



Protecting the architectural and historic quality of Chipping Campden, its open spaces and its natural setting.

29 November 2021

Neil Corbett
Asset Management and Property Services
Gloucestershire County Council
Shire Hall
Gloucester
GL1 2TG

Dear Neil

**Land off Aston Road, Chipping Campden: Outline plans for new access road and car/coach park for school, replacement surgery and new housing
Public Consultation – 18 November – 10 December 2021**

It was very nice to meet you at the consultation, as promised here is the response from the Campden Society.

The Campden Society strongly supports the proposals put forward by Gloucestershire County Council for the creation of:

- a new access and car/coach park for the school
- the existing school car park becoming a public car park
- the provision of a replacement surgery
- the provision of additional housing that would enable the delivery of the above

The Campden Society believe this development provides a unique opportunity to improve the lives of the people of Chipping Campden and we support the initiative and recognize the efforts of Gloucestershire County Council and Lynden Stowe, Chipping Campden School, Dawn Lodge Associates, Cotswold District Council, CC Town council, CC Surgery, to get to this point. We appreciate the work that has gone into enlarging the original outline planning scheme to include the new road and the creation of a new car park and surgery for the town.

We think this is an opportunity to make an innovative scheme with visionary aspirations. We will be pushing for design excellence and the highest standards of environmental construction and delivery so that this can become a landmark scheme that is a credit to the town and will have wider exemplary outcomes. We would like this to be a scheme which balances being a desirable place to live with usable private space within an overall structure of high-quality public space. We have included exemplars of CLH and innovative housing design at the end of this letter.

Chipping Campden has a proud history, not only as a remarkable market town with exceptional architectural heritage, but also Campden has some more recent housing schemes of exemplary design. Littleworth estate designed by Pemberton & Bateman for the Local Authority won a 1953 Housing Medal and Wolds End was design by the award-winning architectural practice of Wallace & Hoblyn Partnership. Both of these schemes have been

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variously praised for the quality of the design, the generosity of the layouts and the quality of the craftsmanship.

We would like to see a scheme of contemporary design that sits within the AONB without looking like a pastiche of the local vernacular architecture, but rather which provides a modern interpretation of it, much like Wolds End and Littleworth. We do not want to see another development with poor urban design and unimaginative detailing.

New Housing

Chipping Campden also has a history of providing affordable housing for young families and key workers. The Bratches, close to the development site, built in the 1980s was an early example of affordable housing. Chipping Campden School also has a linked Housing Association aimed at providing teachers and other key workers a small selection of homes in this expensive area of the country.

We would like to see as much affordable housing as possible provided under the scheme and we would ask that a minimum of ten dwellings would be developed as Community Led Housing under a Community Land Trust so that the land would remain as affordable rented housing in perpetuity and would not be subject to Right to Acquire legislation.

We would like to see the majority of the affordable housing be marketed as affordable rented properties under the aegis of a registered provider rather than for affordable sale. Those units of affordable housing that are marketed for sale we would like to see as mixed tenure We would like to see enforceable and enforced covenants put in place for the affordable housing to ensure that units may not be sold on the open market and that they would remain in reach of low earning households.

We would support the inclusion a further nominal number of housing units to pay for the uplift in design and environmental standards that we are calling for.

Developer Selection

We propose that a) the developer is selected on the grounds that there is buy-in to the innovative nature of this scheme and b) strict mandates are set in place on the selected developer to ensure that:

- A design led architectural practice is selected for the scheme.
- A stricture on the selected developer sub-selling any portion of the land to another developer to reduce the obligation of affordable housing from 40% and prevent the loss of any affordable housing units.
- All the add-ons of open space etc. are included and not lost due to miscalculation of cost once the development is started.

You mentioned the example of Starvehall Farm which was a developer led scheme delivered with Built for Life standards. We would endorse this approach but we would want the appointment of the architects to be evaluated carefully for their design approach. The BfL

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standard can still end up with somewhat mediocre architecture, despite including all the other aspects of a well-considered scheme.

Green Initiatives

We would propose that the following green initiatives are incorporated into the proposed scheme to demonstrate a meaningful commitment to playing a part in addressing the climate emergency, including:

- Zero carbon housing
- Solar panels, ground source heat pumps or district heating, (not air source heat pumps)
- inclusion Sustainable Urban Drainage System
- Mitigation for skylarks and other affected species.
- Wildflower verges with mown strips
- On the green boundary to the north/north east of the site, useful tree planting that is easily maintained and that the maintenance of the new green strip is clearly defined and funded.

Additional Issues.

We would also like the following issues to be considered and implemented into the development:

- Well-designed green open spaces that accommodate the variety of needs that will be present in the development with a mixed demographic. This could include play equipment for under 10yo. Outdoor gym equipment and the opportunity for a community garden.
- Thoughtful and inclusive urban planning that integrates the variety of tenures across the whole development.

We would assume adherence to the Cotswold Design code.

New Surgery

We support the provision of a new surgery. We understand there are concerns about the distance this will be from the town centre. We suggest that:

- There is sufficient parking for staff, patients and a provision community buses.
- The promotion of Active Travel. (See below for safe pedestrian routes.)

New Road and School Car Park

- We would support the idea that the location of road into the school grounds is moved to the north east slightly to avoid loss of any school playing field area. Currently the way the road is shown it interrupts the school running track and would necessitate consultation with Sport England.

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- We would urge that clear and safe crossing points are included at all three new intersections onto Aston Road – two pedestrian/ cycle paths and the new road junction.
- And that the pavement to Aston Road is upgraded to provide safe walking and encourage people to walk.
- We feel it is imperative that a route for a possible ‘by-pass’ to Station Road is maintained in this development, even if this seems a remote possibility at this stage, it may be needed in decades to come and it would not cost anything to ensure that the possibility is left open for a route through.

New Town Car Park

- We would suggest the new town car park should be leased and managed by the Town Council, or a subcontractor thereof, and not be a drain on Chipping Campden School resources in any way.
- Electric charging (EVC) points should be included in the car park, the number to be determined by a traffic survey and anticipated increase in EV ownership.
- All requirements for the effectiveness of the new town car park are covered by the development as set out by CCS.
- The Town Council and Cotswold District Council provide support to Chipping Campden School and to Chipping Campden Surgery to instigate Active Travel measures and campaigns.

We hope that you will be able to drive forward the inclusion of these suggestions and we are happy to provide any support that you need to do so. The Campden Society will continue to champion for the highest standards in this development and we think this is an important point in the promotion of the scheme. As discussed, I have attached some links below to Community Led Housing schemes and some examples of PassivHaus developments.

Yours sincerely

Elizabeth Devas
Chair

Cc: John Sanderson, Principal Chipping Campden School
Dawn Lodge, Dawn Lodge Associates
Sir Geoffrey Clifton Brown MP
Cllr Lynden Stowe, GCC
Cllr Gina Blomefield, CDC
Stephen Spencer, CC Business Forum
Mark Campbell, Evans Jones llp
CC Town Council
The Campden Society members

Resources for Community Led Housing and of Design Excellence in Housing

<https://www.nailsworthclt.org.uk>

Community Land Trust in Nailsworth, Gloucestershire

<https://www.communityledhomes.org.uk>

Website for Community Led Homes

<http://www.mikhailriches.com/project/goldsmith-street/#slide-2>

Goldsmith Street, Norwich. The largest Passivhaus development to date in Britain, award winning. Norwich city centre. Mikhail Riches Architects.

<https://www.molearchitects.co.uk/projects/housing/k1-cambridge-co-housing/>

Marmalade Lane, Cambridge. Developer led, co-housing scheme in Cambridge. Mole Architects.

<https://fcbstudios.com/work/view/accordia>

Accordia Housing development in Cambridge by Feilden Clegg Bradley Studios.

<https://www.designcouncil.org.uk/resources/guide/building-life-12-third-edition>

Built for Life standard, is an industry standard for well-designed homes and neighbourhoods which is endorsed by the government. Accreditation gives consumers confidence that important aspects of design have been considered. The Built for Life quality mark is 'the sign of a good place to live with new well designed homes & neighbourhoods. The scheme is led by three partners:

- Design Council CABE.
- Design for Homes.
- Home Builders Federation.