



BARRATT
HOMES

BLOOR HOMES[®]

LAND SOUTH OF HOLT ROAD

PRE-APPLICATION CONSULTATION REPORT

BARRATT HOMES, BLOOR HOMES NORTH WEST, JOHN RAYMOND JONES AND THE
TRUSTEES OF THE WREXHAM (PAROCHIAL) EDUCATION FOUNDATION,

DECEMBER 2018

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I.0 OVERVIEW

Barratt Homes, Bloor Homes North West, John Raymond Jones and the Trustees of The Wrexham (Parochial) Education Foundation have prepared plans for up to 600 new homes in a variety of sizes and styles, including affordable properties, at land south of Holt Road in Wrexham. Land south of Holt Road has been identified as suitable for the development of much needed new homes in the area by Wrexham County Borough Council's emerging Local Development Plan (LDP).

In bringing forward these proposals, the applicants commissioned Lexington Communications to carry out a pre-application public consultation programme. This Pre-Application Consultation Report has been undertaken in accordance with the Localism Act 2011 and adheres to Welsh Government Planning Policy Guidance, as well as industry best practise.

In line with the Welsh Government's guidance on planning policy, specific focus has been given to adjacent landowners, community councillors and specialist consultees as outlined below, alongside other political and community stakeholders, including the press. A summary of the activity is outlined below, further details of which can be found in Section 3.0:

- Letters were issued to politicians, such as local councilors, the local Member of Parliament, and Assembly Member, as well as stakeholders to advise of the consultation and request meetings;
- Letters and site notices were issued to site adjacent residents advising them of the consultation, ways to view the plans and opportunities to provide feedback;
- Site notices were displayed for public viewing around the application site;
- A leaflet was distributed to 1,304 homes in the area to provide an overview of the plans and information as to how residents could provide their feedback;

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- A consultation website was set up to provide further information on the proposals, as well as a facility to submit feedback via an online form.
 - Social media adverts were circulated to all residents living within 5km of the site to disseminate details about the plans and direct users to the website.
 - A community information telephone line and a consultation email address were available throughout the consultation period for those wanting to speak to member of the development team.
 - A press release was issued to the Daily Post and the Wrexham Leader to inform readers about the scheme and how feedback could be submitted.

This report outlines the methods used to engage with politicians, the public and the press, as well as summarising the feedback received from respondents and provides the applicants' response to key issues raised during the consultation. Overall, this pre-application consultation report demonstrates how:

- The applicants have met the requirements for pre-application public consultation;
- Responses to the consultation have been encouraging, with registrations of interest in a new house counting for over half of all consultation responses received;
- Several respondents requested further information about the plans and also raised issues regarding the potential impact of the proposals on the local area, such as on public services and local infrastructure.

Furthermore, consultation was also undertaken with statutory and non-statutory technical consultees, such as the local highways authority, the coal authority, Natural Resources Wales and the Environment Agency. These consultees were informed of the plans and feedback on the proposals requested. The response received from these consultees is also provided in this Pre-application Consultation Report.

2.0 PLANNING POLICY AND GUIDANCE: ROLE OF COMMUNITY INVOLVEMENT

Planning guidance states that pre-application consultation with communities, local authorities and statutory consultees can bring a number of benefits to the process of determining planning applications. Against this background, the applicants have sought to consult with interested parties in accordance with policy and guidance in relation to community involvement in the planning system.

2.1 The Localism Act 2011

In 2011, the Coalition Government announced its intention to hand power back to communities. Central to this aim was the Localism Act 2011 which received Royal Assent on 15 November 2011.

The Localism Act seeks to provide the local community with a voice throughout the planning process, highlighted in the Department for Communities and Local Government's paper, Decentralisation and Localism Bill: an essential guide, which outlines one of its principles as:

“Empowering communities to do things their way – by creating rights for people to get involved with, and direct the development of, their community.”

Elaborating on this, the Localism Act outlines that applicants must notify the local community about their proposals to *“bring the proposed application to the attention of a majority of the persons who live at, or otherwise occupy, premises in the vicinity of the land.”* It goes on to state that the publicity must explain how the applicant can be contacted by those *“wishing to comment on, or collaborate...on the design of, the proposed development”* and that applicants must consider the feedback received by having *“regard to any responses to the consultation.”*



2.2 Welsh Government Planning Policy and Guidance

In August 2016, the Welsh Government began to implement key elements of the Planning (Wales) Act 2015 with a requirement for developers to show how they had adhered to the new consultation requirements as part of their planning application submission.

The main change relates to a minimum 28-day pre-application consultation, which must be carried out with the following elements required:

- The distribution of information on the planning application to: adjacent landowners; community councillors; and ‘specialist’ consultees;
- The display of a site notice no less than 28 days prior to submission;
- The public display of planning application information for the full 28 day period; and
- The production of a Pre-application Consultation Report to be submitted alongside the planning application.

Against this background, the applicants have sought to ensure that the engagement with the local community on the plans has adhered to the guidance outlined in the Localism Act 2011 and Welsh Government Planning Policy Guidance on consultation, as well as industry best practice.

3.0 CONSULTATION PROGRAMME

The consultation period commenced on Thursday, 6th September and ended on Friday, 5th October 2018. During this time, a series of steps were undertaken to advise local residents and stakeholders about the consultation and ways to provide feedback. These steps are outlined below:

■ Site Notice

On Wednesday, 5th September, one day before the consultation launched, a notice was provided at two locations around the site, outlining information about the consultation and opportunities for the local community to provide their feedback. A copy of the site notice and images of these displayed can be found in Appendix A. The notice was displayed at:

- Bryn Estyn Road;
- Thornhurst Drive.

■ Letters to the local community

On Wednesday, 4th September, a letter was issued to 60 site adjacent residents which provided information about the planning application and details of the consultation, as well as a copy of the consultation leaflet. As per guidance, a site notice was enclosed with the letter. To ensure all site adjacent residents were aware of the plans, the letter was issued in both English and Welsh. A copy of the letter to residents can be found in Appendix B.

■ Letters to local stakeholders

Ahead of launching the public consultation, a letter was sent on Wednesday, 4th September to local politicians. The letter was issued to 33 political stakeholders, including the local ward councillor, site adjacent ward member, relevant Executive Board members and representatives of Holt Community Council. Letters were also issued to Ian Lucas, Member of Parliament for Wrexham, and Lesley Griffith, Assembly Member for Wrexham.



This letter provided information about the planning application, advised of the public consultation and the intended leaflet drop. It also included a request to meet to discuss the proposals in further detail and was provided in both English and Welsh. A copy of the letter to stakeholders can be found in Appendix C.

■ Consultation leaflet

A leaflet was sent to 1,304 residential properties surrounding the site to inform residents of the plans and how to take part in the public consultation. The leaflet, written in both English and Welsh, provided a summary of the plans, a visual of the proposed masterplan, information about how the public can learn more about the proposals and provide feedback. A copy of the consultation leaflet and distribution area can be viewed in Appendix D.

■ Project website

A consultation website was set up, www.newhomesforwrexham.co.uk, which hosted information about the plans, including a site map and key documents including the Design and Access Statement and Planning Statement, in line with the Welsh Government's planning requirements. As the key consultation tool, the website also provided a feedback form for those wanting to provide comments on the proposals. A function whereby visitors could click and register their interest in a property on site, including specifying the type of home the respondent would be interested in, was also available.

Each page of the site was available in both English and Welsh and can be viewed in Appendix E.

■ Press release

To further publicise the exhibition, a press release was issued to the local press, specifically the Daily Post and Wrexham Leader, on Thursday, 6th September. The release sought to disseminate information about the proposed development, provide details about the public consultation and encourage feedback from local people. A copy of the press release can be found in Appendix F.

■ Consultation email address

A dedicated email address, newhomesforwrexham@lexcomm.co.uk, was established to receive and respond to enquiries from the general public regarding the plans. A log of these emails can be found in Section 4.0.



■ Social Media

Facebook adverts advising of the launch of the consultation was issued to residents living within a 5km radius of the site, reaching a total of 27,957 people. This resulted in 2,252 link clicks to the project website. A copy of the adverts can be viewed in Appendix G.

■ Posters

Posters advertising the consultation and the methods for submitting feedback were issued to venues across the area to ensure local people were aware of the proposals and public consultation. The posters were provided in English and Welsh. Venues which received posters included:

- Erlas Victorian Walled Garden
- Wrexham Rugby Union Football Club
- Caia Park Surgery
- Caia Park Family Centre
- Wrexham Golf Club
- Gwenfro Community Primary School
- St Anne's Catholic Primary School

The poster can be viewed in Appendix H.

■ Community information line

A community information line (0844 556 3002) was provided throughout the course of the consultation to enable people to speak with members of the development team. It was established from the start of the consultation and was staffed from 9.00am to 5.30pm, Monday to Friday. An answerphone facility was available outside of office hours. The information line number was included in the letter issued to residents and local politicians. During the consultation, 4 calls were received. A log of the calls is provided in Section 4.0.

■ Meetings

On Friday, 19th October, members of the development team met with Ian Lucas, Member of Parliament for Wrexham. During the meeting, attendees providing an overview of the proposals, as well as discussed the impact that up to 600 new homes could have on local roads and considered possibilities for improvements to the local highways infrastructure.



Attendees also discussed the current capacity of public services, such as schools and medical centres, and the development team outlined engagement with the Local Authority undertaken to date.

A further meeting was held on Friday, 19th October between the development team and representatives of Erlas Victorian Walled Garden; a charity providing activities, education and work experience for people living with disabilities that is located close to the site.

The meeting allowed the development team to gain an understanding of the work undertaken by the Charity and to consider how the plans could have a positive impact on its work. During the meeting, attendees were provided with a summary of the plans and various aspects of the scheme were discussed, including traffic, ecology, flooding and community benefits.

On Tuesday, 27th November, members of the development team met with Councillor Mike Davies, site adjacent ward member, and a representative of the adjacent Fairways Estate. A discussion was had regarding the proposals, including an overview of the Local Plan process, as well as key issues raised by members of the local community in relation to the plans, such as education provision, traffic & highways, drainage, mineral extraction and timescales regarding the submission of the application.

4.0 FEEDBACK RECEIVED

The applicants are grateful to those who provided feedback on the proposals during the public consultation and a breakdown of the comments received is outlined in this section. Feedback was invited by telephone, post, email and online form. The details of how to submit feedback were provided on the project website, letters and leaflets distributed to the local community and stakeholders, as well as within the press release and posters that were issued.

4.1 Summary of Community Consultation Responses

In total, 131 submissions were received during the public consultation and these comprised of:

- A full consultation feedback form, which contained questions about their opinions on the plans. 38 individuals submitted comments in this manner;
- A registration of interest in a new house, with space to specify the type of property needed. 68 individuals submitted an expression of interest using this method;
- A email outlining specific feedback regarding the proposals, with 20 people choosing to provide comments in this way;
- A call to the community information line to speak directly to a member of the development team. Four people provided feedback in this way;
- A letter to the New Homes for Wrexham, c/o Lexington Communications, Third Floor, Queens House, Queen Street, Manchester, M2 5HT. One submission was received via post.

■ Community Information Line

The community information line, 0844 556 3002, was established at the beginning of the consultation and provided an opportunity for residents and stakeholders to speak to a member of the development team directly. The number was publicised in correspondence with residents and stakeholders and was provided on the project website.

In total, 4 calls were made to the line, as set out in the table below. Any personal details have been removed.

Date	Details of enquiry	Response
07/09/2018	Caller raised concerns regarding several aspects of the scheme, including the impact of the plans on the local highway network and the potential strain on local services, such as GP surgeries and schools. The caller raised particular concerns regarding the management of the public open spaces within the proposed development.	Thanked caller for their feedback and advised that discussions are ongoing with the Local Authority regarding issues such as health and education provision. A discussion was had regarding the use of management companies.
10/09/2018	Caller raised concerns about the impact of development on the local area. Particular concern was raised in relation to traffic on local roads, the lack of medical centre spaces, the loss of green space and the lack of shops in Wrexham Town Centre.	Thanked caller for their feedback and advised that this would be included in the documentation submitted to the Council as part of the planning application.
13/09/2018	Caller raised concerns regarding several key issue, such as traffic; capacity within the local GPs surgery; capacity within local schools; and the delivery of new homes on a greenfield site.	Thanked caller for their feedback and advised that this would be included in the documentation submitted to the Council as part of the planning application.
02/10/2018	Caller expressed an interested in living on the site and wanted to find out more.	Thanked caller and outlined timescales relating to the planning process. Encouraged caller to keep an eye on the website for further updates.

■ Written correspondence

A postal address was also provided on correspondence with local residents and stakeholders, with one person providing their feedback this way, as set out in the below table:

Date	Details of enquiry	Response
2/10/2018	Respondent provided general feedback regarding the application, including citing concerns regarding road infrastructure, access and impact on local services.	No response required.

■ Email correspondence

Local residents and stakeholders were also invited to contact the development team via email, with a project email address newhomesforwrexham@lexcomm.co.uk established. The feedback received from those 20 individuals who contacted the project team is outlined overleaf. Two respondents emailed twice accounting for 18 emails.

Date	Details of enquiry	Response
05/09/2018	Concerns regarding traffic, access and local services.	No response required.
06/09/2018	Concerns regarding access.	No response required.
06/09/2018	Questioned whether a new doctor's surgery will be built.	Informed that the plans do not include a new school or surgery, but we will be making the required financial contributions to the local authority should the application be approved.
07/09/2018	Registered an interest in a new house on site.	No response required.
08/09/2018	Concerns regarding traffic and local services.	No response required.
10/09/2018	Suggested retirement property be built.	No response required.
15/09/2018	Concerns regarding traffic and pollution.	No response required.
16/09/2018	Concerns regarding traffic and environment.	No response required.
16/09/2018	Requested information about part exchange	No response required.
21/09/2018	Concerns regarding access, local services and environment. Questioned purpose of consultation.	Thanks for comments and informed that of the purpose of consultation.
22/09/2018	Concerns regarding traffic, environment and local services. Requested acknowledgement of receipt of feedback.	Acknowledged feedback received.
23/09/2018	Asks if bungalows will be built.	Informed that there will not be bungalows on site.
24/09/2018	Requested a map and property prices	No response required.
03/10/2018	Questions why the two estates need to be connected.	Informed that the three potential secondary access points have been provided within the Masterplan to ensure connectivity of the site.
04/10/2018	Concerns regarding access and environment.	No response required.
04/10/2018	Concerns regarding traffic, environment and local services.	No response required.
05/10/2018	Concerns regarding access and local services.	No response required.
05/10/2018	Concerns regarding traffic	No response required.
05/10/2018	Concerns regarding access and local services	No response required.
05/10/2018	Concerns regarding access and local services	No response required.

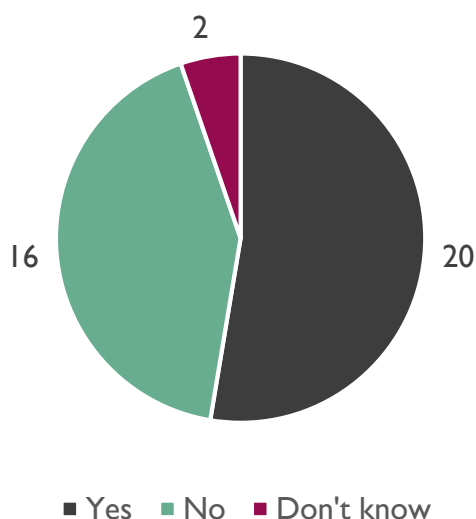
■ Registered Interest

Over half of the 131 consultation responses received (68) were registrations of interest in a property within the development. These registrations of interest did not include further comments on the plans, but did ask the respondent to indicate their preferred type of house. Of note, family homes, with three to four bedrooms proved the most popular property type amongst respondents.

4.2 Feedback on the proposals

All the feedback forms and comments received via email, post and telephone have been compiled and the results are outlined below. A summary of the feedback received is provided below.

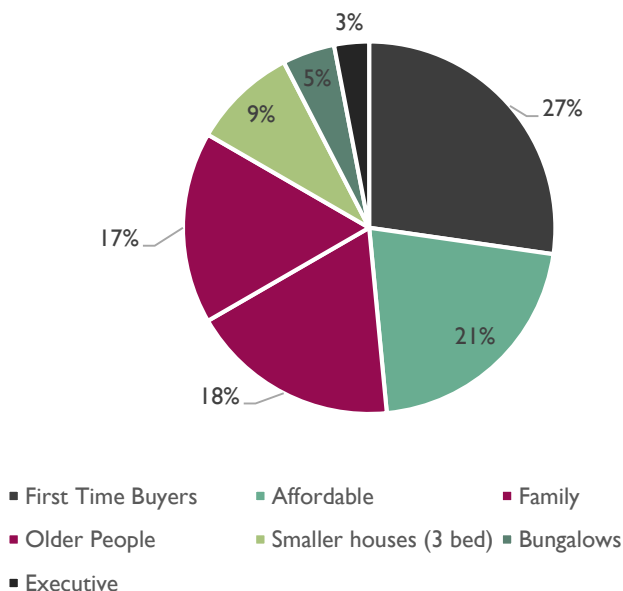
Do you think that there is a need for new, high quality homes in Wrexham?



In addition to the 68 expressions of interest in a new home at Holt Road, 20 individuals stated that there is a need for new, high quality homes in Wrexham.

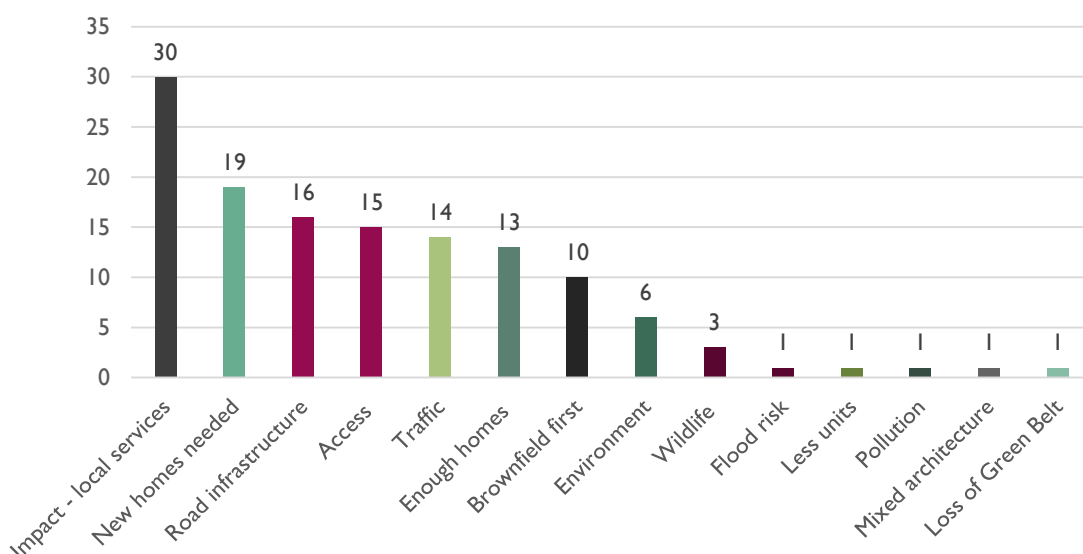
In contrast, 16 respondents disagreed and two indicated that they did not know if there was a need. Collectively, this demonstrates a clear recognition from local people that new homes need to be delivered in the local area to cater for local housing needs.

What types of homes do you think are needed in the local area?



The consultation materials advised that the proposals will deliver a range of homes in a variety of sizes and styles, but asked what types of homes are needed in the local area. Reflecting the feedback received from those who registered an interest in a new home, respondents cited properties for first time buyers, as well as affordable homes, as the most popular housing types needed.

Please tell us what you think of the proposals, including what you like or dislike



The most frequently cited comments raised by respondents are shown in the chart above. Issues raised have only been counted once per respondent, irrespective of the frequency of which a concern is raised by each individual.



Impact on Local Services

The most frequently cited issue raised during the consultation process related to the development's potential impact on the provision and capacity of local public services, such as medical facilities, doctors surgeries and local schools; 30 comments related to this topic.

More specifically, several respondents stated that the local GP surgery is at capacity, with long waiting times for appointments. It was noted that this has a knock-on effect on local hospitals, particularly Accident & Emergency Departments. Against this background, several respondents expressed concern regarding an increase in families moving into the area who will need access to a GP and other NHS services.

Furthermore, several comments were received regarding the increased pressure that additional families residing within the development will have on primary and secondary school places, with several citing current difficulties experienced by those residing in the area.

Traffic, Access & Road Infrastructure

A total of 16 respondents raised concerns regarding the local road infrastructure's ability to cope with an increase in volume of traffic, particularly during peak times. These respondents suggested that additional traffic from the development will cause more congestion on roads which already have to accommodate traffic from the nearby Industrial Estate.

One respondent stated that the Welsh Government is concerned with rising pollution levels and the Holt Road development could increase this further. Another respondent suggested that rising pollution levels, caused by an increase in vehicles on the roads, may also have a negative impact on public health. The noise levels created by an increased volume of traffic have also been cited as an area of concern regarding the proposals.

Referring to the potential secondary link to Thornhurst Drive that was indicated on the draft illustrative masterplan, several respondents cited concerns regarding this. Of note, residents of the Fairways Estate expressed concerns relating to an increased volume of traffic through the existing estate, as well as the width of these roads to accommodate additional vehicles and the potential safety risk associated with this. These respondents suggested that the development should be self-contained, rather than using the adjacent residential estate as an access route.

Housing Need

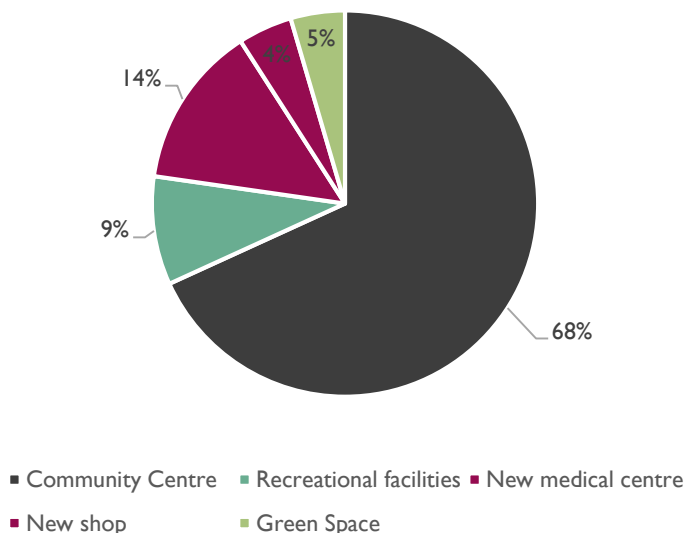
In addition to the question relating to the need for new homes, a further 19 respondents cited the need for new family homes in Wrexham, particularly for first time buyers. In contrast, a further 13 respondents stated that there are enough homes in Wrexham to meet local housing needs.

Furthermore, ten respondents suggested that brownfield sites should be prioritised to deliver the new homes that are needed, rather than using greenfield or Green Belt sites. It was noted by several individuals that there are currently unused brownfield sites across Wrexham.

Environment

Six respondents expressed concerns regards the impact of the proposals on the environment, notably wildlife and local habitats. Additionally, several respondents stated that although they support the idea of new homes in the area, the developer needs to minimise the impact on wildlife and the environment by retaining as much existing woodland, trees and flora as possible. One respondent questioned whether the site would be at risk of flooding.

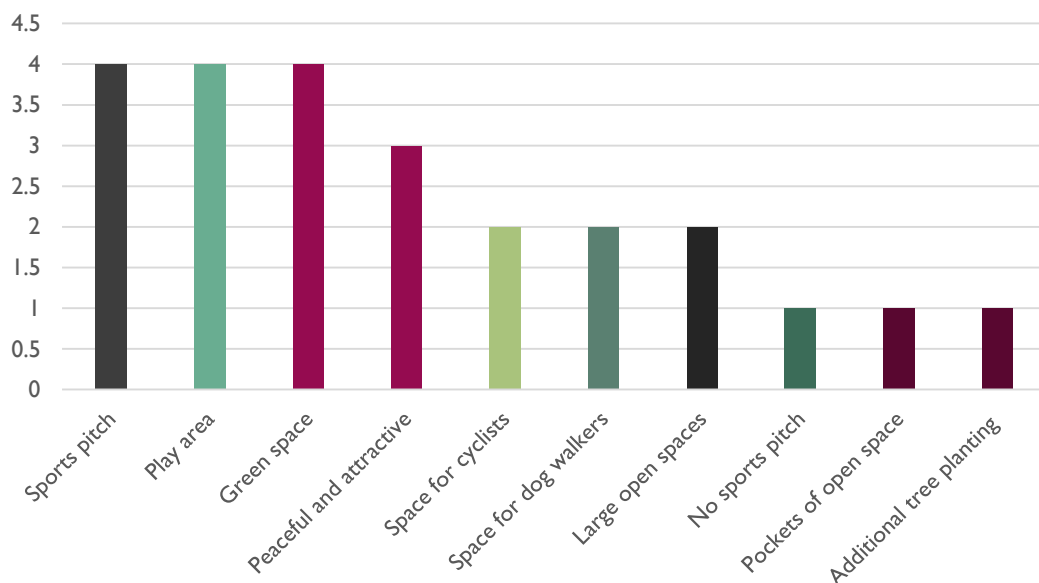
Is there anything you would like to see included as part of the development?



Respondents were asked if there was a specific facility that they would like to see on site. The majority of respondents (68%) suggested that a community centre should be included in the plans, whilst other popular suggestions. Included a new medical centre and shops. One respondent expressed concern that without a focal point, such as a community meeting place, a new development will not encourage a sense of community.

What should the public open space look like?

The consultation provided residents with the opportunity to indicate what they wanted the public open space on site to look like. Popular suggestions for its use include a new sports pitch, children's play area and public open green space for the community to use and enjoy.



4.3 Summary of Technical Consultation Responses

In addition to the consultation undertaken with local people, politicians and stakeholders, the applicants have also engaged with statutory and non-statutory technical consultees, such as the local highways authority, the coal authority, Natural Resources Wales and the Environment Agency.

These consultees were informed of the plans and feedback on the proposals requested. In addition, members of the technical team have engaged with relevant disciplines throughout the development of the plans which will continue throughout the planning process.

A list of the technical consultees that the applicants have engaged with, as well as a summary of the responses provided is outlined overleaf.

Consultee	Response Received	Summary of Response
STATUTORY		
Welsh Government - agricultural land division	Yes – Objection	Consultee suggested that the plans are inconsistent with PPW9 Conservation of the BMV Agricultural land. It was suggested that part of site is un-surveyed. Consultee stated that sequential test to be undertaken and ALQ division to be consulted on future application
Welsh Ministers Cadw	Yes – No Objection	Consultee noted that there are no historic assets within 1km of the site and the plans are unlikely to effect Scheduled Ancient Monument.
Coal Authority	Yes – No Objection	Consultee noted that the site is not located within high risk area and there are no legacy hazards. It was noted that there is no need for a Coal Mining Risk Report.
Welsh Water	Yes – Comments Only	Consultee advised that foul flows can be accommodated within public sewer system and specified where foul flow should be taken to. It was noted that there is no issue with the waste water treatment works for domestic discharge.
Natural Resources Wales	Yes – Concerns Identified	Consultee noted that mitigation and conservation measures identified should be adhered to. Long term surveillance of bat and Great Crested Newt populations was stipulated. Submission and implementation of an approved ECA was noted.
NON-STATUTORY		
Ecology	Nothing more	Consultee suggested that the Green infrastructure Study should be taken into consideration.
Minerals	Yes – Objection	Consultee provide a response based on conclusions from engagement with the minerals and sand industry. Several issues were raised including queries over gradings of borehole samples, the value of the sand and aggregate, as well as whether prior extraction is commercially viable.
Education	Yes	Consultee confirmed that 600 new homes will generate 168 new primary school and 120 secondary pupils. It was noted that this will result in a need for a new primary school, as the nearest schools are oversubscribed. Consultee advised that a new 420 new place primary school would be required as part of the wider development.

Consultee	Response Received	Summary of Response
Health	Yes	Consultee noted that the average ratio between GP and patient is 1:1,800, but that this is 1:2,600 in Wrexham; 44% higher than the national average. Staff shortages in North Wales were cited, including the difficulty in recruiting. It was noted that the Health Board will undertake a full evaluation of the existing estate to accommodate this development.
Flood Risk / Drainage	Yes	Consultee advised that the ground conditions appear to support the use of an infiltration based scheme for the management of surface water. It was recommended that future applications demonstrate how the site can be drained in accordance with the forthcoming National Standards for Wales. It was stated by the consultee that watercourse to the North East of the site cannot be used for surface waters. A overview was provided regarding whether SuDS Approval Body (SAB) approval, depending on the date of commencing onsite.
Landscape / urban design / tree	No	No comment provided
Conservation	No	No comment provided
Policy	No	No comment provided

Responses to the issues raised during the consultation, both by statutory and non-statutory technical consultees, have been included within the 'Responses to Feedback' section of this report.

5.0 RESPONSES TO FEEDBACK

The applicants are grateful to all those who have taken the time to engage on the plans for land south of Holt Road. This section of the report outlines the response of the applicants to the feedback received.

5.1 Summary of Community Consultation Responses

Registered Interest

Over half of the responses to our consultation were registrations of interest in the scheme, particularly from first time buyers and those looking for affordable housing. The interest is an indication that new homes, even at such an early stage in the planning process, are needed by a number of local residents

The development will offer a range of housing types to suit the needs of the local area, including family houses and affordable properties for older people, first time buyers or key workers, such as teachers and nurses. The provision of affordable housing will be in line with Wrexham County Borough Council's adopted policy.

Impact on Local Services

The most frequently raised concern during the public consultation related to issues regarding the ability of local services, particularly schools and medical facilities, to deal with an increase in the number of people residing in the area and suggestions that the proposals would place additional pressures on local amenities.

As the proposals for land south of Holt Road will include a mix of housing, including high quality family homes, the applicants recognise that this may provide additional pressure for school places. Whilst there are a number of schools in the area, the applicant recognises that the nearest schools are oversubscribed. The development team will work with the Council regarding education provision as the plans for the site are progressed.

It should be noted that emerging LDP policy relating to the delivery of Key Strategic Site 2 (KSS2), of which land south of Holt Road is part, requires the provision of a new primary school, in recognition of the current shortage of school places. Engagement with the Council's Education Department to date has revealed, however, that there is existing spare capacity at secondary schools in the area.



In addition, there are nearby GP Surgeries including the Borrass Park Surgery and Caia Park Surgery; both of which are taking new patients. However, this will be the subject of further discussion with the Council during the course of the planning application process.

However, new homes in Wrexham will also deliver economic benefits for the local area, with a financial contribution of around £0.9 million to Wrexham County Borough Council via increased Council Tax revenue, as well as £10 million of additional spending from new residents every year and £32.2 million resident Gross Value Added (GVA) as a result of new people living locally.

Furthermore, the development will provide £95.9 million construction Gross Value Added (GVA), with additional jobs created as a result of the delivery of the site. It is estimated that during the course of construction, 173 direct jobs will be provided, including apprenticeships, whilst 154 indirect employment opportunities for other associated traders and suppliers will be created.

Traffic, Access & Road Infrastructure

Several concerns were raised during the public consultation regarding the increase in traffic as a result of additional residents in the area and the ability of the existing highway network to accommodate more vehicles.

However, the planning application is accompanied by a comprehensive Transport Assessment which has considered the existing traffic flows on the local highway network and the anticipated levels of traffic generated by the proposed development.

The applicants' highways consultants are working closely with the Highway Officers to ensure that any impact on the highway network is acceptable. The plans will be assessed and reviewed by Wrexham County Borough Council following the submission of the application in conjunction with the Authority's traffic modelling currently being undertaken.

Primary vehicular access to the development will be taken directly off the A534 Holt Road / A5156 roundabout, with three potential secondary access points provided to ensure connectivity of the site. Whilst the applicants recognise concerns raised during the consultation regarding proposed vehicular access into Thornhurst Drive, discussions remain ongoing with Highway Officers regarding access into the Fairways Estate from the site.

Furthermore, the applicants are strongly promoting sustainable transport measures and will encourage residents to walk, cycle, and use public transport for their travel needs, wherever possible.



Housing Need

As part of the consultation, local residents were asked specifically whether there is a need for new, high quality homes in Wrexham. The majority of respondents (19) support the delivery of new homes in the area, with 68 people expressing an interest in a new home at this early stage.

This is perhaps unsurprising as the UK is facing a housing crisis. For many years, the UK has failed to build the number of new houses needed. The severity of the situation is now abundantly clear – we simply cannot ignore the need to build new homes. Furthermore, the failure of housing supply to meet the increase in demand has led to a growing gap between salaries and house prices. This has meant large numbers of people have been priced out of the market and are unable to get a foot on the property ladder.

More specifically, Wrexham is not immune from the pressures on the housing market. There is a shortage of homes and the right type of homes. With a growing population, longer life expectancies and increasing numbers of people living alone, it is predicted that the number of households in Wrexham will increase from 59,993 in 2018 to 65,793 by 2034. The Borough needs to provide new quality housing to meet the needs of local people.

To meet demand, address housing need and to deliver the new homes that are required, the Council has been preparing its Local Development Plan to guide development in the Borough and ensure the right number and type of homes are delivered. The LDP is underpinned by a key strategic policy of *“providing accessible housing to meet the identified needs of the local population including the needs of an ageing population, providing affordable and market housing”*. It is estimated that the Borough needs at least 8,525 homes over the next 15 years to keep up with the growing population.

The emerging LDP states that KSS2, of which land south of Holt Road is part, can deliver up to 1,680 new homes to meet current and future housing needs in Wrexham. Last month, members of Wrexham County Borough Council voted to ‘deposit’ its LDP with the Welsh Government and Planning Inspectorate Wales for independent examination in public.

Furthermore, a number of respondents highlighted the loss of greenfield land as a result of the plans. However, the Council will need to release greenfield sites to meet the Borough’s housing needs, as there are simply insufficient suitable brownfield sites available. Land south of Holt Road is one of the most suitable and sustainable greenfield sites to meet this need.



In developing the draft LDP, Wrexham County Borough Council has made considerable effort to identify and use brownfield land for residential development. This has already resulted in development of well-connected, unused brownfield sites, such as the former Brothers Industries factory. However, it is not possible for all of the new homes required to be built on brownfield land, as evidenced by the Council's recognition that further land release is required.

Environment

To build and enhance the local community, it is important that the applicants give detailed consideration to the site and the local area. As such, a number of technical assessments have been undertaken to assess the impact the development will have on areas such as ecology, trees, noise and drainage issues.

An Ecological Survey has been undertaken to evaluate existing habitats and species on land south of Holt Road and concludes that whilst the majority of the site has little ecological value, the mature trees and vegetation around the site are considered important corridors for wildlife.

These may offer suitable foraging, nesting and commuting habitat for a range of wildlife, including birds, bats and mammals. As such, the proposals will provide additional planting to support opportunities for ecological enhancement and to allow existing wildlife to flourish.

A Landscape and Visual Impact Assessment has been undertaken to identify and consider the effects of the development on the character and features of the landscape, as well as on people's views and visual amenity. The assessment concludes that the impact of the development is not significant, and which will be enhanced by open spaces, trees and mitigation planting.

In addition, an arboricultural survey has been undertaken to ascertain the condition of existing trees and hedgerows on site. This has determined that existing individual trees are located along the site boundaries and internal hedgerows provide connections to the wider landscape. Consequently, the plans will retain and enhance existing trees and hedgerows, where possible.

During the consultation, several stakeholders referred to the nature of the site. To fully assess the ground conditions at land south of Holt Road, several assessments have been undertaken, including a topographical survey to gather data regarding natural and man-made features of the site, as well as a Contamination Assessment to ascertain current conditions.

Furthermore, the site is in an area designated as a Mineral Safeguarding Area for sand and gravel resources. As such, a Prior Extraction Assessment has been undertaken to assess whether residential development would be compatible with relevant mineral safeguarding and discussions remain ongoing with officers regarding this.

Additionally, land south of Holt Road lies within an area designated as Flood Risk Zone A, where the risk of flooding from rivers or the sea is classified as low. The applicants expert technical team has conducted extensive surveys to ascertain how the development can be delivered and which demonstrates that the scheme is acceptable and will not increase flood risk locally. Furthermore, the proposals include an outline drainage scheme.

During the consultation, a respondent raised pollution as an issue of concern. However, the applicants recognise that noise and air pollution can impact on people's health and quality of life, as well as the natural environment. To ensure the development does not create noise and air pollution that could detrimentally impact on both existing and future residents, assessments have been undertaken to predict the potential impact of the development.

A Noise Assessment has been undertaken and demonstrates that the scheme is acceptable, and a suitable level of protection will be provided for new residents of the development.

Furthermore, the Air Quality Assessment has considered the impact of traffic generated from the site in terms of air quality, as well as the effect during construction. The studies show that the impact of traffic emissions is predicted to be negligible, with mitigation measures proposed during the construction phase to address potential impacts, such as dust.

5.2 Summary of Technical Consultation Responses

Consultee	Response to Feedback
STATUTORY	
Welsh Ministers Cadw	No further action required.

Consultee	Response to Feedback
STATUTORY	
Welsh Government - agricultural land division	An ALC survey has been undertaken by the applicant and is submitted in support of the planning application, including details of the survey undertaken on the previously un-surveyed part of the site. Furthermore, it is a recognised position by the Council that most of the Borough's land outside existing settlement boundaries includes BMV Land. However, justification has been provided by the Council in their assessment of the Key Strategic Sites and the Sustainability Appraisal with regard to why the loss of this land is essential to help the Council meet its housing needs.
Coal Authority	No further action required.
Welsh Water	Issues raised have been addressed within the Drainage Assessment that accompanies the application.
Natural Resources Wales	Issues raised have been addressed within the Ecology Report that accompanies the application.
NON-STATUTORY	
Ecology	The Green Infrastructure Study is not an adopted policy document, nor has it been subject to consultation. As such, no weight is given to this document at this time.
Minerals	Borehole sample tests have been provided to the officer for independent testing. Furthermore, a meeting has been held with Flintshire's mineral officer and discussions regarding this are ongoing. This matter will be addressed within Minerals Report accompanying the application.
Education	This will be addressed through the planning application process in consultation with the Council's Education Department.
Health	This will be addressed through the planning application process.
Flood Risk / Drainage	Issues raised have been addressed within the Drainage Assessment that accompanies the application.



Consultee	Response to Feedback
NON-STATUTORY	
Landscape / urban design / tree	No comments were provided during the consultation.
Conservation	No comments were provided during the consultation.
Policy	No comments were provided during the consultation.

6.0 CONCLUSION

The applicants have undertaken a pre-application public consultation to seek the views of the local community regarding its plans for land south of Holt Road. The consultation has been undertaken in line with Welsh government planning policy and the principles of localism. As such, the applicants have provided ample opportunity for local residents, politicians and stakeholders to find out more about the proposals and submit their feedback.

The pre-application public consultation yielded positive engagement from the local community. In summary, over half of all responses received during the consultation period were expressions of interest in a new house on site. The consultation resulted in 131 responses, despite over 1,300 leaflets being distributed locally. The low response to the consultation suggests that only a small proportion of local residents have determined a position on the proposals for land off Holt Road and suggests that the majority of residents do not have a particular view in relation to the proposals.

However, the feedback received from local people has been fully reviewed by the development team and used to help inform the final plans. The applicants acknowledge the issues raised regarding the plans, but these concerns raised have been comprehensively addressed in this document, as well as the technical documents accompany the submission of the application.

Barratt Homes, Bloor Homes North West, John Raymond Jones and the Trustees of The Wrexham (Parochial) Education Foundation, wish to thank everyone who participated in the public consultation process. This report reflects the views expressed during the pre-application consultation period and all comments have been taken into consideration in the development of the final plans. The applicants will continue to maintain dialogue with consultees following the submission of the application given the sensitivities and complexities regarding the plans.



7.0 APPENDIX



Appendix A: Site Notice



PUBLIC CONSULTATION LAND SOUTH OF HOLT ROAD

SCHEDULE 1B PUBLICITY AND CONSULTATION BEFORE APPLYING FOR PLANNING PERMISSION NOTICE UNDER ARTICLES 2C AND 2D – TOWN AND COUNTY PLANNING (DEVELOPMENT MANAGEMENT PROCEDURE) (WALES) ORDER 2012

Notice is given that Barratt Homes and Bloor Homes are bringing forward plans for up to 600 new homes on land south of Holt Road in Wrexham.

This notice provides an opportunity to comment directly to the developers on the proposals prior to the submission of a planning application to Wrexham County Borough Council. Any subsequent planning application will be publicised by the Council. Comments provided in response to this notice will not prejudice your ability to make representations to Wrexham County Borough Council on any related planning application. You should note that any comments submitted may be placed on the public file.

The proposed development is on land south of Holt Road and is sometimes referred to as land at Cefn Road. The site location is illustrated on the map below.



Land South of Holt Road, Wrexham Tir i'r de o Ffordd Holt, Wrecsam

You may inspect copies of the proposed application, plans, and other supporting documents online at: www.newhomesforwrexham.co.uk

If you don't have access to the internet at home, you can view the plans using the computer facilities available at Wrexham Library, Rhosddu Rd, Wrexham LL11 1AU during the hours of:

Opening Hours	
Monday	9.30am - 6.00pm
Tuesday	9.30am - 6.00pm
Wednesday	9.30am - 6.00pm
Thursday	9.30am - 6.00pm
Friday	9.30am - 6.00pm
Saturday	9.30am - 4.00pm

You can have your say on the plans by:

- Calling our Community Information Line on 0844 556 3002 (weekdays 9am to 5:30pm)
- Writing to us at New Homes for Wrexham, c/o Lexington Communications, Third Floor Queens House, Queen Street, Manchester, M2 5HT
- Emailing us at newhomesforwrexham@lexcomm.co.uk

All comments should be received no later than Friday, 5th October 2018 to ensure that they can be taken into consideration before the final plans are submitted to the Council.

Appendix A: Site Notice



YMGYNGHORIAD CYHOEDDUS TIR I'R DE O Ffordd Holt

ATODLEN 1B: CYHOEDDUSRWYDD AC YMGYNGHORI CYN GWNEUD CAIS AM GANIATÂD CYNLLUNIO. HYSBYSIAD O DAN ERTHYGLAU 2C A 2D – GORCHYMYN CYNLLUNIO GWLAD A THREF (GWEITHDREFN RHEOLI DATBLYGU) (CYMRU) 2012

Rhoddir rhybudd bod Barratt Homes a Bloor Homes yn dod â chynlluniau gerbron ar gyfer adeiladu 600 o gartrefi newydd ar dir i'r de o Ffordd Holt yn Wrecsam.

Mae'r rhybudd hwn yn darparu cyfle i roi sylwadau yn uniongyrchol i'r datblygwyr ynglŷn â'r cynigion cyn cyflwyno cais cynllunio i Gyngor Bwrdeistref Sirol Wrecsam. Bydd unrhyw gais cynllunio dilynol yn derbyn cyhoeddusrwydd gan y Cyngor. Ni fydd sylwadau sy'n cael eu darparu mewn ymateb i'r rhybudd hwn yn niweidio eich gallu chi i wneud cynrychioliadau i Gyngor Bwrdeistref Sirol Wrecsam ynglŷn ag unrhyw gais cynllunio cysylltiedig. Dylech chi nodi bod unrhyw sylwadau a gyflwynir yn gallu cael eu cadw ar y ffeil gyhoeddus.

Mae'r datblygiad arfaethedig ar dir i'r de o Ffordd Holt, a gyfeirir ato ambell waith fel tir Ffordd Cefn. Gwelir lleoliad y safle ar y map isod.



Land South of Holt Road, Wrexham Tir i'r de o Ffordd Holt, Wrecsam

Gallwch chi archwilio copïau o'r cais arfaethedig, y cynlluniau a'r dogfennau atodol eraill ar-lein yn www.newhomesforwrexham.co.uk

Os nad oes gennych chi'r rhyngwrwyd gartref, gallwch chi weld y cynlluniau drwy ddefnyddio'r cyfleusterau cyfrifiadur yn Llyfrgell Wrecsam, Ffordd Rhosddu, Wrecsam, LL11 1AU yn ystod:

Oriau Agor	
Dydd Llun	9.30am - 6.00pm
Dydd Mawrth	9.30am - 6.00pm
Dydd Mercher	9.30am - 6.00pm
Dydd Iau	9.30am - 6.00pm
Dydd Gwener	9.30am - 6.00pm
Dydd Sadwrn	9.30am - 4.00pm

Gallwch chi ddweud eich dweud ynglŷn â'r cynlluniau drwy:

- Ffonio ein Llinell Wybodaeth Gymunedol ar 0844 556 3002 (dyddiau'r wythnos o 9am tan 5:30pm)
- Ysgrifennu atom i New Homes for Wrexham, c/o Lexington Communications, Third Floor Queens House, Queen Street, Manchester, M2 5HT
- Anfon e-bost atom i newhomesforwrexham@lexcomm.co.uk

Dylid derbyn yr holl sylwadau ddim hwyrach na dydd Gwener, 5^{ed} Hydref 2018, er mwyn sicrhau y gellir eu hystyried cyn i'r cynlluniau terfynol gael eu cyflwyno i'r Cyngor.

Appendix A: Site Notice



Thornhurst Drive at the location that backs onto the site.



Bryn Estyn Road

Appendix B: Letter to local residents



The owner and/or occupier / Y perchennog a/neu'r preswlydd

«Address_1_»

«Address_2_»

«Town»

«Post_Code»

4.9.2018

Dear the owner and/or the occupier,

Proposals for new homes on land south of Holt Road, Wrexham

Barratt Homes and Bloor Homes are bringing forward plans for up to 600 new homes on land south of Holt Road in Wrexham. The site, which forms part of the wider Cefn Road allocation, has been identified by Wrexham County Borough Council as suitable for much needed new homes and our proposals will deliver a range of properties in a variety of sizes and styles to address local housing needs.

As a site adjacent neighbour, please find enclosed a site notice, as well as a leaflet that provides further details and explains how you can view our draft proposals. Ahead of submitting an outline planning application to Wrexham County Borough Council, we are launching a public consultation on the plans and we want to hear your views. Please take the time to look at our proposals and provide feedback.

If you have any further enquiries or if you would like to speak to a member of the development team, please contact us by calling our community information line on 0844 556 3002 (Monday to Friday, 9am – 5.30pm).

Yours sincerely,

A handwritten signature in black ink, appearing to read "S. Artiss".

Simon Artiss
Planning Manager, Barratt Homes

A handwritten signature in black ink, appearing to read "Mark Waite".

Mark Waite
Planning Director, Bloor Homes

Please turn over to read this letter in Welsh

Trowch drosodd i ddarllen y llythyr hwn yn Gymraeg

Appendix B: Letter to local residents



Y perchennog a/neu'r preswlydd / The owner and/or occupier

4.9.2018

Annwyl berchennog a/neu breswlydd

Cynigion ar gyfer cartrefi newydd ar dir i'r de o Ffordd Holt, Wrecsam

Mae Barratt Homes a Bloor Homes North West yn dod â chynlluniau gerbron ar gyfer adeiladu hyd at 600 o gartrefi newydd ar dir i'r de o Ffordd Holt yn Wrecsam. Nodwyd y safle, sy'n rhan o ddyraniad ehangach Ffordd Cefn, gan Gyngor Bwrdeistref Sirol Wrecsam fel un addas ar gyfer adeiladu cartrefi newydd sydd eu hangen yn fawr, a bydd ein cynigion yn darparu amrediad o eiddo mewn amrywiol feintiau ac arddulliau er mwyn ymdrin ag anghenion tai lleol.

Fel cymydog ar safle cyfagos, gwelwch yn amgaeedig rybudd safle, yn ogystal â thaflen sy'n darparu manylion pellach ac yn esbonio sut y gallwch chi weld ein cynigion drafft. Cyn cyflwyno cais cynllunio amlinellol i Gyngor Bwrdeistref Sirol Wrecsam, rydym yn lansio ymgynghoriad cyhoeddus ynglŷn â'r cynlluniau ac rydym eisiau clywed eich barn. Cymerwch amser i edrych ar ein cynigion a darparwch adborth os gwelwch yn dda.

Os oes gennych chi unrhyw ymholiadau pellach neu os hoffech chi siarad ag aelod o'r tîm datblygu, cysylltwch â ni os gwelwch yn dda drwy ffonio ein llinell wybodaeth gymunedol ar 0844 556 3002 (Dydd Llun tan ddydd Gwener, 9am - 5.30pm).

Yn gywir,

A handwritten signature in black ink, appearing to read "S. Artiss".

Simon Artiss
Rheolwr Cynllunio, Barratt Homes

A handwritten signature in black ink, appearing to read "Mark Waite".

Mark Waite
Cyfarwyddwr Cynllunio, Bloor Homes
North West

Please turn over to read this letter in English

Trowch drosodd i ddarllen y llythyr hwn yn Saesneg

Appendix C: Letter to local stakeholders



Councillor «Firstname» «Surname»

«Address_1_»

«Address_2_»

«Town»

«Post_Code»

4.9.2018

Dear Councillor «Surname»,

Proposals for new homes on land south of Holt Road, Wrexham

Barratt Homes and Bloor Homes North West are bringing forward plans for up to 600 new homes on land south of Holt Road in Wrexham. The site, which forms part of the wider Cefn Road allocation, has been identified by Wrexham County Borough Council as suitable for much needed new homes and our proposals will deliver a range of properties in a variety of sizes and styles to address local housing needs.

Ahead of submitting an outline planning application to Wrexham County Borough Council, we are launching a public consultation on the plans to hear the views of the local community. The consultation will be launched from Wednesday, 5th September until Friday, 5th October; 30 days of consultation.

To ensure local people are aware of the plans, informative leaflets will shortly be distributed to over 1,000 homes and businesses in the area. A copy of this leaflet is enclosed for your information. Those interested in the proposals will be able to find out more about the scheme, including the draft technical reports, and provide their feedback by visiting the dedicated project website at www.newhomesforwrexham.co.uk once the consultation is launched.

We would welcome the opportunity to discuss these proposals with you in more detail and I will contact your office shortly to see if a meeting can be arranged. In the meantime, should you have any further enquiries, please do not hesitate to get in touch by calling our community information line on 0844 556 3002 (Monday to Friday, 9am – 5.30pm).

Yours sincerely,

A handwritten signature in black ink, appearing to read "S. Artiss".

Simon Artiss
Planning Manager, Barratt Homes

A handwritten signature in black ink, appearing to read "Mark Waite".

Mark Waite
Planning Director, Bloor Homes North West

Please turn over to read this letter in Welsh

Trowch drosodd i ddarllen y llythyr hwn yn Gymraeg

Appendix C: Letter to local stakeholders



4.9.2018

Annwyl Councillor Morris,

Cynigion ar gyfer cartrefi newydd ar dir i'r de o Ffordd Holt, Wrecsam

Mae Barratt Homes a Bloor Homes North West yn dod â chynlluniau gerbron ar gyfer adeiladu hyd at 600 o gartrefi newydd ar dir i'r de o Ffordd Holt yn Wrecsam. Nodwyd y safle, sy'n rhan o ddyraniad ehangach Ffordd Cefn, gan Gyngor Bwrdeistref Sirol Wrecsam fel un addas ar gyfer adeiladu cartrefi newydd sydd eu hangen yn fawr, a bydd ein cynigion yn darparu amrediad o eiddo mewn amrywiol feintiau ac arddulliau er mwyn ymdrin ag anghenion tai lleol.

Cyn cyflwyno cais cynllunio amlinellol i Gyngor Bwrdeistref Sirol Wrecsam, rydym yn lansio ymgynghoriad cyhoeddus ynglŷn â'r cynlluniau er mwyn clywed barn y gymuned lleol. Bydd yr ymgynghoriad yn cael ei lansio o ddydd Mercher, 5^{ed} Medi tan ddydd Gwener, 5^{ed} Hydref, cyfnod ymgynghorol o 30 diwrnod.

Er mwyn sicrhau bod pobl lleol yn ymwybodol o'r cynlluniau, bydd tafienni gwybodaeth yn cael eu dosbarthu yn fuan i dros 1,000 o gartrefi a busnesau yn yr ardal. Amgaeir copi o'r daflen hon er gwybodaeth i chi. Bydd y rhai hynny sydd â diddordeb yn y cynigion yn gallu darganfod mwy ynglŷn â'r cynllun, yn cynnwys drafft o'r adroddiadau technegol, a darparu eu hadborth drwy ymweld â gwefan bwrsol y prosiect yn www.newhomesforwrexham.co.uk unwaith y bydd yr ymgynghoriad wedi cael ei lansio.

Byddem yn croesawu'r cyfle i drafod y cynigion hyn gyda chi yn fanylach, a byddaf yn cysylltu â'ch swyddfa yn fuan i weld a ellir trefnu cyfarfod. Yn y cyfamser, pe baech gennych chi unrhyw ymholiadau pellach, mae croeso i chi gysylltu drwy ffonio ein llinell wybodaeth gymunedol ar 0844 556 3002 (Dydd Llun i Ddydd Gwener, 9am tan 5.30pm)

Yn gywir,

Simon Artiss
Rheolwr Cynllunio, Barratt Homes

Mark Waite
Cyfarwyddwr Cynllunio, Bloor Homes North West

Please turn over to read this letter in English

Trowch drosodd i ddarllen y llythyr hwn yn Saesneg



Appendix D: Consultation leaflet and distribution area



Distribution area – 1,304 homes



BARRATT
HOMES

BLOOR HOMES®

CLICK HERE to register your interest in a new home on land south of Holt Road, Wrexham

CLICK HERE to view site in WELSH

Home

Housing Need

Our Vision

Our Proposals

Site Considerations

Contact Us

Who Are We



Land South of Holt Road, Wrexham

Thank you for visiting our website to learn more about new homes in Wrexham.

Building New Homes, Enhancing our Community

Barratt Homes and Bloor Homes North West are delighted to be bringing forward plans for up to 600 new homes on land south of Holt Road in Wrexham. We believe that our plans offer an exciting opportunity to provide much needed new homes and cater for our growing community. Wrexham is more than a place, it is an identity. It has a rich history and heritage and is a wonderful place to call home.

Everyone recognises the pressures of the housing market. Whether you are a first-time buyer, a growing family or looking to downsize, it may seem like options are limited. We need to build new homes, but these must be the right homes, delivered in the right place for the community.

The Authority's emerging Local Development Plan identifies a need to deliver at least 8,525 new homes in the area across the next decade. Land south of Holt Road has been identified as suitable for the development of much needed new homes in the area by Wrexham County Borough Council.

The identified land, which forms part of the wider Cefn Road allocation, can deliver up to 1,680 homes. However, Barratt Homes and Bloor Homes North West are bringing forward plans for up to 600 homes on the land that we control which is located to the north of the allocation. Our plans look to meet local need by delivering up to 600 new homes in a variety of sizes and styles, including affordable homes.

We don't want to just build homes, we want to enhance the community. That is why we have consulted local people on our proposals. We are now in the process of reviewing the feedback provided during the consultation and will provide a further update on our progress in due course.

You can find more information about the developers at: www.barratthomes.co.uk and www.bloorhomes.com



The site - aerial view, click to enlarge

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Home

Housing Need

Our Vision

Our Proposals

Site Considerations

Contact Us

Who Are We

CLICK HERE to register your interest in a new home on land south of Holt Road, Wrexham

CLICK HERE to view site in WELSH

- Home
- Housing Need
- Our Vision
- Our Proposals
- Site Considerations
- Contact Us
- Who Are We



Deliver the Homes that Wrexham needs

Wrexham is not immune from the pressures on the housing market. There is a shortage of homes and the right type of homes. To meet demand, address housing need and to deliver the new homes that Wrexham desperately requires, we have to work as a community to bring forward plans that can deliver for the area.

Wrexham is in the process of preparing its Local Development Plan. The need for new homes in the Region is a core aspect of the proposed Local Development Plan and it is underpinned by a key strategic policy of *“providing accessible housing to meet the identified needs of the local population including the needs of an ageing population, providing affordable and market housing”*. It is estimated that the Borough needs at least 8,525 homes over the next 15 years to keep up with the growing population.

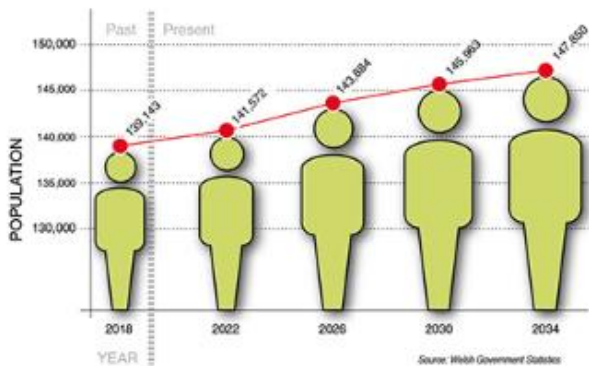
Meeting Wrexham's Ambition

Wrexham, alongside other local authorities in North Wales, forms part of the North Wales Economic Ambition Board. This board demonstrates the Region's desire to be a real economic driver for the country, harnessing the strengths of North Wales and delivering for local residents. The vision of the board is to create “120,000 new job opportunities” and grow the local economy to £20 billion per year.

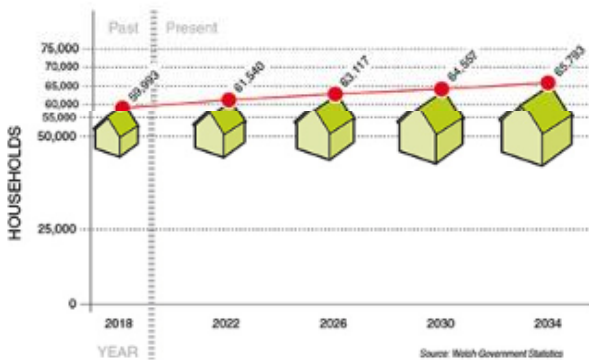
New homes in Wrexham are crucial to delivering North Wales' economic ambitions. With this economic growth comes population growth and over the next ten years, it is predicted that Wrexham's population could increase by over 12,000 people. Wrexham is uniquely located, close to the strategic road network providing links to Manchester, Chester, Liverpool and the wider UK motorway network as well as good access to North Wales. There is a significant opportunity here; by building new homes, we can realise it.

Wrexham County Borough Council's emerging Local Development Plan states that the land south of Holt Road can deliver up to 1,680 new homes as part of the wider scheme, although we are not bringing forward proposals for the entire site. Our plans will deliver a sensitively designed scheme of up to 600 new homes.

It is important that new development is done appropriately and, against this background, the site (and the land to the south) has been identified as a key strategic site to meet housing growth in Wrexham.



Population, click to enlarge



Housing, click to enlarge

[CLICK HERE](#) to register your interest in a new home on land south of Holt Road, Wrexham

[CLICK HERE](#) to view site in WELSH

Home	Housing Need	Our Vision	Our Proposals	Site Considerations	Contact Us	Who Are We
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Our Vision

"Wrexham has been identified as one of the fastest-moving markets" – The Independent.

"House Prices growth in Wales outstrips the rest of the UK as a whole" – BBC News

Clearly, Wrexham is a desirable place to live. The numbers speak for themselves. People are moving here and property values are increasing. The Council has identified that at least 8,525 homes are needed in the next 15 years to cope with demand in the area. Demand is coming from first-time buyers, growing families and those looking to downsize.

As such, the plans for land south of Holt Road will deliver up to 600 new homes to meet this demand and respond to local housing needs. Our vision builds on this identified local need and an ambition to deliver a local community that Wrexham can be proud of.

The vision for new homes in Wrexham is being brought forward by Barratt Homes and Bloor Homes North West. This partnership brings together expertise and a track record for delivering new, high-quality homes across the UK. With two developers set to deliver these homes, the development will be designed to complement and enhance the existing community.

Building for Wrexham

Delivering the ambitious economic growth that Wrexham and North Wales wants to achieve needs new homes. Our plans compliment the plans of the Borough.

Building for Our Community

Your feedback and views will inform our plans. Our proposals, therefore, will be built on the views of the local community. We want to know your opinion and how you think the proposals should take shape for existing and future residents.

Building for an Active Population

Our plans include open spaces, public footpaths and links to the cycle network. Our proposals are designed to help people be active and stay active; encouraging people to rely less on cars where possible.

Building for the Future

Modern, in-keeping designs built to the highest standards. Our proposals will help Wrexham prepare for the future, delivering the new homes needed to drive Wrexham forward.

[CLICK HERE to register your interest in a new home on land south of Holt Road, Wrexham](#)[CLICK HERE to view site in WELSH](#)

[Home](#)[Housing Need](#)[Our vision](#)[Our Proposals](#)[Site Considerations](#)[Contact Us](#)[Who Are We](#)

Our Proposals



Draft Illustrative Masterplan

- Key:

 - Site boundary
 - Open space
 - Undevelopable sloping land
 - Potential residential development
 - Primary access point (as per CBO Site Access plan ref CBO-0322-01 I)
 - Potential access point
 - Potential secondary link
- Strategic link road
 - Primary roads
 - Secondary roads
 - Tertiary roads
 - Footpaths
 - Strategic cycle link
 - Existing pedestrian and cycle routes
- Existing vegetation
 - Existing pond to be retained
 - Proposed woodland
 - Proposed trees
 - Play area
 - Indicative SuDs attenuation areas (if required)

Working together, Barratt Homes and Bloor Homes North West will deliver a community-focused development, with a considerate approach to the local area. The proposals for land south of Holt Road would deliver:

- A residential development of up to 600 high-quality new homes, delivered by Barratt Homes and Bloor Homes North West, two of the UK's most recognisable and reliable home builders;
- A range of property types and tenures to meet local needs, including homes suitable for first time buyers, growing families and those looking to downsize;
- Affordable properties for those currently struggling to purchase a property and needing assistance. This includes first time buyers, the elderly and key workers, such as teachers and nurses;
- An attractive residential development that will include a range of house sizes, such as detached, semi-detached and terraced properties offering 2, 3 and 4 bedrooms;
- A sensitively and well-designed scheme, with an emphasis on green spaces for informal play, as well as an equipped play area for new and existing residents;
- A new residential development that will retain existing trees and hedgerows, where possible, and provide additional planting and landscaping;
- A network of green corridors for pedestrians and cyclists to use and avoid dependency on the car;
- A scheme that provide a variety of character areas to ensure rich, vibrant and distinct identities across the site;
- Additional Council Tax receipts for Wrexham County Borough Council from the new properties which provides much needed funding for local public services;
- An economic boost for local shops and businesses in the area with increased numbers of people living and spending locally; and
- The creation of jobs in the construction industry, including opportunities for young people through training and apprenticeship programmes.



Site Considerations

To build and enhance our local community, it is important that we have given detailed consideration to the site and the local area. You can find more information on each of these aspects below:

Design

Our homes are built to the highest standards ensuring a design that complements the local community. Our plans are the result of careful consideration and detailed study of the area to deliver a fitting and appropriate development. Our extensive considerations are outlined in our draft Design & Access Statement Document which you can read by visiting [here](#).

It's not just how our developments look, it's how it feels. The use of space and how the plans are laid out makes a big difference. You can read about how we have considered the layout of the site in our [report](#) and see how we have used this to prepare our [illustrative masterplan here](#). You can also view our [parameter plan here](#) which outlines the spatial arrangements necessary to deliver the illustrative masterplan, along with key elements which guide the design quality of the scheme.

Planning

We know that Wrexham needs new homes - the Council's own plans show this. Wrexham County Borough Council's emerging Local Development Plan sets out the policies for development in the Borough. Our planning statement shows that the scheme we are bringing forward addresses local housing need in a considerate and appropriate manner. You can view our Planning Statement [here](#).

The development will also deliver a number of economic benefits. A summary is provided [here](#).

A Welsh Language & Welsh Communities Impact Statement has been prepared which considers how the development may impact on population and housing, economics, education, infrastructure, as well as other general considerations. You can view the statement [here](#).

Traffic & Highways

Being better connected is essential. Making sure our roads work for all of us is critical in ensuring we can all get on with our daily lives. Primary vehicular access will be taken directly off the A534 Holt Road / A1516 roundabout, with three potential secondary access points provided to ensure connectivity of the site. Our highways consultants are working closely with the Highway Officers to ensure that any impact on the highway network is acceptable. You can find out more by reading our Transport Assessment [here](#).

Furthermore, the site has the potential to create a sustainable residential development as it is ideally located within walking and cycling distance of existing public transport and cycle routes, as well as along a key route to Wrexham Town Centre. You can find out how sustainable travel will be promoted in our [Travel Plan](#) [here](#).

Flooding

Land south of Holt Road lies within an area designated as Flood Risk Zone A, where the risk of flooding from rivers or the sea is classified as low.

Our expert technical team has conducted extensive surveys to ascertain how the development can be delivered and which demonstrates that the scheme is acceptable and will not increase flood risk locally. Furthermore, the proposals include an outline drainage scheme. You can read more about our approach to drainage in our Flood Consequence Assessment available [here](#).

Ecology

An Ecological Survey has been undertaken to evaluate existing habitats and species on land south of Holt Road and concludes that whilst the majority of the site has little ecological value, the mature trees and vegetation around the site are considered important corridors for wildlife.

These may offer suitable foraging, nesting and commuting habitat for a range of wildlife, including birds, bats and mammals. As such, our proposals will provide additional planting to support opportunities for ecological enhancement and to allow existing wildlife to flourish. You can read more about our approach to ecology in our Ecological Assessment Report [available here](#).

Trees & Hedgerows

An arboricultural survey has been undertaken to ascertain the condition of existing trees and hedgerows on site. This has determined that existing individual trees are located along the site boundaries and internal hedgerows provide connections to the wider landscape. You can read the findings of the preliminary Arboricultural Impact Assessment [here](#).

Landscape

A Landscape and Visual Impact Assessment has been undertaken to identify and consider the effects of the development on the character and features of the landscape, as well as on people's views and visual amenity. The assessment concludes that the impact of the development is not significant, and which will be enhanced by open spaces, trees and mitigation planting. The Landscape and Visual Impact Assessment is available to view [here](#).

Land Investigations & Minerals

The site consists of areas of open farmland, but to identify potential constraints to redeveloping the land, several assessments have been undertaken to assess the ground conditions at land south of Holt Road. A topographical survey has gathered data regarding natural and man-made features of the site, as well as its elevations, and can be viewed [here](#). A Contamination Assessment has been undertaken to ascertain existing ground conditions and you can find the report [here](#).

Furthermore, the site is in an area designated as a Mineral Safeguarding Area for sand and gravel resources. As such, a Prior Extraction Assessment has been undertaken to assess whether residential development would be compatible with relevant mineral safeguarding. You can find out more by reading the assessment [here](#).

Heritage

A Heritage Assessment has been prepared as part of the application to assess the heritage significance and archaeological potential of the site. The assessment has established that there are no designated archaeological assets on the site. To find out more, you can review the heritage assessment [here](#).

Sustainability

The developers are committed to creating a sustainable development at land south of Holt Road. As such, a Sustainability Statement has been prepared which outlines how the developers will reduce emissions across all homes, such as through improved energy efficient measures, such as improved thermal fabric efficiency, air tightness and effective heating controls. Further details can be found in the Sustainability Statement [here](#).

Noise & Air

Noise and air pollution can impact on people's health and quality of life, as well as the natural environment. To ensure the development does not create noise and air pollution that could detrimentally impact on both existing and future residents, assessments have been undertaken to predict the potential impact of the development.

A Noise Assessment has been undertaken and demonstrates that the scheme is acceptable, and a suitable level of protection will be provided for new residents of the development. To read more about the noise impact of the development, you can read the Noise Assessment [here](#).

Furthermore, the Air Quality Assessment has considered the impact of traffic generated from the site in terms of air quality, as well as the effect during construction. The studies show that the impact of traffic emissions is predicted to be negligible, with mitigation measures proposed during the construction phase to address potential impacts, such as dust. Further details can be found in the Air Quality Assessment available [here](#).

Local Amenities

We know that thousands of new homes are needed in Wrexham and that new residents will need to use local services. There are a number of schools in the area such as Borrass Park Community Primary School, Ysgol Morgan Llwyd, Hafod Y Wern Community Primary School and Rhosnesni High School, and we will work with them when bringing forward our plans. In addition, there are nearby GP Surgeries including the Borrass Park Surgery and Caia Park Surgery; both of which are taking new patients.

As part of our proposed development, we are working closely with Wrexham County Borough Council to ensure that local services and amenities have the capacity to cope with local growth.





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CLICK HERE to register your interest in a new home on land south of Holt Road, Wrexham

CLICK HERE to view site in WELSH

Home

Site Considerations

Housing Need

Our Vision

Our Proposals

Contact Us

Who Are We



Contact us

Thank you for taking the time to visit this website. We hope you have found the information useful.

If you would like to contact a member of the development team, you can do so by:



Calling us:

on the community information line on 0844 556 3002
(Monday to Friday, 9.00am to 5.30pm)



Emailing us at:

newhomesforwrexham@lexcomm.co.uk



Writing to us:

at New Homes for Wrexham c/o Lexington Communications,
Third Floor, Queens House, Queen Street, M2 5HT.

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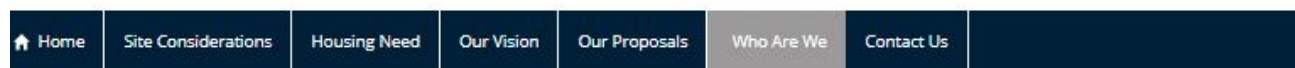
44

Appendix E: Consultation website



CLICK HERE to register your interest in a new home on land south of Holt Road, Wrexham

CLICK HERE to view site in WELSH



Who We Are

The plans for new homes in Wrexham are being brought forward by Barratt Homes and Bloor Homes North West. This partnership brings together expertise and a track record for delivering new, high-quality homes across the UK. With two developers enlisted to deliver the homes, the settlement will be designed to complement and enhance the existing community.

Barratt Homes

Barratt Homes was first established in Newcastle Upon Tyne in 1958, providing the highest standard of design, construction and customer service in the business. For the 9th year in a row, we've been awarded the maximum of five stars from the Home Builders Federation. We put our customers at the heart of our business. We do this by following the consumer code for homebuilders, as well as our own customer charter.

Over the last 60 years, we have grown significantly and we have a network of 27 housebuilding divisions across Britain. From this growth we have three leading brands under which we sell new homes: Barratt, David Wilson and Ward Homes.

To learn more about Barratt Homes, please visit our website:
www.barratthomes.co.uk



BARRATT
HOMES

Bloor Homes North West

Bloor Homes began building houses over 45 years ago and is one of the largest privately owned house building groups in the UK. Each year, Bloor Homes builds over 3,000 new homes, ranging from one bedroom apartments to seven bedroom luxury detached properties for those looking to move up the property ladder or buy for the very first time.

Bloor Homes design and build homes of distinction, tailored to the needs of modern life. Those who aspire to our homes readily acknowledge you only need look at a Bloor Home to realise that not all new homes are the same. Our approach to the design of every new location goes far beyond the provision of superior homes for today's way of living and we make every effort to conserve the natural balance of each location including the conservation of wildlife and the preservation of natural features - a policy which has been praised by several planning departments.

To find out more about Bloor Homes, please view our website:
www.bloorhomes.com

BLOOR HOMES

Appendix F: Press release



PRESS RELEASE

DATE: 6th September 2018

FOR IMMEDIATE RELEASE

RESIDENTS TO HAVE THEIR SAY ON PLANS FOR NEW HOMES IN WREXHAM

Two national housebuilders are encouraging local residents to have their say on plans for new homes on land south of Holt Road in Wrexham.

The site, which forms part of the wider Cefn Road allocation, has been identified by Wrexham County Borough Council as suitable to deliver much needed new homes. Barratt Homes and Bloor Homes North West have prepared draft proposals for land south of Holt Road and have launched a public consultation to showcase the plans to the local community.

Wrexham County Borough Council has recently set out a need for up to 8,500 new homes in the area to keep up with demand and tackle rising house prices. The Council's emerging Local Development Plan states that the land south of Holt Road can deliver up to 1,680 new homes as part of a wider scheme.

Working together, Barratt Homes and Bloor Homes North West have prepared draft plans for the land they control, which is located to the north of the allocation. The developers have extensive experience in delivering high quality homes and believe the plans would deliver much needed new homes in the area in a range of sizes and styles. A provision (25%) of affordable homes suitable for first time buyers and those currently struggling to get on to the property ladder are also included within the proposals to cater for Wrexham's growing population.

The plans will deliver a sensitively and well-designed scheme, with an emphasis on green spaces for informal play, as well as an equipped play area for new and existing residents. Extensive landscaping will be provided throughout the development, with the retention of existing trees and hedgerows, where possible.

The proposed new homes will also deliver a significant economic boost to the local economy through additional household expenditure by new residents of £10million each year and resident gross value added (GVA) of £32.2million per annum. Furthermore, Wrexham County Borough Council will benefit from up to £0.9million from additional Council Tax revenue from new residents of the development that can be spent on improving local services.

The scheme will also create jobs in the construction industry, including opportunities for young people through training and apprenticeship programmes, with 173 direct and 154 indirect jobs created by the plans. Additionally, during the build period, the gross value added (GVA) of the construction will be £95.9million.

Appendix F: Press release



Simon Artiss, Planning Manager at Barratt Homes, said:

"Our plans for land south of Holt Road would deliver up to 600 much needed new homes in Wrexham, including a provision of affordable properties. We are really excited to be bringing forward these plans at a site which has been identified in the Council's emerging Local Development Plan as suitable to deliver the new homes the Borough needs.

"We are committed to engaging with the community about our draft plans and hope local people will take the opportunity to find out more by visiting our project website. Now is the time for local residents to tell us what they think and we look forward to hearing the views of the community on our draft plans."

Local residents have been informed about the consultation via a newsletters delivered to over 1,000 homes and businesses in the area. Those interested in the proposals will be able to find out more about the scheme, including the draft technical reports, and provide their feedback by visiting the dedicated project website at www.newhomesforwrexham.co.uk.

Feedback is also invited via a Community Information Line on 0844 556 3002 (Monday to Friday, 9am to 5.30pm) where residents can speak with members of the development team regarding the plans. The consultation will be launched from Wednesday, 5th September until Friday, 5th October; 30 days of consultation.

- Ends -

Notes to Editors:

Barratt Homes

The Barratt Group has been creating homes where people aspire to live for more than 50 years. In that time, the company has grown to become one of the nation's largest housebuilders, with more than 4,000 direct employees and 27 divisions throughout Britain. Every year since 2009, Barratt Homes and David Wilson Homes have both been awarded a '5 Star Housebuilder Award' by the Homebuilders Federation. The award is the result of recommendations from customers as well as superior build quality. More information can be found here: <https://www.barratthomes.co.uk>

Bloor Homes North West

Bloor Homes began building houses over 45 years ago and today is one of the largest privately-owned house building groups in the UK. The house building operation is managed through eight regional companies. Each year, Bloor Homes builds over 3,000 new homes, ranging from one bedroom apartments to seven-bedroom luxury detached properties for those looking to move up the property ladder or buy for the very first time. Triumph Motorcycles is also part of the same Holding Company as Bloor Homes. More information can be found at: www.bloorhomes.com

For more information contact:

Charlotte Woods

Appendix G: Social Media notices



New Homes for Wrexham
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Proposals for new homes in Wrexham are being brought forward by Barratt Homes and Bloor Homes North West. We're asking the local community to contribute to our consultation on the proposals - including the types of homes they would like to see delivered. Click the link below to find out more.



NEWHOMESFORWREXHAM.C...

New homes for Wrexham | Barratt Homes & Bloor...

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7 comments 4 shares



New Homes for Wrexham
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...

Mae Barratt Homes a Bloor Homes North West yn cynnig cynlluniau ar gyfer cartrefi newydd yn Wrecsam. Rydym yn gofyn i'r gymuned leol gyfrannu at ein hymgyngoriad ar y cynlluniau – gan gynnwys y mathau o dai yr hoffon nhw eu gweld. Cliciwch y ddolen isod i gael rhagor o wybodaeth.

See translation



NEWHOMESFORWREXHAM.C...

Gartrefi newydd yn Wrecsam | Barratt Homes...

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5 comments 1 share

 Like

 Comment

 Share



New Homes for Wrexham
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First time buyer? Looking for your forever home? Struggling to get onto the property ladder? Barratt Homes and Bloor Homes are currently consulting on plans for a new community on land south of Holt Road, Wrexham. To find out more about the consultation, and how to get involved, click the link below.



NEWHOMESFORWREXHAM.C...

New homes for Wrexham | Barratt Homes and Bloor...

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8 comments 3 shares

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New Homes for Wrexham
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...

Yn prynu tŷ am y tro cyntaf? Yn chwilio am eich cartref delfrydol? Yn ei chael yn anodd cael eich troed ar yr ysgol dai? Mae Barratt Homes a Bloor Homes wrthi'n ymgynghori ar gynlluniau i greu cymuned newydd ar... [More](#)

See translation



NEWHOMESFORWREXHAM.C...

Gartrefi newydd yn Wrecsam | Barratt Homes...

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Appendix G: Social Media notices



New Homes for Wrexham
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Did you know that Wrexham needs over 8,000 new homes over the next 15 years to keep up with the growing population? Barratt Homes and Bloor Homes North West's plans for land south of Holt Road will help to meet... [More](#)



NEWHOMESFORWREXHAM.C...

New homes for Wrexham | Barratt Homes & Bloor...

[LEARN MORE](#)

 10

13 comments 2 shares

 Like

 Comment

 Share



New Homes for Wrexham
Sponsored · 

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Wyddoch chi fod angen dros 8,000 o gartrefi newydd yn Wrecsam dros y 15 mlynedd nesaf ar gyfer y boblogaeth sy'n tyfu? Bydd cynlluniau Barratt Homes a Bloor Homes North West ar gyfer y tir i'r de o Ffordd Holt... [More](#)

[See translation](#)



NEWHOMESFORWREXHAM.C...

Gartrefi newydd yn Wrecsam | Barratt Homes...

[LEARN MORE](#)

 1

1 share

 Like

 Comment

 Share

Appendix F: Consultation poster



HAVE YOUR SAY ON PLANS FOR NEW HOMES IN WREXHAM

Barratt Homes and Bloor Homes North West are bringing forward plans for up to 600 new homes on land south of Holt Road in Wrexham.

The site, which forms part of the wider Cefn Road allocation, has been identified by Wrexham County Borough Council as suitable for much needed new homes and our proposals will deliver a range of properties in a variety of sizes and styles to address local housing needs.

Ahead of submitting an outline planning application to Wrexham County Borough Council, we are launching a public consultation on the plans to hear the views of the local community.

Where can I view the plans?

You can view our proposals and have your say on the plans by visiting our dedicated project website at www.newhomesforwrexham.co.uk You can also have your say by calling our Community Information Line on 0844 556 3002 (weekdays 9am to 5:30pm).

All comments should be received no later than Friday, 5th October 2018 to ensure that they can be taken into consideration before the final plans are submitted to the Council.



Land South of Holt Road, Wrexham Tir i'r de o Ffordd Holt, Wrecsam



DWEUD EICH DWEUD YNGLŶN Â CHYNLLUNIAU AR GYFER CARTREFI NEWYDD YN WRECSAM

Mae *Barratt Homes* a *Bloor Homes* yn dod â chynlluniau gerbron ar gyfer adeiladu hyd at 600 o gartrefi newydd ar dir i'r de o Ffordd Holt yn Wrecsam.

Nodwyd y safle, sy'n rhan o ddyraniad ehangach Ffordd Cefn, gan Gyngor Bwrdeistref Sirol Wrecsam fel un addas ar gyfer adeiladu cartrefi newydd sydd eu hangen yn fawr, a bydd ein cynigion yn darparu amrediad o eiddo mewn amrywiol feintiau ac arddulliau er mwyn ymdrin ag anghenion tai lleol.

Cyn cyflwyno cais cynllunio amlinellol i Gyngor Bwrdeistref Sirol Wrecsam, rydym yn lansio ymgynghoriad cyhoeddus ynglŷn â'r cynlluniau er mwyn clywed barn y gymuned leol.

Lle gallaf i weld y cynlluniau?

Gallwch chi weld ein cynigion a chael dweud eich dweud ynglŷn â'r cynlluniau drwy ymweld â'n gwefan bwrpasol yn www.newhomesforwrexham.co.uk Gallwch chi ddweud eich dweud yn ogystal drwy gysylltu â'n Llinell Wybodaeth Gymunedol drwy ffonio **0844 556 3002** (dyddiau'r wythnos 9am tan 5.30pm).

Dylid derbyn yr holl sylwadau ddim hwyrach na dydd Gwener, 5^{ed} Hydref 2018 er mwyn sicrhau y gellir eu hystyried cyn i'r cynlluniau terfynol gael eu cyflwyno i'r Cyngor.

**We look forward to hearing
from you.**

**Edrychwn ymlaen at glywed
oddi wrthyich.**