

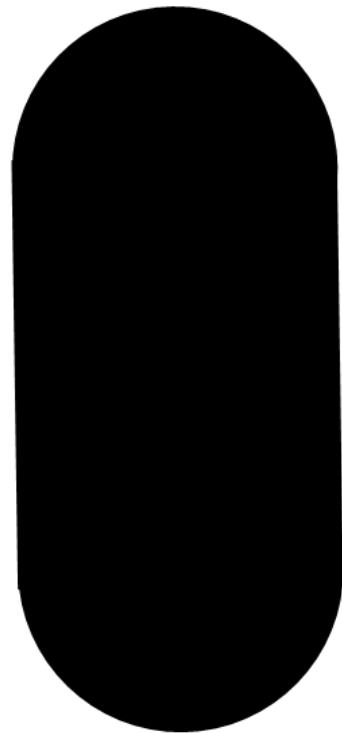


Richborough

Statement of Community Involvement (SCI)

Land East of Rugby Road, Clifton-upon-Dunsmore

June 2025



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1. Introduction

- 1.1 This Statement of Community Involvement (SCI) has been prepared by Marrons on behalf of Richborough (“the Applicant”), and forms part of their planning application for residential development on land East of Rugby Road, Clifton-upon-Dunsmore, Rugby.
- 1.2 The National Planning Policy Framework (NPPF) December 2024 acknowledges there is no statutory requirement for developers to carry out consultation before submitting planning applications. Instead, paragraphs 40-43 encourage pre-application engagement between developers, local authorities, the local community and statutory and non-statutory consultees, on a voluntary basis.
- 1.3 In particular, Paragraph 40 of the NPPF states, *“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.”*
- 1.4 In addition, Rugby Borough Council Statement of Community Involvement (December 2024) encourages applicants to engage with local stakeholders and the community early on in the process to enable feedback to shape proposals. Paragraph 4.6 lists the benefits of stakeholder and community engagement, including highlighting issues and concerns early and enabling proposals to better reflect community aspirations.
- 1.5 NPPF Paragraph 137 also states ‘applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.’ Indeed, the Applicant has proactively engaged with the local community and other stakeholders.
- 1.6 The Applicant has proactively engaged with the local community and other stakeholders. The consultation undertaken and associated feedback received to date has informed the planning application. The purpose of this SCI is to summarise the feedback received as part of the pre-application consultation, alongside the Applicant’s response.

2. Discussions with Stakeholders

- 2.1 Richborough has met with Clifton-upon-Dunsmore Parish Council multiple times, including in February and April 2025 to present the proposed development. The meetings led to discussions around traffic, the provision of services in Clifton, and the potential for a community facility as part of the proposal.
- 2.2 In addition, Clifton-upon-Dunsmore Parish Council asked for an in-person consultation event to be held to help inform the local community of the development proposals, and to ensure that the opinions of the public could be heard and to allow locals to engage and shape the proposals. Richborough were happy to oblige to this request, further information on the in-person consultation event is provided in Section 3.
- 2.3 Richborough will continue to engage with the Parish Council following submission of the planning application and during the determination period.

3. Community Consultation

- 3.1 The Applicant undertook a community consultation exercise during May 2025. A Consultation Leaflet was delivered to all homes within Clifton-upon-Dunsmore on 14th May 2025 inviting residents to an in-person community consultation event, and directed them to a dedicated website (www.rugbyroad.co.uk). A copy of the Consultation Leaflet is contained in Appendix 1 of this report. Consultation leaflets were hand delivered to circa 700 residents. A map of the leaflet distribution area is attached as Appendix 2.
- 3.2 The consultation material provided details on the Site and its planning context, the concept masterplan and associated features and benefits, and details of how to provide feedback.
- 3.3 The leaflet sent out on the 14th May 2025 invited residents to an in-person consultation event on the 21st May 2025 at Townsend Memorial Hall between 4pm and 7pm. The in-person event provided local residents with the opportunity to ask the consultant team questions and provide comments on the proposals.
- 3.4 At the consultation event 8 information boards were presented around the venue for locals to view with the opportunity to discuss elements of the proposals with the consultation team and ask any questions they may have. The detail contained on the consultation boards is attached as Appendix 4.
- 3.5 During the in-person event, feedback forms were provided to allow residents to comment on the proposals. Following the event, this feedback form was added to the website, allowing residents to provide feedback virtually. A copy of the consultation feedback form found at the in-person event and on the website is provided in Appendix 3 of this report. Alternatively, further questions and comments could be submitted to a dedicated consultation email address and postal address. Residents had until 31st May 2025 to provide feedback, however any comments received following this date were still reviewed and have formed part of this report.
- 3.6 The consultation team included 7 members of the client and consultant team who were on hand to answer questions regarding the proposed development. This

included representatives from Richborough, Marrons and masterplanning, highways and drainage specialists.

3.7 Local residents were invited to make comments at the consultation event using the paper and/or online feedback forms. In total approximately 100 people attended the consultation event across the evening.

3.8 Section 4 of this report reviews the feedback received during the consultation period.

4. Summary of the feedback received

4.1 In total, 30 individual responses were received during the consultation period, these responses consisting of 16 forms completed during the event, 12 forms completed using the online feedback form, and 2 emailed responses.

4.2 Table 4.1 below provides a summary of the 28 respondent's answers to each question on the feedback form.

Table 4.1 – Summary of responses to each question

Question	Consultation responses
<p>Question 1: What are your top three priorities to secure alongside new development on the site?</p> <ul style="list-style-type: none"> • <i>Affordable housing</i> • <i>Investment in community facilities</i> • <i>Green space and play areas for children</i> • <i>New habitats for wildlife</i> • <i>Reducing traffic speeds along Rugby Road</i> • <i>Improvements to walking and cycling routes</i> • <i>Other</i> 	<p>Consultees could choose up to three of the listed priorities. Out of the 28 responses, the following responses were most frequently selected:</p> <ul style="list-style-type: none"> • Affordable housing: 6 • Investment in community facilities: 10 • Green space and play areas for children: 11 • New habitats for wildlife: 8 • Reducing traffic speeds along Rugby Road: 16 • Improvements to walking and cycling routes: 11
<p>Question 2: Using your local knowledge, what do you think are the key issues that will need to be considered?</p>	<p>This question was open ended. Answers have therefore been categorised into a series of reoccurring common themes:</p> <ul style="list-style-type: none"> • Site access and traffic along Rugby Road: 19 • Against the principle of development: 8 • Lack of infrastructure capacity (schools, GPs): 5 • Air Pollution: 5 • Demand for homes for the elderly: 3 • Poor existing bus service: 3 • Scale of development: 3 • Impact on views: 3 • Loss of green space and farmland: 3 • Risk of development increasing antisocial behaviour: 1

Question	Consultation responses
<p>Question 3: Do you have any comments or suggestions about how we could improve the plans?</p>	<p>This question was open ended. Answers have been categorised into a series of reoccurring common themes:</p> <ul style="list-style-type: none"> • Against the principle of development: 9 • Provide access off Houlton Way: 6 • Consider/ improve ecology and biodiversity: 4 • Funding for village facilities: 3 • Build a new primary school: 2 • Improve/ replace rail bridge along Rugby Road: 2 • Include low carbon technologies in homes (solar panels, air source heat pumps): 2 • Include bungalows: 1

4.3 The two emailed responses did not follow the same structure as the feedback form. The issues raised in the emails were similar to responses on the feedback forms, raising concerns relating to traffic, access, local infrastructure, wildlife and the size of the proposal.

4.4 Based on the 30 responses received throughout the consultation, residents biggest concerns relate to:

- Vehicular access and traffic along Rugby Road, and the possibility of providing an alternative access onto Houlton Way
- Capacity of infrastructure within the area (schools, GPs, dentists etc.)
- Scale of development and potential of future development
- Affordable housing, bungalows and low carbon technologies
- Views, biodiversity and green space
- Pollution

4.5 These matters will now be addressed in turn.

Vehicular access and traffic along Rugby Road, and the possibility of providing an alternative access onto Houlton Way

- 4.6 With respect to site access, the existing junction between Rugby Road and Newall Close will be improved to accommodate the proposed development. The access will be widened and visibility will be improved, thereby improving safety. Traffic along Rugby Road was a major concern for residents. The Applicant has worked with Warwickshire County Council Highways to assess the impact of the development on the highway network, with mitigation and improvements to be agreed where necessary.
- 4.7 Residents suggested the vehicular access could alternatively come from Houlton Way to the south of the site. However, this is outside of the control of the Applicant.

Capacity of infrastructure within the area (schools, GPs, dentists etc.)

- 4.8 Regarding impacts of new development on local schools, healthcare and other infrastructure, the Councils will assess this as part of the determination of the application and request contributions towards improvements where necessary through a Section 106 Agreement. Some responses suggested building a new primary school as part of the development. The scale of development would not warrant a new primary school.

Scale of development and potential of future development

- 4.9 Residents raised concerns regarding the potential of future development in Clifton-upon-Dunsmore. The planning application only deals with the land off Rugby Road, and any other proposed developments would need to be considered by the Borough Council at that time.

Affordable housing, bungalows and low carbon technologies

- 4.10 In question 1 of the feedback form, respondents highlighted the need for affordable housing. 30% Affordable housing will be provided on-site, secured through a Section 106 Agreement. The mix, tenure and size of affordable housing will be confirmed at the reserved matters application stage. Several

responses raised the need for bungalows and older person living, and two respondents requested low carbon technologies to be included in the design of new homes. The provision of bungalows, accessibility standards and detailed housing design will be considered at a reserved matters application stage.


Views, biodiversity and green space

- 4.11 Several respondents raised concerns regarding the loss of views south of the Clifton playing field. There are no protected or important views south of the playing fields, but development can be designed to soften its visual impact on users enjoyment of the playing fields.
- 4.12 In terms of biodiversity and wildlife, the planning application is supported by an Ecological Assessment, informed by a suite of ecological surveys. This demonstrates there will be no adverse impacts on protected habitats or species, and that new areas can be created for ecological enhancement to achieve a biodiversity net gain.
- 4.13 Residents raised concern over the loss of green space. It should be recognised that the site at present is in private ownership with no public access. The proposed development will provide dedicated public open space for the benefit of new and existing residents, including new walking routes. The extension of the Clifton playing fields also helps to meet an identified demand for new playing space.

Pollution


- 4.14 Impacts on air, noise and water pollution of the proposed development have been assessed. The submitted Air Quality Assessment, Noise Impact Assessment and Flood Risk Assessment detail any pollution caused, and how impacts will be mitigated. Impacts from all sources of pollution produced during construction will be considered and mitigated as part of a construction management plan, to be submitted as part of a future reserved matters application.

Appendix 1 – Consultation Invitation Leaflet





Proposed Residential Development of

Land East of Rugby Road Clifton-upon-Dunsmore



Richborough are preparing the submission of a planning application for the development of land East of Rugby Road, identified on the plan above. Before submitting, Richborough would like to engage with the local community to seek their views on the proposals.

This leaflet provides an overview of the proposals as well as further information on how you can get involved.





KEY BENEFITS OF THE PROPOSAL

- **New Green Spaces** – Formal and Informal recreational areas, play spaces and natural habitats.
- **Sustainable Transport** – Improved pedestrian and cycle connections, linking to key local routes.
- **Economic Benefits** – Supporting local businesses and services through increased footfall and spending.
- **Drainage & Flood Management** – Sustainable solutions to mitigate surface water and enhance habitats.
- **Community Benefits** – An extension to the Clifton Recreational Ground, as well as a new car park to reduce on-street parking within the village.

THE SITE AND PROPOSALS

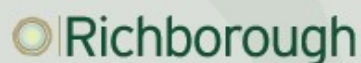
The Site is located to the south west of Clifton-upon-Dunsmore and the north east of Rugby. The site is a large agricultural field, spanning approximately 8 hectares, adjoining existing residential development and Clifton Recreational Ground.

Richborough propose up to 160 new homes at land East of Rugby Road, alongside play space, green infrastructure, landscaped public spaces and ecological enhancement. The proposals seek to integrate with the surrounding area while delivering a high-quality residential development that respects the site's landscape setting.

Richborough are currently completing their technical assessments of the land and engaging with Rugby Borough Council officers through a Pre-application advice request.

About Richborough

Richborough is a leading strategic land promoter specialising in collaboration with landowners, councils and local stakeholders to bring land forward for development.



HAVE YOUR SAY

Your views are important to us and will help to shape the final proposals. We want to know what you think, so this is an opportunity to have your say.

Richborough will be hosting a walk in consultation event held at:

**Townsend Memorial Hall
1 Lilbourne Road
Clifton-upon-Dunsmore
Rugby
CV23 0BD**

**Wednesday 21st May 2025
4.00pm to 7:00pm**

If you cannot make the event, you will be able to view all of the details on our website at www.rugbyroad.co.uk from **14th May**.

You will be able to share your views on the scheme at the consultation event. Alternatively, a dedicated feedback form will go live on our website at www.rugbyroad.co.uk on the **21st May**.

The consultation will run until **31st May 2025**, we would therefore appreciate your comments by this date.

PLANNING APPLICATION SUBMISSION

Richborough aim to submit an outline planning application to Rugby Borough Council later in 2025. The Council will notify local people when the application has been registered and will request formal views on the submitted scheme.

Appendix 3 – Consultation feedback form

Land East of Rugby Road, Clifton-upon-Dunsmore – Your Views

Thank you for taking the time to visit today's exhibition. This feedback form enables you to give us your views on the consultation material today. Your comments will be taken into account by Richborough, as they progress the proposals.

The display boards at today's consultation and the questions below can also be viewed and responded to at:

www.rugbyroad.co.uk

1. What are your top three priorities to secure alongside new development on the site?

<input type="checkbox"/>	Affordable Housing	<input type="checkbox"/>	New habitats for wildlife
<input type="checkbox"/>	Investing in and providing new community facilities	<input type="checkbox"/>	Reducing traffic speeds along Rugby Road
<input type="checkbox"/>	Green Space and play areas for children	<input type="checkbox"/>	Improvements to walking and cycling routes
<input type="checkbox"/>	Other (please add details below)		

2. Using your local knowledge, what do you think are the key issues that will need to be considered?

3. Do you have any comments or suggestions about how we could improve the plans?

Thank you for taking the time to complete this feedback form.

By submitting this [form](#) you agree to us using your information for the purposes of preparing the planning application in relation to the land East of Rugby Road. We will not share any personal information with third parties.

Please post this form into the comments box as you leave the exhibition, or alternatively, return your form to:

Marrons

Bridgeway House

Bridgeway

Stratford-upon-Avon

CV37 6YX

Or via email to rugbyroad@marrons.co.uk by 31st May 2025.



Appendix 4 – Consultation Information Boards

Proposed Residential Development of
Land East of Rugby Road
Clifton-upon-Dunsmore

PUBLIC CONSULTATION

Welcome and Thank You for Joining Us

Thank you for visiting our public exhibition regarding the proposed development on land off Rugby Road. Richborough value your input and are keen to hear feedback on the plans today.

The land has been put forward for residential development following a national and local housing shortfall. Alongside providing both market and affordable housing, the scheme proposes large areas of open space, an extension to the Clifton Recreational Field, ecological enhancements and potential for a new community facility.

Before submitting a planning application to Rugby Borough Council later this year, we are holding this public consultation on the draft proposals to seek the views of local people.

The plan below shows the proposed site and its boundaries. In relation to Clifton-upon-Dunsmore.



Proposed Residential Development of **Land East of Rugby Road** Clifton-upon-Dunsmore

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About Richborough

Richborough is working on behalf of the landowner, to prepare a masterplan, undertake environmental and technical surveys, and submit a planning application for the land East of Rugby Road.

Richborough is a leading strategic land promoter specialising in collaboration with landowners, councils and local stakeholders to bring land forward for development.

Richborough's projects are located around the country and range from residential schemes of around 100 dwellings to large, mixed use urban extensions.

Richborough are a land promoter, enabling the development of new homes, but do not build the new homes themselves. Once planning permission is secured, land is sold onto housebuilders who develop the land. During development, Richborough work closely with the developer to ensure that all parties comply with ESG regulations and that all work is done to the highest possible standards.

Answering the Housing Shortage

Richborough helps plug the chronic undersupply of suitable land and provide market and affordable housing to meet the needs of the growing population.

Our sites have been delivered by leading national and SME housebuilders, providing new homes for people on all stages of the property ladder.

Communities and Local Authorities

Richborough strive to ensure key stakeholders are consulted and involved wherever possible.

Development proposals in sustainable locations, do of course involve impact upon some local residents which can at times lead to tension but we do our best to inform and consult at each stage of the planning process to maximise the flow of information.

All feedback from this consultation event will inform and shape the development proposals before a planning application is submitted.



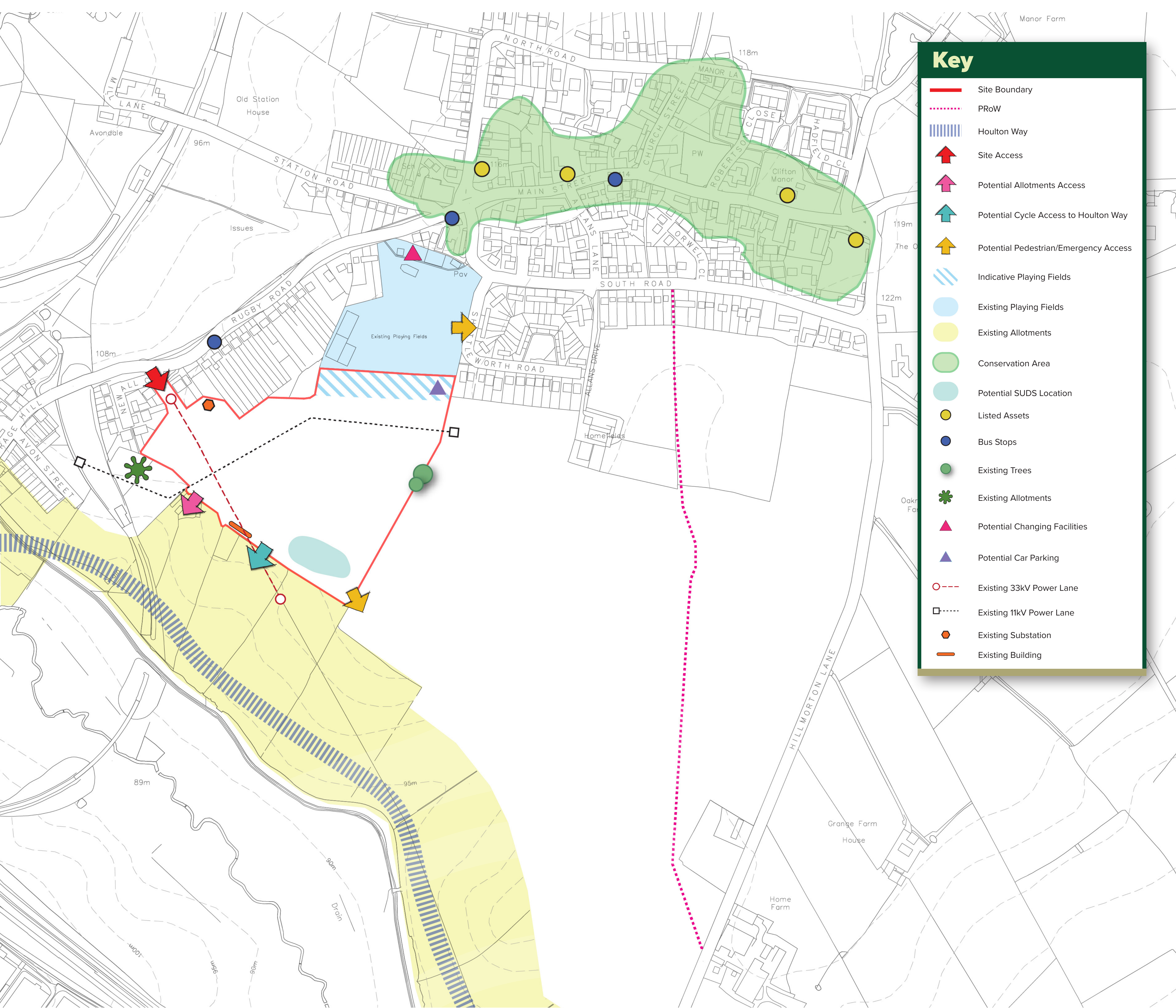
Proposed Residential Development of **Land East of Rugby Road** Clifton-upon-Dunsmore

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The Site

- The site is located East of Rugby Road, Clifton-upon-Dunsmore and approximately 2.5km east of Rugby town centre.
- The site covers 7.88 hectares of agricultural land, hedgerows and trees.
- The site borders the Clifton Playing Fields to the north, farmland to the east, farmland and Houlton Way to the south and residential development to the west.
- The site is in a sustainable location, being within walking distance to Clifton's services and facilities.
- The land is solely within flood zone 1, with only small areas at risk of surface water flooding.

The plan below illustrates the sites development constraints.



Proposed Residential Development of **Land East of Rugby Road** Clifton-upon-Dunsmore

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Local Context

Rugby Local Plan

The current Rugby Local Plan 2011-2031 was adopted in 2019. The Local Plan sets out policies to guide development and decision-making, ensuring sustainable growth and addressing local needs.

As the current Local Plan is out-of-date, Rugby Borough Council is now preparing a new Local Plan and recently consulted on Preferred Options. There are further rounds of public consultation and an Examination before the Plan is adopted.

The Local Plan Preferred Options stage identifies a need for 150 new homes within Clifton-upon-Dunsmore, scattered across three sites. Richborough have put the land East of Rugby Road forward as an alternative to the land identified in the Preferred Options around Clifton.

Housing Demand

Rugby Borough Council cannot currently demonstrate a 5 year housing land supply, a target set by national government, and therefore Rugby Borough has a housing shortfall against the local need.

There is also a clear demand for affordable housing in Rugby Borough, with net **affordable housing delivery of 808 dwellings 2011/12 to 2023/24** only contributing to **9%** of all housing delivery (8,964 dwellings) in Rugby Borough Council.

Furthermore, the number of households on the Council's housing waiting list has increased by 64% since 2020 to 646 households.

Clifton-upon-Dunsmore Playing Field

In Rugby Borough Council's Playing Pitch & Outdoor Sport Strategy (July 2023) the existing pitches at Clifton-upon-Dunsmore Playing Field are graded as poor quality, played to capacity and without a dedicated parking facility.



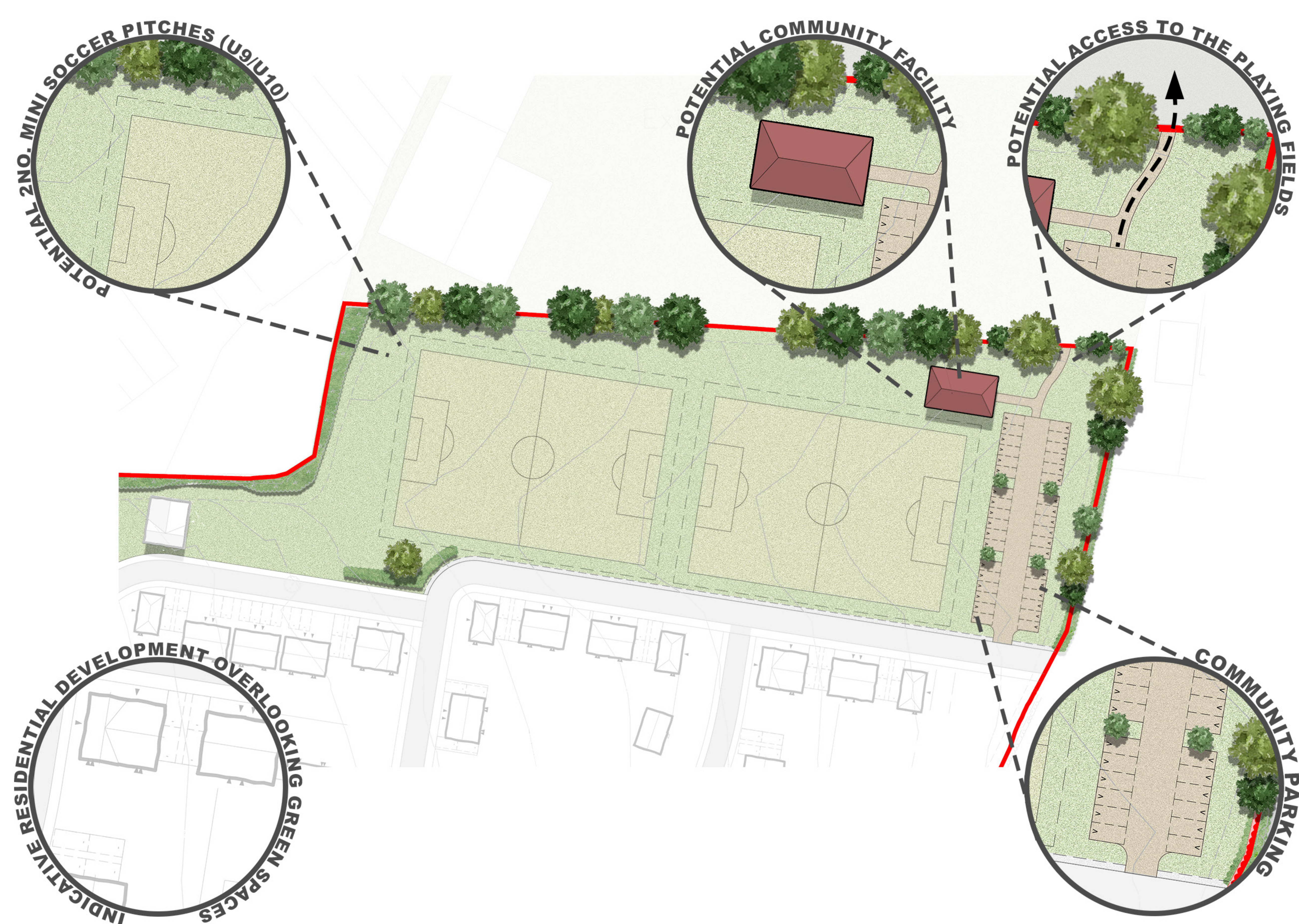
Proposed Residential Development of **Land East of Rugby Road** Clifton-upon-Dunsmore

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The Benefits

Key benefits of the proposals:

- Up to 160 new homes to address Rugby Borough Council's housing shortfall.
- Provision of affordable housing to help meet local demand.
- Creation, retainment, enhancement and protection of habitats, offering new opportunities for wildlife and achieving a net gain in biodiversity.
- Economic benefits through job creation during construction and increased spending in the local economy.
- Significant provision of public open space and extension to Clifton Playing Fields, providing new walking routes and opportunities for recreation.
- Opportunity to create a community facility that delivers benefits to local residents and strengthens the local community.
- A proposed car park to serve the playing fields.
- Sustainable drainage solutions to control water runoff from development and achieve betterment over the current situation.
- Financial contributions towards local services, facilities and amenities including schools and GPs through a Section 106 Agreement.
- Allocation for a new children's play area



Proposed Residential Development of **Land East of Rugby Road** Clifton-upon-Dunsmore

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Key Issues

We have carefully considered several important factors in the development of this proposal, and are working to understand and address these key issues:



Flooding and Drainage

The Environment Agency's (EA) Flood Map for Planning shows the site to be located entirely within Flood Zone 1, which is land considered to be at a low probability of flooding from rivers or seas. The site is located approximately 245m north-east of the nearest Flood Zone 2 and 3 extents, and 180m from the Oxford Canal; the site is also topographically raised above these Flood Zone extents. The site is therefore considered to be at a low risk of fluvial flooding.

The EA's Risk of Flooding from Surface Water (RoFSW) mapping shows the majority of the site to be at very low probability of surface water flooding. There is an isolated area at low to high probability of surface water ponding depicted in the north of the site, associated with an existing topographical low point. However, no built development will be proposed in these areas.

Sustainable Drainage Systems (SuDS) will be incorporated to manage surface water within the site, ensuring no increase in runoff or impact on downstream areas. The development will include storage to hold excess water from increased rainfall and climate change, with flows directed to local watercourses. It is designed to avoid raising flood risk downstream and will help reduce peak flows during major storms.



Transport and Access

It is proposed to take access from Rugby Road via an improved priority-controlled T-junction, which will also provide wider and improved access to Newall Close, realigning the junction with the main road and widening it to improve two-way vehicle movement. Pedestrian and cycle access will also be provided alongside the access road.

Whilst we do not envisage any capacity or safety issues at the proposed site access junction, in terms of the wider highway network, the development site traffic will be modelled within the strategic transport model for Rugby, with any impacts and mitigation identified to be agreed with Warwickshire County Council (WCC) in due course. We have agreed the modelling methodology with WCC and are awaiting the latest (updated) release of the model in order to commission the required assessment work.



Landscape and Visual Impact

Settlement Identity

The proposed development at the Site would not incur into the intervening land between Clifton upon Dunsmore and the wider town of Rugby that the identity of the village would be lost. Through an appropriate masterplan combined with a well-considered landscape and open space strategy, the development can be positively integrated enabling the identity of the village to be maintained.

Landscape Design

The evolving masterplan, developed with technical input including arboriculture, ecology, and landscape experts, has potential for new planting and green infrastructure to enhance local landscape and habitats. It preserves existing features, provides amenity space, and creates strong pedestrian and cycle links between neighbourhoods.

Landscape Character

The Site is located within the 'Dunsmore - High Cross Plateau – Mease Lowlands' Regional Character Area, and is described as: 'intensively farmed, and in places urbanised, region, with a varied rolling, dissected topography characterised by low glacial plateaux and incised, meandering river valleys.' Within this larger Regional Character Area, the location in which the Site sits is further located within the Landscape Type 'Plateau Fringe'. The landscape strategy would enable the establishment of a new fruit orchard of locally found species. This initiative reflects the once abundant, but now mainly lost fruit orchards found around the mid-Warwickshire area.

Proposed Residential Development of
Land East of Rugby Road
Clifton-upon-Dunsmore

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Have Your Say

Thank you for taking the time to review our proposals.

Richborough would like to know your views on its proposals. We will consider all the comments we receive and take them into account as part of the preparation of the planning application.

Please share your thoughts using one of the following methods:



Fill out a **feedback form** available at this exhibition.



Email us at **rugbyroad@marrons.co.uk**



Submit your feedback online at **www.rugbyroad.co.uk**

Feedback must be submitted by **Saturday 31st May 2025.**



 Richborough