



Prepared by Urban Wilderness



Applegarth

Statement of Community Involvement

Applegarth Farm

Headley Road
Grayshott,
Hampshire

December 2014

Introduction

This statement has been prepared on behalf of Applegarth Farm to accompany the outline planning application for the economic development of Applegarth Farm. Urban Wilderness as project manager has led the pre-application process and has undertaken public consultation within the local area following guidance from the East Hampshire District Statement of Community Involvement (July, 2007).

The importance of pre-application consultation has never been higher within the planning system. The introduction of guidance for the preparation of Statements of Community Involvement (SCI) has placed a greater emphasis on developers to include the local population into the design process.

This report provides a summary of the consultation process which has been undertaken in support of an outline planning application for Applegarth Farm and the manner in which the design team has responded to comments received.

The development includes the following:

- Expansion of the existing Restaurant and Farmshop
- Bigplay Barn
- Cookery School
- Rural Enterprise Centre
- Growing School

East Hampshire District Statement of Community Involvement (July, 2007)

The East Hampshire District Statement of Community Involvement was adopted in July 2007. The document highlights “the important role that communities and other key partners play in influencing new plans, policies and planning applications in East Hampshire” and identifies what as a planning authority they will do to “ensure that everyone in East Hampshire is involved and has the opportunity to ‘have their say’” in decision making.

These changes are designed to deliver plans and policies that are more flexible, reviewed more frequently and help deliver sustainable development. The reforms place a greater emphasis on continuous community involvement throughout the different stages of the planning process.

The Statement of Community Involvement sets out clearly:

- how and what sectors of the community will be involved
- the stages at which that involvement will take place, and
- the methods of that involvement.

EHDSCI
para 1.1, p. 3

Ibid
para 1.6, page 4

Ibid
para 2.2, page 4

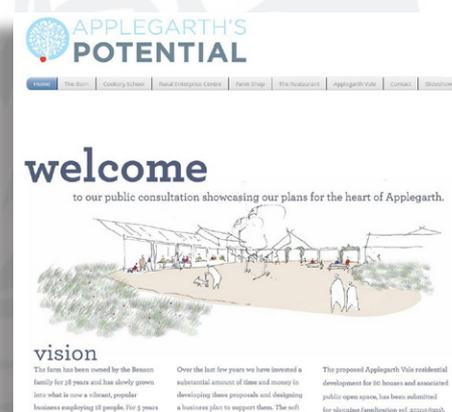
Public Engagement

A public consultation event was held on Thursday 25 September 2014, between 3.30 and 7.15pm. The client, Will Benson, Alison Wood, a town planner from Southern Planning, and Tim Reid, Landscape Architect and Project Manager from Urban Wilderness, represented the design team and answered questions during the event.

Notification of the event was made through a flyer (appendix 1) which was sent out to the local residents of Grayshott. The flyer was hand-delivered to 1228 addresses by a nationwide distribution company on 19th September 2014. A telephone audit was conducted by the distributor and received 14 positive responses. Confirmed receipt was 1.1% (significantly higher than the national average of 0.5%). A notice and development information was also placed on the website of Applegarth Farm (www.applegarthfarm.co.uk) which receives over 2000 unique users every month. A link to the associated website 'Applegarth's Potential' (www.applegarthspotential.biz) was set up and this site has been used to update the local community on the developments proposed at the farm and on the adjacent Applegarth Vale land.

The public exhibition took place in the Church Rooms of St. Luke's Parish Church in Grayshott where two sets of ten presentation boards (appendix 2) were hung. Approximately 105 local residents attended the event.

The exhibition boards illustrated the vision for the overall development and explained the enabling concept behind the Vale residential development as leveraging investment for the economic development of the farm. It also showed the design evolution of the building complex, re-use of existing facilities and displayed options for access, internal circulation, footpath connections, car parking, materials selection and boundary treatments.



www.applegarthspotential.biz

Questionnaires (appendix 3) were handed to each visitor and attendees were encouraged to pass on their comments to Will Benson either on the form or by separate email.

The proposals were then loaded onto the 'Applegarth's Potential' website the following day where they have been ever since for the local community to scrutinize. Branded business cards, with the link to this website, have been handed out at the farm shop and restaurant, inviting customers to visit the website and assess the proposals.

A total of 17 responses were received, with the majority of attendees choosing to send their feedback via email and post.

Summary of Consultation Feedback

The majority of attendees stated a preference for Option 3 with a dedicated direct access taken from Headley Road; several commented on the potential visual impact of the car park area when seen from the road, in line with the findings of the LVIA (see separate report).

Of the 17 representations made to Applegarth Farm 15 were in favour and two against the proposals.

The main issues raised were:

- (i) desire for reduction in speed limit along Headley Road from 50 to 40mph;
- (ii) retaining the rural character;
- (iii) concerns over sufficient parking allocation (no tarmac);
- (iv) concern over economic expansion outside Grayshott village core and
- (v) concern over road congestion as a result of combined Farm & Vale developments

Specific Comments

- The idea of the REC Workshops is a good idea if this brings in a good standard of Artisan producers and gains a reputation for helping small business
- For the proposal as long as it keeps it's rural country feel- do not have tarmac roads, do not wall off area for courtyard, don't have sterile dull buildings
- Make sure parking arrangements are satisfactory and the food is of it's usual excellent standards
- Using the Vale access rather than creating another access on Headley Road
- Pro the idea but please adhere to the Village Design Statement and bring the Retail area back to a good size in the farmshop
- In favour of the proposal as long as it is done sympathetically with the local area. Encouraged by the increase in employment
- Good structured landscaped plan shown
- In favour of the Artisan workshops, Children's play area and larger restaurant
- Concerned about the expansion outside the village centre like big supermarkets have done to towns.
- Concerned about additional traffic and impact on local infrastructure
- Concerned about the extra housing and congestion on the roads.

The total number of attendees at the exhibition was approximately 105, this equates to 8.5% of the flyers sent out to the local area. Applegarth Farm received 17 responses from the 105 attendees which accounts for a response rate of 16%.

Key Stakeholder Discussions

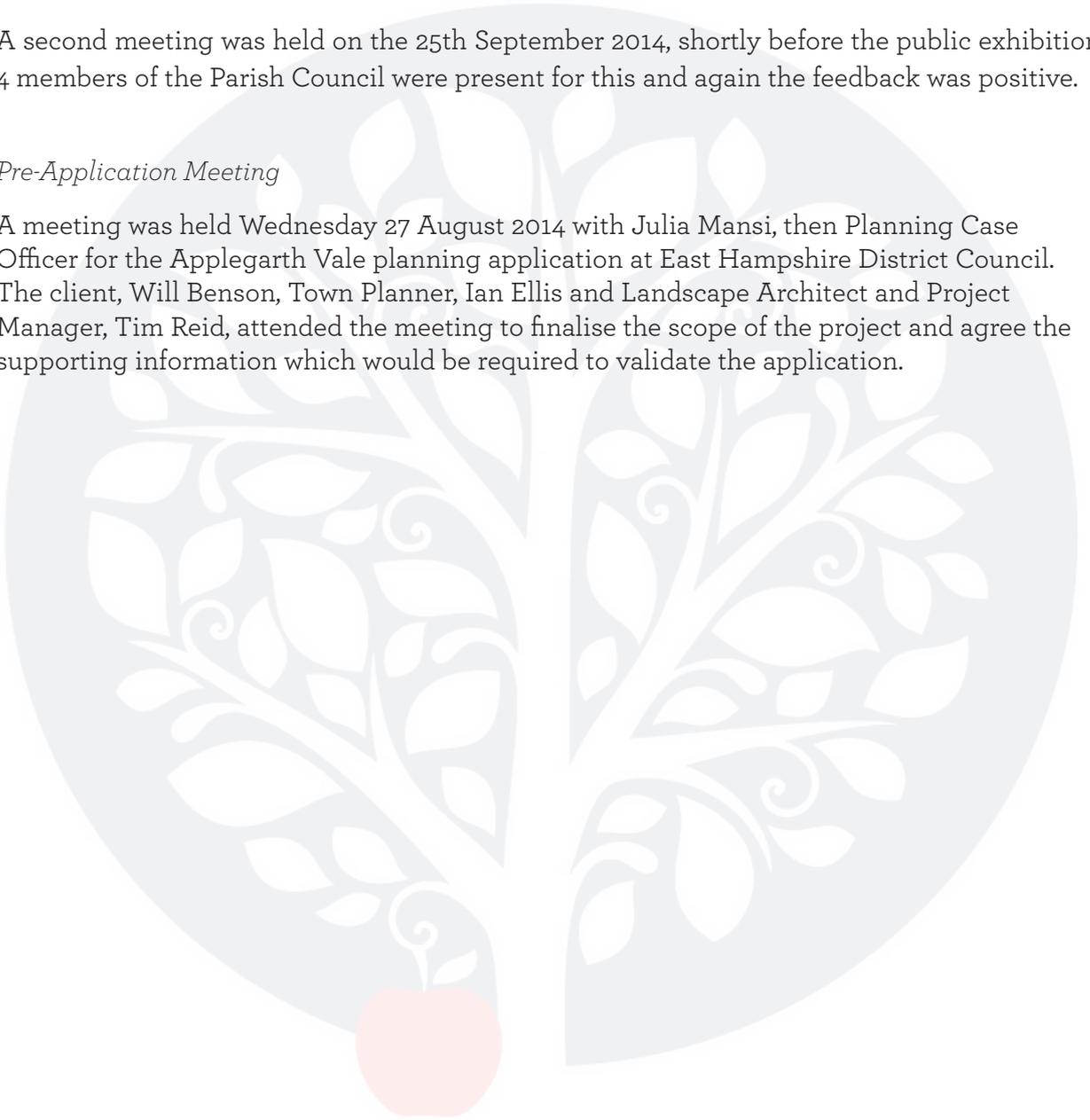
Grayshott Parish Council

Will Benson met with 3 Parish Council members on the 28th May 2014 at Applegarth Farm. At this meeting Will presented a synopsis of the various different business proposals via a powerpoint presentation. No formal feedback was received however verbal feedback was reportedly positive.

A second meeting was held on the 25th September 2014, shortly before the public exhibition. 4 members of the Parish Council were present for this and again the feedback was positive.

Pre-Application Meeting

A meeting was held Wednesday 27 August 2014 with Julia Mansi, then Planning Case Officer for the Applegarth Vale planning application at East Hampshire District Council. The client, Will Benson, Town Planner, Ian Ellis and Landscape Architect and Project Manager, Tim Reid, attended the meeting to finalise the scope of the project and agree the supporting information which would be required to validate the application.



Conclusions

The public engagement exercise held on the 25th September 2014 enabled the public to view and comment on the development proposals, thereby enabling the design team to review and develop the proposals as noted below.

The table below provides a design response to each of the relevant specific comments:

Comments Received	Design Response
Retain rural country feel	A tarmac road is used to enter the site from the Vale access to aid disabled users access from Headley Road. To all other areas a self binding aggregate, or similar, will retain the rural character of the site. The courtyard is very much a permeable space using the new buildings and planting to define its edges without the need for additional permanent structures. The buildings will feature natural materials, in-keeping with the semi-rural setting. It is intended that subtle variations in the tone of materials will give each a unique identity.
Using the Vale access rather than creating another access on Headley Road	The Applegarth Farm site will be accessed from a newly created shared access with the Vale from Headley Road.
Adhere to the Village Design Statement	The design ambitions for Grayshott and the surrounding area have been incorporated into the design for the farm as far as practicable / they are relevant to the type of development proposed. Trees are being retained as far as practicable; new structure planting will adopt a native tree mix to assert local character and hawthorn hedging will provide a boundary treatment to Headley Road in keeping with the local setting.
Sympathetic approach	The new buildings are carefully integrated with the existing to form an 'ensemble'. During design development, we intend to explore the use of both natural and traditional farm building materials and how they can be applied in a contemporary way. Materials we will consider include timber, brick and metal sheeting. In accordance with the Grayshott Village Design Statement, the landscape treatment will seek to use materials, locally-sourced where possible, which reflect local landscape character and are sensible to the rural context.

Appendices

Appendix 1: Pre-consultation Flyer



Applegarth

Public Consultation Event

For
Economic Development
Proposals at
Applegarth Farm



- Thursday 25th September 2014
3.30pm - 7.15pm
- Church Rooms, St. Luke's Church,
Headley Road, Grayshott, GU26 6LF

For more information visit our
website www.applegarthspotential.biz

Proposals include:

- Children's fine food cafe & Soft Play
- New Cooking School
- Extended Farm Shop
- Extended restaurant and market garden
- Artisan workshops



Appendix 2: Presentation Boards

welcome

to our public consultation showcasing our plans for the heart of Applegarth.



vision

The team has been joined by the Bennett family for 38 years and has already grown into what is now a vibrant, popular business employing 48 people. For 3 years we have seen the potential to expand Applegarth to include a range of services which will greatly benefit many people. The vision will provide a range of employment opportunities as well as a working environment for small produce business.

Over the last few years we have invested a substantial amount of time and money in developing these proposals and devising a business plan to support them. The work plan facility passed planning permission a year and a half years ago with the other areas being all shown consented in the past. We are extremely well placed to deliver an array of services to the business plan with considerable experience in the service industry.

The proposed Applegarth Vale residential development for 46 houses and associated public open space, has been submitted for planning (application and consent). This is an enabling development which, if successful, will allow the economic development of the farm.

We welcome any comments you have specific to these economic development proposals at the farm.



Applegarth

business development plans

We plan to grow our business, incorporating the elements below:

- FARM RESTAURANT**: Our main plan has been for this to be a kitchen that you can sit down to a meal at. We are looking to expand our offering to incorporate a larger range of exceptional food with a larger kitchen. We currently have a small kitchen with a limited range of dishes and are looking to expand our menu to include a wider range of dishes and catering options. We will also include a large pool where we can sit outside in our market garden to your own private use.
- ARTISAN WORKSHOPS**: We are looking to incorporate the ability to have a more permanent building to house a range of small artisan studios. We plan to house the best quality in the area and provide our customers with the ultimate shopping experience. Meet the small people that make the produce, take longer items from them, and know the money that you spend is going directly into their pockets. A working small business environment we are looking to only house small produce businesses looking to start the journey onto the high street.
- FARM SHOP**: We would like to expand our knowledge offering to provide more products from Hampshire's exceptional small produce producers. We are going to have to drive to more local produce incorporating produce from our local suppliers. There will also be a considerable amount of house produced goods.
- GROWING SCHOOLS**: Let's face it, we cannot be the perfect parent or grand these days. We are working with the local Gardening School who will be introducing Applegarth and putting on a wide variety of DDD educational courses.
- COOKERY SCHOOL**: With the increasing popularity of television programs based around cooking we are to register on the high street in the area with an exceptional cooking school. Incorporating a whole range of courses from basic skills to those suitable for those looking to start a career in the industry.
- POTTING SHED**: This will be an off-shoot of the Market Garden and include a range of beautiful and unique items for your garden.
- BIG PLAY AREA**: To include an area for the kids with an emphasis on environmental education and education. Applegarth quality food. A place you would be happy to meet up and have lunch even without the kids. To include:
 - Soft play area
 - Small shop dedicated to outdoor toys
 - Courtyard bus party zone with LED floor & wall
 - Considerable shade play area with large range of play equipment & animals
 - Canteen facility to drop the kids off while you eat, shop and relax

Applegarth

character

Landscape Assessment Existing Condition

The existing building complex has a rural character, comprising a pattern of materials, scale and design beyond demonstrating their agricultural heritage.

The proposed development is designed to be sympathetic to the existing character of the site and the surrounding landscape. The design of the new buildings will be in keeping with the existing character of the site and the surrounding landscape. The design of the new buildings will be in keeping with the existing character of the site and the surrounding landscape.



Play Space



Restaurant - outdoor cafe



Character Images

Trees **Courtyard** **Agricultural Barn east elevation**



Significant Viewpoints

Viewpoint 3 **Viewpoint 4** **Viewpoint 5** **Viewpoint 6**



Applegarth

landscape masterplan

Layout 1

- Shared access with the Applegarth Vale residential area
- Children's area to include a new courtyard space
- Cookery School & restaurant having views across to market garden
- Artisan Workshops to east of courtyard
- Restaurant Pods to provide outdoor dining experience

Layout 2

- Rural Enterprises/Artisan Workshops location to west of courtyard
- Outdoor play area connections to southern car park and courtyard
- Additional overflow parking along eastern boundary for disabled and job-play users

Layout 3

- Artisan workshops frame courtyard to the east while new children's area to the west
- Improved footpath connections and pedestrian access from the east
- Addition of Educational Facility
- Direct access from Headley Road

Applegarth

architectural design development

Initial Layout Ideas Axonometric



Cookery School Sketch



Courtyard View



Restaurant Pods



Applegarth

architectural design development

South Elevation



South Elevation



Courtyard View **Courtyard Axonometric**



Applegarth

precedents

Materials



Distinctive Rural Form



Collection of Farm Buildings



Market Gardens



Landscape Materials



Applegarth

preferred option

Axonometric Visual



Courtyard View **Courtyard Entrance**



Building Complex - West Elevation **Artisan Workshops with glazed link building**

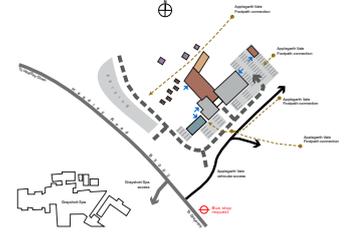


Market Garden Visual



Applegarth

access & transport



existing connections

- Public road-side footway from Applegarth farm to Gosport village centre
- Shared High Street access from Gosport, connecting to Gosport, Headley & Headley

transport opportunities

- Make parking accessible for specific user groups such as 'narrow and child', disabled badge holders and cyclists
- Create footpath connections to existing bus stops
- Improve bus stop with weatherproof shelter
- Install interior signage within shop, restaurant and workshops highlighting public transport options and bus departure times
- Install cycle stands within parking areas
- Enhance speed limit along road to approach, in line with Applegarth Vale recommendation
- Make provision for connection to public rights of way by providing access points along boundary

Applegarth

Applegarth Pre-Application Questionnaire

25th September 2014



Please circle as appropriate, there is also space at the end of the questionnaire for additional comments.

How did you hear about today's consultation event?

Leaflet **Website** **Community council** **Neighbour**

Has this Public Consultation event provided useful additional information?

Yes **No** **Unsure**

Comments.....
.....
.....

Are you in favour of the development proposals as detailed?

Yes **No** **Unsure**

Comments.....
.....
.....

Which of the options presented do you feel works best?

Option A **Option B** **Option C**

Do you support the preferred layout on the masterplan?

Yes **No** **Unsure**

What is your overall impression of the proposal?

Excellent **Good** **Average** **Poor**

Comments.....
.....
.....

How often do you visit the existing Farm shop & restaurant at Applegarth Farm?

1/week **1/fortnight** **1/month** **Special Occasions** **Never**

Appendix 3: Questionnaire page 2

Is there an activity within the proposal which might bring you to Applegarth Farm?

Yes **No**

Comments.....
.....
.....

Are there any particular elements, such as access, transport or scale of development, that you wish to comment on which can help shape the final proposed design?

Comments.....
.....
.....

Have you any other comments on the proposal at this stage?

Comments.....
.....
.....

Are you a local resident?

No **Yes** **Postcode**

Would you like to be kept informed about the proposal?

Yes **No**

If yes, please state your preferred method of communication

Email **Newsletter** **Public Exhibition** **Website**

Do you represent groups interested in the accommodation provided within the proposal?

If yes, please state

If you would like to be kept informed about the development, please provide your contact details, which will be held in accordance of the Data Protection Act.

NAME:

EMAIL:

ADDRESS:

Please return the questionnaire to one of the development team present or, alternatively you may send the completed questionnaire to:

Will Benson, Applegarth Farm, Headley Road, Grayshott, Hampshire, GU26 6JL **or**
potential@applegarthfarm.co.uk

Appendix 3: Questionnaire page 3

Please note that this questionnaire provides an opportunity for informal comments and does not constitute formal representation. This can be made via the council planning portal once the application has been submitted.

Additional Comments