

## 9. COMMUNITY, COHESION AND GOODWILL

The proposed development has sparked an unprecedented level of concern from the public, resulting in significant upset and outcry from residents. While the residents are not opposed to growth and support the Local Plan developments, they strongly object to the inappropriate scale and location of this project. Public opinion on the proposed development is overwhelmingly negative, with the goodwill and lives of residents and the community cohesion being severely strained.

- a) **Goodwill** and lives of residents and the community are exhausted. The proposed development threatens to push the residents of Albrighton to their limits. The area has already significantly surpassed its housing guidelines, and this huge proposed addition of further dwellings would place an unviable burden on local infrastructure and amenities.

The scale and inappropriateness of this development are not in line with the sustainable growth goals of our community. This proposal risks exhausting community goodwill and severely impacting the quality of life for existing residents.

The limited social and economic benefits claimed by the Applicants' do not outweigh the substantial harm this development would cause. Furthermore, the plans fail to protect the heritage of the area, with insufficient information provided to ensure no harm will result. Therefore, we urge the council to ensure that they consider the preservation of the wellbeing and cohesion of our community when determining this planning application.

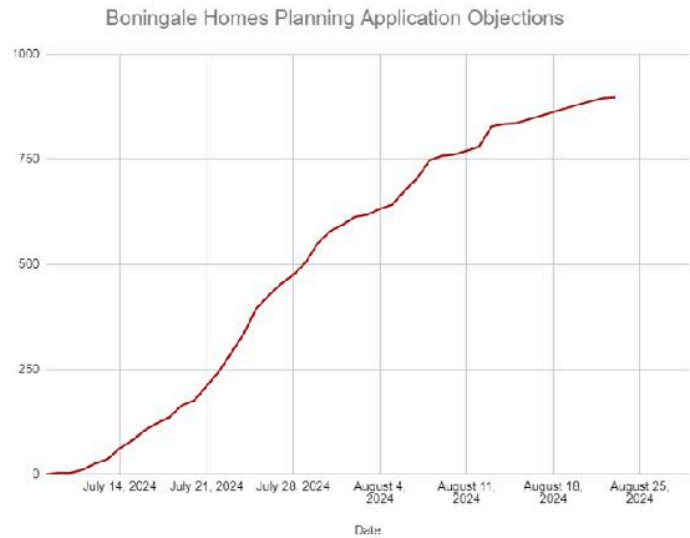
- b) **Unanimous Political Opposition** to the Applicants' proposals:

- **2024 General Election Campaign.** ALL candidates for The Wrekin constituency; including the Labour Party Candidate Roh Yakobi published statements of opposition to the Applicants' proposals. Refer to the press release in Appendix 3 dated Friday June 21st 2024.
- **Member of Parliament for The Wrekin Rt Hon Mark Pritchard** has also consistently and strongly voiced his opposition to the proposals, and arranged a Public Meeting on 16th May 2024:
  - c.250 people crammed into the Albrighton Red House for the meeting, with another 100 people standing outside in the pouring rain
  - In the words of two journalists who attended, they have never seen raw emotion and genuine upset like it
  - Further details of this are explained below in **h) Response to Applicants' Statement of Community Involvement** and full meeting minutes are included in Appendix 4A
- **Local Authority Cross-party Political Support.** In addition to the local MP's views, Shropshire Council have stated publicly that there is cross-party political support for the emerging Shropshire Local Plan; which has clearly rejected that the site (P36A & P36B) should be used for housing. Note that the Applicant has incorrectly contradicted this as explained in Grounds For Objection key topic area 2. Protection of Green Belt. This is clearly an attempt to mislead planning authorities
- **Shropshire County Councillor for Albrighton, Nigel Lumby** has extensively reviewed the Applicants' proposals and engaged with residents across the parish to understand the impact on the community and material considerations against it. As a result he has been strongly opposed to the planning application and has consistently represented residents views against the proposals.
- **Albrighton Parish Council** reviewed the application and voted unanimously to object to the proposals at a planning meeting held in public on July 24th 2024.

**c) Overwhelming Public Opposition**

to the proposals has been clearly demonstrated with over 900 objections submitted by residents and consultees steadily over the public consultation period - refer to the adjacent graph.

The impact on residents is an important consideration and the level of opposition should be taken into consideration by the planning authorities.



**d) A petition of objection with 3,724 signatures**, equivalent to over 83% of the village's electoral roll, has already been submitted to Shropshire Council by AVAG committee members and local MP Mark Pritchard; and demonstrates the overwhelming public objection to the development

**e) Physical and mental health** of the community would be significantly reduced; with the destruction of green spaces surrounding our village, increase in traffic numbers and air pollution, fundamental change in the nature and character of the village. This issue has also been raised by many residents who have objected to the proposed planning application on the portal. It is a significant issue which should not be overlooked.

**f) Affordable and Social Housing contribution** is insufficient compared to the new NPPF proposed changes which would require Green Belt developments such as this to have a 50% contribution. If this was to be introduced then it would further reduce the viability of the proposals.

**g) Local community groups** in Albrighton have unanimously given their support to the campaign against the Applicants' proposals:

- AVAG has been actively supported by groups including the Albrighton Development Action Group, Albrighton & District Historical Society, Albrighton Flood Action Group, Albrighton Civic Society and the Cross Road Traffic Group.
- Albrighton Craft Group knitted this post box topper with the words **SAVE ALBRIGHTON** next to a



representation of the size of the proposals. Messages like these have been seen all around the village since the proposals were announced.



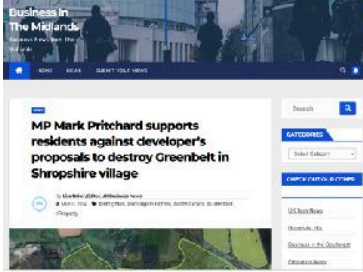
# ALBRIGHTON VILLAGE ACTION GROUP OBJECTION TO 24/02108/OUT

Boningle Homes Albrighton South Planning Application



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**h) Extensive Media Coverage.** Since the proposals were announced at the end of February 2024, the press and media attention demonstrates the substantial public interest in these proposals and support for the AVAG campaign to stop them. Further web links are provided in Appendix 2.



**A collection of Local and National Media coverage of the campaign against the Developers proposals**  
More details and webpage links in the Appendix



### i) Response to Applicants' Statement of Community Involvement

This section reviews in detail the points included in the Applicants' Statement of Community Involvement; which contains extensive misrepresentations about the consultation and community involvement undertaken by Boningle Homes and their team.

Note that the reference numbers below mirror the references in the Applicants' document to assist with review and comparison:

**3.4 Consultation leaflet.** This section misrepresents the 'consultation' that Boningle Homes undertook and how it reached residents. The 'Consultation Leaflet' described was for the second event arranged by the Applicant on 28th March. The leaflet did not give any details of the first event on 5<sup>th</sup> March.

- Residents only found out about the 5th March event due to the widespread alarm created when a few residents found out - and then word of mouth spread quickly across the closely knit village community
- The Applicant states that the leaflet was distributed to approx. 878 households. Albrighton residents strongly refute the number of households who received the leaflet; especially those immediately adjacent to the proposed site
- A number of residents reported that they received a leaflet several days and in some cases a week after the event was held
- The date selected for the second event was the day before the Good Friday Bank Holiday and in the middle of the school Easter holidays when many families were away

In summary, it would appear the Applicant was trying to 'go under the radar' - opposite to what the Applicant is now trying to portray in their submission.

**3.7 Social Media post.** This section misrepresents the engagement undertaken by Boningle Homes. The Applicant is referencing 'vibrant and active' engagement and communication.

However, this is not what the Applicant undertook; this is what has taken place in the social media community of the residents of Albrighton. It is absolutely not what the Applicant undertook or what residents experienced.

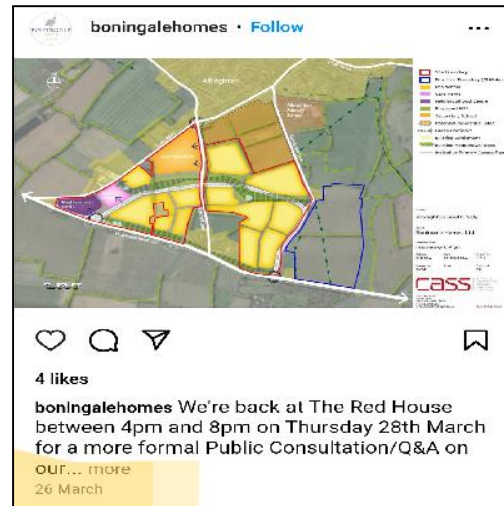
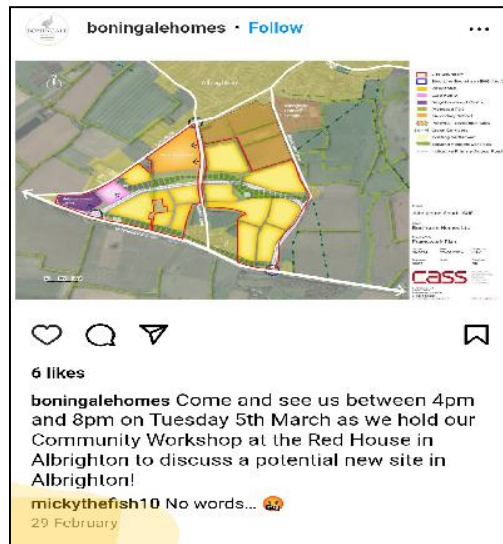
Notably the Applicant has also omitted to mention the Facebook group specifically set up to campaign against the proposals by Albrighton Village Action Group; with over 850 members who have generated 721 posts, 2,833 comments and 16,459 reactions in opposition to the Applicants' proposals since they were first announced - refer to graphs below.



In contrast, the Applicant refers to two social media posts that they have made.

**The first social media post** was issued by the Applicant on 29th February (Only FIVE days before their first event).

**The second social media post** was issued a month later on 26th March (again only TWO days before their second event).



One post just days before each of the two events are clearly not 'vibrant and active' communication on behalf of the Applicant.

**3.10 Community Workshop.** As stated above the Applicants' event on 5th March seemed by residents to have been purposely not publicised by the Applicant. No flyers were evidenced here and there was only one social media post 5 days before the event. The Applicant appears to have tried to 'go under the radar'.

**3.12. Attendees.** The Applicant has explained who they sent to the 'workshop' but they have not explained what sort of reaction the residents that attended gave them:

- There is no evidence provided by the Applicant to explain how many attended the event
- The Applicant appeared to be completely disorganised in how they arranged the event; only providing a few drawings on tables and not recording who attended
- There was a constant flow of negative reaction from residents who talked to the Applicants' representatives. Residents left with shock and horror on their faces, some of them laughing with bewilderment at what the Applicant proposed. Some people shouted in disgust at what they had heard

In reaction, residents started a petition outside the event with over 300 signing on the evening against the Applicant. Likely over 95% of residents attending the event signed the petition to oppose the proposals. This petition went on to be signed by over 3,700 people in opposition to the proposals and has been submitted to Shropshire Council in evidence of the level of objections to the Applicants' proposals.

It is also important to note: the Applicant and team presented the proposals as a 'fait accompli' and told residents that the proposals were '100% certain to get approval' and that they had "never lost a planning application".

**3.13 Public Consultation.** The opening words of this paragraph: "following the success of the first workshop" would appear disingenuous and wholly misleading - as explained above.

**Note:** This is not the first time that the Applicant misrepresented the first workshop. On 11th March the Applicant made a misleading statement to the BBC that there was a "mixed reaction" at [the] recent [5th March] public meeting. This was another attempt to mislead public opinion. In fact, the reaction by residents was overwhelmingly in opposition with over 1,000 already having signed the opposition petition. Screenshot below from BBC website.



## Albrighton residents start petition to oppose 800 homes plan

11 March · 1 Comment



Dean Trowbridge, development manager with Bonningdale Homes, said there was a "housing need" in the county, with developers also in talks to provide a new doctor's surgery

By Caroline Gall  
BBC News, West Midlands

Residents in a Shropshire village say they are **overwhelmingly** against plans for 800 homes on green belt land.

Developer Boningle Homes wants to build an estate on an area between Newhouse Lane, Holyhead Road and Cross Road in Albrighton, near Shifnal.

It said there was a **"mixed reaction"** at a recent public meeting, but residents said their petition in opposition to plans had more than **1,000 signatures.**

One councillor has described the project as a "green belt grab".

**3.13 & 3.14 "Public Consultation"**. These sections only explain that an event took place on 28th March. They do not explain anything about the overwhelmingly negative and fractious response that the Applicant received from the community. Again, it is a misrepresentation from the Applicant to not mention this and misleads anyone reading their document.



After the Applicants' first 'consultation session' revealed the extent of the proposals on 5th March, many residents felt such abhorrence at the severe negative impact that it would have on the village. Those that were already aware of the proposals, and not away for the Bank holiday weekend, decided to simply abstain and protest at the second event on 28th March, outside in the pouring rain.

This peaceful protest outside of the Applicants' "Public Consultation" event on 28th March was publicised in the media with widespread opposition building.



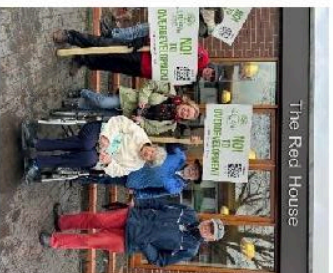

**NEWS**

Home | InDepth | Israel-Gaza war | US election | Cost of Living | War in Ukraine | Climate | UK | World | Business | England | Local News | Shropshire

### Villagers to debate plans for 800 homes

ALBRIGHTON VILLAGE ACTION GROUP

More than 3,000 people have signed a petition opposing the development.



Inside the consultation event, the Applicant and team again presented the proposals as a 'fait accompli' and told residents *that the proposals were 80% certain to get approval* (slightly diminished from the 100% certainty that they previously told residents). This continued the tone of arrogance from the previous session and was again inappropriate and designed to mislead / misrepresent residents.

When the Question-and-Answer session started, some residents sat in on this with a number of key members of Albrighton Village Action Group. The Applicant was heavily challenged on many areas including traffic, green belt, location and impact on the community.

Residents at the meeting confronted the Applicant and team about the tone of arrogance and how people were being talked to in a patronising way.

The Applicant was asked in the session if they would publish minutes of the Q&A session but this has not happened. The Applicant is still not sharing what actually happened in that meeting.

Residents in Albrighton have overwhelmingly commented that the Applicants' workshops :

- were a 'tick box' exercise carried out with minimal engagement
- were used by the Applicant as an opportunity to give the impression that their proposal would almost certainly be granted planning permission, and opposition was futile

The Applicants' Development Director, Dean Trowbridge told residents:

*"...out of all of their live planning applications in Green Belt, including Bishops Wood, Codsall and Brewood, this application was the 'easiest' to get permission for!"*

Again, Boningale Homes attempting to deter local residents from objecting.

**3.14 Q&A.** This section states that the "interactive session aimed to address queries comprehensively and foster a deeper understanding among attendees." The previous sections show that residents absolutely did not get the impression that the Applicant aimed to address queries comprehensively.

This still does not appear to have been picked up by the Applicant and the misrepresentation flowing throughout this Statement of Community Involvement reinforces how the Applicant has been arrogantly trying to hoodwink and mislead local residents.

**3.11 & 3.16 Items Displayed.** This section states that 'a number of plans and drawings were displayed' and 'consultation boards [were] utilised at the public exhibition'. This is false. The Applicants' team put out three A1 paper masterplan drawings on tables for people to look at. They did not arrange a presentation on the drop-down screen that is available in the room. Residents did not consider this to be an 'exhibition or display'. See photos below.







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In summary, it would appear the Applicant was trying to 'go under the radar' - opposite to what the Applicant is now trying to portray in their submission.

### 3.20 Albrighton Village Action Group Consultation.

The Applicant has made false statements about what happened on 16th May 2024. This would appear arrogant and unprofessional and again seeks to misrepresent the true nature of their consultation with the local community. The information below allows Albrighton Village Action Group (AVAG) to strongly challenge the Applicants' version of these events.

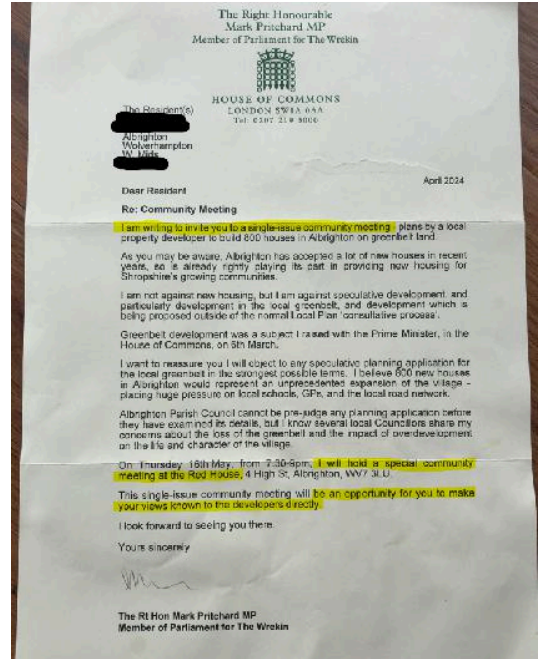
Their document states that AVAG organised a consultation meeting. However, the letter from the Rt Hon Member of Parliament Mark Pritchard, shown below, circulated to every household in Albrighton confirms that this was his Community Meeting; not an AVAG meeting. The Applicant was invited to speak at the meeting by Mark Pritchard.

The fact that the Member of Parliament considered the proposals so concerning that he arranged a public meeting demonstrates the extreme negative impact that the proposals will have on the community.

The Applicant has used the word 'Consultation' to describe the meeting. However, this is again a misrepresentation and it is important to understand that this was not a consultation.

Mark Pritchard's letter describes it as a 'single-issue community meeting' and an 'opportunity... to make your views known to the Applicants' direct'. This is what residents did and over 300 residents turned out to demonstrate overwhelming opposition to the Applicants' proposals.


The Red House building was full to the rafters, standing room only with people standing outside in the rain.



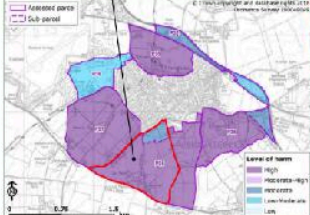
AVAG produced and brought over 10 x A1 sized display boards to put up around the meeting room to help explain the Shropshire Council Local Plan housing allocation and safeguarded sites in Albrighton to members of the public. Refer to Grounds For Objection 1. Emerging Shropshire Local Plan.

The display boards also explained details of what the Local Plan states about the Applicants' proposed site P36A & P36B; as shown below. The display boards are reproduced in full in Appendix 5.

### WHAT DOES THE SHROPSHIRE LOCAL PLAN SAY ABOUT BONINGALE HOMES PROPOSED SITE?



- ✔ IMPORTANT TO PRESERVE HISTORICAL SETTLEMENT AREA
- ✔ THERE ARE MORE APPROPRIATE SITES TO MEET BLACK COUNTRY NEED
- ✔ IT IS A SENSITIVE GREEN BELT PARCEL
- ✔ SITE NOT PROPOSED FOR INCLUSION IN LOCAL PLAN
- ✔ RETAIN AS GREENBELT
- ✘ NO POTENTIAL FOR ALLOCATION AS A HOUSING SITE
- ✘ NO POTENTIAL FOR WINDFALL HOUSING
- ✘ SIGNIFICANT ENCROACHMENT ON COUNTRYSIDE
- ✘ HIGH LEVEL OF HARM IF RELEASED FROM GREEN BELT
- ✘ SITE IS POORLY RELATED TO ALBRIGHTON



NO!  
TO  
GREEN BELT GRAB

### BONINGALE HOMES OVERDEVELOPMENT PROPOSALS FOR ALBRIGHTON SOUTH



NO!  
TO  
OVERDEVELOPMENT

- ✘ NOT IN SHROPSHIRE LOCAL PLAN
- ✘ NOT NEEDED
- ✘ SEVERE NEGATIVE IMPACT ON VILLAGE
- ✔ ALBRIGHTON ALREADY HAS A SUSTAINABLE HOUSING PLAN
- ✔ SUPPORT THE SHROPSHIRE LOCAL PLAN CONSULTATION

800+ HOUSES  
PARK & RIDE  
SUPERMARKET  
DRIVE-THRU  
SCHOOL  
CARE HOME

In addition to the display boards, AVAG also:

- displayed banners and placards
- set up a table for residents to sign the opposition petition
- took donations to the fundraising campaign to fund professional and legal advice against the proposals
- brought their own computer and projector to the room as one was not available inside by the Red House room
- erected a gazebo outside in case the room overflowed to protect attendees from the rain
- provided attendees with Post-it notes and pens to make comments which were stuck on the wall of the room; **these have been typed up and are shown in Appendix 4B**

For transparency, meeting minutes were published for review on the AVAG website <https://albrightongreenbelt.co.uk/> alongside photographs, the AVAG meeting presentation and the display boards - refer to screenshot adjacent. No comments were received by AVAG about the minutes.

The minutes are shown in full in Appendix 4A.

The Albrighton Village Action Group would like to **thank everyone** who came to the Public Meeting at the Red House on May 16th, 2024, which was arranged by the Rt. Hon Mark Pritchard, M.P.

We are sorry we couldn't get you all into the building on a rainy day. Speakers included ourselves, Shropshire Planning Councillor Nigel Lumby and George Thompson and Dean Trowbridge of Boningle Homes.

The latter two gentlemen informed us that they intend to submit their planning application at the end of May. However it was finally published on July 8th.

AVAG, Nigel Lumby and Mark Pritchard all spoke in **opposition** to the plans and gave many strong reasons why it was unacceptable and unachievable.

[DOWNLOAD THE MEETING PRESENTATION & MINUTES](#)

### PUBLIC MEETING - PHOTO GALLERY (16TH MAY)







### 3.24 The Applicants' complaints of "personal attacks"

It was clear to AVAG that there were very emotive views in the village about the proposals, evidenced by numerous face to face conversations, facebook comments and general feeling in the village. As a community action group, and also at the request of Mark Pritchard, it was important that AVAG make these views known to the Applicants' in a direct manner at the public meeting.



Any comments made by AVAG simply reflect the passion and upset held by these residents. The Applicant cannot expect individuals who will suffer most from their proposals to approach this matter with the same dispassionate deference displayed by those whose interests are merely economic.

The Applicant was urged to reconcile the current Directors approach with the historical actions and promises made to the local community by previous generations of the Directors' family.

There was (and still is) a strong public feeling as outlined above that the Applicants' representatives have consistently appeared arrogant, often patronising and consistently misrepresented the views of the village.



Mark Pritchard made it clear in the meeting invite that it was an opportunity for residents to 'make their views' known to the Applicant.

AVAG received many comments after the meeting that its statements were delivered in a balanced way and demonstrated public opinion directly to the Applicant; and were very informative and productive.

No comments have been received that the statements made by AVAG were unacceptable or 'out of order'.



AVAG urged the Applicant in the meeting to withdraw their proposals and will continue to do so as it campaigns tirelessly to stop their overdevelopment Green Belt gah proposals.

### 3.27 The Applicant states that there was a 'refusal to allow Boningale Homes Ltd to use the projector'.

This comment would appear particularly petty, again another misrepresentation and seeks to cover up the Applicants' deficiencies.

This very well-known local community venue has very limited IT equipment so visitors and users are expected to supply their own equipment.

The Applicant did not make any presentations at their two previous events on 5th or 28th March in the same room. Indeed, they only brought three paper drawings to each of these meetings.

It is surprising that the Applicant, who is seeking to build a multi million pound housing development, is not able to bring standard equipment to a public meeting; and then seeks to blame a community resident group for its own failures. This highlights concerns about the Applicants' ability to deliver such a scheme successfully.



### 3.29 States that the "event provided valuable feedback that Boningale Homes Ltd will consider in refining their proposal". However, the Applicant has not demonstrated that they have listened to the residents' voices through their 'consultation' process.

In fact, the Applicant seems to have blindly focussed on the traffic route concerns raised; and then changed the design without wider consideration of public impact. This has resulted in the design being made worse for residents; including additional land taken east of New House Lane AND (shockingly for residents) the closure of THREE historic roads and the significant reduction in highway capacity and diversity of route choices for villagers in and out of the village. This will also affect residents from surrounding villages and hamlets that rely on routes through and around Albrighton for access to the wider transport network.

Again 3.29 is a misleading misrepresentation of what the Applicant has done.

**5.2 Feedback.** The statement explains that the Applicants' "consultation generated significant interest and feedback". This would appear disingenuous as the word 'interest' has positive connotations. In fact, there was a significant negative reaction to the Applicants' proposals. This should be reflected in the Conclusions.

**5.4 Concerns.** The Applicant states that 'efforts were made to address specific concerns raised by residents. Refer to the comment made above to item 3.29. The Applicant is again misrepresenting any 'efforts' that have been made. As above; the impact of the proposals on the community in the planning application is worse than what was initially revealed in March.

**5.5 Engagement.** This section states that the proposals demonstrate "meaningful engagement" and "reflect the needs and aspirations of the community". This is another gross misrepresentation of the community consultation process and the needs and aspirations of the community and is blatantly false.

This final paragraph underlines their strategy to falsely claim that they have done things that they have not; to ignore the overwhelming opposition in the community, and to sugar coat the work that they have done.

AVAG received no direct communications from the Applicant to engage with the community group before the planning application was submitted. In fact; the first communication received was an email from the Applicant's Development Director Dean Trowbridge on 13th August 2024 (over 10 weeks after the application was submitted) suggesting a "round table meeting" which he subsequently explained "*would be worthwhile... as once the permission is granted it is incredibly difficult to then go back and amend the application*". This is





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another untrustworthy and cynical attempt to undermine the planning authorities and circumvent due process.

**Summary:** The lack of transparency and truth within the Statement of Community Involvement and their behaviour generally is extremely concerning to Albrighton and Boningle residents and reflects very badly on the Applicant, its Directors and partners who put together this proposal.

Over 3,700 residents signed the petition of opposition and at the time of writing, over 900 residents have used the official planning application portal to respond and object to the proposals.

The Applicants' proposals and planning application to Shropshire Council has been called out by the residents of Albrighton from the very start as being an unnecessary, inappropriate overdevelopment which will destroy the character of the village. Anyone reading the Statement of Community Involvement would have no idea about this and we therefore ask the planning officer to take this into account in the decision-making process.

## 9.1 AVAG RESIDENTS SURVEYS, RESULTS & CONCLUSIONS

**Background and Introduction.** AVAG conducted two separate surveys prior to the Applicants' planning application submission to gather data on demographics, behaviours and experiences of residents.

**The first survey #1** was conducted and distributed to all residents in the Applicants' Boningle Homes recently built Millfields estate, in the east of Albrighton. This survey asked a number of questions, for example; number of years living in the village, work location, number of cars per household, commuting activity, children per household and reasons for living in Albrighton.

In addition, the first survey included questions related to the residents' experiences of their new-build house and feedback on the Applicant, Boningle Homes as a housing developer. The results, including the questions asked, are shown below in Table 1.

**The second survey #2** was conducted and distributed more widely to Albrighton and Boningle residents via social media, posters, the AVAG website and mailing list. This survey asked very similar questions to the first survey but did not ask questions related to the Boningle Homes new-builds at Millfields.

For the purposes of this review of the surveys, residents completing survey #1 are named "Millfield Residents" and residents completing survey #2 are named "Non-Millfield Residents/Long-Standing". Thus providing a balanced viewpoint across the village, more meaningful results and reliable conclusions.

Millfield Residents Survey

Questions Responses 6/7 Settings

**Millfield Residents Survey**

B I U

- Thank you for taking the time to respond to this survey
- We have put this together in conjunction with Millfield Residents and Albrighton Village Action Group (AVAG)
- The questions cover a number of different topics and will help us to understand more about new developments in Albrighton
- There are 22 questions and it should take about 15 minutes to fill in
- You can complete the survey anonymously or are welcome to leave your details at the end
- Paper copies are available. Please email [albrightonvag@gmail.com](mailto:albrightonvag@gmail.com) if you or your neighbours would like a paper copy to complete - and post into 48 Anvil Close to submit.
- Many thanks again for your time

**Location Questions**

Description (optional)

1) What attracted you to Albrighton?

Local amenities

Proximity to M54

Forms Resident Information Survey - Saved

Questions Responses 10/9 Preview Style Collect responses Present

**Resident Information Survey**

- Thank you for taking the time to respond to this survey, it should take about 5 minutes to complete
- The questions cover a number of different topics and will help us to understand more about the impact of new developments in Albrighton and nearby surrounding areas
- The responses may help us to form part of our objections to speculative, over-development proposals
- Completing the survey is completely anonymous, however you are welcome to leave your details at the end, such as Street Name or email address should you wish to be added to our mailing list.

Section 1

**Location Questions**

1

What first attracted you to live in Albrighton?

Local amenities

Proximity to M54



# ALBRIGHTON VILLAGE ACTION GROUP

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**Results.** The key data from the surveys of Millfields Residents (Survey #1) and Non-Millfield Residents/Long-Standing (Survey #2) are shown in Table 1.

A complete set of responses and data surveys #1 and #2 is provided in graphical format in Appendix 1A and 1B.

Characteristic Surveyed:		Millfields Residents Survey #1	Non-Millfields Residents/Long-Standing Survey #2
<b>Demographic</b>	Number of responses	67	109
	Adults	85 (1.27 per house)	134 (1.23 per house)
	Working aged:	74 (87%)	101 (75%)
	Work outside Albrighton	73% (54)	69% (70)
	Work from home	27% (20)	31% (31)
	Retired	13%	30%
<b>Reasons attracted to Albrighton</b>	Surrounding countryside	83.6%	73%
	Village/rural life	80.6%	59%
	Proximity to M54	35.8%	20%
<b>Where lived before coming to Albrighton</b>	Albrighton / Cosford / Shropshire	25%	32%
	Telford	6%	4%
	Black Country / Wolverhampton	42%	26%
	Birmingham or Other	27%	39%
<b>Average number of cars per household</b>		1.55	1.8
<b>Main mode of transport for commuting/social (each adult in household could answer)</b>	Car	94%	90.0%
	Train	9.8%	4.58%
	Bus	2%	0.0%
	Cycling	2%	0.91%
	Walking	7%	3.67%
<b>Route most frequently taken</b>	North through village to M54	Not asked	48.6%
	West A464 towards Shifnal		16%
	East Kingswood Road to A41		14%
	South A464 towards Wolverhampton		13%
	Other routes – Burnhill Green Rd / Rectory Rd		8.26%
<b>Number of houses with dependents</b>		59.4% 39 households 66 total children Average 1.69 per household	44% 48 households 79 total dependents Average 1.65 per household
<b>Of which School age</b>	Baby & Nursery	30.3%	11.4%
	Primary	48.5%	35.4%
	Secondary	10.6%	16.5%
	University/college	4.5%	12.7%
	Adult child living at home	6.1%	24%



**Table 1: Survey #1 and #2 with key questions and response data.**

**Differences between the survey findings.** The two surveys demonstrate important differences in demographics and behaviours between Millfield Residents of the village (Survey#1) and Non-Millfield Residents/Long-Standing (Survey #2). These are explained further below.

**Interpretation and Conclusions.** In order to provide a useful interpretation and draw meaningful conclusions from the results, we have used the key data provided by the Applicant e.g. 800 houses; together with the percentages in Table 1, to extrapolate the data and give an objective indication of the impact of the proposed development.

Complete survey results are shown in the Appendix 1A and 1B.

Where the two surveys have different results due to Survey#2 being of longstanding village residents, and Survey#1 being of recent residents of the new-built Millfield development, similar to the Applicants' current application, then this is highlighted below.

**Question: Reasons attracted to Albrighton?**

Rural Character & Village Life: The surveys clearly show that the rural character of Albrighton is a key reason why residents live in the village. Surrounding countryside is given as a reason by 84% of Millfield residents (73% of long-standing residents); and Village / Rural Life by 81% Millfield (59% long-standing). The proposals will remove both of these characteristics from the village and will therefore severely damage both the desirability of the development and the character of the existing conurbation.

Proximity to M54: Another key factor is that 36% of new residents to the recent Millfields development moved there because the M54 was easy to access. The Applicants' proposals are positioned remote to the M54 and residents would need to drive either through Shifnal or through the narrow historic lanes; which would significantly increase traffic levels and reduce road safety.

This demonstrates that the proposals are fundamentally inappropriate; the location and travel route will be problematic and not attractive to new residents, it will create significant travel and safety issues for all residents in Albrighton, Boningale and the neighbouring hamlets that use Albrighton or travel through en route to other areas. For example Burnell Green, Beckbury, Badger, Ryton.

The Applicants' proposals give no consideration to the impact on local businesses and farmers who use these routes on a regular basis, in particular HL Smith and David Austin Roses, both of which travel through Albrightons' historic lanes.

**Question: Typical demographic?**

Our surveys show that the type of person that moves into the new-built Millfield estate in Albrighton are predominantly working couples with very young families, the majority work outside of Albrighton having on average 1.55 cars per household and use a car as the main mode of transportation to commute to work and for leisure.

**Question: Children of school age and impact of additional numbers on schools?**

The survey data indicates that residents of the newbuild development have a younger aged population than long standing residents. The data indicates that with the additional 800 new-build houses as per the Applicant's proposals there would be the numbers and quantities as shown in table 3 below:

Children – to extrapolate to 800 houses (800 x 0.44) = 352 houses with children	
Child yield 1.65 per house = additional 580 dependents in proposed development	
Of which baby/nursery	= 66 (11.4%)
Of which primary school age	= 205 (35.4%)
Of which secondary age	= 95 (16.5%)
Of which further education	= 73 (12.7%)
Of which adult dependent living at home	= 139 (24%)

**Table 2: Results of Albrighton Long-Standing Residents Survey #2 - Extrapolation and Analysis**

Children – to extrapolate to 800 houses (800 x 0.59) = 472 houses with children	
Child yield 1.69 per house = additional 798 dependents in proposed development	
Of which baby/nursery	= 242 (30.3%)
Of which primary school age	= 387 (48.5%)
Of which secondary age	= 85 (10.6%)
Of which further education	= 36 (4.5%)
Of which adult dependent living at home	= 48 (6.1%)

**Table 3: Results of Millfields Residents Survey #1 - “New-build” Extrapolation and Analysis**

The key findings as detailed in Table 2 & 3 are that there would be 38% more children in New Build households as proposed by the Applicant (total 798) compared to Long-Standing households (total c.580). This would lead to the number of early years and primary age children in Albrighton new-builds being significantly higher than the Governments’ standard pupil yield calculation shown in the link below:

<https://www.gov.uk/government/publications/new-homes-fact-sheet-5-new-homes-and-school-places/fact-sheet-5-new-homes-and-school-places#:~:text=Based%20on%20DfE's%20national%20average%20pupil%20yields%20and%202022%2F23.school%20per%208%2C107%20new%20homes>

This data could be due to the large number of 3-4 bed houses in new developments attracting larger families.

**Impact on schools:** These findings indicate that the Applicants’ proposals would lead to a significant number of additional primary age children. The local primary schools in Albrighton would be unable to accommodate these numbers, and in addition there is insufficient nursery provision in the immediate area to accommodate the babies/nursery age. This is especially pertinent as the government is due to expand the funded nursery places for over 9 months old from September 2024.

These issues are discussed further in the section Grounds for Objection 8. Viability.

**Question: Demographics - Impact of additional adult numbers on traffic, train and amenity provision?**

Taking the average number of adults per household from the two surveys, a figure of 1.25 adults per household, and extrapolating with the Applicants’ proposal of 800 houses this will give approximately 1000 new adults in addition to the 798 new children. Adding these figures gives a total increase in the population of Albrighton by almost 1800. This will have significant impacts on the capacity of local amenities and services.





## ALBRIGHTON VILLAGE ACTION GROUP

### OBJECTION TO 24/02108/OUT

Boningale Homes Albrighton South Planning Application



Significant impact on traffic: 27% of adults in Albrighton's new-build houses work from home (equivalent to 300 new adults). Therefore 74% would drive to work; which will lead to 730 vehicles driving in and out to work each day; or nearly 1,500 additional daily vehicle movements for work alone. This increase in traffic is exacerbated by the location of the development (refer to M54 issue above); and will have a significant impact on traffic volumes and reduction in road safety.

Potentially traffic numbers may be even higher if the % of households who commute is used: 90% of households from 800 houses would commute (average 1.8 / 1.55 cars per house) = 1440 or 1240 cars on the existing highways/lanes; or between 2,480 and 2,880 additional daily vehicle movements.

Implications for train use: For new build households (which may have more than one adult), 94% use a car as main mode of transport in Albrighton, 9.8% also regularly use the train, slightly higher for Millfields than the rest of Albrighton - potentially due to its location to the station.

However, the location of the proposed development is up to 1.5 miles (2.4km) walk from Albrighton railway station. The maximum walking distance widely adopted in the highways industry is 800m which is substantially less than the proposals require, see link below for data "How far do people walk";

[https://rapleys.com/wp-content/uploads/2020/10/CD3.38-WYG\\_how-far-do-people-walk.pdf](https://rapleys.com/wp-content/uploads/2020/10/CD3.38-WYG_how-far-do-people-walk.pdf)

Therefore, it is highly unlikely that new residents will be attracted to the development to use the train. This is supported by the Applicants' proposals for a shuttle bus / park and ride (however unviable that may be).

**Summary.** The results and conclusions of the two surveys clearly reinforce the overwhelming objections to this application which have been submitted by over 900 residents and consultees.

In summary it is evident from the survey data that there will be severe negative impacts on Albrighton and Boningale, with detrimental impacts on all areas of people's lives should the Applicants' proposal be accepted.

*Limitations of survey data - the conclusions have been drawn from the percentage data from the survey responses. Not every household submitted a response, and there is no way of knowing which demographic was more likely to reply to the survey, however there is consistency generally, showing that the responses reflect the average Albrighton resident.*

**Full details of the survey are shown in Appendices 1A & 1B**