

Bulbourne Cross, Land east of Berkhamsted



Summary of Community Engagement

Prepared by MPC on behalf of Thakeham

February 2021



THAKEHAM



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Introduction

“Dacorum Borough Council unveiled its draft Local Plan in November 2020, seeking to deliver at least 2,200 new homes over 10 separately owned sites along the southern and western edges of Berkhamsted. This will deliver new homes, but will it deliver the community facilities and infrastructure they need?”

Thakeham and the BSGCA have created a vision to deliver some of these homes on the eastern side of Berkhamsted as an exciting alternative, bringing with it a range of new community facilities and initiatives.”

The BSGCA (Berkhamsted Sports Ground Charitable Association) and Thakeham are together promoting a vision for a new development in Berkhamsted, most recently throughout the Dacorum BC draft Local Plan consultation from December 2020 to February 2021. The vision encapsulates something extraordinary, providing homes the town needs in the right places, creating a healthy, carbon zero lifestyle for the future – together with a once in a generation chance to provide the people of Berkhamsted and the surrounding area with an inspiring sporting hub.

Thakeham and the BSGCA held a wide-ranging public consultation, running alongside the consultation organised by Dacorum, to help residents understand options for delivering new homes in Berkhamsted, including those set within the draft Local Plan and the scheme proposed by Thakeham and the BSGCA.

Who are we?



Thakeham does not just build houses; Thakeham is a zero carbon, infrastructure-led community creator and is committed to delivering new, extraordinary places, where the highest attention to detail makes a positive difference.

Thakeham builds for the future, for communities and for individuals. Each development is different and tailored to its locality, with careful consideration of the area’s character, as well as the environment. We are the first housebuilder in the UK, and one of only five in the construction sector globally, to have made commitments on the SME Climate Hub to join the United Nations’ Race To Zero campaign. The commitment Thakeham has made joins our already industry leading commitments that from 2025 all Thakeham Homes will be carbon neutral in production and zero carbon in lifetime use.

Thakeham is one of only 12 organisations selected to become a member of the Healthy New Towns Network, which is a collaboration between NHS England, Public Health England, Housing Developers and Housing Associations. We are also a member of the Home Builders Federation, sitting on its Future Homes Taskforce as an exemplar business, for our leading work in Zero Carbon Placemaking. Thakeham has recently been acknowledged for its high-level commitment to advancing sustainability within the industry by the Supply Chain Sustainability School (SCSS). The award of Gold membership acknowledged Thakeham’s use of the resources as a method of ensuring continuous sustainability improvement across the wider supply chain.



The BSGCA (Berkhamsted Sports Ground Charitable Association) has been at the heart of sports in Berkhamsted for many years, supporting a range of groups such as, Berkhamsted Cricket Club, Berkhamsted Tennis and Squash Club, Berkhamsted Raiders Community Football Club and Berkhamsted Rugby Club. We want sport and healthy living to be at the heart of any new community in Berkhamsted – for the wellbeing of all.

What we consulted on

For some years the BSGCA has been looking to provide a multi-sport, multi-club centre to support the whole community. Together with Thakeham, we can create a better place for development in Berkhamsted, one that supports our values, new homes, sport and healthy living.

The proposals presented in November 2020 consisted of a new sustainable neighbourhood comprising around 1,100 homes, 9.7ha (24 acre) sports hub, a primary school, secondary school site, a country park and a village centre including shops, offices, a community hub and village green with pavilion and supporting infrastructure.

Across the sports hub, we wanted to create a facility that could truly support our active community with pitches and a new stadium, and other related facilities. This aimed to help a range of local clubs and groups in the town access better facilities. Sport and accessible exercise is an important part of the proposals, supporting activity in all forms, from running and cycling to play and structured sport.

42.7ha (105.5 acres) of green open space included a new 13ha (32 acre) Country Park, the sports facilities, school playing fields and new allotments. The Country Park, with its community pavilion,

opened up 2.6km of public cycle/footpaths across space which is currently largely inaccessible.

We have created well designed, energy efficient homes across the region and propose around 1,100 new homes here, of which 40% will be affordable for local people, managed by a Housing Association for rent or a shared ownership scheme. We'll provide a range of 1-5 bed houses, apartments and bungalows.

A new village centre, delivered early on, will provide local shops, a community café and community co-working facilities which reflect modern living. A new village green, allotments and primary school, alongside new sporting facilities will help to create a new, supported community.

Overall, the proposals offer a real opportunity to deliver a range of community benefits alongside the new homes Berkhamsted needs.





Consultation masterplan

Involving the community

Given the commitment of Thakeham to community consultation, the team is working towards high standards of engagement, by involving and engaging residents and key stakeholders from the very inception of the proposals.

Throughout the consultation we have:

- Hosted four Zoom webinars attended by 137 people
- Answered 178 questions live on our Zoom webinars
- Distributed a newsletter and reminder postcard sent to 9,742 households and 492 businesses
- Held meetings with 14 local groups and organisations
- Had 6,266 visitors to our website www.bulbournecross.co.uk
- 494 people have viewed our online presentation and FAQs
- Social media engagement via Facebook advertising with over 20,000 views

Timeline

| October | November | December | January | February |
|---|---|---|--|---|
| 19 Oct BSGCA Board Meeting to confirm partnership approach and sports masterplan | 16 Nov Meeting with Berkhamsted Raiders | 3 Dec Meeting with Berkhamsted Tennis & Squash Club | 6 Jan Press release is sent to local media outlets | 2 Feb Meeting with Herts and Middlesex Wildlife Trust |
| | 23 Nov Meeting with Dacorum Sports Network | 11 Dec Website launch | 10 Jan Vision Document and covering letter sent to all Dacorum Borough Councillors, and relevant Hertfordshire County Councillors | 10 Feb An E-newsletter is sent out to local residents who have signed up for updates |
| | 23 Nov Meeting with Berkhamsted Gymnastics Group | 11 Dec Meeting with Lovelo Cycleworks | 12 Jan Meeting with local residents | 15 Feb A reminder postcard is dispatched to Berkhamsted residents encouraging feedback |
| | 25 Nov Meeting with Berkhamsted Rugby Club | 14 Dec Newsletters are distributed to residents in Berkhamsted | 12 Jan Zoom presentation and Q and A for Berkhamsted residents | |
| | 25 Nov A letter is sent to Berkhamsted Councillors on the Borough and Town Councils, informing them of our proposals | 15 Dec Social media adverts launched | 14 Jan Meeting with Bourne End Residents Association | |
| | | 18 Dec Zoom presentation and Q and A for BSGCA sports club members | 14 Jan Zoom presentation and Q and A for Berkhamsted residents | |
| | | 21 Dec Zoom presentation and Q and A for Berkhamsted residents | | |
| | | 23 Dec Meeting with Berkhamsted Citizens Association | | |
| | | 30 Dec Interview on BBC Local Radio | | |

Stakeholder Meetings

Thakeham held a series of virtual meetings with relevant stakeholders representing Berkhamsted and Dacorum over November, December, January and February. These included:



Berkhamsted Raiders FC

On the 16 November 2020 Thakeham spoke with representatives about the proposals. The conversation covered a range of issues, predominantly around the Raiders, the proposals and their views of the local sports scene in Berkhamsted. The club currently has a shortage of pitches, with long waiting lists especially for girls' teams. They welcomed the proposals for more pitches and sports facilities in Berkhamsted.



Dacorum Sports Network

Thakeham met with a representative on the 23 November 2020. The conversation covered problems facing sport in the town, attitudes towards development and the Local Plan. They felt that our proposals present a fantastic opportunity to provide something wide-ranging for the town, and significantly improve sporting facilities in Berkhamsted.



Berkhamsted Gymnastics Group

Thakeham met with Berkhamsted Gymnastics Group committee members on 23 November 2020. A range of issues were discussed, including the current facilities and arrangements the group has and the potential for new facilities. They were enthusiastic about the sporting proposals and the potential that Bulbourne Cross has to improve facilities in the town. They felt that the proposals would allow more people to take up gymnastics and would help create a sporting community in the town.



Berkhamsted Rugby Club

Thakeham met with a representative on 25 November 2020. He was very enthusiastic about the Thakeham scheme, not just for the improved facilities for the rugby team but as it would help create a wider sports community. He felt it would encourage more young people to take up rugby and sport more widely.



Berkhamsted Tennis & Squash Club

Thakeham met with a representative on 03 December 2020. The discussion focused on the facilities and arrangements the club has currently, as well as their views on Thakeham's proposal. They felt that Thakeham's proposal was a better alternative for the town compared to the other sites. As well as enhancing sport locally, they welcomed other aspects of the scheme such as the Country Park, carbon zero homes and direct access to the A41.



Berkhamsted Cycling Club

Thakeham met with a representative on 11 December 2020, where a range of issues were discussed including the background to their enterprise, work they have undertaken with the Town Council to reduce car dependency and their views on the Thakeham proposals. They put forward a variety of suggestions for improving cycle use in Berkhamsted and on the Thakeham development and were keen to be kept informed about the proposals as they moved forward.



Berkhamsted Citizens Association

Thakeham met with representatives on 23 December 2020. Discussions focused on their views on the alternative sites for development as well as Thakeham's proposal. They preferred the site to the alternative sites but were concerned that it leads to the merging of Berkhamsted and Hemel Hempstead. The provision of sports facilities on the eastern side of the site is positive, but they were concerned that this would mean that in future it would be deemed brownfield and therefore could come up for re-development.



Bourne End Residents Association

Thakeham met with representatives on 13 January. They felt the scheme had some disadvantages over the current Local Plan proposals. They saw a potential benefit of providing an alternative route into Berkhamsted through Thakeham's scheme, reducing traffic through Bourne End. However, they were concerned about the encroachment of the green gap between Berkhamsted and Bourne End and felt Bourne End residents would be significantly impacted by the proposals.



Herts and Middlesex Wildlife Trust

Thakeham met with a representative on 2 February 2021. We discussed the aspirations and practicalities of achieving up to 20% Biodiversity Net Gain, particularly when looking at reflecting and enhancing local habitats by working with organisations such as local Wildlife Trusts. We highlighted how Thakeham has worked in similar partnerships with Wildlife Trusts in Surrey and Sussex to achieve greater gains in biodiversity as well as improvements for wildlife generally through close working relationships.



Berkhamsted Town Council

Thakeham will meet with Berkhamsted Town Council on 1 March 2021, to summarise the engagement taken to date, the evolution of the proposals through the consultation process and answer questions from members.

Newsletter

A four-page newsletter and feedback form were distributed to residents of Berkhamsted (9,742 homes and 542 commercial properties), informing them about the proposals and allowing them to feedback via:

- A Freepost card included in the newsletter
- By phone – 0800 148 8911
- By email and via the website

Distribution of Newsletter

The content of the newsletter covered:

- Background to the proposals – the Local Plan consultation and site allocations process
- The proposals for Bulbourne Cross, including details on sports facilities, the environment, carbon neutral housing and infrastructure
- What stage we are at and our consultation process
- How to comment on our proposals
- Contact details, including by email, freephone or via our website

A follow up postcard was sent to residents in February prompting feedback direct to the Local Plan consultation.

Sustainably printing materials

The newsletters were printed by a Carbon Balanced Printer, The Planet Mark™ Certified on FSC® Certified and VegSoc Vegan Approved paper.



Over
10,000
newsletters
delivered





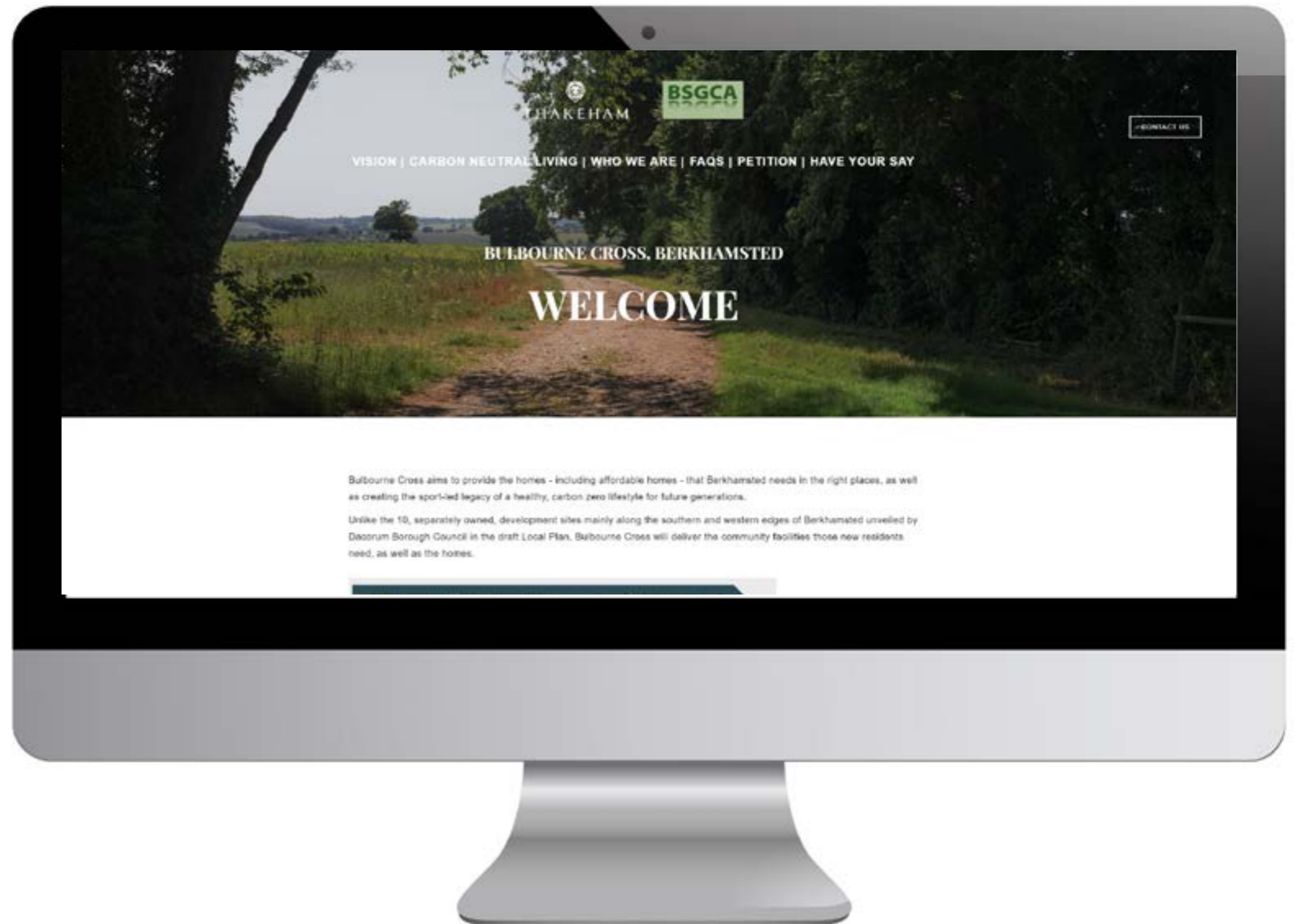
Project website

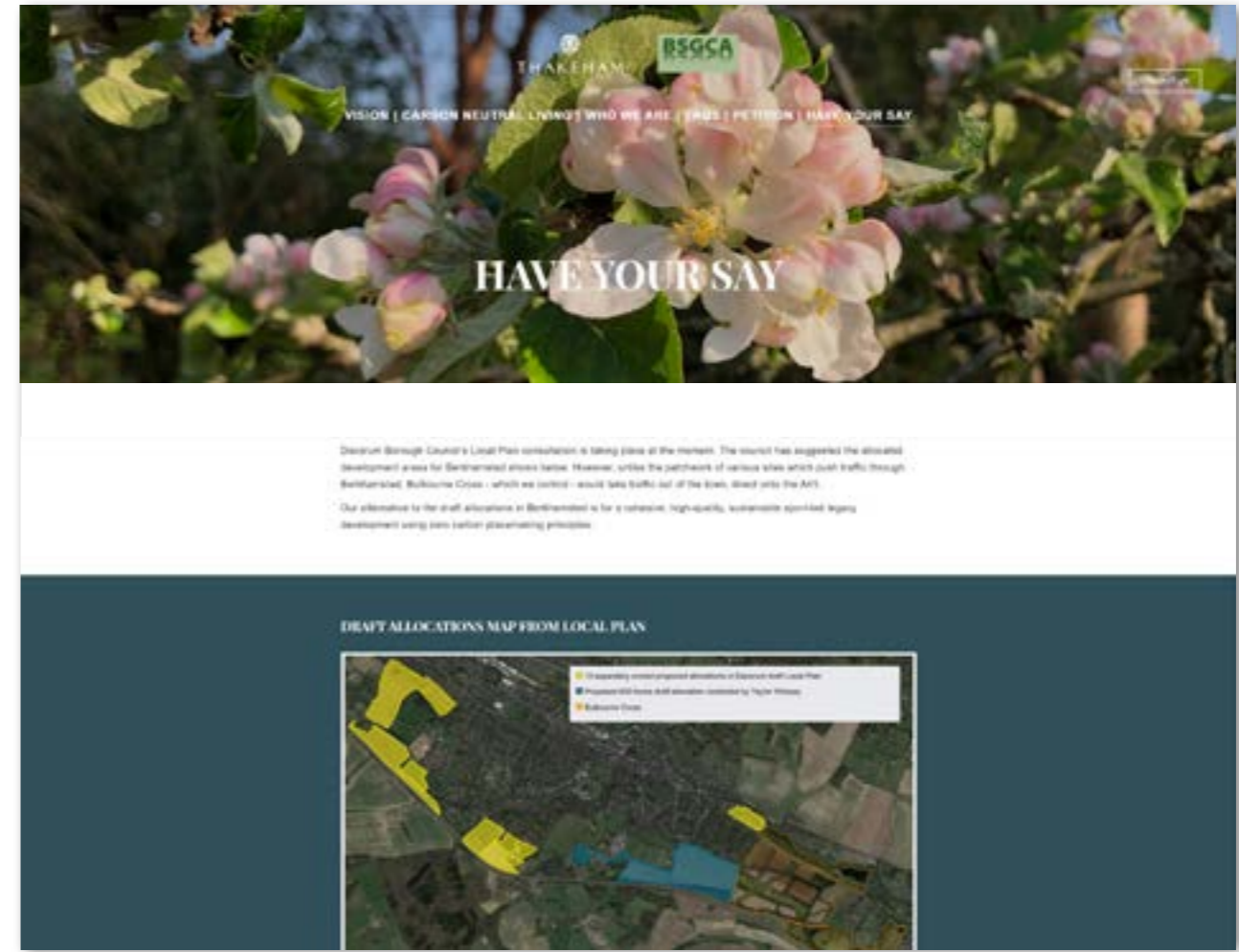
The project website, www.bulbournecross.co.uk/ was set up and advertised through the newsletter and social media. It included more details about the proposals, with residents signing up for updates. It will be continually updated as the plans progress.

The website includes:

- Information about the scheme
- Current plans
- A video explaining the vision for Bulbourne Cross
- FAQs
- Contact details (including by email and phone)
- Ability to comment online
- Sign up for updates

Most visited page was our Home page, followed by the Contact us page, Vision page, Who we are page, FAQs, Have your say, Carbon Neutral living and the Petition page.





As of 22/02/2021:



6,266
unique visitors



10,439
page views



1,728
visitors found the
page through a
direct link



1,258
visitors found the
page through social
media



1,072
visitors found the
page through a search
engine



91
comments on
the website



2,298
visited on
a mobile
device

Social Media Advertising

A series of social media adverts were launched on Facebook, raising awareness of the scheme and encouraging people to visit the website in order to submit feedback. The adverts were targeted at people who live locally in Berkhamsted through the following postcode areas:

HP4 1, HP4 2, HP4 3, HP1 3, HP3 9, HP1 1, HP1 2, HP2 4, HP2 5, HP2 7, HP3 8, HP23 5



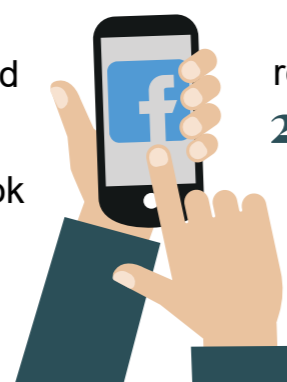
The Sporting advert (above)

| | | |
|---------------|----------------|-----------------|
| reached | made | received |
| 20,377 | 109,559 | 465 |
| users | users | facebook clicks |



The Housing advert (above)

| | | |
|---------------|---------------|-----------------|
| reached | made | received |
| 21,519 | 94,481 | 498 |
| users | users | facebook clicks |



E-Newsletter

A series of email newsletters was emailed to people who had signed up for updates on our website. The content of the newsletter covered:

- How to respond the Dacorum Borough Council's Local Plan consultation
- Details about Thakeham's proposal
- Information on the sporting facilities that will be provided by the scheme
- Contact details by phone, email or via the website



Presentations and Q and A with residents

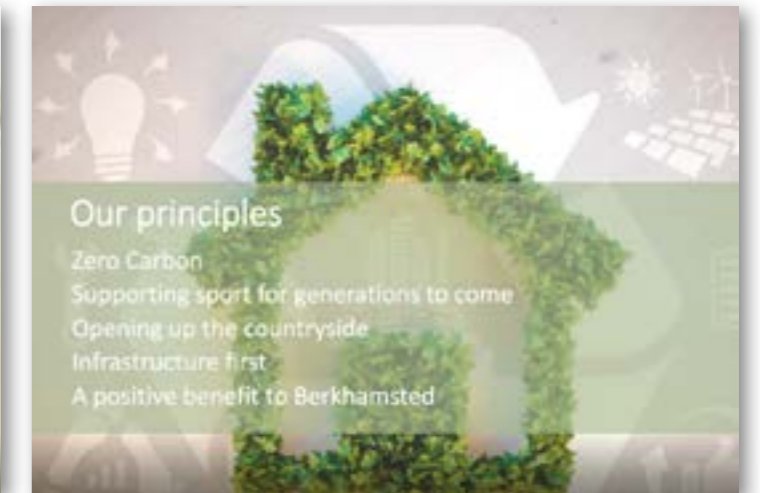
A presentation to sports club members was held on 18 December 2020 over Zoom, followed by a Q and A session featuring a mix of pre-submitted questions and live ones from the audience. This was followed by similar presentations to all who wished to attend on 21 December 2020, and the 12 and 14 January 2021. This included representatives of both Thakeham and the BSGCA.

This allowed the team to cover the following:

- Introduction to Thakeham
- Background to the Local Plan
- Details about the Bulbourne Cross proposals
- Our sporting ambitions for the development
- Our Carbon Zero plans
- Landscaping
- Transport
- Next Steps

Some of the topics that were raised during the Q and A were:

- How the plans fit into the rest of the Local Plan
- What sporting facilities will become available
- What other community facilities will be provided
- What infrastructure will be included
- Traffic management
- Connectivity
- Affordability of new homes
- Land ownership
- Timeline for delivering the development



The four zoom presentations were well attended by residents and stakeholders. Each event had:



18 December
23
attendees

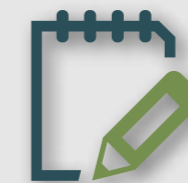
21 December:
54
attendees

12 January
42
attendees

14 January
18
attendees



178
questions were
asked in total



307
people signed
up to attend the
seminars



4 hr 16 m
total time the team
presented and answered
questions over the four
sessions

Feedback Received

We received a large range of feedback both from the website and from emails. In total we received supportive emails and website feedback from 50 residents and negative feedback from 42 residents.

Reasons given for supporting the scheme included:

- New sports facilities will deliver real community benefits over and above any alternatives.
- Lack of affordable homes in Berkhamsted, meaning many local people are unable to afford their own homes
- Better joined up and holistic planning than the piecemeal development proposed on the western side of Berkhamsted
- The carbon neutral and positive environmental approach of the development
- Alternative sites will cause severe congestion in Berkhamsted
- Provision of community facilities such as a primary school and funding / site for a secondary school
- The delivery of significant community benefits and infrastructure as part of the development.
- Direct A41 access diverting traffic from existing Berkhamsted roads



I would like to show my support for this development as I live on Swing Gate Lane and am concerned about the impact any further through traffic would have on the road. It's already incredibly busy due to the two schools located here, so funnelling traffic away to the A41 at McDonalds seems a good option, if the land at top is definitely going to be developed. I love the planned country park and cycle routes. We love being outside, walking and cycling and at the moment we have poor quality paths in the immediate vicinity. They are often too muddy to use as cycle paths and some options are dangerous for children as they run too close to the busy road. I agree that the individual parcels of land currently being put forward for development will be disjointed in comparison to what Thakeham is proposing and will be unable to offer infrastructure on the same level.

I love the sports plans and the open space by the canal. I think a few shops (grocery shop most importantly) are important to prevent people from going to Berkhamsted for everything. I also like that the route to the A41 is away from the town centre. I think it's important that access to the secondary school, in particular, is easy from the Berkhamsted side of the development.

I think the proposal is very interesting and far more 'joined up' than anything else on offer. Please do let me know the next steps on showing support for this proposal.

Reasons given for opposition included:

- Pressure on roads and infrastructure
- Pressure on GP services, school places and other public services
- Loss of Green Belt land
- Merging of Berkhamsted and Bourne End
- Loss of wildlife and green spaces
- Berkhamsted already has sports and recreation facilities and there is no need for more sports grounds.

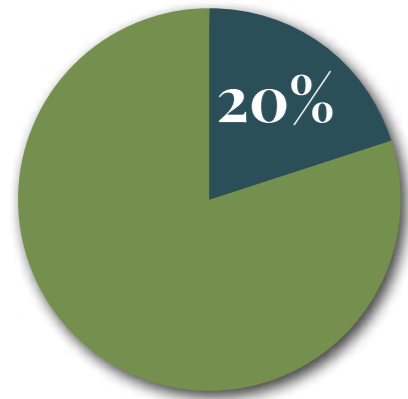
While it's great to see the expansion of green parkland and cycle links to the town centre, I do not support the current proposal. There are already several links to the A41 and these do not alleviate traffic in Berkhamsted town centre. I am extremely concerned that the current infrastructure cannot cope with the additional traffic generated by this amount of houses. There are currently no traffic or parking controls in Berkhamsted town centre and streets in the conservation area. Bulbourne Cross would add a significant amount of traffic and pollution as people commuted to the station. It would pile extra pressure on the already existing parking problems for residents in the centre. This in part must be addressed by Berkhamsted town council, but the plans for cycleways and footpaths are also imperative.

You are proposing converting current green belt land into a massive housing development which will only increase air pollution and the already significant congestion on the roads in Berkhamsted. Our small local roads set in a tight valley were not designed to accommodate the current volume of people living in and around Berkhamsted thus the addition of thousands more will only make things worse. This will join up Berkhamsted with Bourne End and developer like yourself will make us another suburb of Greater London.

The surrounding chalk streams, which are protected under the environmental legislation, will also become more polluted from the additional roads run-off after rainfall and deplete the aquifers which are already under severe pressure. Whilst your stated zero carbon goal is commendable as a civil engineer this means nothing until tangible evidence is produced, not a flier in the mail. To date no UK civil engineering contractor or house building company has achieved a zero carbon development of this size thus your claims are highly doubtful. Carbon neutral must be the whole life cycle of the development from the raw materials through to the cars the end residents drive, introducing thousands more residents driving diesel or petrol 4x4 trucks does not achieve this. The UK government is reviewing the current housing strategy and will turn the future focus to adapting brown belt land and converting office space to homes, this should be your target not destroying current green belt land. Having said all of the above, I would much rather see a developer such as yourselves in charge of the current Taylor Wimpey sites around here as you at least attempt to promote better environmental standards.

Not currently supportive - there are already excellent sports & recreation facilities in Berkhamsted at the Tennis & Squash Club and Berkhamsted Sports Centre. The proposed development would involve development of a green-field site and begin the process of removing all green land between Berkhamsted and Bourne End. There are brownfield sites in the town which are more suitable for development without further deteriorating the local countryside.

Responding to feedback



20% (18 responses) of responses mentioned pressures on road infrastructure, traffic, transport and parking problems in Berkhamsted.

With the growth planned in Berkhamsted, a number of residents raised concerns about the potential increase in traffic in Berkhamsted town centre, on Shooters Way and in Bourne End.

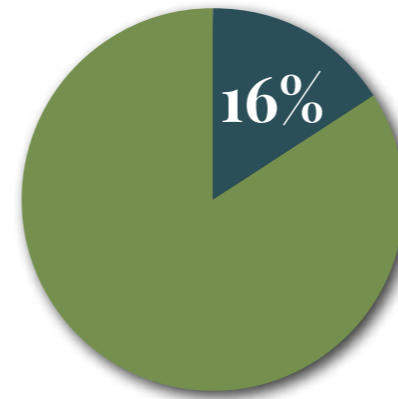
In response, our proposals include a new link road from London Road, directly to the A41. This will take traffic from both the Bulbourne Cross site, and the neighbouring Bk01 allocation directly onto the A41, significantly reducing traffic through the town centre and on Shooters Way.

Further, through our conversations with Bourne End residents, we are proposing a scheme of traffic calming between Bulbourne Cross and Bourne End, to ensure traffic uses the link road through Bulbourne Cross, rather than using Bourne End as a rat run.

In addition, new school facilities and shops will be provided on-site, reducing the need for car travel.

5 responders supported our plans on the grounds that it would improve local infrastructure and reduce traffic.

Thakeham has created a masterplan that encourages cycle and pedestrian use which means that walking and cycling routes will have priority crossing over vehicles. Bike maintenance stations and easy cycle storage with charging points alongside access to public transport with access to community travel will further encourage sustainable transport use. Fast electric vehicle and cycle charging points and easily accessible secure storage will help to reduce the traditional reliance on fossil fuel powered cars.



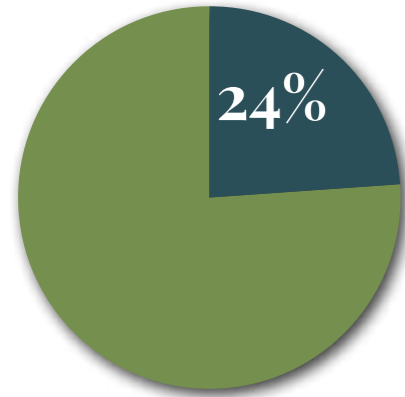
16% (15 responses) of responses said that the proposal would lead to the merger of Berkhamsted and Bourne End.

A number of local residents raised concerns about the built form extending from Berkhamsted to Bourne End. In response, we have placed all sporting facilities to the east of our site, ensuring the area remains as greenspace, and the newly created 'Sugar Lane Meadows' together with the Country Park, provides new open space which will ensure a green defensible barrier in perpetuity.

We have sought to retain green space in areas where there are sensitive views, ensuring that the green gap is maintained in perpetuity as well as protecting long views of Berkhamsted.

Overall, a new country park, and open spaces throughout Bulbourne Cross will create a landscape led development, with green space at its core.



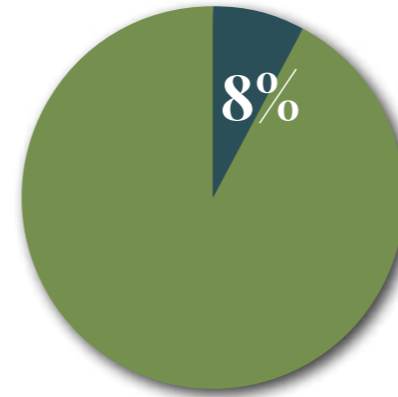


24% (22 responses) of responses said that the proposal would lead to the loss of Green Belt land and open spaces. Some responders said that they used the land for walks, cycle rides and connecting to the countryside.

Dacorum's draft Local Plan acknowledges that some Green Belt land will need to be released in order to meet its housing needs, that is inevitable whichever schemes are included in the Local Plan. All the land (including the identified sites on the southern and western edges of town) around Berkhamsted is Green Belt. Thakeham's proposals will deliver extensive green open space on the site, including a country park and sports facilities, most of which will be pitches. This is significantly more open space than is provided by the alternative developments in the draft Local Plan and will ensure the new and existing residents of Berkhamsted have access to green and open space.

However, 3 supporters said they liked the plans for its creation of green and accessible open space.

New trees and extensive publicly accessible parkland will be provided with pedestrian and cycle trails through the open space encouraging people to connect with nature and be physically active. Our work however goes beyond providing green space, as we often work with local Wildlife Trusts in a variety of ways including distributing planting guides to welcome wildlife into gardens, education and enhancing the mix of flora and create better wildlife habitats. Provision of allotments, community orchards, edible public gardens, wildlife corridors and other facilities will enable people to connect to nature and be able to grow their own food. All these initiatives better connect communities to the landscape.

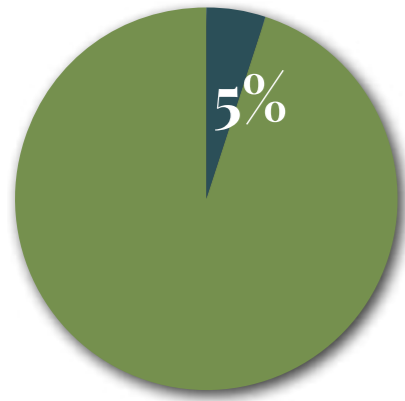


8% (7 responses) of responses said that the proposal would lead to a loss of wildlife and cause environmental harm.

As well as the country park and green open spaces, Thakeham's proposal will deliver up to 20% Biodiversity Net Gain on the site. This will be through new wildlife habitats, varied planting, new green spaces and water features alongside open space and play space. This will include initiatives across the development, such as bird and bat boxes built into homes, hedgehog hotels and routes through gardens alongside retaining trees and enhancing hedgerows as habitats. Most of the site is currently agricultural land, which has low ecological value compared to Thakeham's proposals. In addition, the alternative sites will be providing far less open space and ecological enhancements, due to their piecemeal nature.

In contrast to this, 3 supporters said that they were in favour of the proposals for the biodiversity gains and environmental credentials of the proposal.





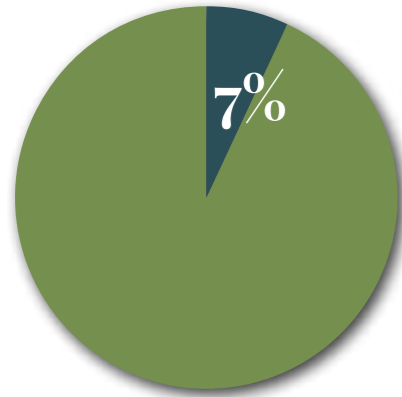
5% (5) supported our plans for providing new sports facilities, as did many stakeholders Thakeham met with. A further 5 said that the area didn't need new sports facilities and they are more remote from the town centre.

Thakeham has drawn up its proposals in consultation with the Berkhamsted Sports Ground Charitable Association and have had extensive conversations with local sports groups. There is an extensive body of independent evidence to show there is a significant under-provision of sporting facilities in and around Berkhamsted. Further, in order to enable the existing sports to grow and develop, the BSGCA for many years have been looking for land for a sports hub which can bring the community together. Our proposals seek to provide:

- A new full size hybrid pitch with stadium designed to meet FA Step 2/3 standards;
- Five new youth pitches for 94 youth teams at Berkhamsted Raiders Community Football Club;
- A new full size 3G community pitch for football and multi-use;
- A new full size multi-use pitch;
- A new rugby pitch for Berkhamsted Rugby Club;
- New indoor 'double-height' space for Gymnastics;
- New indoor members facilities, including a members bar/ clubroom and committee room space;
- A new community bar, with club space, together with meeting/ training rooms;
- Indoor changing rooms for different age groups and match officials;
- New indoor event space for community hire;

- Pedestrian and cycle links into the sports areas to encourage sustainable travel;
- 400 car parking spaces to cater for larger crowds on match days, accessed directly off the A41, reducing traffic needing to go through Berkhamsted Town Centre.
- Our pitches are located in order to maintain green space between Berkhamsted and Bourne End, so the two settlements retain their individual identities, and a permanent green gap can be retained in perpetuity, respecting areas of the site that are particularly sensitive in landscape terms.

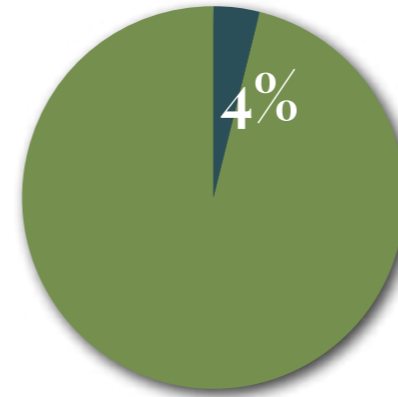




7% (6 responses) of responses said that there was no need for more homes or that homes should be located elsewhere, such as on brownfield land. However, 2 supporters said they supported the proposals as there was a lack of affordable homes locally, which this scheme would provide.

Dacorum's draft Local Plan identifies that the district needs a minimum of 16,600 homes over the next 18 years. In addition, Dacorum Borough Council has undertaken an extensive analysis of brownfield sites suitable for development, which are not nearly enough to meet the area's needs. Of the sites considered for development in Berkhamsted, Thakeham's can deliver significantly more community benefits and with direct access to the A41 is in a far more sustainable location than the sites on the western side of the development.

The provision of, and commitment to, 40% affordable housing at Bulbourne Cross is part of our commitment to ensure that new development helps as many people as possible into a home of their own. A range of house types and tenures will enable younger people to get onto the housing ladder in the town they grew up, together with providing homes for older people to downsize. Thakeham plans a mix of homes at Bulbourne Cross from one and two bedroom apartments through to four and five bedroom family homes, and bungalows.

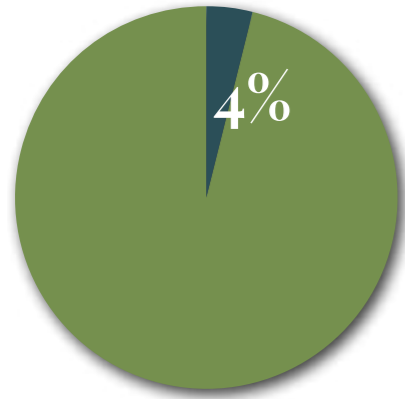


4% (4 responses) of responses said that there was too much pressure on public services locally, such as schools, GP surgeries and dentists.

As part of the proposal, Thakeham will be providing a 2 or 3 form entry primary school, depending on the requirements from Hertfordshire County Council and provision on neighbouring sites. We can also provide land for a secondary school should the County Council request it or contributions towards building a new school on an alternative site. In terms of medical provision, we are committed to engaging with the CCG and NHS to look to provide new medical provision as part of the local centre at Bulbourne Cross.

We would build the school the ourselves as we want to create a real community from as early as possible. Thakeham has experience of delivering new primary schools in its developments built to the high environmental standards, creating a great start for local children.



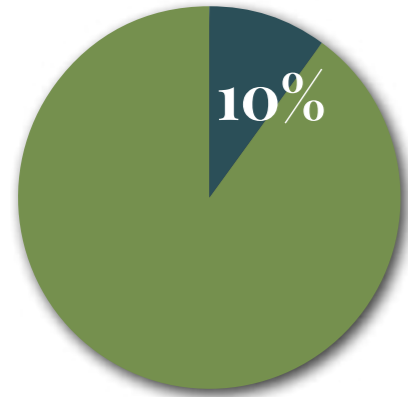


4% (4 responses) of responses said that they were concerned about the impact on the town's character and the visual impact of the development.

The proposals for Bulbourne Cross have evolved from a landscape first set of principles, seeking to reflect and respect the need for green space to be reflective of any built development. The natural highlights and sensitive parts of the site have been retained and enhanced, with development placed in the least obtrusive areas. These have been connected together with further swathes of green space, to further reflect the edge of town location and role as a buffer between Berkhamsted and Bourne End.

Thakeham has extensive experience of building real communities that are built to last. If included in the Local Plan, we will work closely with local residents and stakeholders to design the scheme in a way that reflects and compliments Berkhamsted's character.





10% (9 responses) of responses said that they felt the proposals were better than the alternative sites. This included some opponents of the scheme, one of whom said they “would much rather see a developer such as yourselves in charge of the current sites around here as you at least attempt to promote better environmental standards”

Thakeham believes that its proposals offer better prospects for Dacorum BC and Berkhamsted as a whole than the alternative sites, through joined-up planning and large-scale delivery of community facilities and infrastructure, which is not possible on smaller, piecemeal developments. The draft Local Plan has allocated around 2,200 homes to Berkhamsted. As an alternative to some of these sites, our proposals deliver much needed new homes as well as:

- A new Country Park, new green open space and allotments
- Carbon zero development from the first brick
- A school and neighbourhood centre
- Direct access to the A41 for this site and the neighbouring 800 home draft allocation
- Up to 1,000 new homes in a carbon neutral scheme with 40% affordable



Evolving the scheme

The proposals have evolved through the consultation, informed by this feedback, additional technical information and team input, including:



Additional land for sports facilities, to allow the deliver of a better layout of pitches, reducing the need for as much land movement to create flat pitches



Significantly more open space, with general open space increasing by around 75%, and the sports hub increased in size by around a third.



The removal of secondary school land has resulted in more open space, however if a site is required it can be made available.



Moving the primary school closer to the heart of the site, so that it forms part of the community and is within walking distance of a greater number of homes



Moving the village centre to a more central location, opposite green space to create an attractive central location for shops and services



A series of direct and clearer road links to the London Road and adjacent Bk01 allocation



Dedicated pedestrian and cycle links from the London Road to the new sports facilities, connecting Berkhamsted and Bourne End residents to the sports hub



Reducing the volume of development and moving the development from more sensitive landscape areas, creating a permanent green public gap between Bourne End and Berkhamsted.



Creation of an alternative link to the A41 from Berkhamsted, bypassing Bourne End and allowing traffic calming measures to further reduce traffic bound for Berkhamsted from the A41 passing through the village

As part of our commitment to community engagement, the proposals will evolve as further conversations, consultation and technical information is inputted into the proposals.



Appendix A

Newsletter



THAKEHAM **BSGCA**

BULBOURNE CROSS

New homes are planned for Berkhamsted – Have your say

The BSGCA (Berkhamsted Sports Ground Charitable Association) and Thakeham would like to share with you our vision for a new development in Berkhamsted. We want to do something extraordinary, providing homes the town needs in the right places, creating a healthy, carbon zero lifestyle for the future – a vision in a generation's time to provide the people of Berkhamsted and the surrounding area with an inspiring sports centre.

Dacorum Borough Council has unveiled its draft Local Plan, seeking to deliver at least 3,200 new homes over 10 separate sites along the southern and eastern edges of Berkhamsted. This will deliver new homes, but will it deliver the community facilities and infrastructure they need?

Thakeham and the BSGCA have created a vision to deliver some of these homes on the eastern side of Berkhamsted as an exciting alternative, linking with a range of new community facilities and initiatives.

We'd like to tell you about Bulbourne Cross. You can also find out more on our website www.bulbournecross.co.uk or by calling 01800 148 8011.

Who are we?

Thakeham is a sustainable, infrastructure-led developer, working alongside community partners to create great places to live. One of only 12 organisations to be part of the H102 'Green' network, we support Healthy Neighbourhoods principles, promoting health and wellbeing in all we deliver.

The BSGCA has been at the heart of sports in Berkhamsted for many years, supporting a range of groups such as Berkhamsted Cricket Club, Berkhamsted Tennis and Squash Club, Berkhamsted Raiders Community Football Club and Berkhamsted Rugby Club. We want sport and healthy living to be at the heart of any new community in Berkhamsted – for the wellbeing of all.

Make your view count - join the debate

www.bulbournecross.co.uk

Sport at its heart

For some years the BSGCA has been looking to provide a multi-sport, multi-use centre to support the whole community. Together with Thakeham, we can create a better place for development in Berkhamsted, one that supports our values, new homes, sport and healthy living.

Across 24 acres, we want to create a sports facility that can truly support our active community with pitches and a new stadium, sports centre, changing rooms and other related facilities. This will help a range of local clubs and groups in the town access better facilities.

Sport and accessible exercise is an important part of our proposal, supporting activity in all forms, from running and cycling to play and structured sport.

"It's once in a generation chance to provide the people of Berkhamsted and the surrounding area with an inspiring sports centre"

- Berkhamsted Sports Grounds Charitable Association (LTD)

Creating a green environment

We recognise we need to create a place for wildlife as well as for new homes. We will create areas of new wildlife habitats with varied planting, green spaces and water features. This will include initiatives such as bird and bat boxes built into homes, hedgerow holes and holes, retaining trees and enhancing hedgerows.

A new 12ha (30 acres) Bulbourne Country Park will complement sports club facilities, school playing fields and 32ha (80 acres) of additional green open space and new allotments. The Country Park, with its community pavilion, will open up 2.0km of public cycle/footpaths across space which is currently largely inaccessible.

Committing to Zero Carbon Homes, here in Berkhamsted

From 2025, all Thakeham homes will be carbon-neutral in production, and customers in lifetime use. Our plans mean that Berkhamsted would be at the forefront of this with measures such as air-source or ground-source heat pumps, grey water recycling, water panels and highly efficient communal heat networks. Our Modern Methods of Construction reduce and reuse waste.

We have created well designed, energy efficient homes across the region and propose around 1,100 new homes here, of which 40% will be affordable homes for local people, managed by a Housing Association for rent or a shared ownership scheme. We'll provide a range of 1-3 bed houses and apartments, including bungalows.

Plan showing:

- 10ha (25 acres) Country Park
- 6.5ha (16 acres) of additional green space
- A new primary school and village hall
- Direct access to the A11 for this site
- 25.5ha (63 acres) residential development
- Over 45 hectares (or 110 acres) will be sports, exercise, wildlife habitat and

More than 10% Biodiversity Net Gain

Zero Carbon Homes

Investing in our communities

A new village centre, delivered early on, will provide local shops, community safe and community co-working facilities which reflect modern living. A village green, allotments, a new primary school, alongside new sporting facilities will help to create a new, supported community designed to complement and support the existing high street.

Reducing traffic in Berkhamsted town centre

The site will create a new access onto the A11 (to the south), avoiding extra traffic needing to go through the centre of town and Bourne End compared to allocated sites in the south-west of Berkhamsted.

A separate pedestrian and cycle route will provide safe links to the new village centre, sports clubs, schools, country park and on to Berkhamsted town centre and train station (75 or 8 minute bike ride from the proposed village centre to the station).

Furthermore, electric cycle and car charging points will be provided at homes and at key destinations. Thakeham will also provide incentives for cycle ownership, bike maintenance stations and easy cycle storage at each home.

Plan showing:

- 10ha (25 acres) Country Park
- 6.5ha (16 acres) of additional green space
- A new primary school and village hall
- Direct access to the A11 for this site
- 25.5ha (63 acres) residential development
- Over 45 hectares (or 110 acres) will be sports, exercise, wildlife habitat and

How can I have my say?

The Dacorum Local Plan consultation has started and has suggested that around 2,200 homes could be accommodated on the edge of Berkhamsted.

Our alternative to provide 1,100 of these homes:

- Provides a once in a generation chance to give the people of Berkhamsted an inspiring sports centre.
- Reduces traffic through Berkhamsted town centre by creating a new access onto the A11 (to the south).
- Has a true vision underneath it that can be delivered by local partners.
- Creates new homes with the new infrastructure they need tied into the same site.
- Supports community wellbeing and community-led sports.
- Is carbon zero and creates a more diverse wildlife habitat through careful design.
- Helps to meet the challenges of the climate emergency.

Join us in presenting a sustainable alternative

To tell us what you think about our proposal and join the debate, you can visit our website at www.bulbournecross.co.uk or call us on 0800 148 8011.

You can also subscribe to email updates and we'll keep you posted on the progress of the proposal and the draft local plan.

The consultation takes place until the 1st February 2021.

Make your view count - join the debate

www.bulbournecross.co.uk

Appendix B

Postcard



THAKEHAM **BSGCA**

BULBOURNE CROSS

With Dacorum Borough Council proposing to build 2,200 homes across a number of locations in Berkhamsted, we believe there is a better way to provide 1,100 of these homes as a single carbon zero community, including 40% affordable homes at Bulbourne Cross, on land east of Berkhamsted.

Our vision includes 24 acres of sports club facilities, a 30 acre country park, a new school, local centre with facilities and a direct access to the A41 reducing the impact on existing roads in Berkhamsted.

Supporting sport at Bulbourne Cross

- A new stadium/ clubhouse
- A network of new pitches for local football teams;
- A rugby pitch with associated changing facilities;
- An indoor sports space within a sports centre for gymnastics and other local sports clubs;
- 50 acres of green spaces and a country park;
- A new village centre with a hub to encourage cycling;
- Walking and running routes across the scheme.

If you support our vision, take part in the draft Local Plan consultation. Complete the form and send a photo of it to responses@dacorum.gov.uk. It takes 2 minutes and makes a big difference.

Dear officer,

I am writing as a resident of Berkhamsted in response to the draft Local Plan consultation, specifically Draft Local Plan Section 23.1 – Berkhamsted Delivery Plan. I **support** including the proposals from Thakeham and the BSGCA for an allocation to the east of Berkhamsted for the following reasons:

- Bulbourne Cross provides a once in a generation opportunity to build 24 acres of sports facilities for local residents;
- It creates a new 30 acre country park, together with 50 acres of new green open space including allotments;
- The proposals include 40% affordable housing for local people;
- Reduce the traffic strain on existing roads through a direct link to the A41;
- Build a new Primary School and other education and community facilities;
- Overall, the proposals invests in the future of Berkhamsted, delivering community benefits when alternatives to the west do not do so.

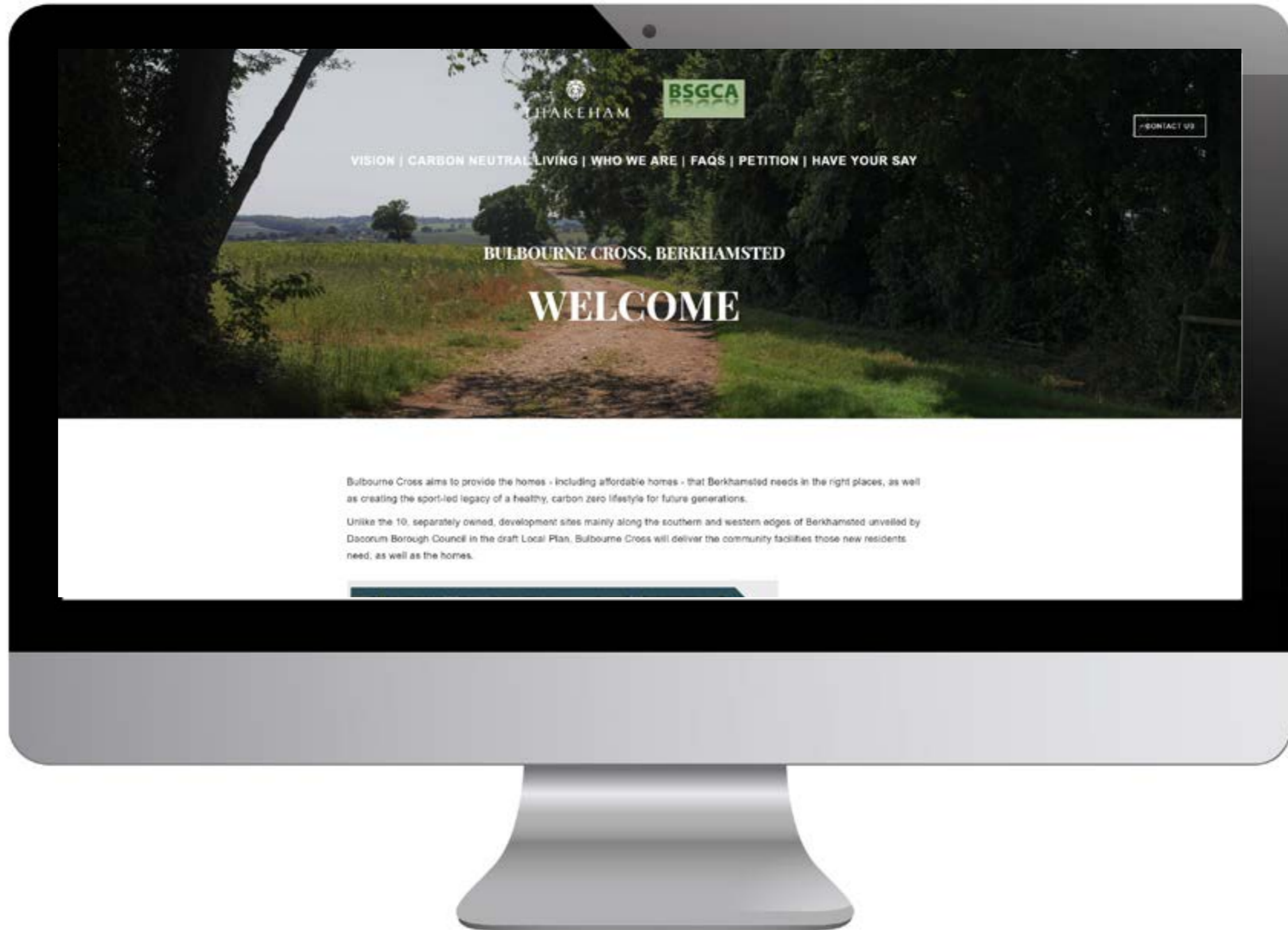
Name:
Address:
Postcode:

Find out more at: www.bulbournecross.co.uk

Photograph and send to responses@dacorum.gov.uk or post to Strategic Planning, Dacorum Borough Council, The Forum, Marlowes, Hemel Hempstead, Hertfordshire, HP1 1DN

Appendix C

Website





This report was designed by Meeting Place Communication