 newsletters to **key local community venues and businesses within the NN2 postcode** district of Northampton. (See *Appendix 5* for distribution company newsletter witness delivery report).

Updated website

A dedicated Buckton Fields website www.bucktonfields.co.uk was created to support the public consultation programme for the wider Buckton Fields site delivered on behalf of Ensign March - July 2007. The website was subsequently updated with specific Buckton Fields East pages to provide more detailed information on the emerging proposals prior to the exhibition, as well as the consultation process. PDF downloads of the exhibition display boards were made available on the website once the exhibition had taken place and press releases issued to the local media were, and will continue to be, uploaded.

The scheme's **e-mail feedback address** (accessible via the website) and **hotline number** continue to be available for queries relating to both Buckton Fields East and the wider Buckton Fields site.

These communications tools will continue to remain in place once the outline planning application for Buckton Fields East has been submitted to, and registered by, Daventry District Council, providing interested parties with updates on the status of the application throughout the post submission phase.

Advertisements in the local media

Prominent advertisements for the public exhibition were placed in both *the Northampton Chronicle and Echo* and the *Daventry Express* newspapers which, with a combined circulation of 34,475, are widely read by residents from across both Daventry district and Northampton borough.

The advertisements appeared in the Northampton Chronicle & Echo on Wednesday 28 November and Wednesday 05 December 2007 and in the Daventry Express on Thursday 29 November 2007 (see *Appendix 6*). An additional advertisement was booked to appear in the Daventry Express on Thursday 06 December 2007. However, due to an administrative error on the part of the publication it failed to appear (see *Appendix 7* for copy of e-mail from Daventry Express).

Proactive media relations

The **news editors from the Northampton Chronicle and Echo, the Daventry Express and BBC Radio Northampton were contacted directly by phone**, and given a press release, to advise them of the forthcoming exhibition, provide any additional information about the Buckton Fields East proposals, and answer any specific questions they had about the planning process.

The same **press release was issued to the wider regional print and broadcast media** on 23 November 2007 (see *Appendix 8* for copy of press release issued) to gain additional coverage and encourage more people to attend the public exhibition and engage with Ensign on the proposals for Buckton Fields East. Editorial coverage detailing the exhibition appeared in the Northampton Chronicle and Echo on 26 November, 03 December and 10 December 2007. This was followed by an article that appeared post-exhibition on 13 December 2007 (see *Appendix 9* for resulting press coverage). BBC Radio Northampton covered the exhibition as a news item on 12 December 2007 and, at their request, a statement from Ensign outlining the reasons for the proposed development at Buckton Fields East was provided.

A second press release (see *Appendix 10*) issued to the same regional print and broadcast media in February 2008 resulted in an article that appeared on 01 March 08 (see *Appendix 11*). This communicated the completion of the consultation programme and gave an overview of the public exhibition. It also served to update a wider audience on the next steps in the planning process regarding the Buckton Fields East proposals and again detailed the hotline telephone number and email address should members of the public wish to register their contact details with Ensign in order to receive updates.

Public exhibition to explain and discuss the proposals

A **public exhibition was held** on Wednesday 12 December 2007 from 2pm to 9pm at The Obelisk Centre, Obelisk Rise, Northampton.

Members of the planning team and key consultants covering Highways, Planning, Landscape, Flooding and Ecology were on hand throughout the course of the exhibition to answer specific questions and discuss the overall plans.

Exhibition boards explaining the proposals and providing illustrative plans of the development proposed for the Buckton Fields East site were on show at the exhibition (see *Appendix 12*). These boards were also available to download as PDFs from the scheme website www.bucktonfields.co.uk from the day following the exhibition.

Feedback forms were available at the exhibition and details of a freepost address provided for people who wished to write at a later date with further feedback (see *Appendix 13*). Copies of the feedback form were also available to download as a PDF from the scheme website www.bucktonfields.co.uk.

All communications materials contained the **hotline telephone number** and **monitored e-mail feedback address** to enable further comment by people unable to attend the exhibition on the day.

Ongoing engagement

All enquiries made via the telephone hotline and dedicated email address continue to receive an acknowledgement of receipt post-exhibition. In the event of soliciting specific questions relating to the development, Ensign has committed appropriate members of the consultant team to provide detailed responses. In one instance, a meeting was set up with a local resident unable to attend the public exhibition to discuss her concerns and issues.

The consultant team has provided updates on the status of the planning application to WASPRA (Whitehills and Spring Park Residents Association) who published details of the public exhibition in its December 07 newsletter (see *Appendix 2*).

In addition, in February 2008, members of the consultant team met two WASPRA representatives to discuss in detail the group's specific areas of concern. These included flood risk at the site and the impact the proposed development could have on traffic congestion and local services.

Ensign has undertaken to keep all stakeholders and interested parties, who were happy to provide their contact details, updated on the progress of the proposals for Buckton Fields East and final submission of the application to Daventry District Council. In addition to responding directly to enquiries, this Statement of Community Engagement will be made available as a PDF from www.bucktonfields.co.uk once the final planning application is registered by Daventry District Council.

Summary of Methodology:

- Review of lessons learnt from previous consultation programme for the wider Buckton Fields site
- Discussion and confirmation of consultation methodology with Keith Thursfield and Richard Wood
- Writing to key Daventry District Councillors and key stakeholders from Daventry District Council, Northampton Borough Council, Area Partnership 3, WNDC, Tim Boswell MP, Phil Hollobone MP, Sally Keeble MP and Chris Heaton-Harris MEP, Northamptonshire County Councillors, Boughton Parish Council, Chapel & Church Brampton Parish Councils and other key stakeholders both pre and post consultation
- Letterbox distribution of 10,000 newsletters
- Direct postal mailing of newsletter to approximately 4,000 local residents
- Bulk newsletter distribution to 80 per cent of community venues and business in NN2 postcode district
- Updating website
- Contacting news editors at Daventry Express, Northampton Chronicle and Echo and BBC Radio Northampton both pre and post consultation
- Press release mailing to all regional print and broadcast media
- Advert and press release regarding the Public Exhibition published in the local media
- Individual meeting with local resident upon request (12 December 2007)
- Public exhibition held on 12 December 07

- Meeting with two WASPRA representatives (4 February 2008)
- Commitment to ongoing communication programme to keep interested parties informed of planning application status post exhibition
- Regular updates to www.bucktonfields.co.uk to reflect the on-going status of the planning process

ANALYSIS OF RESPONSES

The Buckton Fields East exhibition was attended by around 250 people, with a total of **109** attendees completing response forms either at or immediately after the event and many more putting queries and concerns directly to members of the consultant team present. On the whole, the discussions were lively and carried out in a constructive manner.

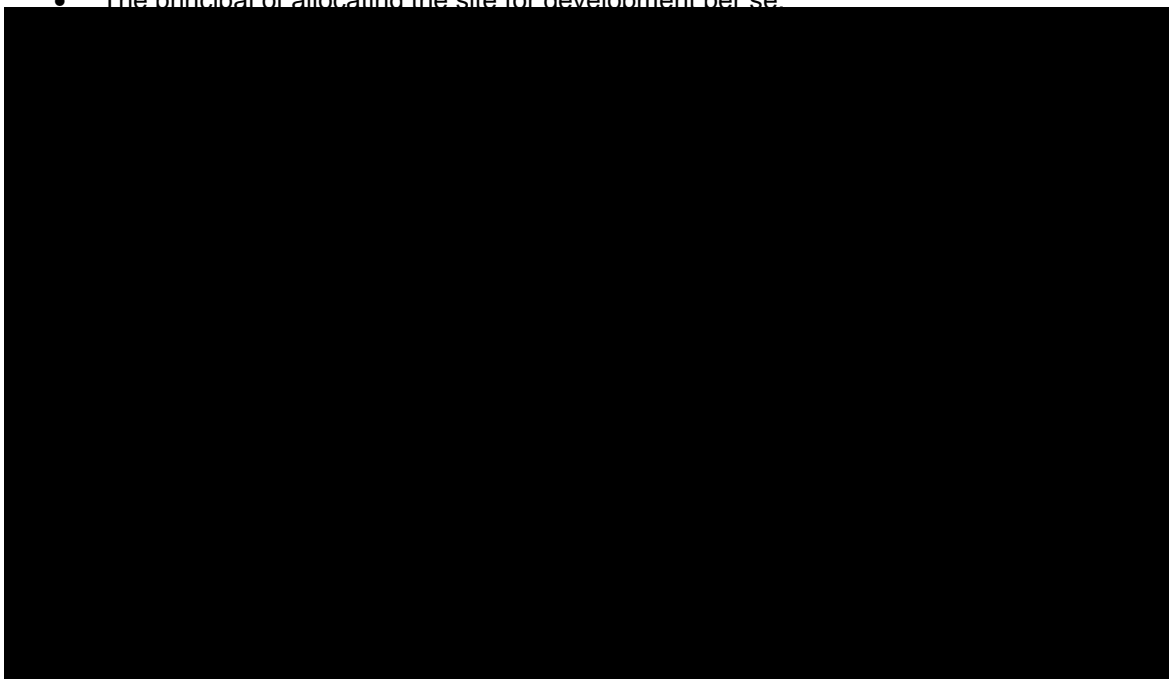
Ensign has committed to keeping those people who provided contact details updated on when the application is submitted and further developments with the scheme.

A summary of the issues relating to the proposals that were raised during the consultation programme is set out below. Where, possible, constructive comments have been taken on board by Ensign and were used to shape the outline planning application submitted to Daventry District Council.

Given the significant interest in transport issues, a separate section has been set out covering this in more depth.

Concerns about development

The main reservations concerning development at Buckton Fields East can be broken down into the following areas:

- The principal of allocating the site for development per se:
- 

Other issues highlighted in feedback included:

- A potential negative effect on the value of existing houses in the surrounding area caused by the development;
- Balancing the need for new houses built on a greenfield site against the refurbishment of empty properties in the town and the development of brownfield sites; and
- The possibility that local business may re-locate to other areas of the town if traffic problems in the Kingsthorpe area are exacerbated.

Of those who completed feedback forms during and after the exhibition, **16 per cent** expressed strong views in opposition to development at the Buckton Fields East site and the wider Northampton area.

In addition, **11 per cent** of the respondents were unhappy that the Buckton Fields site falls within the remit of Daventry District Council and that the planning application is therefore submitted to Daventry's planning officers. It was widely felt that, as the impact of any development at the site will primarily impact on Northampton, Northampton Borough Council should have more influence over the outcome of the planning process.

The provision of local amenities, particularly school and healthcare facilities, was raised as an issue in **44 per cent** of the feedback forms received. It was also a frequently asked question at the exhibition. The key concern relating to this was that there is insufficient capacity at existing primary and secondary schools, healthcare facilities and dentists surgeries to support the increase in the local population that would be created by development at Buckton Fields East.

Many people attending the exhibition, and **24 per cent** of completed feedback forms received, also wanted reassurance that development at Buckton Fields East would not increase the chance of flood risk in the local area. Following the widespread flooding in areas of the UK in summer 2007, this is understandably a key concern wherever new development is planned and a consultant able to cover the issue of flooding was present at the exhibition.

The exhibition was an important opportunity to address these issues and discuss in more detail the impact and benefits that the proposed development would bring.

Wider responses

Ensign recognises that many local residents have a long-standing concern about development at Buckton Fields, as well as at other sites located around Northampton.

However, a number of other comments regarding the proposals were received:

- A number of exhibition attendees indicated that they **would not oppose** development at Buckton Fields if adequate improvements were made to the local transport infrastructure to mitigate the increase in traffic that would arise from development in the area.
- A few people also expressed interest in the availability of affordable housing in the area.

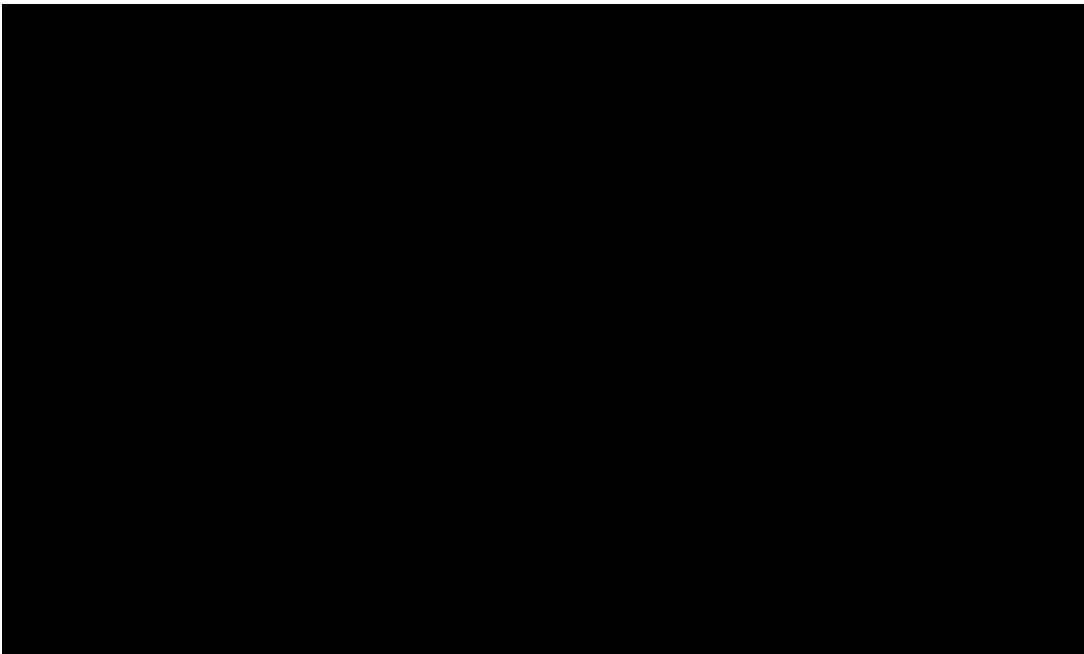
In addition, many people attending the exhibition, and **nine per cent** of the feedback forms received, were interested to know how the proposals for an **in-vessel composting facility at Brampton Quarry** might impact on development at Buckton Fields East.

ANALYSIS OF PUBLIC CONCERNS REGARDING TRANSPORT INFRASTRUCTURE

It became clear during the consultation programme for the wider Buckton Fields site that traffic is a key issue for local residents and this was again a key issue at the Buckton Fields East public exhibition. As part of the planning application for the wider Buckton Fields site a detailed Transport Assessment was carried out along with surveys to assess how best to minimise the impact of development on the existing transport network.

The key concerns and comments relating to transport infrastructure raised during the exhibition included:

- Increases in general levels of traffic congestion as a result of development at Buckton Fields East;
- Congestion specifically on Harborough Road North and Welford Road;
- Provision of a Park & Ride;
- Completion of the proposed North West bypass.



The impact that development at Buckton Fields East could have on general levels of congestion in the area was highlighted as a concern by **58 per cent** of attendees who completed feedback forms. An additional **13 per cent** of feedback forms agreed that traffic congestion in the specific areas of Welford Road and Harborough Road North is unmanageable at current levels without the additional traffic that would result from development at Buckton Fields East.

The planning application for the wider Buckton Fields site indicates the provision of a Park & Ride scheme. However, whilst this Park & Ride scheme does not feature in the development proposals for Buckton Fields East site, **13 per cent** of respondents at the Buckton Fields East exhibition were still keen to express their belief that any such scheme would not alleviate traffic congestion on the grounds that it would not be utilised sufficiently to make it a viable proposition.

Other concerns relating specifically to transport infrastructure that were raised during the exhibition included:

- A perceived lack of adequate parking both in the town centre and in the area of the proposed development;
- A belief that additional bus services will not be used and will be too slow to become a suitable alternative to travelling by car.

HOW ENSIGN HAS RESPONDED TO THE CONSULTATION

Public consultation was an important stage in the development of Ensign's planning application for Buckton Fields East. Ensign welcomed the opportunity to engage with a wide range of stakeholders before and during the public exhibition and has worked hard to robustly address the local issues raised.

Previous consultation undertaken by Ensign from March to July 2007 played an important role in the development of the outline planning application for the wider Buckton Fields site. The issues identified during this first round of public consultation (outlined in the Stakeholder Engagement Report submitted as part of planning application DA/2007/1400) have also helped to inform and shape the emerging proposals for Buckton Fields East.

However, Ensign recognised that Buckton Fields East constitutes a separate application for a stand-alone development. Therefore, a second round of community engagement needed to be undertaken to:

- Reaffirm issues of primary concern to residents
- Identify separate concerns arising in relation to proposed development of Buckton Fields East
- Further establish Ensign's commitment to maintaining ongoing communication

Rather than highlight any new issues arising specifically in context of the proposed development relating to Buckton Fields East, feedback received during this second round of consultation has served to reinforce the continued importance of those issues identified previously.

In light of the further feedback received during the Buckton Fields East pre-application consultation process Ensign has been able to respond in detail to further queries relating to areas of on-going concern about the possibility of flooding, giving reassurances that the risk of flooding has been comprehensively assessed and a strategy developed which will meet the requirements of the Environment Agency.

Like flood risk, the impact of the proposals on the local and strategic highways network has been extensively assessed. As highlighted through previous consultation many consultees have more faith in new road programmes than in policy changes to secure a modal shift to public transport. Nevertheless, Ensign has reviewed responses on this subject from both rounds of consultation and in context of both development of the wider Buckton Fields site and Buckton Fields East specifically is looking at:

- Proposals to include bus routes to employment areas; and
- A commitment to phasing so that improved public transport measures are in place before development; and

- A willingness to work with stakeholders to ensure any traffic calming measures are honed to reflect local concerns.

CONCLUSION

This was a successful programme of consultation, with over 100 members of the public providing specific feedback on the emerging proposals for development at Buckton Fields East and around 250 people attending the public exhibition on 12 December 07.

Ensign has acknowledged the issues raised and endeavoured to take constructive feedback on board in its final planning application. 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 addition, Ensign has committed to keeping the wider stakeholders informed of the progress of its plans by:

- Writing/e-mailing where addresses have been passed on
- Updating the website when relevant
- Continuing to engage with key local media
- Keeping elected representatives informed

Prepared by Camargue on behalf of Ensign Group Ltd – March 2008

APPENDIX 1 – Buckton Fields Proposal for Public Engagement

18 October 2007

Overview

Camargue is working on behalf of Ensign Group Ltd, which is considering submitting an application for residential development at Buckton Fields East, Boughton in Northamptonshire.

The application site is approximately 16.4ha in total and Ensign would be proposing a purely residential development of approximately 500 homes. The scheme would offer a mix of high quality homes ranging from two to five bedrooms, open public spaces and children's play areas.

The site falls within the jurisdiction of Daventry District Council, but is on the border of Northampton Borough Council. We recognise the importance of ensuring both councils are kept up to speed with our development proposals and welcome the opportunity to discuss and engage with elected members, officers and the community.

Having spoken with officers at Daventry District Council, this document sets out a proposed programme of public engagement, including a review of the tools that Ensign would seek to use.

Programme assumptions and approach

Ensign is committed to carrying out appropriate and effective pre-application consultation. In addition, Ensign recognises that it is important to give all interested parties a chance to view the proposals and discuss their thoughts with members of the consultant team.

The programme is based on the assumption that an application for Buckton Fields East will be submitted in Spring 2008.

Phase one – Preparatory work

- Ongoing update of the existing political and community matrix, including database of key local figures and close neighbours (for mailouts and for tracking the consultation process as it progresses)
- Ongoing communication with established contacts including key councillors, parish councillors and site neighbours as well as business organisations, regional and national influencers

- Preparation of a media holding statement that can be issued in the event of any media enquiries regarding the second application, and can be updated on a regular basis
- Update and confirmation of media handling guidelines/rules of engagement for distribution to the development team (to ensure consistency of messaging and a single point of contact for the media)
- Preparation of a key messages document
- Identifying additional material to add to the scheme Questions and Answers document
- Monitor local media for issues

Phase two – Active engagement

- Inform key stakeholders and elected members of pending application and consultation process
- Undertake meetings/briefings/presentations to key stakeholders
- Preparation of exhibition materials (adverts / newsletter / exhibition boards)
- Development of updated scheme website
- Preparation of letters/press releases etc. at key junctures
- Overall logistical arrangements for the public participation exercise – venues, advertising etc.
- Preparation of pro-active press release and setting up media briefings

Phase three – Public exhibition

- Deliver newsletter / letters promoting scheme and inviting people to attend exhibition
- Organise exhibition venue and set up and man exhibition
- Capture comments and update the existing Statement of Community Engagement

Phase four – Post exhibition

- Respond to any outstanding questions – including issues raised on the helpline and website
- Amend scheme as appropriate and communicate the changes
- Develop Statement of Community Engagement for submission with application
- Hold follow-up meetings with key stakeholders as appropriate

APPENDIX 2 – WASPRA leaflet

News on Dallington Heath

Northampton Borough Council have again deferred their decision until February on whether or not to sell their section of land on Dallington Heath for the WNDC's planned 3,500 house development. NBC own approx. 135 acres (a quarter of the site). This must be a quandary for a cash-strapped Council who were elected to office on a campaign promising to preserve greenfield sites. For those of you who may not be too familiar WNDC stands for West Northamptonshire Development Corporation who are a Government Quango appointed to consider and fast-track development in our area. They are unelected by voters, unrepresentative of local public opinion and therefore undemocratic. If the development is approved by WNDC the result will be an increase in traffic, congestion, and local infrastructure as well as loss of green space - familiar? Dallington Heath and Buckton Fields both drain into the same watercourse the Brampton Branch of the River Nene; increased top water runoff from these estates could cause flooding in parts of the town lower downstream, such as St James. The increase in traffic in our area will mean perpetual gridlock. There is no investment planned for new roads in this area. The Sandy Lane Relief Road, if approved, will have a capacity of upto 21,000 vehicles a day. Currently the Market Harborough Road takes 18,000+ vehicles a day. What does the future hold?

Advertise Here! If you are reading this then so could a potential NEW customer... For more information contact us direct at editor.wasptra@googlemail.com

Your News, Views and Pictures

Please send us your News & Views. We would also like any pictures you have of the area, a nice traffic jam near you perhaps. Why not take your camera when you're out and about and send us a picture of what you see? Just how our area is already straining without the extra burden of new housing estates. email: editor.wasptra@googlemail.com Post: WASPRA, 25 Greenhills Road, Whitehills Northampton NN2 8BU (Tel: 845379)

the groom room Professional dog grooming on your doorstep! contact Katrina Boorn. tel: 01604 511877 or 07876 252550 or email: enquiries@kboorncreative.co.uk the groom room 32 Harborough Road North Northampton NN2 8LU.

WASPRA News Newsletter of the Whitehills and Spring Park Residents Association December 2007

WISHING ALL OUR FELLOW RESIDENTS MERRY CHRISTMAS AND A HAPPY PROSPEROUS NEW YEAR

Ensign finally show their colours

Well at last it happened, Ensign finally submitted their planning application for Buckton Fields on 29th October to Daventry District Council. It will shortly have a planning number and as soon as it has this, we, the public, will be able to protest. Please see page 2. Ensign have also circulated their own newsletter to members of the community called the 'Community Update', the front cover is depicted here. It contains information on their amended plans for the fields, as well as an Exhibition at the Obelisk Centre on Wednesday 12th of December from 2pm until 9pm. We are somewhat cynical about the whole timing of the application, at a time when the public will be distracted with Christmas parties & shopping plus the scheduling and location of their exhibition; mid-week when most people will be at work and at the Obelisk centre, not really at the heart of the community most affected by these plans! Despite this, we strongly urge residents to go. The Newsletter goes on to advise the reader that they wish to submit a second application for what they call 'Buckton Fields East'. This is apparently a separate application to 'fast-track' 500 houses onto the site, because apparently Northampton is in dire need of housing! The local press proves different and we know that newly built 'affordable' houses have stood empty for months on other developments around the town. We feel that their newsletter puts across a degree of finality to the reader, as if this is a foregone conclusion and backed by the Government. Let us assure you THIS IS NOT THE CASE! It has to undergo proper planning process by democratically elected councillors; no WNDC whitewash here!

Buckton Fields Continued...

When Daventry District Council have validated Ensign's Planning Application it is given a number. This number MUST be quoted on all correspondence. We will let you all know this number as we will distribute a flyer which gives you all the details you will need if you want to protest this application. This information, plus other useful stuff is on the WASPRA sponsored website at www.bucktonfields.com. The leaflet will also contain details of our own open day we are planning which will allow you to find out more about the plans, what our own independent experts know and also how to submit a successful letter of objection; we also plan to have a supervised area for kids to free up the adults! Spend a moment thinking of how this will affect all our lives. There will be approx. 1,500 extra cars on local roads as a result of this development, which results in 8,750 daily car Journeys. Imagine how this will affect us all? There will be immense impact on our hospital, healthcare, schools, and local services plus crime and more flooding. We just won't cope! REMEMBER, WE HAVE ONLY 21 DAYS TO PROTEST AFTER PLANNING IS APPLIED FOR!



Boughton Quarry Update

Peter Bennie's application to turn Boughton Quarry into an In-Vessel Composting Facility has been sent back for re-consultation after additional information was submitted by the applicants. This means that if you missed your chance to object first time round you now can make your feelings known. Remember that what they propose is a unique facility, no other exists in the UK, and none in world have been allowed to be built so close to residential areas. This means that the NCC have really no UK template to use for their risk assessment of this facility; how will the residents be assured that risks will be appropriately measured if permission is granted. The plant will process catering and bio-degradable refuse into compost and will be a 24/7 operation. Local residents are concerned that this plant will not only belch noxious fumes and noise into the atmosphere, but could also be attractive to vermin like rats, gulls and flies. If you wish to object to this potentially hazardous development, then send letters to: James Griffin, Development Control, Growth Management, PO Box 163, Floor 3, County Hall, Guildhall Road, Northampton, NN1 1AX by 24th December 2007, Ref: DA/07/0309. Remember you MUST quote this number on all correspondence about this. Further details can be viewed on line, follow the links from the Bucktonfields.com website.



Some Useful Dates...

- 20/12 - Last posting date for 1st class post to UK
21/12 - Northampton Schools, term ends
24/12 - NCC Boughton Quarry consultation ends
07/01 - Northampton Schools, pupils return
26/01 - WASPRA Open Day, Pastures (proposed)
15-24/02 Northampton Schools, Half term
10-13/04 Easter Weekend

URGENT!!! We Need Your Memories!!!

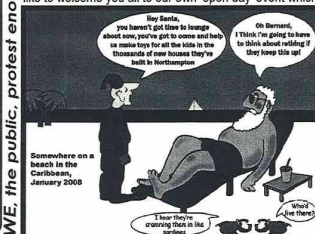
In fact we need over 20 years worth. Can you recall just how long you have been walking on Buckton Fields? Have you any photos of times gone by, walking your dog, playing football, cycling, picnics with the family? If your answer is yes then will you please contact us ASAP. Call on on 845379. This may prove invaluable information so please contact us.

FEEDBACK YOUR COMMENTS & VIEWS

Following our first edition of W/V we received instant feedback from local residents condensed below. SCOP THE POOP! Dog owners please, please, please pick up after your pooch. We can all do our bit to make our environment a nicer place, so Bag It, Tie it and Bin it! CUT BACKS... of a different nature. Residents please manure your overhanging trees and bushes if they are obstructing a public path, they maybe forcing pedestrians onto busy roads etc. Whilst you're out there hanging up the festive lights why not give the shrub a trim! SLOW DOWN! Drivers please REDUCE YOUR SPEED! KILL YOUR SPEED NOT A CHILD or anyone else for that matter!

Editors message

May I take the opportunity to wish all our readers a Happy Christmas and we hope that you all have a rewarding seasonal break! My apologies for such a word intensive newsletter, but we seem to have a lot to report this quarter. Remember to check our website for updates if you are able, and I urge you to make your voices heard at the Ensign Exhibition. We would like to welcome you all to our own 'open day' event which we plan for January 26th 2008. We will let you know the details once finalised, which will be after the Ensign application has been given a registration number and proper timescales imposed. Please bear in mind that this is a community newsletter and we want feedback from YOU. Let us know your news, views, pictures and your gripes, yes your gripes. Wishing you all a very Happy Christmas, and a Merry New Year!



2 Visit www.bucktonfields.com to sign the on-line petition and for current news and views.

3

APPENDIX 3 – Residents’ 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 feed back 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
Copies of the exhibition boards will be available to download from the website as PDFs from 12 December 2007.

Community update

Buckton Fields Newsletter – November 2007

Buckton Fields

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

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 Kingshore Community College that was attended by over 200 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 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."

CONTACT US

Once Ensign's outline planning application for Buckton Fields is registered by Daventry District Council, the council will notify the public of its formal 21-day consultation period. If you would like Ensign to address you directly when Daventry District 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

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 areas.

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 3.

Buckton Fields East

Visit the website at: www.bucktonfields.co.uk

Ensign Group Limited



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.

Where possible, constructive comments received during the consultation programme have been taken on board to help shape the outline planning application for the site. The material 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



Visit the website at: www.bucktonfields.co.uk

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 is credited as 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 seeks 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, where and when 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 council 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.

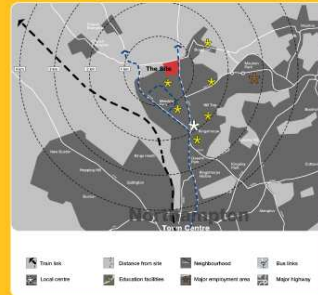


On 24 September 2007 the Secretary of State wrote to Daventry District Council confirming that the Buckton Fields site will remain allocated for development in Daventry's Local Plan to support the delivery of housing within the Milton Keynes and South Midlands Sub-Region and identified growth area.

Buckton Fields East: View North



Regional Location Map



In order to assist with the timely delivery of housing in and around Northampton, Ensign has decided to submit a separate outline 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.

Development Overview

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

Approximately 76.4 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 Bessington Lane to the north.

Creating a community with character

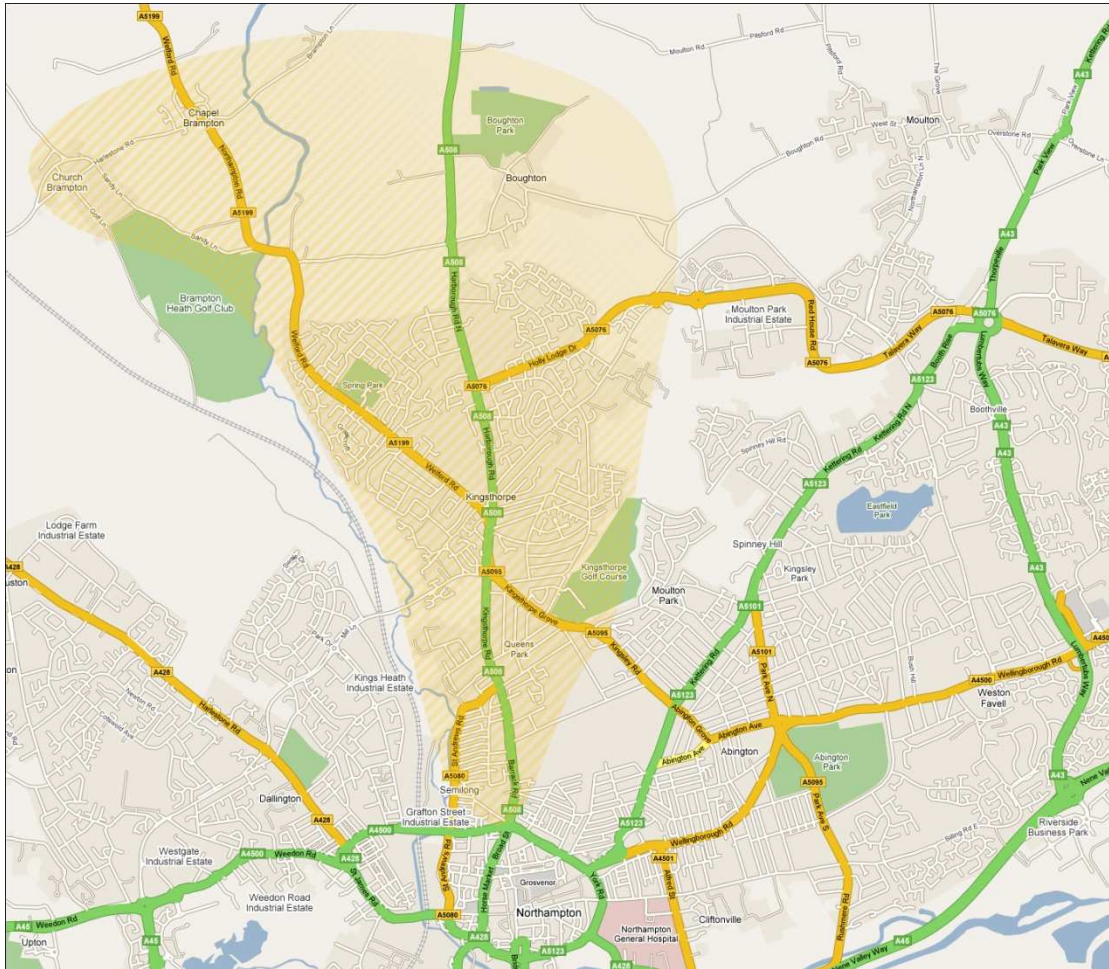
The Buckton Fields East development would create a vibrant community by incorporating a mix of housing styles in neighbourhood areas with distinct characteristics. Careful landscaping and tree planting will seek to soften the appearance of the development and provide the local scenery with local points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

Homes lining Harborough Road North will be sensitively developed to retain 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 newly 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 overhouses, smaller terraces, new style houses and apartments ranging to two and a half to three storeys, Buckton Fields East will provide the range of accommodation needed to create a sustainable and vibrant community.

Visit the website at: www.bucktonfields.co.uk

APPENDIX 4 – Map of the Newsletter Distribution Area (highlighted area shows distribution)



APPENDIX 5 – Distribution Company Newsletter 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 27th 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

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

Public Exhibition

To assist with the timely delivery of housing in and around Northampton, Ensign Group Ltd plans 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.

Ensign is seeking to create a purely residential development of approximately 500 homes, as well as public open spaces and children's play areas.

Local residents and members of the community are invited to attend a public exhibition to find out more about the emerging proposals for the Buckton Fields East scheme. The exhibition will also give you the opportunity to talk directly with members of the planning team and feed

back comments prior to the application being submitted to Daventry District Council.

Exhibition Date:
12 December 2007 (2pm-9pm)

Exhibition Venue:
The Obelisk Centre, Obelisk Rise,
Northampton, NN2 8UE

We hope to see you at the public exhibition and look forward to finding out your views on our proposals.

Ensign has now submitted an outline planning application for the wider Buckton Fields site to Daventry District Council, who will undertake a formal consultation process over a 21-day period once the application is registered.

For further information on the Buckton Fields East consultation process or the status of the wider Buckton Fields planning application please contact us on 0800 988 9141 (between 09.00-18.00pm weekdays) or e-mail contact@bucktonfields.co.uk

Visit the website: www.bucktonfields.co.uk



Buckton Fields East

APPENDIX 7 – Email from Daventry Express

From: Amanda Parry [amanda.parry@ccnltd.com]

Sent: 08 January 2008 14:06

To: Verity Ottesen

Subject: Daventry Express Advert

Hi Verity

Just a quick e-mail regarding our telephone conversation this afternoon.

The advert for the public meeting for two weeks in December was booked by yourselves. It appeared in the paper the first week but due to a planning error it did not appear the second week. A full credit has been raised for the second week booking, i do apologise for this.

If you have any other questions please do not hesitate to call me.

Thanks

Amanda Parry
Entertainments Representative
Daventry Express
63 High Street
Daventry
Northampton
NN11 4BQ
01327 708297

 Please don't print this e-mail unless you really need to.



Ensign Group Limited

PRESS RELEASE

Ref. number: 16579-BF-PR

Issue date: 23 November 2007

Public invited to second Buckton Fields exhibition

The Ensign Group Ltd is inviting local residents from Northampton and the surrounding area to give feedback on emerging proposals relating to a separate planning application for a high quality residential scheme of approximately 500 homes at Buckton Fields.

The proposals relate to Buckton Fields East, a 16.4hectare site located on the eastern side of the wider Buckton Fields site, adjacent to Harborough Road North. Emerging plans will be available for the public to view at an exhibition taking place on Wednesday 12 December from 2pm to 9pm at The Obelisk Centre, Obelisk Rise, Northampton, NN2 8UE. They will also be available to view on the recently updated Buckton Fields website – www.bucktonfields.co.uk.

Andrew Wilson, Director of The Ensign Group Ltd, comments: “Ensign’s decision to submit a separate application for Buckton Fields East comes after the Secretary of State wrote to Daventry District Council confirming that the site will remain allocated for development in the adopted Daventry Local Plan.

Buckton Fields is regarded as key to supporting the delivery of housing within the Milton Keynes and South Midlands Sub-Region and identified growth area, and Ensign believes that development of the Buckton Fields East site will assist with the timely delivery of housing in the Northampton area.”

Members of the planning team and key consultants acting on behalf of Ensign will be on hand throughout the exhibition to answer questions and provide an insight into details of the emerging proposals. Where possible, constructive comments will be taken on board to help shape the outline planning application that is due to be submitted in early 2008.

An outline planning application to create a mixed-use development across the wider Buckton Fields has now been submitted by Ensign to Daventry District Council following a wide-ranging consultation programme that took place throughout April, May, June, and July 2007. That application will be registered

in due course and local residents will subsequently be formally consulted directly by the Council.

Wilson continues: "Prior to submitting the outline planning application for Buckton Fields, a huge amount of work was done to work with the local community to clearly identify and understand specific issues regarding development at the site. Where possible, constructive comments have been taken on board to help shape the outline planning application for the wider site, and will also serve to inform the outline application for the Buckton Fields East site.

"This second round of consultation relating to emerging proposals for Buckton Fields East builds on previous consultation, and is an important step in helping Ensign shape the best possible solution for the area."

- 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 / vottesen@camarguepr.com

Notes to Editors:

1. BUCKTON FIELDS

i. Pre-application consultation

Ensign has worked hard to robustly address the points and issues raised by members of the public during the pre-application consultation programme undertaken prior to submitting the outline planning application for the full Buckton Fields site to Daventry District Council. Over 300 people attended a public exhibition held in May 2007 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.

ii. Buckton Fields Planning Application

- **Status:** Ensign has now submitted a planning application for Buckton Fields to Daventry District Council
- **Daventry District Council** is due to register Ensign's outline planning application for the wider Buckton Fields development shortly. Once registered the full application will be available to view at: www.daventrydc.gov.uk/atoz/planning/index.shtml. There follows a formal 21-day consultation period undertaken by the council when members of the public are invited to feed back their comments on the plans.
- **Statement of Community Involvement:** A detailed summary of all stakeholder involvement and the public consultation programme (including responses) regarding the proposals relating to the wider Buckton Fields planning application is available to view at the Buckton Fields website: www.bucktonfields.co.uk
- **Post-submission Consultation:** As part of its commitment to post-submission public consultation, Ensign is directly contacting all those people who have registered their contact details with the company to advise them once the Buckton Fields planning application is registered. To receive communication from Ensign regarding the planning process please register your contact details with the company using one of the following methods:

Hotline: 0800 988 9141

E-mail: contact@bucktonfields

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

2. ENSIGN GROUP LTD

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

APPENDIX 9 – Press Coverage (relating to exhibition)

Northampton Chronicle and Echo – 26 November 2007

Plans due for 500 more houses at Buckton Fields East site

PLANS to build 500 houses in Buckton Fields East in White-bills will be on display at a second public exhibition.

Development company, Ensign, is expected to submit the planning application to develop the 16.4 hectare site to Daventry District Council early in 2008, alongside proposals to build more than a thousand

houses on the Buckton Fields site next to Harborough Road North.

Residents in the area have already raised objections to the first application on the grounds that it would damage the environment and farmland. More than 200 residents, including Councillor John Yates (*Lib Dem, Boughton*

Green) voiced their opposition at a meeting in June.

Andrew Wilson, director of The Ensign Group Ltd, said: "Ensign's decision to submit a separate application for Buckton Fields East comes after the Secretary of State wrote to Daventry District Council confirming that the site will remain allocated for develop-

ment in the adopted Daventry Local Plan.

"Buckton Fields is regarded as key to supporting the delivery of housing within the Milton Keynes and South Midlands Sub-Region and identified growth area.

"This second round of consultation builds on previous consultation and is an impor-

tant step in helping Ensign shape the best possible solution for the area."

Members of the public can look at the new application at the exhibition on Wednesday, December 12 in The Obelisk Centre, Obelisk Rise from 2pm until 9pm. Details of the plan are also available online at www.bucktonfields.co.uk.



Kingsthorpe
YOUR CORRESPONDENT:
CALL DEREK SIMPSON
01604 712210

Northampton Chronicle & Echo – 03 December 2007

FOR one day only, a public exhibition of further development plans relating to Buckton Fields is being held on December 12 from 2pm to 9pm in the Obelisk Centre, Obelisk Rise, Northampton. The proposal is for 500 homes, plus open spaces and children's play area in Buckton Fields East, which is within an area adjacent to Harborough Road North. The Ensign Group has submitted an additional planning application to Daventry District Council. This exhibition allows members of the public to find out more about the emerging proposals for the scheme. You will also be able to talk directly to members of the planning team and pass your comments to them prior to the application being sub-

mitted. Once the application is registered, Ensign will undertake a formal consultation process over a 21-day period. For further information call 0800 9889141 any weekday between 9am and 6pm, e-mail Contact@bucktonfields.co.uk or visit www.bucktonfields.co.uk

Northampton Chronicle & Echo - 08 December 2007

Developer reduces number of houses and farm shop is saved

Public outcry cuts size of housing plan



■ Adrian and Margaret Smith are delighted their farm shop has been saved
CE picture by LOUISE O'CALLAGHAN 071207LOC44

By Wayne Bontoft
Politics Reporter

THE NUMBER of houses in a controversial scheme have been cut back and a threatened farm shop has been saved from closure following a public backlash.

The *Chronicle & Echo* revealed in May this year that controversial plans to build 1,500 houses on an area of land in Whitehills known as Buckton Fields were back on, despite campaigners winning a fight against them in 2002.

The news was met with mass disapproval from Whitehills residents who set up a campaign to fight against the development for a second time.

And following the backlash, Surrey based developer the Ensign Group, has announced a cut in the housing numbers.

A spokesman for the company said: "The number of new houses we're proposing now has been cut from 1,500 to 1,250.

"That was as a direct result of the public feedback we got from the consultation process in May."

The company has also announced that the threatened Smith's Farm Shop, which has been based on the potential development site for almost 50 years, will be allowed to stay.

Farmer Adrian Smith, who runs the shop said: "The plans clearly state the shop will be retained now and it's good to know we're now considered part of the scheme.

"We'll have to look for new farmland because we'll lose that, but the location of the shop was always the most important thing.

"It's a lot easier to find farmland than another site for a shop, so it looks

Homes plan threat to family farm shop

Business will have to close if 1,500-home development goes ahead



■ The *Chronicle & Echo* has covered the story since it began

like we will keep going."

Campaigners against the housing development have also given a grudging welcome to the reduction in new home numbers.

Whitehills resident Ian Suter, who is organising the campaign, said: "The only real victory would be if they weren't going to build anything at all.

"But it's good they've said the farm shop can remain and I suppose we should be happy about the reduction in new houses. But it's not a huge reduction."

Ensign will display its latest proposals for the land at the Obelisk Centre in Obelisk Rise, Kingsthorpe, from 2pm until 9pm on Wednesday, December 12.

wayne.bontoft@northantsnews.co.uk



Northampton Chronicle & Echo – 10 December 2007

THIS is your last chance: for one day only, a public exhibition of further development plans relating to Buckton Fields is being held on December 12 from 2pm to 9pm in the Obelisk Centre, Obelisk Rise, Northampton. The proposal is for 500 homes, plus open spaces and children's play area in Buckton Fields East, which is within an area adjacent to Harborough Road North. The Ensign Group has submitted an additional planning application to Daventry District Council.

This exhibition allows members of the public to find out more about the emerging proposals for the scheme. You will also be able to talk directly with members of the planning team and pass your comments to them prior to the application being submitted. Once the application is registered, Ensign will undertake a formal consultation process over a 21-day period. For further information call 0800 9889141 any weekday between 9am and 6pm, or email contact@bucktonfields.co.uk or visit www.bucktonfields.co.uk.

■ Kingsthorpe Townswomen's Guild has its Christmas party this afternoon at 2pm in the Baptist Church Rooms, entrance Waitrose rear car park. Details on Northampton 844684.

■ At the same venue today, at 7pm, Northampton Tinnitus Group has an open discussion evening. Details on Northampton 495249.

■ Tomorrow Northampton Rose of the Shire Flower Club meets at the Baptist Church Rooms at 7.30pm. The guest, Diane Singleton, gives a demonstration on arrangements of 'Home for Christmas'. Visitors will be very welcome to attend. For further information call Northampton 463732.

■ Meanwhile, over the road at the Public Library, Welford Road, the Bookchat Reading Group has its monthly meeting and the main book under discussion is 'A Wedding in December' by Anita Shreve. Light refreshments will be provided. For more information pick up a leaflet from the reception desk or phone Northampton 714021.

■ On Wednesday, Holy Trinity Fellowship has a get-together in the Church Rooms, Edinburgh Road, at 7.30pm. Details on Northamp-

ton 715388 or 711597.

■ The same evening, starting at 8.30pm, Kingsthorpe Jazz Club at The Headland, Longland Road, presents an music from the swing era, played by a six-piece group, aptly named the Swingshift. Admission is free, call Northampton 416131.

■ Kingsthorpe Baptist Church, High Street, invites you to come and share a Great Big Christmas Sing on Friday at 7.30pm. This informal evening will feature carols and seasonal songs, and tea or coffee and mince pies.

On Sunday, December 16, a Christmas family service is being held in the church from 10.45am followed by tea and coffee.

■ A traditional candlelight carol service is being held from 6.15pm on Sunday, December 23, and on Christmas Day a United Christmas Day Service is being celebrated at the Methodist Church at 10.30am. For further information call Northampton 842347.

■ St John the Baptist Church, in the heart of the village, is opening on Saturdays during December and January, with tea, coffee and biscuits available from 9am to noon. This gives you a chance to call in and see the architecture or spend a few moments in quiet prayer and contemplation.

On Sunday, December 16, services in St John's will be Said Communion at 10am, followed with Holy Communion and Baptisms at 11.30am. On Sunday, December 23, Said Communion will be at 8am, Parish Communion at 10am, and a Service of Nine Lessons and Carols at 6pm. On Christmas Eve there will be a Christingle Service at 5pm and Midnight Mass from 11.30pm. On Christmas Day Said Communion is at 8am and Family Communion at 10am.

■ Northampton and Lamport Railway, based at Pitsford Station, is running a timetable of Santa Specials on Saturday and Sunday, December 15 and 16. Visit the

station and the super Winter Wonderland, where each child meets Santa and receives a gift, then get aboard the train and take a trip and be served mince pie and sherry, with soft drinks and biscuits for the children. Advance booking is strongly advised, call Northampton 820327.

Councillors and residents oppose development

Homes scheme gets rough ride



■ Buckton Fields housing application exhibition at the Obelisk Centre

CE picture 071212KA22

DOZENS of concerned residents attended an exhibition of proposals for 500 new homes in Buckton Fields, to the north of Northampton.

This is the first phase of a plan which developers have slightly scaled down following the first consultation.

An outline application has been submitted to Daventry District Council for 1,250 homes in the area instead of 1,500, and a planning application for the first phase is expected early next year.

The exhibition at The Obelisk Centre in Obelisk Rise, Northampton, outlined the 16.4 hectare site where developer, Ensign, hopes to build 500 homes near Harborough Road North.

Residents and councillors met members of the planning team to voice their concerns over increased traffic and lack of provision for youngsters.

Tony and Francis Coutts, who have lived in Reynard Way near the proposed site for 37 years, said traf-

By Donna Bowater
Chronicle Reporter

fic and congestion between Boughton and Kingsthorpe was already bad enough.

Mr Coutts, 80, said: "We have just waited for 12 cars to go by before we could get off our drive. Traffic is queuing all the way up to Moulton Park and how are we going to stop people having more than one car? We have to queue for 35 minutes just to get into Kingsthorpe, and why are they building here if it's for Daventry?"

Councillor Sally Beardsworth, who sits on the borough council's housing strategy steering panel, was also concerned.

She said: "We will have the whole of the impact on our doorstep and the council tax will go to Daventry. I think it's unreasonable of them to dump this on our doorstep. What is Daventry giving to Northampton in return?"

Consultation documents have been sent to 6,000 homes and residents

who attended the exhibition gave their thoughts in a feedback form. The second and third phase of the plans would include a new primary school, a small retail centre and the possibility of a park and ride scheme alongside more houses.

County councillor for Moulton, Judy Shephard, said: "It's something we've been fighting for years. It's absolutely ridiculous to put a development of that size on the north side of Northampton when it hasn't got the structure to support it. It's doomed to fail and we will fight it every step of the way."

Andrew Wilson, land director of Ensign, said: "The need to increase the UK's housing supply is now at the top of the government's agenda and as part of the wider strategy for sustainable housing growth, substantial housing and employment targets have been set for Northampton.

"The Secretary of State wrote to Daventry District Council confirming that the Buckton Fields site remains part of Daventry's Local Plan as an allocated site for housing."

The plans can be seen online at www.bucktonfields.co.uk.

Add your views www.northamptonchron.co.uk

Email letters@northantsnews.co.uk, for other ways to contact us see page 11

donna.bowater@northantsnews.co.uk

PRESS RELEASE

Ref. number: 16798-BF-PR

Issue date: 27 February 08



Ensign Group Limited

Public consultation to shape Buckton Fields East outline planning application

Public consultation on emerging proposals from Ensign Group Ltd for Buckton Fields East² has now closed.

Building on the lessons learnt during the consultation programme relating to its proposals for the wider Buckton Fields site, Ensign engaged with members of the public for a second time so they could voice their concerns and feed back on the emerging proposals specifically relating to the Buckton Fields East site.

Over 14,000 newsletters were delivered to homes in the surrounding area to advise people of the consultation process and invite them to attend a public exhibition that took place on 12 December 2007.

Andrew Wilson, Director of the Ensign Group, comments: "Public consultation and community engagement have become increasingly important in the planning and development process. Over 250 people attended the exhibition on 12 December, with many taking the opportunity to talk directly with members of our planning team and ask specific questions relating to the proposed development at Buckton Fields East.

"Following the exhibition Ensign received feedback forms from over 100 people. All of the concerns raised have been thoroughly reviewed and, where possible, constructive comments will be taken on board to help shape the outline planning application for Buckton Fields East."

Ensign anticipates submitting an outline planning application for Buckton Fields East to Daventry District Council this spring. Members of the public who are interested in receiving communication from Ensign updating them on the planning process as it progresses are invited to register their contact details with the company using any one of the methods detailed below:

Call us on freephone: 0800 988 9141

E-mail us: contact@bucktonfields.co.uk

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

² The Secretary of State wrote directly to Daventry District Council confirming that the Buckton Fields site would remain allocated in the Daventry Local Plan in September 2007 to support the delivery of housing in the Milton Keynes and South Midlands identified growth area. Following this announcement Ensign decided to submit a separate outline planning application for Buckton Fields East – an area of land that lies within the wider Buckton Fields site adjacent to Harborough Road North – to assist with the timely delivery of housing in and around Northampton.

A full Statement of Community Engagement (SCE) will be submitted as part of the final planning application. This will be available for interested parties to view at www.bucktonfields.co.uk

- ENDS -

FOR ALL MEDIA ENQUIRIES, PLEASE CONTACT:

Verity Ottesen or Gemma Rae at Camargue PR, on behalf of Ensign Group Ltd.

T: 01242 577277 F: 01242 527277

E: vottesen@camarguepr.com / grae@camarguepr.com

EDITORS NOTE:

1. BUCKTON FIELDS EAST: Pre-application consultation Programme

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

- Scheme website – the format of the existing website, www.bucktonfields.co.uk was extensively revised and updated to include information specific to the Buckton Fields East site
- Scheme newsletter – distributed to 10,000 homes in the area
- Continued promotion and use of the existing Buckton Fields e-mail contact address and hotline phone number (detailed in all scheme materials)
- Exhibition panels – displayed at a public exhibition and available to download from the Buckton Fields website
- Stakeholder matrix to identify who should be addressed and in what way/s
- 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
- Direct Mail newsletter and letter mailing to 4,000 residents living adjacent to the site to ensure receipt of information relating to the emerging proposals and pre-application consultation process – in direct response to concerns about distribution raised during the previous consultation programme
- Press releases – to communicate the consultation process through the key local media
- Adverts in key local journals highlighting the date and time of the exhibition

2. STATEMENT OF COMMUNITY ENGAGEMENT (SCE)

A Statement of Community Engagement setting out how, where and when the community has been involved in the preparation of our proposal for development at Buckton Fields East will be prepared following the consultation period. This will be prepared by Camargue Group - external consultants acting on behalf of Ensign – demonstrating how feedback gathered from the community over the course of the exhibition has helped shape our formal outline planning application for Buckton Fields East.

The SCE will be submitted as part of Ensign's outline planning application for Buckton Fields East. It will be available to download from www.bucktonfields.co.uk once the application has been submitted to, and registered by, Daventry District Council.

3. ENSIGN GROUP LTD

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

Northampton Chronicle & Echo - 01 March 2008

Plan for 500 new homes to be built

OUTLINE plans to build 500 homes to the north of Northampton are expected to be submitted to Daventry District Council in the spring.

Construction firm Ensign Group has set out the first phase of proposals for Buckton Fields, off Harborough Road, and has completed the second public consultation of the plans.

Hundreds of concerned residents attended a public exhibition in December to question Ensign – a subsidiary company of Martin Grant Homes – about transport plans and

new schools.

Andrew Wilson, director of the Ensign Group, said: “Following the exhibition, Ensign received feedback forms from over 100 people.

“All of the concerns raised have been thoroughly reviewed and, where possible, constructive comments will be taken on board to help shape the outline planning application for Buckton Fields East.”

Residents interested in keeping track of the planning process can sign up for updates from Ensign by calling 0800 988 9141.

APPENDIX 12 – Exhibition Display Boards

A track record in creating new communities



WHO WE ARE

The Ensign Group is a subsidiary of Martin Grant Homes - a privately owned company, founded in 1978 with a reputation for constructing high quality homes and apartments. The company has expanded its operations across the south of England, building a reputation as a major force in both strategic land acquisition and new home development.

ENSIGN'S COMMITMENT TO SUSTAINABLE DEVELOPMENT

Working with Martin Grant Homes has given Ensign a sympathetic understanding of the environment both in terms of the external appearance of its homes and its consideration for the surrounding

countryside. Wherever possible the designs incorporate regional characteristics ensuring homes complement the architecture of the surrounding area.

Maintaining their original philosophy, each property is meticulously planned and professionally built to the highest possible standard. Attention to detail and strict site supervision combine to produce individually designed executive, family and first time buyers' homes that enhance their existing surroundings and are renowned for their elegance and lasting quality.

Ensign recognises the ambitions of the Daventry and Northampton authorities, and the Government

in respect of meeting housing needs. Drawing on a breadth of experience as a developer of sustainable communities, the company understands the importance of maintaining the vitality of the local economy, as well as delivering affordable homes for local residents.

COMMITTED TO CONSULTATION

Working together with the local community and interested parties is integral to creating the right development at Buckton Fields East.

Feedback received over the course of this exhibition, and throughout the ongoing consultation programme for Buckton Fields East, will be used by Ensign to help shape the emerging proposals for the site.



Visit the website at: www.bucktonfields.co.uk



Why Buckton Fields East?



WHY BUCKTON FIELDS EAST?

The need to increase the UK's housing supply is now at the top of the Government's agenda. The Housing Green Paper states that the first challenge is to provide more homes, delivering three million dwellings by 2020. The defined Growth Areas will play a significant role in this.

As part of the wider strategy for sustainable housing growth, the Government has set substantial housing and employment targets for Northampton. On 24 September 2007 the Secretary of State wrote to Daventry District Council confirming that the Buckton Fields site remains part of Daventry's Local Plan, being required to support the delivery of housing within the Milton Keynes and South Midlands Sub-Region, which is a Growth Area.

On 28 November 2007, the Panel who examined the East Midlands Regional Plan published their report and recommended that 40,375 homes be delivered in the Northampton area between 2001 and 2026 in support of the town's important role as a Principal Urban Area in the East Midlands.

Ensign acknowledges the Government's agenda for Northampton and recognises its role as a regional growth centre set to accommodate substantial new housing and employment.

To assist with the sustainable growth strategy and the timely delivery of new housing, Ensign has therefore decided to submit a separate outline planning application for Buckton Fields East. This broadly corresponds to the area adjacent to Harborough Road North referred to as Phase One in the outline planning application for the full Buckton Fields site.



Visit the website at: www.bucktonfields.co.uk


Ensign Group Limited

Application status overview



BUCKTON FIELDS PLANNING APPLICATION UPDATE

In November 2007, Ensign submitted an outline planning application to Daventry District Council to create a sustainable urban extension to Northampton at Buckton Fields.

Approximately 50 hectares in size, the proposed development at Buckton Fields would create a high-quality mixed-use development of approximately 1,250 homes. The scheme would offer a mix of two, three and four bedroom houses and apartments with provision for retail and commercial sector elements, a primary school, Park & Ride and open public spaces facilities to create a fully functioning vibrant community.

To help shape the planning application, 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 attended by over 300 people, a media outreach programme and the development of a website. Wherever possible, constructive comments received during the consultation programme were taken on board to help develop the outline planning application for the site. For example, as a direct result of concerns raised about the density of the development, the number of proposed homes has been reduced from 1,500 to 1,250.

The registered application will be available to view on the Daventry District Council website and will be subject to a formal, 21-day consultation process whereby members of the public can feed back their comments on the plans. The Council's planning committee will take all relevant feedback into account when making its decision.

Indicative Masterplan Key:

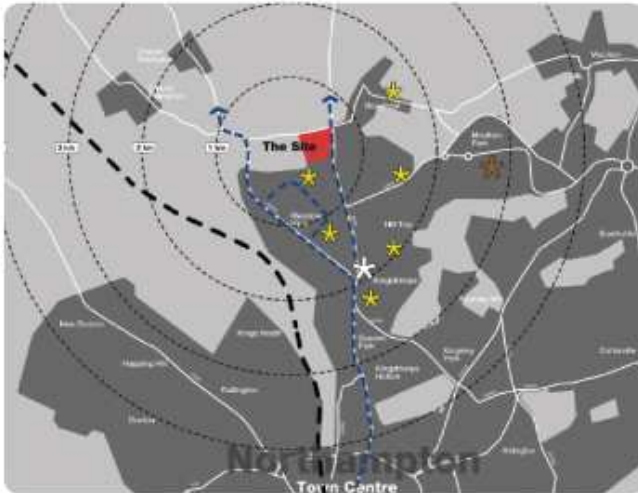
- Early area (2004-10)
- Proposed 1250-2000 homes
- Primary school (2.0ha)
- Local Centre (0.5ha)
- Community space (0.5ha) (2007/08 proposed)
- Primary school/primary site
- Water (0.2) low water
- 1250-2000
- Proposed allocation sites
- Employment (2.5ha)
- Park & Ride (0.2ha)
- Developer Valley Park
- Public Right of Way
- Reserve (buffer planting)
- Existing vegetation
- Public open space and amenity (see planning 06/04)
- WAP (Wastewater Treatment Works for P&R)
- L2MP (Local Transport Plan for P&R)

Visit the website at: www.bucktonfields.co.uk



Our Proposals

Buckton Fields East



Buckton Fields East Location and Facilities Key

	Tram link		Neighbourhood
	Local centre		Major employment area
	Distance from site		Bus links
	Education facilities		Major highway

BUCKTON FIELDS EAST: OUR PROPOSALS

The Ensign Group is preparing a planning application to create a purely residential development at Buckton Fields East, providing a sustainable urban extension to Northampton. The proposal is to build approximately 500 homes, ranging from two to five bedrooms, as well as creating open public spaces and children's play areas.

WHERE IS BUCKTON FIELDS EAST?

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

CREATING SUSTAINABLE COMMUNITIES

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

In accordance with Daventry District Council SPD, all homes at Buckton Fields will be built to Level 3 standard in accordance with the Code for Sustainable Homes - the national standard for sustainable design and construction of new homes. The aim is to reduce CO₂ emissions by 25 per cent throughout the site compared with 2006 Building Regulations. In addition, low water use appliances would be fitted in homes to reduce water consumption and appropriate recycling facilities and storage would be provided.



Visit the website at: www.bucktonfields.co.uk



Ensign Group Limited

Our Proposals



WHAT TYPE OF HOMES WILL BE BUILT?

Homes fronting Harborough Road North will be sensitively developed to retain 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 newly planted trees.

Moving deeper into the scheme, a wider variety of development styles incorporating landmark building will be provided to create an interesting and varied street scene. Mixing townhouses, small terraces, news style-homes rising to two and a half to three storeys, Buckton Fields East will provide the range of accommodation needed to create a sustainable and vibrant community.

Homes will be constructed using materials and colours that reflect and build on the character of the local community and surrounding environment. A variety of materials will be used within the development to differentiate areas of the community and give impact to landmark buildings.

HOW WILL THE DEVELOPMENT BE ACCESSED?

Buckton Fields East will be accessed at Brampton Lane by a three-armed roundabout. Street layout will focus on the creation of Homezones that give priority to pedestrians and cyclists - encouraging a lower level of traffic movement by using traffic calming measures and promoting on-street parking - whilst localised road narrowing at intervals will also help to slow traffic.

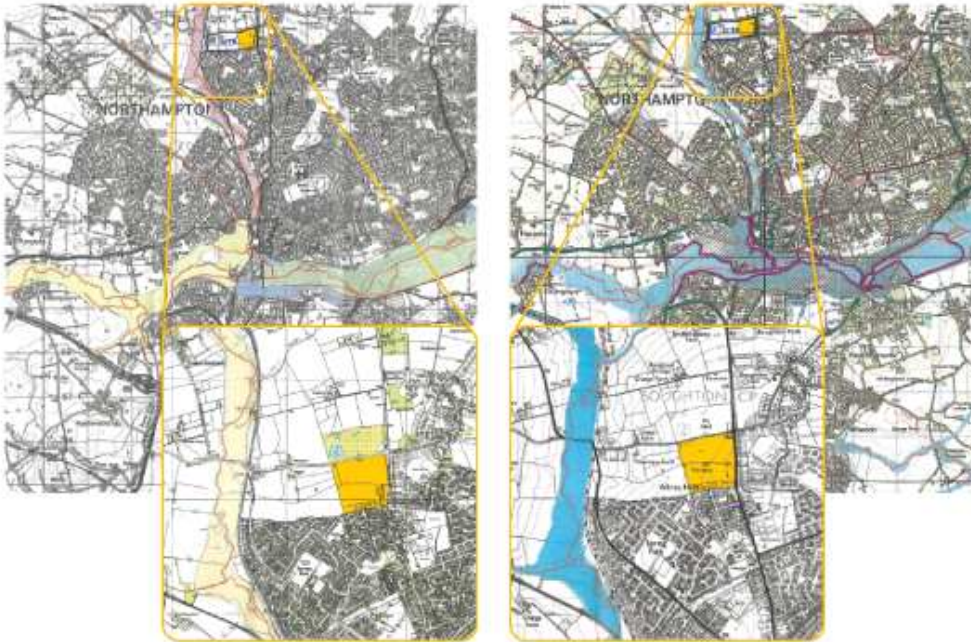
Buckton Fields East Indicative Masterplan Key

 Ready to go (10-15 mins)	 Emergency services
 Buckton Lane (11-15 mins)	 Primary school/primary school
 Main site access	 Public bus stop with 10-15 mins
 Storage buffer parking	 Local authority designated area (LDA)
 Boundary vegetation	 Local authority designated area (LDA) proposed office building, or existing 11-15 mins
 Public open space and green infrastructure planning	 Public amenity area
 Road network	 Public open space
 Brampton Valley Way	

Visit the website at: www.bucktonfields.co.uk


Ensign Group Limited

Flood risk assessment



Historic Flood Extent Map - February 2006

Map Scale

Historic Flood Extent

- Water 1000 on the River Nene (Structure Down)
- Water 1000 on the River Nene (Site of Northampton)
- Water 1000 on the River Nene (Site of Northampton)
- Water 900 on the River Nene (Site of Northampton)

FLOOD RISK ASSESSMENT

The Environment Agency has identified that the Buckton Fields East site sits outside the floodplain. Having modelled the effects of extreme rainfall conditions, including the effects of climate change on the River Nene, the Agency has identified that the site sits above the predicted 1 in 1,000 - year flood level.

Ensign has however, carefully evaluated the Environment Agency's data to ensure it has a true understanding of the nature of the site in relation to the issue of flooding in the construction of the proposed scheme. A Flood Risk Assessment has been undertaken to confirm that flooding will not be a constraint upon development at Buckton Fields East.

EA Floodplain Map - 2006

- Extent Of Extreme Flood
- Flooding From Rivers Or Sea Without Defences
- Flood Defences
- Areas Benefiting From Defences
- Main River

Dark blue shows the areas that could be affected by flooding, other than rivers or the sea, if there were no flood defences. This area could be flooded:

- from the sea by a flood that has a 0.2% (1 in 200) or greater chance of happening each year;
- or from a river by a flood that has a 1% (1 in 100) or greater chance of happening each year.

Light blue shows the additional extent of an extreme flood from rivers or the sea. These adjoining areas are likely to be affected by a major flood, with up to a 0.1% (1 in 1000) chance of occurring each year.

These two colours show the extent of the natural floodplain if there were no flood defences or other measures (structures and channel improvements).



Minimising environmental impact

Buckton Fields East



MINIMISING ENVIRONMENTAL IMPACT

Ensign is committed to ensuring that any development at Buckton Fields will include measures to protect and enhance the existing local ecology and minimise the environmental impact of construction work.

DELIVERING A SUSTAINABLE DEVELOPMENT

In accordance with Daventry District Council SPD, all homes at Buckton Fields East will be built to Level 3 standard in accordance with the Code for Sustainable Homes - the national standard for sustainable design and construction of new homes. In order to meet this standard, Ensign will incorporate the following measures where possible:

- Improved energy efficiency;
- Grey water harvesting;
- Use of renewable energy resources;
- Recyclable building materials;
- Construction waste recycling; and
- Sustainable urban drainage systems (SUDs).

Wherever possible, reclaimed materials sourced from local sites or suppliers would be used during construction, a site waste management plan would be developed to reduce waste on site and the developers would register the site with the Considerate Contractors scheme.

While work is in progress, every effort will be made to ensure that disruption to local residents is kept to a minimum. Ensign would also work with Daventry District Council to ensure reasonable hours of work to minimise any impacts of construction traffic, especially at peak times.

PRESERVING THE SITE'S ECOLOGY

The enhancement of existing ecology is inherent to the proposals and has been given full consideration in the development of the masterplan which includes the following commitments:

- Retention of existing hedgerows to establish wildlife corridors through the site;
- New scrub and managed grassland habitats in the proposed public open space areas to encourage and promote biodiversity and species enhancement. This also provides opportunities for existing and new species to be incorporated into the development, for example, opportunities for reptiles, foraging bats and birds.
- Measures to encourage bat activity, for example, bat boxes.
- The provision of an Ecological Construction Method Statement (ECMS) during the construction phase and a long term Ecological Management Plan (EMP) will both be developed to ensure conservation and maintenance of habitats and species within the site.

Visit the website at: www.bucktonfields.co.uk


Ensign Group Limited

Delivering transport infrastructure



DELIVERING TRANSPORT INFRASTRUCTURE

The Buckton Fields East site is well served by existing transport routes and facilities, including bus routes and the Sustrans national cycle network. A comprehensive traffic strategy will be put in place to reduce the level of traffic generated by development at Buckton Fields East.

Ensign is carrying out careful studies to look at the accessibility and sustainability of the site, the traffic flows generated and the impact on the surrounding roads and junctions. As well as minor road improvements, providing a comprehensive, balanced range of transport improvements will ensure the delivery of a truly sustainable urban extension.

INCREASES IN TRAFFIC COULD BE HANDLED BY:

- New bus services to key employment and retail areas including the town centre, Kingsthorpe and Moulton Park;
- Measures to improve the overall quality of the bus journey, such as improved shelters;
- New crossings of the main roads and other initiatives to promote walking and cycling;
- Contributions towards traffic calming measures in villages surrounding the site; and
- Small scale highway improvements to increase capacity at key locations

PROVIDING WIDER BENEFITS FOR NORTHAMPTON

The development at Buckton Fields will deliver a transport strategy that will also result in significant benefits for the wider area in Northampton.

New bus services and bus enhancement measures will significantly improve the level of public transport provision from the town centre through Kingsthorpe.

THIS WILL:

- Improve the level of service to the town centre and allow it to grow sustainably;
- Provide improved alternatives to the car for existing residents in Kingsthorpe;
- Provide better connections to the town centre, and to a range of employment, retail, leisure, health and other facilities in the area; and
- Brampton Lane will be improved along the site frontage to meet current design standards and assist traffic flows.



Visit the website at: www.bucktonfields.co.uk



APPENDIX 13 – Exhibition Feedback Form



Feedback Form

We value the views of the community and invite you to record any suggestions on our proposals for Buckton Fields East. All comments will be considered individually and will assist us in developing the plan further in line with the community's wishes.

Please complete the form and leave it on the table as you leave. Alternatively, you can post your feedback form to: Verity Ottesen, Camargue, Eagle Tower, Montpellier Drive, Cheltenham, Glos, GL50 1TA or email contact@bucktonfields.co.uk.

The development team will consider all comments as the plan evolves in preparation for submitting a planning application early 2008.

1. General Comments

Please note that your name and address details will not be passed on to any other organisation and will only be used expressly in connection with this consultation.

Name	_____
Address	_____

Phone	_____
Email	_____

APPENDIX TWO



Ensign Group Limited

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



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

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

June 2011

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.

5. 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, 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.

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

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;
- 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.

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

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), 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 - 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 - 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 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.

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 to reflect the ongoing status of the planning process

6. 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 CO₂ 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.

7. 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 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

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 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. 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 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

Write to us: Freepost RRRG-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. Copies of the exhibition boards will be available to download from the website as PDFs from 12 December 2007.

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 Daventry District Council, you will be able to notify the public of its formal 21-day consultation process. If you would like Ensign to advise you directly when Daventry District Council has registered the application, contact us on our hotline telephone number on:

0800 988 9141

(between 09.00-18.00 weekdays) or email: 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 hotline telephone number on: 0800 988 9141 (between 09.00-18.00 weekdays) or email: contact@bucktonfields.co.uk. Visit our website at: www.bucktonfields.co.uk

Visit the website at: www.bucktonfields.co.uk

Ensign Group Limited

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 a frequently contentious programme, 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.

Where 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



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 homes 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, our planning application seeks 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, where and when 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 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 council 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

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 homes. The scheme will offer a mix of high quality homes ranging from two to five bedrooms, open public spaces and children's play areas.

Approximately 76.4 hectares in size, Buckton Fields East lies on the eastern edge of the wider Buckton Fields site, bordered by Harborough Road North to the east and Brompton Lane to the north.

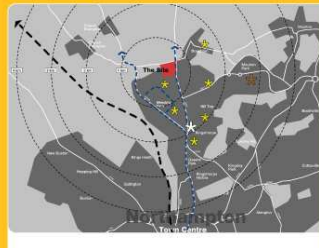
Creating a community with character

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 reduce the appearance of the development and provide the local scenery with local points of interest.

Homes fronting Harborough Road North will be sensitively developed to retain 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 newly-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-storeys, smaller terraces, town-style houses and apartments range to 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

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 27th 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

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



Ensign Group Limited

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

20 December 2007

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

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 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 2007

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

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 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

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.

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

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

- 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 / vottesen@camarguepr.com

Notes to Editors:

▪ **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):

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

▪ **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
- **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

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.

➤ **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. 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 - 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
- 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

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 - 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 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 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

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

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

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



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

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 / 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

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

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

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.

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.

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

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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 plancare@daventrydc.gov.uk quoting the planning reference DA/2007/1400.

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

Richard Church



3 Kingsley Gardens
Northampton
NN2 7BW
T: 01604 719097
E: rchurch1@btconnect.com

www.ruchardchurch.mycouncillor.org.uk (October 2010)

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.

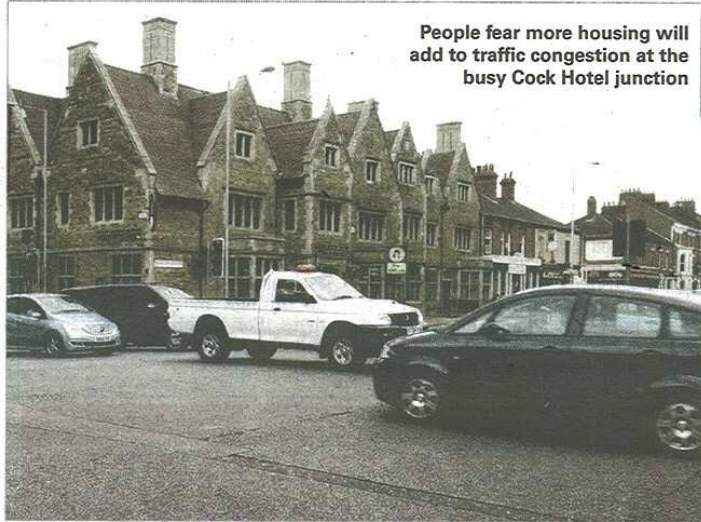
Ensign, which has submitted plans to Daventry District Council to build 1,050 homes on greenfield land at Buckton Fields, just north of Kingsthorpe, has said it would pour money into recently shelved plans to restructure the Kingsthorpe Corridor near the Cock Hotel if plans were approved.

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