



Persimmon Homes Severn Valley

Statement of Community Involvement

Land at Rectory Farm (North), Yatton
North Somerset

March 2023

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1. Introduction

1.1 This Statement of Community Involvement ('SCI') has been prepared by Persimmon Homes Severn Valley (PHSV) in support of an Outline Planning Application in respect of Land at Rectory Farm (North), Yatton ("the Application Site").

1.2 The Application Site falls within the administrative boundary of North Somerset Council and lies adjacent to the settlement boundary of Yatton. The Site comprises 13.79 hectares of land at Rectory Farm, Yatton.

1.3 Yatton is a village well served by a range of facilities, including a primary school, a junior school, cafés, a number of pubs and a Co-Op. Yatton benefits from Yatton Train Station, which provides frequent services to Bristol and Weston-super-Mare.

1.4 North Somerset Council's Statement of Community Involvement (SCI) was adopted in March 2015. The Statement presents a helpful guide in the preparation of planning applications and engagement with the local community and stakeholders. Within the Council's SCI, it states that:

"We strongly encourage applicants to discuss their proposals with local people adjoining the development site, the relevant town or parish council and their North Somerset councillor, at an early stage before they submit their planning application".

1.5 This Statement describes the consultation process undertaken by the applicant's consultant team. This extends to the submission of a pre-application enquiry to the North Somerset Council's planning department and the submission of a Screening Request for Environmental Impact Assessment. The approach draws from guidance within North Somerset Council's Report "Statement of Community Involvement, September 2019" – with applicants strongly encouraged to discuss their proposals through pre-application engagement with local people and local councillors.

2. Proposed Development

2.1 The Site is comprised of 13.79 hectares of low quality agricultural land adjacent to the settlement boundary of Yatton.

2.2 An Outline Planning Application for up to 190 dwellings has been prepared and submitted to North Somerset Council. The description of development is as follows:

“Outline planning application for the development of up to 190 homes (including 50% affordable homes), 0.13ha of land reserved for Class E uses, allotments, car parking, earthworks to facilitate sustainable drainage systems, open space and all other ancillary infrastructure and enabling works with means of access from Shiners Elms for consideration. All other matters (means of access from Chescombe Road, internal access, scale, layout, appearance and landscaping) reserved for subsequent approval”.

3. Consultation Methods and Process

- 3.1 North Somerset Council's SCI supports public and stakeholder engagement – so that the views and comments of the public can be heard and considered in good time during the work preparing a planning application.
- 3.2 In respect of this planning application, the initial views of the public and stakeholders were sought to inform a decision to pursue a planning application. This consultation was for the development up to 280 dwellings at the Site.
- 3.3 The approach adopted comprised: a formal public consultation exercise; submission of a Screening Opinion request; and a written pre-application enquiry.

Public Consultation

- 3.4 In seeking the local views on the principle of development three means of public consultation were adopted by PHSV. These were:
- (i) leaflet distribution
 - (ii) an online consultation event
 - (iii) bespoke consultation website.
- 3.5 Electronic consultation is stated as North Somerset Council's preference for their own consultation in their SCI and was therefore considered appropriate for this public consultation, in tandem with local leaflet distribution.

Leaflet

- 3.6 A leaflet was produced (see Appendix 1), which outlined the proposals including a helpful scheme illustration. It directed readers to the public consultation website; stating that an online public consultation event would take place on the 10th November, accessible through a bespoke website. The leaflet also encouraged recipients to provide their commentary either online or by post.
- 3.7 The leaflet was emailed in advance of the leaflet distribution to the Parish Council Clerk and Ward Councillors on 31 October 2022. Leaflet distribution by foot took place on 1 November 2022. A total of 3,539 leaflets were posted to the residents of Yatton. Figure 1 illustrates the extent of their distribution.

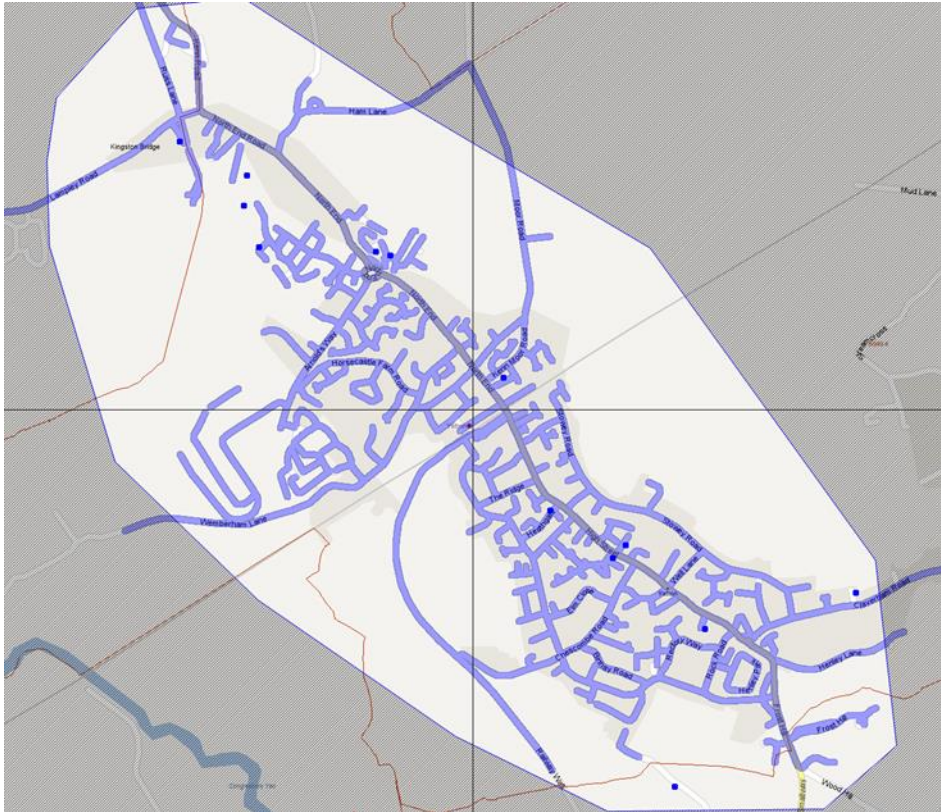


Figure 1 Extent of Leaflet Distribution

3.8 The public consultation period ran from the 1st November to the 21st November 2022.

Website

3.9 The consultation website included a welcome page, site context, details of the proposals, information on the consultation event along with contact details and a page to provide comments. The page went 'live' on the 31st October.

Consultation Event

3.10 The public consultation event was held on the 10th November at 7pm via Zoom, with the link to join made available on the website. Hosted by planning consultants at Barton Willmore, consultants from EDP and Hydrock were also in attendance, to cover matters on design, transport, flood risk and drainage. Persimmon Homes staff were also in attendance. The event presented the team to attendees and included a slide presentation explaining the background to the Site being consulted up, and explanation of design considerations, a commentary of technical matters associated with the Site - followed by a questions and answers session with the residents who attended.

3.11 Questions and comments submitted in advance of the Online Consultation Event were addressed by the consultation team and those fielded by attendees were also answered. The

Consultation Event was scheduled for an hour - and did not need to overrun. Attendees (excluding consultants) totalled 14.

EIA Screening and Pre-application Enquiry

- 3.12 Parish Council and Ward Councillors were notified of the submission of an EIA Screening Request and pre-application enquiry request both by PHSV and submitted to North Somerset District Council on 7 October. This was followed up with notification on the 31st October that public consultation would begin on the 1st November.
- 3.13 Not only were the public and Councillors consulted with, PHSV also formally consulted with North Somerset District Council at an early stage, through the submission of a pre-application advice request on the 30th October and an EIA Screening Opinion Request on the 5th October. Responses were received on the 17th February and 20th January respectively.

Newspaper Advertisement

- 3.14 Following revisions to the proposals, on the 15th March, a public notice was printed in the North Somerset Times setting out that Persimmon Homes Severn Valley would be submitting an Outline planning application for up to 190 dwellings.
- 3.15 The Parish Council and Ward Councillors were informed of this advertisement on the 14th March.
- 3.16 A scan of the relevant page of the newspaper is included at Appendix 2.

4. Public Consultation Responses

- 4.1 At the close of the consultation window on the 22nd November, a total of 50 written responses had been received through the online form and the post (49 and 1 respectively).
- 4.2 Table 1 below provides a summary of the consultation comments. Also set out here is PHSV and their consultant team's positive response to these.
- 4.3 We highlight at this time that the number of homes proposed has been reduced, from up to 280 to up to 190. These consultation responses reflect the initial dwelling number of up to 280.

Table 1 Summary of Consultation Comments & PHSV's Response

Main Matters Raised in Consultation Responses	Applicant's Response
The risk of flooding in the immediate vicinity of the site would be made worse by this development	The Flood Risk Assessment and Drainage Strategy set out that the flood risk to existing homes will be made no worse by this development.
How are you able to build in the flood plain?	The Flood Risk Assessment and Drainage Strategy establish the on-site measures that would mitigate the flood risk to acceptable levels, including raised ground levels and drainage basins. A Sequential Test has also been undertaken to establish that this Site is preferable to reasonably available, lower risk sites. We have engaged with the Environment Agency, Local Drainage Board and Local Authority.
The roads in Yatton will not be able to cope with the number of cars this development would bring	The Transport Assessment sets out that the increased flow of traffic will quickly disperse into the wider network, with the impact therefore minimal. The total number of homes has also reduced since this comment was made, which will result in a lower predicted movements.
The delivery of the doctor's surgery should be made mandatory	The land that the doctor's surgery could be provided on has been set aside as "Potential Community Use". This is to accommodate any use within Use Class E. While this could deliver a doctor's surgery, the classification allows for flexibility for it to accommodate other uses subject to sustainable commercial factors including viability, and need.
There is no longer a bus service to serve Yatton and this development	The Site benefits from being closely located to Yatton train station which offers regular services to Bristol and Weston-super-Mare, which is significant public transport benefit. The viability of potential bus services within

	<p>Yatton will improve with the potential to increase patronage.</p> <p>North Somerset Council has announced that the X5 is expected to re-route via Yatton upon completion of the High Street improvement works this summer.</p>
Development of this land would lead to the loss of Green Belt	The site is situated outside and well away from the designated Green Belt.
Development would lead to the loss of important agricultural land	The Agricultural Land Quality Report establishes that the Application Site is poor quality Grade 4 agricultural land. The Government's National Planning Policy Framework (footnote 58) directs development to lower quality agricultural land as has been done here.
Yatton has already had enough development approved in recent years	Yatton is defined in the North Somerset Core Strategy as a 'Service Village'. In North Somerset Council's Spatial Strategy and Capacity paper that supports the emerging Local Plan, Yatton is defined as 'a larger village with a wider range of services, facilities and jobs'. With North Somerset facing a significant shortfall in housing delivery with limited new development addressing this shortfall, new homes should be directed to the most sustainable settlements.
The development will reduce the value of the existing neighbouring homes	A study by London School of Economics does not support the idea that existing property values will face permanent reductions because of nearby development. Irrespective of this, the impact on property values, either positive or negative, is not a planning matter.
The proposed access points are too narrow and residential to accommodate this development	The access drawing for Shiners Elms shows an acceptable access arrangement with an appropriate visibility splay. This has been assessed and considered in detail by highways consultants.
The application should consult with Environment Agency and Internal Drainage Board	Consultation with the relevant authorities, including the Environment Agency and Internal Drainage Board was undertaken during the preparation of the application. The submitted application reflects the outcomes of those discussions.
The development encroaches too far on to the Strawberry Line	The Strawberry Line is protected. The illustrative masterplan incorporates a significant offset from the Strawberry Line. The Landscape Visual Assessment report sets out that the visual impact is minimal, given the existing views from the Strawberry Line to the settlement of Yatton are glimpsed.

Yatton's sense of place will deteriorate if this development comes forward	The Design & Access Statement sets out how the existing character of Yatton has been respected and incorporated into the masterplan. Care has been taken in identifying the boundary of the built form of the Site – with a significant proportion of it left open and undeveloped.
The development will have a negative impact on the ecology of the site and the Strawberry Line	The illustrative masterplan incorporates a significant offset from the Strawberry Line, which includes considerable open space provision. Supporting the planning application is a detailed ecological study. The scheme responds sensitively to local ecology which is reflected in the indicative layout submitted.
Yatton does not have the necessary infrastructure to support this development	Yatton is defined in the North Somerset Core Strategy as a 'Service Village'. In the Spatial Strategy and Capacity paper that supports the emerging Local Plan, Yatton is defined as 'a larger village with a wider range of services, facilities and jobs'. North Somerset is faced with a significant shortfall in housing delivery and new development addressing this shortfall should be directed to the most sustainable settlements, which North Somerset Council considers Yatton to be one of. Financial contributions will be made to enhancing facilities and serves in response to the proposed development.
A doctor's surgery is unnecessary as there is already one located on Mendip Road.	The land set aside for potential community use could accommodate one of a variety of uses that fall within Use Class E, subject to their viability. A doctor's surgery is one such option for what could be delivered there. A breadth of uses could be included within the Site.
Some residents did not receive the consultation leaflet.	Leaflets were hand delivered to a total of 3,539 properties in Yatton, as defined in Figure 1.


Table 2 Summary of Questions Asked at the Consultation Event & PHSV's Response

Questions Asked in the Consultation Event	Applicant's Response
Views from existing houses on the "urban edge" do not appear to have been respected	Any effects on views to and from the Site are set out in the Landscape Visual Assessment. High quality environment created through sensitive and sustainable planning will create an attractive edge to Yatton.
What do you think will be the impact on an already busy Yatton high street?	The application material supports a positive impact on Yatton's high street from the development of the Site, with the high street having sufficient capacity to accommodate

	the trips to be generated by the development.
Could you clarify the ground raising you mentioned?	A level of ground raising is required to resolve issues associated with potential flood risk. This is in tandem with the construction of attenuation basins and management of the existing rhyme systems.
Do you know how many car journeys will be generated?	The Transport Assessment details the trips to be generated by the development. At the peak times of 08:00 – 09:00 and 17:00 – 18:00, the development would generate 97 and 96 two-way trips respectively. These trips are expected to rapidly disperse across the road network.
If you raise the ground level won't the flood water flow into existing homes to the east?	The development will not lead to any loss in floodplain storage. The development of this Site responds to and is designed to be resistant to a tidal flood based upon latest North Somerset flood risk modelling. The development of the site to completion would not increase the risk of flooding to existing homes to the east.
On what basis is North Somerset short of housing?	North Somerset Council has a shortfall in housing against its requirement to demonstrate a 5 year supply of housing. It is common ground for a planning appeal taking place this year (reference: APP/D0121/W/22/3313624) year that North Somerset Council has a 3.5 year housing land supply, which is a significant shortfall.
How many leaflets did you distribute to the residents?	3,539 leaflets were distributed.
Why are there residents on Mendip Road who did not receive one?	The third party we used for production and delivery provided a map of the properties to be leafleted, of which Mendip Road is included.


5. Conclusion









- 5.1 Persimmon Homes Severn Valley consulted with the public over a three week period. In addition there was a formal consultation with North Somerset Council through a pre-application enquiry and EIA Screening request.
- 5.2 Positive engagement with the community was through the distribution of 3,539 leaflets locally, and the hosting both a bespoke consultation website and online consultation event. At the end of a 3 week consultation period, a total of 50 comments were received. A summary of these comments and PHSV's response to them is set out in Table 1.
- 5.3 Persimmon Homes Severn Valley has found the public consultation undertaken exercise and feedback to be useful. The helpful responses received informed the ongoing and new technical work associated with the Site and its development potential. The scheme has responded to this feedback. Changes to the indicative layout have been undertaken, further investigations associated with the Site drainage have taken place and the proposed number of homes has been reduced from up to 280 dwellings, to up to 190 dwellings.

**Persimmon**
Together, we make your home

Public Consultation

Land at Rectory Farm, Yatton



-  Site Boundary
-  Residential Development
-  Potential Doctors Surgery/Community Use
-  Community Amenities
-  Allotment Parking
-  Community Orchard
-  Waters
-  300m Attendance

Our Proposals

Persimmon Homes would like to share their initial proposals for a development of around 280 new homes on the western edge of Yatton.

The draft masterplan (left) draws upon the technical assessments undertaken so far. The proposal responds to local characteristics, the wider setting and a need to provide a mixture of new homes in North Somerset.

Included with the new homes is land with the potential to accommodate a new doctor's surgery complemented by open space, an orchard, play areas and footpath connections.

Overleaf is further detail on the design principles adopted. Additional information can be viewed on our consultation website. We welcome your feedback.

See more details at
www.sites.google.com/view/rectoryfarmyatton

Vision of the Proposals

Respecting and Building Community



Capturing the 'value' of community and bringing people together.

- New market and affordable homes that will provide a range of tenures and sizes to meet the area's identified housing requirement. The scheme will accommodate a 50% provision of affordable housing, greater than the 30% minimum adopted by North Somerset Council
- Land would be provided for which could accommodate a doctor's surgery or other community uses.



Making Place

Creating a place with its own sense of place whilst responding to setting and built context.

- A sensitive response to the existing settlement boundary with an attractive new edge to Yatton, maintaining open separation to the Strawberry Line
- Incorporating measures to reduce vehicle trips and encourage walking, cycling and public transport trips – including connection to the Strawberry Line and local services and facilities.



Connecting with Nature

Integrate new landscaping and Green Infrastructure with the site's natural assets.

- A substantial buffer is retained between the new homes and the Strawberry Line
- A focus on the retention, enhancement and restoration of existing hedgerows, trees and rhynes with new planting and public realm landscape features
- Allotment provision suitably positioned and integrated into the development
- Ecological corridors around the site to support the foraging horseshoe bats and hedgerow usage and enhancement to those corridors already on site.

Your feedback

- We seek the views of the local community on these initial draft proposals. An online Q&A and presentation will be held on **10th November**
- To view further details please visit: sites.google.com/view/rectoryfarmyatton
- If you would like to comment on the proposals, please fill in the form online by **21st November 2022**
- Or posted to: **Yatton Consultation, Land Department, Persimmon Homes Severn Valley, Davidson House, 106 Newfoundland Way, Portishead, BS20 7QE.**



Persimmon
Together, we make your home



Appendix 2: North Somerset Times Public Notice Extract (15th March 2023)

PLANNING

**Town and Country
Planning (Development
Management
Procedure) (England)
Order 2015 NOTICE
UNDER ARTICLE 13
OF APPLICATION
FOR PLANNING
PERMISSION**

Proposed development
at Land at Rectory Farm
(North), Yatton, Som-
erset.

Take notice that appli-
cation is being made
by Persimmon Homes,
Severn Valley for plan-
ning permission to Out-
line planning applica-
tion for the development
of up to 190 homes (in-
cluding 50% affordable
homes), land reserved
for (Class E) uses, al-
lotments, car parking,
earthworks to facilitate
sustainable drainage
systems, open space and
all other ancillary infra-
structure and enabling
works with means of ac-
cess from Shiners Elms
for consideration. All
other matters reserved
for subsequent approval.
Application submit-
ted to North Somerset
Council, Town Hall,
Walliscote Grove Road,
Weston-Super-Mare
BS23 1UJ . Any own-
er of the land or tenant
who wishes to make
representations about
this application should
write to the council
within 21 days of this
notice.