

# Local Development Framework

Options Consultation: Report of Consultation  
(June 2009)



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# Purpose of this Document

## 1 Purpose of this Document

**1.1** This Consultation Statement relates to the Royal Borough of Windsor and Maidenhead Local Development Framework Options Consultation (the LDF Options Paper). It should be read in conjunction with the options paper and associated consultation documents including a newsletter that was distributed at the same time.

**1.2** The Government advises that *"the production of core strategies should follow the Government's principles for community engagement in planning"*.<sup>(1)</sup> Involvement should be appropriate, from the outset; continuous; transparent and accessible and planned. Accordingly, this Statement sets out how the council has sought to engage its community in the first stage of the preparation of its Local Development Framework.

**1.3** In addition to setting out the consultation methods that were used to consult the community, this statement also sets out the results of the consultation and what consultees said in answer to the questions the Council asked.

**1.4** Finally, this statement sets out the possible outcomes of the consultation, recommendations for the progression of the LDF and the next steps.

**1.5** This Statement has been prepared with regard to the requirements set out under Regulation 25 of the Town and Country Planning (Local Development) (England) Regulations 2004 (amended 2008).

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1 Planning Policy Statement 12: Local Spatial Planning (2008)

# Background

## 2 Background

### Background

**2.1** This Statement refers specifically to the consultation that was carried out as part of the LDF, beginning on March 6<sup>th</sup> 2009 and ending on the 20<sup>th</sup> April 2009. The consultation period was however subsequently extended inclusive of the 27<sup>th</sup> April 2009 and then again to the 22<sup>nd</sup> May 2009 in response to requests from a number of areas that indicated that they believed that they had not received the original consultation newsletter.

**2.2** The consultation was undertaken in accordance with the council's adopted Statement of Community Involvement, having regard to the 2008 Amendments to the Town and Country Planning (Local Development) (England) Regulations 2004. (Also refer to the council's Local Development Scheme, paragraph 16.) Specific ways in which the council undertook the consultation is set out section 3.2 of this Statement. However, in terms of advertising the consultation, the following measures were undertaken:

Table 2.1 Advertising the LDF Consultation

Advertisement Type	Date	Comment
Press Notice	Maidenhead Advertiser Windsor & Eton Express	Please refer to <b>Appendix 2</b> .
Press Release (1)	Wk beginning 2 <sup>nd</sup> March 2009	Please refer to <b>Appendix 2</b> .
Press Release (2)	Wk beginning 13 <sup>th</sup> April 2009	Please refer to <b>Appendix 2</b> .
Website	Updated 5 <sup>th</sup> March 2009	Document downloads; Limehouse Consultation; Achieve Form
Radio Campaign	Wk beginning 2 <sup>nd</sup> March 2009	Asian FM  Time 106  7 day radio advertisement campaign (8 spots per day.) Please refer to <b>Appendix 2</b> .
Posters	Wk beginning 2 <sup>nd</sup> March 2009	Distributed to all parish councils and displayed in the principal council buildings. Please refer to <b>Appendix 2</b> .
Emails and letters to consultees	Wk beginning 2 <sup>nd</sup> March 2009	-
Email reminder to consultees	Wk beginning 13 <sup>th</sup> April 2009	-
Staff Comms <sup>(2)</sup>	Wk beginning 2 <sup>nd</sup> March 2009	-

### LDF Timetable

**2.3** The timetable for the preparation of the RBWM Local Development Framework is set out in the council's Local Development Scheme (LDS).

**2.4** A LDS is a project and resource management plan that contains details of existing saved planning policies and proposed policy documents (known as local development documents (LDD)) and the timetable for their production and review. It covers a three-year period and sets out the subject matter of, and area covered by each separate LDD. The Royal Borough's LDS is published on the council's website <http://rbwm.gov.uk>.

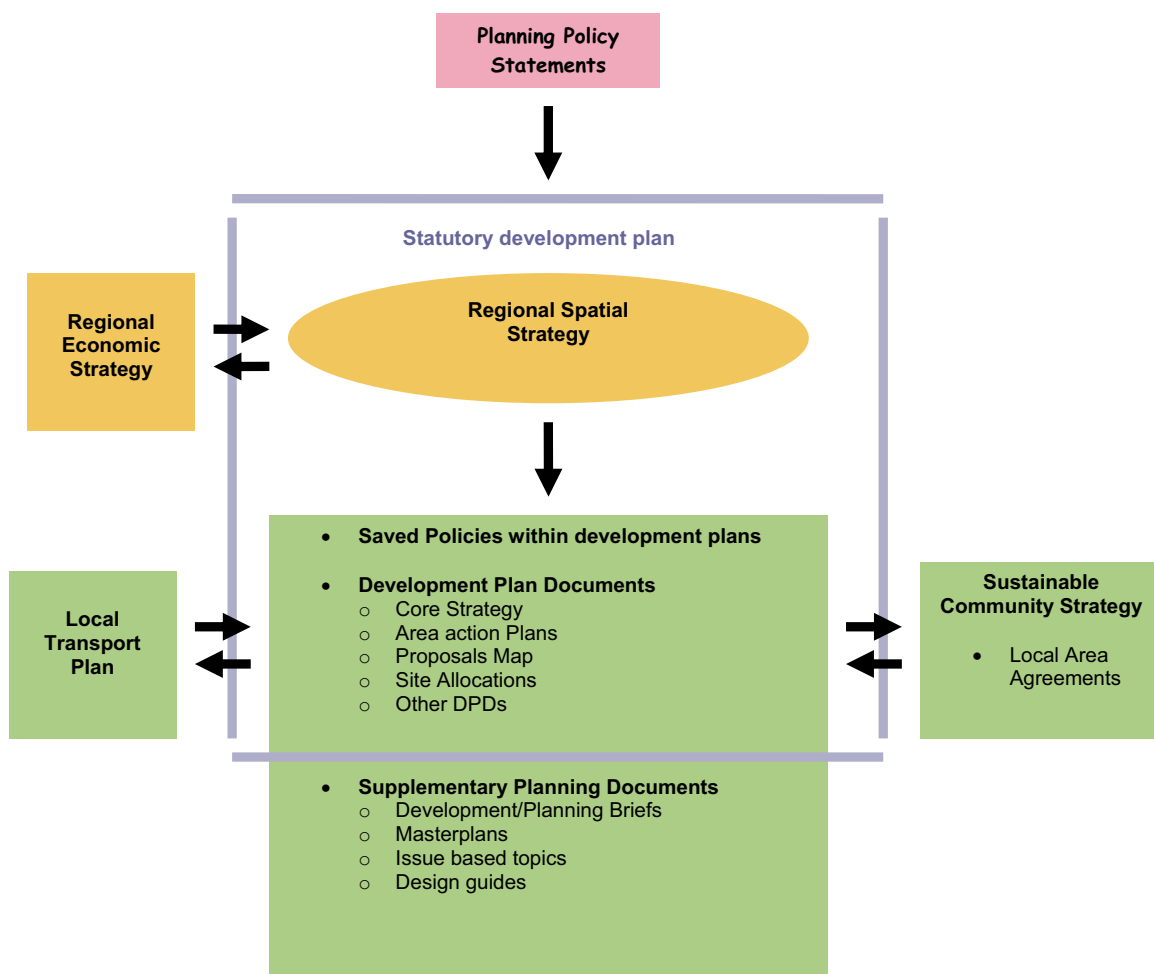
2.5 The RBWM LDF priorities are:

- Core Strategy Development Plan Document
- Delivery and Development Principles Development Plan Document
- Maidenhead Town Centre Area Action Plan Development Plan Document

2.6 The Core Strategy DPD and the Maidenhead Town Centre Area Action Plan (AAP) will be the first development plan documents to be adopted by the council, the timetable for the production of the AAP running slightly ahead of the Core Strategy DPD.

2.7 **Figure 2.1 below**, illustrates how all the DPDs and SPDs fit together within the LDF while **Figure 2.2** provides an overview of the timetable for the production of the development plan documents.

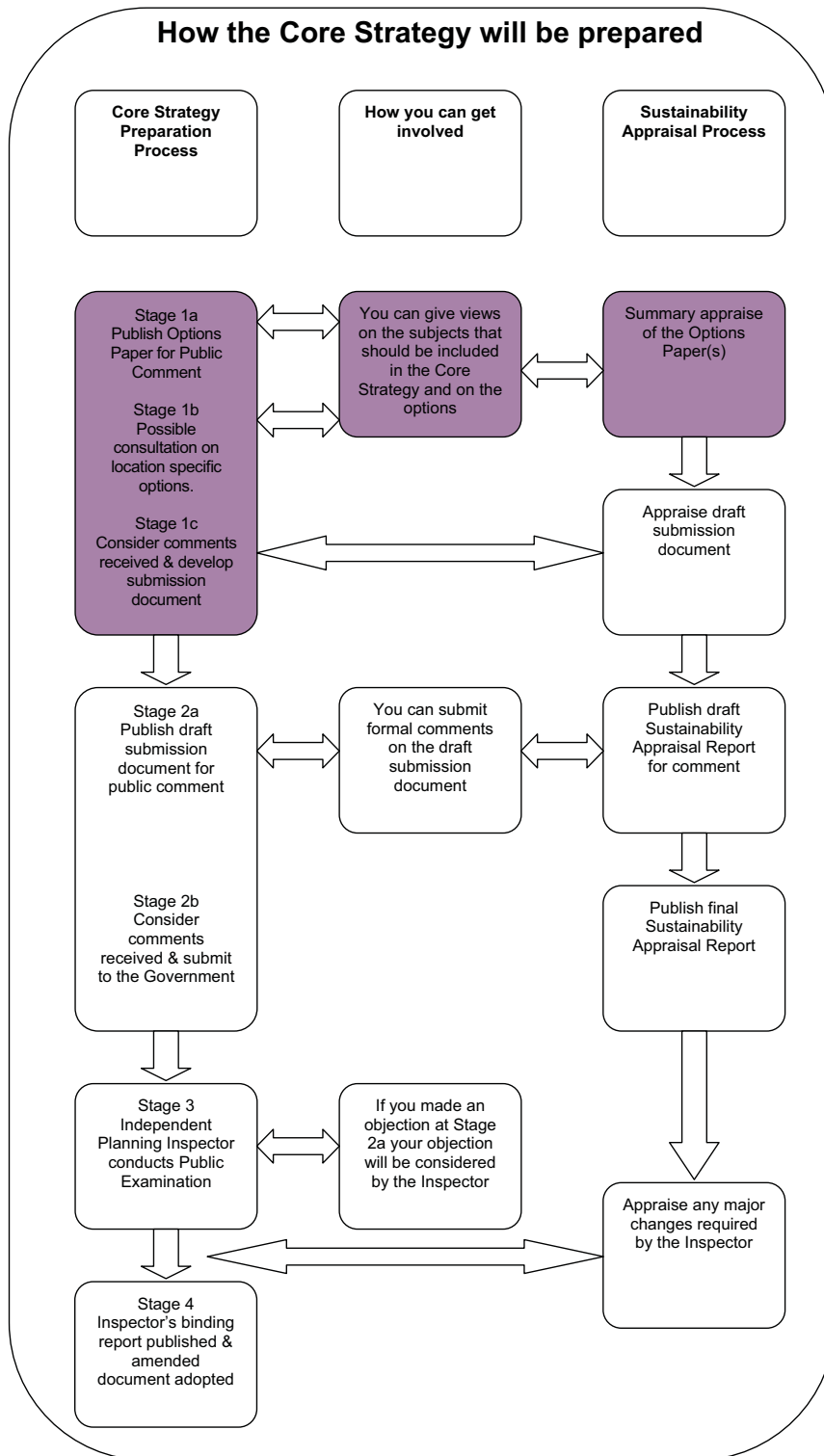
Picture 2.1 RBWM Local Development Framework - Key Linkages





**2.8** From **Figure 2.2** it can be seen that for the remainder of 2009, the council will continue to prepare the Core Strategy and Area Action Plan. This will involve further public consultation and engagement and will build upon the results of this first main LDF consultation. The 2 documents will however ultimately be submitted to the Secretary of State in 2010 and be subject to examination. An overview of this process and the key stages of the preparation of the Core Strategy and the key stages within which comments can be submitted is indicated in **Figure 2.3**.

Figure 2.2 How the Core Strategy will be Prepared





# Scope of Consultation

## 3 Scope of Consultation

### Pre-Consultation

**3.1** The council has undertaken much work over the past four years to develop an evidence base for the LDF and to engage with the community and other consultees on draft documents. The Options Paper therefore builds on previous work and the outcomes of past community engagement. More recently, this consultation has involved:

#### Sustainability Appraisal (SA):

- Revised Scoping Report: Core Strategy and Delivery and Development Principles DPD (June 2008). A consultation on the Draft Scoping Report was undertaken between 6th February - 12th March 2008.
- Revised Scoping Report: Maidenhead Town Centre (June 2008). A consultation on the Draft Scoping Report was undertaken between 25th July - 29th August 2007.

These documents gather evidence for the plan making processes and set the scope for the forthcoming Sustainability Appraisal.

#### Vision Work for Maidenhead Town Centre:

- PRoM's Vision and action plan for Maidenhead Town Centre - 'A Vision for Maidenhead Town Centre (January 2009)'
- Maidenhead Town Centre: Towards 2026. A Plan for Partnership Action (January 2007) and associated consultation responses;

### Consultation Methods

**3.2** Advertisement details of the Options Paper consultation is set out previously in **Table 2.1** . Essentially, responses were invited through the following ways:

- Consultees were invited to respond to the 'Options Paper' via the Council's online consultation website (Limehouse).
- Responses to the 'newsletter' were invited via the Council's website (via an on-line form); and via a questionnaire.

**3.3** Responses for both documents were also invited via email and letter. In addition feedback has also been gained through the various meetings and forums that officers have attended. News coverage and ideas on the consultation in the local press have also been collated.

# Consultation Responses

## 4 Consultation Responses

### Profile of Respondents

#### LDF Options Paper

4.1 92<sup>(9)</sup> respondents submitted comments on the Options Paper itself as summarised below:

Table 4.1 Profile of Respondents: Options Paper

	Via Limehouse	Via Email or letter
Statutory Consultees (STAT)	3	22
MPs (MP); Councillors (CLLR); Parishes (PAR)	0	11
Local Interest Groups (LAG)	2	7
Maidenhead and Cookham Developers and Agents (MAI)	2	22
Windsor Developers and Agents (WIN)	0	8
Other Developers and Agents (DEVSO)	2	7
Individuals	6	-
<b>TOTAL</b>	<b>15</b>	<b>77</b>

4.2 The results of this part of the consultation have been incorporated into the questionnaire analysis results (See Section 4.2). However, as many of the responses from these consultees are very lengthy, these have been summarised as far as possible and captured in a separate report ('Report of Detailed Consultation Responses') which is available to view and download separately from the Council's website <http://rbwm.gov.uk>.

#### LDF Options Paper Newsletter

4.3 63,000 newsletters, each containing a questionnaire, were distributed across the Royal Borough to all residents and businesses. As at 7<sup>th</sup> May 2009, 2065 completed questionnaires were returned, giving a response rate of a little over 3%. This is a good improvement on previous LDF consultations. For example, for the 2005 consultation on the LDF entitled 'Partnership in Planning', 1462 responses were received whilst in 2006 for 'A Vision for the Royal Borough Newsletter', 1512 responses were received.

4.4 A general Analysis, based on the 2163 returns is summarised in the tables below. This information was provided as part of the submitted representations. Key questions including name and address and questions about respondents' age, gender, ethnicity and how respondents heard about the consultation were included in the questionnaire form.

4.5 Whilst the questionnaire form noted that submitted representations cannot be treated as confidential as the council is obliged to make representations available for public inspection, the information collected has been useful to see whether all sections of the community have been represented in the consultation and to help interpret detailed responses to the key options questions. However it should also be noted that not everyone completed this section of the questionnaire, therefore these results should be taken as an overall guide only.

# Consultation Responses

Table 4.2 Analysis by Age of Respondent

Age Group	Returns	% of Total Returns
up to 15	4	0.2
16-24	21	1.0
25-44	420	19.4
45-64	813	37.6
65-74	396	18.3
75 and over	256	11.8
Not Disclosed	253	11.7
<b>TOTAL</b>	<b>2163</b>	<b>100</b>

Table 4.3 Analysis by Gender of Respondent

Gender	Returns	% of Total Returns
Male	1119	52
Female	807	38
Not Disclosed	237	11
<b>TOTAL</b>	<b>2163</b>	<b>100</b>

Table 4.4 Analysis by Ethnicity of Respondent

Group	Returns	% of Total Returns
White	1827	84.5
Asian	27	1.2
Mixed race	13	0.6
Black	8	0.4
Not Disclosed	288	13.3
<b>TOTAL</b>	<b>2163</b>	<b>100</b>

Table 4.5 Analysis by Postcode Area of Respondent (Aggregated by Main Settlement Areas)

Area <sup>(4)</sup>	Returns	% of Total Returns
Maidenhead	540	25
Windsor	346	16
Ascot/Sunningdale	256	11.8
Other / Not disclosed	1021	47.2
<b>TOTAL</b>	<b>2063</b>	<b>100</b>

4 Approximation based on text searching.

# Consultation Responses

Table 4.6 Analysis by Consultation Method

Response type	No. Returns	% of Total Returns
Newsletter sent to home	1750	80.9
Newsletter sent to work	45	2.1
Council Website	29	1.3
Newspaper	71	3.3
Panel/Forum/Partnership Meeting	23	0.2
Not Disclosed	245	11.3
<b>TOTAL</b>	<b>2163</b>	<b>100</b>

**4.6** From the tables above, it can be seen that a higher number of respondents (37.6%) were in the 45-64 age range with a 52% & 38% male/female split of respondents respectively. In addition, the majority of respondents (84.5%) fell in the 'white' ethnic group. These survey findings are typical for this type of survey in the Borough. Whilst 47% of respondents preferred not to disclose where they lived, the next largest number of respondents (25%) lived in the Maidenhead area, with 16% from Windsor and 11.8% in the southern part of the Borough.

## Summary of All Responses

**4.7** This section summarises the key findings from the consultation. The analysis presented follows the order of the questions set out in the LDF Options Paper. For ease of reference, the original questions have been reproduced under the relevant heading.

**4.8** For the purpose of this analysis, responses to the LDF Options Paper and the newsletter questionnaire have been combined, where relevant.

## Key Issues and Challenges

### Question 1

Do you agree that the key issues and challenges identified above accurately reflect those facing the Royal Borough?

**4.9** The following list provides an indication of the comments received on the 'key issues and challenges' section of the Options Paper.

- 1. Cycle Touring Club (CTC):** It should be noted that in an attempt to tackle one challenge, another may be compromised. The issue of climate change should not be compromised to achieve other goals.
- 2. Public:** Amount of housing required has been overestimated; downturn will also reduce the need for new housing.
- 3. RSPB:** Figure 2.7 shows the locations of International and National Sites of Nature Importance. This should be revised to provide more clarity on the location and nature of individual designations.
- 4. NHS & hospitals:** Support paragraph 2.23 which references healthcare reorganisation.
- 5. Thames Water:** Welcomes the reference to 'infrastructure' as a key issue.
- 6. Thames Valley Police:** No mention of Secured by Design standard as required with all affordable housing. The 24-hour economy that is referenced should be managed to ensure no increase in crime linked to alcohol. Concerned that the key issues only identifies waste, water and transport infrastructure – police should be included.

## Consultation Responses

7. **Church / religious groups:** Support the challenges and issues noted, however, reference to local church groups and other faith groups under should be included under the 'social context'. Section 3.1 should contain mention of community facilities. There should be specific protection of ancient and mature trees in the Borough.
8. **Environmental Groups:** Pleased with the mention of biodiversity as a key issue to be considered. However, there should be mention of Biodiversity Action Plan (BAP) priority sites and networks of natural habitats. Would also welcome the enhancement of these sites of biodiversity importance. Also provision of green infrastructure and Conservation Target Areas for sites for the restoration or creation of improved habitats should be a key issue.
9. **Legoland & other leisure providers:** Agree with the key issues and challenges, but should increase the emphasis on the importance that tourism plays in the Borough. The plan refers to the Olympics and the Council making the best of the opportunity, This should include good quality guest accommodation. Tourist and leisure development should be supported at current facilities.
10. **South East England Partnership Board:** The Core Strategy would be strengthened by a reference to the Borough's situation within the Western Corridor and Blackwater Valley sub-region as identified in the South East Plan.
11. **Environment Agency:** Welcome mention of the Thames as an amenity, and appropriate account is taken of fluvial flooding. There is no mention of surface water flooding or its management which are key issues in the area. There should be a separate heading of flooding which can cover issues relating to climate change and inappropriate development in the flood plain etc. The habitat within and surrounding the Thames and Jubilee rivers have been missed out in the biodiversity section. Water quality should also be addressed in the Environmental Context section.
12. **Natural England:** The lack of mention of the Thames Basin Heaths SPA in this section would be expected as a key issue for the Borough. Commends the inclusion of landscape considerations and protection of biodiversity, but would like to see the inclusion of the protection and enhancement of existing open spaces and green infrastructure.
13. **Parish Councils:** Generally agree, but insufficient attention paid to upgrading Maidenhead town centre's retail facilities. Don't agree with the statement that the number of overall households will increase quicker than the general population growth. Need to include something regarding maintaining a high employment rate. Why do we want a 24-hour economy? This is disruptive and expensive. Agree all infrastructure must be in place before development is allowed. Nothing about children and the challenges surrounding them such as education. Nothing about the protection of the Green Belt. No mention of wanting to reduce crime. Nothing to make the Borough stand out and be "world class". Inappropriate development within the Green Belt should be mentioned.
14. **Developers:** One of the key problems is finding the land to accommodate the housing figures. Concern raised regarding the lack of Green Belt review which is also contrary to the Inspector's advice. There should be mention of the need to encourage the specialist knowledge base of higher education establishments.

### Overarching Vision

#### Question 2

Do you agree with the overarching vision outlined above and the statements relating to the different parts of the Royal Borough?

**4.10** A summary of the comments to Question 2 is presented below:



# Consultation Responses

1. **Environment Groups:** Support prioritising the maximisation and reuse of 'previously developed land' (PDL),<sup>5</sup> but would prefer the use of the term 'suitable previously developed land' rather than 'brownfield' land, as these sites can sometimes have significant wildlife value.
2. **Archaeology:** Welcomes the emphasis of the unique built and historic environment. The hundreds of archaeological sites need to be accounted for in the planning process.
3. **Highways Agency:** It is recommended that consideration is given to providing the right type of jobs for local residents, and the right type of housing that will be attractive and affordable for the majority of the workers in the area, to help reduce commuting. Under the vision for Windsor, there is a need to indicate that development will be directed towards locations with good access to public transport. For Maidenhead reference should be made to any major development being located near to major public transport hubs.
4. **Environment Agency:** Generally support the statements on localities. Better mention could be made of reducing flood risk in the long term, particularly in the small settlements. The mention of a green link to the River Thames is taken to mean a buffer and would like to see Windsor, Old Windsor and Datchet added to this so that the emphasis of the Thames can be maintained.
5. **Natural England:** Generally supportive, but the vision should include reference to protecting and enhancing the Borough's natural environment in paragraph 4.4. Paragraphs 4.5-4.28 should make more reference to enhancing the natural environment and the need to provide green infrastructure within the borough.
6. **English Heritage:** Requires the inclusion of the term "historic" and recognition that the issue is not just about character, but also about protection and enhancement of the assets based on their survival, or in some cases, the risk to their survival.
7. **Thames Valley Police:** Agree with overarching vision for the LDF in particular with reference to providing a safe and healthy environment. However, the supporting text does not refer to the Police as a key infrastructure provider. The additional growth proposed within the Royal Borough will also require an increase in Police presence. This should be reflected in a similar way to paragraph 4.9. Would recommend early consultation with the Thames Valley Police Counter Terrorism Security Adviser when considering a Maidenhead Transport hub.
8. **Church / religious groups:** Agree with the overarching vision but note the lack of mention of local churches or faith groups.
9. **Legoland:** Would like to see greater reference to the economic benefits brought to the Borough by tourism. The Core Strategy should place a greater emphasis on the retention, enhancement and expansion of existing tourist facilities.
10. **Parishes:** Not enough attention paid to the outlying villages. Vision statement a bit vague and could be improved by only focusing on locations where change will occur, e.g. Maidenhead. The vision should include reference to the maintenance of the areas of Green Belt that separate the built areas of Ascot and Sunninghill etc. The Cookham vision statement in paragraph 4.16 needs to make reference to the flooding issues and the conservation area.
11. **Developers:** Broadly acceptable, but note that the Vision is slanted to Option A and takes a presumption against Greenfield development. The overarching vision needs to refer to a need to perform a review of the Green Belt boundaries. General agreement with the vision to rejuvenate Maidenhead town centre and provide a transport interchange. Vision goes into too much detail in places. there appears to be no coherent economic strategy for the Borough and no links between the economic vision and other aspects of policy. The approach in paragraph 4.6 of building smaller units at higher density does not seem to be based on any evidence base.

5 'Previously developed land (PDL) (often referred to as brownfield land) is that which is or was occupied by a permanent structure, including the curtilage of the developed land and any associated fixed surface infrastructure.'

# Consultation Responses

## Objectives and Aims

### Question 3

Do you agree with the aims and objectives outlined above? Would they address the stated issues and challenges, and deliver the vision?

4.11 A summary of the responses to Question 3 is indicated below:

1. **Berkshire East Primary Care Trust / Heatherwood & Wexham Park Hospitals:** Support the aim to ensure that the improvement of existing facilities and the location of any new facilities respond to the changing needs of the community. Support the reference to the Council responding positively to changing demographics and impacts on healthcare.
2. **National Grid Property Holdings:** Support the promotion of sustainable design and construction by maximising the use of brownfield land, however it is important that the Core Strategy recognises that PDL will invariably be more costly to redevelop.
3. **Crime Prevention Design Officer:** In promoting sustainable design and construction frequently the carbon cost of crime is ignored. This includes things such as police vehicle movements, boarding up crime scenes, replacement glass / doors / windows etc. It is important to design out crime to reduce these carbon costs.
4. **Eton College:** Support Aim3<sup>(6)</sup> but feel that RBWM should not safeguard sites which are clearly obsolete for their purpose. If they were allowed to be redeveloped for housing this would help to meet housing requirements. Do not agree with Aim 4 and suggest that it is not possible to locate all new development in the lowest flood zones, in many cases mitigation measures can be used to reduce flood risk and flood damage.
5. **SEEDA:** Whilst we welcome Aim 3 we are concerned with the reference to “carefully controlling job growth in employment generating development”. This appears to be seeking to constrain economic growth and contradicts smart growth which now forms the basis of the South East Plan.
6. **Highways Agency:** The Agency is supportive of Aim 6<sup>(7)</sup>. In addition it is recommended that the plan should seek to allocate major development sites close to major public transport hubs and should seek to improve access to such hubs by all modes.
7. **Environment Agency:** Adding a reference to 'the promotion of sustainable urban drainage systems' would greatly improve Aim 1<sup>(8)</sup> in terms of water quality and flood risk. Adding a reference to the “natural floodplain” would improve Aim 5<sup>(9)</sup>
8. **Natural England:** Recognise that locating the use of PDL can help to promote the sustainable location of development. However some PDL can have a higher biodiversity value than some greenfield land and suitable protection should be afforded to such sites. Aim 4 should refer to the need to create, protect and enhance green infrastructure that can contribute towards improving the health of the Borough. Aim 5 recognises the importance of the Green Belt however this can increase pressure on more environmentally sensitive PDL within urban areas. This consideration should feature in any review of Green Belt Boundaries in the Borough.
9. **Sport England:** Supportive of Aim 4<sup>(10)</sup> but some concern regarding the reference to the “informal enjoyment of the countryside and open space” . Whilst supporting the principle of this wording it should not be taken as discouraging the legitimate use of the countryside for appropriate formal sporting activities.
10. **Developers:** A flexible approach to Green Belt may be needed if this provides the most sustainable solutions for development. Aim 6 should encourage walking, cycling and especially bus transport.

6 Aim 3: To Generate the Local Economy.

7 Aim 6: To improve transport and connectivity.

8 To promote sustainable design and construction.

9 Aim 5: to care for the natural and built environment. .

10 Aim 4: To develop socially cohesive, diversify and healthy and safe communities.

# Consultation Responses

## Strategic Options: Common Features to All Options

### Question 4

Do you agree with the general approach outlined under Common Features to All Options?

**4.12** The following list provides an indication of the comments received in relation to the approach outlined under 'Common Features to All Options':

1. **South East England Partnership Board:** The Core Strategy should refer to Smart Growth as set out in the South East Plan and set out what achieving it in the Borough would require. The Core Strategy should also include targets on renewable energy and CO<sup>2</sup> reduction and policies on building design.
2. **Environment Agency:** The Agency agrees with the stated common to all features, however need to include 'the prudent and efficient use of natural resources to mitigate the impacts of climate change' This has been noted in earlier sections and needs to be carried through. A water quality element could also be considered.
3. **Parish Councils:** Particularly agree with the exceptions for rural housing where there is a proven need but consider that building and activities within the Green Belt should be tightly controlled. Query why there no mention of the Waterways connection to Maidenhead town centre under the Common Features.
4. **Amenity groups:** Given the proximity of settlements within the Borough, there seems little justification to continuing with a rural exceptions housing policy. The first bullet point under 'Environmental Features' relating to development in the Green Belt is wholly insufficient as this would allow development to take place in the Green Belt which is not "inappropriate" as defined by PPG2.
5. **Thames Valley Police Authority:** Agree with the approach of concentrating development at the existing settlements within the Borough. This would best enable existing police stations to best serve the Borough residents. A proportionate increase in police infrastructure will need to be delivered to meet the needs of the new population regardless of the location of the new development.
6. **Crime Prevention Design Officer:** High densities and sustainable locations means that it will be important to get parking provision right so that it does not spoil and dominate the street scene.
7. **National Grid Properties:** Supportive of the main centres being the focus of housing delivery.
8. **Thames Water:** A key sustainability objective of the LDF will be for development to be coordinated with the infrastructure it demands. Sewage and water treatment works are frequently located on the periphery of urban areas or in rural locations identified as Green Belt. It is inevitable that some of the new sewage / water treatment infrastructure will need to be located in the Green Belt and it is essential that this is recognised in the Core Strategy.
9. **The Theatres Trust:** It is important to retain vitality and a mix of uses that promote daytime and evening economy for the town centres. This is a fundamental part of urban renaissance as it ensures the vitality of an area beyond normal working hours.
10. **Developers:** The Green Belt can only be protected once it has been established that the requisite amount of development can be accommodated in the urban areas and the Green Belt boundaries have been reviewed. There is agreement with the general approach in terms of Windsor continuing to be one of the top tourist destinations and in that respect reflects the South East Plan.
11. **Eton College:** Disagree with obsolete employment sites being safeguarded. Instead there should be flexibility to allow these sites to come forward for alternative development to meet other development needs such as housing. Disagree that the majority of housing is indicated as being delivered in Maidenhead and Windsor. It is considered that Eton could also be added as a location for the delivery of housing.

# Consultation Responses

## Importance of the Green Belt

### Question 5

Given the need for new homes and employment, how important do you consider protecting the Green Belt to be compared with more building in urban areas? *(Please circle the number which most accurately reflects your view on protecting the Green Belt - 5 being the most important and 1 being the least important.)*

1	2	3	4	5
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Table 4.7 Overall Results: Importance of Green Belt

Type of Development	Returns	% of Returns
1	80	3.7
2	86	4
3	230	10.6
4	358	16.6
5	1373	63.5
Not entered	36	1.7
<b>TOTAL</b>	<b>2163</b>	<b>100</b>

Table 4.8 Importance of Green Belt: Distribution by Area (Based on those respondents providing address details.)

Response	Maidenhead		Windsor		Ascot / Sunningdale	
	No.	% of Returns	No.	% of Returns	No.	% of Returns
1	20	3.8	11	3.2	8	3.1
2	30	5.7	16	4.7	8	3.1
3	46	8.7	56	16.4	26	10.2
4	94	17.8	83	24.3	51	20.1
5	339	64.1	176	51.5	161	63.4
<b>TOTAL</b>	<b>529</b>	<b>100</b>	<b>342</b>	<b>100</b>	<b>254</b>	<b>100</b>

## Density Options

### Question 6

Which of the Options do you prefer? *(Please choose one only.)*

- i. Option A: Higher Density Growth
- ii. Option b: Moderate Density Growth
- iii. Option C: Lower Density Growth
- iv. Other

What are the reasons for your chosen option and are there any implications you wish to highlight?

# Consultation Responses

Table 4.9 Overall Results: Density of Development

Type of Development	Returns	% of Returns
High Density	1011	46.7
Medium Density	507	23.4
Low density	270	12.5
Other	375	17.3
<b>TOTAL</b>	<b>2163</b>	<b>100</b>

Table 4.10 Development Density: Distribution by Area (Based on those respondents providing address details.)

Response	Maidenhead		Windsor		Ascot / Sunningdale	
	No.	% of Returns	No.	% of Returns	No.	% of Returns
High	252	47.8	141	41.5	127	49.6
Medium	148	28.1	128	37.6	63	24.6
Low	55	10.4	47	13.8	43	16.8
Other	72	13.7	24	7.1	23	9.0
<b>TOTAL</b>	<b>527</b>	<b>100</b>	<b>340</b>	<b>100</b>	<b>256</b>	<b>100</b>

## Correlation Between Question 5 (Importance of Green Belt) and Question 6 (Development Density)

Table 4.11 Correlation Between Importance of Green Belt and Preferred Density Option

Importance/Density	High		Medium		Low		Other	
	No.	%	No.	%	No.	%	No.	%
1	23	2.3	9	186	39	15.1	9	2.8
2	11	1.1	43	8.5	31	12.0	2	0.6
3	22	2.2	136	27.0	24	9.3	24	7.4
4	95	9.5	205	40.7	26	10.0	15	4.6
5	844	84.8	111	22.0	139	53.7	274	84.6
<b>TOTAL</b>	<b>955</b>	<b>100</b>	<b>504</b>	<b>100</b>	<b>259</b>	<b>100</b>	<b>324</b>	<b>100</b>

## Development Form

### Question 7

If the need for new homes and employment requires building on land outside the edge of an existing settlement, how should this be handled? *(Please choose one only.)*

- i. New development in one or two large sites.
- ii. New development in a larger number of smaller sites.



# Consultation Responses

Table 4.12 Overall Results: Development Form

Type of Development	Returns	% of Returns
Few Large Sites	700	32.4
Many Small Sites	1209	55.9
No Preference	254	11.7
<b>TOTAL</b>	<b>2163</b>	<b>100</b>

Table 4.13 Development Form: Distribution by Area (Based on those respondents providing address details.)

Response	Maidenhead		Windsor		Ascot / Sunningdale	
	No.	% of Returns	No.	% of Returns	No.	% of Returns
Few Large Sites	172	32.0	113	32.7	111	43.4
Many Small Sites	313	58.3	197	56.9	121	47.3
No Preference	52	9.7	36	10.4	24	9.4
<b>TOTAL</b>	<b>537</b>	<b>100</b>	<b>346</b>	<b>100</b>	<b>256</b>	<b>100</b>

## Employment Development

### Question 8

Looking at planning for new employment, where should this be? (*Please choose one only.*)

- i. On land next to town centres or other existing employment areas
- ii. By building new employment areas on land outside the edge of existing settlements
- iii. Other (*please specify*)

Table 4.14 Overall Results: Location of Employment Development

Type of Development	Returns	% of Returns
Existing	1605	74.2
New	200	9.2
Other	231	10.7
Not entered	127	5.9
<b>TOTAL</b>	<b>2163</b>	<b>100</b>

Table 4.15 Location of Employment: Distribution by Area (Based on those respondents providing address details.)

Response	Maidenhead		Windsor		Ascot / Sunningdale	
	No.	% of Returns	No.	% of Returns	No.	% of Returns
Existing	389	72.4	238	68.8	202	78.9
New	64	11.9	56	16.2	23	9.0

# Consultation Responses

Response	Maidenhead		Windsor		Ascot / Sunningdale	
	No.	% of Returns	No.	% of Returns	No.	% of Returns
Other	84	15.6	52	15.0	31	12.1
<b>TOTAL</b>	537	100	346	100	256	100

## Infrastructure Requirement and Capacity

### Question 9

Are you aware of any services, facilities or other infrastructure that would be needed or require improvement to support new homes and employment? *(Please provide details including the affected area.)*

**4.13** The following list provides an indication of the comments received on the Options Paper relating to Question 9:

- Public:** Roads are already clogged in many areas including Cookham, Maidenhead Bridge, and many others. Problems highlighted with sewerage infrastructure in Windsor, and with broadband availability in Fifield. Improvement to public transport with regards to routes, frequency and cost across the Borough, and a transport interchange at Maidenhead station, also parking at the station. More schools and doctors surgeries. Recycling facilities in Windsor and not in Chalvey.
- Cycling Touring Club:** Important that any development is accompanied by the infrastructure that encourages the use of cycling and walking.
- Church / religious groups:** Community facilities are integral to this and places of worship should be mentioned in the list in paragraph 5.54. Growing population will lead to a greater demand for places of worship and suitable facilities for associated faith activities.
- Environment Groups:** Green infrastructure should be planned for by the LPA as required in the South East Plan. Open spaces within development should be linked to biodiversity. Green infrastructure can also provide ecosystem services such as flood protection.
- South East England Partnership Board:** Would welcome reference to the definition of infrastructure as set out in the South East Plan. The implementation strategy will need to identify what infrastructure is required and how it will be delivered.
- SEEDA:** The Core Strategy should identify ICT as a form of infrastructure required to support new homes and employment.
- Highways Agency:** The Core Strategy should be underpinned by what infrastructure is needed and should set out the costs, phasing and funding. It is essential that infrastructure planning identifies mitigation to reduce the impact on the Strategic Road Network.
- Environment Agency:** Infrastructure should be in place to ensure both water supply and water treatment demands can be met. We would like to see water quality taken forward as a priority to ensure that water quality requirements in the Water Framework Directive are met.
- Thames Water:** Following policy in PPS12, RPG9 and the South East Plan, and previous consultation responses, surprised that the document only makes minimal reference to water and wastewater/sewerage infrastructure. The Core Strategy must make specific reference to the provision of water and sewerage infrastructure to service development.

## Consultation Responses

10. **Natural England:** Commend the inclusion of open space on the list of facilities that could be provided. Recommends that open space standards are integrated into development and infrastructure requirement decisions. Advocates the adoption of ANGST standards, as defined and recommended in PPG17.
11. **Centrica plc:** Extra car parking to support the needs of businesses.
12. **Sport England:** Welcome the Council's commitment to ensure that new development contributes towards infrastructure and facilities.
13. **Thames Valley Police:** A proportionate increase in police infrastructure will be needed with population growth. TVP is seeking to ensure financial contributions towards the capital costs of new staff, accommodation and vehicles required. Will offer more advice when the Council decides on a strategic option. It is important to plan infrastructure for the older youths in new development to ensure they do not get involved in anti-social behaviour.
14. **Parish Councils and Councillors:** Improved road layout, better affordable public transport links, cycle routes, more schools, youth services, medical services, improved public transport from the village areas into the work/entertainment areas.
15. **Developers:** Many can provide the necessary infrastructure within a sustainable urban extension.

### Development Management Options

#### Question 10

Do you agree with the basic coverage and direction of the development management policies outlined above?  
Do you feel there are any other potential topic areas that should be included?

**4.14** A summary of the responses to Question 10 is set out below:

1. **South East England Partnership Board:** Welcome the development management options which should be developed having regard to the South East Plan.
2. **Environment Agency:** The outline of the policy titles seems sufficient. In respect of the policy on "Flood risk and water infrastructure" the EA comment that the policy should take full account of surface water management. Also that any development permitted in the floodplain should have Permitted Development Rights removed. Request that a policy on water quality is also developed.
3. **Natural England:** Recommend that a policy on green infrastructure is included and covers issues such as the provision of green corridors, open space networks and other linking features in urban and rural areas. The policy should also be linked to natural environment policies.
4. **English Heritage:** Welcome the envisaged management policies but would wish to see an appropriate policy on the historic environment in both the Core Strategy and the Delivery & Development Principles DPDs.
5. **Friends, families and Travellers and Traveller Law Reform Project:** Support the inclusion of a policy to meet the needs of Gypsy and Traveller and Travelling Showpeople communities. Provision for these communities should where possible be made part of the mainstream residential development.
6. **Sport England:** Welcome the proposed policies relating to open space and community facilities but would highlight the need for these to be founded on a robust and credible evidence base. Suggestions of how this could be achieved are set out.
7. **Thames Valley Police Authority / Crime Prevention officer:** Support the inclusion of policies on both Safe and Accessible Environments and Infrastructure and Community. Suggestions are made as to how the coverage of both may be expanded to improve them, such as by the inclusion of references to Secured by Design Principles.

# Consultation Responses

8. **Berkshire East Primary Care Trust & Heatherwood and Wexham Park Hospitals NHS Foundation Trust:** Support the reference in the proposed Development Management policies to Community facilities with particular regard to protecting and securing new or improved health facilities. The PCT also welcome the reference to a policy covering Infrastructure and Community issues.
9. **National Grid Property Holdings:** Support the coverage and direction of the proposed Development Management policies but reserve the right to comment further on the policies as they are developed.
10. **Thames Water:** Under the policy for 'Sustainable Design and Layout', comment that all new dwellings should meet water usage targets set out in the Code for Sustainable Homes. Issues are also raised in respect of flood risk and infrastructure provision advising that flood risk should also include flooding from sewers. Caution is needed so as not to underestimate the time required to deliver necessary infrastructure.
11. **Theatres Trust:** Comment that only a balanced combination of retail, commercial and leisure development can provide vitality and viability to a town centre and that evening and night time activities are a fundamental part of urban renaissance.
12. **Developer:** The policy direction for the Green Belt is considered to be counter to the recommendation of the previous Core Strategy Inspector who found that document unsound partly on the basis that no review of Green Belt boundaries had been undertaken. The requirements for new development to fund infrastructure and affordable housing should recognise the issue of economic viability in determining the level of provision.

## Feedback from Meetings and Forums

**4.15** Officers attended the following external meetings<sup>(11)</sup> during the consultation period in order to promote awareness of the consultation, to gain initial feedback and to answer any questions:

Table 4.16 Meetings and Forums

Meeting	Date
Windsor Town Forum	05/02/2009
Parish Conference	25/02/09
Stakeholder Meeting	04/03/09
Windsor and Eton Society	09/03/09
Maidenhead Town Centre Partnership	10/03/09
Windsor Town Centre Partnership Board	17/03/09
Gypsy Roma and Traveller Network Meeting	26/03/09
Bray Parish Meeting	06/04/09
Sunninghill & Ascot Parish Meeting	05/05/09

**4.16** Comments on the Options Paper via these meetings and forums are summarised below:

- Questions regarding the evidence base including SHLAA (questions regarding the status of the sites and which Green Belt sites were included in the document)
- Query regarding the Maidenhead Waterways project and mineral extraction and transportation from Summerleaze
- Vision for Maidenhead and concern regarding further intensive development in the town
- General questions about the consultation process and the LDF.

11 Internal meetings and presentations including Partnership for the Rejuvenation for Maidenhead Town Centre are not included.

# Consultation Responses

## Feedback from Drop in Sessions

**4.17** Four public drop-in sessions were held during the LDF Options Paper consultation period:

- Sunningdale Village Hall on 23 March 2009
- Maidenhead Town Hall on 24 March 2009
- Windsor Guild Hall on 25 March 2009
- Wraysbury Village Hall on 8 April 2009

**4.18** Despite advertisement of the drop-in sessions via various means, the number of visitors to these sessions was disappointing (23 in total). However, officers were on duty to provide help and advice to respondents and those attending raised various issues, as follows:

- Difficult to comment on development characteristics in a non site-specific consultation.
- Need an overall vision / strategy for development before can answer questions about its form and location.
- Character, design, heritage, open space, public art and affordable housing are important.
- Questions about the LDF process and site allocations.
- Green belt boundary issues - inconsistencies and potential infill sites.
- Some site-specific issues unrelated to this consultation - passed to enforcement to action.

## Other Responses

### Responses from Young People

**4.19 Appendix 2** indicates the range of consultees that were contacted as part of the LDF Options Paper consultation including faith groups and local amenity and interest groups. Whilst the overall response of 5 youth groups has been included in the questionnaire analysis in the previous section, it is worth putting into context the views of the next generation on the future of the Royal Borough. As such, one of the Council's youth workers contacted 48 young people aged 12-19 from Maidenhead and Windsor. 3 key questions were posed, as set out below

Do you think there should be more shops and houses built within your local town?

**4.20** 19 young people from Maidenhead indicated that there should not be any more shops and houses built within the local town with 12 indicating that there should be.

**4.21** For the young people surveyed in Windsor, the vast majority (15 as opposed to 2) indicated that there should not be any more shops and houses built within the local town.

Do you think there should be more shops and houses built outside your local town?

**4.22** The majority (25 out of 31), young respondents from Maidenhead indicated that there should be more shops and houses built outside the local town as opposed to only 7 out of 17 in Windsor.

If there were was going to be new developments, where would you want them built?

**4.23** The majority of Maidenhead young people (21) indicated that 25-50% should be built in towns, and 50-75% should be built in the Green Belt.

**4.24** The equivalent result for Windsor young people was less clear with 11 respondents indicating that between 50-75% of new development should be in the towns with 25-50% in the Green Belt.



# Consultation Responses

## Detailed Responses

**4.25** As indicated earlier, all responses received in connection with this consultation have been combined into a separate document which accompanies this consultation statement ('Detailed Consultation Responses'). This is also a public document and is available to view and download from the council's website <http://rbwm.gov.uk>. This document contains the responses received via Limehouse and submitted by email or letter.

# Conclusion

## 5 Conclusion

### Overall Outcomes of the Consultation

**5.1** Key trends from the consultation include:

- the importance of the Green Belt (*63% of residents rated the Green Belt highly important*);
- a preference for higher density development (*47%*) (although the result is not clear cut in terms of the other density options proposed and thus indicates that a variety of densities would be appropriate);
- an indication of a preference for accommodating development in small sites (*56%*), if greenfield land is required (but again this result was not wholly conclusive)
- in terms of employment - any new land required, should be on land next to town centres or other existing employment areas (*74%*)
- general agreement in relation to the overall vision for the LDF and general agreement regarding the objectives and aims as set out in the LDF Options Paper.

**5.2** The results also indicates that in general there was agreement in relation to the overall vision for the LDF and general agreement regarding the objectives and aims as set out in the LDF Options Paper. Furthermore, whilst some amendments to the development management policy options will need to be reviewed, in general there was agreement with the policy coverage and direction as set out in Section 6 of the LDF Options Paper.

### Recommendations

**5.3** Within the results of the consultation, quite naturally, there are variations of opinion when comparing the views of residents to those of statutory consultees, developers, interest groups etc. Thus, the results need to be assessed carefully and balanced.

**5.4** Furthermore the results of the consultation will need to be viewed within the context of earlier work on the evidence base. Ultimately, further consultation is required with regard to the merits of various spatially specific options which will build on the the consultation results and the evidence base prepared to date.

### Next Steps

**5.5** With reference to Section 2 of this document, and in particular the Local Development Scheme, further consultation on spatially specific options based around high density scenarios will need be undertaken during the Summer 2009. The results of this consultation will then be fed into the submission version of the Core Strategy DPD and Maidenhead Town Centre AAP towards the end of the year.

# Appendix 1: List of Consultees

## Appendix 1: List of Consultees

The LDF Options Paper was published for public consultation commencing on March 6<sup>th</sup> 2009. A full list of named organisations, interest groups and others invited to comment, is set out below:

All RBWM Councillors  
 A2 Housing Group  
 Access Forum  
 Adams Holmes Associates  
 Aeos Project (The)  
 Age Concern  
 Aircraft Owners & Pilots  
 Airport Operators Association  
 Alliance Environment & Planning Ltd  
 Alsop Verrill  
 Amberleigh Homes Ltd  
 Ambulance Headquarters  
 Ancaster Lodge Residents Association  
 Arriva  
 Arts Council England, South East  
 Arup Economics & Planning  
 Ascot Community Action Group  
 Ashill Developments  
 Atis Real Wetherals  
 Atisreal  
 Atkinson & Keene  
 BAA plc. - Technical Services  
 Banner Homes Group  
 Barton Willmore  
 Barwood Land & Estates Ltd.  
 Beacon Housing Association  
 Beaufort Gardens Residents' Association  
 Bellway Homes (South East)  
 Berks, Bucks & Oxon Wildlife Trust (BBOWT)  
 Berkshire Archaeology  
 Berkshire Association of Local Councils  
 Berkshire Association of Young People  
 Berkshire College of Agriculture  
 Berkshire Learning & Skills Council  
 Berkshire Shared Services  
 Bewley Homes Plc  
 BG Group  
 Biffa Waste Services Ltd  
 Binfield Parish Council  
 Bisham Parish Council  
 Bloomfields Ltd  
 Blue Sky Planning Ltd  
 Bluestone Planning Limited  
 Blythwood Residents' Association  
 Borough Church of St Andrew & St Mary Magdalene (The)  
 Boyer Planning  
 Boyn Hill Baptist Church  
 Bracknell Forest Borough Council  
 Bray Parish Council  
 Bray Society (The)  
 Braywick Nature Centre

Brian Smith Consultancy Ltd  
 British Geological Survey  
 British Horse Society  
 British Trust for Conservation Volunteers (BTCV)  
 Britwell Parish Council  
 Broadway Malyan Planning  
 Bryant Homes  
 Bucks County Council  
 Building Research Establishment  
 C H Lovejoy Farms Ltd  
 Cable & Wireless  
 Campaign for Real Ale (CAMRA)  
 Campaign to Protect Rural England (CPRE)  
 Cannon Court Farm Ltd  
 Carter Planning Ltd  
 Cass Associates  
 Castlemore Securities Ltd.  
 Central Networks  
 Centre for Sustainable Energy  
 Centrica Plc.  
 CgMs Ltd.  
 Charles Church Developments plc  
 Chartered Institute of Marketing (The)  
 Chester-Fanshaw Ltd.  
 Chiltern Hundreds Housing Association  
 Chobham Parish Council  
 Civil Aviation Authority  
 Clarendon Properties  
 Cleanaway Ltd.  
 Clewer Group Residents Association (The)  
 Clewer Manor Area Profile  
 Cluttons LLP  
 Coal Authority (The)  
 Colliers CRE  
 Colnbrook & Poyle Parish Council  
 Commission for Architecture & the Built Environment (CABE)  
 Commission for Racial Equality (CRE)  
 Community Council For Berkshire  
 Computer Associates  
 Consultant Planning Group  
 Cookham Parish Council  
 Cookham Society  
 Copas Farms  
 Copas Partnership (The)  
 Country L& & Business Association  
 Courtney Coaches  
 Cox Green Parish Council  
 Croft & Co  
 Crown Estate Office (The)  
 CSK Architects  
 Culture South East

## Appendix 1: List of Consultees

Cunnane Town Planning  
 Cushman & Wakefield  
 Cycling Touring Club (CTC)  
 D J Squires & Co Ltd  
 Datchet Parish Council  
 Datchet Village Society  
 David Ames Associates  
 David Wilson Homes  
 Dawnay Close Residents' Association  
 Defence Estates  
 Department for Culture Media & Sport  
 Department for Education & Skills  
 Department for Environment, Food & Rural Affairs  
 Department for Transport  
 Department of Constitutional Affairs  
 Department of Trade & Industry  
 Department of Work & Pensions  
 Desborough Bowling Club  
 Development Land & Planning Consultants Ltd  
 Development Planning Partnership (The)  
 Dialogue Communicating Planning  
 Diocese of Oxford (Finance)  
 Directorate of Health & Social Care  
 Disability Rights Commission  
 Disabled Persons Transport Advisory Committee  
 Dis-Course  
 Dorney Parish Council  
 Dower Park Residents' Association  
 Drivers Jonas  
 DTZ Piedad Consulting  
 East African Association  
 East Berks Community NHS Hospital Trust  
 East Berkshire College - Langley Campus  
 East Berkshire Ramblers Association  
 East Windsor Residents' Association  
 Edgington Spink & Hyne  
 Energy Saving Trust  
 English Heritage  
 English Partnerships  
 Environment Agency  
 Equal Opportunities Commission  
 ESA Planning  
 Eton Town Council  
 Eton Traders Association  
 Fairview New Homes plc  
 Farmglade  
 Farming & Wildlife Advisory Group (FWAG)  
 Federation of Small Businesses Thames Valley  
 Fighting for Datchet  
 First Bee Line  
 First Great Western Link Ltd.  
 First Group Plc.  
 Forestry Commission  
 Frankham Consultancy Group  
 Freight Transport Association  
 Friends of the Earth  
 Friends, Families & Travellers Advice & Information Unit

Fusion Online Limited  
 G L Hearn Planning  
 Garden History Society (The)  
 Geo-Plan Consultants Ltd  
 George Wimpey West London Ltd.  
 Gerald Eve  
 Government Office For The South East (GOSE)  
 Great Marlow Parish Council  
 Gregory Gray Associates  
 Guards Club Road Association  
 GVA Grimley  
 Gypsy & Traveller Law Reform Coalition (The)  
 Gypsy & Traveller Working Group  
 Gypsy Council (The)  
 Gypsy Council for Health, Education & Welfare  
 Hallam Land Management Limited  
 Hanover Housing Association  
 Haulfryn Group Ltd.  
 Health & Safety Executive  
 Hedsor Parish Meeting  
 Help the Aged  
 High Street Methodist Church  
 Highways Agency  
 Hives Planning  
 Holyport Preservation Society  
 Home Builders Federation (The)  
 Home Office  
 Horton Parish Council  
 Housing Corporation (The)  
 Housing Solutions Group / Maidenhead & District  
 Housing Association  
 Huntsman's Meadow Residents' Association  
 Hurley Parish Council  
 Hurley Preservation Society  
 Hurst Parish Council  
 Hutchison 3G UK Limited  
 Hutley Investments  
 Indigo Planning Ltd.  
 Inland Waterways Association (The)  
 J Rayner & Sones Ltd  
 Jacobs  
 Jacobs Engineering UK Ltd  
 Januarys Consultant Surveyors  
 Joint Strategic Planning Unit (JSPU)  
 Jones Lang LaSelle  
 Kennel Green Action Group (The)  
 Kennet Properties/Thames Water Property Services Ltd.  
 Kilmartin Investments  
 King Edward VII Hospital  
 King Sturge & Co  
 Kings Oak Thames Valley  
 King's Ride Residents' Association  
 Knight Frank  
 Laing Homes  
 Lambert Smith Hampton  
 Lawn Tennis Association  
 Learning & Skills Council

# Appendix 1: List of Consultees

Lennon Planning Ltd  
 Level Consulting Ltd.  
 Lichfield Planning  
 LIDL UK GMBH  
 Linden Homes  
 Little Marlow Parish Council  
 Littlewick Green Society  
 London Borough of Hillingdon  
 London Green Belt Council  
 Lookahead Housing Association  
 Lovell Johns  
 Macey & Co. Solicitors  
 Maidenhead & District Chamber of Commerce  
 Maidenhead Advertiser  
 Maidenhead & District Friends of the Earth  
 Maidenhead & District Housing Association  
 Maidenhead Archaeological & Historical Society  
 Maidenhead Centre for the Handicapped  
 Maidenhead Civic Society  
 Maidenhead Cyclists Action Group  
 Maidenhead Heritage Centre  
 Maidenhead Meeting of the Religious Society of Friends  
 Maidenhead Riverside Organisation  
 Maidenhead Town Partnership  
 Maidenhead United Football Club  
 Maidenhead United Reformed Church  
 Maidenhead Volunteer Bureau  
 Maidenhead Waterways Restoration Group  
 Malcolm Judd & Partners  
 Marist Schools (The)  
 Marlow Society (The)  
 Marlow Town Council  
 Martin Grant Homes Ltd  
 MENCAP  
 Michael Shanly Group (The)  
 Millgate Homes  
 Ministry of Defence  
 Mono Consultants Limited  
 Montagu Evans  
 Nathaniel Lichfield & Partners  
 National Association of Gypsy & Traveller Officers  
 National Association of Health Workers with Travellers  
 National Association of Teachers of Travellers  
 National Cyclists' Organisation (The)  
 National Disability Council  
 National Energy Foundation (The)  
 National Express Group Plc.  
 National Farmers Union  
 National Federation of Bus Users  
 National Grid  
 National Playing Fields Association  
 National Probation Services for Thames Valley  
 National Trails Office  
 National Trust (The)  
 Nationwide Planning  
 Natural England

Network Rail  
 NHS South Central Strategic Health Authority  
 Nicholas King Homes  
 Norden Farm Centre for the Arts  
 O2 UK  
 Octagon Developments Ltd  
 Office of Government Commerce  
 Old Windsor Parish Council  
 Paradigm Housing Association  
 Parkside Housing Group  
 Paul Dickinson & Associates  
 Peacock & Smith  
 Peacode & Smith  
 People to Places  
 Planning Bureau Ltd (The)  
 Planning Development Partnership  
 Planning Inspectorate (The)  
 Planning Perspectives  
 Portsmouth Diocesan Curia  
 Powergen  
 Prince Gate Estates Plc  
 Pro Vision Planning & Design  
 Queensgate Homes  
 Radian Group  
 Ramblers Association, East Berks Group  
 Rappleys  
 RBWM - Access Group  
 Reading Agricultural Consultants  
 Reading Borough Council  
 Reading Learning & Skills Council  
 Reading Museum Archives & Library Service  
 Rectory Homes Ltd  
 Red Kite Development Consultancy  
 Redrow Homes  
 Religious Society  
 Remenham Parish Council  
 River Thames Society (The)  
 Road Haulage Association  
 Rowan Asset Management  
 Royal Berkshire Ambulance NHS Trust  
 Royal Berkshire Fire & Rescue Services  
 Royal Mail Group  
 Royal Society for the Protection of Birds (RSPB)  
 RPS Planning & Development Ltd.  
 RPS Planning, Transport & Environment Ltd.  
 Rugby Estates  
 Runnymede Borough Council  
 Rural Housing Enabler for Berkshire  
 Ruscombe Parish Council  
 Savills  
 Scott Brownrigg  
 Scott Wilson  
 Scottish & Southern Electric PLC  
 SE Regional Public Health Group  
 Severn Trent Water Ltd  
 Shopmobility  
 Shottesbrooke Parish Council  
 Showmen's Guild of Great Britain



## Appendix 1: List of Consultees

Silverstone Group  
 Simmons & Sons  
 Slough Borough Council  
 Society for the Protection of Ascot & Environs  
 South Bucks District Council  
 South Central Ambulance Service (Berks Division)  
 South East England Regional Development Agency SEEDA  
 South East Museum Library & Archive Council  
 South East Water  
 South West Trains  
 Southern Gas Networks  
 Southern Tourist Board  
 Spelthorne Borough Council  
 Sport England  
 St Leonard Hill Residents Association  
 St. John's Ambulance  
 Stephen Bowley Planning Consultancy  
 Stewart Ross Associates  
 Subway  
 Sunley Estates  
 Sunningdale Parish Council  
 Sunninghill & Ascot Parish Council  
 Surrey County Council  
 Surrey Heath Borough Council  
 Sustrans  
 T Mobile  
 Taplow Parish Council  
 Tesco Stores Ltd.  
 Tetlow King Planning  
 TFM Readers  
 Thames a Wash  
 Thames Forest Police  
 Thames Properties Ltd.  
 Thames Reach Residents Association  
 Thames Valley Chamber of Commerce  
 Thames Valley Energy (TV Energy)  
 Thames Valley Housing  
 Thames Valley Police  
 Thames Velo  
 Thames Water  
 Thames Water Property  
 Thames Water Utilities  
 Theatres Trust (The)  
 Threadneedle Property Investments  
 Three Valleys Water  
 Tourism South East  
 Toynbee Housing Association Ltd  
 TPA Design Company (The)  
 Transition Town Maidenhead  
 Tribal MJP  
 Trimount Properties Ltd  
 Trinity Residential Ltd  
 Turley Associates  
 UK Land Investments Group  
 United Reformed Church  
 Vital Energy  
 Vivendi Water Partnership

Vodaphone Limited  
 Waltham St Lawrence Parish Council  
 Warden Housing Association  
 Wardour Lodge Estates Ltd.  
 Warfield Parish Council  
 Wargrave Parish Council  
 West Berkshire Council  
 West London Aero Club  
 West Waddy ADP  
 West Windsor Residents Association  
 Wexham Court Parish Council  
 White Bus Service  
 White Waltham Parish Council  
 White Waltham Village Association  
 White Young Green Planning  
 Wimpey Homes Holdings Ltd  
 Windsor & District Chamber of Commerce  
 Windsor & Maidenhead Conservation Volunteers  
 Windsor & Maidenhead Users Network  
 Windsor & Maidenhead Voluntary Action  
 Windsor Allotments & Home Gardens Association  
 Windsor & Ascot Driving Group for the Disabled  
 Windsor & District Housing Association  
 Windsor & Eton Society  
 Windsor & Maidenhead Access Forum  
 Windsor Chamber of Commerce  
 Windsor Festival Society Ltd.  
 Windsor Talking Newspaper for the Blind  
 Windsor, Ascot & Maidenhead Executive Office  
 Winkfield Parish Council  
 Wokingham Borough Council  
 Women's National Commission  
 Wooburn Parish Council  
 Woodland Trust (The)  
 Woolf Bond Planning  
 Woolley Green Landowners' Association  
 Workers Educational Association  
 Workspace Group Plc.  
 Wraysbury Parish Council  
 Wycombe District Council

# Appendix 2: Consultation Material

## Appendix 2: Consultation Material

### Newsletter

A newsletter (reproduced below) was distributed to every household and business premises in the Borough. This newsletter contained a simplified version of the options paper, highlighting the key issues being discussed and presenting the three options of how best to deliver the development requirements of the Borough. It also provided information about where the full document could be found and how members of the public could find out more information.

The Newsletter contained a questionnaire seeking people's views on which of the three density options they would prefer to see adopted by the Council, and on various aspects of how they would like to see the Borough develop, in terms of providing housing and employment land.

Vision for the Royal Borough

## Local Development Framework Community Consultation

**Your views are important on how we plan for the future**

This is your opportunity to get involved in drawing up the plan that will help ensure the environment in which we all live and work is the best it can be for the future.

The Local Development Framework (LDF) is the system of plans which make up the borough's local planning strategy, setting out what type of development we want to see and how we are going to make it happen over the next 20 years. It will be used when the council is making decisions on planning applications.

Although the country is currently in recession, the government still requires us to plan for the long term. We need to think about where development will go and when it should be built. Your views are important in answering these questions.

**Options for the future**

The Royal Borough has to plan for employment, shops, leisure, education, health facilities and homes up to 2026 and beyond. Some land has already been identified and we expect to find more in towns and urban areas. However, we have not yet identified enough land in urban areas to meet expected needs and we are under increasing pressure to find additional land for development.

Housing and employment density – i.e. how many homes and how much employment can fit on to a given plot of land – is key to how much land will be needed.

**High densities** would ensure more homes and jobs could be provided in areas with access to existing services. However, it would also mean building on some undeveloped areas, in some areas where there are currently less intensive uses and by providing taller buildings. Increasing density would reduce pressure to allow development in the Green Belt.

**Low densities**, while reducing pressure to redevelop land in urban areas, would mean more homes and jobs in places which would also need additional infrastructure, such as roads and utilities, and building on more Green Belt land.

Looking at the characteristics of the borough, what you have told us in previous consultations and at national and regional policy, the council has come up with three possible ways for managing future growth:

Option A - High Density Growth  
Option B - Moderate Density Growth  
Option C - Low Density Growth

We are at a crucial stage in planning for the future of the Royal Borough. That's why it is so important to have your thoughts on how and where we plan development for the future.

Many of you will already be aware that decisions about how many new homes should be built in the borough over the next 20 years are made at national and regional levels. This council has opposed the level of housing growth allocated to the borough, but it appears that our objections to the numbers of additional houses have fallen on deaf ears.

That's why we face a difficult challenge in managing future development to protect the borough's special character and bring the widest possible benefits to the community.

This newsletter sets out three main ways that development could be managed, based on the preferred density of development in our towns.

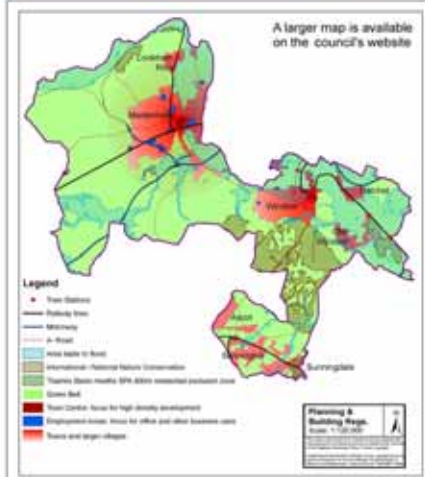
The council is here to serve its community and your views are essential for us to plan effectively for the future. We look forward to receiving your completed questionnaire (attached to this newsletter) and any other ideas you may have for planning for the future.

Alison Knight  
Lead Member for  
Planning and Development



# Appendix 2: Consultation Material

- All three options:**
- encourage development in towns (particularly town centres) and larger villages outside the Green Belt to protect the countryside, with the majority in and around Maidenhead to reflect its sustainability role as a business location, the availability of land and the regeneration of its town centre
  - focus employment in town centres and other existing employment areas with some additional land required at the edge of town centres or other employment areas
  - focus new shopping in town centres to maintain their vitality and aid regeneration
  - limit growth in rural areas to appropriate activities and to meeting local needs
  - protect and enhance the historic environment and natural assets like Windsor Great Park and the River Thames
  - avoid development in places where there is an unacceptable risk of flooding
  - require high quality, environmentally friendly design
  - tightly control building and activities in the Green Belt
  - create and protect new Green Belt land



While the council has come up with three options for the way ahead, you may feel an alternative approach is more suitable. We welcome your suggestions. You may wish to take into account roads, rail and environmental constraints as shown in the map (left).

This consultation does not identify specific sites for development but we need to think about where development could happen and how it should be managed.

In general, larger developments offer the greatest opportunity to provide accessible facilities to both new residents and the local community. However it means the effects are concentrated in a particular area with potential consequences for schools, transport and other community facilities. Smaller, more widely spread developments reduce the degree of local impact and provide the opportunity to use a greater number of areas - but they don't offer the same opportunity to provide new local facilities.

Development Size Impacts	
Small Sites	Large Sites
<ul style="list-style-type: none"> <li>Fewer changes to how a particular area looks</li> <li>Less impact on existing local services and roads</li> <li>Unlikely to include new facilities within the site</li> <li>Unlikely to support new facilities in the surrounding area</li> <li>Unlikely to support significant new or improved public transport</li> </ul>	<ul style="list-style-type: none"> <li>Greater changes to how a particular area looks</li> <li>More demand on existing services</li> <li>Potential for including new facilities within the site</li> <li>Likely to be capable of supporting new facilities in the surrounding area</li> <li>Likely to be capable of supporting new or improved public transport</li> </ul>

## Option A - Higher Density Growth

### What does it mean?

- Higher residential densities would be likely across the borough's existing built up areas.
- The towns of Maidenhead, and to a lesser extent Windsor, would absorb most new development. Other settlements outside the Green Belt would also be expected to accommodate new development.
- In town centres and other specific locations taller buildings would be likely.
- A very small amount of greenfield land, including Green Belt land, around the edge of settlements outside the Green Belt may be required to provide development - the smallest amount of any of the three options. Any development would be on small sites with limited impact on infrastructure and how the area looks.
- There would be no or very minimal net loss of Green Belt land.

**Advantages**

- Minimal or no loss in the extent of the Green Belt.
- Makes best use of opportunities for people to walk and use public transport to get to local services.
- Makes the best use of opportunities to regenerate Maidenhead town centre.
- Spreads development throughout the borough, providing local opportunities for more housing.
- Encourages the regeneration and use of brownfield sites by focusing growth on existing settlements.

**Disadvantages**

- Increased pressure to build on undeveloped areas within existing settlements.
- Will mean more apartments rather than houses.
- The higher proportion of small developments may reduce the scope to provide more affordable housing.
- Could lead to traffic pressures at key junctions in urban areas.

## Option B - Moderate Density Growth

### What does it mean?

- Current moderate increases in residential density would be maintained.
- The towns of Maidenhead, and to a lesser extent Windsor, would absorb most new development. Other settlements outside the Green Belt would also be expected to accommodate some new development.
- Some greenfield land around the edge of existing settlements would be needed for development, with some loss of Green Belt land. Delivery could be via small sites with limited impact on infrastructure and on how the area looks, or via one or two larger sites which provide the opportunity to support new facilities and infrastructure.

**Advantages**

- A reasonable proportion of homes and jobs accessible to facilities by walking and public transport.
- Would provide some opportunities to regenerate Maidenhead town centre.
- Potential for larger developments provides more affordable housing and associated transport improvements.
- More scope to build a variety of housing types.

**Disadvantages**

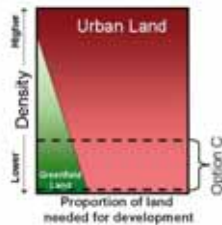
- Moderate densities would require some building on undeveloped areas, the redevelopment of lower density areas and more taller buildings.
- Some building on greenfield sites, including some loss of Green Belt land.

# Appendix 2: Consultation Material

## Option C - Lower Density Growth

### What does it mean?

- > Lower residential densities would be likely across the borough.
- > The towns of Maidenhead, and to a lesser extent Windsor, would absorb most new development. Other settlements outside the Green Belt would also be expected to accommodate limited new development.
- > A larger amount of greenfield land around the edge of existing settlements would be needed for development, resulting in a greater loss of Green Belt land, the largest amount of any of the three options.
- > Development could be across many small sites with limited impacts on infrastructure and how the area looks, or via a few larger sites which provide the opportunity to support new facilities and infrastructure.



Advantages	Disadvantages
<ul style="list-style-type: none"> <li>&gt; Potential for a higher proportion of larger developments give the widest scope to provide more affordable housing.</li> <li>&gt; Greatest potential to build a variety of housing types.</li> <li>&gt; Reduced pressure to build in urban areas including an undeveloped areas and areas which are currently developed less intensively.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; The greatest building on greenfield sites and certain loss of Green Belt land for development.</li> <li>&gt; Less likely to assist the rejuvenation of Maidenhead town centre.</li> <li>&gt; Potentially greater local and visual impacts.</li> <li>&gt; Reduced opportunity to walk and travel by public transport.</li> <li>&gt; Least opportunity is taken to use capacity of existing infrastructure.</li> </ul>

## How you can help us plan

As you read this leaflet, please remember:

- > The council does not favour any of the three options at this stage. We need your views before making any decisions.
- > This is just a brief summary of the work we have done so far. Please visit [www.rbwm.gov.uk/leedbp\\_lf](http://www.rbwm.gov.uk/leedbp_lf) for a fuller version of this leaflet, the LDF Options Paper and supporting studies.

We are keen to know what you think about these options and if you have any ideas of your own.

You are very welcome to come and speak to us at several drop-in events. More information on times and locations is available on the council's website.

Please send your completed questionnaire to the council by 20 April 2009. Postal and email contact details are provided at the end of this newsletter. Alternatively, please complete the questionnaire online.

Thank you for taking part in this consultation. All your comments will be considered as we work towards the publication of a detailed plan (in early 2010).

## LDF Community Consultation

Q1 Which of the Options do you prefer? (Please choose one box only.)

Option A Higher Density Growth	<input type="checkbox"/>	Other (Please provide details below)
Option B Moderate Density Growth	<input type="checkbox"/>	
Option C Lower Density Growth	<input type="checkbox"/>	

What are the reasons for your chosen option?

Q2 Given the need for new homes and employment, how important do you consider protecting the Green Belt to be compared with more building in urban areas? (Please circle the number which most accurately reflects your view on protecting the Green Belt - 5 being the most important and 1 being the least important.)

1	2	3	4	5
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Q3 If the need for new homes and employment requires building on land outside the edge of an existing settlement, how should this be handled? (Please choose one box only.)

New development in one or two large sites	<input type="checkbox"/>
New development in a larger number of smaller sites	<input type="checkbox"/>

Q4 Looking at planning for new employment, where should this be? (Please choose one box only.)

On land next to town centres or other existing employment areas	<input type="checkbox"/>
By building new employment areas on land outside the edge of existing settlements	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>

Q5 Are you aware of any services, facilities or other infrastructure that would be needed or require improvement to support new homes and employment? (Please provide details including the affected area.)

# Appendix 2: Consultation Material

## About You

If you would like to be notified of the results of this consultation, please indicate by completing the following details.

Name ..... Title .....

Address .....

.....

Organisation (if applicable) .....

Telephone .....

Email .....

It would also be helpful if you would complete the following about yourself. The information will be used to help us understand whether all sections of our community are represented in the consultation and to help interpret responses.

Are you (please tick)

Male  Female

Are you (please tick)

Up to 15  25-44  65-74

16-24  45-64  75+  Prefer not to answer

Are you (please tick)

White  Black / Black British

Mixed / Multiple Ethnic Groups  Gypsy or Irish Traveller

Asian / Asian British  Other Ethnic Group

How did you hear about this consultation? (Please tick)

Newsletter sent to you home  Newspaper

Newsletter sent to your work  Radio

Council website  Panel / Forum / Partnership meeting

Other (please provide details)

Thank you for taking the time to give us your views. Please return this completed questionnaire to the postal address below so it reaches the council by 20 April 2009.

Planning Policy Manager, Planning and Development Unit, Town Hall, St Ives Road, Maidenhead SL6 1RF

If you have any queries, please contact [planning.policy@rbwm.gov.uk](mailto:planning.policy@rbwm.gov.uk) or telephone 01628 796115.

**Data Protection Act**  
 Personal information provided as part of a representation cannot be treated as confidential as the council is obliged to make representations available for public inspection. However, in compliance with the Data Protection Act the personal information you provide will only be used by the council for the purpose of preparing the Local Development Framework.



# Appendix 2: Consultation Material

## Press Notice

### **ROYAL BOROUGH OF WINDSOR & MAIDENHEAD LOCAL DEVELOPMENT FRAMEWORK**

#### **PLANNING AND COMPULSORY PURCHASE ACT 2004**

#### **THE TOWN AND COUNTRY PLANNING (LOCAL DEVELOPMENT) (ENGLAND) (AMENDMENT) REGULATIONS 2008 (REGULATION 25)**

#### **NOTICE OF PUBLIC CONSULTATION ON THE CORE STRATEGY AND DELIVERY & DEVELOPMENT PRINCIPLES DEVELOPMENT PLAN DOCUMENTS (DPDs) OPTIONS PAPER**

**Background:** The Royal Borough of Windsor and Maidenhead, has started the process of replacing its Adopted Local Plan 1999 (Incorporating Alterations adopted June 2003) with a **Local Development Framework (LDF)**. The LDF will consist of a number of Development Plan Documents and Supplementary Planning Documents, which will set the policies and proposals for the development and use of land in the Borough. It will therefore form the basis for decisions on land use planning affecting this area.

The Council is currently preparing both a **Core Strategy DPD** as well as a **Delivery & Development Principles DPD** as part of the LDF. Consultation on a joint LDF Options Paper is being undertaken, the results of which will inform the development of these two documents.

**What is the consultation period?** The LDF Options Paper has been published for a six-week period of public consultation ending **20th April 2009**. Your comments in respect of the Options Paper are now invited.

**Where can I view the LDF Options Paper? The Options Paper** can be viewed at the Council receptions at the Town Hall, St Ives Road, Maidenhead (Mon-Thurs: 8:45am-5.15pm, Fri: 8:45am-4:45pm, Sat-Sun: Closed); York House, Sheet Street, Windsor (Mon-Thurs: 8:45am-5.15pm, Fri: 8:45am-4:45pm, Sat-Sun: Closed); and at all Borough libraries (at the usual time of opening). Copies may also be downloaded from the Council's website [www.rbwm.gov.uk](http://www.rbwm.gov.uk), or obtained from the address below. A summary document will also be distributed to all households and businesses in the Borough.

The Council will also be holding three drop in sessions where you can view and comment on the consultation documents. (Please refer to the Council's website for further details).

**How do I submit a comment?** Whilst questionnaires will be available at all the locations listed above and can be downloaded from the Council's website [www.rbwm.gov.uk](http://www.rbwm.gov.uk), the Council is encouraging on-line comments via its web link <http://consultation.limehouse.co.uk/index.do?identifier=rbwm>. Comments can however also be made and submitted directly via the Council's website or by writing to the postal and e-mail addresses indicated below.

Comments should specify the matters to which they relate and should be supported by reasons.

**What happens next?** Following the end of the consultation period, the Council will carefully consider all comments received during the consultation period. The comments will help to inform the development of both the Core Strategy as well as the Delivery & Development Principles DPDs.

Further information is available from the following contact details and by telephoning **01628 796115**.

*Planning Policy Manager;  
RBWM Planning and Development Unit,  
Town Hall, St Ives Road,  
Maidenhead, SL6 1RF.*

*E-mail: [Planning.Policy@rbwm.gov.uk](mailto:Planning.Policy@rbwm.gov.uk)*

**Dated: 5 March 2009**





## Appendix 2: Consultation Material

### Press Release

Press Release: 9<sup>th</sup> March 2009

#### Your borough: help council plan for the future

**A borough-wide consultation from Friday 6 March is giving everyone the opportunity to help ensure that the environment in which they live, work and play is the best it can be over the next 20 years.**

Employment, shops, education, leisure and health facilities – in fact almost everything that touches life in the Royal Borough – will be covered by the new Local Development Framework (LDF) and the council is calling on residents to get involved in shaping this key set of plans for the future.

Cllr Alison Knight, lead member for planning and development, said it was vital that the entire community should have the chance to influence the type of development the borough wanted to see and how it could be achieved.

She said: *“The government has given us tough housing targets to meet over the next few years and the council’s vehement protests against these have fallen on deaf ears. This means we face real challenges in protecting the borough’s special character while trying to achieve the widest possible benefits to the people who live and work here.*

*“The council attaches a high priority to safeguarding the Green Belt and we are even looking at new areas to include – so we need to be innovative and creative in our approach to future development. That’s why it is so important for our residents to be involved in this crucial stage of planning for the borough’s future.”*

The consultation outlines three potential options for housing and employment density but makes it clear that the council does not have a favourite and is keen to get different ideas and alternative suggestions from residents and businesses.

The three options – for higher, moderate and lower density growth – all encourage development in towns and larger villages outside the Green Belt. They aim to protect and enhance the borough’s environment and natural assets, while avoiding development in areas where there is an unacceptable risk of flooding, and promote high quality, environmentally-friendly design.

Cllr Knight added: *“I want to encourage people to read the consultation leaflet that is being delivered to every local home. It’s a quick and easy way of having a say in the future of our borough and it means that the council can move forward with the LDF in the knowledge that our plans have a solid base in what local people want us to achieve on their behalf.”*

Consultation leaflets / questionnaires will be delivered to households over the next couple of weeks. A fuller version of the document is also available online at [http://www.rbwm.gov.uk/web/pp\\_ldf.htm](http://www.rbwm.gov.uk/web/pp_ldf.htm) along with the LDF options paper and supporting studies. The closing date for responses is Monday 20 April.

In the meantime three public drop-in sessions are being held at:

- Sunningdale Village Hall, Church Road, Sunningdale – 23 March (12.30 – 5pm)
- Town Hall, Maidenhead- 24 March (10am – 4pm)
- The Maidenhead Room, Guildhall, High Street, Windsor – 25 March (12.30 – 5pm).

Copies of the consultation documents are available for viewing at:

- Town Hall, St Ives Road, Maidenhead
- York House, Sheet Street, Windsor and
- Borough libraries.

They are also available to be downloaded from the council website [www.rbwm.gov.uk](http://www.rbwm.gov.uk)

Further information is available by emailing [planning.policy@rbwm.gov.uk](mailto:planning.policy@rbwm.gov.uk) or by calling 01628 796115.

## Appendix 2: Consultation Material

Press Release: 15<sup>th</sup> April 2009

### Last chance to help council plan for the future

**Residents who want to take part in the consultation about how the borough will shape up over the next 20 years have until Monday 20 April to get their views to the council.**

The new Local Development Framework (LDF) covers almost everything that touches life in the Royal Borough and the council is keen to ensure that local people have their say in the development of this key set of plans for the future.

Cllr Alison Knight, lead member for planning and development, urged anyone who had not yet taken part to do so.

She said: *"There is still time to get your views across. It is vitally important that local people should have the chance to influence development in the borough and how it can be achieved."*

*"The council has been given really tough housing targets to meet over the next few years, despite our concerted protests to the government, and as a result we have very real challenges ahead, particularly in safeguarding the Green Belt. This is a top council priority and we are even looking at new areas to include but we need local people to help us be innovative and creative in our approach to future development."*

The consultation outlines three potential options for housing and employment density but makes it clear that the council does not have a favourite and is keen to get different ideas and alternative suggestions from residents and businesses.

The three options – for high, moderate and low density growth – all encourage development in existing towns and larger villages and offer proposals for including additional land in the Green Belt.

Consultation leaflets / questionnaires have been delivered to households. A fuller version of the document is also available online at [http://www.rbwm.gov.uk/web/pp\\_ldf.htm](http://www.rbwm.gov.uk/web/pp_ldf.htm) along with the LDF options paper and supporting studies. Four public drop-in sessions have also been held at Sunningdale, Maidenhead, Windsor and Wraysbury.

Copies of the consultation documents are available for viewing at: Town Hall, St Ives Road, Maidenhead; York House, Sheet Street, Windsor, and borough libraries. They are also available to download from the council website [www.rbwm.gov.uk](http://www.rbwm.gov.uk)

Further information is available by emailing [planning.policy@rbwm.gov.uk](mailto:planning.policy@rbwm.gov.uk) or by calling 01628 796115.

### Radio Campaign

The Council aired radio adverts for one week of the consultation period on two local radio stations. These were Time FM, which serves the entirety of the Borough, and Asian Star FM which is aimed at the Asian community. These campaigns ran from Monday 8<sup>th</sup> March to Sunday 14<sup>th</sup> March 2009.

56 adverts were aired on each radio station, with 8 adverts running per day per station in the campaign.

The script for these adverts is shown below:

*"What kind of housing and employment development do you want and where should it go?*

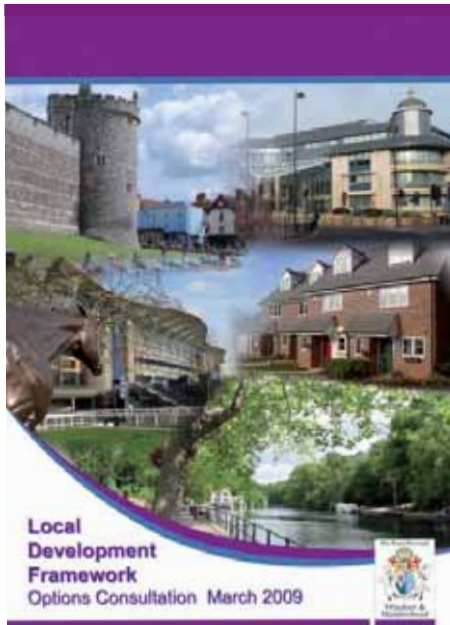
*The Royal Borough of Windsor and Maidenhead would like your views on how **you** want to see the borough develop over the next 20 years.*

*Look out for the local development framework newsletter coming through your door. Or visit the council's website at [www.rbwm.gov.uk](http://www.rbwm.gov.uk). Your views are important so make sure you get them to the Council by Monday 20<sup>th</sup> April 2009."*

## Appendix 2: Consultation Material

### Poster

# Local Development Framework Options Paper Consultation



Public consultation is taking place on an Options Paper for the Local Development Framework. We would like your views on what kind of place you want to live and work in. Your views are also welcomed on what kind of housing is needed and where and how the demand for employment land should be dealt with.

The consultation is open between 6th March and 20th April 2009

#### Copies of the consultation documents may be viewed at:

- Town Hall, St Ives Road, Maidenhead;
- York House, Sheet Street, Windsor and
- Borough libraries.
- Downloaded from the Council website: [www.rbwm.gov.uk](http://www.rbwm.gov.uk)

#### Three drop in sessions are being held where the documents may be viewed and commented on. These will take place at:

- Sunningdale Village Hall, Church Road, Sunningdale on 23rd March 12:30 – 5:00pm
- Town Hall, Maidenhead on 24th March 10am – 4:00pm
- The Maidenhead Room, Guildhall, High Street, Windsor 25th March 12:30pm – 5:00pm

Further Information is available by telephoning 01628 796115

