

# Drayton Water

## Part of the emerging strategic Site A8 allocation

### Statement of Community Involvement

#### Application summary:

*Outline application with all matters reserved (except for access) for the construction of up to 370 dwellings, specialist accommodation for older persons, plots for self/custom build, neighbourhood centre including community uses, employment, retail and primary school (including early years and special educational needs and disability facilities), open space and green infrastructure provision, play areas and associated landscaping, internal roads, parking, footpaths, cycleways, drainage, utilities and other infrastructure and new access arrangements.*

Prepared for **Obsidian Strategic Asset Management,**  
**DC Heaven and Eurequity Limited** by:

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September 2024

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## Executive summary

From 2020 to summer 2024, Obsidian Strategic Asset Management (Obsidian Strategic hereafter) (on behalf of DC Heaver and Eurequity Limited), supported by a comprehensive project team, has conducted an extensive consultation on its proposals for the Drayton Water development, a major residential-led scheme located east of Chichester. This consultation process has actively engaged the local community, including Oving Parish Council, nearby residents, district and county councillors, and other stakeholders, allowing them to understand the proposals and provide valuable feedback.

### Consultation Activity

- **Engagement with Local Authorities:** The initial Masterplan and proposals were shared with Chichester District Council, West Sussex County Council, Oving Parish Council and relevant district councillors from as early as October 2020. Regular meetings were held to present updates and gather feedback.
- **Dedicated Consultation Website:** A dedicated consultation website was launched in September 2021, providing detailed information on the development, a feedback form, and a project email. The website has seen over 525 unique visitors.
- **Leaflet Distribution:** Leaflets outlining the updated Masterplan were distributed to local residents to encourage participation in consultation events.
- **In-person Drop-in Event:** A public drop-in event was held on 12 December 2023 at Oving Jubilee Hall, attended by 39 residents, providing an opportunity for direct engagement with the project team and discussion of the proposals.
- **Online Presentation Event:** An online presentation was conducted via Zoom on 14 December 2023, attended by 6 residents, allowing for broader participation and Q&A about the development.
- **Ongoing Engagement:** Since early 2024, Obsidian Strategic has continued to update the consultation website with refined proposals and engage in direct communications with key stakeholders, including the emerging Shopwhyke Residents' Association.

### Feedback

#### Since 2020, the team has received:

- 525 unique visitors to the consultation website
- Numerous emails and phone calls to the project hotline and dedicated email address
- 39 attendees at the in-person consultation event
- 6 attendees at the virtual consultation event
- A significant number of questions and comments during public presentations

#### Positive Feedback:

- Recognition of the need for affordable housing and specialist care facilities within the development.
- Support for the inclusion of public open spaces, green infrastructure, and community amenities.

#### Concerns Raised:

- **Traffic and Highways Impact:** Significant concerns were raised about the potential increase in traffic and insufficient pedestrian and cycling paths.

- **Loss of Green Spaces:** Issues were voiced regarding the loss of fields and public footpaths that the development might cause.
- **Environmental Impact:** Several residents were concerned about the impact on wildlife and local habitats, particularly in relation to the Strategic Wildlife Corridor.
- **Local Identity:** Worries were expressed that the development could lead to the loss of Oving's 'separate identity' and rural character.
- **Property Values:** Some residents were concerned that the new development could negatively impact the value of their properties.

*While some respondents expressed opposition in principle to new housing developments in the wider area, many accepted that, if new homes are to be built, then Drayton Water is a good location for these new homes.*

The feedback from the consultation process has been invaluable in refining the Drayton Water proposals to better align with community needs and concerns. However, there remains a clear sense of opposition from some community members against the principle of new development in the area. Obsidian Strategic remains committed to ongoing engagement and ensuring that the development contributes positively to the local community and environment.

## 1. About the proposals

Drayton Water is part of a strategic site allocated for residentially led development in the emerging Chichester Local Plan (Site A8, Land East of Chichester), which is allocated within the emerging Chichester Local Plan. The draft Local Plan states that site A8 can deliver approximately 680 new homes, specialist accommodation for older persons, a neighbourhood centre (incorporating local shops, a community centre, flexible space for employment/ small scale leisure uses and a one-form (expandable to two-form) entry primary school with early years and Special Education Needs and Disability (SEND) provision) and on-site public open space.

The land comprising site A8 is split into two separate ownerships. A large area in the southwest of the site is owned by Suez Recycling and Recovery Limited. The remainder of the site - the element known as Drayton Water - is being promoted by Obsidian Strategic, on behalf of the landowners DC Heaver and Eurequity Limited.

It is important to note that the policy position for the site has changed over time, particularly regarding how many homes it can provide. At Regulation 18, the number was 600. This then rose to 940, and ultimately, following the inclusion of the Strategic Wildlife Corridor, the number dropped to 680 across both ownerships.

At this stage, Obsidian Strategic, DC Heaver and Eurequity Limited are looking to submit an outline planning application for Drayton Water, to deliver a green, connected and inclusive community.

The Drayton Water proposals include:

- Around 370 new homes, including affordable homes
- Land for a two-form entry primary school, early years centre and SEND hub.
- A care home, including care and extra care suites
- 8 acres of public open space
- A new neighbourhood centre including shops and a community hall

Additionally, outside the application boundary, but still within the applicant's ownership, 15-hectares of green space is retained as part of the draft Strategic Wildlife Corridor.

The indicative masterplan for Drayton Water is shown below:



- LEGEND**
- Site boundary
  - Proposed residential use / frontage
  - Proposed primary street
  - Proposed secondary street
  - Proposed tertiary street
  - Proposed shared drive
  - Proposed pedestrian / cycle route
  - Proposed shared surface / square
  - Proposed footpath
  - Proposed footbridge
  - Proposed bird hide
  - Proposed SUDs
  - Proposed play area (LEAP / LAD)
  - Proposed allotments
  - Strategic Wildlife Corridor (SWC)
  - Proposed boundary planting
  - Retained woodland
  - Proposed street trees



**Carter Jonas**

**PROJECT TITLE**  
LAND AT DRAYTON WATER, CHICHESTER

**DRAWING TITLE**  
OBSIDIAN STRATEGIC  
FRAMEWORK PLAN

<b>ISSUED BY</b>	London	<b>T:</b> 020 7066 0720
<b>DATE</b>	June 2024	<b>DRAWN</b> MH
<b>SCALE</b> A2	1:2000	<b>CHECKED</b> JC
<b>STATUS</b>	Design Freeze	<b>APPROVED</b> JC

**DWG. NO.** JO058438\_006\_PL\_V1

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All dimensions are to be checked on site.  
Area measurements for indicative purposes only.  
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## 2. Why consult?

Consultation allows communities and stakeholders the opportunity to view and comment on proposals and for applicants to consider this feedback as they develop their proposals.

A thorough consultation can improve the process of bringing forward plans for housing in areas like Chichester by addressing issues and explaining proposals before applications are submitted and in doing so, help to make schemes better.

Consultations can often lead to increased support for proposals, as individuals and communities assume a sense of ownership for those elements, they feel they have influenced.

A successful consultation will engage the local community, making them feel informed about, and comfortable with, the proposals.

This can ensure that local residents are already familiar with, and informed about, the proposals when an application is made.

### National legislation

The Government's National Planning Policy Framework (NPPF), revised in December 2023, encourages organisations making proposals for new developments to encourage local communities to engage from an early stage in their work. The NPPF is informed by elements that are key to creating 'healthy' planning outcomes, all of which should include the economic, social and environmental elements within the planning process.

The Localism Act (2011) seeks to encourage local people, representatives and businesses to engage with the planning system at a local level, and to make decisions about the future growth and expansion of their own neighbourhoods.

The ethos at the core of both the Localism Act and NPPF, which is in line with the previous governments' reforms, is about giving local people the chance to help make decisions in their area.

### Chichester Policy

The site falls within the boundaries of Chichester District Council (CDC), and is identified as strategic site A8 in the emerging Local Plan

In its current Local Plan, 2014-2029, CDC states that 'Preparation of masterplans will involve the active participation and input of all relevant stakeholders, including the Council, landowners, developers, the local community, service providers and other interested parties.'

Obsidian Strategic's consultation approach has been guided by this statement.

### 3. Consultation summary

Obsidian Strategic, DC Heaver and Eurequity Limited have undertaken an ongoing consultation programme around its Drayton Water proposals for approaching four years.

This consultation has been designed to ensure that all relevant stakeholders have had multiple opportunities to review and comment on the emerging Drayton Water proposals.

Stakeholders included, but were not restricted to, neighbouring residents, key local representatives and local community groups.

The consultation has been undertaken across a number of phases, which are described below:

#### Phase 1: Initial engagement, Autumn 2020 to Spring 2022

In autumn 2020, Obsidian Strategic (on behalf of DC Heaver and Eurequity Limited) publicly confirmed its interest in promoting Site A8 (then known as Site AL3) through the emerging CDC Local Plan. Initial contact was made with District and County Councillors and Oving Parish Council, to inform them about Obsidian Strategic's early proposals.

In October 2020, Obsidian Strategic gave an initial online presentation of its vision for Site AL3 to Oving Parish Council.

Throughout 2021, Obsidian Strategic and its project team maintained close contact with Oving Parish Council, attending all relevant council meetings and other meetings focused on the emerging Oving Neighbourhood Plan and Design Code.

#### Website

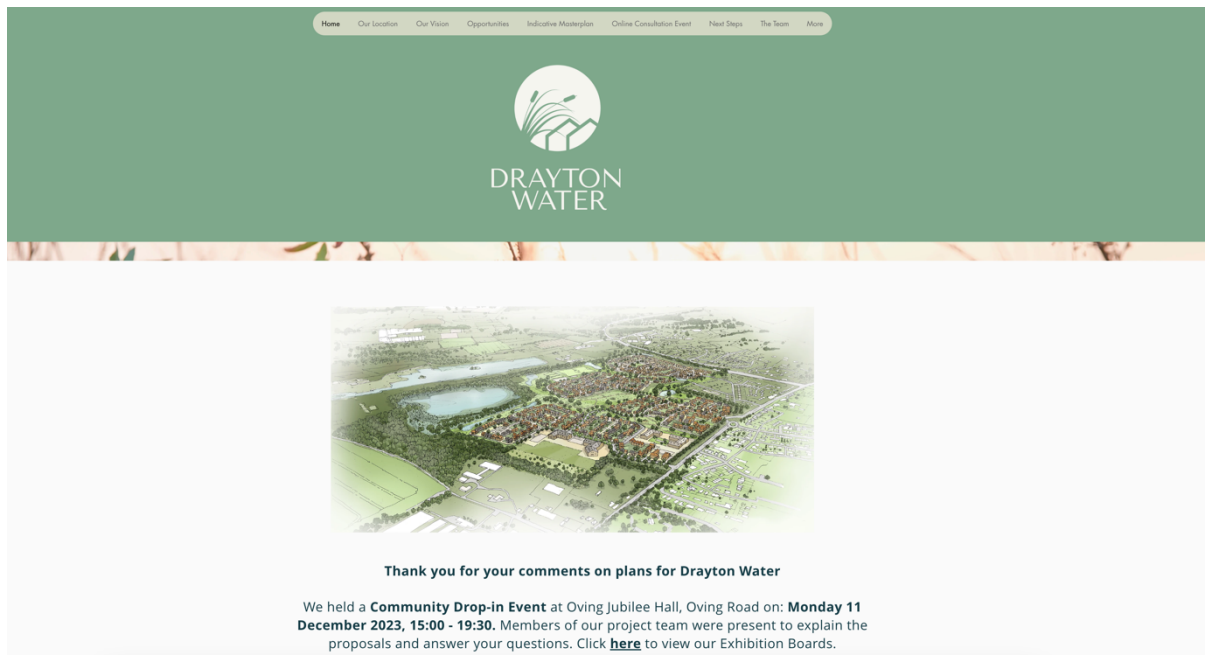
In September 2021, a dedicated consultation website: <https://www.draytonwater.com/> was launched.

The website included information on housing need in Chichester, as well as the emerging plans for Drayton Water.

It also provided a response mechanism, allowing stakeholders to contact and ask questions of the project team.

This website has been regularly updated since September 2021 and has been extensively promoted in all communications with stakeholders. Since its launch, it has had 525 unique visitors.





*Screenshot of our website homepage*

### Freephone and email

From late 2020, in all of our communication with local residents, we have advertised our contact details. Throughout the project, we have staffed a freephone number (**0800 319 6184**) between 09:00 and 17:00 Monday to Friday.

We have also offered residents a project email address (**info@draytonwater.com**), which has received various incoming emails and have advertised a Freepost address (**Freepost, Giveyourview**).

### **Phase 2: More detailed engagement, Spring 2022 - Autumn 2022**

In Spring 2022, Obsidian Strategic unveiled its initial Masterplan for Site AL3, including more detailed proposals for Drayton Water, the first phase of development. 'AL3' was the policy title at the time of this meeting, and it has since changed to site 'A8'.

In addition to submitting an initial pre-application advice request to CDC, Obsidian Strategic informed all local stakeholders, and provided a briefing document [**Appendix \*\***] to Oving Parish Council.

### Parish Council Meeting

In March 2022, Oving Parish Council discussed the AL3 proposals at its Full Council Meeting.

The Chair of the Parish Council explained the key elements of the masterplan. He noted that the site for the primary school is in phase 1 of the scheme, saying that this was 'quite unusual' and that most developers would wait until later in the programme.

He confirmed that Obsidian Strategic had offered to meet with the Parish Council to discuss the masterplan and he opened the floor to comments. A number of councillors stated their objection to the level of new housing development proposed for Chichester District, however most acknowledged that, while this opposition might lead to a reduction in housing numbers, it would not completely stop new housing developments. Against this background they recognised that site AL3 is identified as being suitable for development and noted that they should engage constructively with the consultation process.

The Chair of the Parish Council noted that he had already had a number of general comments about the draft Masterplan, and he provided these to the meeting. These comments/subsequent questions from councillors, were:

- Given that 940 new homes were proposed for the site, how does this work in terms of highways impact? (940 homes was what Chichester District Council had assessed as the site capacity at the time of this meeting)
- While the masterplan shows a landscape buffer along Drayton Lane, the tree belt here is not wide enough and needs to be increased in size, not only to create a buffer but also to protect the setting of listed buildings
- New roads etc need to align to create views to the Cathedral
- The proposed open space does not fully align with the location of existing mature trees and should therefore be amended to ensure that all mature trees are retained
- More information was sought about cycle and pedestrian routes around and into the site. A pedestrian/cycle route through the West Sussex depot onto Drayton Lane would be a good idea, it was suggested
- More thought needed to be given to how the green spaces within the site connect with each other and create effective corridors for wildlife movements
- More information was sought about drop off /pick up arrangements at the proposed new primary school. There was a concern that parents could cause congestion issues.
- It was suggested that, given there are already community facilities at Shopwhyke Lakes and in Oving, site AL3 might not need any additional community facilities, and that any money set aside for these might be better spent on improving connections
- Confirmation was sought that the site will deliver compliant biodiversity net gain levels
- The provision of a pedestrian and cycle crossing on Shopwhyke Road 'by the Taylor Wimpey site' was proposed
- A cycle and bridle path linking the site to Oving village was considered to be essential
- Councillors asked why the site was not being accessed directly to/from the A27. Others suggested that it would be a good idea to consider a one-way system into the new development (i.e. one route in and a separate route out)
- It was felt that consideration should be given to a roundabout where the intersection of Shopwhyke Road and Longacres Way will connect to our site

- Consideration should be given to providing a turning lane on Shopwhyke Road for vehicles accessing the site at its most Northeastern intersection with Shopwhyke Road (there is no longer vehicle access proposed at this point)
- Councillors asked about parking provision and noted that a policy compliant position would not be good enough and that more car parking should be provided

The meeting concluded with general discussion about new developments in the area, the capacity of local roads and their ability to cope with this new development. Again, councillors touched on the need for an entrance/exit to the site from the A27 and also, potentially, a southern exit onto Drayton Lane.

### Parish Council workshop

Following this Full Council Meeting, Obsidian Strategic held a half day workshop session with Oving Parish Council in May 2022 on the initial Masterplan.

This workshop included a site visit, presentation on the emerging Masterplan and detailed discussion.

Subsequently, over the summer and into the autumn 2022, Obsidian Strategic amended its Masterplan to reflect comments received from stakeholders, including Oving Parish Council.

The key focus of these amendments was on:

- highways and connectivity
- the location of the two-form entry primary school and the community centre
- the proposed wildlife corridor
- the inclusion of a care home and extra-care facilities
- and developing a detailed drainage strategy.

Alongside this activity, Obsidian Strategic continued to have close contact with Oving Parish Council and to attend key Neighbourhood Plan and Design Code meetings.

### Phase 3: Focused community engagement, Early 2023 – late 2023

Through the first months of 2023, the Obsidian Strategic team focused on developing its proposals for Drayton Water, to reflect the merging CDC Local Plan and specifically to respond to changes in the location of the proposed Strategic Wildlife Corridor which now covered the eastern part of the site, along Drayton Lane. As part of this, development was moved away from the lake, and access to the proposed SWC was restricted.

In addition to detailed and regular engagement with CDC and West Sussex County Council officers, engagement focused on other statutory stakeholders.

At the local level, Obsidian Strategic maintained ongoing engagement with Oving Parish Council and introduced itself and its proposals to the new District Councillors, elected in May 2023.

In September 2023, Obsidian Strategic and its project team gave an update presentation to Oving Parish Council, at which a revised site-wide Masterplan was presented.

At this presentation, Obsidian Strategic identified that the Masterplan would be submitted to CDC for consideration, and that an Outline Planning Application for the eastern element of the site (now known as Site A8), would be submitted following this.

### Community Events

In December 2023, Obsidian Strategic held two well-publicised community engagement events focused on both the A8 site-wide Masterplan and the more detailed proposals for the eastern element (Drayton Water)

### Drop-in Event

On 11 December 2023, an in-person drop-in event was held at Oving Jubilee Hall. Representatives from Obsidian Strategic (promoter), Quod (planning consultant), Carter Jonas (masterplanner), i-Transport (highways consultant) and Local Dialogue (community engagement) were present to explain the proposals and answer questions.

39 local residents attended this in-person drop-in event.

**Your chance to comment on plans for Drayton Water**

We expect to submit an outline planning application in the first half of 2024 for a residential-led development on part of a site allocated in the emerging Chichester Local Plan (Site A8).

Known as Drayton Water, our well-located site lies to the east of the A27 (Chichester by-pass) and immediately south of the Shopwhyke Lakes development.

Our plans include:

- Approximately 370 new homes, including affordable homes
- Land for a two-form entry primary school and early years centre
- A 72-bed care home, including care and extra care suites
- 8 hectares of public open space
- 15 hectare Strategic Wildlife Corridor
- A new neighbourhood centre

We want to hear your views on our plans. See overleaf for how you can find out more.



Outline masterplan of the Drayton Water proposal

We are holding a **Community Drop-in Event** at Oving Jubilee Hall, Oving Road on:

**Monday 11 December 2023, 15:00 - 19:30**

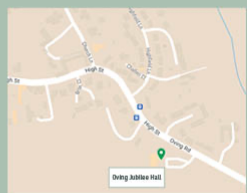
Members of our project team will be present, to explain the proposals and answer your questions.

We are also holding an **Online Consultation Event** on:

**Wednesday 13 December 2023, 18:00 - 19:00**

You can sign-up for this online event via our website.

**FIND OUT MORE**  
[www.draytonwater.com](http://www.draytonwater.com) 0800 319 6184 [info@draytonwater.com](mailto:info@draytonwater.com)



The green marker shows the location of our Drop-In Event

### Leaflet publicising our drop-in and online events, sent out on the 24<sup>th</sup> November 2023

**Promotion:** the drop-in event was promoted by:

- A leaflet distributed to c1500 addresses within Oving Parish
- Email notification to:
  - Oving Parish Council, Tangmere Parish Council, Chichester City Council
  - Chichester District Councillors and West Sussex County Councillors
  - Chichester Society, Chichester BID and other amenity/business organisations
- Notification on the Shopwhyke Lakes Facebook page (700 members)
- Information on the Drayton water consultation website ([www.draytonwater.com](http://www.draytonwater.com))



### ***Photographs taken at our drop-in event***

The key issues raised during the drop-in event were:

#### **Highways/connectivity**

- Concerns about highways impact were raised by many attendees
- These concerns were both about local roads and the wider network
- Attendees questioned how local roads will cope. Attendees commented that Drayton Lane is already a rat-run and frequently jammed. Concerns were raised that Longacres Way, through Shopwhyke Lakes, will have to carry too much traffic
- Some attendees stated that the wider highways network is already at capacity. There were lots of comments about the need to improve the A27.
- The exit from Shopwhyke Lakes onto the A27 was considered by some attendees as already very dangerous
- Some attendees noted that several other developments are coming forward and asked if we have considered the cumulative impact

#### **Environment/ecology**

- Attendees generally welcomed the environmental/ecological credentials of the proposals
- The wildlife corridor was welcomed, with some attendees asking about management
- The intention to create a wetland edge to the lake - and for the lake to be focused on ecology, rather than leisure - was welcomed
- Some concerns were raised about the general loss of wildlife habitats in the area

#### **Drainage/flooding**

- Several attendees noted issues of poor drainage in the area, and asked what would be done on site to mitigate this
- Sewage treatment capacity was also raised by a number of attendees

### **Need**

- Questions were asked about whether there really is a need for further development in Chichester – some homes at Shopwhyke Lakes have not yet been sold
- If homes are going to be built here, what steps can be taken to make sure that they are affordable and available to local people
- Some attendees raised concerns that this development would mean that more settlements follow, and that Oving will not remain separate from Chichester's expansion

### **Primary school**

- Comments focused on whether there is a need for a new primary school – with the suggestion that there is a greater need for a new secondary school
- What will be the catchment area of the primary school - is it mainly focused on the new families moving into Shopwhyke Lakes?
- Some questions were asked about handling drop-off and pick-up

### **Local centre**

- The need for a new local centre was questioned by some attendees, who pointed out that the new centre in Shopwhyke Lakes is still predominantly empty
- Other attendees expressed a desire for a doctor's surgery/pharmacy as one of the community facilities offered
- Several attendees noted that the proposals should include a pub.

### **Care home**

- A couple of attendees suggested that there was no need for an additional care home – the Chichester area is already well-provided
- Others asked about the accessibility of the assisted living facilities
- There was a request for the housing mix to include bungalow accommodation

### **Design/delivery**

- The team were asked about when the project could be coming forward
- Questions were also asked about likely timescales for the SUEZ land (the south west element of Site A8)
- Several attendees sought reassurance that the scheme would be well designed and in keeping with the local Chichester vernacular.

### **General**

- Some attendees asked whether this was the right location for additional development
- There was some disquiet about the overall scale of development in Chichester and the impact that this is having on the character of the district
- Questions about whether the proposals will include a Traveller site

The exhibition boards were uploaded to the Drayton Water consultation website.

### Online presentation via Zoom

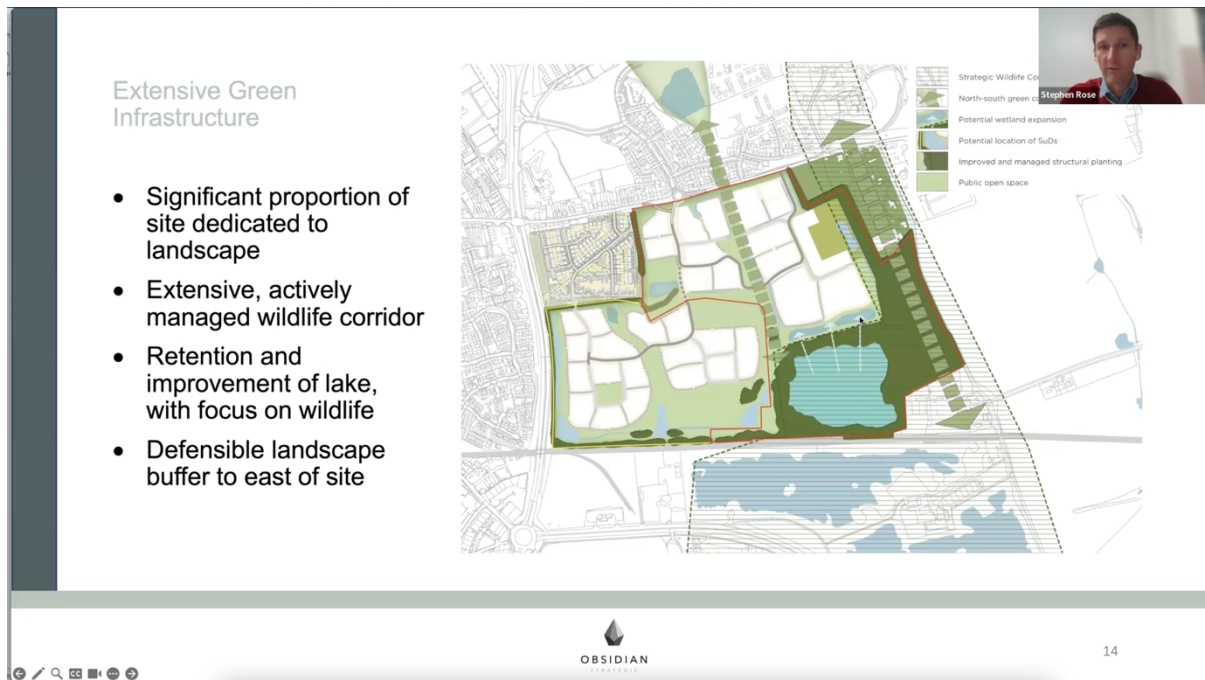
An online consultation event, via Zoom, was held on 13 December 2023. 6 local residents attended this event. Attendees included the local County Councillor and a Parish Councillor, living in/representing Shopwhyke Lakes.

The key questions asked during this session broadly replicated those asked at the in-person event, although more focus was put on the sustainability credentials of the proposals, with a number of questions focused on heat pumps, solar panels etc:

- Questions about highways impacts, likely traffic volumes and specific off-site mitigation measures that could be considered
- Question about whether all the hard surfaces will be permeable to improve drainage and reduce flooding risk
- Clarification was sought on what facilities could be provided in the 'community centre'
- The anticipated parking standards for the development
- Clarification about current bus routes and the location of bus stops
- Questions about the likely catchment area for the new primary school
- Questions about construction impact, and particularly measure that will be taken to address noise and dust
- Reassurance sought that the 'benefits' of the masterplan will actually be delivered – with a questioner expressing some concern that if all the benefits were delivered by the SUEZ element, these might not materialise.

A recording of the online presentation and question and answer session has been loaded onto the Drayton Water consultation website.





***Screenshot of Zoom presentation, showing the 'Green Infrastructure' slide***

## Phase 4: Ongoing pre-application engagement, 2024

Community engagement has continued throughout 2024.

As the Masterplan has evolved, the latest versions have been uploaded onto our consultation website.

In addition to maintaining contact with Oving Parish Council, the project team has been in regular conversation with the Chichester Community Development Trust (CCDT), particularly regarding the newly opened community space in Shopwhyke Lakes, to understand and strengthen Drayton Water's integration into the local area.

The team has also contacted the emerging Shopwhyke Residents' Association, who are involved with the CCDT.

In addition, we have continued to reach out to key stakeholders including, but not restricted to:

- Local councillors
- Chichester Society
- Chichester City Council
- Chichester Business Improvement District (BID)

Each of these stakeholders has been offered an opportunity to meet the Drayton Water team to discuss the project further. The Chichester Society has also been provided with



additional briefing materials; however, they have indicated that they do not wish to meet the Drayton Water project team until after a planning application has been submitted.

Over this period, we have continued to monitor both our phone line and our email address. This ongoing engagement underscores Obsidian Strategic's commitment to creating meaningful connections with the surrounding community, and to engage in dialogue with local stakeholders.

### Phase 5: Future engagement, 2024 and beyond

Obsidian Strategic is committed to ongoing engagement on the Drayton Water proposals with all interested stakeholders throughout the planning determination period (and beyond).

## 4. Responding to the emerging Oving Design Code

Throughout the consultation on Drayton water, the project team has carefully monitored the progression of the emerging Oving Design Code.

The project team has ‘audited’ the Drayton water proposals against the objectives of the Design Code, to ensure that the Drayton Water plans align with its guidelines:

1. **Design & Architecture:** While currently an outline application, it is anticipated the Drayton Water will embrace a blend of contemporary and traditional architectural styles, reflecting Oving’s commitment to maintaining local character and heritage. The project team has designed Drayton Water to complement the existing aesthetic and provide a cohesive look with the surrounding area.
2. **Landscaping:** The Drayton Water Masterplan features extensive green spaces and water features, carefully designed to boost local biodiversity and support sustainable drainage systems. Landscape architects working as a core part of the project team have sought to ensure that the Drayton Water proposals fully meet Oving’s landscaping principles.
3. **Sustainability:** Obsidian Strategic is committed to sustainability and the final Drayton water proposals are likely to include innovative energy-efficient designs and the integration of renewable energy solutions. This approach reflects Oving’s sustainability objectives and includes features such as solar panels, rainwater harvesting systems, and high-performance insulation.
4. **Transport & Connectivity:** In alignment with Oving’s focus on enhancing connectivity, Drayton Water will include well-planned pedestrian pathways and dedicated cycling routes. The Masterplan promotes safe and convenient transportation options, encouraging a healthy and active lifestyle for residents.

Obsidian Strategic is continuing to monitor the progression of the Oving Neighbourhood Plan and will engage with its upcoming six-week consultation, which will take place in late 2024.

## 5. Summary of incoming contact

Throughout the consultation, an email and freephone line have been maintained in relation to the plans. Stakeholders have been able to share their feedback on the proposals, and many have done so. We have received **12 emails** and **4 calls**.

Comments in these communications can be summarised in the following categories:

Issue	Count
Traffic and infrastructure concerns	4
Development quality and impact on residents	4
Environmental concerns	2
Sustainability and ecology concerns/suggestions	2

*Please note: a number of communications fit within more than one category.*

We categorised each response as 'positive', 'neutral' or 'negative'. 9 were 'neutral', and 7 were 'negative'.

### Traffic and Infrastructure

Concerns about traffic and infrastructure are frequently mentioned. Residents worry about the impact of the new development on already congested roads, particularly around the Chichester bypass. One resident raised concerns about the lack of pedestrian and bicycle paths, which makes the area dangerous for families. Another resident suggested adding a train stop to improve public transport and reduce traffic, showing that infrastructure improvements are crucial to the community.

### Development Quality and Impact on Residents

The quality of the development and its impact on residents is another significant concern. One resident expressed interest in specific housing types, while another raised concern about the safety of building on a former landfill site, citing potential risks from chemical pollutants. Other residents requested access to detailed plans to better understand the implications of the development.

### Environmental Concerns

Environmental issues, particularly related to wildlife and habitat preservation, are also a concern. One resident emphasized the need to protect local wildlife, highlighting the potential destruction of valuable habitats. There was also advocacy for sustainable development practices that preserve the environment.

## **Sustainability Initiatives**

Sustainability is an important aspect of the development, with companies and residents showing interest in supporting green initiatives. The emphasis on environmentally friendly practices aligns with the community's values and the desire to create a sustainable living environment.

## 6 How the Drayton Water proposals have responded to stakeholder comments

From 2020 to late 2023, the masterplan for the site underwent continuous evolution, shaped by a deeper understanding of the site, developments in the local plan process, and early community engagement feedback.

In 2024, the masterplan was further refined, incorporating pre-application advice from CDC and input from other stakeholders. In particular, this has included 3 pre-app design meetings with CDC in 2024, and a further pre-app meeting focusing on non-design matters. Our masterplan has responded to stakeholder comments in the following ways:

- Relocation of the community hub to move it closer to the easterly access from Shopwhyke Road.
- Relocation of the easterly site access further west along Shopwhyke Road to preserve trees and vegetation in this area
- Relocation of the care home to create a cluster with the other community hub uses.
- Broadening of the green space onto Shopwhyke Road and retention of green space and trees along this boundary.
- Allotments incorporated into the masterplan.
- The application red line has been amended to exclude the SWC.
- The primary school moved entirely out of the SWC.
- Location of the non-residential uses along the SWC boundary, to minimise light and noise pollution within the SWC. This included the allotments and school.
- Creation of a larger focused recreation area including SuDS.
- The team provided an indicative layout of the school site, to demonstrate that it could accommodate the requirement level of development.
- Future access points for the remainder of the site allocation were agreed
- Straddling of the SWC boundary with SuDS, as it had been established that drainage features would not be incompatible with the SWC.

## 7 About Local Dialogue

Local Dialogue is an award winning, specialist public consultation agency with a wide expertise of advising on and implementing consultation programmes for both public and private sector clients.

Our extensive experience includes working with local authorities, housing associations and with private sector organisations on consultation, facilitation and communications for largescale planning applications, regeneration and development proposals.

We have a dedicated team of consultation professionals, based in London and Leeds and supported by an extensive network of freelance consultants.

## 8 Conclusion

The consultation for the Drayton Water development saw a range of responses from the local community, with a mix of neutral and negative feedback, largely from those with concerns about new development in the area. While some residents appreciated that the proposals addressed the need for affordable housing, especially for young first-time buyers, and supported the idea of designing new homes to reflect the Oving Design Code, several concerns were also raised.

Key issues highlighted during the consultation included worries about the under-occupied neighbourhood centre at Shopwhyke Lakes, potential loss of green spaces and public footpaths, traffic management challenges, fears that Oving could lose its 'separate identity,' and concerns about potential declines in property values. Although many villagers expressed concerns, much of the feedback was general opposition to new homes in the area rather than focused critiques of Obsidian's specific proposals for the Drayton Water site.

Overall, the consultation efforts by Obsidian Strategic and its project team have led to a more informed community that is now more aware of the details and intentions behind the proposals. The input from various stakeholders has been carefully reviewed and is reflected in the development plans, ensuring that community concerns are addressed while also meeting local housing needs.

## 9 Appendices

Removed for ease of circulation