



Homestead View

Community Design Event Broadsheet

Thursday 6th July – Saturday 8th July



Introduction

The Community Design Event gave the local community the opportunity to share local knowledge and help shape the new Vision for Homestead View through facilitated workshops and hands-on planning groups. There was also a staffed exhibition explaining the background of the site and recent work undertaken. The boards are available to view online at: <https://www.homesteadview.co.uk/engagement/> These boards include plans which show all the locations mentioned on this broadsheet. The event, attended by over 200 people, was run by LDA Design, Atkins, Planning for Real and Levitt Bernstein on behalf of Homes England. This was an early piece of engagement for the design team to hear local views and reflect on the feedback when starting to develop Masterplan proposals for Homes England's land. Feedback was collated from participants through post-it notes, drawings and comment forms. A comment form was also made available on the Homestead View website for a month, allowing those unable to attend the events to feedback.

This broadsheet gives an overview of the feedback we received at the in-person workshops held in July, and the comment forms we received in July and August 2023. The key themes represent a summary of the views of the participants through this community planning process. All quotes are from participants in the process unless otherwise stated. The Key Themes have been split into those that specifically relate to Homes England's proposals, and those that are about the wider Homestead View allocation area.

Next Steps

The design team will develop the proposals with the Local Authority, Stakeholders and the community through an ongoing engagement process. There will be further opportunity to discuss proposals with the design team and review plans before planning applications are submitted for Homes England's land. It is anticipated that a planning application for improvements to Cawston Lane and a new road – The Community Spine Road, will be submitted in early 2024. It is anticipated that a planning application for the remainder of Homes England's land will be submitted in mid-2024. A timeline for next steps is included at the end of this broadsheet.

To find out more about Homestead View please visit www.homesteadview.co.uk and <https://www.facebook.com/homesteadview/>

Alternatively you can contact us via info@southwestrugby.co.uk or call 01214835738.



Key Themes

Cawston Lane

Many commented on their appreciation of the green character of Cawston Lane as a rural lane. Cawston Lane provides a direct link between Cawston, Lime Tree Village and Dunchurch. Participants stated the road needs to be widened and footpaths and cycle routes provided to make it safe for all users. Participants also acknowledged the challenge of widening the road vs retaining existing trees and hedgerows where possible. Some attendees and comment form respondents suggested stopping vehicular traffic along part of Cawston Lane to avoid widening the road, and using the new Community Spine Road for vehicular movement between Alwyn Road and Cawston Lane. Some coined the term 'Wing Mirror Alley' because drivers lose or damage their wing mirrors due to fast drivers or narrow pinch points. A number of suggestions were provided for the re-design of Cawston Lane including replanting new hedgerows if existing hedgerows need to be removed; providing a segregated cycle path; separating pedestrians from vehicles with landscaping and/or amending the alignment of Cawston Lane so that it is 'wiggly' for cars and more direct for pedestrians / cyclists. Many comment form responses suggested reducing the speed limit of Cawston Lane to 20 or 30 mph.

“ **Widen Cawston Lane to make it safe for the community.** ”

Healthcare Provision

Participants raised concerns about guaranteeing the delivery of healthcare at Homestead View. Attendees at the workshops described existing issues within the local area of pharmacies closing and/or reducing their opening hours and there not being an A&E service within Rugby. Although the proposed development would not be able to pay for such infrastructure, it was felt important to make sure that the masterplan layout provided adequate services to serve the new homes and do not add to the pressures already taking place. The Supplementary Planning Document for Homestead View stipulates that land is provided for healthcare, and Homes England are intending to locate this within the Local Centre. Participants recognised that it is up to the Healthcare Authority to deliver this service and urged the Homestead View team to ensure discussions with the authority start as soon as practicable.

“ **Engage with healthcare provider early on to understand requirements for GP's and healthcare facilities on site.** ”

Creating a Vibrant Local Centre

There was a strong desire to create the Local Centre as a hub for the new and existing community with varied and independent shops and other complementary uses that offer “an experience” and a destination, giving people a reason to go there. The inclusion of housing, education, co-working space, creative, cultural and community uses will add vitality and increase footfall to support and attract independent businesses. Participants supported the need for a broad range of housing, including senior and inter-generational living, to bring life into the centre. Participants suggested the Local Centre should be centrally located within Homestead View, and easily accessible along existing public rights of way and bridleways, encouraging active travel. Although the uses are primarily serving the new homes, existing residents will also travel to the Local Centre, therefore safe walking/cycling connections for existing residents for example in Cawston Village will need to be improved. There are opportunities to learn from ideas and positive experiences elsewhere in Rugby. Early wins, meanwhile uses and temporary installations should be encouraged.

“ **Space for the community to spend time, rather than just a row of shops.** ”

Encourage Active Travel

Homestead View should be designed for people and wildlife first, and cars second. Local journeys should be made easy for pedestrians and cyclists. They should be attractive, enjoyable, accessible and connect key destinations including local facilities and employment, whether these are new or existing. Incorporating and retaining the existing, well used, public rights of way and bridleways should be integral to this. Participants expressed a desire to retain the character of walking through nature as much as possible and that paths should not be tarmacked, instead cut grass or woodchip. Dog friendly routes should be created as dog walkers cannot use Draycote Water. A network of routes that provide circular journeys are preferred, as well as slow speed neighbourhoods that reinforce the emphasis on non-car travel. Public transport connections are also important, providing bus stops in the right place for the destinations and consideration of day and evening services.

“ **Circular paths for pedestrians and cyclists through open space.** ”

Photographs from the Community Design Event, July 2023



Character and Identity of the Development

A number of people were concerned about housing design and layout, reflecting their opinion of recent developments in Rugby varying in quality, and therefore wanted reassurance about how quality could be guaranteed. A variety of styles would reflect the way the town itself has changed over time. A mechanism needs to be established to ensure design quality will be delivered over the long term. During the workshops participants commented that new homes should reflect the character and scale of existing homes at the edges of the development area, and that taller and denser development might be appropriate in the centre of the masterplan. Landmarks should be added to the landscape / greenspace to add to the identity and character of the place. Comment forms were received that stated people want to see development that reflects the existing village / rural / countryside feel of the area. Feedback also commented on the form of development and that housing should not be 'crammed in' and should be set back from the road.

“ Use the existing [buildings] as an anchor of what's going to be created. ”

Foster a Sense of Community and Pride

Placemaking is key at Homestead View. The designs should combine protecting, enhancing and interpreting the site's history and existing features such as the farm buildings so that the new development can grow organically rather than a 'soulless estate'. Participants at the workshops suggested a range of uses to be included at Homestead View, and a recurring theme was the need for community spaces such as a central meeting place for events, gatherings, to sit and relax, to a 'non-faith meeting house', a community centre near to a green area, and spaces for a mix of ages to bring the community together and help address social isolation and loneliness. Participants commented on the need to engage with a broad range of the community to ensure the place can be designed for everyone's needs. Homestead View needs to create a place that the community grow with and are proud of, and therefore take ownership of.

“ Community collaboration – space to gather, open area in centre for community rather than just car park. ”

Impact and Relationship with Existing Residents

Concerns were raised about the impact on outlook, privacy and interconnectivity between Homestead View and the existing residential areas. Issues such as construction noise and noise from the Homestead Link Road, air quality, traffic and phasing will need careful consideration. Consideration should also be given to providing existing residents backing onto the site, whether a buffer zone of planting or open space to the rear of properties in some instances is appropriate or other residents preferred a more secure boundary by backing new housing onto the boundary. Lessons learned from previous housing schemes should help deliver a more integrated community. Matters relating to drainage, existing flooding issues, utilities and provision of new services need to be investigated during the coming months.

“ Make it a nice view, for example green routes / views. ”

Future Proofing Buildings

A number of attendees at the workshops asked about sustainability standards for new homes, and shared an aspiration for adaptable homes that meet future needs and energy requirements. Participants referred to removal of wood stoves; electric boilers rather than gas (which is a requirement from 2025 and therefore all new homes at Homestead View will need to accord with this); district heating; carbon neutral housing standards; electric charging points for cars; solar panels and green roofs. It was felt important to make sure that the masterplan layout did not preclude these aspirations being achieved in the future.

Views varied on whether homes should have gardens, or communal greenspaces, and therefore it is evident that the masterplan will need to provide a mixture to cater for a wide range of people. Responses received via comments forms expressed concerns about the affordability of homes. Homestead View should provide a range of house types and sizes, including bungalows, and high-quality affordable housing that includes shared ownership and private rented. Participants also suggested multi-generational living.

“ Design for how we will live in the future. ”

Landscape-led Design

Participants want to ensure that Homestead View retains routes and spaces that feel like you are in nature. Many commented on their frequent use of existing public rights of way and the enjoyment of walking through nature. Homestead View should retain this ability to access nature and provide greenways and retain public routes that connect to destinations beyond the site boundary. These green links can serve different functions including a buffer between housing and employment, wildlife habitat areas and for people, connecting people to destinations along attractive and nature focused routes. Existing facilities or greenspaces tend to be privately owned which limits their general / spontaneous use by the community. Homestead View should create a variety of new public spaces including allotments, play areas, meeting places, active sport and recreation areas for people of all ages. The aspiration is for homes to be set within an attractive landscape network.

Residents commented on the wildlife that is present on the site already including Muntjack Deer and the need for a green wildlife connection from Cock Robin Wood westwards towards Cawston Spinney. The Homestead Link Road associated landscaping provides part of this link. The Masterplan should connect Cawston Spinney to this greenspace. Plans for Homestead View will be informed by ecological surveys that will identify existing foraging routes and important wildlife connections that need to be retained and enhanced.

“ **Dunkley’s Farm area especially existing pond – expansion, clean-up, wildlife conservation, possible public fishing.** ”



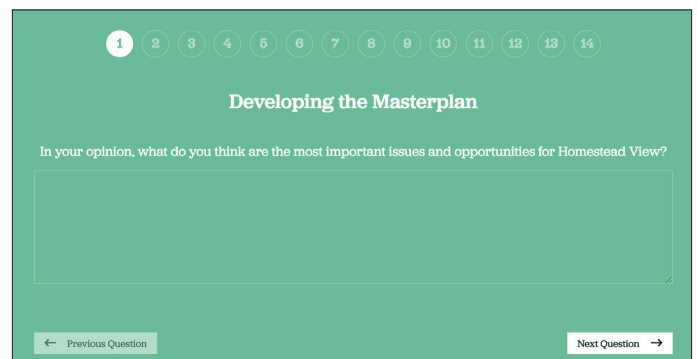
District Centre Hands-on Planning Workshop

Traffic, Congestion & Future Trends

Participants at the workshops discussed the need for innovative parking solutions in the new neighbourhood. For example, mobility hubs, shared parking spaces and electric charging points. Discussion also focused on parking provision for new homes – ensuring a suitable amount of parking is provided, but not too much. Also, how to reduce the dominance of cars in public spaces and residential streets. Concerns were raised about the impact of an increased number of vehicles including HGVs on the existing road infrastructure, how construction traffic will be controlled and phased, and how air quality and noise pollution will be controlled and monitored during construction and after completion of the Homestead Link Road. Residents also raised the importance of ensuring connectivity for pedestrians and cyclists is maintained between Dunchurch and Bilton during construction of the Homestead Link Road, in particular for school children.

Comment form responses raised queries about public transport provision and the need for a good bus service that links existing villages and facilities and the new community and facilities. Homestead View will deliver new public transport services to Rugby and surrounds as part of the site-wide improvements.

“ **The more parking you provide, it’s the M25 affect, the more cars you get!** ”



A comment form was also available on the Homestead View website for those unable to attend the events to submit their thoughts and concerns. This image is an extract of the form that was available on the website.

Community Spine Road

Exhibition material presented at the event included information about a new road that will connect from Cawston Lane to Alwyn Road to serve new homes within Homestead View. Participants and respondents to the comment forms commented on the quality of existing trees, hedgerows and existing public routes through the site that should be retained and incorporated into the design of the new road. Furthermore, safe crossings should be created for pedestrians and cyclists to connect to key destinations such as the local centre and Cawston Spinney. Many requested appropriate lighting of the street and footpaths, while maintaining the landscaped / green character. Comments were received regarding the design of the road to create a pleasant walking and cycling environment that is not dominated by cars or parking, and designed to discourage rat runs.

“ A safe & pleasant pedestrian and cycle route [and] a highway infrastructure future proofed for bus services ”



Homestead View physical model which was used by attendees. The model shows the existing features of the site and there were icons for attendees to add to the model to give suggestions of where development could be located.

Next Steps & Continued Community Participation

Workshop participants contributed their time and ideas at the workshops and helped to shape plans for Homestead View. Participants would like ongoing consultation with all sections of the community, including the younger generation and consideration of other mediums of communication such as social media. The design process requires ongoing engagement with the residential and business community, including young people, in order to create a sense of genuine community participation, agency and civic pride to take forward the development of Homestead View. Refer to the Indicative Timeline on page 8 which sets out future opportunities for participation.

“ Engage with a younger audience. ”



Post-its were used to capture feedback from the local community. Attendees were encouraged to fill in post-its and add to the themes e.g. Public Open Space.



Hands on Planning sessions where members of the community discussed specific topics in more detail.

Other Key Themes

The following section sets out key themes that emerged from the Community Design Event and comment forms received during and subsequently to the event that relate to areas outside of Homes England's land. The feedback received has been shared with the other development partners to consider and respond to.

Cawston Spinney

The woods are a locally cherished asset that should be protected. Many commented on the ability to easily walk to the woodland via existing public rights of way, but also raised concerns about crossing Cawston Lane due to the speed of cars and lack of footpath / designated crossing points. We were informed that children / young adults use the woodland for BMX or motocross use, and the participants suggested that a new, designated space is provided for them away from the woodland to protect it from deterioration. Homestead View will retain and enhance the existing woodland area and development will be set back to protect the root protection areas of the trees. Participants at the engagement event queried how the woodland will be managed in the future. Cawston Spinney will be subject to a future Woodland Management Agreement between the relevant landowners that are developing new homes in the vicinity of the woodland. This Woodland Management Agreement will be shared and with the Council and agreed between all parties to ensure the woodland is maintained in the long term.

“ Cawston woods need careful management and protection – greatly increased footfall leading to trampling, paths enlarged, and wildflowers crushed. ”

Phasing & Delivery

The Framework Masterplan included as part of the Community Design Event Exhibition gave up to date information about the progress of current planning applications and development proposals for Homestead View. Participants found this useful to understand the phasing of development and progress to date. Future consultation events should give information about when construction works will take place, information about construction traffic and management (where known), and how utilities will be delivered and have consideration for existing residents. Homestead View should ensure that utilities are in place and ready before houses are occupied.

Communication & Social Media

The Community Design Event was advertised via emails to key stakeholders in the local area (over 130 letters were sent), 4,875 leaflets were posted to local residents within close proximity of the site, and the event was advertised on the Homestead Link Road website and facebook page. Attendees at the event suggested that more should be done to advertise the events on social media and to engage directly with the younger generation. Homes England and their design team are planning workshop(s) with local schools later in 2023, and will look to find other opportunities to engage with younger people as part of the ongoing co-design process.

“ Homestead View social media engagement – place to share thoughts, engage with a younger audience. ”



Members of the Community Reporting Back on the Character & Identity Hands-on Planning Workshop.

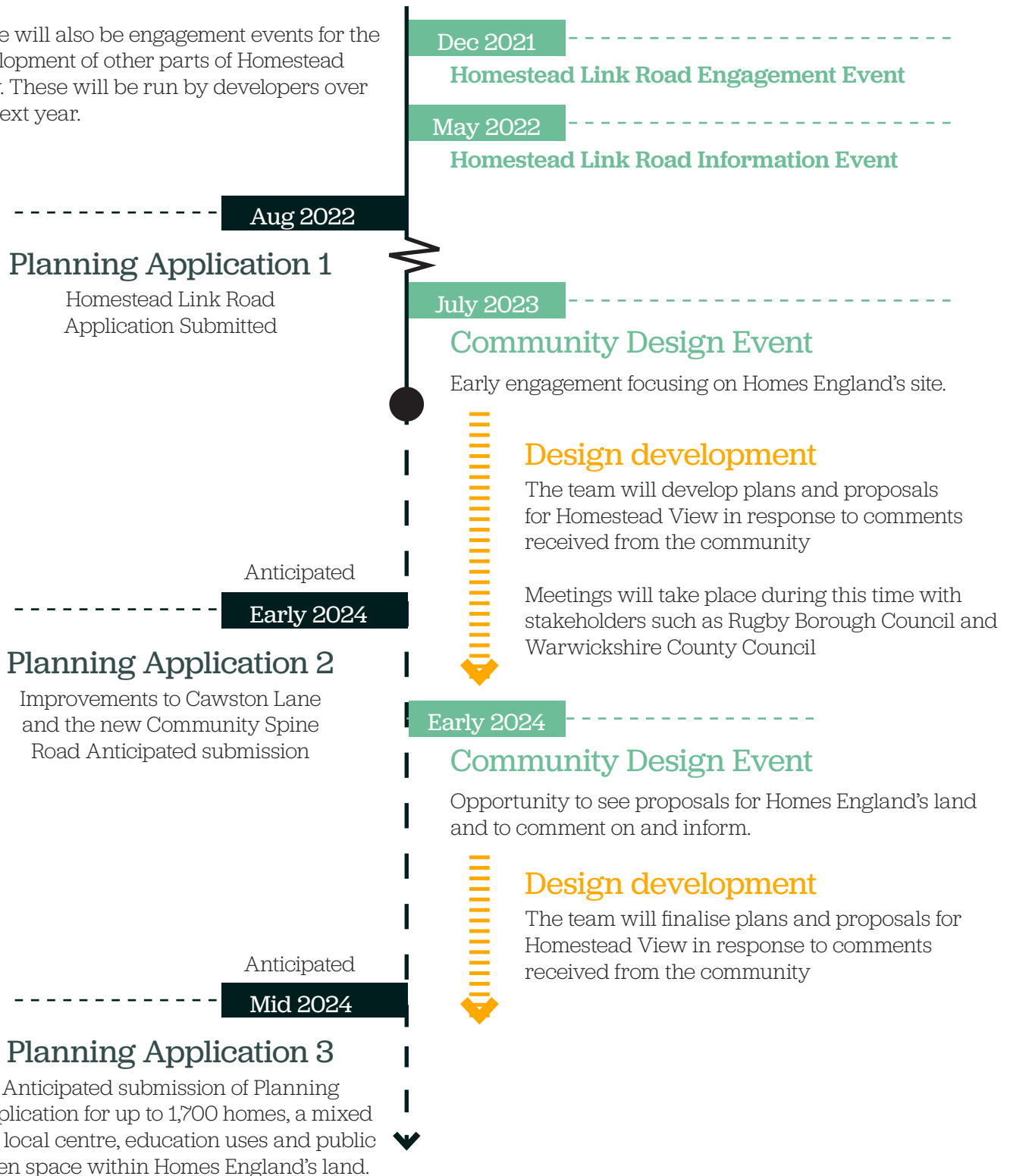


Exhibition boards displayed at Dunchurch & Thurlaston Women's Institute Hall

Indicative Timeline

The diagram on the next page sets out the upcoming milestones for Homes England’s part of the Homestead View development. The right hand column sets out engagement events and future opportunities for the community to view plans and have conversations with the design team.

There will also be engagement events for the development of other parts of Homestead View. These will be run by developers over the next year.



Delivery

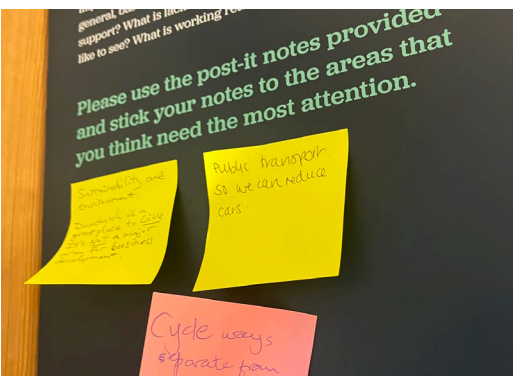
Early 2026 Anticipated start of construction of the Homestead Link Road, 12 - 14 month period.

Mid 2026 Anticipated start to improve Cawston Lane and construct new Community Spine Road, 12 - 18 month construction period.



Homestead View

Photographs from the Community Design Event July 2023



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