

Door knocking report

Prepared by
Meeting Place
Communications

On behalf of Colegrove Estates

Land off Chrishall Road

September 2018

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1. Methodology and key statistics

To ensure the inclusion of those who would be most directly affected, the area selected for door-knocking for face to face consultation included properties on Chrishall Road, close to the site. We also sought to speak to residents a little further away in roads such as Chapel Lane and Ryecroft Lane, as these addresses are also near to the site.

The area which was knocked is shown in the map below.



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We prepared two door knocking cards. First, a feedback card with questions relating to desired housing mix, community benefits and an option to register any additional comments was provided to residents (either directly or left for them to return to if they were busy or not home). The card was designed to be easy for people to fill in on the doorstep and enabled residents to add their personal contact information. Second, an outcard was provided for people who were unavailable at the time of our call and which included an aerial map of the village and details about what the proposals may include. This card was delivered along with a feedback card and included a Freephone number and freepost address so that residents could get in contact with us or ask questions.

We knocked on just under 200 doors and asked residents their opinion of the proposal and what they would like to see in terms of housing mix and community facility. We spoke to approximately 80 residents and received a total of 35 feedback cards on the doorstep. Several of those we spoke to declined to fill out a comment card on the doorstep but expressed an intention to submit feedback through Freepost. The comment card also asked residents for their views on three main areas, namely: which house type they felt was most needed in the village, which community facilities they would like to see delivered, and any other comments they had.



2. Themes from feedback

The following themes have been created from both the written feedback received and the conversations had with those we spoke to. Consequently, the themes are representative of the views of more than just those who filled out feedback cards.

Community benefits



Given that one of the principal objectives of the consultation was to obtain feedback on the possible community benefits that could be delivered, it is unsurprising that most of the conversations we had related to the community benefits. The view of a very large proportion of those we spoke to was that the community is in desperate need of a shop.

Many of those we spoke to referenced the closure of the post office and the associated loss of grocery shopping in the village. We highlighted to residents that one of the options under consideration is a farm shop. This was met with broad approval, but residents highlighted that the most important benefit to them would be the ability to buy everyday groceries such as a pint of milk.

Some residents also mentioned other possible benefits, but these were much fewer in number. Some aspirations were unrealistic, such as the provision of a new school, while other elements we suggested, such as allotments, received mixed views. Some thought that allotments or a community orchard would be a good idea, but others questioned whether there would be sufficient demand for these elements.

Housing mix



Some of those who filled out a feedback card selected items from the tick box options on housing mix. Some of those who responded ticked more than one box, hence the feedback represents the views of fewer than the sum of the number of boxes selected:

Option	Number selected
Bungalows	6
2 bed	17
3 bed	13
4 bed	1
5 bed	0



Principle of development



Perhaps surprisingly for a consultation on rural development, there was very little ‘in principle’ opposition to new homes in Fowlmere. In our view, the description of the scheme on the project materials and in the door knocking script as a “limited number” of new homes helped to prevent concerns arising about the quantum of development.



3. Verbatim feedback

What new community facilities are needed in the village?

- Shop
- Shop
- SHOP
- 1 is a shop grocery store/ post office. Hair dresser, pharmacy, dentist
- Shop. 2 bedrooms
- school bus community owned shop
- better bus service to Cambridge + Royston. Shop
- shop. Small playground for children to play.
- shop
- shop
- Adult gym equipment
- Pub and shop, social housing
- Improved bus services, village shop, new school
- shop
- village shop
- shop, dread the day I can't drive, post office
- a local shop
- Good new shop - general site. Funds for school expansion
- Shop really needed
- affordable homes, allotments
- new shop
- shop
- a new shop!
- Shop. Traffic calming on Chrishall Road. Better, more suitable play equipment at the village hall. Cycleway into Cambridge. Free transport to Sixth form colleges. More footpaths for dog walking.
- None
- Shop!
- Shop
- The inclusion of a community-run convenience store will be essential especially with the recent and projected increase in population. A convenience store with a delivery service would be a great benefit.
- More outdoor play areas at the Triangle end of the village and provision of play equipment that's still interesting after age 11
- little shop. Regular post office
- village shop
- village shop
- shop

Any other comments?



- Would welcome a shop. Would support a well-designed development.
- Village shop + plus adequate parking
- Truly affordable housing for the 20 somethings of the village still living at home.
- Small houses, try + keep youngsters in the village
- Affordable homes for young people + families
- Concerned re: parking for construction workers and highlighted the need for a pathway along the road by the site
- Affordable housing
- I'm especially concerned that houses currently at the triangle have tiny gardens, so children end up with no option but to play in the cul-de-sac. Increased traffic there will be very problematical.
- Why don't you people listen instead of trying to sledgehammer a development through that nobody wants?
- Cheaper homes needed - for people starting out
- I have lived here for 36 years so hope I qualify as a true Fowlmere resident. I hope that future building developments will match those already built.



Appendix A: Feedback card

Proposals for Fowlmere development

I'd like someone to contact me about my feedback using my details below.

<p>Name:</p>	<p>What kind of homes are most needed in Fowlmere? Please tick:</p> <p><input type="checkbox"/> Bungalows <input type="checkbox"/> 4 bedroom homes</p> <p><input type="checkbox"/> 2 bedroom homes <input type="checkbox"/> 5 bedroom homes</p> <p><input type="checkbox"/> 3 bedroom homes</p>
<p>Email:</p>	<p>What new community facilities are needed in the village?</p>
<p>Telephone:</p>	
<p>Address:</p>	
<p>Any other comments:</p>	

I'd like to be kept informed about updates to the planning process.

Would you, or anyone you know, like to register their interest in a new home on this development?

This information is being collected on behalf of Colegrove Estates and will be shared with them and the project team, securely stored and destroyed at the end of the planning process. All written feedback will be anonymised and shared with the Local Planning Authority, South Cambridgeshire District Council. For further information about how we hold and use your data and your rights under General Data Protection Regulations please visit www.mpcdataprotection.com/fowlmere



No
Stamp
Required

FREEPOST MPC CONSULTATION

Appendix B: Outcard

Proposals for Fowlmere development

We called by for a chat

We're talking to local people about their ideas for planned new development in Fowlmere



We're here today as part of a consultation for a new residential development in Fowlmere, which are being brought forward by a local landowner and intended as a community-led project.

We are hoping to bring forward plans for new homes and community benefits on land south of Lanacre on Chrishall Road. Any development would be appropriate in size and would include new facilities for the village.

The plans are at a very early stage, and we want to talk to local residents to understand what benefits you think a new development might be able to provide. Options we're currently considering include new allotments or a farm shop, but we are also very keen to hear the views of local people.

If there is anything you would like to see in the village, or if you have ideas or suggestions related to development, please do let us know. Our contact details are overleaf.

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