



ST ALBANS
SCHOOL



PART OF HENRY BOOT



**WOOLLAM
PARK**
North St Albans

STATEMENT OF COMMUNITY INVOLVEMENT

DECEMBER 2024

Hallam Land

Woollam Park

Statement of Community Involvement
October 2024



Introduction

This Statement of Community Involvement (SCI) has been compiled by Cratus Group, a community consultation and engagement company specialising in local government and planning, to form part of the outline planning application made by Hallam Land Management Limited, St Albans School, and St Albans School Woollam Trust (“the applicants”). relating to the proposed residential led mixed use on land at Woollam Park, North St Albans.

The SCI describes the community consultation process undertaken by Cratus Group and the wider project team in partnership with Hallam Land, as informed by the guidance and principles contained within the St Albans City & District Council Statement of Community Involvement (February 2023), the Localism Act 2011 and the relevant guidance issued to local authorities within the National Planning Policy Framework (2023).

The key aims of the pre-application consultation have been to:

- Inform the local community of the proposals.
- Consult the community throughout the process in an open and transparent manner and provide residents and key stakeholders with an opportunity to give their opinions and ask questions.
- Provide the opportunity for local residents and stakeholders to contact the team for additional information.
- Engage with the local authority, elected members, and local representative groups.
- Address points raised in the feedback.

This report is provided within the submission package and the validation of the application will allow St Albans City & District Council to carry out their own statutory consultation.

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Executive Summary

Woollam Park is the name given to a proposed new neighbourhood to the immediate north of the built footprint of St Albans, bounded by Harpenden Road to the west, and the Midland/Thameslink railway line to the east. The application site is a major part of the North St Albans Broad Location identified in successive consultation documents prepared by St Albans City and District Council as part of its emerging Local Plan.

In support of the consultation objectives, the applicants have conducted a multi-stage public consultation strategy to engage residents, elected members and local community groups on the broad principles of the proposed development. This was broadly split into the following categories:

- Extensive formal pre-application discussions with officers from St Albans City & District Council and Hertfordshire County Council
- Key stakeholder consultation with local schools and local access groups (e.g. walking/cycling)
- Public consultation including in-person exhibitions and project website

The pre-application engagement with St Albans District Council and Hertfordshire County Council began in 2023 and has run parallel with the community and stakeholder engagement. This has included a range of meetings with each council’s relevant officers, and has included planning, urban design, highways and active travel, flood risk and drainage, landscape, ecology, education and health.

The applicants and the project team have carried out a multi-faceted and in-depth public consultation to support the application, starting with stakeholder meetings from Q4 2023 to Q2 2024. A two-stage public consultation, which included both formal exhibition events and ‘pop-up’ engagements in high-footfall areas, ensured the message was delivered to a broad cross-section of the community. This consultation was initiated through a widely dispersed letter drop and adverts in the local press.

178

People attended events

1,200

Views on the consultation website

125

Feedback forms submitted

46.8%

Support bus and cycle improvements to ease traffic congestion

52%

People think there is a housing crisis in St Albans

19.2%

Want to see natural areas in the open space

A range of issues was raised at both public events and through the feedback forms; these are outlined in this SCI together with explanations of how they have been addressed by the project team. The in-person events were complemented by a thorough programme of direct engagement meetings with elected members, parish councils and representative organisations, and by a dedicated website which facilitated the delivery of resident feedback at both stages of the consultation.

The proposals were presented at St Albans Members Briefing on 19th August 2024. Councillors raised

questions on several topics including highways, public transport and affordable housing.

All the feedback has been invaluable in allowing the application team to refine the proposals and to carry out further preparatory work where necessary to help address issues raised by residents.

This SCI summarises the full extent of engagement undertaken, key themes to emerge from this engagement, how the proposed development has evolved to reflect this feedback, and to better meet the requirements of the local community and key stakeholders.

The Site

The site is bounded to the south by the existing settlement of St Albans, St Albans Girls' School and the Valley Road Industrial Estate. The southern boundary is formed by Longspring Wood which is an ancient woodland and Local Wildlife Site. To the north and east there is countryside. To the north west are the Woollam Playing Fields and to the west are residential dwellings fronting Harpenden Road. Cheapside Farm and three separate dwellings are situated to the north and east of the site and are accessed from a lane extending north from Sandridgebury Lane.

The site is the largest component of the 'North St Albans' Broad Location area, which has been identified as an allocation for future housing development in both the emerging and previous iterations of the draft St Albans Local Plan.

Adjoining the application site to the west is the remaining parcel of land within the North St Albans Broad Location. The site measures approximately 50.17ha and is broadly rectangular in shape.

Outline planning permission was granted in January 2022 for residential development of up to 150 dwellings together with all associated works. (Application Reference 5/2021/0423). A reserved matters application was submitted in July 2024 and remains undetermined at the time of writing. The detailed proposals include 123 new dwellings, of which, 49 (40%) are to be affordable. applicants

Description of Development

The emerging Local Plan identifies the key deliverables for this site. Accordingly, the proposals for Woollam Park comprise the following components:

- (1) up to 1000 new homes (C3) of which [40%] shall be affordable housing; and 3% self and custom build and shall include 4 adult disability service units and up to 80 apartments for age restricted specialist accommodation for the elderly;
- (2) up to 80 apartments for age restricted specialist accommodation for the elderly;
- (3) 4 adult disability service units;
- (4) 80 bed care home (C2);
- (5) a local centre providing retail, employment and community facilities [healthcare], and a mobility hub;
- (6) a two-form entry primary school;
- (7) new areas of accessible greenspace including a linear park providing areas of amenity open space, children's playspace, habitat creation, sustainable drainage, and community growing space and/or allotments;
- (8) the relocation of an area of playing fields to Longcroft and the construction of a two-changing room sports pavilion annex;
- (9) formalisation of the existing over-spill car park for temporary and occasional use of Woollam Playing Fields;
- (10) a new all-modes access constructed onto Harpenden Road and the introduction of modal filters on Sandridgebury Lane and Valley Road;

- (11) internal roads, cycleways, footways and drainage infrastructure; and
- (12) the creation of a new footway and cycleway extending from Sandridgebury Lane to the Hertfordshire Way.

Policy Framework

The process of consultation undertaken has been in accordance with both national and local guidance on best practice of pre-application consultation. The details of the guidance followed is listed below:

- National Planning Policy Framework (December 2023)
- Localism Act (2011)
- St Albans City & District Council Statement of Community Involvement (February 2023)

National Planning Policy Framework

The National Planning Policy Framework 2023 (NPPF) sets out the Government’s planning policies for England. The document states that applications that can demonstrate early, effective, and proactive engagement with communities and other interested parties should be looked upon more favourably than those that cannot.

Current policy specifically sets out the following:

“Pre-application engagement and front-loading

- 39. Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.*
- 40. Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer. They should also, where they think it would be beneficial encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications.*
- 41. The more issues that can be resolved at the pre-application stage, including the need to deliver improvement in infrastructure and affordable housing, the greater the benefits. For their role in the planning system to be effective and positive, statutory consultees will need to take the same early, proactive approach, and provide advice in a timely manner throughout the development process. This assists local planning authorities in issuing timely decisions, helping to ensure that applicants do not experience unnecessary delay and costs.*
- 42. The participation of other consenting bodies in pre-application discussions should engage early consideration of all the fundamental issues relating to whether a particular development will be acceptable in principle, even where other consents relating to how a development is built or operated are needed at a later stage. Wherever possible, parallel processing of other consents*

should be encouraged to help speed up the process and resolve any issues as early as possible.

43. *The right information is crucial to good decision-making, particularly where formal assessments are required (such as Environmental Impact Assessment, Habitats Regulations assessment, and flood risk assessment). To avoid delay, applicants should discuss what information is needed with the local planning authority and expert bodies as early as possible.*
44. *Local planning authorities should publish a list of their information requirements for application for planning permission. These requirements should be kept to a minimum needed to make decisions and should be reviewed at least every two years. Local planning authorities should only request supporting information that is relevant, necessary, and material to the application in question.*
45. *Local planning authorities should consult the appropriate bodies when considering applications for the siting of, or changes to, major hazard sites, installations or pipelines, or the development around them.*
46. *Applicants and local planning authorities should consider the potential for voluntary planning performance agreements, where this might achieve a faster and more effective application process. Planning performance agreements are likely to be needed for applications that are particularly large or complex to determine.”*

Localism Act (2011)

The Localism Act (2011) is intended to empower local communities to participate in the planning process in their areas and the consultation process and accorded with the key principles established therein for consulting with the public. Principally, these are:

- The publication of the proposed application widely, to an extent that can be reasonably said to bring the proposed application to the attention of the majority of persons who live at, or otherwise occupy, premises in the vicinity of the land.
- To make clear how interested persons may contact the applicants team should they wish to comment or collaborate in relation to the proposed development.
- To give such information about the timetable to ensure that persons wishing to comment on the proposed development may do so in good time.
- Have regard to the responses to consultation that have been made following the consultation process.

St Albans City & District Council Statement of Community Involvement (2023)

The Applicants have conducted their community consultation work in line with the Council’s own Statement of Community Involvement (2023) which offers the following guidance:

6.4: The Council encourages all people wishing to apply for planning permission to discuss their proposals ahead of submission. For householder applications, we advise that applicants discuss

their proposals with their neighbours. For larger schemes being brought forward in the District, we will advise developers of the largest schemes to consult local communities before submitting certain planning applications. The Council will take account of the responses they have received.

Pre-app stage consultation recommended to be undertaken by applicantss

(...)

<p><i>Significant Major Proposals</i> <i>This is defined as:</i></p> <ul style="list-style-type: none"> • <i>50 dwellings or more</i> • <i>Development on land 5 hectares or more</i> • <i>10,000 sq.m or more of non-residential floorspace</i> • <i>Any development that requires an Environmental impact Assessment</i> 	<p><i>Upon contacting the Local Planning Authority, officers will consider the suitability of a Planning Performance Agreement (PPA) process. In the event of a PPA, discussions on an engagement strategy would form part of the scoping of the PPA.</i></p> <p><i>This process is likely to involve other statutory and non-statutory stakeholders and partner authorities as appropriate. Use of the Design Review and will be included in this process.</i></p> <p><i>Community Engagement is recommended in line with Major Proposals as set out above. Consideration should be given to the use of Community Charrettes at an early design stage using organisations such as Look! St Albans.</i></p>
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The Applicants have undertaken a thorough and open process of pre-application consultation on the proposal, with involvement from residents, councillors and other stakeholders.

This activity has met the requirements of both national and local policy with regards to consultation and engagement. More detail on the public consultation activities is set out in this statement.

Stakeholder and Community Engagement

Throughout the consultation process, the Applications have ensured that the local community were properly informed of the plans and that they had the opportunity to comment on the proposals.

The consultation strategy implemented by the Applications included:

- two rounds of leafletting to 2,000 addresses in the vicinity of the site, informing residents of the forthcoming consultation events and inviting their feedback
- a dedicated consultation website at woollampark.co.uk providing information on the proposals as well as access to the content from the community consultation.
- a direct email address for public enquiries.
- thorough engagement with local elected representatives, including members of St Albans City & District Council and the two local parish councils (Sandridge Parish Council and St Michael Parish Council).
- additional engagement meetings throughout 2024 with relevant groups, e.g. local organisations committed to the promotion of active and sustainable travel modes within St Albans and an in-person meeting held with representatives of CLASH (“Save St Albans Green Belt”) in September 2024.
- two formal in-person public exhibition events held in September 2024.
- three ‘pop-up’ engagement events in high-footfall areas to facilitate broader awareness of the proposed development.

Each of these elements of the broader consultation strategy are considered in turn below.

Written Engagement

The applicants contacted a series of key stakeholders throughout the course of the consultation, including residents and businesses surrounding the site.

Two rounds of leafletting to over 2,000 properties took place over the course of Summer 2024:

- Week of 15 July 2024: Leaflet informing residents of the intention to consult, and announcing the launch of the consultation website
- Week of 19 August 2024: Leaflet informing residents of the two public exhibition events, taking place on 3-4 September 2024

The distribution area was decided based on the number and location of addresses in the vicinity of the site who would be impacted by the proposed development. The area covered by the leaflet distribution is shown below:



The invitation leaflet provided a brief overview of the plans as well as details of the event and contact details should members of the community wish to get in touch.

A copy of the invitation leaflet is available as **Appendix A**.

To make the process as accessible as possible, recipients were given the option to email feedback directly to consultation@woollampark.co.uk or write via freepost to Cratus Communications.

Public Exhibition Events

The formal consultation process involved two in-person exhibition events at prominent locations around St Albans:

- Tuesday 3 September 2024: Christ Church, 3 High Oaks, St Albans AL3 6DJ
- Wednesday 4 September 2024: Alban Arena, Civic Centre, St Albans AL1 3LD

Team members from the following organisations were represented at the exhibition event:

- Cratus Group (Political & Community Engagement)]
- Hallam Land (Promoter & applicant)
- St Albans School and St Albans School Woollam Trust (Landowners and applicants)
- LRM Planning (Planning Consultant)
- Define (Architect)
- PJA (Transport Consultant)
- PJA (Drainage Consultant)

During the events, information on the proposed development was presented via A0 exhibition boards and members of the project team were available to answer questions on the day. The presentation covered the following broad topics:

- The planning history of the Site
- Policy context for the proposed development
- The emerging proposals
- Proposed strategies to address highways, drainage, ecology and sustainability
- Key benefits of the development
- Feedback received from officers at St Albans City & District Council and Hertfordshire County Council
- Submission Timeline

A copy of the exhibition boards shared with attendees is available as **Appendix B**. Feedback given at and after these events is detailed in the 'Consultation Feedback' section below.

In total, **178 people** (including local councillors) attended the formal exhibition events. This figure was broken down as follows:

- 3 September 2024, Christ Church: 101 attendees
- 4 September 2024, Alban Arena: 77 attendees



Public exhibition event held at Christ Church, 3 September 2024



Public exhibition event held at Alban Arena, 4 September 2024

Informal high-street engagement



Pop up consultation event held in St Albans city centre, 13 August 2024

To complement the formal exhibition events, the applicants team planned and arranged for three ‘pop-up’ consultation events to take place in high-footfall locations within the local authority area of St Albans City & District Council.

The scale of Woollam Park – a development of approximately 1,000 homes - will be of significance for the entire city. It was therefore important that consultation should not solely be restricted to those residents living in the immediate vicinity of the site but should include those living in other parts of St Albans City and the wider District who should also have an opportunity to hear about the plans and offer feedback.

High-street engagement events have a strong track record as a way of bringing into the consultation people who may otherwise been missed. The dates and locations of these pop-ups were as follows:

- Wednesday 13 August 2024: St Albans Library, The Maltings
- Wednesday 21 August 2024: Market stall at St Albans Market, St Peters Street
- Wednesday 4 September 2024: Market stall at St Albans Market, St Peters Street

The primary objective of these events was to spread the word of the consultation to as many residents

as possible to appraise them of the fundamental nature of the proposals. Feedback forms were handed out, while interested residents were informed of the forthcoming formal exhibitions and directed to the dedicated project website (see below) for further information.



Pop up consultation event held in St Albans city centre, 21 August 2024

Project Website

To reach a wider range of people and create a more accessible engagement programme, the applicants' team deployed digital engagement methods as part of the engagement strategy.

This has taken the form of a dedicated website.

The website (woollampark.co.uk) has been available since the launch of the public consultation in August 2024. As of 3 October 2024, **1,240** separate people had viewed the website.

The website has been set up as an alternative but complementary platform for consultation as well as a place for residents to learn more about the plans. It also hosts a copy of the exhibition boards to allow residents to review at a time convenient to themselves.

The website has been updated on a number of occasions since its initial launch. Pages and topics covered by the website during this period include but are not limited to:

- a homepage
- contact details for the applicant's team
- feedback forms for both the first and second stages of the consultation
- a 'virtual exhibition' displaying the exhibition boards from the formal exhibition events
- downloadable, digital copies of the exhibition materials
- FAQs summarising key elements of the proposals and responding to stakeholder queries

The website will continue to be updated throughout the post-submission phase of the planning

application. The applicant will ensure that the details of the application will be available on the applicant website and be communicated to the relevant parties once the application has been validated by the local planning authority.

A screenshot of the current website (as of October 2024) is available for review as **Appendix C**.

Direct stakeholder meetings

In addition to engagement with members of the public as part of the consultation strategy, the project team held direct meetings with several key stakeholders.

These included the following:

Date	Stakeholder
5 December 2023	Cllr. Richard Roberts, Leader, Hertfordshire County Council
20 December 2023	Cllr. Chris White, Leader, St Albans City & District Council (virtual meeting)
5 June 2024	Clare Gibbs (Head) and Val Male (Governor), Margaret Wix Primary School
5 June 2024	Darren Armoogum (Head), Bernards Heath Primary School
14 June 2024	Anthony Flack (Head), Townsend Church of England Secondary School
18 June 2024	Phil O'Neil (Chief Operating Officer) and Margaret Chapman (Head), St Albans Girls School
18 June 2024	Rona Wightman (Chair of St Albans Cycling Campaign)
2 July 2024	Phil Escritt (St Albans Ramblers), Steve Brazier (St Albans Cycling Campaign) and David Hodges (St Albans Footpath Society)
15 August 2024	Sandridge Parish Council
19 August 2024	Presentation to St Albans City & District Councillors as part of pre-application process
3 September 2024	CLASH (Save North St Albans Green Belt) representatives
17 September 2024	St Michael Parish Council

Topics covered at these meetings included providing a general overview of the proposed development, the potential for active travel improvements to be incorporated into the proposals, and the key benefits associated with the potential development of the Woollam Park site including the potential educational and community infrastructure provision.

St Albans Members Briefing Meeting

The scheme was presented at St Albans Pre-application and Pre-decision Engagement Meeting on 19th August 2024. The meeting was attended by several Councillors who sit on the St Albans Planning Policy Committee alongside representatives from Marshalswick Parish Council and a local residents' group (CLASH/" Save North St Albans Greenbelt").

Representatives from Hallam Land, St Albans School and the design team presented the proposals. A copy of the presentation material is attached at Appendix E.

The presentation focused on:

- background and Planning Context
- the applicants' approach to pre-application engagement
- site context
- the Vision and guiding principles for the site
- emerging masterplan
- planning programme and next steps

Members made the following comments/questions:

- **Sustainable and Active Travel:** There was a strong emphasis on promoting sustainable transportation options, including EV charging points, cycling infrastructure, and active travel routes. Councillors raised concerns about encouraging residents to use these options instead of cars.
- **Traffic and Access Management:** Concerns were raised regarding traffic flow, particularly at pinch points around the site, and potential road closures. The developers discussed options to manage these issues, including alternative routes, promoting sustainable transport options and improving accessibility to local destinations such as the St Albans Girls School.
- **Community Engagement and Communication:** Councillors questioned the adequacy of resident notification and engagement activities. The developers outlined their plans for public outreach through various channels, including workshops and exhibitions.
- **Local Centre:** Councillors inquired about attracting retail tenants, aiming for a mix of uses suited to everyday needs rather than large-scale retail.
- **Green Belt Impact:** The impact on the green belt was a recurring matter, with councillors seeking justification that the development's benefits outweigh potential harm.
- **Transport Capacity and Assessment:** Councillors questioned how the development will impact local transport infrastructure, particularly road capacity on Harpenden Road.

Consultation Feedback

To give an opportunity for respondents to provide feedback on the scheme, the applicants' team provided a feedback form to attendees at each of the public events held during the consultation, and online via the consultation website.

119 Feedback forms were completed in total, alongside six instances of direct email feedback, and dozens of verbal conversations with attendees at the various consultation events. The breakdown between physical forms, online forms and email feedback is provided below:

	Stage 1	Stage 2	Total
<i>Feedback form – Events</i>	/	32	32
<i>Feedback form – Online</i>	63	24	87
<i>Direct email feedback</i>	/	6	6
Total	63	62	125

The feedback form was slightly updated between the two rounds of consultation to take account of comments received during the initial phase of engagement. For instance, more options regarding the types of housing people would like to see at the proposed development were added to the form ahead of the exhibition events.

Additionally, given the likelihood that some event attendees would have already participated in pop-up events, viewed the website and given consideration to the emerging scheme, a question was added to the feedback form to ask what issues they considered most important. This question was helpful in allowing the team to refine the application and update the communications around the scheme prior to submission and ahead of any further engagement.

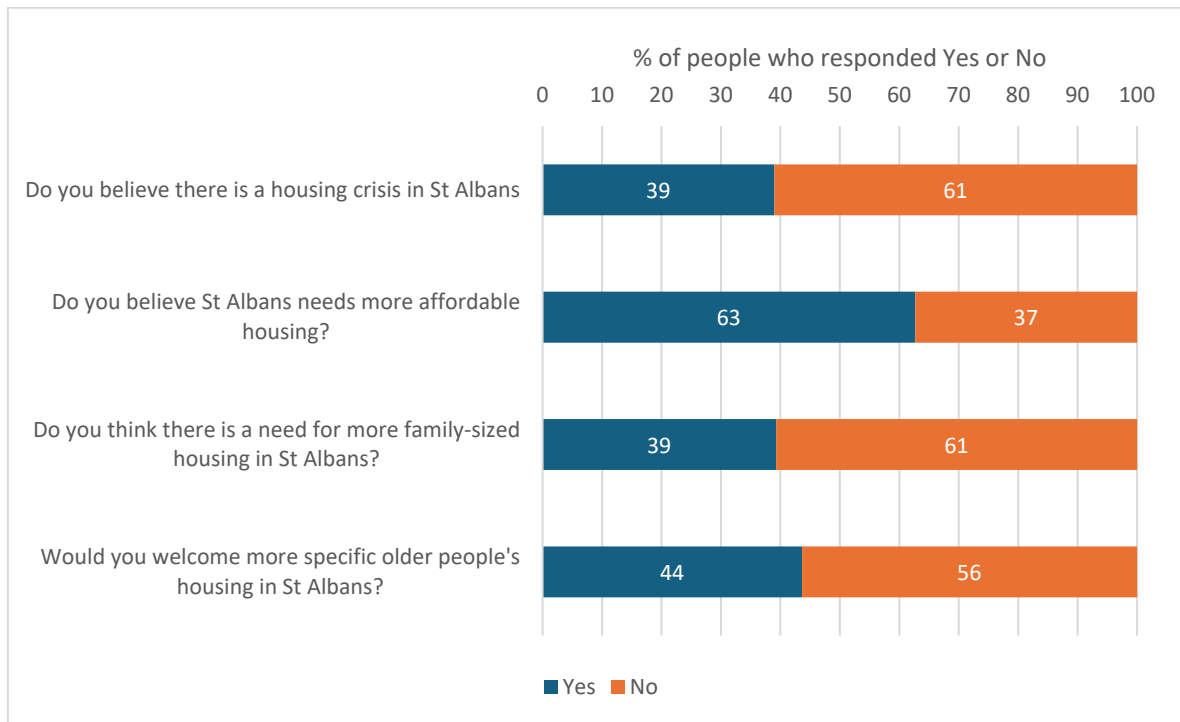
Feedback Summary

The feedback form in both instances contained both Yes/No, multiple choice and open questions in order to generate a broad and balanced sense of local sentiment towards the proposals.

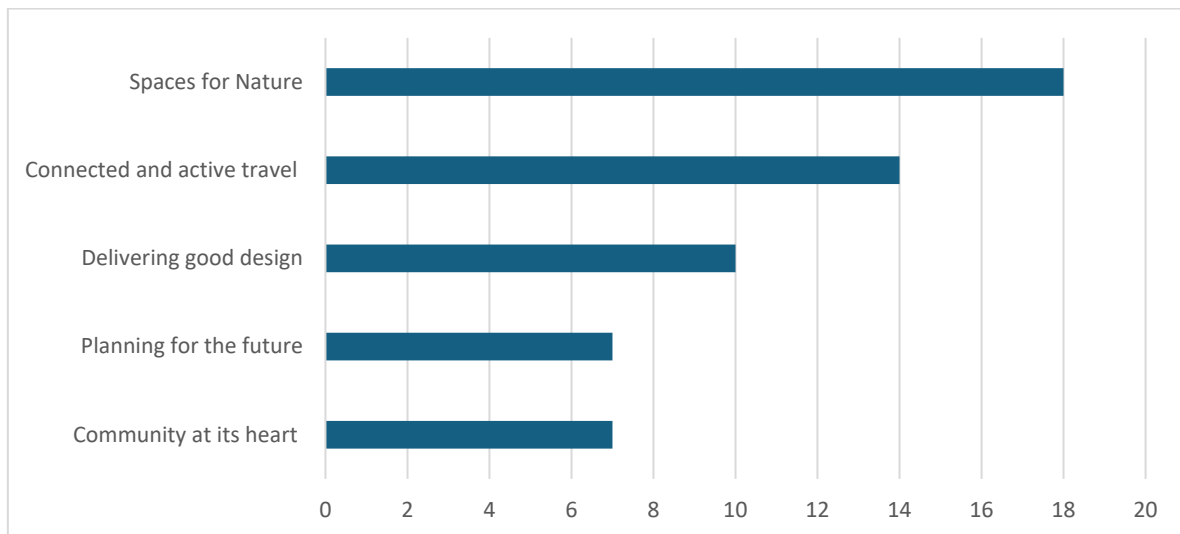
Questions on the housing crisis and the character of local housing need were followed by multiple-choice questions on residents' preferences for the local centre and public space to be provided as part of the proposed development.

A copy of the printed feedback forms is reproduced as **Appendix F**.

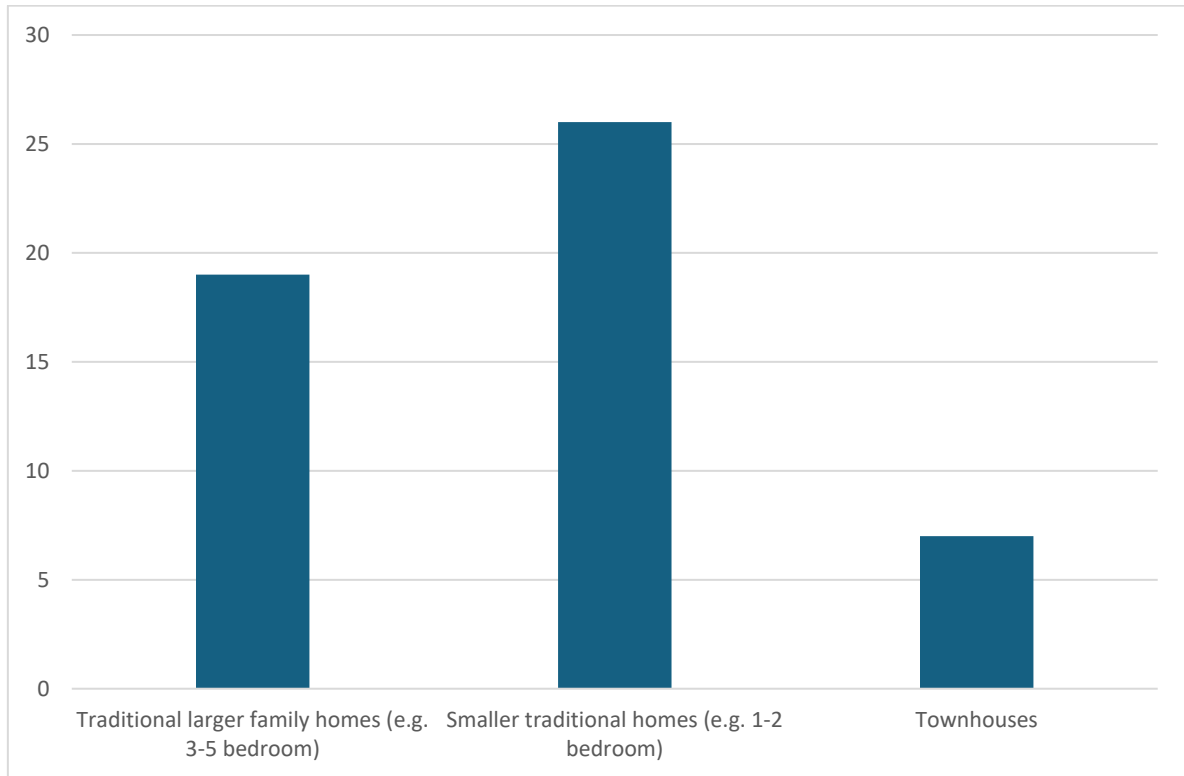
Stage one consultation (July-August 2024)



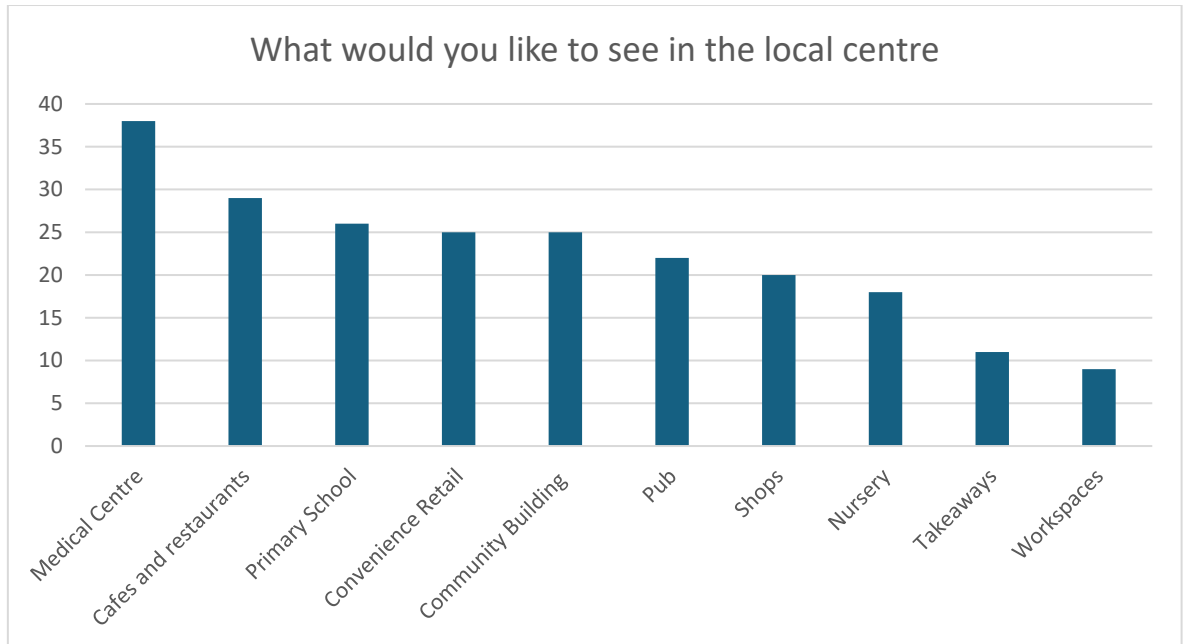
Which of the guiding principles do you think is the most important?



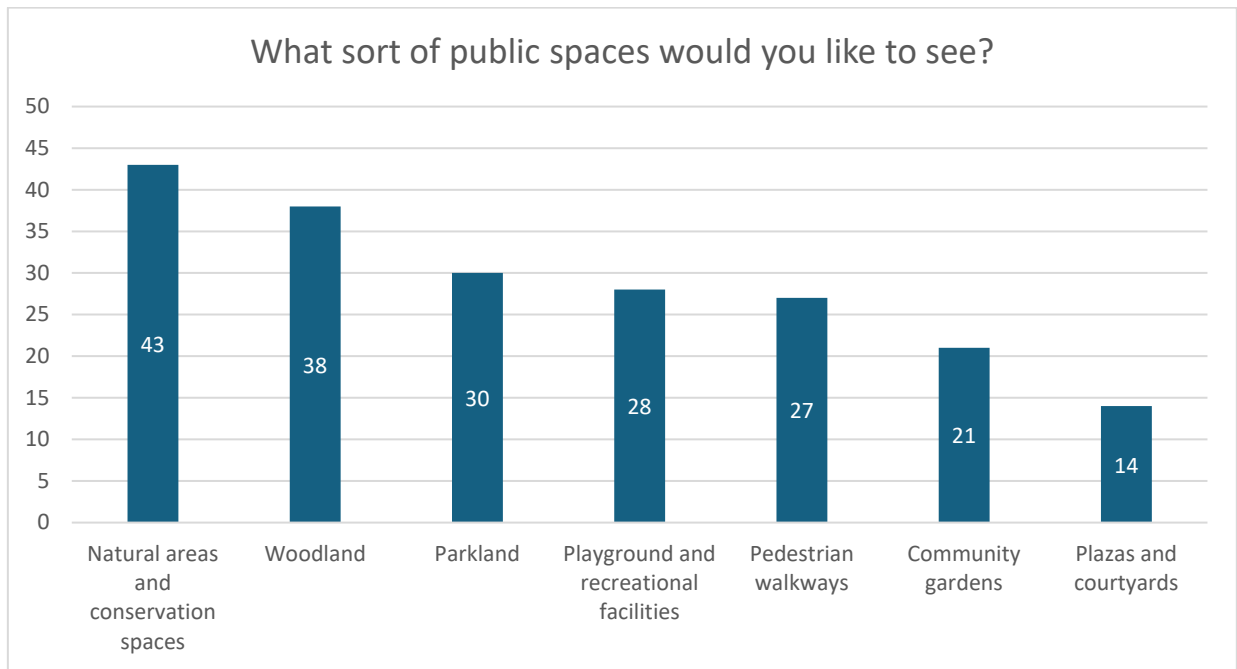
Which types of housing are most important?



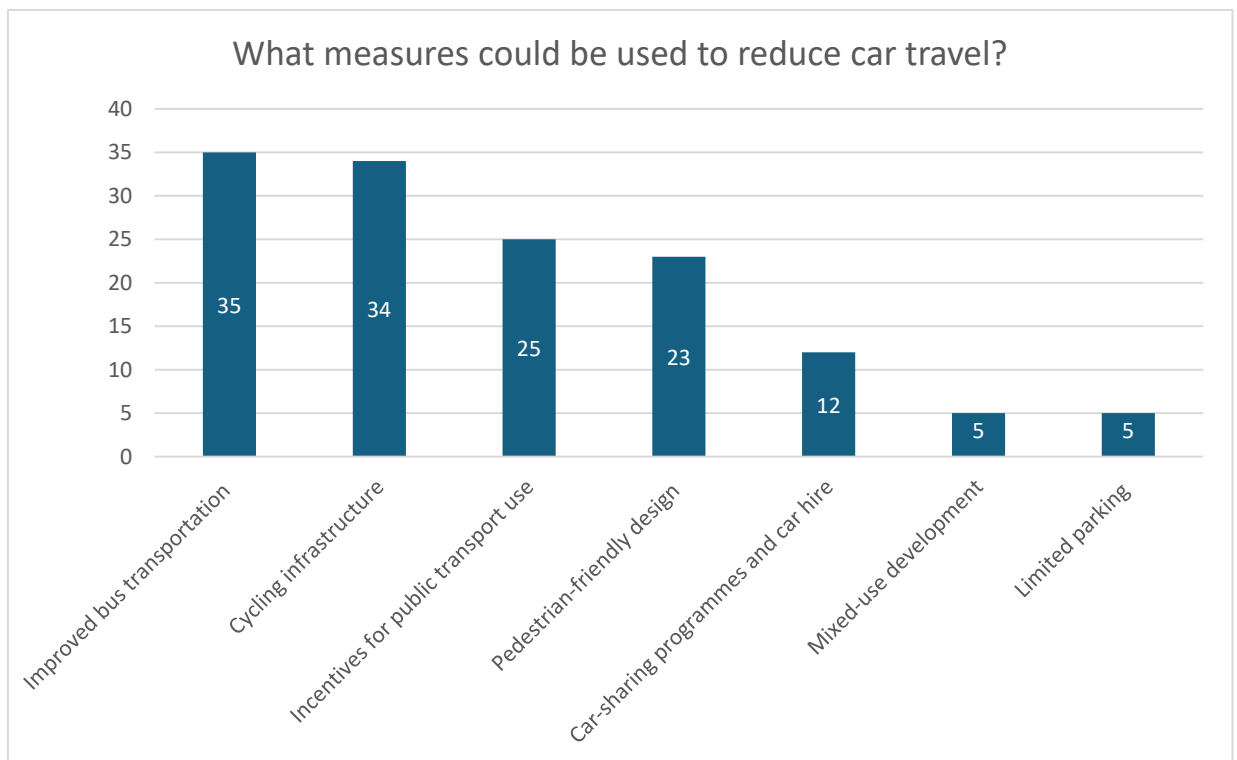
What would you like to see at the local centre?



What sort of public spaces would you like to see?



What measures could be used to reduce car travel?



General Comments

The general comments to the Stage One consultation primarily focussed on the following key concerns: Several residents were sceptical about the plans for **transport, highways and access**. These comments included concern about the impact on the road network – Harpenden Road and Sandridgebury Lane in particular; and questions about the **sustainable transport** proposals for Woollam Park with typical comments being:

“Has any thought been given to the transport infrastructure? The train service to London is already overloaded, the trains are packed, the station environs is a nightmare at commuter times with drop offs/ pick-ups (...)”

The second major concern raised related to the potential strain on **local community services and infrastructure**. Some residents raised worries that local secondary schools are oversubscribed and suggested adding an additional secondary school rather than a primary school as part of the development.

“... Many secondary schools in the area are already oversubscribed, (no in year availability for Sandringham, STAGS, KWS - 3 out of 5 yr availability for Townsend & Verulam Boys) how will these children be catered for?”

Other residents raised questions related to the lack of **existing cycling infrastructure** and the dangers of cycling in the city centre. They had questions about how well the proposed new cycling routes will be integrated into the main roads going into the centre. Comments included:

“Once you exit St Albans traffic density is very high making cycling on the road dangerous for all but the most confident cyclist”

Furthermore, there were general issues about potentially building on a site currently located in the **Green Belt** and worries that the development’s design would not align with St Albans’ historic character. Suggestions include building low-rise, terraced homes with community-oriented features like gardens, laundrettes, and playgrounds.

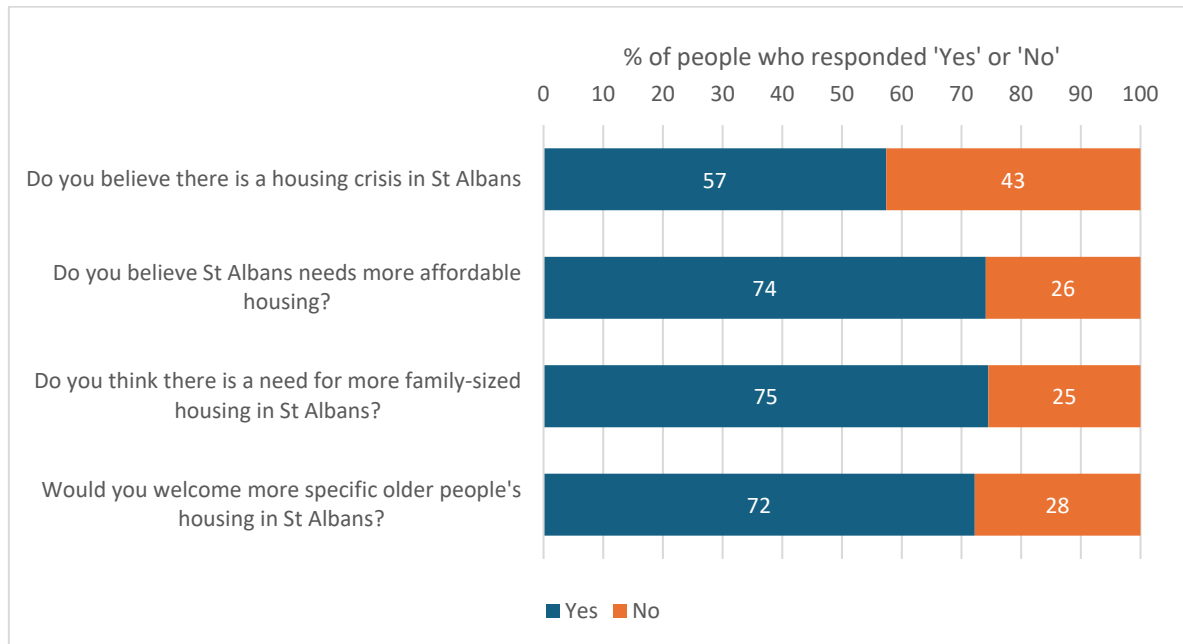
There was likewise an emphasis the nature of the **affordable housing** offer, specifically on ensuring the homes are affordable for key workers and young professionals rather than large family homes.

Stage two consultation (September 2024)

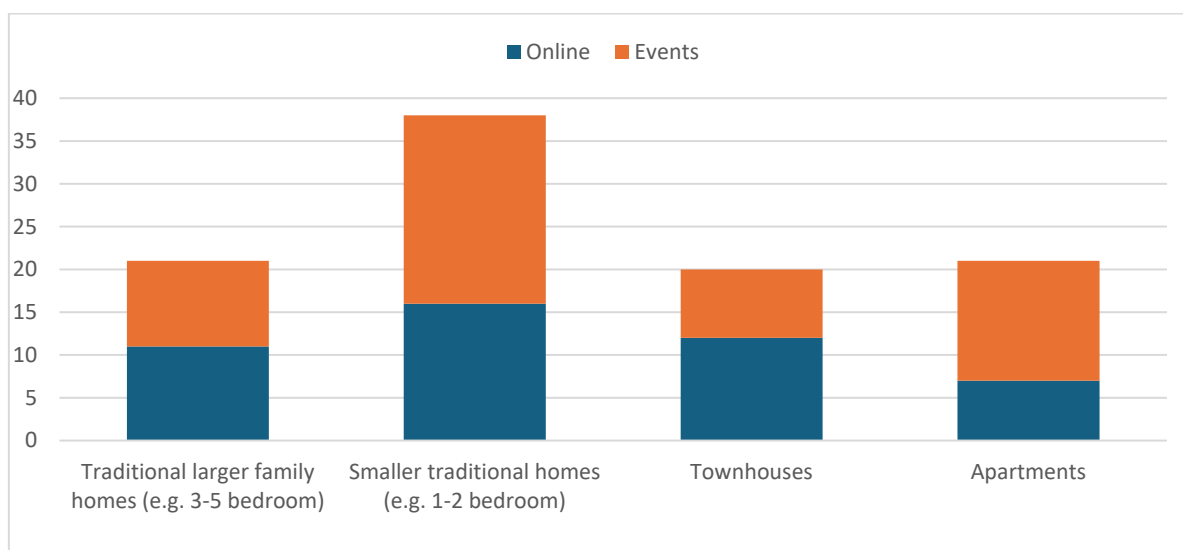
In total, **178 people** attended one of the two formal exhibition events held in September 2024, in addition to dozens more who were engaged at the informal, high-street pop-up events. From this cohort, 32 feedback forms were completed.

An additional 24 forms were completed online over the course of the second-stage consultation during September 2024.

The responses to each of the questions – slightly updated from the first stage, as highlighted above – on the feedback form were as follows:

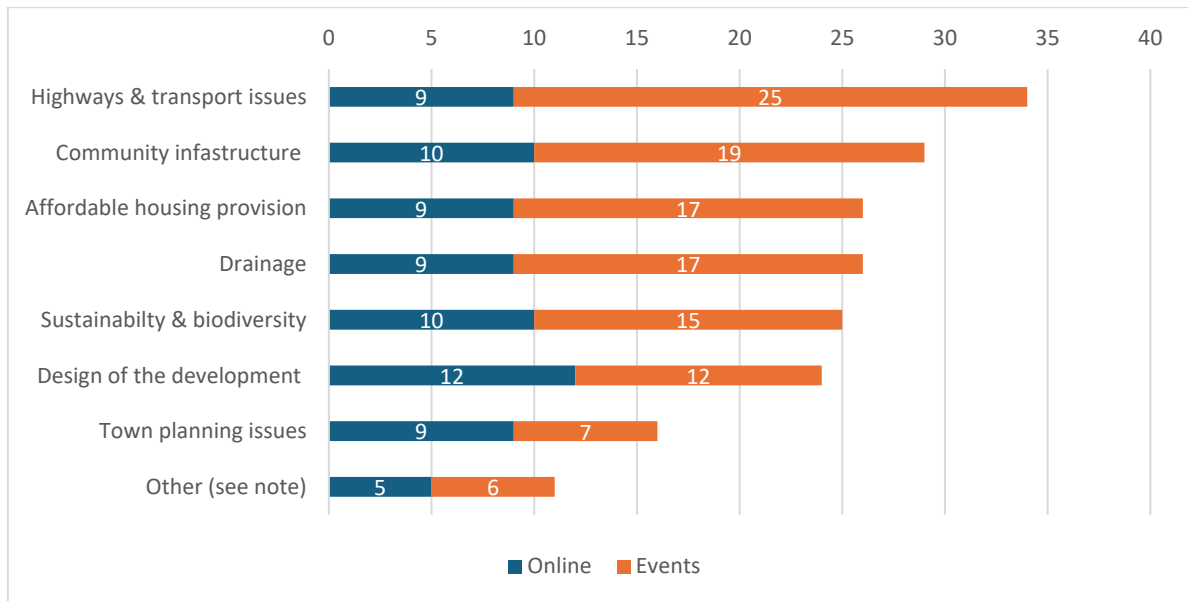


Which types of housing would you say are most important?

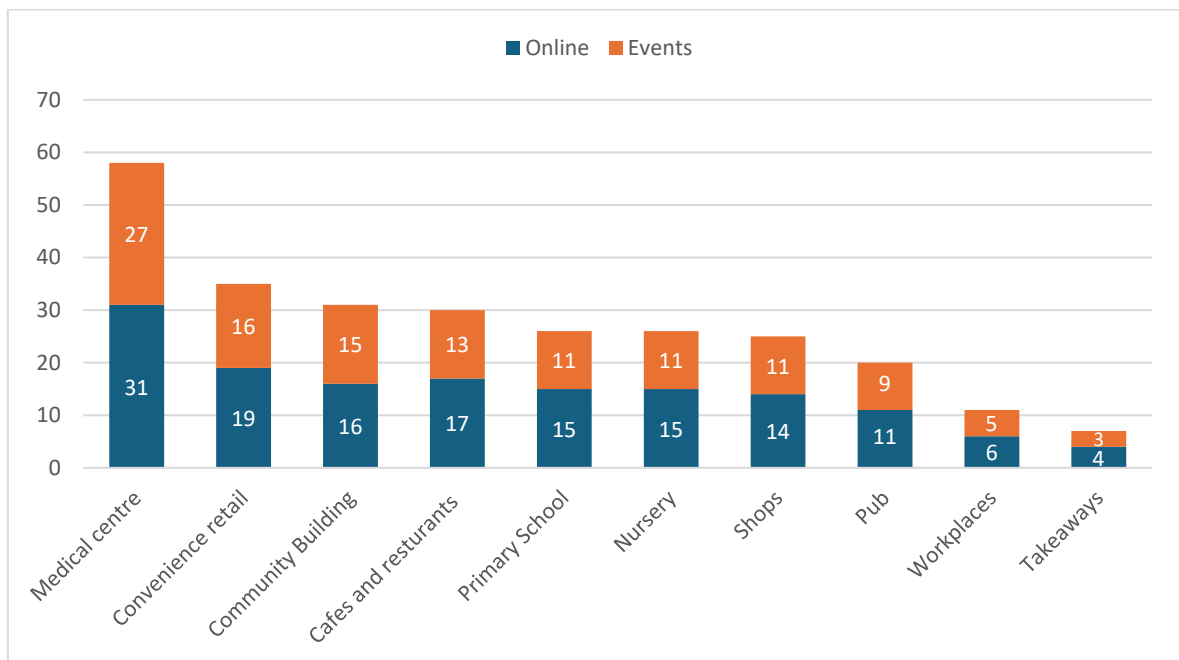


Which issues would you say are most important to you when considering the

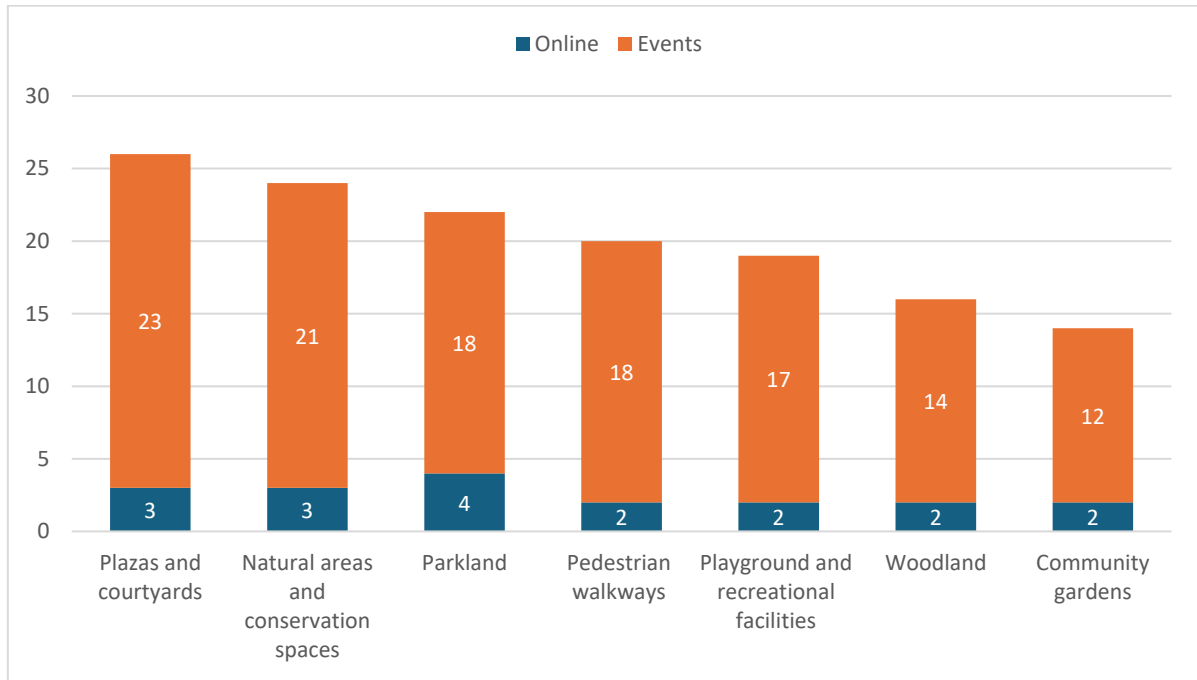
proposals?



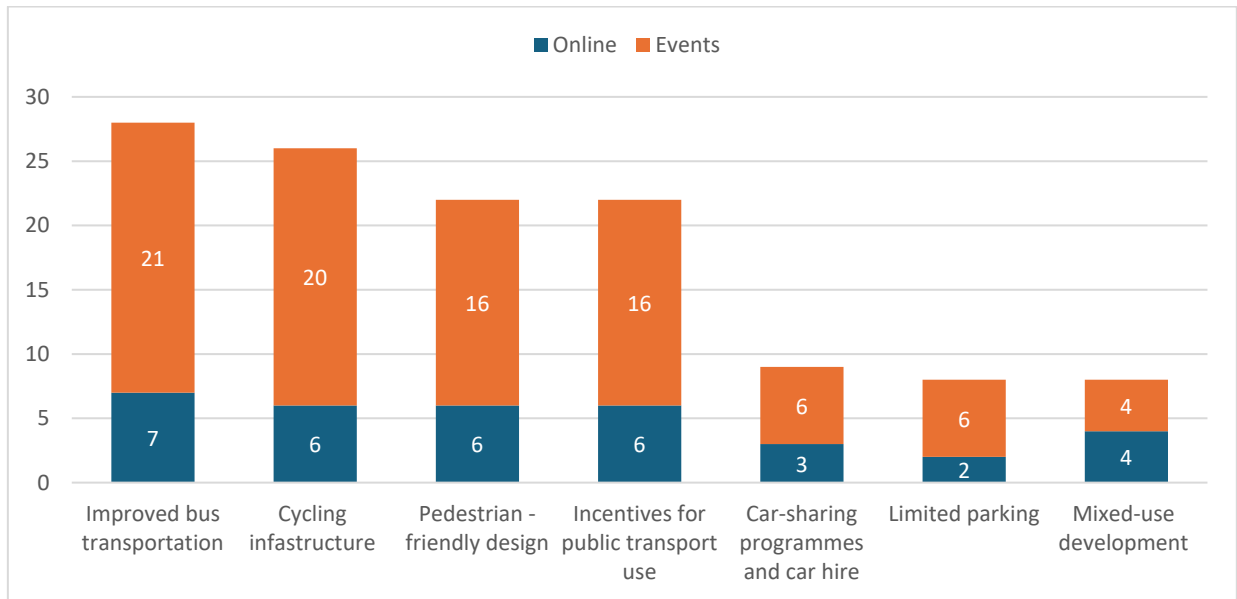
What would you like to see in the local centre?



What types of public spaces would you like to see?



What measures could be taken to reduce car travel?



General comments on the consultation

There were common themes that appeared in both the Stage 1 and Stage 2 consultations.

Traffic Congestion and Road Infrastructure

A large number of the comments made during the Stage 2 consultation related to traffic congestion and road infrastructure. Residents raised concerns about bottlenecks, existing road capacity, and the challenges facing commuters, particularly during peak hours. Comments questioned whether the transport infrastructure would be able to handle additional commuter traffic, again highlighting the state of congestion at peak times. The potential for new cycle routes to integrate with the existing cycle infrastructure in St Albans also featured as a prominent theme.

There were also more specific references to potential solutions for traffic congestion, such as a northern bypass or improving major junctions. One suggestion was for a retirement village to free up larger family homes for new residents.

Impact on Green Belt Land

The impact on Green Belt land was a recurring theme. Some residents felt that the proposed development would cause harm to the local environment, particularly in relation to wildlife habitats and natural beauty.

Affordable Housing

Respondents recognised the need for affordable housing, especially for key workers and young professionals. However, there was a clear preference for small, sustainable homes that meet local needs rather than larger, more expensive properties. Suggestions have included prioritising social housing or smaller homes that are “truly affordable” to local residents.

“I am also very keen that affordable housing for key workers is really affordable.”

General Support

In contrast to the Stage 1 consultation, a higher rate of respondents acknowledged their support for the development if it is sensitively designed, properly executed and addresses key issues.

“We need housing. This site is as good as it gets, would like to see solutions to wider issue of traffic. How to set up bus from the new estate and how to incentivise/ facilitate greener options. Re: transport, specifics would be welcomed”

“Really supportive of using this piece of land on the edge of the city to welcome 1000 new homes. If it fits in nicely with the existing houses + development and looks like places where people will want to live. I hope some of the 106 development money and be used to improve the park and pay for the road.”

Response to Feedback

This section summaries the Applicant’s response to the feedback received and explains how comments and suggestions from all stakeholders has informed the final planning application submission.

There has been a large volume of feedback received in relation to the proposed development, and this is likely to continue during the planning application process and beyond. It is not possible to respond to every detailed point or question received so the commentary below focuses on the key themes identified.

Key Issue	Response
<p>The development will cause further congestion on Harpenden Road.</p>	<p>The applicant has undertaken extensive pre-application consultation with the County Council and the District Council to develop a transport strategy for the development.</p> <p>A shared priority between the County Council and the District Council is the need to invest in active travel in order to change travel behaviour and patterns and reduce the reliance on the private car. This is aligned with national planning policy promoting sustainable modes of travel. The Local Walking and Cycling Investment Plan identifies Harpenden Road as a priority corridor for new and improved walking and cycling measures.</p> <p>As the proposed development is likely to generate a significant amount of movement, the application is supported by a Transport Assessment and Travel Plan to assess and mitigate any traffic impacts on journey times across key parts of the network including Harpenden Road.</p> <p>The accompanying Transport Assessment has identified measures that will support active travel. This will enable both future and existing residents to access key destination, including the city centre and the railway station, by sustainable modes of travel.</p> <p>The proposed transport strategy is likely to not only benefit the proposed development but also provide a catalyst for wider behavioral change and modal shift within the existing communities who are already moving around the network. Considering the significant opportunities for behavioral change which are forecast and which align with local and national policy, it is not deemed that the proposed development would result in a severe impact on</p>

	the surrounding highway network.
The site is located in the Green Belt and therefore inappropriate for development	<p>The Applicant acknowledges concerns about development in the Green Belt.</p> <p>However, the Green Belt's boundaries are effectively those drawn in the 1994 Local Plan and are now over 30 years old. Whilst they have endured for that period of time, it is widely accepted that development of land currently within the Green Belt is inevitable if present and future development needs are to be met.</p> <p>Moreover, the emerging Local Plan has been formulated on the basis that new development will need to occur on land subject to the Green Belt, including the application site, which has the advantage of being well-located to the services and facilities at the pre-eminent settlement in the District.</p> <p>Whilst the development will cause harm to the Green Belt by reason of inappropriateness, and this attracts substantial negative weight, this and other harms are, in this instance outweighed by the proposed development's many benefits, particularly the very substantial housing benefits.</p> <p>Further justification is set out within the Planning Statement.</p>
Concerns around access routes through Sandridgebury Lane	<p>Sandridgebury Lane extends through the application site connecting Harpenden Road and Sandridge. It is proposed that, within the application site, a new route is provided between Harpenden Road and Sandridgebury Lane. The main section of Sandridgebury Lane within the site would be converted into use as a green lane and would be limited to walking and cycling. Vehicular access would be restricted by the introduction of a modal filter to the west of the existing railway bridge. A modal filter is also proposed at Valley Road to limit its use to pedestrians and cyclists. These principles, shown on drawings 05920-SK-008-P0, 05920-SK-006-P1 and 05920-SK-010-P1 have been discussed and agreed with Hertfordshire County Council.</p> <p>It is proposed that the existing east-west connection between Sandridge and St Albans</p>

	<p>will be maintained, with traffic being re-routed within the development and through the new vehicular access at Harpenden Road. Further details on this proposal, as well as the measures and safeguards to ensure this route does not become a “<i>rat run</i>,” are set out in the Transport Assessment.</p>
<p>Questions around active transport routes being provided on the site</p>	<p>The access and movement vision supports low carbon, car last living which will deliver multifaceted benefits to the new and existing communities.</p> <p>In terms of physical mobility elements of the Woollam Park proposals include:</p> <ul style="list-style-type: none"> - A new or improved active travel route to support connectivity to St Albans City Centre and Railway Station. This includes separate infrastructure for active travel movements along corridors carrying higher volumes of vehicle movements through to traffic management along corridors where there are lower volumes of vehicle movements. - Improvements to the Ancient Junction (A1081/Beech Road/Batchwood Drive) and the King William IV junction (Beech Road/St Albans Road/Marshalswick Road/ Sandridge Road). - Enhancement of the local bus network including the introduction of new bus stops and a mobility hub in a new local centre. - On-site car club vehicles. <p>Taken together these measures provide the opportunity for more than 50% of the trips to and from Woollam Park to be undertaken by sustainable modes.</p> <p>Further details on these measures is contained in the Transport Assessment and Travel Plan.</p>
<p>Level of affordable housing</p>	<p>The Applicant is committed to providing 40% of the total number of new homes as affordable homes, equating to up to 400 new affordable homes.</p>
<p>Potential loss of existing playing pitches</p>	<p>To ensure continuity, we have reached an</p>

	<p>agreement with OASA to re-provide the three pitches on an adjacent field near their existing grounds.</p> <p>The new pitches will be completed and ready for use before any work begins on the access road.</p>
<p>Potential risk of flooding on site</p>	<p>The application site is not subject to fluvial flood risk, although there are parts of the site where surface water flow paths exist. Modelling has identified that these routes can either be maintained or captured by positive drainage measures to ensure that the proposed houses are other more vulnerable development are not at risk of flooding. The surface water drainage strategy also ensures that there is no increase in flood risk off site.</p> <p>Further details on flood risk is contained in the Flood Risk Assessment and Drainage Strategy.</p>

Conclusion

The applicants have successfully engaged with the community to provide opportunities to learn about and feedback on the proposals for Woollam Park. From the outset, the applicants' team has involved the local community in the emerging proposals ahead submission of a planning application.

Rather than giving the consultation strategy a single focal point, it was decided that a two-stage engagement campaign would allow the proposals to reach a broader cross-section of the local community and facilitate deeper and more meaningful conversations regarding the issues around the emerging scheme.

This strategy was successful, and managed to engage large numbers of St Albans residents, both in the area local to the site and from across the city.

Two formal exhibition events, attended by a total of 178 people, were at the centre of this strategy. However, emphasis should be given to the three 'pop-up' engagement events in St Albans city centre, which resulted in dozens of detailed conversations on the proposals which would not otherwise have taken place, and which guided the public to the consultation material and exhibitions.

The in-person aspect of the strategy was complemented by a dedicated consultation website and by email and postal addresses which kept lines of contact open between residents and the applicants.

Almost a dozen direct engagement meetings have taken place with relevant stakeholders, including resident groups, schools, parish councils, St Albans Council members, Hertfordshire County Council members and active travel groups with an interest in the local area.

Feedback has been balanced, with many residents raising concerns around transport and highways issues in particular. These concerns have been helpful in allowing the applicants' team to refine the proposals prior to the submission of the planning application.

Other concerns have also been prominent, for instance relating to the impact of new residents on local school capacity, the principle of Green Belt development and questions regarding drainage and local biodiversity. These matters will be addressed throughout the submitted application, and the project team has pledged to continue conversations with local stakeholders through the determination process.

Appendix A – Community Consultation Leaflets

Initial Public Consultation leaflet, July 2024

WOOLLAM PARK

A New, Exemplar Neighbourhood
in North St Albans

Initial Public Consultation

Woollam Park is a proposed exemplar new neighbourhood in North St Albans. This new community will provide far more than just much-needed new housing, with a range of new facilities, generous public open space, alongside community and retail amenities as part of the site proposals.

Woollam Park has been recognised by St Albans City & District Council as a potential location for new homes for several years and is now proposed for around 1,000 homes (including affordable housing) in the emerging St Albans Local Plan.

The development will include family-sized homes, dedicated housing for older persons, a Local Centre with a community building, a children's nursery, shops, and a new two-form entry primary school alongside a network of high quality and integrated green open spaces centred on a new common.

You can find out more information at woollampark.co.uk

The site's promoters are now holding an online consultation on initial design ideas for this emerging housing allocation. Our website, www.woollampark.co.uk, provides details on the emerging proposals and offers you the opportunity to share comments via an online feedback form.

This initial consultation is scheduled to commence on Friday, 19th July 2024 and will run for a four-week period until Friday, 16th August 2024.

Beyond this, we will be holding further consultation events with the public in August and September 2024, including two public exhibitions (scheduled for early September) and an additional online consultation. You will be notified about these events closer to the date, and further information will be available on the website.

We look forward to hearing your views.

Woollam Park is being promoted by Hallam Land and the landowners, St Albans School.

WOOLLAM PARK

St Albans

Second Public Consultation leaflet, August 2024



WOOLLAM PARK

A New, Exemplar Neighbourhood
in North St Albans

Invitation to Stage 2 Consultation

Woollam Park is a proposed exemplar new neighbourhood in North St Albans. We previously wrote to you last month informing you of our plans to consult on our emerging plans.

We now want to invite you to the next stage of our public consultation, with two dedicated exhibition events where you can review the proposals, offer your feedback and ask any questions of the project team. We look forward to welcoming you.



WOOLLAM PARK St Albans

Exhibition Events

- 1pm – 8pm Tuesday, 3 September 2024 at Christ Church, 3 High Oaks AL3 6DJ
- 1pm – 8pm Wednesday, 4 September 2024 at Alban Arena, Civic Centre, AL1 3LD

A virtual exhibition will also be held on our website, woollampark.co.uk, and this will offer you the opportunity to share comments via an online feedback form.

This consultation phase will run from Tuesday, 3 September 2024 for a three-week period until Tuesday, 24 September 2024.

You can find out more information at woollampark.co.uk

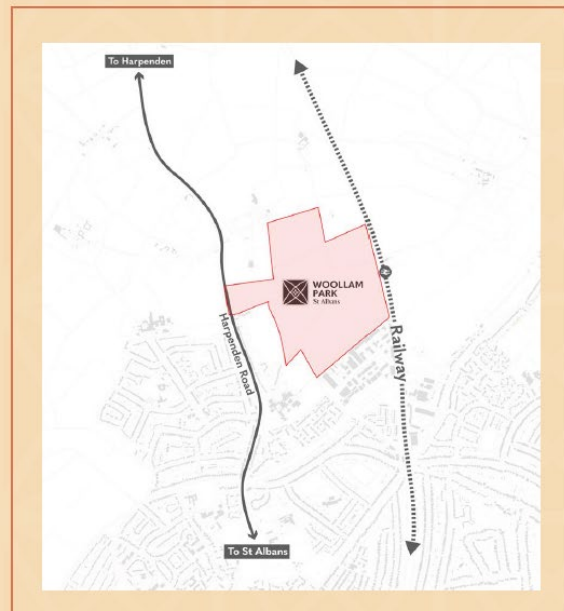
Woollam Park has been recognised by St Albans City & District Council as a potential location for new homes for several years and is now proposed for around 1,000 homes (including affordable housing) in the emerging St Albans Local Plan.

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The development will include family-sized homes, dedicated housing for older persons, a local centre with a community building, a children's nursery, shops, and a new two-form entry primary school alongside a network of high quality and integrated green open spaces centred on a new common.

We look forward to hearing your views throughout the planning process.

Woollam Park is being promoted by Hallam Land, a subsidiary of Henry Boot, and the landowners St Albans School.



Appendix B – Exhibition Boards




Introduction

Thank you for taking the time to visit our public consultation

This consultation event provides further details on our emerging plans for Woolam Park, a new, exemplar neighbourhood providing new housing, public open space, community and retail facilities.

Your views are important to us and can be provided through a paper or online Feedback Survey.





Background

Planning Policy

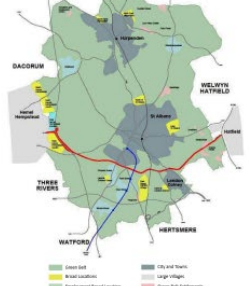
In 2018, the Woolam Park site was identified as a 'Broad Location' in the draft Local Plan due to limited urban housing options, minimal Green Belt impact, and high accessibility.

This led to a draft Masterplan for 1,000 homes being presented in July 2020 to the St Albans Planning Policy Committee.

In July 2023, the City & District Council's new Regulation 18 Local Plan identified St Albans as the primary focus for development and continued to designate North St Albans as a "Broad Location" for growth.


The draft Local Plan acknowledges the need to release some Green Belt land to meet St Albans' development needs, with Arup's study assessing individual fields' contributions rather than overall sites, and emphasising that Green Belt impact is just one factor among urban proximity, sustainability, and deliverability.

Withdrawn St Albans Local Plan




Legend:
■ Green Belt
■ Employment Broad Location
■ Other Broad Locations
■ City and Town Centre
■ High Growth
■ Green Belt Settlements

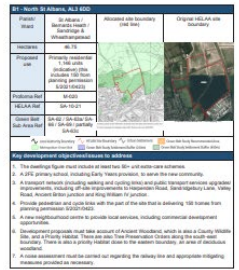
A New Local Plan for St Albans



Key Diagram in the St Albans Draft Local Plan (2023) showing the proposed North St Albans allocation (5).



Masterplan submitted to Planning Policy Committee 9th July 2020.



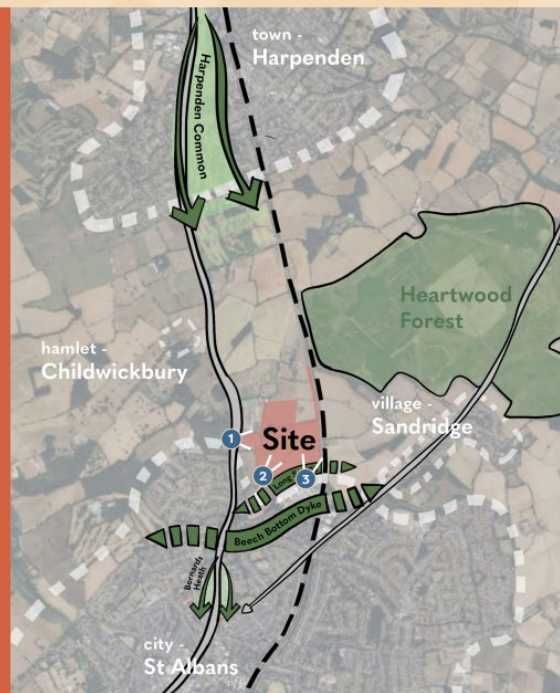
St Albans Reg. 18 Local Plan 2041-2050. Approved by the Council on 12/01/2022. Development of 1,146 units. This includes the Hunston planning permission of up to 150 dwellings. Approval Date: 12/01/2022

The Site

Woollam Park is adjacent to the northern fringe of St Albans, benefiting from nearby services and facilities, including the New Greens community, Porters Wood Employment Site, and Woollam Playing Fields.

The site, primarily arable land with some playing fields, is well-contained by the urban edge, ancient woodland, and the mainline railway.

Key viewpoints across the site are shown below.



Woollam Park is a collective vision for an exemplar neighbourhood in St Albans.

The vision for Woollam Park is to establish a long-term strategy that accommodates the growth and specific needs of this location.

This will identify and cater for emerging lifestyles and the new economic, mobility and energy demands of the future.

-  Around 1,000 family-sized homes including affordable housing
-  Dedicated housing for older people
-  A local centre with a community building, shops, mobility hub and a children's nursery
-  A new two-form entry primary school
-  A series of connected green open spaces around a new common
-  New pedestrian and cycling infrastructure into the City Centre
-  A new bridleway linking this part of St Albans to the Hertfordshire Way and Heartwood Forest



Housing in St Albans

St Albans is one of the least affordable places in England. Put simply, the supply of housing has not been keeping up with demand.

For over a decade, housing completions have been only half the required amount, largely due to the outdated Local Plan (1994) and Green Belt restrictions.

Prospective homeowners in St Albans now need more than 17 times their annual salary to buy a home. It also has the fifth most expensive private rental costs in the UK outside of London.

There is a striking need for more Affordable homes, with the latest Housing Market Assessment (2020) estimating a need for 443 Affordable homes to rent and 385 to own each year. However, actual delivery falls short, and market housing schemes like Woollam Park aim to deliver 40% of their total as Affordable homes.



The place where house prices are 17 times yearly earnings



GETTY IMAGES

What do those priced out of home ownership in the Hertfordshire city want to hear from those seeking their vote?

Louise Parry & Laurence Cawley

BBC News, St Albans

19 June 2024

The average cost of a house in the district of St Albans is 17 times greater than the average yearly earnings of those who live there, making it the least affordable place to live outside of central London. What do those priced out of home ownership in the Hertfordshire city want to hear from those seeking their vote?

Community Hub

Sustainable places include a mix of uses that support everyday activities, to live, work and play.

Woollam Park will be a compact and walkable neighbourhood with a new local centre acting as the focal point of the development.

This will serve the local needs of the neighbourhood and will include shops, workspace, a mobility hub, a nursery and a community building.

In line with the requirements of the Local Education Authority there will also be a new two-form entry primary school adjacent to the local centre.



Connected & Active Travel

The local centre and primary school will be within a 10-minute walk for all residents, promoting a 20-minute neighbourhood.

A Mobility Hub in the Local Centre will offer facilities like a bus stop with live transport info, secure cycle parking, bicycle hire, e-bikes, EV charging, and car club spaces.

New cycling infrastructure and an 'active travel corridor' on Sandridgebury Road will enhance connectivity.

A network of pedestrian footways and a new bridleway will link to the Hertfordshire Way and Heartwood Forest, making Woollam Park a welcoming northern gateway into St Albans.



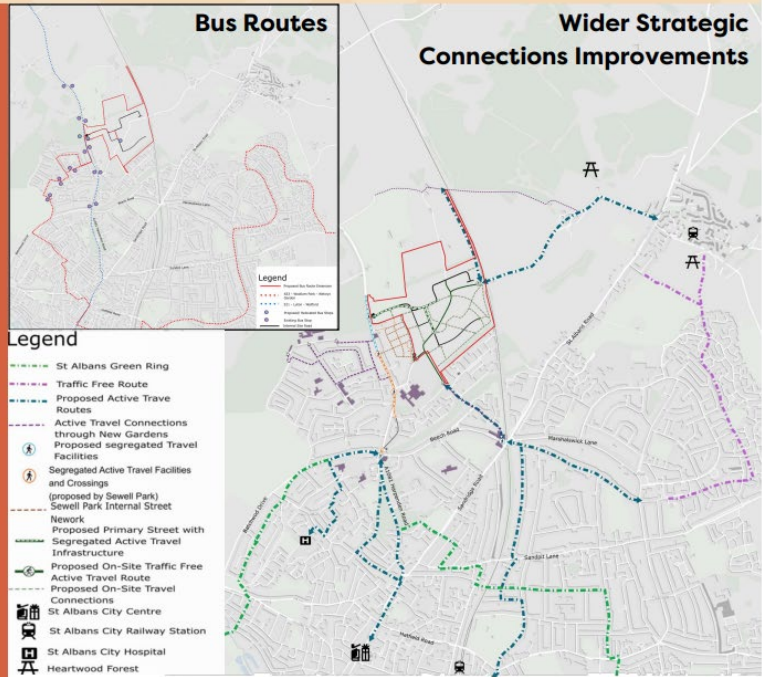
Connected & Active Travel

The St Albans 'Local Cycling and Walking Implementation Plan' (LCWIP) and Draft Local Plan aim to improve public transport and low-carbon travel, with aspirations to increase connectivity along key corridors within the city.

This includes enhancing existing and providing new pedestrian and cycling infrastructure.

The site is strategically located to support these aspirations and could help deliver the following offsite improvements:

- Upgrades to the Ancient Briton and King William Junctions
- Improvements to cycling infrastructure along key corridors towards the city centre and other key destinations
- New pedestrian infrastructure to improve accessibility between the site and New Greens



The site is located entirely within the Environment Agency's Flood Zone 1, however public mapping indicates areas of surface water flood risk following significant rainfall events, due to its topography. This heavy rainfall can cause uncontrolled surface water runoff from the saturated agricultural fields onto Sandridgebury Lane, leading to short-term flooding.

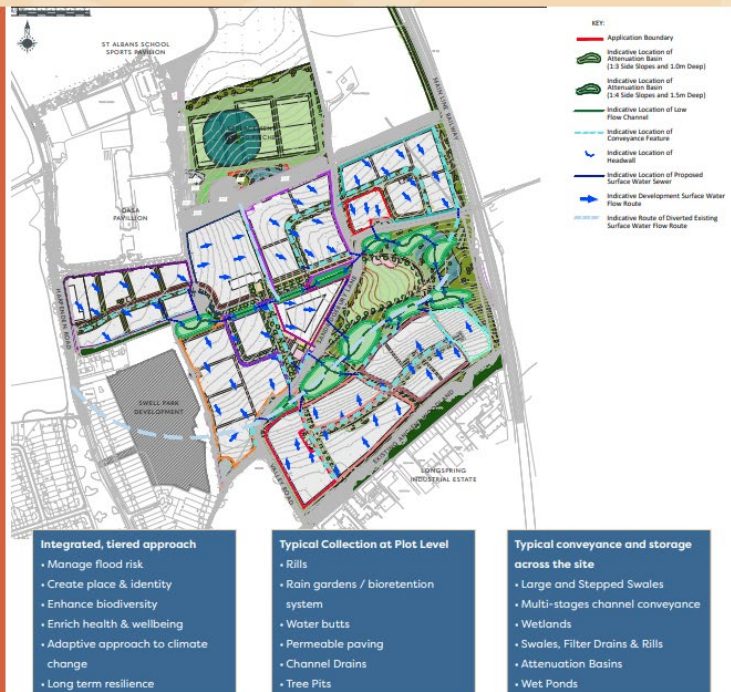
Surface Water and Flood Risk Design Principles

- Commitment to Sustainable Drainage Systems (SuDS)
- Long Term adaptation and resilience to climate change
- Accommodates construction phasing
- Tailored to proposed character areas
- Balance of conveyance with attenuation
- Water quality considerations

Our drainage engineers have developed sustainable urban drainage systems using an **Integrated, tiered approach** to manage and store surface water, working with the Environment Agency and Local Lead Flood Authority. These systems will collect, slow down the flow, and move surface water across the site using planted conveyance systems allowing for water quality improvement before infiltration in the eastern part of the site.

The replacement playing pitches will have their own drainage system independent of the wider residential development.

Due to natural fall of the site, foul sewerage will be pumped to a Thames Water sewer, at a location agreed with them.



Integrated, tiered approach

- Manage flood risk
- Create place & identity
- Enhance biodiversity
- Enrich health & wellbeing
- Adaptive approach to climate change
- Long term resilience

Typical Collection at Plot Level

- Rills
- Rain gardens / bioretention system
- Water butts
- Permeable paving
- Channel Drains
- Tree Pits

Typical conveyance and storage across the site

- Large and Stepped Swales
- Multi-stages channel conveyance
- Wetlands
- Swales, Filter Drains & Rills
- Attenuation Basins
- Wet Ponds

Spaces For Nature

Woollam Park will be landscape-led, with large areas dedicated to green and blue infrastructure, including native woodland, hedgerows, habitats, and sustainable drainage systems, aiming for a minimum 10% biodiversity net gain on-site.

Our aspiration is to repurpose part of Sandridgebury Lane for walking and cycling only, creating a main active travel corridor alongside a large new 'common' to the east of the site, providing open space for all ages and abilities. A new bridleway will be provided along the railway to connect with the countryside and Heartwood Forest.

Replacement sports pitches will be provided to the north for year-round use by the Old Albanian Sports Club, maintaining Woollam Playing Fields as one of the city's key sporting hubs.

Water features like swales, rain gardens, and rain-capture systems will form an integrated network to enhance and protect existing biodiversity and create new green corridors, including a 'green ring' around the site.

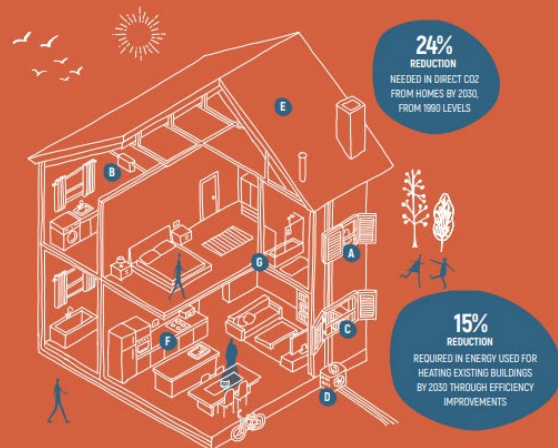


Low-Carbon Living

In 2019, St Albans City & District Council declared a Climate Emergency, aiming to reduce carbon emissions to net zero by 2030.

Woollam Park will contribute to these goals by embedding sustainable living, meeting the Future Home Standard and targeting 100% net zero regulated energy on site, where possible

The development will also include modern construction methods, BREEAM 'Excellent' commercial buildings, and provisions for cycle storage and EV charging facilities. Residential properties will also commit to the Home Quality Mark.



- A** High levels of air tightness.
- B** More fresh air, with mechanical ventilation & heat recovery, and passive cooling measures such as open-able windows.
- C** Triple glazed windows and external shading, especially on south and west faces.
- D** Low-carbon heating and no new homes on the gas grid by 2025 at the latest.
- E** Water management and cooling with more ambitious water efficiency standards, green roofs and reflective walls.
- F** Flood resilience and resistance e.g. raised electricals, concrete floors and greening your garden.
- G** Construction and site planning with timber frames and sustainable transport options (such as cycling).

A Day in the Life



Get Involved

We are aiming to foster a constructive discussion with the local community around the initial design and layout of Woollam Park, building on the work done through the emerging St Albans Local Plan.

Your views are important to us and can be provided in the following ways:

- via a hard copy Feedback Form which is available at the exhibition
- via an online Feedback Survey on the consultation website woollampark.co.uk
- by emailing consultation@woollampark.co.uk with specific queries and feedback
- by calling 0203 026 3143 to talk to one of the project team

We look forward to hearing your views.

Appendix C – Website Pages



St Albans



Woollam Park, North St Albans

Thank you for taking the time to visit this website.

We are in the early stages of designing this exemplar neighbourhood at Woollam Park.

Following a first-stage consultation earlier this summer, we are currently engaging with residents and local stakeholders once again as we seek to refine our plans ahead of a future planning application.

IN-PERSON EXHIBITIONS

We are hosting two, in-person exhibition events in early September, where you can review the proposals for yourself, ask questions of the project team and provide your feedback.

The exhibition details are as follows:

- Tuesday 3 September: 3 High Oaks, St Albans AL3 6DJ, 1-8pm
- Wednesday 4 September: Civic Centre, St Albans AL1 3LD, 1-8pm

We look forward to welcoming you.



ONLINE CONSULTATION

To coincide with these exhibitions, this website provides you with access to the same information and consultation materials as those which were presented at the events.

Our exhibition boards cover our current proposals for the Woollam Park site, address key community questions and provide context for some specific aspects of the emerging scheme.

[VIEW EXHIBITION BOARDS](#)



YOUR FEEDBACK

We would also be grateful to receive your feedback on the proposals for our exemplar new neighbourhood.

If you would like to get in touch directly, please reach out via email at consultation@woollampark.co.uk, or by post at FREEPOST – CRATUS COMMUNICATIONS

[GIVE YOUR FEEDBACK ONLINE](#)



KEEP UP TO DATE

Register below if you would like to receive updates on Woollam Park as the project progresses

Name

Email



[Exhibition Materials >](#)
[Get Involved >](#)

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Exhibition Materials

Thank you for taking the time to engage with our consultation for Woollam Park. To view the exhibition boards as they were presented at our public events in September 2024, please access our 'virtual exhibition' below, or download the boards as a pdf at the bottom of this page.



Download Exhibitions



Exhibition
Materials >
Get Involved >



Get involved

We are grateful to all residents and local stakeholders who have taken the time to provide feedback on our emerging proposals for Woollam Park to date.

At our exhibition events in September 2024, we have been collecting further views from local people on what they would like to see in our new neighbourhood for St Albans.

Please share your feedback using the form provided below.

Alternatively, if you would like to get in touch directly, please reach out via email at consultation@woollampark.co.uk or by post at FREEPOST – CRATUS COMMUNICATIONS

First Name

Last Name

Postcode

Do you believe there is a housing crisis in St Albans?

Yes No

Do you believe St Albans needs more affordable housing?

Yes No

Do you think there is a need for more family-sized housing in St Albans?

Yes No

Would you welcome more specific older people's housing in St Albans?

Yes No

Which types of housing are most important?

Please tick all that apply.

- Traditional larger family homes (e.g. 3-5 bedroom)
- Smaller traditional homes (e.g. 1-2 bedroom)
- Townhouses
- Apartments

What would you say are the issues of most importance to you when considering the proposed new neighbourhood?

Please tick all that apply.

- Design of the development
- Town planning issues
- Highways & transport issues
- Drainage
- Sustainability & Biodiversity
- Affordable housing provision
- Community infrastructure
- Other

What would you like to see in the local centre?

Please tick all that apply.

- Primary school
- Nursery
- Convenience retail
- Shops
- Workspaces
- Cafes and restaurants
- Pub
- Takeaways
- Community Building
- Medical centre

What sort of public spaces would you like to see?

Please tick all that apply.

- Playground and recreational facilities
- Parkland
- Pedestrian walkways
- Plazas and courtyards
- Community gardens
- Woodland
- Natural areas and conservation spaces

What measures could be used to reduce car travel?

Please tick all that apply.

- Improved bus transportation
- Cycling infrastructure
- Pedestrian-friendly design
- Car-sharing programmes and car hire
- Mixed-use development
- Incentives for public transport use
- Limited parking

General comments

If you have any general comments on the proposals for a new community at Woollam Park, please let us know in the box below:


[Submit Feedback](#)



[Exhibition Materials >](#)
[Get Involved >](#)

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Appendix D – Printed Feedback Forms



**WOOLLAM
PARK**
A New, Exemplar Neighbourhood
in North St Albans

Second Stage Consultation
Feedback Form, September 2024

Thank you for taking the time to consider the emerging proposals for Woollam Park at this afternoon's consultation event.

We aim for Woollam Park to be a new, exemplary neighbourhood for St. Albans which delivers benefits and value to both new and existing residents. Your feedback is valuable to us as we refine the proposals ahead of a future planning application.

If you would prefer, please feel free to submit your feedback digitally via our website, by emailing consultation@woollampark.co.uk, or by writing to us at FREEPOST – CRATUS COMMUNICATIONS.

Name: **Postcode:** **Email:**

Q 01: Do you believe there is a housing crisis in St Albans?

YES NO

Q 02: Do you believe St Albans needs more affordable housing?

YES NO

Q 03: Do you think there is a need for more family-sized housing in St Albans?

YES NO

Q 04: Would you welcome more specific older people's housing in St Albans?

YES NO

Q 05: Which types of housing are most important? (please tick all that apply)

- Traditional larger family homes (e.g. 3-5 bedrooms)
- Smaller traditional homes (e.g. 1-2 bedroom)
- Townhomes
- Apartments

Q 06: What would you say are the issues of most importance to you when considering the proposed new neighbourhood? (please tick all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Design of the development | <input type="checkbox"/> Affordable housing provision |
| <input type="checkbox"/> Town planning issues | <input type="checkbox"/> Community infrastructure |
| <input type="checkbox"/> Highways & transport issues | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Drainage | <input type="text"/> |
| <input type="checkbox"/> Sustainability & biodiversity | |

Q 07: What would you like to see in the local centre? (please tick all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Primary School | <input type="checkbox"/> Cafes and restaurants |
| <input type="checkbox"/> Nursery | <input type="checkbox"/> Pub |
| <input type="checkbox"/> Convenience retail | <input type="checkbox"/> Takeaways |
| <input type="checkbox"/> Shops | <input type="checkbox"/> Community Building |
| <input type="checkbox"/> Workspaces | <input type="checkbox"/> Medical centre |

Q 08: What sort of public spaces would you like to see? (please tick all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Playground and recreational facilities | <input type="checkbox"/> Woodland |
| <input type="checkbox"/> Parkland | <input type="checkbox"/> Natural areas and conservation spaces |
| <input type="checkbox"/> Pedestrian walkways | <input type="checkbox"/> Plazas and courtyards |
| <input type="checkbox"/> Community gardens | |

Q 09: What measures could be used to reduce car travel? (please tick all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Improved bus transportation | <input type="checkbox"/> Mixed-use development |
| <input type="checkbox"/> Cycling infrastructure | <input type="checkbox"/> Incentives for public transport use |
| <input type="checkbox"/> Pedestrian-friendly design | <input type="checkbox"/> Car-sharing programmes and car hire |
| <input type="checkbox"/> Limited parking | |

Q 10: If you have any general comments on the proposals for a new community at Woollam Park, please let us know in the box below:

Privacy policy: By submitting this form, you confirm that you are happy for us to keep you updated on our plans for Woollam Park. We will share anonymised data on the feedback to our consultation as part of a future planning application to St Albans City & District Council. We will never use your details for marketing purposes, and we will only communicate with you regarding this site, and this site alone. By submitting the form, you hereby agree that we may collect, store and process the data that you provided.

You can find out more information at woollampark.co.uk



Meeting Presentation

Define.



**WOOLLAM
PARK**
North St Albans

ST ALBANS MEMBER BRIEFING SESSION

19TH AUGUST 2024

WHO WE ARE



ST ALBANS
SCHOOL



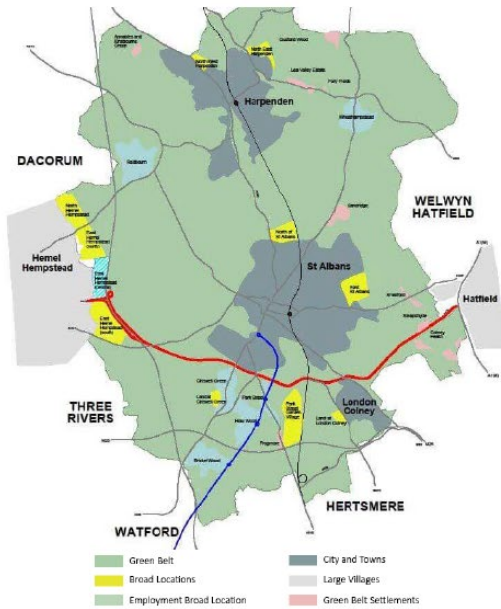
PART OF HENRY BOOT

BACKGROUND



3

WITHDRAWN ST ALBANS LOCAL PLAN



Key Diagram in withdrawn St Albans Local Plan (2018) showing the proposed 'North St Albans' Allocation.



Masterplan submitted to Planning Policy Committee 9th July 2020.

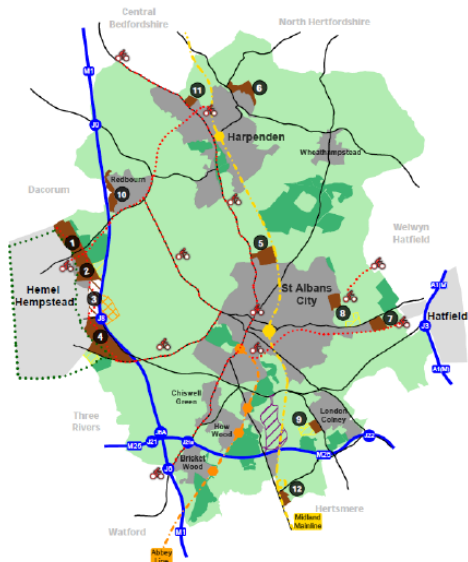
4

SEWELL PARK (CALA HOMES)



5

A NEW LOCAL PLAN FOR ST ALBANS



Key Diagram in the St Albans Draft Local Plan (2023) showing the proposed North St Albans allocation.

6

B1 - North St Albans, AL3 6DD			
Parish/Ward	St Albans / Bernards Heath / Sandridge & Wheathampstead	Allocated site boundary (red line)	Original HELAA site boundary
Hectares	48.75		
Proposed use	Primarily residential (indicative) (this includes 150 from planning permission 5/2021/0423)		
Proforma Ref	M-020		
HELAA Ref	SA-10-21		
Green Belt Sub Area Ref	SA-62 / SA-63a/ SA-66 / SA-69 / partially SA-63c		
Key development objectives/issues to address			
<ol style="list-style-type: none"> The dwellings figure must include at least two 50+ unit extra-care schemes. A 2FE primary school, including Early Years provision, to serve the new community. A transport network (including walking and cycling links) and public transport services upgrades/improvements, including off-site improvements to Harpenden Road, Sandridgebury Lane, Valley Road, Ancient Briton junction and King William IV junction. Provide pedestrian and cycle links with the part of the site that is delivering 150 homes from planning permission 5/2021/0423. A new neighbourhood centre to provide local services, including commercial development opportunities. Development proposals must take account of Ancient Woodland, which is also a County Wildlife Site, and a Priority Habitat. There are also Tree Preservation Orders along the south-east boundary. There is also a priority Habitat close to the eastern boundary, an area of deciduous woodland. A noise assessment must be carried out regarding the railway line and appropriate mitigating measures provided as necessary. 			

Draft Local Plan 2041 Reg. 18 Consultation closed 25th September 2023:

- development of 1146 units
- this includes the Hunston planning permission of up to 150 dwellings, Approval Date: 12/01/2022

OUR APPROACH TO ENGAGEMENT

Engagement to Date:

Political

- Leadership of Hertfordshire County Council
- Leadership of St Albans City & District Council
- Sandridge Parish Council

Local Stakeholders

- Active travel groups
- Local schools
- Local sports clubs

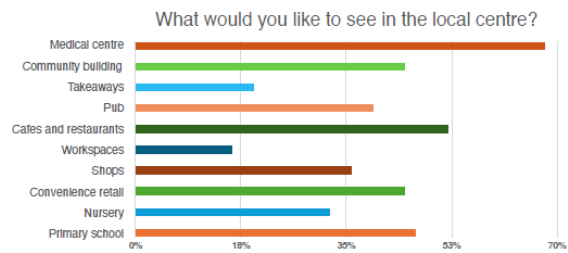
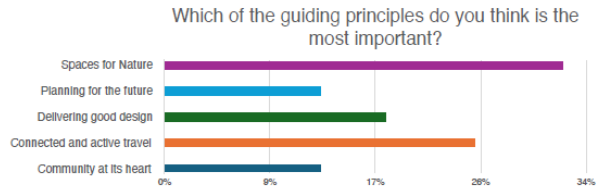
Residents

- Leaflets to over 2,000 homes near to the site
- Consultation website launched
- 50+ feedback forms completed
- Pop-up engagement events

Planned Engagement

Public Exhibition Events

- Christ Church, 3 September
- Alban Arena, 4 September



7

PRE-APPLICATION ENGAGEMENT



St Albans District Council



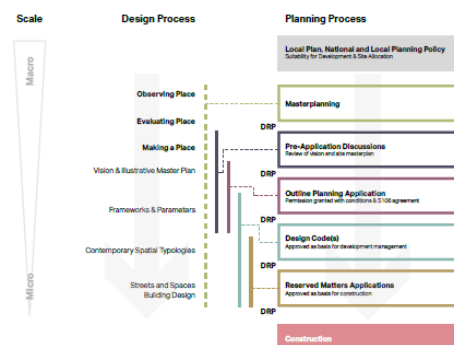
St Albans Strategic Design Guidance: Design Toolkit



Hertfordshire County Council



Other Stakeholders



St Albans Strategic Design Guidance: Design Toolkit - Relationship between the design process and the planning process at SADC.

8

FUTURE COMMUNITY ENGAGEMENT



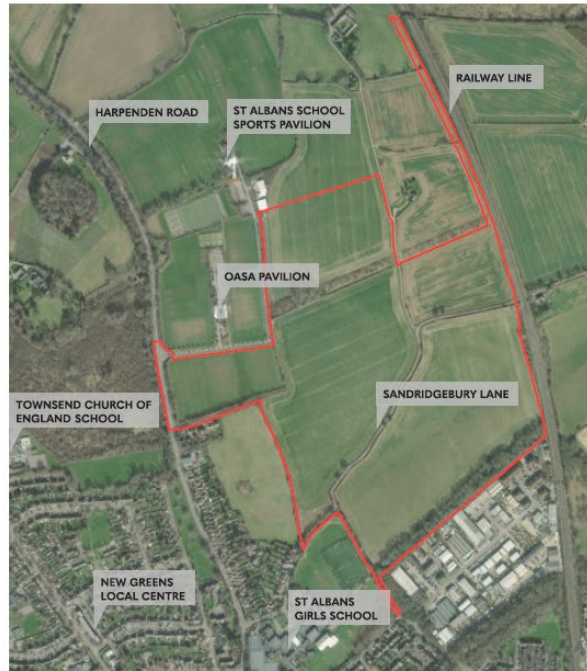
9

SITE CONTEXT



10

SITE LOCATION



11

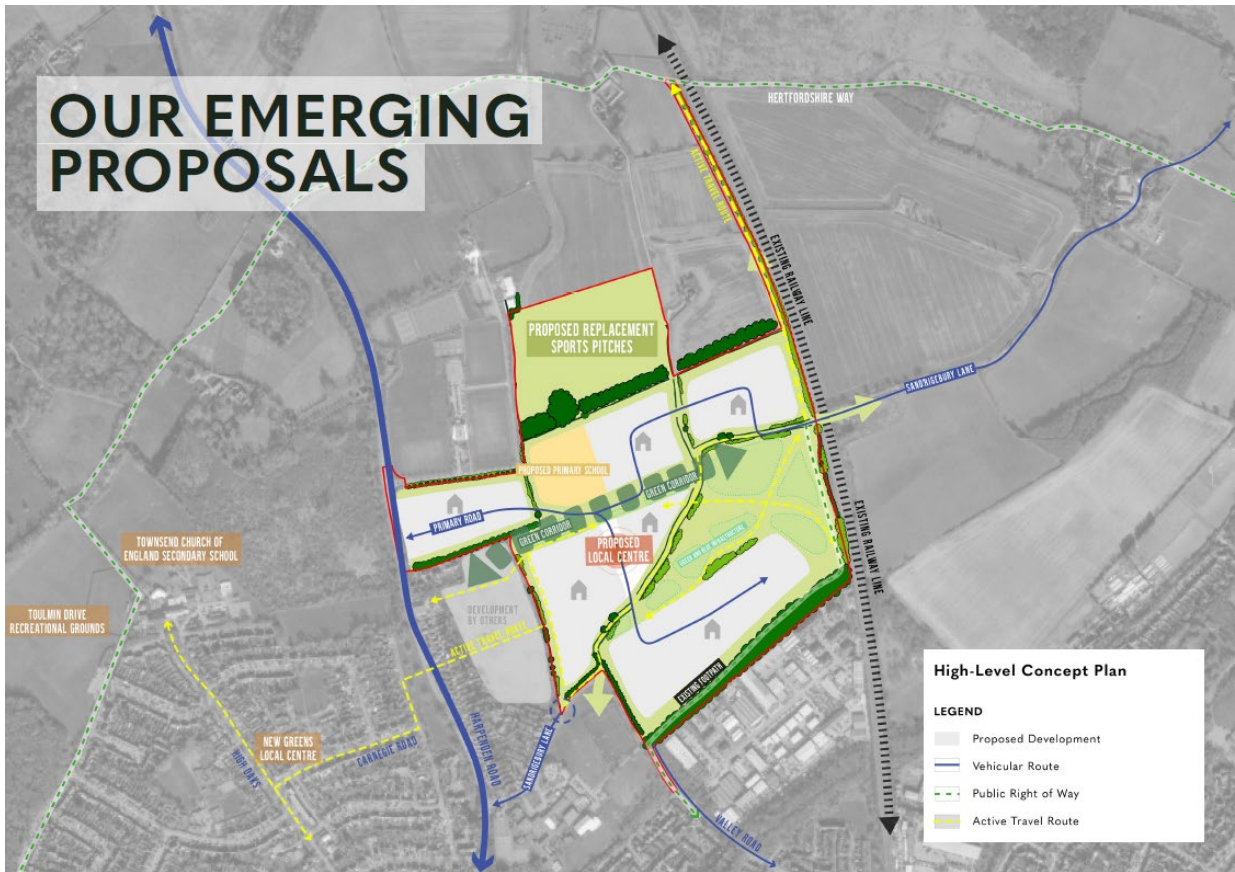
OUR VISION

Woollam Park is a collective vision for an exemplar neighbourhood in St Albans.

The vision for Woollam Park is to establish a long-term strategy that accommodates the growth and specific needs of this location. This will identify and cater for emerging lifestyles and the new economic, mobility and energy demands of the future.

-  Around 1,000 family-sized homes including affordable housing
-  Dedicated housing for older people
-  A local centre with a community building, shops, mobility hub and a children's nursery
-  A new two-form entry primary school
-  A series of connected green open spaces around a new common
-  New pedestrian and cycling infrastructure in to the City Centre
-  A new bridleway linking this part of St Albans to the Hertfordshire Way and Heartwood Forest

12

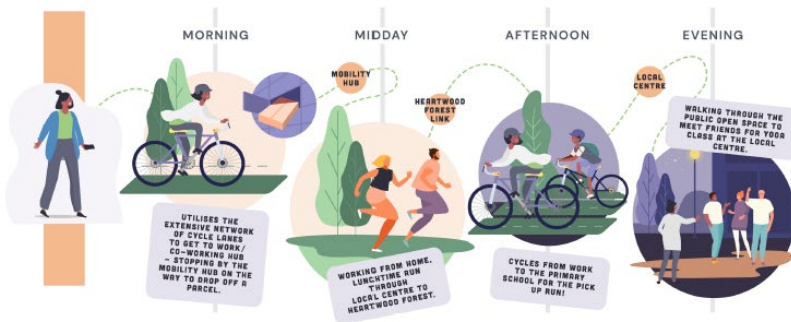


COMMUNITY AT ITS HEART

A diversity of uses is critical to creating sustainable places. Woollam Park will include a range of uses to support everyday activities, and create a community in which to live, work and play.

WHO ARE THE NEW RESIDENTS?

The development will allow easy internal movement and provide a variety of ways for the residents to interact.

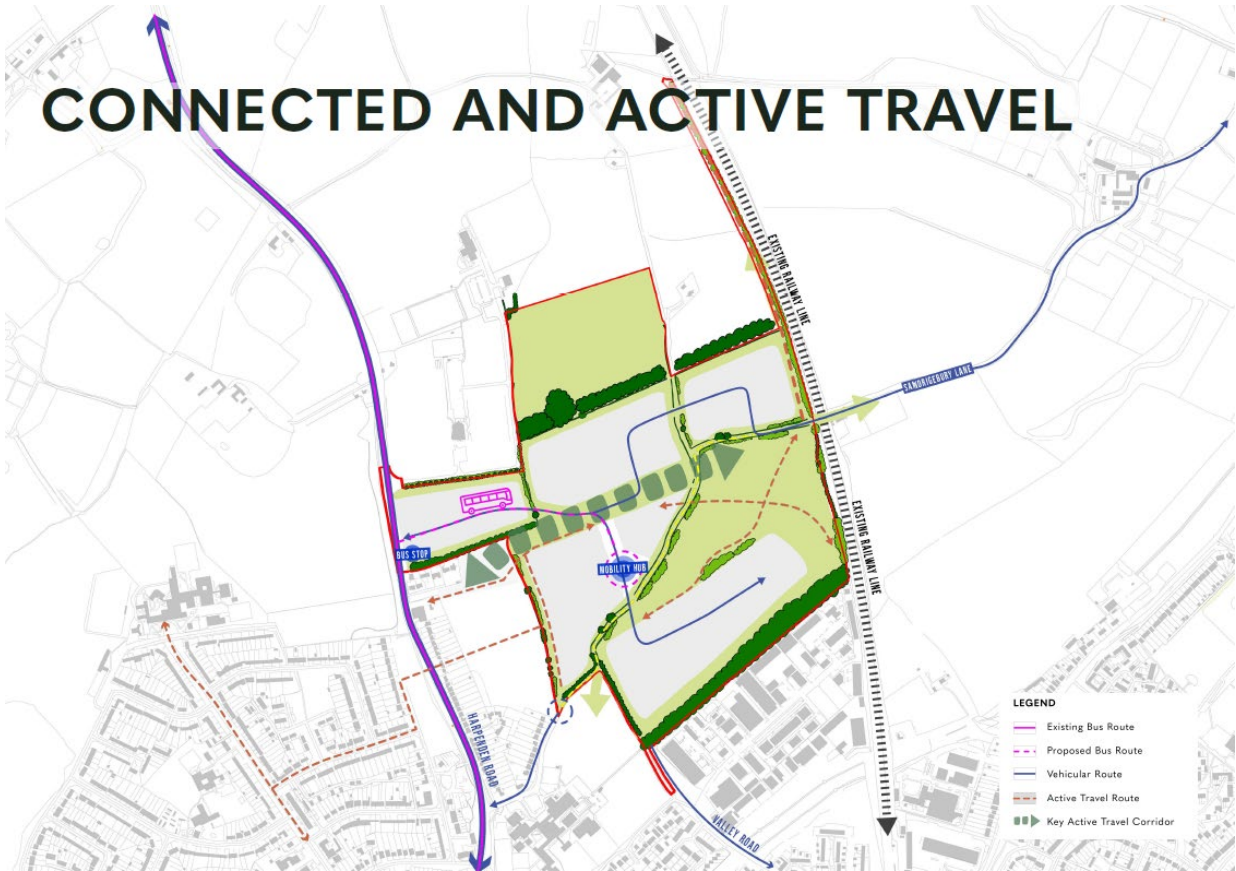


CONNECTED AND ACTIVE TRAVEL

Successful places are accessible and easy to move around. Woollam Park will deliver an integrated movement network that makes connections to destinations, places, and communities, both within the site and beyond its boundaries. Deliverable “Active Travel” (walking and cycling) is one of the key aspirations of both the County and District councils and Woollam Park prioritises this approach.



15



DELIVERING GOOD DESIGN

Good design comes from the way that buildings, streets and spaces, landscape and infrastructure combine. Woollam Park has a clear design vision which will deliver high quality, characterful, beautiful and locally distinctive buildings and places.



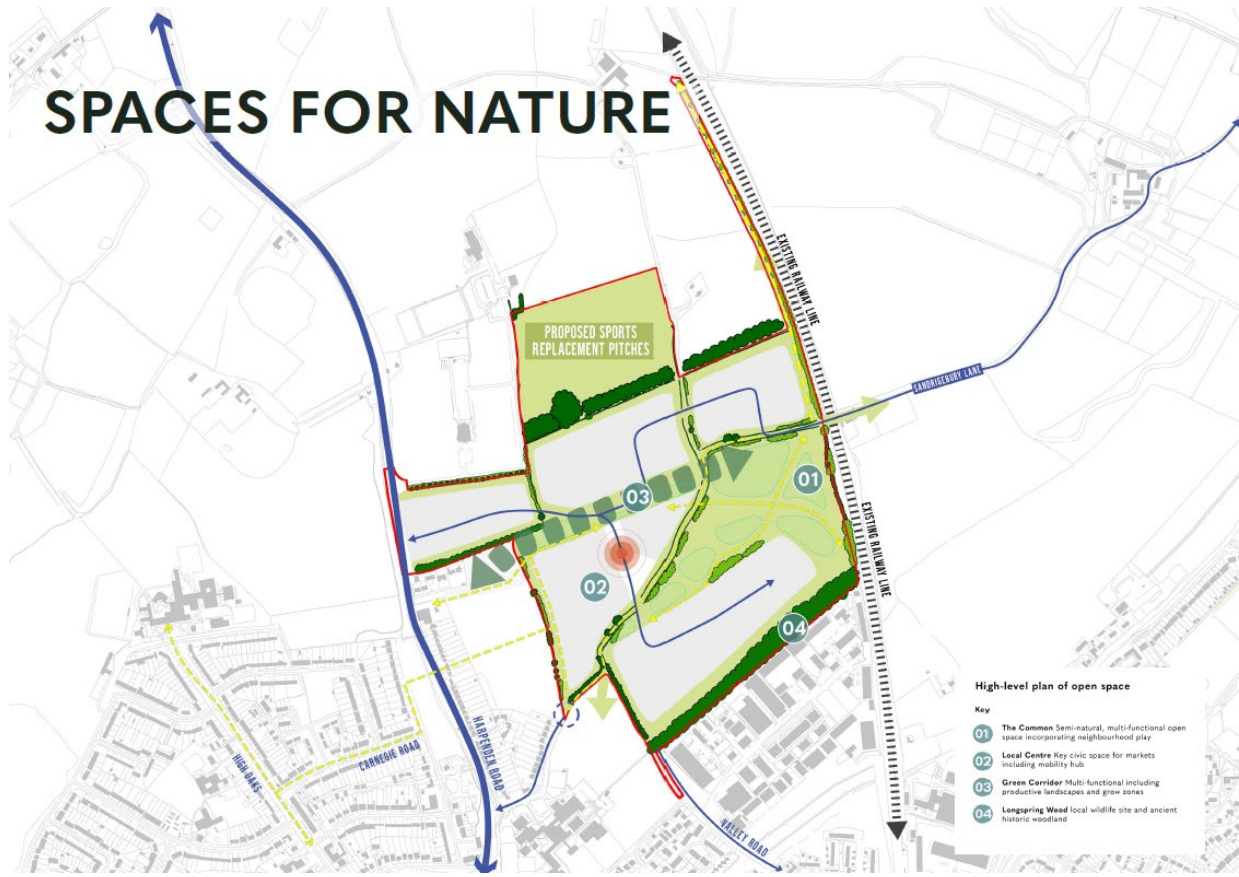
17

SPACES FOR NATURE

Nature contributes to the quality of a place, and to a person's quality of life. Woollam Park will place biodiversity and habitat at the heart of its design.

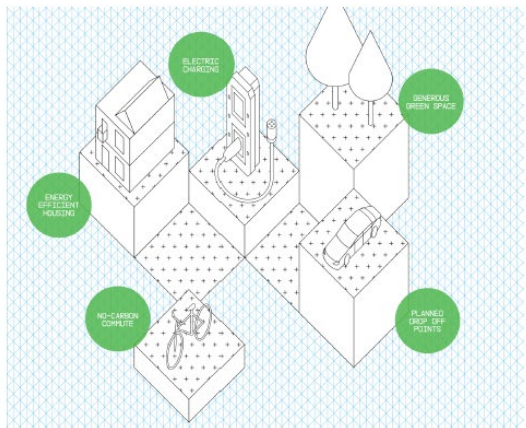


18



PLANNING FOR THE FUTURE

Design must respond to the impacts of climate change through energy efficiency and minimising carbon emissions. Woollam Park will be an exemplar neighbourhood with sustainability at its core.



NEXT STEPS

21

END

22

Appendix E – Newspaper Advertising

Half-page advert, Herts Advertiser, 29 August 2024

hertsad.co.uk

August 29, 2024

COMMUNITY VIEW 7

Join Strictly Come Hospice

RENNIE Grove Peace Hospice Care is issuing a final call for applications to its new Strictly Come Hospice fundraising challenge.

The dance challenge will see 30 local people learn to dance via 10 weeks of professional dance tuition. Each pair will learn two routines that they will perform at a grand finale performance in January 2025. On the night, one pair of dancers will walk away with the coveted Strictly Come Hospice trophy!

Lisa Jackson has already applied for a place. Here she explains why she's keen to take part in the new fundraising event. "I know Rennie Grove Peace Hospice Care very well as I have worked here for the past six years.

"I am currently assistant director for outpatients, rehabilitation and supportive care departments and I worked as a palliative care nurse before joining Rennie Grove Peace. "I have a good understanding of what the charity does and how heavily we rely on fundraising events like this to fund the care we offer to local people.

"When I heard about Strictly Come Hospice I knew I wanted to apply! I absolutely love to dance!

"In my teens and early 20s I was a dancer in amateur dramatic and touring productions of shows like West Side Story, Chorus, Jesus Christ Superstar and Jesus Christ Saporate.

"I would have liked to pursue dance as a career but it wasn't seen

Rennie Grove Peace Hospice is inviting people to enter its Strictly Come Hospice fundraising challenge to help support the charity's vital work helping those in need

as a sensible option so I stuck with nursing instead as this was also a passion of mine.

"Although I love the freedom of dancing, I haven't danced for about 25 years. Life, work and family have all kept me busy in the meantime. "Although I've danced before I've never done Latin or ballroom dancing so I'd be really keen to learn a totally new type of dance."

Emma Stewart, events manager at Rennie Grove Peace Hospice Care, says: "Our Strictly Come Hospice event has been very popular since we first launched the search for contestants.

"We're excited to be bringing this new event to the area and giving local people the chance to have fun and learn new skills while raising vital funds for Rennie Grove Peace.

"Strictly Come Hospice is open to everybody. You don't need any



Lisa Jackson is taking part in Strictly Come Hospice

Picture: Rennie Grove Peace Hospice

experience to take part. Maybe, like Lisa, you've danced in the past or maybe you've never danced a step in your life.

"If you're keen to learn something new and have lots of fun along the way, be sure to apply today before applications close on August 30."

Visit renniedance.org/strictly to find out more and apply today.



WOOLLAM PARK

A New, Exemplar Neighbourhood in North St Albans

Invitation to Stage 2 Consultation

Woollam Park is a proposed exemplar new neighbourhood in North St Albans. The promoters of the site invite you to the next stage of our public consultation.

We will be hosting two dedicated exhibition events where you can review the proposals, offer your feedback and ask any questions of the project team.

We look forward to welcoming you.

Exhibition Events

- Tuesday, 3 September 2024: Christ Church, 3 High Oaks AL3 6DU; 1-8pm
- Wednesday, 4 September 2024: Alban Arena, Civic Centre, AL1 3LD; 1-8pm



A virtual exhibition will also be held on our website, woollampark.co.uk, and this will offer you the opportunity to share comments via an online feedback form. This consultation phase will run from Tuesday, 3 September 2024 for a three-week period until Tuesday, 24 September 2024.



You can find out more information or register for future updates at woollampark.co.uk

Half-page advert, St Albans Times, 29 August 2024

"You know you'll probably get picked, so you need to be there, and I was there until I was finally picked at a quarter past nine. I was the penultimate one, and in the Chamber for seven hours. You're allowed to use your phone, but obviously not too much as it's about showing decorum to the Chamber, and that was such an eye-opener."

"Once you're there, if you want to ask a question, you just don't know how long you'll be there. Obviously the debate was very interesting, and it's nice to be there, but I didn't expect I'd be there for seven hours!"

Throughout this time, Victoria's parents were in the public gallery, anxiously waiting for their daughter's Parliamentary debut.

"I was very nervous for the first two hours, and by the third hour I was a bit more relaxed as there had been quite a few maiden speeches, but when they say your name there is something magical about it because it's the first time you really lay out your stall in the Chamber."

"Sometimes I try and memorise speeches, but on that day I wanted to focus on doing it right, so I read it out. But it was a surreal moment..."

She's looking forward to returning to Parliament after the summer recess: "We're now the biggest third party in history, and we're being a very constructive opposition. There are still the dogfights with the Tories but we're trying to scrutinise properly."

"We're asking questions, whether it's about social care or planning reforms, and really digging in to say, look, this is the

real impact, and we want to be the grown-ups in the room."

Locally she is continuing to be a very visible presence in the constituency, unlike former Harpenden MP Bim Afolami.

"It's really surreal, but it's lovely to be recognised as MP. I was meeting someone else this morning at [coffee shop] Brad & Dills, and one of the women who worked there recognised me from the campaign trail, and that makes you realise how you can be an advocate and a voice in the area."

As was said at the very start of this article, Victoria's election as MP was unquestionably a life-altering moment.

"The campaign was tough but actually the hard work really has started now, and I do feel the weight of responsibility. I see the privilege of it and I feel really honoured in that sense."

"There are moments you're walking around in Parliament hearing Big Ben and it's a pinch-me moment or even receiving a whole bunch of handwritten letters from one of the local schools, it's so lovely to think that I'm now someone who can be an inspiration to them."

"But you take up that role every day. When I'm out here, I'm always working in the sense that I know what I do is important, whether it's where I have a coffee or how I treat people around me."

"The other thing is to get the balance right, planning downtime, being the best MP I can be but making sure I switch off and spend time with friends and family to recharge. That's currently a kind of negotiation as to what it looks like, when can I have time off? It's not always easy but it's a choice I've made and it's a real privilege to be in this position."



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