




CT/kc

9 August 2017

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Dear Councillors

RE: Regeneration at Main Street and Lullington Road, Clifton Campville

Last year Bromford made the decision to regenerate this area. As part of this, we have engaged with customers and residents about our plans for redevelopment and this update is part of our commitment to keeping you fully informed throughout the process.

In June 2017, Bromford held a drop-in event for customers, the wider residents of Clifton Campville and local parish and district councillors to view our plans for the regeneration of Main Street and Lullington Road.

We hope you found this event useful and since then we have investigated and carefully considered all of the points you raised at the event and in letters afterwards. This letter aims to update you fully on our thoughts in relation to the points you raised and will also be available to read on our website at: www.bromford.co.uk/regen.

There are still a number of enquiries outstanding and once we have this information the website will be updated further. We'd like to assure you that we have examined all of the points raised in detail and are happy to receive further comments moving forward. However, we also acknowledge that in some cases our responses may not provide the answer or outcome you as a resident were looking for.

The next step will be to submit a planning application on the basis of the amended plans. These will be presented on this page for you before we submit our planning consent. You will then be contacted by letter from Lichfield District Council when planning has been submitted so you may view the plans at set locations or online.

Each point raised (highlighted in black) has been considered below:

- **Parking availability, increase in volume of traffic, road island needs improvement and pavements too narrow**

We believe we have reduced the impact of the new homes by providing two car parking spaces per home which is above the requirement of the planning authority.

Under Staffordshire County Council's highway design guidance, the design and width of the roads is satisfactory to accommodate the increase in traffic from the number of new houses. As part of the planning process, Highways will consider any issues around the roads and pavements arising from the proposed development.

We are providing additional car parking spaces on Lullington Road to try and alleviate people parking on the road and the potential for manoeuvring vehicles causing a hazard to other road users.

- **The increase from 6 to 20 properties accessing the site from Main Street would be extremely dangerous to school children and other parishioners particularly at peak times**

The access to the existing site will not change and whilst the traffic volumes will increase, the average traffic movements per hour will not be significantly increased.

- **Parking on Tudor Rise during construction**

Our in-house contractor Bromford Developments Limited (BDL) will be building the houses and we will ensure that any contractors do not park on this private road.

- **Traffic during construction and potential damage to existing roads and verges**

BDL has experience of developing adjoining existing homes and we will liaise with residents and manage our contractor/suppliers so that any issues are minimised.

An increase in traffic is expected with any new development and a traffic management plan will be implemented for the period of construction.

As it is intended that the road will be adopted as a public highway, the county council's clerk of works will be visiting the site during the course of the redevelopment to ensure there are no issues. Any remedial works required to the entrance of the site as a result of its use by development traffic would be agreed with the clerk of works and carried out by Bromford. The Highway Authority have statutory powers in respect of damage being caused to a highway by construction traffic and as a result will be keeping a close eye on the development.

- **Speeding vehicles and road traffic accidents**

Unfortunately, Bromford has no control over speeding vehicles and this is a matter for the police and local community speed watch.

- **Concerns about disturbance and noise during construction**

BDL has experience of managing similar development sites where works are being undertaken in close proximity to existing residents and we would put measures in place regarding hours/methods of work that ensure any disturbance is minimised.

Prior to any work starting, detailed investigations are carried out to clarify the location of any existing mains/services that are to be retained and the results of these studies would be conveyed to contractors undertaking works in the vicinity.

- **Density**

The density for the site is just less than 16 homes to the acre (39 houses to the hectare). In current planning policy terms this is fairly low density. Our main driver is to provide affordable homes for people in need of good quality, energy-efficient accommodation.

- **Proposal is not a true reflection of the housing needs within the village due to the proportion of small 2 bed houses being proposed for families of 4 people**

The basis on which we have based our proposed mix of tenure and size of homes is as follows:

- *HNS Survey Results* - Level of interest from residents who responded to the housing needs survey

Tenure	HNS
New affordable rent	4
Shared ownership	3
Outright sale	6
Total	13

- This did not take into account the number of customers who requested to return to the new homes. This is currently six for rent
- Bromford previously internally agreed that at least the same number of rented properties would be rebuilt as we demolish. In this case it would be 11.
- We are confident that we can let a large proportion of rented homes as we believe there would be more demand for a different type of house.
- When the 11 airey houses are demolished Bromfords stock in Clifton Campville will exist of the following rented house types :-
 - 11 bungalows
 - 4 flats
 - 6 houses

Therefore there will be a need to develop houses rather than bungalows or flats.

Our preference is to provide shared ownership homes where possible rather than outright sale. We have received various enquiries from potential shared owners who have heard about the scheme and we are maintaining a mailing list. We feel there is a market for shared ownership in this location.

Changes to welfare reform unfortunately mean that people cannot under occupy properties any longer. We have to build a range of housing to meet everyone's needs and the largest demand is for 2 bedroom, 4 person homes in Lichfield District Council's area.

The Affordability Index used by Government highlights how affordable an area is to live in by dividing house price by income, with lower figures indicating that an area is more affordable to live in. In

terms of affordability, the ratio of income to house prices in Lichfield District Council is amongst the highest in Staffordshire. Although there are significant variations in affordability within the District, there is a need for more affordable housing in rural parts of the District including Clifton Campville where high house prices and limited availability are significant.

- **Flooding of drains**

We are working with South Staffs Water to design a suitable drainage system for the new development. We must ensure as part of any new development that we do not increase the rate at which surface water runs into the drains. It is most likely that the water will be held in an underground tank and will flow into the mains drainage at a controlled rate and therefore will not create any extra surface water run-off that could cause flooding issues.

We are currently investigating your concerns about the capacity of the existing sewage system and with this information will plan to design a drainage plan that will cope well with the number of properties planned in the development and also ensure that it meets with necessary regulations.

- **Amenities for the local community/school is already at maximum capacity, the development will change village dynamics, and lack of amenities could increase anti-social behaviour within neighbourhood**

Some residents felt the development was too dense for the site at 27 homes and this would have an impact on other services in the area. We will be making a monetary contribution through the planning process to the education department at Staffordshire County Council. They will use this to facilitate places at the primary school in Clifton Campville for children from our new homes. We are hopeful that a number of the children who move into the new homes will be from the local area and will already have a place at the school.

- **Can existing customers move back to the new homes, concerns over disruption to children's schooling, and splitting up of wider family groups (parents/grandparents still in the village)**

Our existing customers have the choice as to whether they return to one of the new homes once they are built. We have worked with our existing customers to find them somewhere where they are happy to move to – whether that be in the village or elsewhere. Customers have not been forced to move out of the village and have the option to return.

Yours sincerely,

Claire Thomas

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