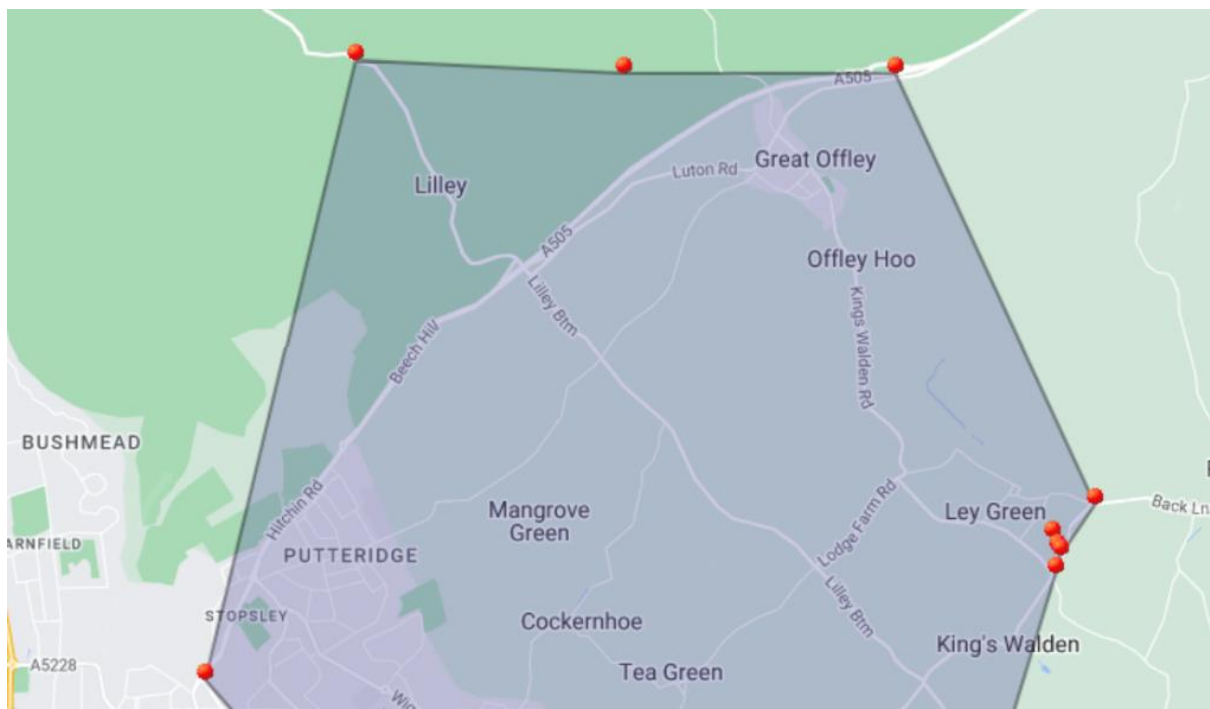
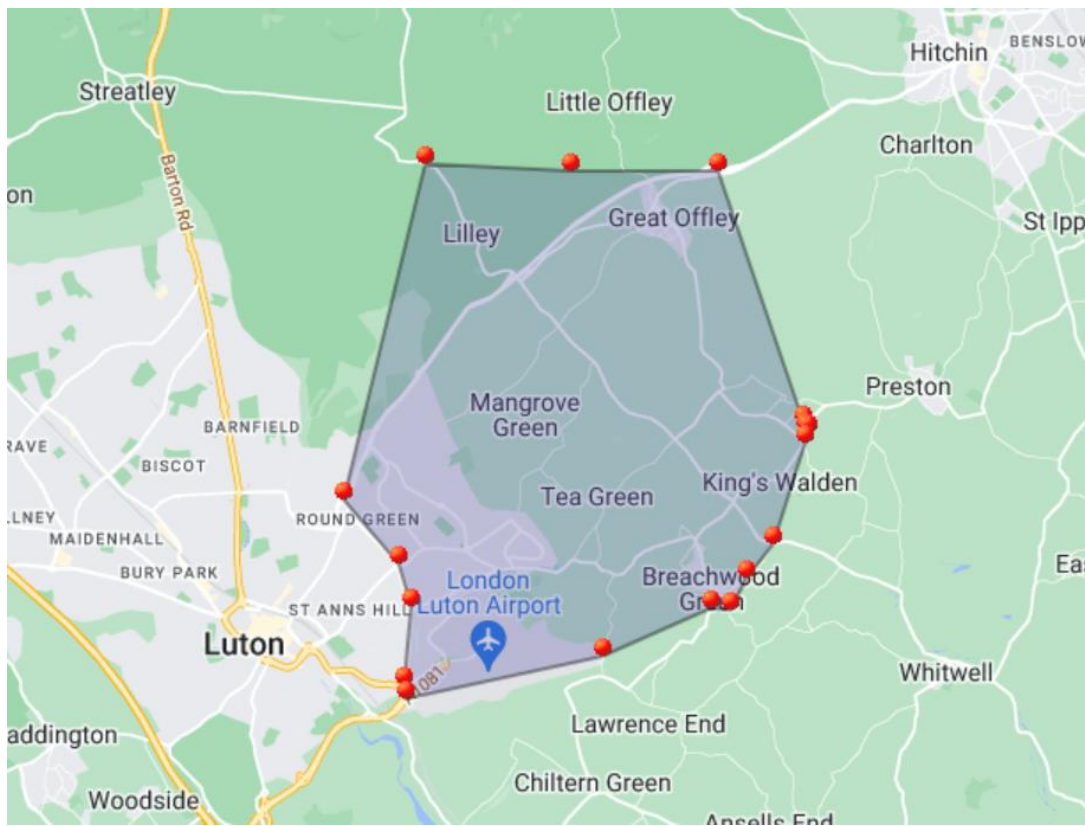
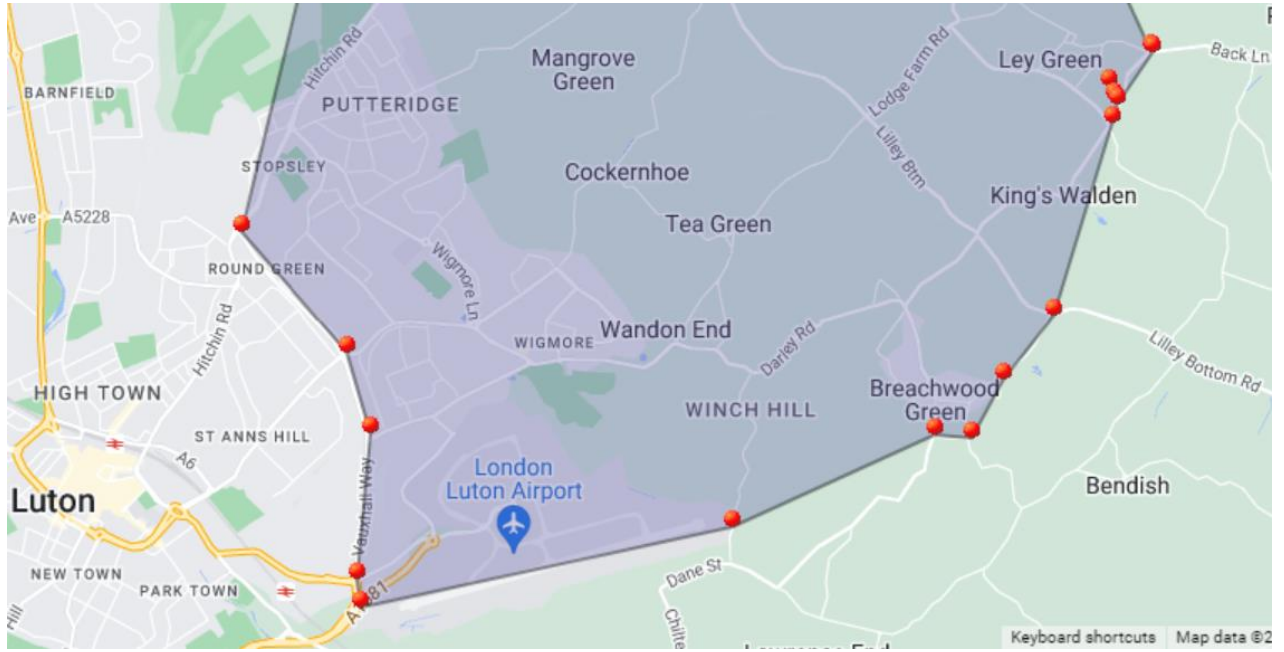


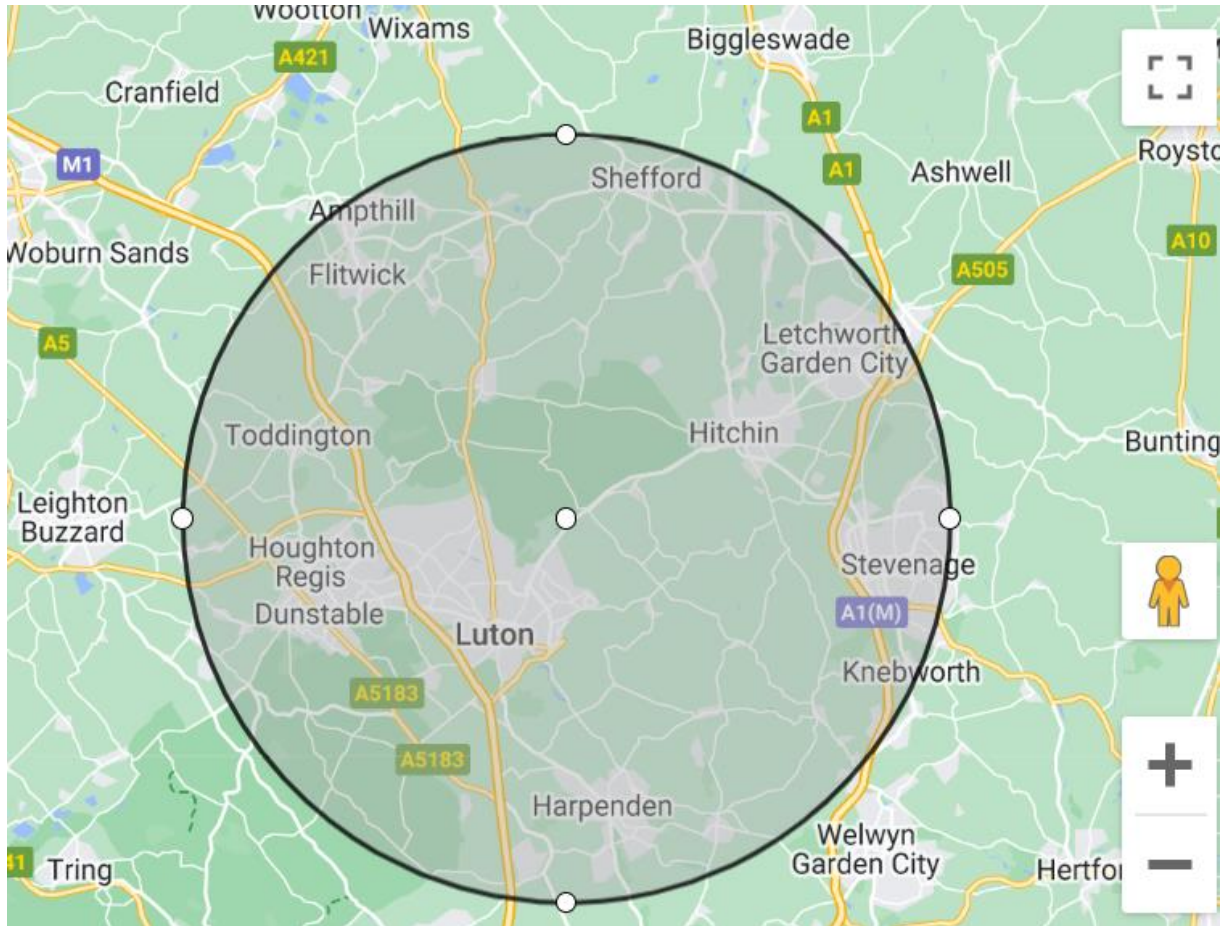
## Appendix 1: Distribution zone A - for the February consultation flyer





## Appendix 2: Distribution zone B - for the February consultation advertisement online and in local media

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## Appendix 3: Example of an invitation to local stakeholders to the February consultation – 26 January 2024

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Invitation to public consultation on the East of Luton Strategic Masterplan – 30th Jan to 29th Feb

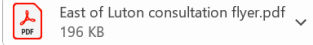


Sophie O'Boyle

To  
Cc  
Bcc



Fri 26/01/2024 16:43



Good afternoon

I am writing to invite you to our upcoming public consultation on a comprehensive masterplan for allocated land to the East of Luton, led by The Crown Estate and Bloor Homes.

The consultation will launch at the end of this month. Once approved, the Strategic Masterplan will provide a framework for planning applications. Together, these applications will incorporate 40% affordable housing, three new schools, a net gain in biodiversity, new parkland and sports facilities, and a network of public green spaces linked to existing rights of way.

The consultation period will run from 30<sup>th</sup> January to 29<sup>th</sup> February. Further details on ways to get involved are included in the flyer attached. As part of this consultation we are holding three in-person drop-in events at local venues which we hope you can join:

- Friday 2<sup>nd</sup> February from 1pm to 7pm at Cockernhoe Memorial Hall, Mangrove Road, Cockernhoe, Luton, LU2 8QD
- Saturday 3<sup>rd</sup> February from 11am to 5pm at Cockernhoe Memorial Hall, Mangrove Road, Cockernhoe, Luton, LU2 8QD
- Sunday 4<sup>th</sup> February from 11am to 3pm at Hilton Garden Inn Luton North, Hitchin Road, Luton LU2 8DL

As a key local stakeholder, we would also like to offer you the opportunity for a personal briefing to discuss the masterplan with us and meet the project team outside of these drop-in events. Do let us know if this is of interest.

Should you have any queries, please do not hesitate to contact our me and the East of Luton team on 0800 9152494 or by reply email.

Kind regards

## Appendix 4: Communication from Rachel Hopkins MP – 14 February 2024

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**From:** Rachel Hopkins MP <[REDACTED]>  
**Sent:** Wednesday, February 14, 2024 10:02 AM  
**To:** eastofluton <[eastofluton@camargue.uk](mailto:eastofluton@camargue.uk)>  
**Subject:** FW: Bloor Homes East of Luton Development (Case Ref: RH25471)

This is the first time you've received an email from this sender. Make sure this is someone you trust.

Dear Sir or Madam,

Following your exhibition of the 'East of Luton' proposal, I have been contacted by a constituent, [REDACTED], Luton who is concerned about the lack of health provision in the proposal. Obviously without any health provision, additional demand would be placed on nearby facilities in Luton, which are already under pressure. I hope the local Integrated Care Boards will be involved in any further consultations and amendments to the proposals.

Mr Edwards also refer to the road layout and I hope this will also be given further consideration involving the local authorities and Department for Transport. Increased traffic will impact on Luton's roads.

I would ask for Mr Edwards' views to be taken into consideration and a brief acknowledgement of my email would be appreciated.

Yours sincerely,

Rachel Hopkins MP  
Luton South

## Appendix 5: Response to Rachel Hopkins MP – 15 February 2024

RE: Bloor Homes East of Luton Development (Case Ref: RH25471)



Thomas Parfitt  
To Rachel Hopkins MP; eastofluton



Thu 15/02/2024 15:15

Dear Ms Hopkins

Thank you for your email. [REDACTED] has also been in contact with us directly, so we can confirm his feedback has been recorded and will be carefully considered as we refine the draft Strategic Masterplan once the consultation period finishes at the end of February .

Our plans for the East of Luton development would provide major new investment in community infrastructure, including three new schools, new parkland, sports facilities, a new Local Centre, and public green spaces. Within the Local Centre, there will be provision for healthcare, and we are in discussions currently about how best to work with the local ICB to offer this.

The site's MP, your neighbouring representative Bim Afolami, has suggested a joint letter with us to the ICB to open discussions on providing a new GP, and we would be happy to keep you updated on how this develops.

We are also investing in upgrading the road network. The narrow section of Luton Road just within the Hertfordshire boundary will be improved as part of the access arrangements, and as is usual in these cases we are in conversations with both Luton Council and Hertfordshire County Council about how we mitigate any impact on the adjacent road network.

Overall, our proposals aim to discourage car use by prioritising and improving opportunities for safe, direct, easy active travel and public transport options. This includes introducing a new high-frequency bus service, which will link the site and the local area to Luton town centre and train station. Safety-led improvements will also be made to the road at Chalk Hill. New pedestrian and cycle routes will be introduced throughout and across the site, connecting all key facilities and linking to the wider existing networks into Luton and the countryside.

Do get in touch with any further queries.

Kind regards  
Thomas

**Thomas Parfitt**  
Community engagement team  
On behalf of Bloor Homes and The Crown Estate

## Appendix 6: Copy of the East of Luton February consultation leaflet

# Opportunity to have your say

**BLOOR HOMES**  
**THE CROWN ESTATE**



A PUBLIC CONSULTATION ON THE STRATEGIC MASTERPLAN WILL RUN FROM 30/01/24 TO 29/02/24. YOU CAN ACCESS INFORMATION AND GIVE FEEDBACK THROUGH OUR WEBSITE OR BY ATTENDING A DROP-IN EVENT, DETAILS BELOW

30<sup>TH</sup> JANUARY TO 29<sup>TH</sup> FEBRUARY  
PUBLIC CONSULTATION ON THE EAST OF LUTON STRATEGIC MASTERPLAN



East of Luton site boundary

MANGROVE GREEN

COCKERNHOE

WIGMORE

TEA GREEN

STUBBOCKS WOOD

BRICKKILN WOOD

LUTON

LUTON ROAD

HEDLEYRISE

DARLEY ROAD

CHALK HILL

BRICK KILN LANE

Illustrative only



**Bloor Homes and The Crown Estate are leading a Strategic Masterplan to deliver a new community on allocated land East of Luton.**

We are consulting on a Masterplan for the allocation that will provide a framework for planning applications. Those applications will incorporate 40% affordable housing, three new schools, a net gain in biodiversity, new parkland and sports facilities, and a network of public green spaces linked to existing rights of way.

- VISIT THE WEBSITE BELOW TO READ MORE ABOUT THE PLANS AND GIVE FEEDBACK FROM 30TH JANUARY
- FIND OUT MORE AND MEET THE TEAM BY COMING TO ONE OF OUR DROP-IN EVENTS AT LOCAL VENUES - DETAILS BELOW

**DATE:** Friday  
2nd February

**TIME:** 1pm to 7pm

**VENUE:** Cockernhoe  
Memorial Hall,  
Mangrove Rd,  
Cockernhoe,  
Luton LU2 8QD

**DATE:** Saturday  
3rd February

**TIME:** 11am to 5pm

**VENUE:** Cockernhoe  
Memorial Hall,  
Mangrove Rd,  
Cockernhoe,  
Luton LU2 8QD

**DATE:** Sunday  
4th February

**TIME:** 11am to 3pm

**VENUE:** Hilton Garden  
Inn Luton North,  
Hitchin Rd,  
Luton LU2 8DL

**WEB:** [www.eastofluton.co.uk](http://www.eastofluton.co.uk)

**TEL:** 0800 9152494

(BETWEEN 9AM  
AND 5:30PM,  
MONDAY TO FRIDAY)

**EMAIL:** [eastofluton@camargue.uk](mailto:eastofluton@camargue.uk)

**FREEPOST:** RTBU-HAYY-LCUX,

7 Bayley Street,  
London WC1B 3HB

(NO STAMP NEEDED)



**DIFFERENT FORMATS**

Please get in touch if you or anyone you know requires consultation materials in different formats, such as alternative languages, or have any other specific requirements.



## Appendix 7: Copy of the local media advert for the February public consultation

# Opportunity to have your say



A PUBLIC CONSULTATION ON THE STRATEGIC MASTERPLAN WILL RUN FROM 30/01/24 TO 29/02/24. YOU CAN ACCESS INFORMATION AND GIVE FEEDBACK THROUGH OUR WEBSITE OR BY ATTENDING A DROP-IN EVENT, DETAILS BELOW

30<sup>TH</sup> JANUARY TO  
29<sup>TH</sup> FEBRUARY  
PUBLIC CONSULTATION  
ON THE EAST OF  
LUTON STRATEGIC  
MASTERPLAN

Bloor Homes and The Crown Estate are leading a Strategic Masterplan to deliver a new community on allocated land East of Luton.

We are consulting on a Masterplan for the allocation that will provide a framework for planning applications. Those applications will incorporate 40% affordable housing, three new schools, a net gain in biodiversity, new parkland and sports facilities, and a network of public green spaces linked to existing rights of way.

- VISIT THE WEBSITE BELOW TO READ MORE ABOUT THE PLANS AND GIVE FEEDBACK FROM 30TH JANUARY
- FIND OUT MORE AND MEET THE TEAM BY COMING TO ONE OF OUR DROP-IN EVENTS AT LOCAL VENUES - DETAILS BELOW

- DATE:** Friday 2nd February  
**TIME:** 1pm to 7pm  
**VENUE:** Cockernhoe Memorial Hall, Mangrove Rd, Cockernhoe, Luton LU2 8QD
- DATE:** Saturday 3rd February  
**TIME:** 11am to 5pm  
**VENUE:** Cockernhoe Memorial Hall, Mangrove Rd, Cockernhoe, Luton LU2 8QD
- DATE:** Sunday 4th February  
**TIME:** 11am to 3pm  
**VENUE:** Hilton Garden Inn Luton North, Hitchin Rd, Luton LU2 8DL



**WEB:** [www.eastofluton.co.uk](http://www.eastofluton.co.uk)

**TEL:** 0800 9152494  
(BETWEEN 9AM AND 5:30PM, MONDAY TO FRIDAY)

**EMAIL:** [eastofluton@camargue.uk](mailto:eastofluton@camargue.uk)

**FREEPOST:** RTBU-HAYY-LCUX,  
7 Bayley Street,  
London  
WC1B 3HB  
(NO STAMP NEEDED)



## Appendix 8: Copy of the press release announcing the launch of the February public consultation from Luton Today, Hitchin Nub News, BBC News and The Comet

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**[Under embargo until 00:01, 30<sup>th</sup> January 2024]**

### Consultation launched on draft masterplan for new North Herts community

30<sup>th</sup> January 2024

Bloor Homes and The Crown Estate have today, 30<sup>th</sup> January, launched a public consultation to help shape the development of a Strategic Masterplan for the site known as 'East of Luton' – as allocated in the adopted North Hertfordshire Local Plan.

The East of Luton site will deliver a new community around Cockernhoe, Mangrove Green and Tea Green. The plans could eventually deliver up to 2,100 new homes of which 40% will be affordable, as well as three new schools, a net gain in biodiversity, new parkland, sports facilities, and a network of public green spaces.

The consultation is open to all, and runs until 29<sup>th</sup> February. Bloor Homes and The Crown Estate are running public exhibition events this weekend, and everyone is welcome to drop in, meet the team, and given their feedback on the proposals.

The events are being held at local venues in North Hertfordshire and Luton:

- **Friday 2nd February** - from 1pm to 7pm  
Cockernhoe Memorial Hall, Mangrove Road, Cockernhoe, Luton, LU2 8QD
- **Saturday 3rd February** - from 11am to 5pm  
Cockernhoe Memorial Hall, Mangrove Road, Cockernhoe, Luton, LU2 8QD
- **Sunday 4th February** - from 11am to 3pm  
Hilton Garden Inn Luton North, Hitchin Road, Luton LU2 8DL

There is also a website where you can see the plans and find out how to give feedback. Visit: [www.eastofluton.co.uk](http://www.eastofluton.co.uk).

A spokesperson for the project team said:

*"This is a great chance for local residents to find out more about the draft East of Luton Strategic Masterplan, and to be involved in shaping the future of this important site. We hope that anyone with an interest in plans will come along to one of the drop-in sessions we're hosting in early February, where will be on hand to explain the plans as they stand, listen to feedback, and answer any questions."*

-- ENDS --

#### Notes to editor

For more information, visit: [www.eastofluton.co.uk](http://www.eastofluton.co.uk)

Contact details:

Thomas Parfitt / Sophie O'Boyle  
[tparfitt@camargue.uk](mailto:tparfitt@camargue.uk) / [soboyle@camargue.uk](mailto:soboyle@camargue.uk)

General enquiries: [eastofluton@camargue.uk](mailto:eastofluton@camargue.uk)  
Phone: 0800 915 2494

About Bloor Homes and The Crown Estate:

Bloor Homes is the UK's largest privately owned housebuilder. A family-run company, we have more than 60 years' experience in promoting and developing major housing schemes across the UK. We retain responsibility of our projects from start to finish and are proud to have a House Building Federation 5 Star customer satisfaction rating.

The Crown Estate is one of the oldest and largest landowners in the UK, with an aim to be a model of large-scale sustainable, diversified and integrated environmental best practice. Dating back more than 260 years, The Crown Estate is a unique business with a diverse portfolio that stretches across England, Wales and Northern Ireland. Established by The Crown Estate Act of 1961, we are an independent commercial enterprise with accountability to Parliament and a unique purpose of creating lasting and shared prosperity for the nation.

## Appendix 9: Media coverage of the launch of the February public consultation

Press cutting service

**Camargue**

Client	East of Luton
Publication / Date	<i>Luton Today</i> / 1 February 2024
Frequency / Circulation	Online / N/A
URL	<a href="https://www.lutontoday.co.uk/news/people/master-plan-for-new-2100-home-residential-community-near-luton-to-be-unveiled-this-weekend-4500988">https://www.lutontoday.co.uk/news/people/master-plan-for-new-2100-home-residential-community-near-luton-to-be-unveiled-this-weekend-4500988</a>

**Luton Today** | The Luton News  
Herald & Post

### Master plan for new 2,100-home residential community near Luton to be unveiled this weekend

Drop-in events about the plans begin on Friday



Illustrative image of a central street from the East of Luton Strategic Masterplan. Picture: Bloor Homes and The Crown Estate

A strategic master plan for a 2,100-home residential community development within a mile of the outskirts of Luton is being unveiled by the Crown Estate and Bloor Homes.

A mixed-use residential community development would be created on land allocated for housing at Cockernhoe in north Hertfordshire.

A pre-application consultation on the blueprint is due to take place this weekend at two venues, one in Luton and the other in Hertfordshire.



Illustrative image of a village green from the East of Luton Strategic Masterplan. Picture: Bloor Homes and The Crown Estate

The proposed full completion date is 2037, with planning applications potentially being considered by North Herts Council at the end of this year, the detailed design stage next year, and the initial properties built in 2026. The first primary school would be finished in 2028/29.

Bloor Homes and The Crown Estate are leading the preparation of a strategic master plan for the site known as East of Luton, as allocated in the adopted North Hertfordshire Local Plan, according to the estate's web pages on the project.

"The East of Luton location will deliver a new community around Cockernhoe, Mangrove Green and Tea Green," it explained.

"The site is allocated for development in the North Hertfordshire Local Plan, which requires a strategic master plan to be prepared. We're consulting now on the draft master plan, which will provide a site-wide framework for planning applications.

"Many elements of the scheme are set out in the Local Plan itself, including the need to deliver approximately 2,100 high-quality new homes, of which 40 per cent will be affordable.

“It also includes three new schools, a net gain in biodiversity, parkland, sports facilities and a network of public green spaces. But we would welcome feedback on other elements of the project.

“Comments are welcome around the housing mix and design, the schools, community facilities, local connections by bus, for bicycles and pedestrian routes, the open space and recreation areas, biodiversity and infrastructure.

“Our vision for the site is a new neighbourhood set within the landscape framework. This would have a distinctive identity, be sensitively designed and provide much-needed housing for families. The quality of the spaces created will make it a great place to live.

“This stage of consultation is open until February 29,” it added. “Sharing a local understanding and knowledge will help us shape and refine this master plan and develop the best possible scheme.

“Further public engagement will follow focused on the plans and applications as they’re developed.”

Drop-in events will be held at Cockernhoe Memorial Hall in Mangrove Road from 1pm to 7pm on Friday (February 2) and between 11am and 5pm on Saturday (February 3). The other one is at the Hilton Garden Inn Luton North, at the Butterfield Business Park, off Hitchin Road in Luton, on Sunday (February 4) from 11am to 3pm.

Leaflets about these sessions have been delivered to homes in the Wigmore area of the town.

The Crown Estates’s website said: “We’re an independent business, sitting between the public and private sectors, acting in the national interest both today, and for future generations. Across communities, countryside, coast and seabed, we own and manage land for the benefit of the nation.”

## Press cutting service

**Camargue**

Client	East of Luton
Publication / Date	BBC / 7 February 2024
Frequency / Circulation	Online / N/A
URL	<a href="#">Residents fear 2,100 homes plan will destroy Hertfordshire villages - BBC News</a>

**B B C**

# Residents fear 2,100 homes plan will destroy Hertfordshire villages

🕒 7 February



DANNY FULLBROOK/BBC

Cockernhoe, Mangrove Green and Tea Green villages are about a mile outside Luton

**By Danny Fullbrook & Nicola Haseler**

BBC News, Hertfordshire

### Residents claim plans to build 2,100 homes will destroy their three villages.

The proposed development is on countryside around Cockernhoe, Mangrove Green and Tea Green in Hertfordshire, just east of Luton.

Louise Pittkeathly, who has lived in the area for 11 years, said she felt "insulted and frustrated" after viewing the plans.

North Herts Council said the homes would help meet Luton's housing demand.

"The significant majority of these homes are included as an allowance towards unmet needs arising from Luton," said the council.

Luton Borough Council said it was aware of the development by the council in Hertfordshire "which will contribute towards meeting Luton's housing needs".

The site allocated for development at Cockernhoe is a joint project between the Crown Estate and Bloor Homes.

The Crown Estate said 40% of the new homes would be be affordable. A spokesperson added there would also be a "new community infrastructure including three schools, new parkland, sports facilities, public green spaces and a net gain in biodiversity for the area".

The plans will be considered by the council at the end of the year with a proposed completion date set for 2037.

A draft master plan for the development went on display at Cockernhoe village hall at the weekend.

Ms Pittkeathly said she was concerned a new housing estate would "devastate" the local wildlife and could also damage the close-knit community.

"We've got big herds of deer that roam the area," she explained. "The wildlife is going to be devastated by this.

"It's a very special place; we describe it as a golden spot - you move in and you don't want to move out."

She added that she was also concerned about a lack of infrastructure, traffic and losing the village's identity.

"It's going to be carnage," she said.

Neil Jay, who is the chairman of Offley Parish Council which serves Cockernhoe, also feared the plans would mean the three villages "will cease to exist".

"This will just expand Luton to Cockernhoe. We will be incorporated into Luton," he said.

"The need for these houses no longer exists, but North Herts Council still want it to go ahead because each house is worth a substantial amount of money to them."

He also pointed out previous developments in the area had been opposed by Luton residents in the neighbouring Wigmore ward who walk in the green area.

Luton Borough Council said: "We are encouraging Luton residents, particularly those in Wigmore ward, to participate in the public consultation which is running until Thursday 29 February."

North Hertfordshire Council argues it is trying to meet housing needs for people in Luton. However, Mr Jay, 66, believes Luton is already on course to achieve its target for housing without this development and feels the authority "is not really interested in us at all".



## Press cutting service



Client	East of Luton
Publication / Date	<i>The Comet</i> / 30 January 2024
Frequency / Circulation	Online / N/A
URL	<a href="https://www.thecomet.net/news/24084133.north-herts-consultation-plans-2-100-new-homes/">https://www.thecomet.net/news/24084133.north-herts-consultation-plans-2-100-new-homes/</a>

## *The* **COMET**

### **North Herts: Consultation on plans for up to 2,100 new homes**



**Illustrative image of a village green in the draft East of Luton Strategic Masterplan.  
(Image: Bloor Homes / The Crown Estate)**

Developers have launched a public consultation today (January 30) on plans for a new North Herts community, including up to 2,100 homes, three schools and sports facilities.

Bloor Homes and The Crown Estate have launched the consultation to help shape the development of a strategic masterplan for the site known as 'East of Luton' – as allocated in the adopted North Hertfordshire Local Plan.

The East of Luton site will deliver a new community around Cockernhoe, Mangrove Green and Tea Green.

The plans could eventually deliver up to 2,100 new homes - of which 40% will be affordable - as well as three new schools, a net gain in biodiversity, new parkland, sports facilities, and a network of public green spaces.

The consultation is open to all and runs until February 29.

Bloor Homes and The Crown Estate are running public exhibition events this weekend, and everyone is welcome to drop in, meet the team and give their feedback on the proposals.

The events are being held as follows:

- Friday, February 2, from 1pm to 7pm at Cockernhoe Memorial Hall, Mangrove Road, Cockernhoe, Luton, LU2 8QD
- Saturday, February 3, from 11am to 5pm at Cockernhoe Memorial Hall, Mangrove Road, Cockernhoe, Luton, LU2 8QD
- Sunday, February 4, from 11am to 3pm at Hilton Garden Inn Luton North, Hitchin Road, Luton LU2 8DL

You can also visit [eastofluton.co.uk](https://eastofluton.co.uk) to view the plans and find out how to give feedback.

A spokesperson for the project team said: "This is a great chance for residents to find out more about the draft East of Luton Strategic Masterplan, and to be involved in shaping the future of this important site.

"We hope that anyone with an interest in plans will come along to one of the drop-in sessions we're hosting in early February, where we will be on hand to explain the plans as they stand, listen to feedback and answer any questions."

## Press cutting service

**Camargue**

Client	East of Luton
Publication / Date	<i>Hitchin Nub News</i> / 5 February 2024
Frequency / Circulation	Online / N/A
URL	<a href="https://hitchin.nub.news/news/local-news/plans-drawn-up-for-2100-homes-west-of-hitchin-219660">https://hitchin.nub.news/news/local-news/plans-drawn-up-for-2100-homes-west-of-hitchin-219660</a>



### Plans drawn up for 2,100 homes west of Hitchin



Plans drawn up for 2,100 homes west of Hitchin

**A strategic master plan for a 2,100-home residential community development within a mile of the outskirts of Luton is being unveiled by the Crown Estate and Bloor Homes.**

A mixed-use residential community development would be created on land allocated for housing at Cockernhoe in north Hertfordshire.

A pre-application consultation on the blueprint is due to take place this weekend at two venues, one in Luton and the other in Hertfordshire, west of Hitchin.

The proposed full completion date is 2037, with planning applications potentially being considered by North Herts Council at the end of this year, the detailed design stage next year, and the initial properties built in 2026. The first primary school would be finished in 2028/29.

Bloor Homes and The Crown Estate are leading the preparation of a strategic master plan for the site known as East of Luton, as allocated in the adopted North Hertfordshire Local Plan, according to the estate's web pages on the project.

"The East of Luton location will deliver a new community around Cockernhoe, Mangrove Green and Tea Green," it explained.

"The site is allocated for development in the North Hertfordshire Local Plan, which requires a strategic master plan to be prepared. We're consulting now on the draft master plan, which will provide a site-wide framework for planning applications.

"Many elements of the scheme are set out in the Local Plan itself, including the need to deliver approximately 2,100 high-quality new homes, of which 40 per cent will be affordable.

"It also includes three new schools, a net gain in biodiversity, parkland, sports facilities and a network of public green spaces. But we would welcome feedback on other elements of the project.

"Comments are welcome around the housing mix and design, the schools, community facilities, local connections by bus, for bicycles and pedestrian routes, the open space and recreation areas, biodiversity and infrastructure.

"Our vision for the site is a new neighbourhood set within the landscape framework. This would have a distinctive identity, be sensitively designed and provide much-needed housing for families. The quality of the spaces created will make it a great place to live.

"This stage of consultation is open until February 29," it added. "Sharing a local understanding and knowledge will help us shape and refine this master plan and develop the best possible scheme.

"Further public engagement will follow focused on the plans and applications as they're developed."

Drop-in events will be held at Cockernhoe Memorial Hall in Mangrove Road from 1pm to 7pm on Friday (February 2) and between 11am and 5pm on Saturday (February 3).

The other one is at the Hilton Garden Inn Luton North, at the Butterfield Business Park, off Hitchin Road in Luton, on Sunday (February 4) from 11am to 3pm.

Leaflets about these sessions have been delivered to homes in the Wigmore area of the town.

The Crown Estates's website said: "We're an independent business, sitting between the public and private sectors, acting in the national interest both today, and for future generations.

"Across communities, countryside, coast and seabed, we own and manage land for the benefit of the nation."

SOURCE: The Crown Estate website and web pages for land east of Luton.

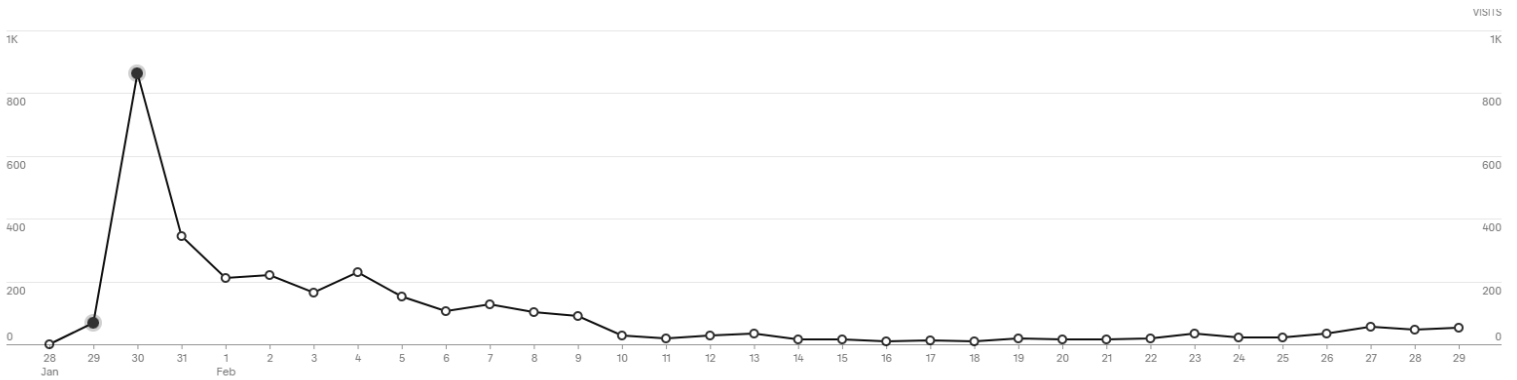
## Appendix 10: Website analytics of the East of Luton consultation website from its launch on 29 January until the close of the consultation on 29 February

VISITS	BOUNCE RATE	UNIQUE VISITORS	PAGEVIEWS
3.2K	67.14%	2.6K	6.6K
+100% yr/yr	+100% yr/yr	+100% yr/yr	+100% yr/yr

### Visits

Jan 28-Feb 29, 2024 • 3,187 Total +100% yr/yr

Daily



## Appendix 11: Copy of the display panels presented at the February consultation events



### Welcome to our consultation

We're holding a public consultation on the draft Strategic Masterplan for the East of Luton development, and we want to hear your views

#### WHY ARE WE CONSULTING?

Bloor Homes and The Crown Estate are leading the preparation of a Strategic Masterplan for the site known as 'East of Luton' as allocated in the adopted North Hertfordshire Local Plan and would like to hear your views on the draft Masterplan.

Sharing your local understanding and knowledge will help us shape and refine this Masterplan and develop the best possible scheme. This is why we are consulting with you now.

Further public consultation will follow this, focused on the plans and applications as they are developed.



#### WHAT ARE WE CONSULTING ON?

The East of Luton site will deliver a new community around Cockernhoe, Mangrove Green and Tea Green.

The site is allocated for development in the North Hertfordshire Local Plan, which also requires that a Strategic Masterplan be prepared. We are now consulting on the draft Masterplan, which will provide a site-wide framework for planning applications.

Many elements of the scheme are set out in the Local Plan itself, including the need to deliver approximately 2,100 high-quality new homes, of which 40% will be affordable, as well as three new schools, a net gain in biodiversity, new parkland, sports facilities, and a network of public green spaces.

However, we would welcome your feedback on other elements and aspects - in particular: housing mix and design, schools, community facilities, local connections (bus, cycle, pedestrian), open space and recreation provision, biodiversity and infrastructure.

This stage of consultation is open until **29th February 2024**. Please ensure you provide us with your feedback by then.





**HAVE YOUR SAY**

We want to hear your views and thoughts on our proposals for East of Luton. There are lots of ways to get in touch and give your feedback:

**WEB:** [www.eastofluton.co.uk](http://www.eastofluton.co.uk)      **EMAIL:** [eastofluton@camargue.uk](mailto:eastofluton@camargue.uk)

**TEL:** 0800 9152494  
(Between 9am and 5:30pm, Monday to Friday)

**FREEPOST:** RTBU-HAYY-LCUX,  
7 Bayley Street, London WC1B 3HB  
(no stamp needed)



**Different formats**  
Please get in touch if you or anyone you know requires consultation materials in different formats, such as alternative languages, or have any other specific requirements.



*Aerial view of the site looking west*



**WHO IS INVOLVED**

**Bloor Homes** is the UK's largest privately owned housebuilder. A family-run company, we have more than 60 years' experience in promoting and developing major housing schemes across the UK. We retain responsibility of our projects from start to finish and are proud to have a House Building Federation 5 Star customer satisfaction rating.

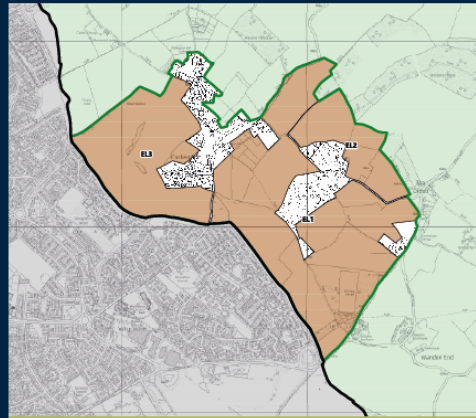
**The Crown Estate** is one of the oldest and largest landowners in the UK, with an aim to be a model of large scale sustainable, diversified and integrated environmental best practice. Dating back more than 260 years, The Crown Estate is a unique business with a diverse portfolio that stretches across England, Wales and Northern Ireland. Established by The Crown Estate Act of 1961, we are an independent commercial enterprise with accountability to Parliament and a unique purpose of creating lasting and shared prosperity for the nation.

## The story so far

The East of Luton site is allocated in the North Hertfordshire Local Plan to help meet local needs for housing. As required by the Local Plan, this Strategic Masterplan is being prepared, which will inform planning applications, and then delivery of the development.

The draft Strategic Masterplan is informed by the requirements of the adopted Local Plan, which sets out specific requirements including:

- Around 2,100 homes of which 40% will be affordable
- Two new primary schools and one new secondary school
- A mixed-use local centre including shops and community facilities
- Environmental enhancements such as new planting and protection and enhancement for Stubbocks Wood and Brickkiln Wood
- Connectivity with existing public rights of way, including the Chilterns Way
- Respecting the existing settlements of Cockernhoe, Mangrove Green and Tea Green and the historic setting of Putteridge Bury



North Herts District Local Plan extract showing East of Luton allocation

The 129 hectare (320 acre) site is controlled by three parties. Bloor Homes controls approximately two-thirds of the allocation, and The Crown Estate owns just over a quarter. Local landowner AT Oliver controls the remainder.



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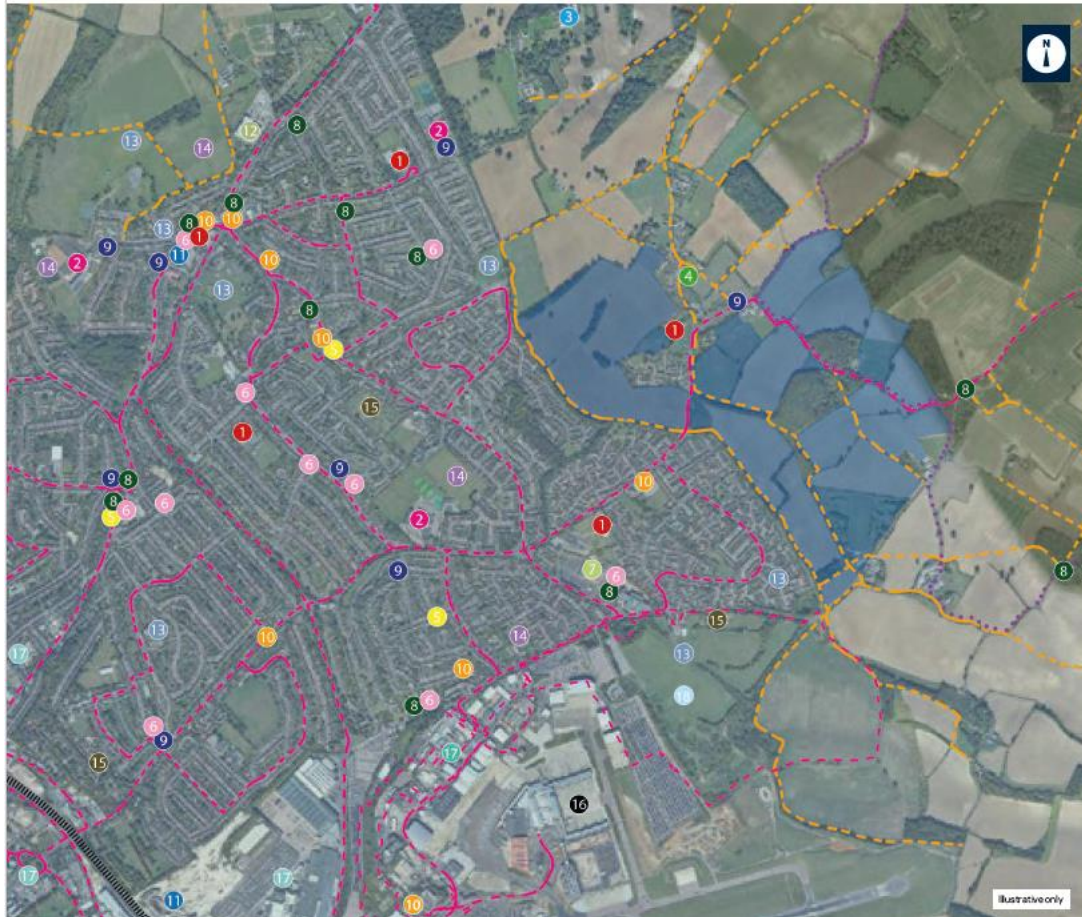
### Different formats

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# The East of Luton site's local context



- |  |                  |   |
|--|------------------|---|
| Allocation Boundary                          | Village Hall     | Parks/Gardens                               |
| Railway Line                                 | Post Office      | Sports Pitches                              |
| Bus Route                                    | Local Shop       | Allotments                                  |
| Public Right of Way                          | Supermarket      | Luton Airport                               |
| Existing Cycle Route                         | Pubs/Restaurants | Employment/ Industry                        |
| Primary School                               | Place of Worship | New Century Park (Proposed employment area) |
| Secondary School                             | Medical Centre   |   |
| Putteridge Bury (University of Bedfordshire) | Library          |   |
|  | Leisure Centre   |   |


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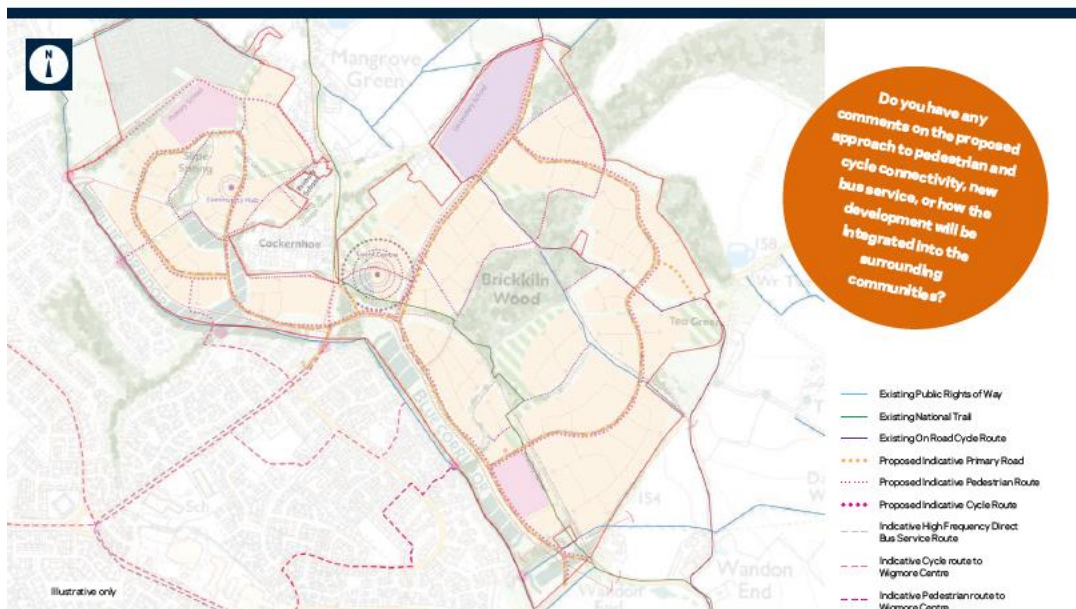
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# Connectivity and creating a walkable neighbourhood



The site is sustainably located close to existing services and facilities, and there is an opportunity to significantly expand and enhance connectivity for pedestrians and cyclists

The draft Masterplan aims to prioritise and improve opportunities for safe, direct, easy active travel and public transport options. This is achieved by:

- Main access points for all users - vehicles, cyclists and pedestrians, into the site from Luton Road and Darley Green Road.
- An expanded network of off-street footpaths and cycle paths, supplementing the existing Public Rights of Way.

- Pedestrian and cycle routes throughout and across the site, connecting all key facilities.
- Links wherever possible between the new network of on-site paths to the wider pedestrian and cycle network extending into Luton and the wider countryside.
- A multi-modal transport hub at the Luton Road gateway
- Prioritisation of pedestrian and cycle routes over those for vehicles, wherever possible.
- A new, high-frequency, bus service serving the local area which puts all homes on site within comfortable walking distance of public transport
- 20mph speed limits throughout the site.



## HAVE YOUR SAY

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### Different formats

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## Putting landscape and sustainability at the heart of our designs

A core focus of the draft Masterplan is to create a sustainable landscape for people and nature, protecting and enhancing the local environment.

We will retain existing vegetation wherever practicable, and planned green corridors have been designed to encompass existing hedgerows and trees as well as to integrate Rights of Way and new active travel routes.

The proposed green and blue<sup>1</sup> infrastructure features:

- At least 10% biodiversity net gain across the site
- Connected green corridors and spaces radiating from Brickkiln Wood and Slips Spring – both woodland and generous open spaces
- Biodiversity enhancement at Wandon Park and the creation of a sustainable drainage network of ponds and wetlands
- New structural planting at Mangrove Fields and a focus there on active sporting facilities
- New parks of rich grassland, new shrub planting and trees to enhance the natural setting of the existing villages
- Allotments
- Avenues of trees and other planting along the road network

All this infrastructure will be carefully managed and maintained for the community.

<sup>1</sup>Blue infrastructure is a reference to the new water drainage infrastructure.

The draft Masterplan takes into account the need for climate resilience, and sets out a vision for a low carbon, sustainable development, suited to a future net zero carbon world.

Further details of our approach to sustainability will be included in the planning applications, but key principles will include:

- A 'fabric first' approach to reduce the energy required to heat / cool the new homes and other buildings
- All water and heating in the new homes will be designed to be fuelled by electricity (rather than gas)
- Exploring renewable and low carbon energy sources including solar panels and heat pumps
- Prioritising active travel (cycle / pedestrian) and public transport use
- Consideration of a range of measures to reduce water consumption and waste

### HAVE YOUR SAY

We want to hear your views and thoughts on our proposals for East of Luton. There are lots of ways to get in touch and give your feedback:

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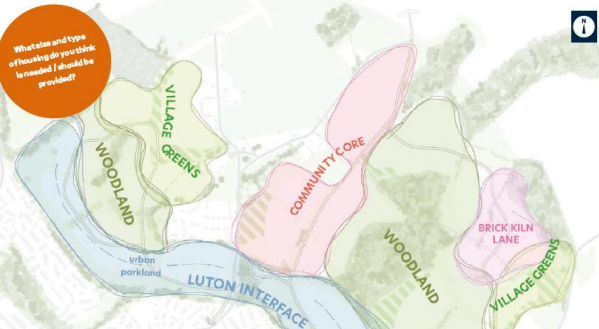


## Distinctive and sensitive design

We will create a strong sense of place for the new community. We propose the creation of six identifiable and distinct Character Areas.

These Character Areas derive from the natural variations in the characteristics of the site, including the landscape, topographical features, and neighbouring uses, together with the overall approach to the layout and structure of the development. Each Character Area has then been defined by different mixes of distinct building forms, materials, architectural styles and landscape design.

What else and type of housing do you think is needed? I should be provided?



#### VILLAGE GREENS

These will provide localised focal points and to help integrate the new community into the existing settlements of Cockernhoe, Tea Green and Mangrove Green. Each will have open green spaces and feature trees. Informal paths, streets and different types and sizes of housing will frame the spaces with active yet predominantly car-free frontages.



#### LUTON INTERFACE

Overlooking a new 2 km linear park linking the communities, this area will feature sweeping, spacious streets, and strong, attractive frontages of more formally designed, semi-detached and terraced housing.



#### COMMUNITY CORE

Mixed-use buildings with contemporary architecture, referenced to local styles, will form the focus and heart for the new community. Active commercial frontages and higher-density development and public spaces will create a vibrant place for both residents and visitors.



#### WOODLAND

These areas will include a mix of predominantly family housing in informal streets looking out over woodland edges incorporating new recreational green spaces and footpath / cycle links to prioritise and encourage active forms of travel.



### HAVE YOUR SAY

We want to hear your views and thoughts on our proposals for East of Luton. There are lots of ways to get in touch and give your feedback:

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**TEL:** 0800 9152494 (Between 9am and 5:30pm, Monday to Friday)     **FREEPOST:** RTBU-HAY-LCUX, 7 Bayley Street, London WC1B 3HB (no stamp needed)

**Different formats**  
Please get in touch if you or anyone you know requires consultation materials in different formats, such as alternative languages, or have any other specific requirements.



## A new woodland neighbourhood in North Hertfordshire

Our vision for the site is a new neighbourhood set within the existing landscape framework with a distinctive identity, sensitively designed and providing much-needed housing for families. The quality of the spaces created will make it a great place to live.

#### GREEN INFRASTRUCTURE

- Public open spaces
- Playing fields and play areas – natural and equipped
- Food growing areas and orchards
- Village greens
- Woodland edge planting
- Ecological links

#### EDUCATION FACILITIES

- 2 new primary schools
- 1 new secondary school
- Highly accessible with safe public transport, pedestrian and cycle routes and crossing points
- Landmarks

#### LOCAL CENTRE

- Formal heart and focus for the development
- Higher density
- Formal streets and public spaces
- Local shops
- Community hub

#### BLUE INFRASTRUCTURE

- Wetland edge
- Cascade pond
- Permanently wet ponds
- Bioswale

#### NEW CONNECTIONS

- Pedestrian and cycle links and routes into Luton
- Express bus service and loop
- Extended landscape and ecology links into Luton

#### NEW COMMUNITY

- Informal landscaped layout
- Woodland neighbourhood
- Active frontages to create a vibrant atmosphere
- Mix of housing types

### HAVE YOUR SAY

We want to hear your views and thoughts on our proposals for East of Luton. There are lots of ways to get in touch and give your feedback:

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**Different formats**  
Please get in touch if you or anyone you know requires consultation materials in different formats, such as alternative languages, or have any other specific requirements.



## Next steps and feedback

Thank you for attending our consultation event. We'd like to hear your thoughts on our proposed Strategic Masterplan for the East of Luton site.

Following this consultation period, we will consider the feedback received and will take this into account before finalising the Strategic Masterplan.

If approved, the construction of the new community will be phased over the years to come. This is a long-term plan for the future of the area.

### How can you give feedback?

Thank you for coming to our exhibition today. Please talk to the team, ask questions, and share your views via a range of available feedback methods, details of which are below.

**THE DEADLINE FOR COMMENTS ON OUR PROPOSALS IS 29 FEBRUARY 2024**

### TO SUBMIT COMMENTS IN WRITING:

- Collect a feedback form from this event.
- Provide your comments.
- Hand your feedback form in at the event, or mail back to us.
- Alternatively, write us a letter and mail it to us using our FREEPOST address:  
**RTBU-HAYY-LCUX, 7 Bayley Street, London WC1B 3HB** (no stamp needed)
- Any letters we receive during the consultation will be considered as feedback.

### TO SUBMIT COMMENTS DIGITALLY:

- Visit: [www.eastofluton.co.uk](http://www.eastofluton.co.uk)
- Submit your comments online via the digital feedback form, or through our interactive engagement tool.
- Or send us an email at [eastofluton@camargue.uk](mailto:eastofluton@camargue.uk)
- Any emails we receive during the consultation will be considered as feedback.

### CONTACT US

**WEB:** [www.eastofluton.co.uk](http://www.eastofluton.co.uk)

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(no stamp needed)



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## Appendix 12: Copy of the February consultation feedback form



# Feedback Form

### EAST OF LUTON STRATEGIC MASTERPLAN PUBLIC CONSULTATION

Bloor Homes and The Crown Estate are leading a Strategic Masterplan to deliver a sustainable new community on land allocated in the North Hertfordshire Local Plan to the East of Luton.

We are running a public consultation on the draft Strategic Masterplan from 30th January to 29th February 2024, and are inviting the local community to get involved and have their say on the draft proposals.

Feedback can be submitted in a variety of ways, including via our website ([eastofluton.co.uk](http://eastofluton.co.uk)) or by completing the form below.

Please submit your completed feedback form in one of the following ways:

- Give the form to one of the project team at our exhibition events (details available on our website [eastofluton.co.uk](http://eastofluton.co.uk))
- Email the form to [eastofluton@camargue.uk](mailto:eastofluton@camargue.uk)
- Freepost RTBU-HAYY-LCUX, 7 Bayley Street, London WC1B 3HB (no stamp needed)

We are inviting comments on our proposals from 30th January to 29th February 2024

#### Your details (Please write in capital letters)

Title: Mr / Mrs / Miss / Ms / Other \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Postcode: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Are you responding on behalf of an organisation?

Yes  No

If yes, which organisation: \_\_\_\_\_

Please keep me informed of the project's progress

I confirm I have read the data privacy notice (available at the end of this form)

I am happy for my details to be shared with Offley and Cockernhoe Parish Council



## Homes

**1. There will be a mix of sizes, types and styles of housing. What size (e.g. 1, 2, 3 or 4 bedrooms) and type (e.g. flats, terraced, semi-detached, detached) of housing do you think is needed / should be provided?**

## Community

**2. We are proposing a new Local Centre, neighbourhood hubs, and a large area of playing fields. Do you have any comments on the proposed location or type of community facilities and amenities?**

**3. We are proposing two new primary schools and one new secondary school. We are also talking to Cockernhoe school about its needs. Do you have any comments on the proposed education provision, the type of schools, or any other educational needs?**

## Connectivity

**4. Do you have any comments on the proposed approach to pedestrian and cycle connectivity, new bus service, or how the development will be integrated into the surrounding communities?**

## Landscape / biodiversity

**5. We are proposing a wide range of different types of planting, landscaping, open space, and a commitment to at least a 10% increase in biodiversity. Do you have any comments on our approach to the creation of a new woodland neighbourhood?**

## Engagement

**6. Do you have any comments on our approach to engagement and consultation?**

## Engagement

### 7. As the development process progresses, how would you like to be involved?

### 8. Do you have any other comments about the draft proposals?

## Data Privacy Notice

Camargue Group Limited ("we" or "us") is committed to ensuring the privacy of your personal information. In this notice, we explain how we hold, process and retain your personal data for Bloor Homes / The Crown Estate, on whose behalf we are collecting your feedback to analyse and report on the responses received.

### How we use your personal data

We may process the information that you provide to us. This data may include the following:

- Your name;
- Your address;
- Your telephone number;
- Your email address;
- Your employer or any group on whose behalf you are authorised to respond;
- Your feedback in response to the Bloor Homes / The Crown Estate consultation;
- Your IP address (online only).

IP addresses are collected automatically if you contact us online. Apart from that, we only collect the information you choose to give us. We will use your personal data for the following purposes:

- To record accurately and analyse any questions you raise during the Consultation or feedback you have provided in response to the Consultation.
- To report on our consultation, detailing what issues have been raised and how we have responded to that feedback (please note that the information contained in the consultation report will be aggregated and will not identify specific individuals).
- To personalise communications with individuals we are required to contact as part of future consultation or communications.

The legal basis for processing this data is that it is necessary for our legitimate interest, namely for the purpose of ensuring the consultation process, analysis, and reporting are accurate and comprehensive. In addition to the specific purposes for which we may process your personal data set out above, we may also process any of your personal data where such processing is necessary for compliance with a legal obligation to which we are subject.

### Providing your personal data to others

We may provide your personal data to Bloor Homes and The Crown Estate, on whose behalf we are running this consultation. This is so that they can review your feedback to the consultation, consider this in how they finalise the draft Strategic Masterplan, and ensure that this consultation has been comprehensive in its reach.

If you tick the requisite box on the registration form, we will also provide your data to Offley and Cockernhoe Parish Council. Please refer to the Parish Council's own policy on how they will process your personal data.

### Security of your personal data

Your personal data's security is very important to us. We use various methods to keep it safe, including secure storage and limited access to authorised people. We also regularly check and update our security practices to prevent unauthorised access and use. If you have questions about how we protect your data, feel free to contact us using the details below.

### Retaining and deleting personal data

Personal data that we process for any purpose shall not be kept for longer than is necessary for that purpose. Unless we contact you and obtain your consent for us to retain your personal data for a longer period, we will delete your personal data as soon as practicable following the outcome of the planning application relating to the Consultation or any appeal of such decision.

We may retain your personal data where such retention is necessary for compliance with a legal obligation to which we are subject.

### Your rights

The rights you have in relation to your personal information under data protection law are:

- The right to access;
- The right to rectification;
- The right to erasure;
- The right to restrict processing;
- The right to object to processing;
- The right to data portability; and
- The right to complain to a supervisory authority.

You may exercise any of your rights in relation to your personal data by writing to us using the details below.

### Our details

We are registered in England and Wales under registration number 3954008, and our registered office is at Eagle Tower, Montpellier Drive, Cheltenham GL50 1TA.

### You can contact us:

- Using our website, when it is available at [www.eastofluton.co.uk](http://www.eastofluton.co.uk)
- By post, using the Freepost address: RTBU-HAYY-LCUX, 7 Bayley Street, London WC1B 3HB (no stamp needed)
- By telephone, using the number: 0800 9152494 (between 9am and 5:30pm, Monday to Friday)
- By email, using the email address: [eastofluton@camargue.uk](mailto:eastofluton@camargue.uk)

## Appendix 13: Selected photographs of the February public consultation

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## Appendix 14: Copy of the co-signed letter from the promoters and site MP at the time Bim Afolami to the NHS Hertfordshire and West Essex Integrated Care Board (ICB) to initiate talks on including new GP services at the East of Luton scheme



## Appendix 15: Copy of the press release sharing the news of the letter to the NHS Hertfordshire and West Essex ICB

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### **Bim Afolami MP Wins Support for GP Surgery at East of Luton**

Local Member of Parliament Bim Afolami is leading efforts to secure the inclusion of new GP services as part of the East of Luton scheme.

East of Luton is an allocated development of 2,100 houses, public amenities and infrastructure around Cockernhoe, Mangrove Green and Tea Green in North Hertfordshire, close to the boundary of Luton. It is being brought forward by landowners including the Bloor Homes and The Crown Estate, who between them control the majority of the allocation.

Mr Afolami has long been campaigning for new GP surgeries in his constituency, particularly to serve the rural communities of North Hertfordshire. During the recent public consultation on the draft strategic masterplan for the East of Luton development, the provision of GP services were clearly identified as important to the community.

The Member of Parliament has sought to champion the community's ambition and held productive discussions with Bloor Homes and The Crown Estate on their plans for healthcare provision in the scheme.

As a result, the Member of Parliament has now written jointly with Bloor Homes and The Crown Estate to the Chair of the local NHS Integrated Care Board, seeking their support for "the establishment of a GP surgery at East of Luton in the event of planning consent, to commence as soon as practically possible in the development of that new community".

### **Bim Afolami MP said,**

"We've had hugely productive conversations about the potential inclusion of a GP surgery to be delivered early on at East of Luton if the Council's planners give the development the green light. I know that local GP capacity has been a big concern for people in Cockernhoe and in our villages right across North Hertfordshire. If this development goes ahead, I want to make sure it tackles that capacity problem and cuts waiting lists for GP appointments in our villages.

"Our next step is to secure the support of the local NHS Integrated Care Board for our proposal. I will continue to do all that I can to make this happen."

### **A spokesperson for the East of Luton project said:**

"Our recent consultation has provided useful feedback that we are currently reviewing to help refine our plans – and one clear request from local residents is for a new GP services at the development. We're delighted that Bim Afolami has chosen to champion this cause – and look forward to working with him and the local NHS Integrated Care Board."

## Appendix 16: MP at the time Bim Afolami's local bulletin to his constituents about the joint letter to the NHS Hertfordshire and West Essex ICB

---



Dear Constituent,

National Apprenticeship Week was a great opportunity to take stock of the progress we're making on creating new apprenticeships in Hitchin & Harpenden. I met local apprentice Jordan in Parliament and apprentices at the Treasury to hear about the impact that good apprenticeships can have for young people. I'm committed to delivering even more high quality local apprenticeships over the coming years.

Young people also need all the tools to thrive in a digital world. On Friday I joined in the Be Internet Citizens workshops at Hitchin Girls' School, helping to do just that.

Local development has been a theme of the past few weeks. On Monday I was on BBC Three Counties, emphasising the need for infrastructure - including a GP surgery - to be delivered before housing if the proposal at East of Luton goes ahead. In Harpenden I have made it clear to developers that retaining current parking provision levels is a must if they get the green light to build 100 homes at the Station.

In Westminster, I answered questions from colleagues on everything from inflation and interest rates to cost of living support, Natwest and more in Treasury Questions. And I was delighted to host another group of constituents on Thursday evening for my latest tour of Parliament.

Read on to find out about everything I've been up to this week!

Yours,

Bim

## Appendix 17: Invite to the July drop-in session to consultee mailing list – 21 June 2024

---

East of Luton masterplan update – invitation to drop-in session

 Sophie O'Boyle  
To  
Cc [eastofluton](mailto:eastofluton)  
Bcc 

 11 July - Public update poster.pdf  
588 KB

 Fri 21/06/2024 18:04

Good afternoon

Thank you for signing up to be kept informed about progress for the development of the allocated land East of Luton.

I am writing to invite you to our upcoming public drop-in event on the updated Strategic Masterplan for the site.

The East of Luton site is allocated in the adopted North Hertfordshire Local Plan and will deliver new homes and community infrastructure around Cockernhoe, Mangrove Green and Tea Green.

A Strategic Masterplan has been prepared for the site and has been updated following consideration of the feedback received from the consultation earlier this year.

This will be an opportunity for you to see the updated Strategic Masterplan and ask questions to the project team before the proposals go in front of the North Herts District Council Project Board later this year for endorsement.

This drop-in session will be held on **Thursday 11<sup>th</sup> of July, from 3pm-8pm, in Cockernhoe Memorial Hall** (Mangrove Road, LU2 8QD). Full details are included in the flyer attached.

Further public consultation will also be held after this point where you will have the opportunity to comment on the more detailed proposals when the current planning applications are amended later in the year.

Should you have any queries, please do not hesitate to contact me and the East of Luton team on 0800 9152494 or by reply email.

Kind regards  
Sophie

**Sophie O'Boyle**  
Community engagement team  
On behalf of Bloor Homes and The Crown Estate  
[eastofluton@camargue.uk](mailto:eastofluton@camargue.uk)  
0800 915 2494

## Appendix 18: Invite to the July drop-in session to key stakeholders – 21 June 2024

---

East of Luton masterplan update – invitation to drop-in session

 Sophie O'Boyle  
To  
Cc [eastofluton](#)  
Bcc 

 Reply  Reply All  Forward  

Fri 21/06/2024 18:01

 11 July - Public update poster.pdf  
588 KB

Good afternoon

I am writing to invite you to our upcoming public drop-in event on the updated Strategic Masterplan for the allocated land East of Luton.

By way of background, the East of Luton site is allocated in the adopted North Hertfordshire Local Plan and will deliver new homes and community infrastructure around Cockernhoe, Mangrove Green and Tea Green. A Strategic Masterplan has been prepared for the site which was subject to consultation earlier in the year.

The Strategic Masterplan has been updated following consideration of the feedback received from this consultation.

This will be an opportunity for you to see the updated Strategic Masterplan and ask questions to the project team before the proposals go in front of the North Herts District Council Project Board later this year for endorsement.

This drop-in session will be held on **Thursday 11<sup>th</sup> of July, from 3pm-8pm, in Cockernhoe Memorial Hall** (Mangrove Road, LU2 8QD). Full details are included in the flyer attached.

Further public consultation will also be held after this point where you will have the opportunity to comment on the more detailed proposals when the current planning applications are amended later in the year.

As a key local stakeholder, if you would be interested in a private briefing to discuss the updated Strategic Masterplan, please let us know.

Should you have any queries, please do not hesitate to contact me and the East of Luton team on 0800 9152494 or by reply email.

Kind regards  
Sophie

**Sophie O'Boyle**  
Community engagement team  
On behalf of Bloor Homes and The Crown Estate  
[eastofluton@camargue.uk](mailto:eastofluton@camargue.uk)  
0800 915 2494

## Appendix 19: Copy of the display panels presented at the July update drop-in event



# Welcome - update on the East of Luton Strategic Masterplan



This update is to show how the Strategic Masterplan has been revised since the consultation earlier this year. This is based on the feedback received, prior to it being presented to North Hertfordshire District Council's Strategic Planning Project Board later this summer.

A number of the project team are on hand today so please ask any questions. Alternatively contact us following the event at [eastofluton@camargue.uk](mailto:eastofluton@camargue.uk) or call **0800 915 2494**.

### ABOUT THE ALLOCATION

The 129 hectare (320 acre) site is allocated for development in the North Hertfordshire Local Plan. The Local Plan indicates that a Strategic Masterplan should be prepared. Earlier this year, we consulted on the draft Masterplan, which will provide a site-wide framework for planning applications.

Many elements of the scheme are set out in the Local Plan itself, including the need to deliver approximately 2,100 new homes, of which 40% will be affordable, as well as education facilities, a net gain in biodiversity, open space and recreational facilities and a network of public green spaces.



We invited feedback on elements including: housing and design, schools, community facilities, local connections (bus, cycle, pedestrian), open space and recreation provision, biodiversity, infrastructure, and the relationship to existing settlements.



## THE CONSULTATION - SNAPSHOT

The consultation events were **attended by 482 people** across the three days and there were **approximately 2,800 individual visitors to the website**.

A total of **218 individuals provided written or telephone feedback** as part of the public consultation. All feedback has been reviewed and considered.

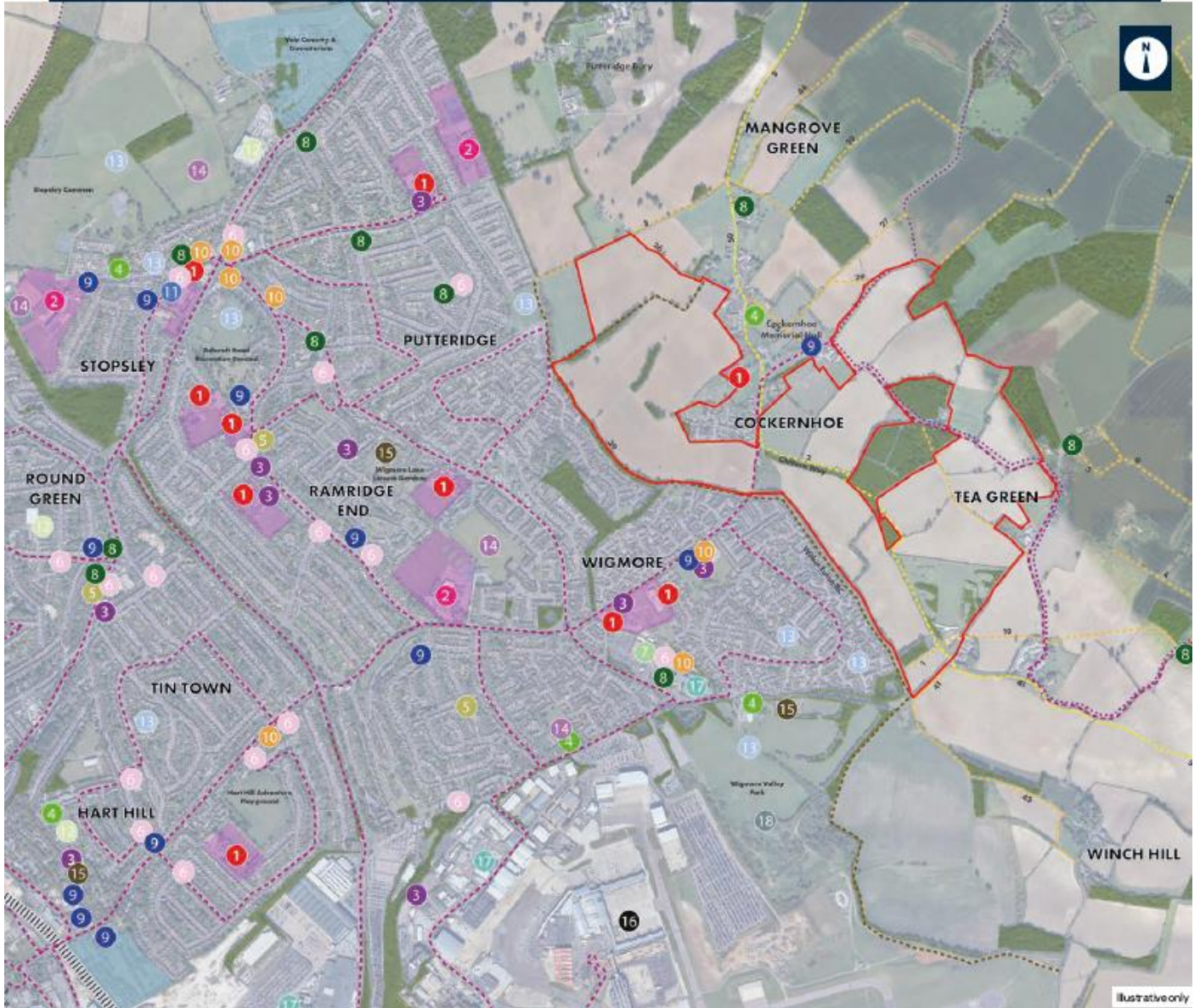
### The most frequent comments included:

- A strong preference for new GP services on site
- A preference from residents of local villages to incorporate green 'buffer areas' in the plans
- The importance of ensuring connectivity through the site and to existing networks into Luton and the countryside
- The need to manage demand and traffic on the local road network
- A desire for any new development to enhance biodiversity on site including protecting existing and creating new green spaces
- The need to carefully manage drainage and flooding risks

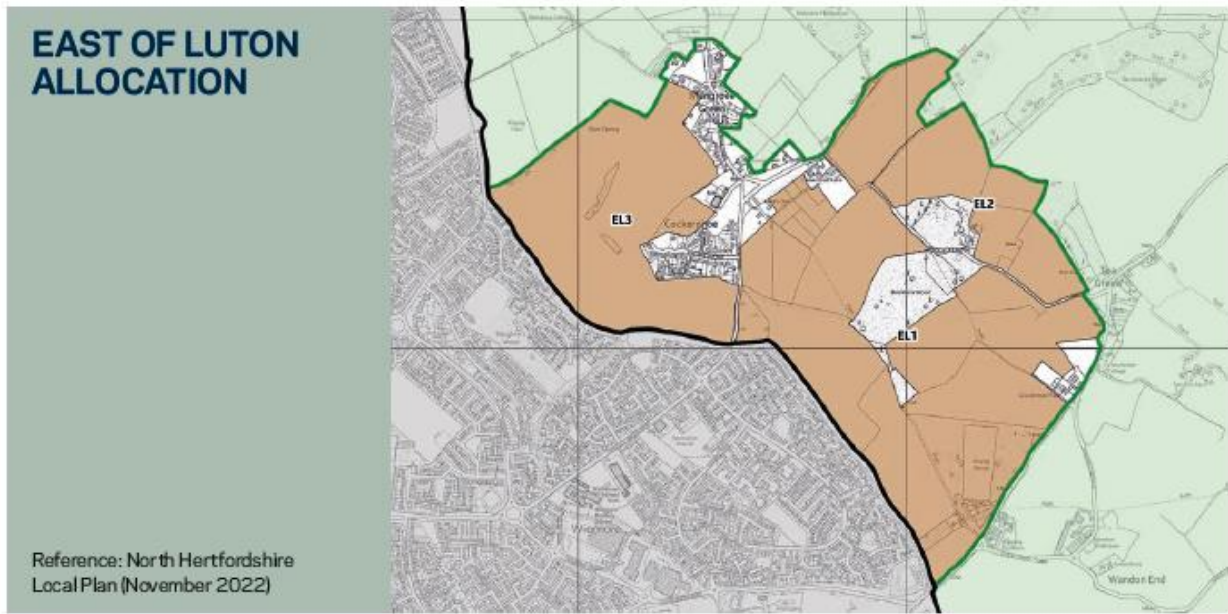




# Site context



Site Boundary	Cemetery	Supermarket	Allotments
Chiltern Way	Public Park or Garden	Pubs/Restaurants	Luton Airport
Public Right of Way - Footpath	Primary School	Place of Worship	Employment/Industry
Public Right of Way - Bridleway	Secondary School	Medical Facilities	New Century Park (Proposed employment area)
Existing Cycle Route	Nursery School	Library	
Bus Routes	Community Centre	Leisure Centre	
Area of Woodland	Post Office	Parks/Gardens	
Education Facilities	Local Shop	Sports Pitches	



# Landscape and sustainability



- |  |   |
|--|---|
| Site Boundary  | <b>Created Habitats</b>                 |
| <b>Retained Habitats</b>                                     | Lowland Mixed Deciduous Woodland        |
| Lowland Mixed Deciduous Woodland                             | Other Woodland, Broadleaved             |
| Other Woodland, Broadleaved                                  | Traditional Orchards                    |
| Other Woodland, Mixed  | Mixed Scrub                             |
| Modified Grassland   | Modified Grassland                      |
| Other Neutral Grassland                                      | Other Neutral Grassland                 |
| Ponds (Non-priority Habitat)                                 | Sustainable Drainage System             |
| Developed Land, Sealed Surface                               | Bicowale                                |
| Species-rich Native  | Pond (Priority Habitat)                 |
| Species-rich Native Hedgerow                                 | Allotments                              |
| Species-rich Native Hedgerow - Associated with Bank or Ditch | Developed Land, Sealed Surface          |
| Line of Trees  | Other Woodland, Broadleaved             |
| Retained Large Rural Tree                                    | Other Woodland, Mixed                   |
| Retained Medium Rural Tree                                   | Mixed Scrub                             |
| Retained Small Rural Tree                                    | Species-rich Native Hedgerow with Trees |
|  | Species-rich Native Hedgerow            |



## LANDSCAPE AND SUSTAINABILITY

In addition to the green corridor detailed on the other banner, the proposals include:

- ✓ At least 10% biodiversity net gain across the site, including new habitat creation, hedgerow and woodland planting
- ✓ Connected green corridors and spaces radiating from Brickkiln Wood and Slipe Spring - both woodland and generous open spaces
- ✓ The creation of a sustainable drainage network of ponds and wetlands
- ✓ New children's play and active sports and recreation facilities
- ✓ New parks of rich grassland, new shrub planting and trees to enhance the natural setting of the existing villages
- ✓ New allotments
- ✓ Avenues of trees and other planting along the road network

The Masterplan takes into account the need for climate resilience, and sets out a vision for a low carbon, sustainable development, suited to a future net zero carbon world. Further details of our approach to sustainability will be included in the planning applications, but key principles required by the Strategic Masterplan will include:

- ✓ A 'fabric first' approach to reduce the energy required to heat / cool the new homes and other buildings
- ✓ All water and heating in the new homes will be designed to be fuelled by renewable electricity (rather than gas)
- ✓ The integration of renewable and low carbon energy-generation including solar panels and heat pumps
- ✓ Prioritising active travel (pedestrian / cycle) and public transport use



## CONSULTATION FEEDBACK - KEY THEMES AND COMMENTS

Of the 218 individuals who provided feedback on the consultation, 71 feedback forms were received in hard copy or digitally, with 59 sets of feedback via email, 4 people commented by phone, and 84 people left comments on the interactive consultation map on the website. All feedback has been reviewed and considered.

The most common themes that arose from this feedback and our other engagement with stakeholders and the public are set out below, along with our responses.

Please note some feedback comments, while valuable, did not directly relate to the Strategic Masterplan process. Nonetheless, they have been recorded and reported on and will be fed through to the planning application process where applicable.



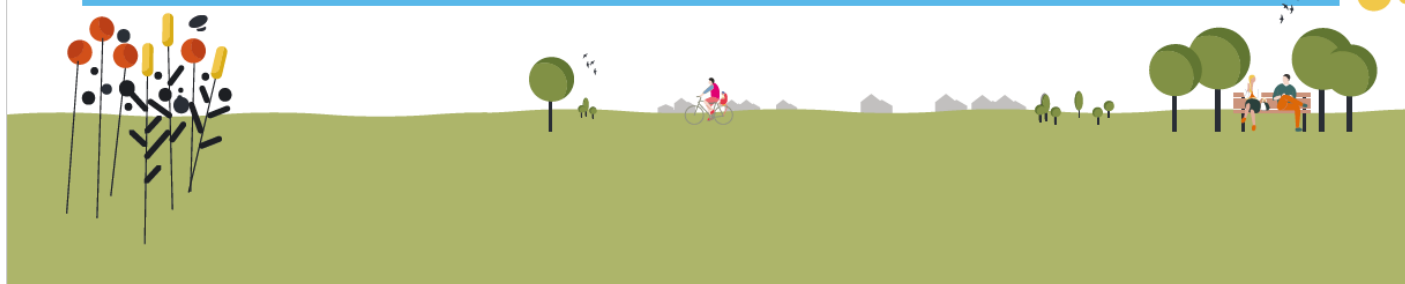
Key themes	Consideration and outcomes
<p><b>Housing</b> (circa 130 comments made)</p> <ul style="list-style-type: none"> <li>• Opposition in principle to new housing</li> <li>• Scepticism of local housing need</li> <li>• Preference for a mix of housing types</li> </ul>	<ul style="list-style-type: none"> <li>• The site is allocated in the Local Plan, which requires the delivery of approximately 2,100 new homes.</li> <li>• The Local Plan / Strategic Masterplan require a mix of housing types, sizes and styles.</li> <li>• Further details will be consulted on and agreed through subsequent planning applications.</li> </ul>
<p><b>Local amenities</b> (circa 140 comments made)</p> <ul style="list-style-type: none"> <li>• Preference for a new GP service</li> <li>• Concern over impact on local healthcare facilities</li> <li>• Desire for a new dentist surgery</li> </ul>	<ul style="list-style-type: none"> <li>• The local centre will be designed to enable uses such as a GP surgery and a dentist.</li> <li>• Bloor Homes and The Crown Estate co-signed a letter with former MP Bim Afolami to the health authority about GP provision, and intend to continue this effort with the new MP Alistair Strathern.</li> </ul>
<p><b>Education</b> (circa 70 comments made)</p> <ul style="list-style-type: none"> <li>• Interest in new schools being built early</li> <li>• Concern about the impact on existing schools and possible oversubscription</li> <li>• A preference for no new schools, given overall opposition to the development</li> </ul>	<ul style="list-style-type: none"> <li>• The Local Plan requires provision of 4 forms of entry primary and 4 forms of entry secondary schools. We're proposing 2 primary schools and a secondary school to meet this.</li> <li>• We expect that the site for a primary school will be made available at an early stage.</li> </ul>

<p><b>Transport</b> (circa 230 comments made)</p> <ul style="list-style-type: none"> <li>• Concern about the number of new cars</li> <li>• Concern about the impact on the road network</li> <li>• Concern about potential air pollution</li> </ul>	<ul style="list-style-type: none"> <li>• The proposals offer safe, direct, easy active travel and public transport options such as a new high-frequency bus service, improvements to the road at Chalk Hill, and new pedestrian and cycle routes.</li> <li>• Making active travel and public transport options appealing helps to tackle potential pollution.</li> </ul>
<p><b>Landscape and Biodiversity</b> (circa 220 comments made)</p> <ul style="list-style-type: none"> <li>• Scepticism about the delivery of Biodiversity Net Gain</li> <li>• Preference for a green buffer between new and existing development</li> <li>• Concern about the impact on wildlife</li> </ul>	<ul style="list-style-type: none"> <li>• The 10% Biodiversity Net Gain (BNG) target is mandatory and will be closely monitored. We also aim to go beyond this.</li> <li>• The assessments supporting the planning applications include impacts on existing wildlife and species.</li> <li>• We have now introduced of a new multifunctional green corridor/buffer between the proposed new development and the existing edges of Cockernhoe and Mangrove Green.</li> </ul>

### FURTHER COMMENTS

A wide range of other issues and comments were provided in feedback, including the potential impact of the proposal on **local flooding and drainage**, the **character and views in the area**, and the **consultation and engagement process**.

Full details of the feedback recorded, and how it has been considered, will be set out in the Statement of the Community Engagement (SCE), that will be published alongside the final full Strategic Masterplan document, once this has been presented to the District Council's Strategic Planning Project Board later this summer.



# Strategic masterplan – key changes

Draft masterplan from February 2024 consultation



Updated masterplan - July 2024

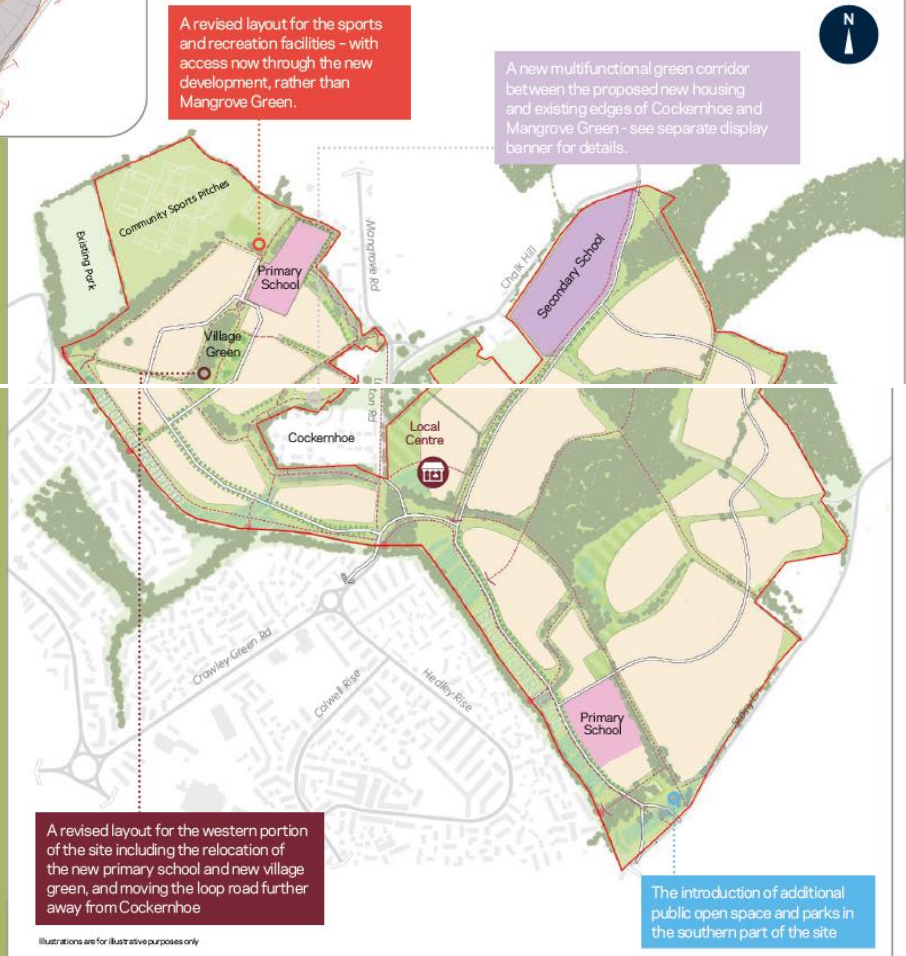
## DELIVERING A STRATEGIC MASTERPLAN

Following the consultation earlier this year, we have updated the Strategic Masterplan in light of the comments raised in stakeholder and public feedback.

The full masterplan will be published and available to view once it has been presented to the District Council's Strategic Planning Project Board later this summer.

### We've followed Local Plan policy in the development of this masterplan, including:

- A multi-disciplinary integrated, inclusive and collaborative approach
- Production on a staged basis from site evaluation and technical evidence, to vision, place-making objectives, options and final masterplan
- Setting out the quantum, scale, type, mix and distribution of land uses and facilities
- Setting out a green and blue infrastructure framework including scale, distribution and type of spaces, habitats and sustainable drainage features
- Setting out a movement framework including access points, street hierarchy and active travel linkages
- Setting out an urban design framework and design principles that respond to local character
- Setting out a sustainability and energy framework
- Showing an illustrative masterplan
- Proposing a delivery, phasing and management strategy that is flexible to changing circumstances



## Key feature: the green corridor

### THE GREEN CORRIDOR, OR GREEN BUFFER

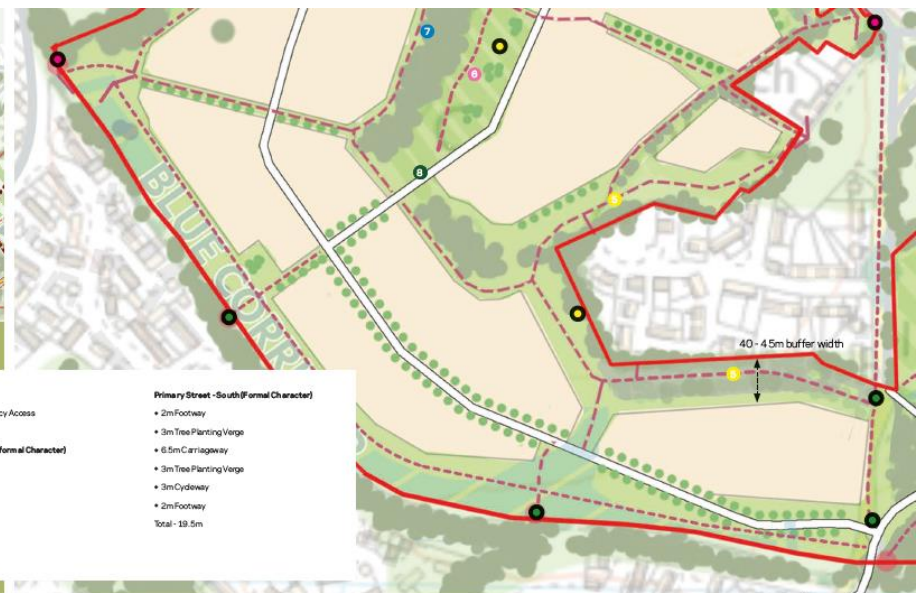
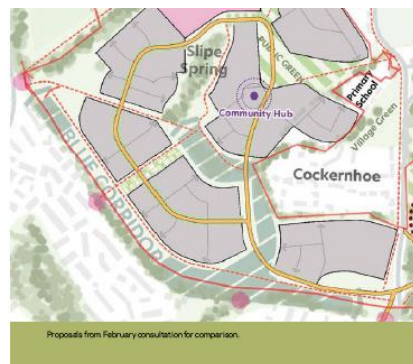
As a result of the public engagement exercise, we've introduced a multifunctional green corridor between the new housing and the existing edges of Cockernhoe and Mangrove Green. This new aspect of the proposal has evolved from conversations with the Parish Council and feedback gathered during the consultation.

The width of the buffer on The Crown Estate's land will be 45 metres, including 40 metres between existing property boundaries and new roads, and a further 5 metres at least to the first new homes.

Accommodating such a buffer along the edges of the existing villages resulted in a need to revisit the layout of The Crown Estate's land, including the location of the new primary school and of the new village green.

The playing fields within the new primary school will form part of the buffer, and together with additional planting will increase the gap between existing properties and new buildings. The new village green will now be adjacent to the existing woodland, providing it with a semi-natural setting.

#### BEFORE



- |   |  |  |
|---|--|--|
| <ul style="list-style-type: none"> <li>1 Primary School</li> <li>2 Playing fields</li> <li>3 Parking for playing fields</li> <li>4 Community space in the form of a ground floor large unit with housing above</li> <li>5 40m wide linear park fence to herb link</li> <li>6 45m fence to building line</li> <li>7 New Village Green is set against the larger of the Slip Spring Woods</li> <li>8 Maintains 15m buffers around the Slip Spring Woods</li> <li>9 Primary street can run through a gap of 28m</li> </ul> | <ul style="list-style-type: none"> <li>● Play Area</li> <li>● Pedestrian/Emergency Access</li> <li>● Pedestrian Access</li> </ul> <p><b>Primary Street - North (Informal Character)</b></p> <ul style="list-style-type: none"> <li>+ 2m Footway</li> <li>+ 6.5m Carriageway</li> <li>+ 3m Cycleway</li> <li>+ 2m Footway</li> <li>Total - 13.5m</li> </ul> | <p><b>Primary Street - South (Formal Character)</b></p> <ul style="list-style-type: none"> <li>+ 2m Footway</li> <li>+ 3m Tree Planting Verge</li> <li>+ 6.5m Carriageway</li> <li>+ 3m Tree Planting Verge</li> <li>+ 3m Cycleway</li> <li>+ 2m Footway</li> <li>Total - 19.5m</li> </ul> |
|---|--|--|



## Next steps

**Thank you to those who took part in the consultation and provided feedback. All comments were considered as the Strategic Masterplan was reviewed and updated.**

### WHAT'S HAPPENING NEXT?

The updated final full Strategic Masterplan document will be presented to North Hertfordshire District Council's Strategic Planning Project Board. The Project Board is responsible for determining whether or not the District Council agrees with what is set out in the Strategic Masterplan.

### HOW TO FIND OUT MORE

Alongside this drop in event, the project team has prepared a Statement of Community Engagement (SCE), which reports in detail on the feedback we received and explains how the team has had regard to the comments.

The SCE will be published alongside the final full Strategic Masterplan document, once this has been

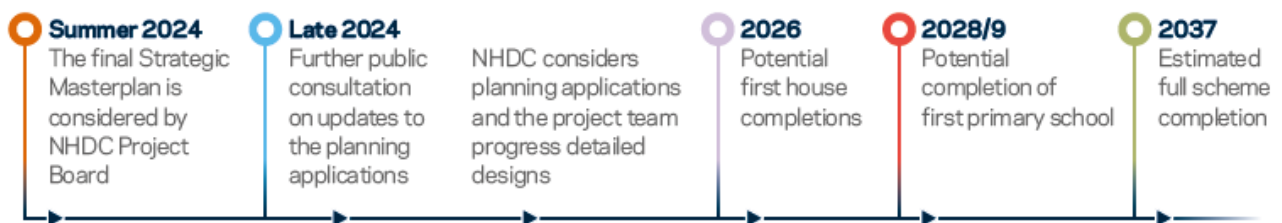
considered by the District Council's Strategic Planning Project Board, and will be downloadable from the project website [www.eastofluton.co.uk](http://www.eastofluton.co.uk)

If you have any questions or require any assistance, please contact us via the contact details below.

### PLANNING APPLICATIONS AND FUTURE CONSULTATION

The finalisation of the Strategic Masterplan and meeting with the Project Board is not the end of engagement. In due course, more detailed plans will be developed and consulted on as part of the planning application process.

Local stakeholders and residents will be informed of future consultation at the time and will have the opportunity to comment on the details of the proposed planning applications.





## WHO IS INVOLVED

**Bloor Homes** is the UK's largest privately owned housebuilder. A family-run company, we have more than 60 years' experience in promoting and developing major housing schemes across the UK. We retain responsibility of our projects from start to finish and are proud to have a House Building Federation 5 Star customer satisfaction rating.

**The Crown Estate** is one of the oldest and largest landowners in the UK, with an aim to be a model of large scale sustainable, diversified and integrated environmental best practice. Dating back more than 260 years, The Crown Estate is a unique business with a diverse portfolio that stretches across England, Wales and Northern Ireland. Established by The Crown Estate Act of 1961, we are an independent commercial enterprise with accountability to Parliament and a unique purpose of creating lasting and shared prosperity for the nation.

## CONTACT US

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**7 Bayley Street, London WC1B 3HB**  
(no stamp needed)



### Different formats

Please get in touch if you or anyone you know requires materials in different formats, such as alternative languages, or have any other specific requirements.



Indicative representations of the types of homes proposed

