

**ALDERHOLT MEADOWS, DUDSBURY HOMES**



**STATEMENT OF COMMUNITY INVOLVEMENT**

**FEBRUARY 2023**



**ALDERHOLT MEADOWS**



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## **1.0 INTRODUCTION AND BACKGROUND**

This Statement of Community Involvement (SCI) report has been prepared by DevComms on behalf of Dudson Homes.

As a local company, Dudson Homes is committed to engaging with the local community to ensure that all key stakeholders can view and comment on the emerging development proposals, so that the Alderholt Meadows masterplan can evolve in a meaningful way.

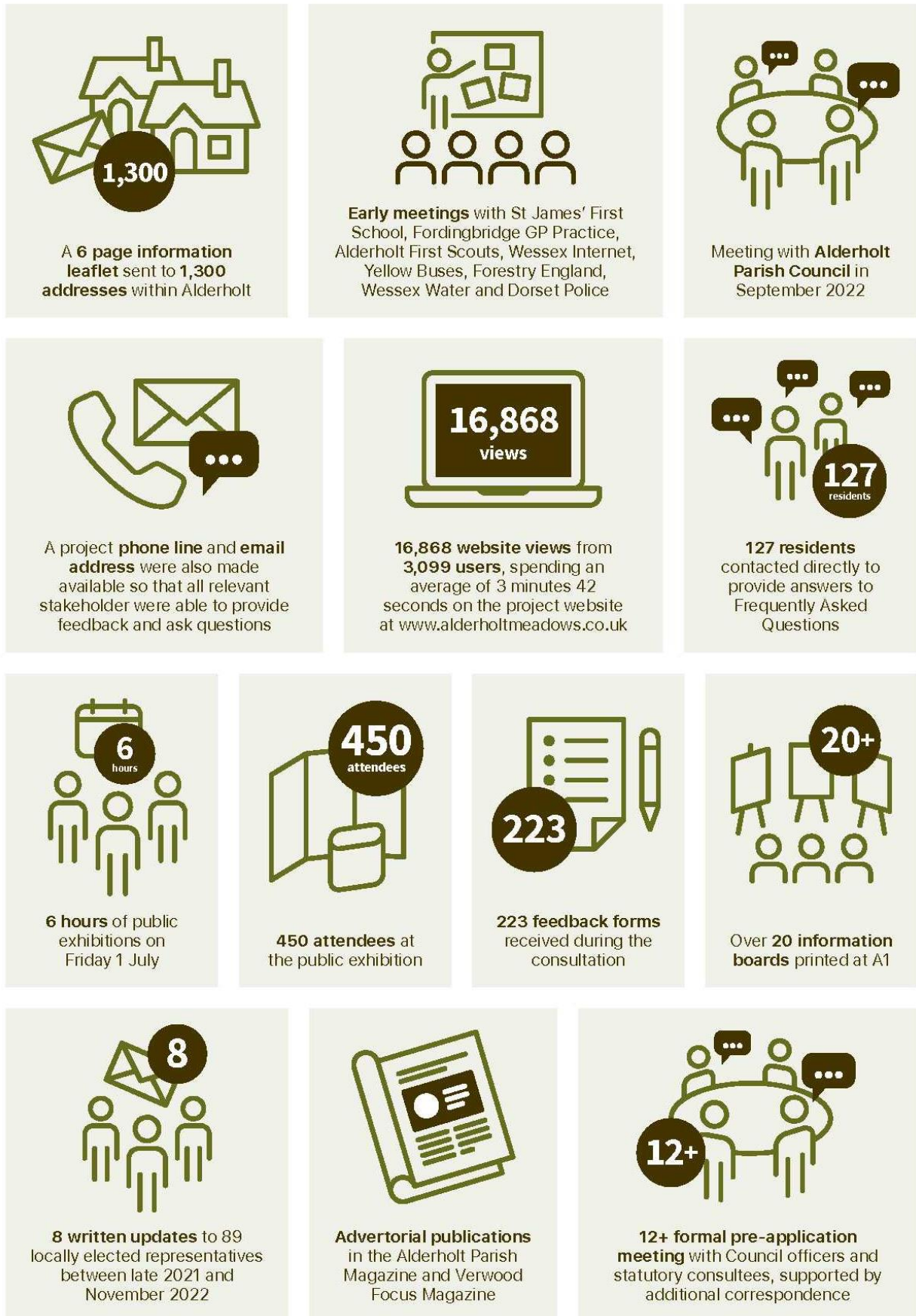
Dudson Homes therefore undertook a widescale and comprehensive public engagement alongside a detailed programme of pre-application engagement with a wide range of technical consultees and experts.

This report provides an overview of the consultation and engagement undertaken, including the stakeholders who were identified, and the methods used to engage with them. It also identifies the main themes arising through the consultation process and outlines how the proposal responds to these themes.

This SCI forms part of a comprehensive package of documents submitted in support of the planning application and should be read alongside them.



## 1.1 Community Engagement in numbers



## 1.2 The Vision for Alderholt Meadows Site

Dudsbury Homes' vision is for a healthy, sustainable and inclusive 21st Century community in Alderholt where everyone can share the best of rural life, with fantastic connections to the countryside, coast and surrounding towns and villages.

To deliver the vision requires careful investment in Alderholt to make day-to-day life as effortless as possible for everyone. This means providing facilities that residents need on their doorstep, so families have the free time to do more together.

Dudsbury Homes is therefore proposing a scale of development which will enable the development to fund the provision of meaningful infrastructure delivery alongside new housing, which will not only meet the needs of new residents, but also provide much needed services and facilities for existing Alderholt residents.

As well as providing a wide range of new everyday facilities, the Masterplan for the site proposes up to 1,700 new homes, with up to 35% affordable homes (in the region of 595 homes). There will be a focus on providing a range of tenures including the 'first homes' concept, socially rented and shared ownership properties.

The proposals seek to deliver many facilities for existing and new residents of Alderholt:

**St James' School Improvements** - Funding education improvements at the existing school to ensure top-quality education can continue to be provided, enriched with outdoor learning that makes full use of Alderholt's unique setting.

**New Medical Centre** – Built in partnership with local practitioners, at an early stage so that residents can see a doctor or dentist in Alderholt and pick up medicine at a new pharmacy.

**Bus Service** – The introduction and five years' funding of a Monday to Saturday hourly bus service enabling Alderholt residents to make reliable and sustainable journeys via a new route from Alderholt to Ringwood, via Fordingbridge.

**New Green Space** – Over 125 acres linked by over 7 miles of new walking and cycling routes providing improved access to the wider countryside.

**Biodiversity Enhancements** – The Environment Act, when implemented, will set out a requirement for new development to provide in excess of 10% biodiversity net gain. The Alderholt Meadows development will surpass the required level of biodiversity benefits. Biodiversity net gain is measured across habitats, hedgerows and ditches which all provide important biodiversity functions. The proposed Alderholt Meadows development will provide a biodiversity net gain of 13.16% in habitats; 10.74% in hedgerows and 69.80% in ditches.

**Homes for all** – Up to 1,700 homes, including 35% affordable homes (up to 595 homes) across a range of tenures, including shared ownership, affordable rent and First Homes. As well as age-appropriate housing, plans include a new care home adjacent to the new Village Centre.

**Community Spaces** – Multiple community spaces, a new village square encouraging markets and providing local shops, cafes and a second pub alongside flexible workspaces. A larger recreation ground with enhanced sports facilities including all weather pitches, a new club house and changing pavilion.



**A low carbon development** – All new homes and facilities at Alderholt Meadows will be right for today and ready for tomorrow - designed to be Net Zero Carbon with a commitment to the highest building standards for new homes and the provision of solar arrays providing locally sourced renewable energy.

**21st Century Digital Infrastructure** – For new and existing residents, including fibre internet; fast electric vehicle charging; and energy efficient homes.

**Ringwood Road** – A re-routed Ringwood Road providing a quieter environment for residents and providing safe access to the new village centre.

### 1.3 Planning Context

Alderholt is one of the few locations capable of delivering new sustainable development in Dorset. It is not within the Green Belt or an Area of Outstanding Natural Beauty (AONB).

The appropriateness of Alderholt being a suitable location for growth was recognised in Dorset Council's Local Plan Options Consultation (January 2021) which presented options for growth in Alderholt, these included either (i) a level of development without new infrastructure; or (ii) transformational growth capable of providing a step-change in the provision of infrastructure in Alderholt.

There are numerous other significant material considerations that would make Alderholt a sustainable and acceptable location for growth in planning terms. This includes the unique ability to positively transform the lives of future and existing residents of Alderholt by providing a transformational level of new infrastructure and facilities in Alderholt; and, the ability to provide a fantastic quality and volume of new homes, including 35% affordable homes, that will target net zero carbon compliance and providing residents with access to over 125 acres of accessible green space, ensuring significant biodiversity net-gain.



## **2. POLICY BACKGROUND TO CONSULTATION**

### **2.1 National Policy**

The National Planning Policy Framework (NPPF) recommends that developers engage with local communities during the pre-application stage, referred to as 'frontloading'. Paragraph 39 of the NPPF states "Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better co-ordination between public and private resources and improved outcomes for the community."

Local Planning Authorities are to encourage developers to engage with the local community, even when not required by law, before submitting applications (NPPF paragraph 40). Early pre-application consultation with statutory consultees is also supported in the NPPF (Paragraph 41).

### **2.2 Local Policy**

Due to Dorset Council's formation as a Unitary Authority in April 2019, the current Development Plan documents adopted by the Borough and District Councils that existed prior to the Unitary formation continue to apply for the area they covered previously.

However, a single Statement of Community Involvement (SCI) for the Dorset Council area, which also relates to minerals and waste policy, was adopted in January 2020.

The SCI states that public and stakeholder engagement is an important part of the plan making process as it allows knowledge and expertise to be gathered from a wide range of perspectives.

The SCI identifies that the NPPF encourages pre-submission consultation with the local community and further states that the council aims to:

- "Seek the views of residents, statutory bodies, landowners, developers, infrastructure and service providers, community organisations, businesses and visitors as early as possible in the process."
- "Provide a range of opportunities and consultation methods that are inclusive, appropriate, cost effective and timely."
- "Make documents available upon request, in alternative formats, such as large print and audio and other languages, where possible."
- "Keep people and groups informed of progress and let them know of future consultation events."





## 2.3 Best Practice

In addition to the requirements and advice in the NPPF and the Council's SCI, DevComms and Dudsbury Homes have sought to ensure all materials are prepared to reflect the following best practice principles:

- Prepare 'plain English' clear, concise and understandable briefing material.
- Make information and material accessible to the local community.
- Publicise the proposals and events.
- Contact local community groups and individuals likely to have the most interest in the proposals – to explain the approach to consultation, provide a briefing on the proposals and seek their feedback.

## 2.4 Data Protection

A disclaimer was included on the feedback forms which detailed how collected data would be used. This detailed that in undertaking public engagement with the local community, DevComms is a registered Data Controller under the General Data Protection Regulations (GDPR).

At all times, processing personal data is carried out in accordance with GDPR regulations, with the feedback form providing an 'opt-in' and 'opt-out' option and information on respondents' rights under GDPR.

Only data required for the purposes of the consultation was requested on the feedback form.

The feedback collected during the engagement exercise is held by DevComms and will only be used for the purposes of the consultation and research on the proposals. The feedback received is detailed in this Statement of Community Involvement submitted to Dorset Council.

This report however does not name individuals, aside from local Councillors and under no circumstances will personal data be shared for marketing purposes or with companies outside DevComms. Published results do not include personal information or anything that could identify individuals.

Consultation respondents will only be contacted again in the future in relation to the application proposals if they have explicitly stated that they would like to be kept updated.



### 3. TECHNICAL ENGAGEMENT WITH COUNCIL OFFICERS AND KEY CONSULTEES

Throughout the evolution of the vision for Alderholt Meadows, Dudsbury Homes has engaged extensively with officers of Dorset Council and statutory consultees, both to brief them on progress and to seek advice on key areas such as transport, design, landscape and ecology.

The table below sets out the various formal pre-application meetings which have taken place, however there have been numerous other informal discussions between technical consultants and relevant Council officers during the preparation of technical studies and reports.

DATE	MEETING	ATTENDEES	SCOPE
5 December 2018 - present	Natural England	Nick Squirrel	To discuss Nature Conservation issues affecting Alderholt area and presentation of initial masterplan. Follow up calls and meeting to relay progress and address emerging issues.
24 April 2019	Dorset Council	Hilary Jordan and Trevor Warwick	To present the first iteration of the masterplan and explain the work that had been produced for the Christchurch and East Dorset Local Plan review.
22 October 2020	Dorset Council	Terry Sneller	Meeting to discuss both local plan progress and issues affecting Alderholt
10 February 2022	Dorset Council	Hilary Jordan, Terry Sneller, Trevor Warwick, Wayne Sayers and Helen Jackson	Meeting to discuss both local plan progress and issues affecting Alderholt and transport specific requirements
28 February 2022	Dorset Council	PBA meeting with Wayne Sayers and Helen Jackson	Discussion on approach to trip rates and internalisation.
21 June 2021	Hampshire County Council	PBA meeting with Gemma McCart and Anna Li	Pre-app meeting to discuss development proposals and impact on Hampshire highways
1 March 2022	Hampshire County Council	PBA meeting with Anna Li and Graham Wright	Follow up meeting to discuss trip rates and approach to assessment agreed with Dorset Council
28 June 2021	National Highways	PBA meeting with Lisa McCaffrey, Glen	Pre-app meeting to discuss A31/Offslips impact and mitigation



		Strongitharm, Gaynor Gallagher and Greg Stone	
<b>October 2021 - present</b>	Yellow Buses/Xelabus	Simon Newport, Commercial Director	Provision of bus service for Alderholt
<b>27 July 2022</b>	Dorset Police	Crime Prevention Design Advisor/Secured by Design Officer – Debbie Oldfield	To introduce proposals for Alderholt and discuss designing out crime measures
<b>May 2022 - present</b>	Forestry England	Paul Gudgeon	Discuss impacts on forestry land to the south of the site and potential access.
<b>27 September 2022</b>	Alderholt Parish Council	Councillors	Presentation of emerging proposals and offer of working together
<b>29 September 2022</b>	Homes England	Paul Flatt	To discuss how Homes England could support development and what funding streams would be most appropriate

In addition to the more formal meetings listed above considerable effort has been expended on meetings with potential partners who have shown an interest in helping to deliver development at Alderholt. These include meetings with the following:

- Dorset Local Enterprise Partnership (LEP)
- Magna Housing
- Wessex Water
- Crest Nicolson
- CJ Fry
- Bournemouth Water
- Scottish and Southern Electric
- Wessex Internet

The discussions have involved both utility providers and developers who will have a key role in bringing forward the proposals. Further discussions have also been held with Dorset LEP relating to how the proposals can help deliver their ambitions for economic growth.



## 4. RATIONALE AND APPROACH TO STAKEHOLDER ENGAGEMENT

### Political Engagement

Given the nature of the proposals and location of the site, Dudsbury Homes has been committed to undertaking widespread engagement with all key stakeholders prior to submitting a planning application.

A comprehensive engagement programme was developed by DevComms which utilised a range of methods to engage with all key political and community stakeholders, including:

- Westminster Politicians representing constituencies across Dorset, including:
  - Mr Simon Hoare MP – North Dorset
  - Mr Richard Drax MP – South Dorset
  - Rt Hon Sir Desmond Swayne MP – New Forest West
  - Rt Hon Mr Tobias Ellwood MP – Bournemouth East
  - Rt Hon Mr Conor Burns MP – Bournemouth West
  - Sir Christopher Chope MP – Christchurch
  
- All members of Dorset Council, including:
  - The ward member for Cranborne and Alderholt ward, Councillor David Tooke
  - Members of the Dorset Council Cabinet with relevant portfolios, including: Portfolio Holder for Housing (Councillor Ian Carr-Jones); Portfolio Holder for Planning (Councillor David Walsh); Portfolio Holder for Highways (Councillor Ray Bryan)
  
- Alderholt Parish Council
  
- Fordingbridge Parish Council

### Westminster MPs

From the outset it was considered important to keep the following elected Members of Parliament for the Dorset area up to date on the proposals.

- Rt Hon Mr Tobias Ellwood MP – Bournemouth East
- Rt Hon Sir Desmond Swayne MP – New Forest West
- Rt Hon Mr Conor Burns MP – Bournemouth West
- Mr Simon Hoare MP – North Dorset
- Sir Christopher Chope MP – Christchurch
- Mr Richard Drax MP – South Dorset

This included several written updates to MPs in December 2021, January 2022, June 2022, August 2022, September 2022 and November 2022.

As the Member of Parliament for North Dorset, the constituency in which Alderholt is located, Dudsbury Homes arranged an on-site meeting with Mr Simon Hoare MP on 16 February 2022.



### Dorset Councillors

From the outset it was considered important to keep elected Members for Dorset Council up to date on the emerging proposals. This included several written updates in January 2022, June 2022, August 2022, September 2022 and November 2022.

It was also considered important to discuss the proposals with the relevant Cabinet portfolio holders and a meeting was held online on 9 December 2021. At the time of writing, a follow-up meeting has been arranged for February 2023.

Ahead of the public engagement event, a telephone discussion was undertaken with the ward member for Cranborne and Alderholt ward, Councillor David Tooke.

### Alderholt Parish Council

The first meeting with Alderholt Parish Council occurred as part of the former East Dorset Local Plan review prior to local government reorganisation in April 2019. More recently, following engagement with the Parish Council Clerk it was advised that the Parish's general position was not to meet with developers.

However, following the public consultation event in Alderholt in July, Dudsbury Homes again approached the Alderholt Parish Council to offer a meeting with representatives of the development team.

A subsequent meeting was held with members of the Parish Council on 27 September 2022.

In January 2023, the Alderholt Meadows team contacted the Parish Council Clerk to offer a follow-up meeting and to invite any additional queries and feedback. Following discussion with members of the Parish Council, the Clerk advised that the Parish did not wish to meet with the Alderholt Meadows team.

### Fordingbridge Town Council

Dudsbury Homes held several telephone discussions with the Fordingbridge Town Council Clerk and offered to meet with representatives of the Town Council. At the time of writing, the offer of a meeting had not been taken up by the Town Council.

## **4.1 Local Community Engagement**

A crucial part of the pre-submission consultation was ensuring that Alderholt residents were notified of the proposals and provided with an opportunity to comment on the scheme.

### Leaflet Mailing

A 4-page A4 colour information leaflet was prepared to provide information regarding Dudsbury Homes' vision for the site, promote the in-person exhibition and project website.

These were delivered via Royal Mail first class postage to 1,304 addresses within and surrounding Alderholt village.



A sample copy of the leaflet and consultation area is included in Appendix A.

### Project Website

An effective means of providing detailed information to a large number of people is through a dedicated, project-specific website.

A project-specific website providing a wide range of information across 10 tabbed pages, including an interactive online feedback mechanism, was made available in July 2022 and has been available for 24 hours a day since its launch.

Details of the website were included in the leaflet and in all press and briefing materials and at the public exhibition. The website URL is [www.alderholtmeadows.co.uk](http://www.alderholtmeadows.co.uk).

Since its launch in July, the project website has received a total of 16,868 views from a total of 3,099 users, each making an average of 5.4 views and spending an average of 3 minutes and 42 seconds on the project website.

Screenshots of the project website are included at Appendix E.

### Public Exhibition

A public exhibition was held at Alderholt Village Hall, Station Road, Alderholt, SP6 3RB on Friday 1 July from 1pm – 7pm. This venue was chosen due to its proximity to the site and convenience for residents, as well as having good disabled access.

The public exhibition was advertised to the 1,304 addresses in the consultation area and featured in press coverage regarding the proposals.

The public exhibition comprised over 20 x A1 Foamex boards which displayed a detailed range of information about the proposals. Representatives from Dudsbury Homes project team were also available to answer any questions from attendees.

A copy of the exhibition boards displayed is included in Appendix C.

Feedback forms were available for attendees to provide comments on the proposals and freepost envelopes were also provided to allow attendees to provide comments by post.

It is estimated that approximately 450 people attended the public exhibition.

### Stakeholder groups

As well as public consultation, Dudsbury Homes has sought to meet with local stakeholders and has undertaken several immensely helpful discussions, including:

- Various ongoing discussions and meetings with representatives for St James' First School
- Various ongoing discussions and meetings with representatives for The Fordingbridge GP Practice
- A meeting with a representative for the Alderholt First Scouts on 26 October 2022
- A meeting with representatives from Action for Alderholt anti-development lobby on 7 October 2022



Efforts were also made to arrange meetings with representatives of the following local organisations:

- Manager of the Alderholt Co-op store
- Alderholt Church
- Alderholt Chapel
- Alderholt Sports and Social Club

At the time of writing, it has not been possible to arrange meetings with these groups.

### Media engagement

It was considered important to promote the proposals, including the public exhibition and project website, through the local press. Press releases were issued to the following publications ahead of the public consultation commencing on 28 June.

- Salisbury Journal
- Bournemouth Echo
- Dorset Echo
- Dorset Live
- Western Gazette
- Western Morning News
- New Forest Advertiser series

Responses to queries from local journalists were also made on numerous occasions following the public exhibition and consultation.

Advertorials were also published in the Alderholt Parish Magazine and Verwood Focus Magazine which provided responses to the most frequently asked questions.

### Consultation update and Frequently Asked Questions

Following the public exhibition, a written update provided an overview of the public consultation and responded to the most frequently asked questions raised during the public consultation. This update was issued to all who responded to the public consultation or attended the public exhibition and gave permission to be contacted.

A copy of the frequently asked questions document was also published on the project website.

The FAQ provided responses to some of the key comments raised on the proposals by the local community and groups. A copy of the FAQ can be viewed at Appendix G.



## 5.0 FEEDBACK AND COMMENTS RECEIVED

### INTRODUCTION

Since launching the online consultation and hosting a public exhibition in Alderholt, we have received 223 feedback forms through the project website, the public exhibition and postal forms.

This section provides a summary of the key feedback provided and how this has influenced the final planning application.

**1. Dudson Homes vision is to provide a range of everyday facilities in Alderholt which will mean Alderholt residents do not need to travel to access essential services. On a scale of 1 to 5, how important is the provision of essential facilities (such as improvements to St James School, a new doctors surgery and community spaces fit for working and socialising) as part of any future development?**

Description	Count
Not important at all	45
Not Important	15
Undecided	35
Important	11
Very Important	92
Blank	25
<b>Total</b>	<b>223</b>

Over half of the respondents recognised the importance of providing essential everyday facilities (such as improvements to St James School, a new doctors surgery and community spaces fit for working and socialising) as part of any future development in Alderholt. Less than one third of respondents did not feel this was an important consideration.





**2. Which of the following facilities do you feel would be most beneficial to the existing community in Alderholt? (Tick all that apply)**

Description	Count
Doctor surgery	100
Pharmacy	86
Dentist	80
New village store	55
Walking & cycle routes	46
Blank	44
Community space	43
Other	40
Increased recreation space	39
Café	35
A second pub	32
Communal work spaces	23

The table above identifies the essential services that respondents deemed most beneficial to the existing community in Alderholt, with the most common response being a doctors surgery, pharmacy and dentist, all of which are proposed as part of the Alderholt Meadows masterplan.

**3. If you selected other to question 2, please use the box to specify below:**

Bus route/public transport
Improve roads
Horse riding routes
Traffic calming measures
Secondary school
Leisure centre
Gym



<b>More shops</b>
<b>Youth Club</b>
<b>Skate/BMX park</b>
<b>Woodlands</b>
<b>Supermarket</b>
<b>Restaurants</b>
<b>Petrol station</b>
<b>Farm</b>

The table above reflects the "other" facilities residents of Alderholt would like to see within the village.

Alderholt Meadows would enable the delivery of highways improvements on the A31 and at pinch points in the network; an improved 6 day hourly return bus service between Cranborne and Ringwood via Alderholt and Fordingbridge; a village store alongside other commercial and retail opportunities and a wide range of open space and community facilities providing the opportunity for the community to spend time.

**4. It is proposed that Alderholt Meadows will enable sustainable investment in St James School to enable the provision of top quality education through to year six in Alderholt. On a scale of 1 to 5, how important is it to fund improvements to St James School?**

<b>Description</b>	<b>Count</b>
<b>Not important at all</b>	48
<b>No important</b>	18
<b>Undecided</b>	34
<b>Important</b>	23
<b>Very Important</b>	71
<b>Blank</b>	29
<b>Total</b>	223



42% of respondents felt that it was important that the proposed development was able to fund improvements to local education provision via sustainable investment in St James School. Less than one third of respondents felt that this was not an important consideration.

**5. Dudsbury Homes vision is to provide 125 acres of new greenspace for community enjoyment, including a possible extension to Alderholt Recreation Ground, and 56+ acres of land for biodiversity enhancement to ensure Biodiversity net gain. On a scale of 1 to 5, how important is the provision of new green space and biodiversity enhancements?**

Description	Count
Not important at all	46
Not important	7
Undecided	47
Important	15
Very Important	80
Blank	28
<b>Total</b>	<b>223</b>

In response to Question 5, 42% of respondents felt the provision of new green space and land for biodiversity enhancement is an important factor.



**6. Dorset Council is currently planning how new homes will be delivered across its area. Current Government Policy sets out that land outside of the Green Belt should be considered for new development before Green Belt land is considered. On a scale of 1 to 5, how much do you agree to this approach to allocating new development?**

Description	Count
Not important at all	66
Not important	11
Undecided	45
Important	17
Very Important	57
Blank	27
<b>Total</b>	<b>223</b>

Responses to Question 6 showed a variety of views regarding the delivery of new homes on non-Green Belt land before Green Belt land is considered.

**7. Alderholt Meadows will support the provision of a new 6 day hourly bus service from Alderholt to Ringwood, via Fordingbridge. On a scale of 1 to 5, how important is the provision of improved public transport in Alderholt?**

Description	Count
Not important at all	57
Not important	8
Undecided	30
Important	12
Very Important	90
Blank	26
<b>Total</b>	<b>223</b>



45% of respondents support the provision of a new 6 day hourly bus service from Alderholt to Ringwood, via Fordingbridge.

Anecdotal feedback during the exhibition also highlighted the current lack of public transport provision in the village and therefore the provision of such a bus service would be a considerable improvement to all residents of the village and enable residents to make sustainable transport choices.

The following provides a breakdown of the feedback written in the freeform box of the online feedback form by residents who responded to the consultation:

### **Access and Traffic Comments**

<b>Please provide any further comments you have on the overall proposals?</b>	
<b>Description</b>	<b>Count</b>
<b>Comment regarding the road capacity and existing road infrastructure</b>	49
<b>Increased traffic</b>	27
<b>Traffic pollution</b>	4
<b>Construction traffic</b>	3
<b>Ringwood Road access</b>	3
<b>Suggestion for improved transport infrastructure</b>	2
<b>Total</b>	<b>88</b>

### **Design Comments**

<b>Description</b>	<b>Count</b>
<b>Comment regarding the loss of a "village feel"/character</b>	27
<b>The strain the plans will have on existing facilities</b>	12
<b>Positive comment regarding the need for more local amenities</b>	9
<b>Need for a bus service</b>	7
<b>Impact of the scheme on the existing sewage/water system</b>	6
<b>Comment suggesting improvements to existing facilities</b>	6
<b>Question asking where new medics/doctors will be supplied from</b>	4
<b>Bus system funding</b>	3
<b>Comment regarding walking/cycling routes</b>	3



Comment for the new homes to be attractive	2
Flood concerns	1
<b>Total</b>	<b>80</b>

### Negative Comments

Description	Count
Negative comment regarding the size of the scheme	13
Negative comment regarding the proposed scheme	17
Negative comment regarding the need for more housing	5
Negative comment regarding the location	4
Increased crime in Alderholt	2
<b>Total</b>	<b>41</b>

### Supportive Comments

Description	Count
Supportive comment	9
Recognition of the investment into Alderholt	6
Positive comment regarding the increase of jobs the development will provide	5
Positive comment regarding attracting young people to Alderholt	3
Comment regarding the need for more housing	3
<b>Total</b>	<b>26</b>

### Affordable Housing

Description	Count
Positive comment regarding the inclusion of affordable housing	3
Questions regarding affordable housing	2
Comment stating affordable housing will not help	1
<b>Total</b>	<b>6</b>



## Wildlife and Ecology Comments

Description	Count
Loss of green space	2
Impact of the scheme on wildlife	2
Biodiversity comment	1
Renewable energy for the new houses	1
<b>Total</b>	<b>6</b>

Of the feedback submitted through the freeform box, please find below a table of the most frequent comments and how frequently they were mentioned:

Description	Count
Traffic and Access	88
Design Comments	80
Negative Comments	41
Positive Comments	21
Consultation Comments	7
Affordable Housing	4
Ecology/Wildlife	3

Overall, the analysis shown above displays the majority of respondents mainly commented on the increase in traffic the proposals would bring and whether the existing road capacity will cope with extra traffic.

Of those respondents supporting the proposals, it was found that the investment in Alderholt has been recognised and is supported.

A number of respondents commented on the design of the scheme, particularly the potential loss of the existing village character with the number of homes proposed in the plans and whether Alderholt's existing facilities could support the development.



## 6.0 RESPONSE TO COMMENTS RAISED

### Who are Dudsbury Homes?

Dudsbury Homes is based in Dorset. Its management team has significant experience of delivering developments that have contributed to the creation of great places across the South of England. This experience includes:

- Dorset Green H2 project providing the South West's first hydrogen production facility, using solar power to generate green hydrogen fuel alongside other Renewable energy production at Canford Resource Park in Poole
- Planning Consent for 695 new homes at Canford Park in Poole and for 324 new homes at Canford Paddock in Poole, alongside 16,000m<sup>2</sup> of low carbon employment space.
- Planning and delivery of a comprehensive expansion of a Doctor's Surgery and pharmacy in Wimborne.
- Planning consent and management of key infrastructure for over 300 new homes and 2.5Ha of employment land in Hampshire.
- Planning and delivery of key infrastructure for over 2,500 new homes together with a 3 form entry primary school and associated commercial/retail uses at Millbrook Park in Mill Hill, London.
- The construction, operation and ongoing expansion of the popular Canford Park SANG
- The ongoing operation of waste management for Dorset at the Canford Resource Park, Poole.
- The delivery of premier leisure and sporting venues in Dorset and Hampshire, including Remedy Oak Golf Club, Tower Park in Poole and The Ageas Bowl
- Significant and critical infrastructure works delivered through partnerships with Electricity, Water and Gas companies, including the delivery of 250km of drinking water mains with Wessex Water.
- Local Developments in Ferndown, Wimborne, Verwood as well as award winning development in Sturminster Newton and Gillingham.
- Development projects in Tisbury, Christchurch, and Throop.
- Planning Consent for the largest new town in Hampshire.

Not only does Dudsbury Homes' management have the experience of delivering significant developments it is partnering with a wide range of renowned businesses who would, subject to planning permission, deliver elements of the vision for Alderholt Meadows.

Our delivery partners include some of the most trusted names in the development industry, including:

- CG Fry & Son – Traditional house builder and placemaker
- Crest Nicholson – Leading property developer
- Magna Homes – local Housing Association
- McCarthy & Stone – Developer of Retirement Homes
- AHH – Affordable Housing and Healthcare Group
- Kubo Homes – Sustainable design





Dudsbury Homes is also in detailed discussions with Homes England, the Government's housing accelerator, who are keen to assist in delivering our vision for Alderholt Meadows, including infrastructure funding, to enable the delivery of better homes and communities across Dorset.

### **How will Dudsbury Homes manage the site beyond the planning process?**

Dudsbury Homes is committed to the long-term stewardship and management Alderholt Meadows to ensure the high-quality design and management of common areas.

The SANG and public open space will be retained by Dudsbury Homes or an appointed estate management company who will be responsible for their operation and maintenance in perpetuity. The management may also extend to some of the roads, drainage, parks, parking strategy and public realm as part of a wider estate management provision.

An estate office will be located in the community hub to manage the common infrastructure and act as a hub for community liaison, event management and to coordinate the phased build out of the infrastructure and new homes across the estate.

### **Planning matters**

#### Dorset Local Plan timing

Dorset Council became a unitary authority in April 2019. As part of its unitary status the Council agreed to produce a new single local plan for Dorset by April 2024 and replacing existing local plans from the predecessor authorities. The first step in this process was the publication of an Issues and Options document in early 2021.

However, following no further activity in 2022, the Dorset Local Plan has now been put on hold with a delay announced of at least 2 years, possibly longer, before expected adoption of the Plan.

At the earliest, it will be 2026 before Dorset produces its Local Plan. Dorset is therefore left in a Planning vacuum with out-of-date local plans covering the pre-Dorset Council local authorities and no plans for delivering much needed homes and positively addressing the housing crisis.

It has been widely reported that the UK's chronic housing shortage is one of the biggest challenges the country faces and many people in Dorset are struggling with rising rents and cannot afford to buy.

One of the key determining factors in the current housing crisis is that the country continues to fall short on delivering enough homes, with Dorset among those authorities not able to meet their housing targets, perpetuating the current crisis.

This means that family homes are not being delivered and house prices continue to rise. For many, the highest concern is the relative lack of progress on affordable housing, which is already impacting on recruiting lower-paid workers. Alderholt Meadows would ensure 35% of homes are delivered as affordable homes.



## Environmental Impact Statement

The future planning application will include an Environmental Impact Assessment, including a non-technical summary. The planning application will be part of the public record once submitted and available on the Dorset Council website.

### **Housing**

Dudsbury Homes recognises the importance of providing affordable homes and is committed to ensuring that 35% of the 1,700 homes are provided as multi-tenure affordable homes. This includes all affordable tenures for all age groups including First Homes, the government's scheme for first time buyers with prices capped at £250,000.

Alderholt Meadows would therefore help considerably in reducing the Council's housing waiting list. The current housing waiting list figure for Dorset as of December 2022 is 3,529 with a further 2,399 awaiting eligibility checks.

Across the rest of the site, a mix of housing to cater for all ages is envisaged including sheltered accommodation and a care home. It is also proposed to make provision for self and custom builders within the overall mix.

Dudsbury Homes is partnering with one locally based and one national affordable housing provider, who will deliver and manage the affordable homes at Alderholt Meadows.

### **Infrastructure and onsite services**

#### Infrastructure delivery

To make Alderholt a sustainable settlement it is imperative that infrastructure to support the future population of Alderholt is provided. Dudsbury Homes is committed to a scale of development which will enable the development to fund the provision of meaningful infrastructure delivery alongside new housing, which will not only meet the needs of new residents, but also provides much needed services and facilities for existing Alderholt residents.

Dudsbury Homes is committed to delivering a significant investment in local infrastructure, including:

- 35% affordable housing across a range of tenures, including shared ownership, affordable rent and First Homes
- Age-appropriate housing, including a new care home adjacent to the new Village Centre
- Improvements to St James' School at the current site including further school years and forms of entry
- A new Medical Centre to be delivered in partnership with a local practitioner
- Suitable Accessible Natural Greenspace (SANG)
- Public Open Space, including an additional 12 acre extension to the recreation ground offering improved biodiversity.



- A new Monday-Saturday hourly bus service travelling from Cranborne-Alderholt-Fordingbridge-Ringwood, funded for the first 5 years
- Full fibre connection for the entire development
- Solar arrays providing locally sourced renewable energy
- A commitment to a low carbon energy strategy for the development
- A31 junction improvement
- Over 7 miles of new cycle routes and footpath connections
- Highway improvements beyond the development boundary (see below)
- Proactive management of public spaces through on-site estate management creating an economic footprint for the development and the wider Alderholt Area

The final specification and timing of new infrastructure to be delivered as part of the Alderholt Meadows development will be agreed through the planning process with Dorset Council and secured through a legal agreement, called a Section 106 agreement, which will legally link the provision of new housing to the delivery of infrastructure at specific trigger points.

### Education

We have held discussions with local education providers and listened to views from the community and we are committed to invest in the best possible education for children in Alderholt.

It is recognised that it is not an ideal situation for children to be bussed to schools some distance from Alderholt. Therefore, a partnership with The Burgate secondary school makes sense and this continues to be developed.

After exploring options for a new school as part of the development proposals, we understand that St James' School wishes to instead invest in its current site. To do this in a meaningful way the school needs to ensure there is a viable future supply of pupils. The proposed Alderholt Meadows development will provide this security and Dudsbury Homes will be legally committed to facilitate and fully fund all expansion requirements.

### Medical Services

Many people commented that a new Doctor's surgery would require a population of circa 20,000 people. Having engaged with local practitioners this is not correct and from a development and funding perspective there is no barrier to the provision of a centre that caters for GPs and other complementary services as part of Alderholt Meadows.

At the present time, most of Alderholt residents currently travel to The Fordingbridge GP practice for GP services. Discussions have therefore been on-going with The Fordingbridge GP practice who have confirmed that should the population of Alderholt grow significantly, they would be a willing partner to take up a dedicated health centre in Alderholt as an extension to their existing operations, providing a range of clinical and complementary services here in Alderholt.



A new Doctor's Surgery in Alderholt would not only be a hub for GP services, but also provide space for other practitioners such as physiotherapists to deliver a health facility where residents need them. A dental practice and pharmacy have also committed to providing services in Alderholt.

### Utility services

Dudsbury Homes have approached the local district network operators (DNO's) for electricity and potable (drinking) water. Due to changes in building regulations houses will no longer be heated by gas from 2025 and therefore gas services will be limited to non-residential uses on the development.

As well as discussions with network operators, the scale of the development provides the opportunity to bring forward a sustainable energy strategy, including providing on-site renewables that will help reduce the demand on the local utility services.

This has involved detailed and ongoing discussions with Scottish & Southern Electricity Networks (SSEN) for the electricity demand for the development.

Discussions have also been undertaken with Bournemouth Water for the potable water supply for the development and to understand the proposed point of connection (PoC) onto the existing water network to serve the development.

Recent changes to legislation mean that Dudsbury Homes will provide a fee for each dwelling to be connected to the water network, the proceeds of which Bournemouth Water are obligated to use to upgrade their network to serve the development. Therefore, any pre-existing or future issues with water pressure in the existing network, will need to be addressed by Bournemouth Water as part of their network.

### Sewerage/drainage

Alderholt sits within the River Avon catchment and therefore is subject to the constraints placed on development by the current approach to phosphates. Two options of equal merit are being taken forward, either of which provides a solution.

The first is improvements to the local pumping station that would reduce the amount of phosphate discharge and may negate any need for further mitigation. The second option is to provide a self-contained package treatment works on site that removes phosphate and other nutrients. Either option offers a solution, but it may be that there will need to be some mitigation associated with either option. Such mitigation may include creation of wetlands or funding of projects within the Avon catchment to off-set any small residual effects.

The Government has recently announced that it is to place a statutory responsibility on sewerage companies to upgrade facilities by 2030. At the same time, it was announced that Natural England would set up a national mitigation scheme from autumn 2022 that would allow development to offset mitigation by the purchase of credits from mitigation schemes. The measures being considered for the Alderholt Meadows development will benefit from the government's announcement and contribute to the improvement of water quality within the Avon catchment.



The development will include swales and rain gardens to reduce run-off and enhance biodiversity.

### Energy Strategy

Alderholt has adopted a holistic approach to sustainable design from the outset, this has incorporated architectural, environmental and energy strategies embedded with sustainable principles to create a unique proposal.

A circa 69% carbon reduction on the notional Part L 2021 building could be achieved by reducing energy demand, this would be by the adoption of the recommended LETI (London Energy Transformation Initiative) Climate Emergency Design Guide. The proposed development follows a fabric first approach by using LETI building fabric guidance. Energy efficiency will be achieved by supplying heating and hot water through low carbon heat generation, this could be in the form of Ground Source Heat Pump (GSHP) systems within each building connected to shared ground loop array (2-3 properties per borehole).

There is potential to harness renewable energy through the inclusion of a solar PV farm to the west of the site. This aims to meet a net zero balance in terms of operational energy. Battery Energy Storage System (BESS) are also being explored alongside the PV Farm for revenue generation and storage of surplus energy from the PV.

Electric Vehicle (EV) charging will be provided across the site to meet the growing demand for EV users.

### Provision for Emergency Services onsite

As part of our ongoing engagement, we have met with a representative from Dorset Police to discuss the principles of design and the emerging proposals. We are not currently aware of any demand for a police station or hub as part of the new development, but if such a demand arose for the police or the other emergency services, Dudsbury Homes would be very happy to consider how this could be accommodated on the site.

### **Transport**

Significant transport assessment work has been undertaken to date.

Dudsbury Homes undertook road capacity modelling in 2019 in liaison with Dorset Council. The Council has published a paper which includes our work and is available on the authority's website. It concludes that the road network can accommodate up to 2,000 new homes without any implications for the network in capacity terms.

Whilst the proposed development will obviously result in an increase in journeys, existing traffic levels are very low and consequently the highway network is underutilised. The current traffic



generated from Alderholt does not head in or out in only one direction. Instead, the traffic is spread across different routes to access other locations.

Analysis has been undertaken of trip generation and vehicle movements that the development will generate. The number of trips generated will be less than that generated by a purely residential scheme. This is because the provision of services and facilities will result in the need for fewer trips than would otherwise be made as people will be able to draw on the provision of new facilities and amenities within Alderholt.

### Resolving pinch points

During our public events we were told that some routes in and out of Alderholt had pinch points. We have therefore reviewed the three key routes agreed with Dorset Council Highways out of Alderholt (B3078 west to Cranborne, B3078 east to Fordingbridge and Harbridge Drove south towards A31) to determine whether widening is required for two large vehicles to pass, and if so the specific locations.

This work has been based on Ordnance Survey mapping and mapping of the public highway provided by the highway authorities. The study has shown that widening of the carriageway is deliverable without the need for third party land, subject to review at detailed design stage.

The requirement for these works and specific designs will be confirmed through undertaking a topographical survey (or similar) and such works will likely be secured through a planning condition that would need to be discharged before work starts on building new homes.

Further information regarding any such mitigation will be covered in more detail within the Transport Assessment and drawings that will support the outline planning application.

### A31 improvements

Dudsbury Homes is undertaking detailed and ongoing discussions with National Highways in relation to any improvements that may need to be made to the A31.

Current discussions have indicated the opportunity to signalise the eastbound off-slip and widening to reduce queuing for vehicles trying to come off the A31 and generally turn left and route north towards Alderholt/Verwood.

If such improvements are deemed to be required, this would improve the current situation on the A31 which is forecast to involve increased queuing towards the mainline even before the implementation of the proposed development.

Further information regarding any such mitigation will be subject to scrutiny and review by National Highways and will be covered in more detail within the Transport Assessment that will support the outline planning application.



## Dorset Council Traffic survey

The link to the Modelling reports undertaken by Dorset Council are available on the Dorset Council website: ([https://www.dorsetcouncil.gov.uk/w/dorset-council-local-plan-evidence-and-background-papers?p\\_l\\_back\\_url=%2Fsearch%3Fq%3Dalderholt](https://www.dorsetcouncil.gov.uk/w/dorset-council-local-plan-evidence-and-background-papers?p_l_back_url=%2Fsearch%3Fq%3Dalderholt))

## Bus provision

Discussions with local bus operators have indicated that the scale of development will justify the viable operation of a service between Cranborne and Ringwood via Alderholt and Fordingbridge. This would be an hourly return service from early morning to early evening Monday to Saturday. Dudsbury Homes would fund set up costs and operational costs for five years after which the operator would run as a viable service made possible by the additional homes provided at Alderholt Meadows.

## **SANG/Biodiversity**

### Providing SANGS to protect the local environment and enhance wellbeing

Current planning policy requirements identify a need for Suitable Alternative Natural Greenspace (SANG) to be provided for every new residential dwellings in south east Dorset. The purpose of a SANG is to provide an area of open natural greenspace to help reduce and divert recreational pressures that may otherwise arise on protected landscapes.

In the case of Alderholt, Dudsbury Homes is proposing to deliver multiple large areas of SANG to provide an alternative recreational destination to the nearby Dorset Heathlands, and these areas will incorporate diverse wildlife habitats including wildflower grassland, wetland and woodland.

As well as protecting important landscapes, SANGs also provide a fantastic resource for people to spend time with friends and family and connecting with the natural environment, this type of recreation is shown to promote wellbeing and will encourage social exercise.

Members of Dudsbury Homes management team were behind the delivery of the extremely popular SANG at Canford Park in Poole. Canford Park SANG has proved to be a huge success with approximately 100,000 people visiting the SANG during 2022, who would otherwise be spending leisure time at protected environments and would inadvertently impact important habitats in these locations.

Significant new areas of SANG (Suitable Accessible Natural Greenspace) will provide the residents of Alderholt with access to new informal recreation areas. Discussions with Natural England have led to the provision of SANG to the north, west and south of the village. It will intercept trips to Cranborne Common and provide connections from the development that will link back to the existing village. It will act as a buffer to important wildlife sites.

SANG also presents an opportunity to turn biodiverse poor agricultural land into a significant wildlife opportunity. The SANG land will be made available for nature improvement projects to support increased biodiversity.



Overall, the proposals will provide significantly more public open space than is required in planning policy, comprising an additional 3.8 hectares of public open space above the policy requirement.

### Biodiversity

The Environment Act, when implemented, will set out a requirement for new development to provide in excess of 10% biodiversity net gain.

The Alderholt Meadows development will surpass the required level of biodiversity gain.

Biodiversity net gain is measured across habitats, hedgerows and ditches which all provide important biodiversity functions. The proposed Alderholt Meadows development will provide a biodiversity net gain of 13.16% in habitats; 10.74% in hedgerows and 69.80% in ditches.





## 7.0 CONCLUSION

As a local company, Dudsbury Homes has been committed to engaging with the local community from the outset to ensure that all key stakeholders had the opportunity to view and comment on the emerging development proposals, and so that the masterplan evolved in a meaningful way.

Dudsbury Homes therefore undertook a widescale and comprehensive public engagement alongside a detailed programme of pre-application engagement with a wide range of technical consultees and experts.

The public consultation utilised a broad variety of methods including a detailed brochure mailed to residents and local politicians, a public exhibition and a project specific website available 24/7. A project phone line and email address were also made available so that all relevant stakeholders were able to provide feedback and ask questions.

In total, it is estimated that circa. 450 residents attended the public exhibitions. Since its launch on 24 June 2022, the project website has received 18,868 views from 3,099 users spending an average of 3 minutes 42 seconds on the website. During this period, we also received 223 completed feedback forms. Feedback received during the public engagement period has been analysed and considered as part of this report.

Over half of the respondents recognised the importance of providing essential everyday facilities, such as improvements to St James School, a new doctors surgery and community spaces fit for working and socialising, as part of any future development in Alderholt.

The essential services proposed in the Masterplan that respondents deemed most beneficial to the existing community in Alderholt, were a doctor's surgery, pharmacy and dentist, all of which are proposed as part of the Alderholt Meadows masterplan.

Anecdotal feedback during the exhibition also highlighted the current lack of public transport provision in the village and therefore the provision of such a bus service would be a considerable improvement to all residents of the village and enable residents to make sustainable transport choices.

Many respondents also commented on the perceived increase in traffic and whether the existing road capacity will cope with additional vehicles. It is therefore important to note that Alderholt Meadows would enable the delivery of highways improvements on the A31 and aims to address pinch points in the network. More information is available in the Transport Assessment submitted with the planning application.

Going forward, Dudsbury Homes is committed to continued engagement with the local community to work together to resolve concerns as far as possible.



# APPENDIX A

## LEAFLET MAILING AND CONSULTATION AREA





ALDERHOLT MEADOWS

• DUDSBURY HOMES •

# INVESTING IN VILLAGE LIFE FOR ALL



INFORMATION FOR RESIDENTS

JUNE 2022

[www.alderholtmeadows.co.uk](http://www.alderholtmeadows.co.uk)



# Investing in village life for all

Dudsbury Homes, a development company with its roots in Dorset, is bringing forward its vision for a healthy, sustainable and inclusive 21st Century community in Alderholt where everyone can share the best of rural life, with fantastic connections to the countryside, coast and surrounding towns and villages.

Dorset Council's Local Plan Options Consultation (January 2021) presented options for growth in Alderholt, these included either (i) a level of development without new infrastructure; or (ii) transformational growth capable of providing a step-change in the provision of infrastructure in Alderholt.

Whilst broad parameters were presented in the Council's consultation, there was very little information regarding what could be achieved through strategic growth in Alderholt.

We understand that residents of Alderholt enjoy its rural character and value the core facilities available in the village, which need to be protected.

**Dudsbury Homes is therefore presenting its vision to support village life in Alderholt by building an intimate community based on traditional values, with the natural environment and community at its core. Our vision is to work with local people to carefully invest in the level of everyday facilities in the village so resident's needs are met on their doorstep.**

**We would like to invest in Alderholt so that: children can receive a top-quality education**

**in Alderholt from pre-school; taking a bus to bigger towns is easy and reliable; professionals can work locally in a way that suits busy lifestyles; and everyone can see a doctor in Alderholt.**

We have undertaken technical studies and promoted sustainable development at Alderholt through the emerging Dorset Local Plan, and are now seeking local input to ensure the proposals work for the community and can carefully evolve before they are submitted to Dorset Council.

## Next Steps

In the coming weeks Dudsbury Homes hopes to have discussions with local people so our vision can continue to develop collaboratively.

We have therefore launched a website, where there is more information and your views can be provided at :

[www.alderholtmeadows.co.uk](http://www.alderholtmeadows.co.uk)

**We will also be hosting a public exhibition at Alderholt Village Hall on Friday 1 July from 2pm – 6pm.**

# The site

Alderholt is a wonderful location for village life, set between the unique landscape of the New Forest and the rolling countryside of Cranborne Chase. The village maintains a Dorset character but with strong links to both Hampshire and Wiltshire.

We are aware that Alderholt is a village that wishes to maintain its facilities and sense of community, which is why we are asking for local views to help shape a positive planning application, ensuring our proposals benefit the whole community.

## An alternative to Green Belt sites

Alderholt is one of the few locations capable of delivering new sustainable development in Dorset. It is not within the Green Belt or an Area of Outstanding Natural Beauty (AONB). Therefore, Alderholt presents a unique and wholly deliverable opportunity to deliver growth in accordance with national planning policy.

Development at Alderholt provides certainty of delivery in the Local Plan period and a sustainable alternative to sites within the Green Belt and/or close to the AONB that have been suggested for development elsewhere in Eastern Dorset.



# Providing for the existing community

Our vision for Alderholt Meadows is to make day to day life in Alderholt as effortless as possible for everyone. We want to carefully invest to provide facilities that residents need on their doorstep, so families have the free time to do more together.

As a starting point, our proposals seek to deliver many facilities for existing and new residents of Alderholt:

- Carbon-zero facilities by working collaboratively with St James' school, funding improvements at the existing school to ensure a top-quality education can continue to be provided enriched with outdoor learning that makes full use of Alderholt's unique setting.
- A new medical centre, built in partnership with local practitioners, at an early stage so that residents can see a doctor or dentist in Alderholt and pick-up medicine at a new pharmacy.
- The introduction and initial funding of a Monday to Saturday hourly bus service enabling Alderholt residents to make reliable and sustainable journeys via a new route from Alderholt to Ringwood, via Fordingbridge.
- A new village square encouraging markets and providing new local shops, cafés and a second pub, uniting the entire village.
- Flexible workspaces for those occasional meetings, to more professional environments, enabling residents to work in a way that suits their life.
- 21st Century digital infrastructure for new and existing residents, including fibre internet; fast electric vehicle charging; and energy efficient homes.
- A significantly larger recreation ground with enhanced sports facilities including all weather pitches, a new club house and changing pavilion.
- A re-routed Ringwood Road, providing a quieter environment for residents and providing safe access to the new village centre.
- Over 125 acres of new green space, held in a community trust, linked by over 7 miles of new walking and cycling routes providing improved access to the wider countryside.
- A further 56+ acres of land for biodiversity enhancement delivering a net-gain well in excess of the 10% required by Government policy.
- Up to 1,700 homes, including 35% affordable homes (up to 595).
- Multiple community spaces perfect for yoga, youth clubs and community groups.

# Connectivity

Our vision is for a more self-contained and sustainable village.

Initial technical transport analysis has shown that by providing new and improved essential facilities here in Alderholt, there will be much less need for residents to travel outside of Alderholt by car to work, to shop, see a doctor, go to school or attend a local club.

The new facilities would be within a maximum of 15 minutes walk for everyone in Alderholt. The scheme has been designed to provide high levels of pedestrian / cyclist connectivity, with multiple links into the existing village, enhancing existing routes and providing new connections. A re-routed Ringwood Road would provide a quieter and safer environment for residents living on Ringwood Road and safe access to facilities in the new village centre.

Analysis of the net impact of the scheme on traffic flow and road safety in Alderholt is ongoing, and will be set out in a Transport Assessment to accompany a planning application. The analysis will be assessed by the local highway authority, and further improvements to the transport network delivered if required.

## A bus service that works for residents

We are working with a bus operator and offering initial funding to provide a new bus route from Alderholt to Ringwood, via Fordingbridge. The new bus route would provide a Monday to Saturday hourly bus service enabling Alderholt residents to make reliable and sustainable journeys throughout the day.

# Enhancing biodiversity

Most of the site is currently in agricultural use and has little current ecological value. The Masterplan seeks to retain and protect the limited existing onsite habitats, including woodland, hedgerows and existing water features.

Large areas of Suitable Alternative Natural Greenspace (SANG) will be created to provide an alternative recreational destination to the nearby Dorset Heathlands, and these areas will incorporate diverse wildlife habitats including wildflower grassland, wetland, ponds and woodland.

Retained, enhanced and newly created habitats will provide a haven for a multitude of species and will be subject to long-term nature conservation management to ensure significant net gains in biodiversity.



# The Vision

## A village to live in

We want to allow people to find affordable and high-quality homes in Alderholt at all stages of life. Alderholt Meadows will provide a wide range of family homes right for today and ready for tomorrow — adopting a fabric first approach that ensures comfortable, low-energy homes.

Our proposals for Alderholt Meadows seek to respond to a post pandemic world within which housing has, for many, moved out of financial reach and changed in function. We hope to deliver truly affordable homes, including rental, shared ownership and discounted market housing, with a provision of up to 35% affordable housing.

## A village to work in

Following the pandemic, the way many of us work is changing. We want to allow residents to work in a way that suits them, whether residents run their own business, work from home part of the week, need a proper office,

or just want an occasional change of scenery, we've got it covered, as we aim to provide an expanded village that will support 21st century digital infrastructure for new and existing residents, including fibre internet.

Community spaces will provide flexible workspaces perfect for those occasional meetings, or to collaborate with likeminded professionals. If a more professional work environment is required, we are partnering with leading flexible workspace providers to deliver office space.

## A village for young people

We want to create a community where children can be children. Rain or shine, our Masterplan for Alderholt Meadows will provide children with the chance to play in new parks, trample through nature trails and learn to ride a bike. Older children and teenagers won't be overlooked with sports pitches, a skate park and community spaces for youth clubs, extra-curricular classes, and socialising.

We know good schools are a top priority for families. So, together with St James' First School, our vision is to organically grow the

school to enable children to remain learning and growing in Alderholt from nursery age through to the next stage of their education.

New carbon-zero facilities at the existing school, will ensure that St James' can continue to provide a top-quality education, enriched with outdoor learning that makes full use of Alderholt's unique setting.

## A healthy village

Set in over 300 acres of countryside, our vision for Alderholt Meadows is to create a place where access to greenspace and recreation is at the heart of village life. We will do this by providing over 125 acres of new green space, held in a community trust, linked by over 7 miles of new walking and cycling routes providing improved access to the wider countryside.

A new medical centre, built in partnership with local practitioners, will be provided at an early stage so that residents can see a doctor or dentist in Alderholt and pick up medicine at a new pharmacy.



# Quality Design

Our vision is for a range of beautiful homes to cater for all members of the community.

Homes in Alderholt Meadows will positively respond to a post pandemic world and provide the facilities to meet the changing functions of our properties to enable a healthy work - life balance at home.

Dudsbury Homes has therefore appointed Scott Worsfold Architects to take a bespoke approach to designing a range of new homes and buildings for essential everyday facilities especially for Alderholt Meadows.

# Contact Us

If you have any questions or comments about our proposals for Alderholt Meadows, please get in touch with our community representatives, DevComms, using the contact details below:

Email alderholtmeadows@devcomms.co.uk

Tel 0800 080 3269

# Summary



A FUTURE READY ZERO-CARBON DEVELOPMENT



SIGNIFICANT BIODIVERSITY NET-GAIN WITH 56+ ACRES GIVEN FOR NEW HABITATS



A NEW 6 DAY BUS SERVICE TO RINGWOOD



INVESTING IN ST JAMES' SCHOOL



UP TO 595 (35%) AFFORDABLE HOMES



A NEW DOCTOR'S SURGERY, PHARMACY AND DENTIST



A NEW COMMUNITY HALL FOR SOCIAL AND LEISURE ACTIVITIES



CO-WORKING SPACE FOR BUSINESS FACILITIES AND MEETINGS



FIBRE INTERNET AND ELECTRIC CAR CHARGING



AN INCREASED ALDERHOLT RECREATION GROUND



A COHESIVE VILLAGE CENTRE WITH CAFES, SHOPS AND SQUARE



OVER 7 MILES OF NEW WALKING AND CYCLE ROUTES CONNECTING ALDERHOLT WITH THE SURROUNDING COUNTRYSIDE

## Economic impact

As well as providing significant benefits for local people, Alderholt Meadows will provide a significant economic boost to the whole of Dorset. These benefits have been quantified by leading economic consultant, Litchfield, who have concluded that development at Alderholt Meadows would generate:

- Creation of over 1,095 direct jobs during construction and an additional 1,435 jobs through the local supply chain.
- 1,160 jobs created for the long term (564 generated directly by new commercial and community uses).
- A yearly output of £178m into the local economy during construction and £35.5m yearly additional economic output once the development is occupied.
- £20m of local investment through Community Infrastructure Levy and planning contributions.
- £35.3m in local expenditure comprising £9.4m first occupation expenditure and ongoing annual expenditure of £25.9m made by local residents.
- £4.6m in annual Council tax and business rate revenues.



ALDERHOLT MEADOWS

[www.alderholtmeadows.co.uk](http://www.alderholtmeadows.co.uk)



## **APPENDIX B**

### **PRESS RELEASE**





## **ALDERHOLT MEADOWS – INVESTING IN VILLAGE LIFE FOR ALL**

### **28 June 2022**

**Dorset based, Dudsbury Homes, is bringing forward its vision for a sustainable and inclusive 21<sup>st</sup> Century community in Alderholt where everyone can share the best of rural life.**

Dudsbury Homes are launching a consultation with local people so that careful investment can be planned to deliver everyday facilities in the village, so resident's needs are met on their doorstep.

Dudsbury Homes' vision for Alderholt Meadows is set in over 300 acres of beautiful countryside, with 7 miles of trails and walks. All homes will be connected with the village's existing valued facilities and new green fingers will reach out to establish better walking and cycle connections into the beautiful Dorset and Hampshire countryside.

This exciting vision would deliver significant social, environmental and health and wellbeing benefits to the entire Alderholt community, including:

- 1,700 new homes, with up to 35% affordable homes (in the region of 595). There will be a focus on providing a range of tenures including the 'first homes' concept, socially rented and shared ownership properties.
- Carbon-zero facilities by working collaboratively with St James' school, funding improvements at the existing school to ensure a top-quality education can continue to be provided enriched with outdoor learning that makes full use of Alderholt's unique setting.
- A new medical centre, built in partnership with local practitioners, at an early stage so that residents can see a doctor or dentist in Alderholt and pick-up medicine at a new pharmacy.
- The introduction and initial funding of a Monday to Saturday hourly bus service enabling Alderholt residents to make reliable and sustainable journeys via a new route from Alderholt to Ringwood, via Fordingbridge.
- Over 125 acres of new green space, held in a community trust, linked by over 7 miles of new walking and cycling routes providing improved access to the wider countryside.
- A further 56+ acres of land for biodiversity enhancement delivering a net-gain well in excess of 10% required by Government policy.
- Multiple community spaces perfect for things like yoga, youth clubs and community groups, providing a focal point for social and cultural life of Alderholt.
- A new village square encouraging markets and providing new local shops, cafés and a second pub, uniting the entire village.
- Flexible workspaces for those occasional meetings, to more professional environments to collaborate with other professions and to foster growth in small businesses, enabling residents to work in a way that suits their life.
- 21st Century digital infrastructure for new and existing residents, including fibre internet; fast electric vehicle charging; and energy efficient homes.
- A significantly larger recreation ground with enhanced sports facilities including all weather pitches, a new club house and changing pavilion.

**Development Communications Limited**

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Office Locations: Home Counties / London / South West



- A re-routed Ringwood Road, providing a quieter environment for residents and providing safe access to the new village centre.
- A new care home providing age-appropriate and neighbourly homes for older people and ensuring an intergenerational development.

Alderholt Meadows could provide up to 1,700 new homes, with up to 35% affordable homes (in the region of 595) provided as a range of tenures including the 'first homes' concept, socially rented and shared ownership properties, ensuring homes are within financial reach. Furthermore, the homes will adopt a fabric first approach that ensures comfortable, low energy homes that are compatible with all stages of life and that meet post-pandemic needs.

Dorset Council's Local Plan Options Consultation (January 2021) presented two options for growth in Alderholt: either (i) a level of development without new infrastructure; or (ii) transformational growth capable of providing a step-change in the provision of infrastructure in Alderholt.

Whilst broad parameters were presented by Dorset Council, there was limited information regarding what could be achieved through strategic growth in Alderholt.

Dudsbury Homes have undertaken technical studies and promoted the idea of sustainable development at Alderholt through the emerging Dorset Local Plan.

An information leaflet will soon be delivered to circa 1,300 local addresses in Alderholt which will provide an overview of the proposals to residents. Residents can provide feedback by:

- Residents are encouraged to provide feedback online at [www.alderholtmeadows.co.uk](http://www.alderholtmeadows.co.uk).
- Residents can also contact the team on 0800 080 3269 and by email at [alderholtmeadows@devcomms.co.uk](mailto:alderholtmeadows@devcomms.co.uk).
- A public exhibition will also be held at Alderholt Village Hall on Friday 1<sup>st</sup> July from 2pm – 6pm.

ENDS

**For Further Information:** James Mallinson  
07584 680 787  
[j.mallinson@devcomms.co.uk](mailto:j.mallinson@devcomms.co.uk)



## **Notes:**

### **St James' School**

We know good schools are a top priority for families. So, we have been liaising with St James' First School to understand how we can help. Currently, children in the village who go to St James' School mostly then go to Wimborne from year 5 onwards given that Dorset has a three tier education system. This means that many students take a long bus journey to and from school every day which impacts their learning and often means their friends are located far away.

We are therefore investigating the opportunity of investing in St James' School on-site so that the school can retain its fantastic location and forest school, but so that children can continue their education until year 6 here in Alderholt.

Children will then have the option of going to Burgate Secondary school, which would be a much shorter journey and allow friendship groups to be formed much closer to home.

Through the provision of new carbon-zero facilities at the existing school, we are committed to ensuring St James' can continue to provide a top quality education, enriched with outdoor learning that makes full use of Alderholt's unique setting.

### **Medical Centre**

A new medical centre, built in partnership with local practitioners, will be provided at an early stage so that residents can see a doctor or dentist in Alderholt and pick up medicine at a new pharmacy.

We have engaged with local practitioners to understand the local need and they have suggested that the new surgery is likely to include:

- GP Consulting rooms
- Rooms for health and wellbeing staff
- Nurse Treatment rooms
- Waiting room - convertible to community facility for health promotion, talks etc
- Phone/online consulting room

### **A sustainable development**

Dudsbury Homes is considering a range of sustainable development initiatives such as;

- All homes constructed to future homes standard energy efficiency requirements, including consideration of passive house design options.
- No gas boilers in the new homes, with alternative electric and low carbon renewable energy options used to provide space heating and hot water.
- Increasing local renewable energy provision.
- Measures to ensure resilience to climate change, including reduced water consumption; minimising flood risk, overheating risk and risk to habitats through enhanced biodiversity.
- Electric vehicle charging to reflect Local Plan requirements



## **Enhancing biodiversity**

Comprehensive ecology surveys have been carried out across the site to identify features of nature conservation importance.

Surveys have shown that most of the site is currently in agricultural use and has little current ecological value, except for the existing hedgerows, trees and foraging grounds for bats.

In line with the Chartered Institute of Ecology and Environmental Management's (CIEEM) Ecological Impact Assessment and Mitigation Hierarchy Framework, the Masterplan seeks to retain and protect the limited existing onsite habitats, including woodland, hedgerows and existing water features.

Retained, enhanced and newly created habitats will provide a haven for a multitude of faunal species, including birds, bats, amphibians, reptiles, small mammals such as hedgehogs, and invertebrates, and a sensitive lighting strategy will ensure the maintenance of dark corridors for nocturnal wildlife.

Large areas of Suitable Alternative Natural Greenspace (SANG) will be created to provide an alternative recreational destination to the nearby Dorset Heathlands, and these areas will incorporate diverse wildlife habitats including wildflower grassland, wetland and woodland.

Existing waterbodies will be retained and enhanced within areas of public open space, including SANG, and new ponds will be created to provide surface water drainage and wildlife habitats.

Ecological enhancements will also be incorporated within the built realm, to include new gardens and hedgerows, integral wildlife boxes, green/brown roofs on suitable structures and wildlife permeable fencing.

All new and existing habitats and wildlife features will be subject to long-term nature conservation management to ensure significant net gains in biodiversity.

## **Improvements to public transport**

Currently the existing 97 bus service in Alderholt operates three times a day between Fordingbridge and Alderholt, which means existing Alderholt residents struggle to utilise it for commuting purposes and instead is viable for short leisure trips only.

However, the development will support the provision of a new bus service from Alderholt to Ringwood, via Fordingbridge.

The new bus route would provide a Monday to Saturday hourly bus service, enabling residents to make reliable and sustainable journeys through the day. This alternative to driving should help to reduce traffic volume in the area, and will make life much easier for residents who do not have access to a car.

ENDS

**APPENDIX C**

**EXHIBITION BOARDS**





Overlooking the Market Square

# Welcome to our exhibition

Dudsbury Homes, a development company with its roots in Dorset, is bringing forward its vision for a healthy, sustainable and inclusive 21st Century community in Alderholt where everyone can share the best of rural life, with fantastic connections to the countryside, coast and surrounding towns and villages.

Dorset Council's Local Plan Options Consultation (January 2021) presented options for growth in Alderholt, these included either (i) a level of development without new infrastructure; or (ii) transformational growth capable of providing a step-change in the provision of infrastructure in Alderholt.

Whilst broad parameters were presented in the Council's consultation, there was very little information regarding what could be achieved through strategic growth in Alderholt.

We understand that residents of Alderholt enjoy its rural character and value the core facilities available in the village, which need to be protected.

**Dudsbury Homes is therefore presenting its vision to support village life in Alderholt by building an intimate community based on traditional values, with the natural environment and community at its core. Our vision is to work with local people so that we can carefully invest in the level of everyday facilities in the village so resident's needs are met on their doorstep.**

**We would like to invest in Alderholt so that: children can receive a top-quality education in Alderholt from pre-school through to year-6; taking a bus to bigger towns is easy and reliable; professionals can work locally in a way that suits busy lifestyles; and everyone can see a doctor in Alderholt.**

We have undertaken technical studies and promoted the idea of sustainable development at Alderholt through the emerging Dorset Local Plan, and are now seeking local input to ensure the proposals work for the community in the village and can carefully and collaboratively evolve before they are submitted to Dorset Council.

Please review the information and visual material provided, ask questions of our development team who are here to help and please do provide your feedback by completing a feedback form.



# The Site

## Alderholt – A suitable location for growth

Alderholt is a wonderful location for village life, set between the unique landscape of the New Forest and the rolling countryside of Cranborne Chase. The village maintains a Dorset character but with strong links to both Hampshire and Wiltshire.

The appropriateness of Alderholt being a suitable location for growth was recognised in Dorset Council's Local Plan Options Consultation (January 2021) which presented options for growth in Alderholt, these included either (i) a level of development without new infrastructure; or (ii) transformational growth capable of providing a step-change in the provision of infrastructure in Alderholt.

We are aware that Alderholt is a village that wishes to maintain its facilities and sense of community, which is why we are asking for local views to help shape a positive planning application, ensuring our proposals benefit the whole community.

## An alternative to Green Belt sites

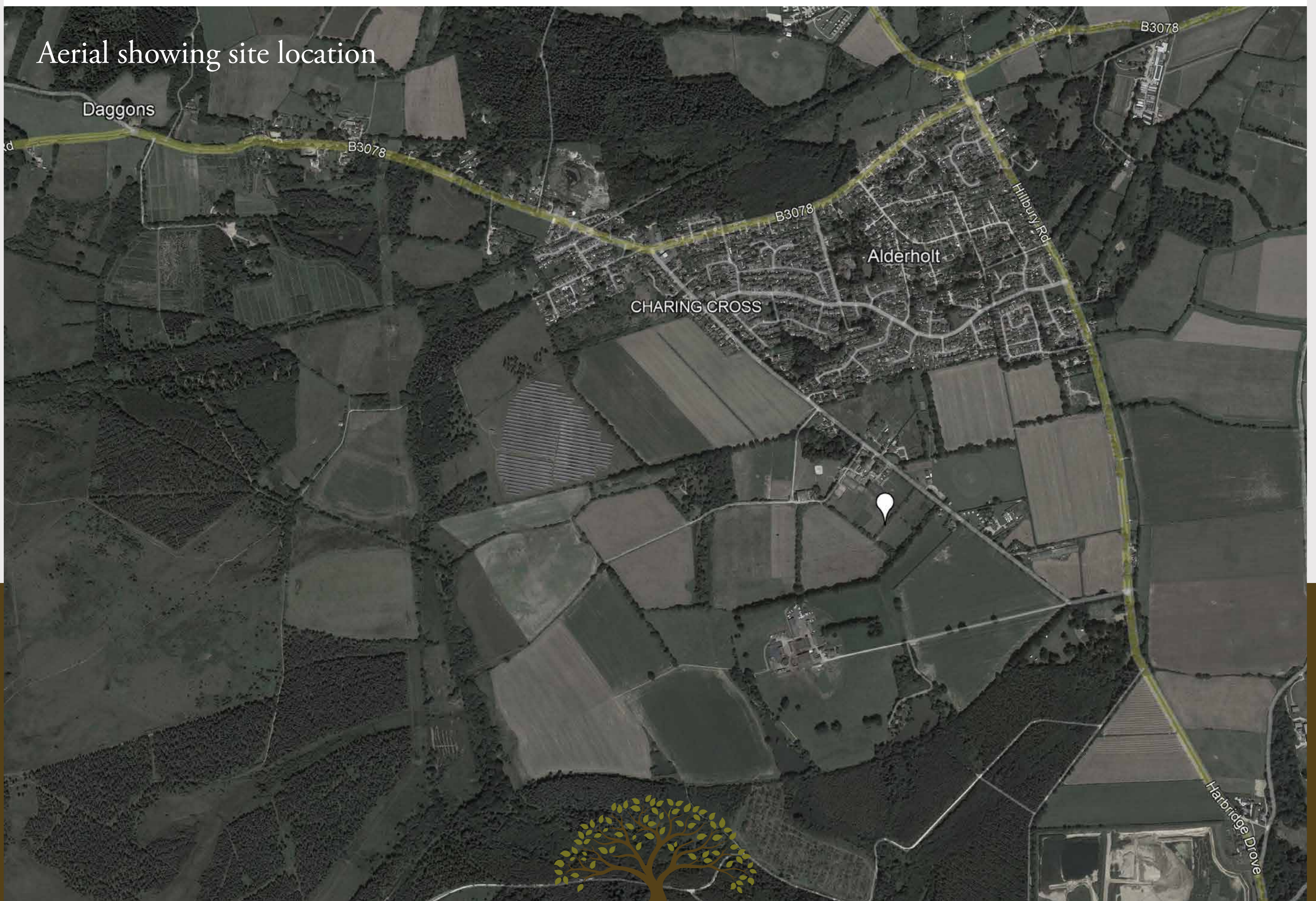
Alderholt is one of the few locations capable of delivering new sustainable development in Dorset. It is not within the Green Belt or an Area of Outstanding Natural Beauty (AONB) and can provide residents with services on their doorstep.

Development at Alderholt also provides certainty of delivery in the Local Plan period and a sustainable alternative to sites within the Green Belt and/or close to the AONB that have been suggested for development elsewhere in Eastern Dorset.

There are numerous other significant material considerations that would make Alderholt a sustainable and acceptable location for growth in planning terms. This includes the unique ability to positively transform the lives of future and existing residents of Alderholt by providing a transformational level of new infrastructure and facilities in Alderholt; and, the ability to provide a fantastic quality and volume of new homes, including 40% affordable homes, that will be net zero carbon and providing residents with access to over 125 acres of accessible green space, ensuring significant biodiversity net-gain.

However, it is a key consideration that the site is not within the Green Belt and therefore, in accordance with the National Planning Policy Framework, it should be considered ahead of other sites that are located within the Green Belt.

### Aerial showing site location



# Providing for the Existing Community

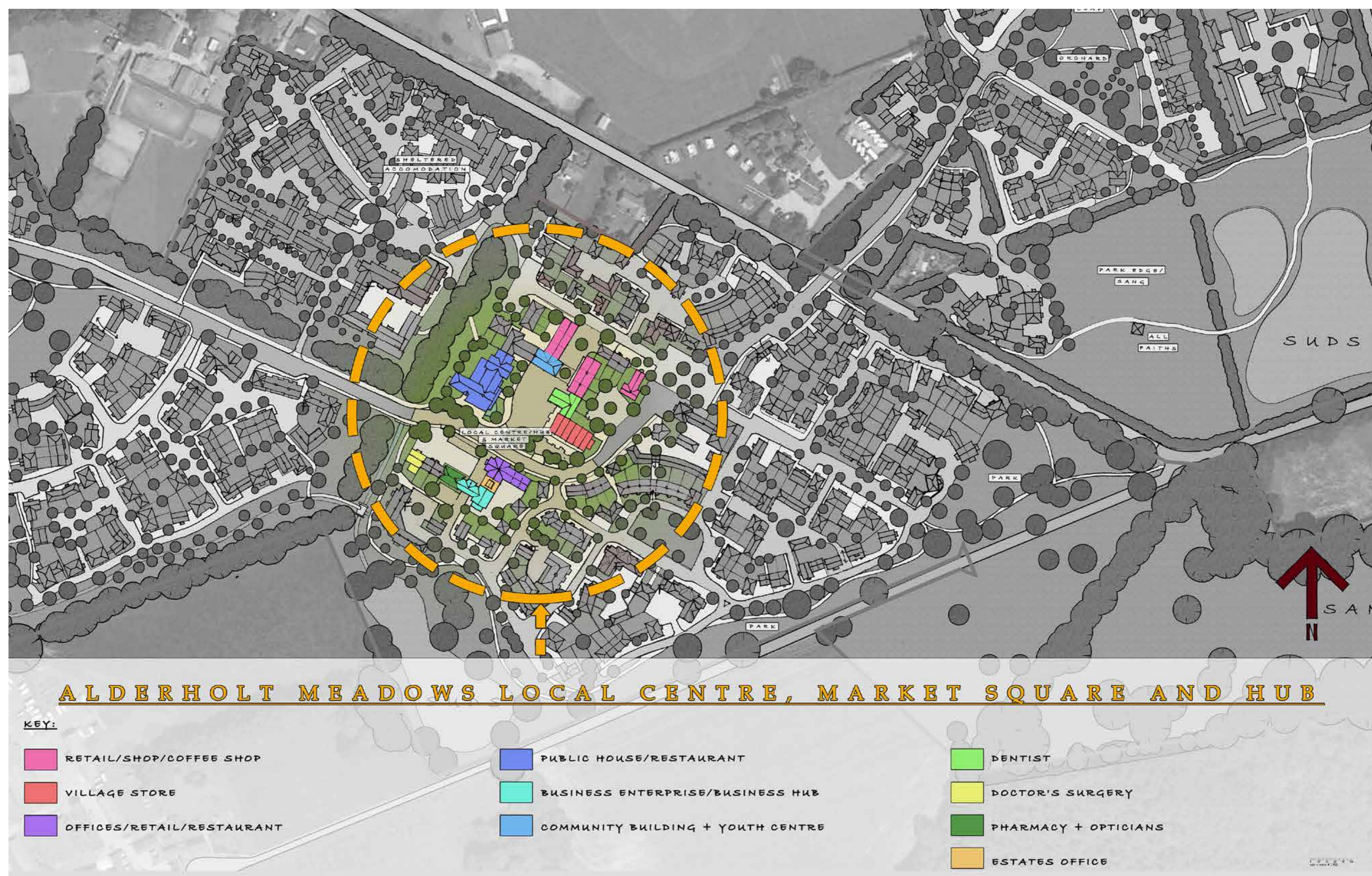
Our vision for Alderholt Meadows is to make day-to-day life in Alderholt as effortless as possible for everyone.

We want to carefully invest to provide facilities that residents need on their doorstep, so families have the free time to do more together.

As a starting point, our proposals seek to deliver many facilities for existing and new residents of Alderholt:

- Investing in St James' School so that children in Alderholt can continue their education in Alderholt.
- A new medical centre, built in partnership with local practitioners, at an early stage so that residents can see a doctor or dentist in Alderholt and pick-up medicine at a new pharmacy.
- Introducing over 7 miles of walking and cycle routes connecting over 125 acres of publicly accessible green space
- Increasing the size of Alderholt recreation ground with enhanced sports facilities including all weather pitches, a new club house and changing pavilion

- A new village square encouraging markets and providing new local shops, cafés and a second pub, uniting the entire village.
- Delivering a new community centre perfect for things like yoga, youth clubs and community groups, providing a focal point for social and cultural life of Alderholt.
- Establishing highspeed internet across the village enabling better home working and providing space to work in a professional environment.
- Enabling families to stay in Alderholt rather than having to move elsewhere to find suitable and affordable homes.
- The introduction and initial funding of a Monday to Saturday hourly bus service enabling Alderholt residents to make reliable and sustainable journeys via a new route from Alderholt to Ringwood, via Fordingbridge.
- A re-routed Ringwood Road, providing a quieter environment for residents and providing safe access to the new village centre.





# Emerging Masterplan

We have prepared an illustrative Masterplan for the site, including a key showing the main features.

The Masterplan for the site proposes up to 1,700 new homes, with up to 35% affordable homes (in the region of 595). There will be a focus on providing a range of tenures including the 'first homes' concept, socially rented and shared ownership properties.



**Community Allotments**  
providing healthy activity  
along with fresh and seasonal produce

**Children's Play Areas**  
new equipped play parks, nature trails, as well as sports  
pitches and skate parks are planned throughout the village

**Local Centre and Hub**  
providing an attractive and vibrant market area  
with shops, offices, health facilities & restaurants

**Alderholt Meadows Employment Land**  
10,000m<sup>2</sup> of employment space providing a multitude  
of employment opportunities to the community



Local Centre, Hub and Market Square

# A Cohesive Community | 1

## A village for young people

At the heart of our vision, we want Alderholt to be a be a strong community.

We want to create a community where Children can be children. Rain or shine, our Masterplan for Alderholt Meadows will provide children with the chance to play in new parks, trample through nature trails and learn to ride a bike. Older children and teenagers won't be overlooked with sports pitches, a skate park and community spaces throughout the village for youth clubs, extra-curricular classes, and socialising.

## A step-change in local education

We know good schools are a top priority for families. So, we have been liaising with St James' First School to understand how we can help.

Currently, children in the village who go to St James' School mostly then

go to Wimbourne from year 5 onwards given that Dorset has a three tier education system. This means that many students take a long bus journey to and from school everyday which impacts their learning and often means their friends are located far away.

We are therefore investigating the opportunity of investing in St James' School on-site so that the school can retain its fantastic location and forest school, but so that children can continue their education until year 6 here in Alderholt.

Children will then have the option of going to The Burgate School, which would be a much shorter journey and allow friendship groups to be formed much closer to home.

Through the provision of new carbon-zero facilities at the existing school, we are committed to ensuring St James' can continue to provide a top-quality education, enriched with outdoor learning that makes full use of Alderholt's unique setting.





# A Cohesive Community | 2

## A healthy village

Set in over 300 acres of beautiful countryside, our vision for Alderholt Meadows is to create a place where access to greenspace and recreation is at the heart of village life. We will do this by providing over 125 acres of new green space, held in a community trust, linked by over 7 miles of new walking and cycling routes providing improved access to the wider countryside.

The proposals also include for a significantly larger recreation ground with enhanced sports facilities including all weather pitches, a new club house and changing pavilion.

A new medical centre, built in partnership with local practitioners, will be provided at an early stage so that residents can see a doctor or dentist in Alderholt and pick up medicine at a new pharmacy.

We have engaged with local practitioners and they have suggested that the new surgery is likely to include:

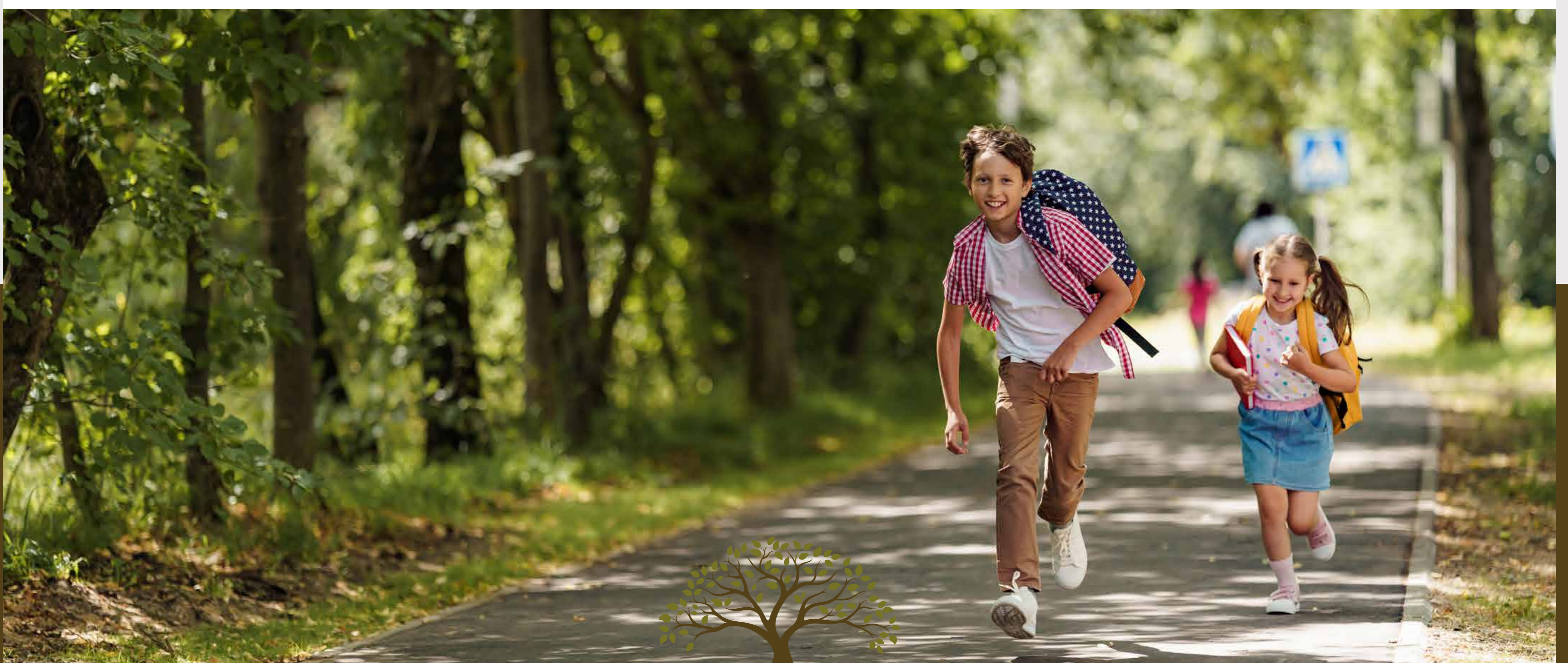
- GP Consulting rooms
- Rooms for health and wellbeing staff
- Nurse Treatment rooms
- Waiting room - convertible to community facility for health promotion, talks etc
- Phone/online consulting room

## A village fit for the future

The UK government is committed to making the UK carbon net zero by 2050 and Dudson Homes understand that people want to live cleaner, healthier lifestyles. We are therefore focused on creating a Net Zero Carbon community that enables residents to make choices that help them to minimise their impact on the environment.

In meeting this challenge head-on, all of our new homes and facilities at Alderholt Meadows will be right for today and also ready for tomorrow - designed to be Net Zero Carbon and harmoniously incorporated within the natural environment. The overall vision will deliver Biodiversity net-gain well above the Government's policy requirements.

Furthermore, we also plan to sustain community facilities and infrastructure through self-generating annual income derived from management charges on new dwellings, which will enable community facilities to be funded into the future.





Primary route leading to park

# Quality Homes

Our vision is for a range of beautiful homes to cater for all members of the community, which reflects the rural characteristics and streetscapes of Alderholt and the surrounding villages.

Homes in Alderholt Meadows will positively respond to a post-pandemic world and provide the facilities to meet the changing functions of our properties to enable a healthy work - life balance at home.

We also recognise that home ownership has moved out of financial reach for many and so we are committed to the delivery of 35% affordable homes provided as a range of tenures including the 'first homes' concept, socially rented and shared ownership properties.

Dudsbury Homes has therefore appointed Scott Worsfold Architects to take a bespoke approach to designing a range of new homes and buildings for essential everyday facilities especially for Alderholt Meadows.

The Masterplan for the site proposes up to 1,700 new homes, with up to 35% affordable homes (in the region of 595) provided as a range of tenures including the 'first homes' concept, socially rented and shared ownership properties.

A wide range of family homes will be provided - These include two and three-bed family homes. The details would be subject to future planning applications once the principle of development has been established.

A new care home providing age-appropriate and neighbourly homes for older people and ensuring an intergenerational development.

## A sustainable development

Dudsbury Homes is considering a range of sustainable development initiatives such as;

- All homes constructed to future homes standard energy efficiency requirements, including consideration of passive house design options.
- No gas boilers in the new homes, with alternative electric and low carbon renewable energy options used to provide space heating and hot water.
- Increasing local renewable energy provision.
- Measures to ensure resilience to climate change, including reduced water consumption; minimising flood risk, overheating risk and risk to habitats through enhanced biodiversity.
- Electric vehicle charging to reflect Local Plan requirements



Houses opposite the Orchard

# Respecting the Environment

## Enhancing biodiversity

Comprehensive ecology surveys have been carried out across the site to identify features of nature conservation importance.

Survey's have shown that most of the site is currently in agricultural use and has little current ecological value, except for the existing hedgerows, trees and foraging grounds for bats.

In line with the Chartered Institute of Ecology and Environmental Management's (CIEEM) Ecological Impact Assessment and Mitigation Hierarchy Framework, the Masterplan seeks to retain and protect the limited existing onsite habitats, including woodland, hedgerows and existing water features.

Retained, enhanced and newly created habitats will provide a haven for a multitude of faunal species, including birds, bats, amphibians, reptiles, small mammals such as hedgehogs, and invertebrates, and a sensitive lighting strategy will ensure the maintenance of dark corridors for nocturnal wildlife.

Large areas of Suitable Alternative Natural Greenspace (SANG) will be created to provide an alternative recreational destination to the nearby Dorset Heathlands, and these areas will incorporate diverse wildlife habitats including wildflower grassland, wetland and woodland.

Existing waterbodies will be retained and enhanced within areas of public open space, including SANG, and new ponds will be created to provide surface water drainage and wildlife habitats.

Ecological enhancements will also be incorporated within the built realm, to include new gardens and hedgerows, integral wildlife boxes, green/brown roofs on suitable structures and wildlife permeable fencing.

All new and existing habitats and wildlife features will be subject to long-term nature conservation management to ensure significant net gains in biodiversity

## Providing significant public greenspace

The proposals will provide over 125 acres of new green space, held in a community trust, linked by over 7 miles of new walking and cycling routes providing improved access to the wider countryside.

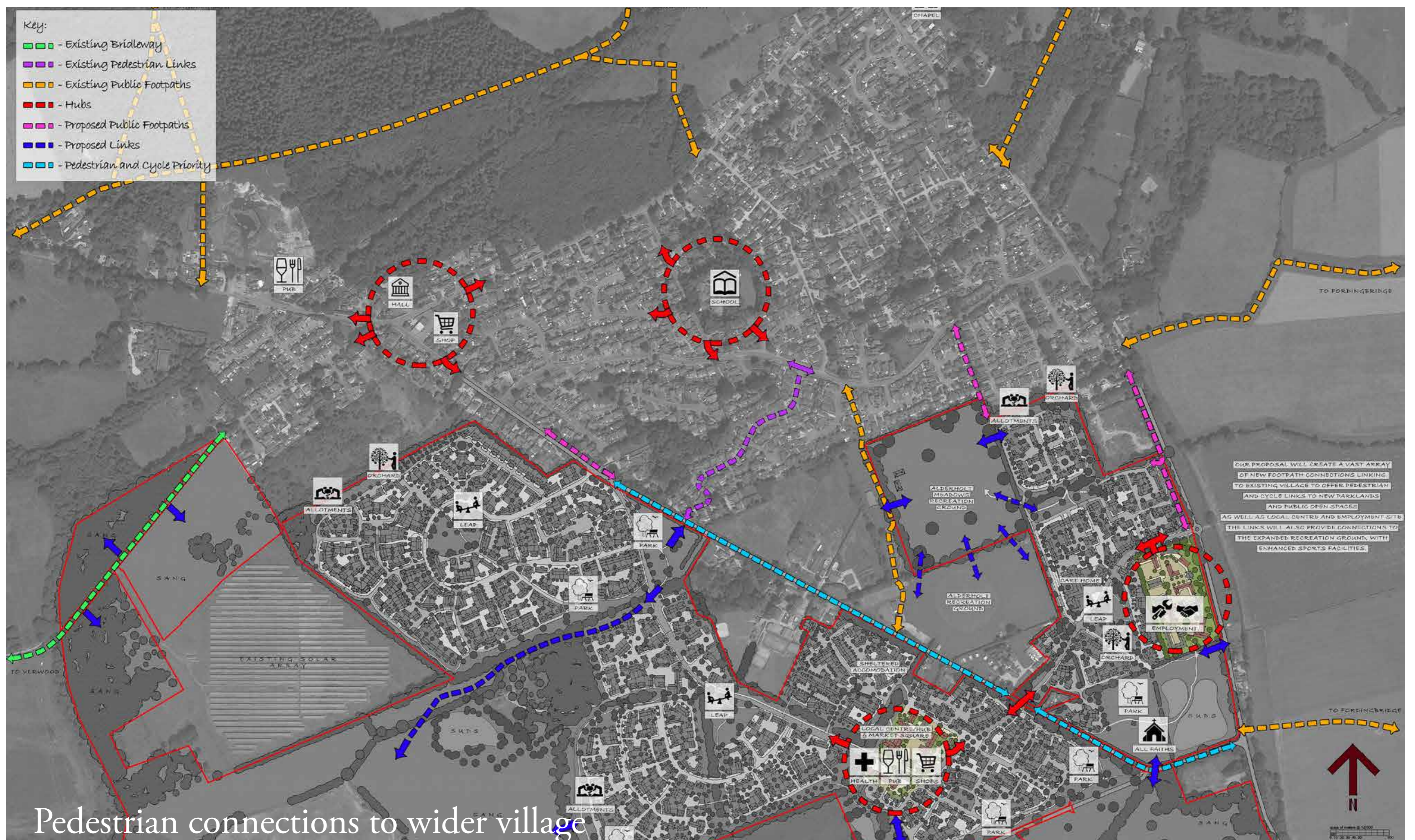
The proposals include for:

- Alderholt Park – doubling the size of the recreation ground and with enhanced sports facilities including all weather pitches, a new club house and changing pavilion.
- Discussions have also been taking place with The Lawn Tennis Association about providing a new tennis centre;
- Local pocket parks delivered as part of the residential neighbourhoods;
- A public square around which shops and community uses will be clustered off Ringwood Road;
- Two new green spaces designed as SANG and providing an environment for walking and passive recreation one to the south west of the site and the other to the south east that will also provide biodiversity enhancement opportunities; and
- A network of green corridors / walking routes that link these spaces together and that extend to Ringwood Forest to the south and connect with the public rights of way that extend to the east of the area.

A further 56+ acres of land will be provided for biodiversity enhancement delivering a net-gain well in excess of 10% required by Government policy.



# Improving accessibility



Pedestrian connections to wider village

## Our vision seeks to deliver a much more self-contained and sustainable village.

Initial technical transport analysis has shown that by providing new and improved essential facilities here in Alderholt, there will be much less need for all residents to travel outside of Alderholt by car to work, to shop, see a doctor, go to school or attend a local club.

The new facilities would be within a maximum of 15 minutes' walk for everyone in Alderholt. The scheme has been designed to provide high levels of pedestrian / cyclist connectivity, with multiple links into the existing village, enhancing existing routes and providing new connections. A re-routed Ringwood Road would provide a quieter and safer environment for residents living on Ringwood Road and safe access to facilities in the new village centre.

Analysis of the net impact of the scheme on traffic flow and road safety in Alderholt is ongoing, and will be set out in a Transport Assessment to accompany a planning application. The analysis will be assessed by the local highway authority, and further improvements to the transport network delivered if required.

## Improvements to public transport

Currently the existing 97 bus service in Alderholt operates three times a day between Fordingbridge and Alderholt, which means existing Alderholt residents struggle to utilise it for commuting purposes and instead is viable for short leisure trips only.

However, the development will support the provision of a new bus service from Alderholt to Ringwood, via Fordingbridge.

The new bus route would provide a Monday to Saturday hourly bus service, enabling residents to make reliable and sustainable journeys through the day. This alternative to driving should help to reduce traffic volume in the area, and will make life much easier for residents who do not have access to a car

## Vehicle access

A new road will be provided which provides the spine to the new development linking Hillbury Road to the east with Ringwood Road to the west.

The junction from Hillbury Road will be a roundabout, which has been designed to be of suitable size for buses and cars. It will also act as a traffic calming feature to slow speeds along Hillbury Road as they vehicles enter the village and with the 30mph speed limit will be extended south to include this roundabout improve road safety, amenity and create more of a welcoming gateway feature on the approach to the village from the south.

## Redefining Ringwood Road

The existing Ringwood Road to the south east of the new connection with the spine road will become a no-through road, with access to existing properties will be maintained.

Removing the through-route will significantly reduce vehicle movements on Ringwood Road and improve conditions for walking and cycling between the existing and new areas of Alderholt and towards key facilities such as the local entre and recreation ground.



# Supporting business and the local economy

## A village to work in

Following the pandemic, the way many of us work is changing. We want to allow residents to work in a way that suits them, whether residents run their own business, work from home part of the week, need a proper office, or just want an occasional change of scenery, we've got it covered, as we aim to provide an expanded village that will support 21st century digital infrastructure for new and existing residents, including fibre internet.

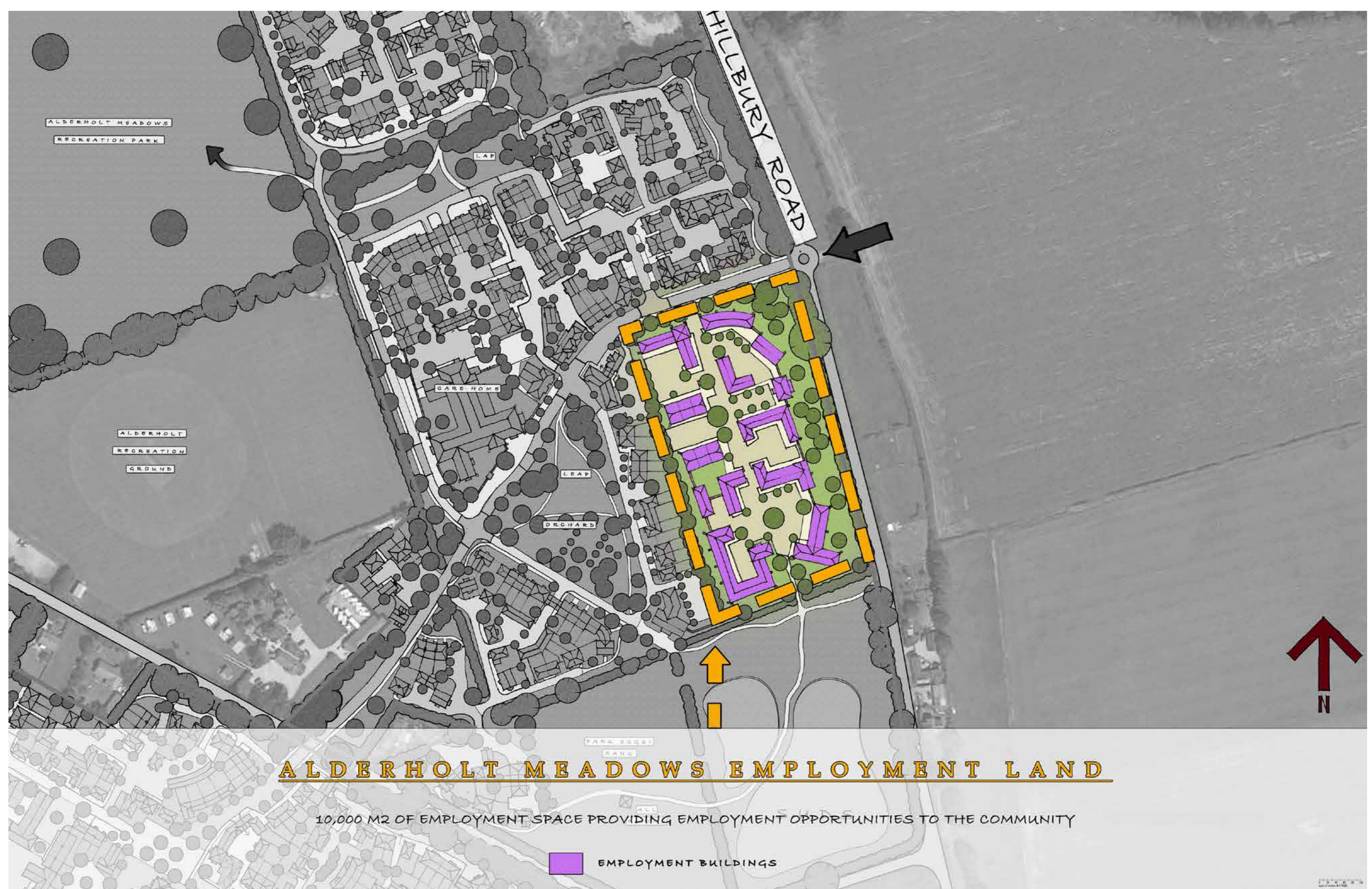
Community spaces will provide flexible workspaces perfect for those occasional meetings, to get a fresh perspective or collaborate with likeminded professionals. If a more professional work environment is required, we are partnering with leading flexible workspace providers to deliver office space. We are also passionate that we respond to the changing function of our homes following the pandemic with space fit for home working.

We are also committed to supporting better connections to neighbouring towns and villages for those who are key workers, or those who cannot work flexibly to enable efficient and sustainable travel to and from work.

## Economic Benefits

As well as providing significant benefits for local people, Alderholt Meadows will provide a significant economic boost to the whole of Dorset in respect of job creation, economic output and increased local expenditure. These benefits have been quantified by leading economic consultant, Litchfield, who have concluded that development at Alderholt Meadows would generate:

- Creation of over 1,095 direct jobs during construction and an additional 1,435 jobs through the local supply chain.
- 1,160 jobs created for the long term once the development is operational (564 of which are to be generated directly by the provision of new commercial and community uses)
- A significant economic output of £178m into the local economy per annum during construction and £35.5m additional economic output per annum once the development is occupied
- £20m of local investment through Community Infrastructure Levy and planning contributions
- £35.3m in local expenditure comprising £9.4m first occupation expenditure and an ongoing annual expenditure of £25.9m made by local residents
- £4.6m in ongoing annual Council tax and business rate revenues



# Next Steps

## Next Steps

We know that there will be lots of questions about our proposals.

In the coming weeks Dudson Homes hopes to have discussions with local people so that we can understand local views and our vision can continue to develop collaboratively.

We have therefore launched a website, where there is more information and feedback can be provided at [www.alderholtmeadows.co.uk](http://www.alderholtmeadows.co.uk)

Please review the information and visual material provided, ask questions of our development team who are here to help and please do provide your feedback by completing a feedback form.



**A FUTURE READY ZERO-CARBON DEVELOPMENT**



**SIGNIFICANT BIODIVERSITY NET-GAIN WITH 56+ ACRES GIVEN FOR NEW HABITATS**



**A NEW 6 DAY BUS SERVICE TO RINGWOOD**



**INVESTING IN ST JAMES' SCHOOL**



**UP TO 595 (35%) AFFORDABLE HOMES**



**A NEW DOCTOR'S SURGERY, PHARMACY AND DENTIST**



**A NEW COMMUNITY HALL FOR SOCIAL AND LEISURE ACTIVITIES**



**CO-WORKING SPACE FOR BUSINESS FACILITIES AND MEETINGS**



**FIBRE INTERNET AND ELECTRIC CAR CHARGING**



**AN INCREASED ALDERHOLT RECREATION GROUND**



**A COHESIVE VILLAGE CENTRE WITH CAFES, SHOPS AND SQUARE**



**OVER 7 MILES OF NEW WALKING AND CYCLE ROUTES CONNECTING ALDERHOLT WITH THE SURROUNDING COUNTRYSIDE**



Cottages overlooking Green

## Contact Us

If you have any questions or comments about our proposals for Alderholt Park in general, please feel free to get in contact with our community representatives, Dev Comms, using the contact details below:




Email  
[alderholtmeadows@devcomms.co.uk](mailto:alderholtmeadows@devcomms.co.uk)

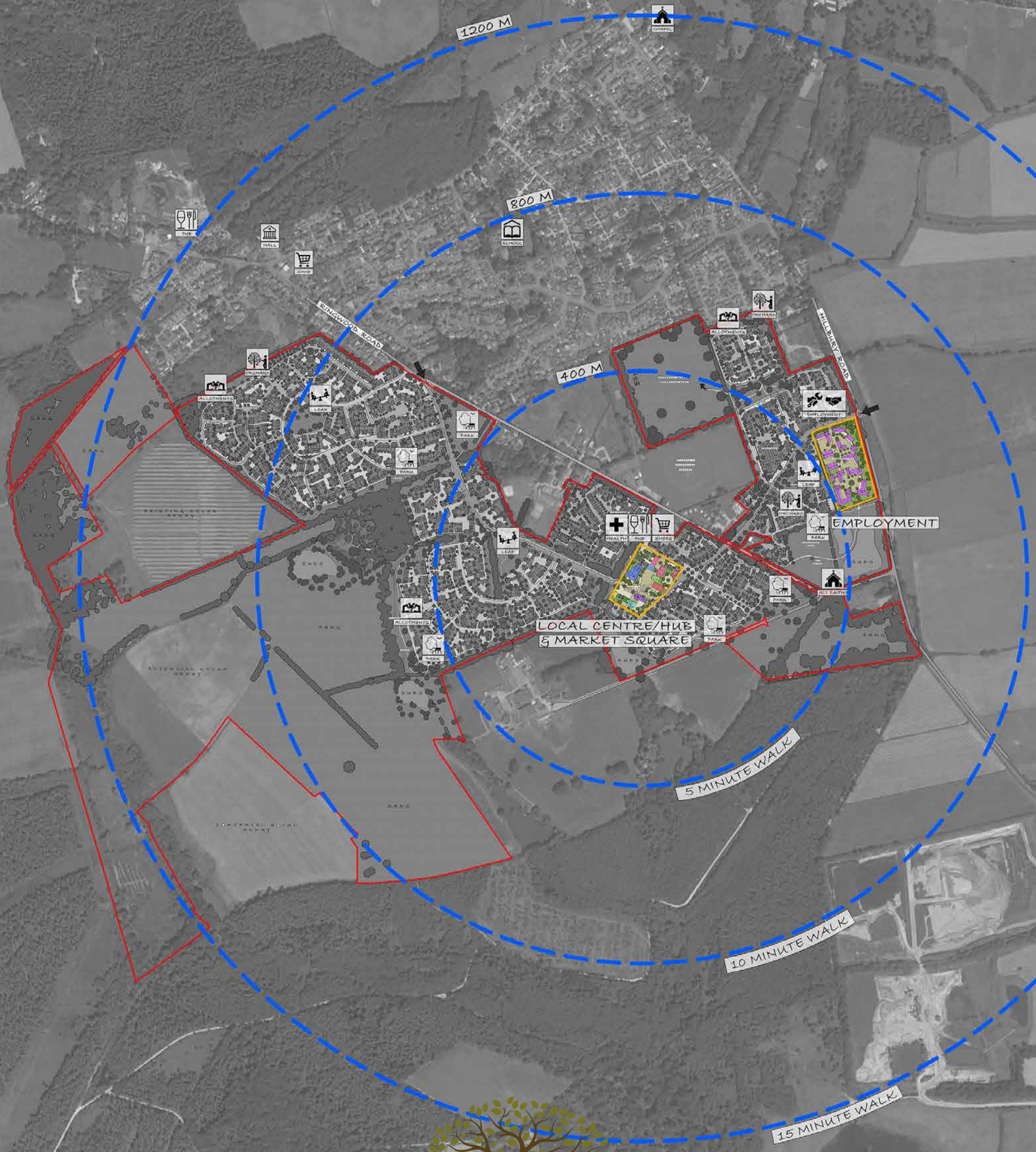
Telephone  
0800 080 3269



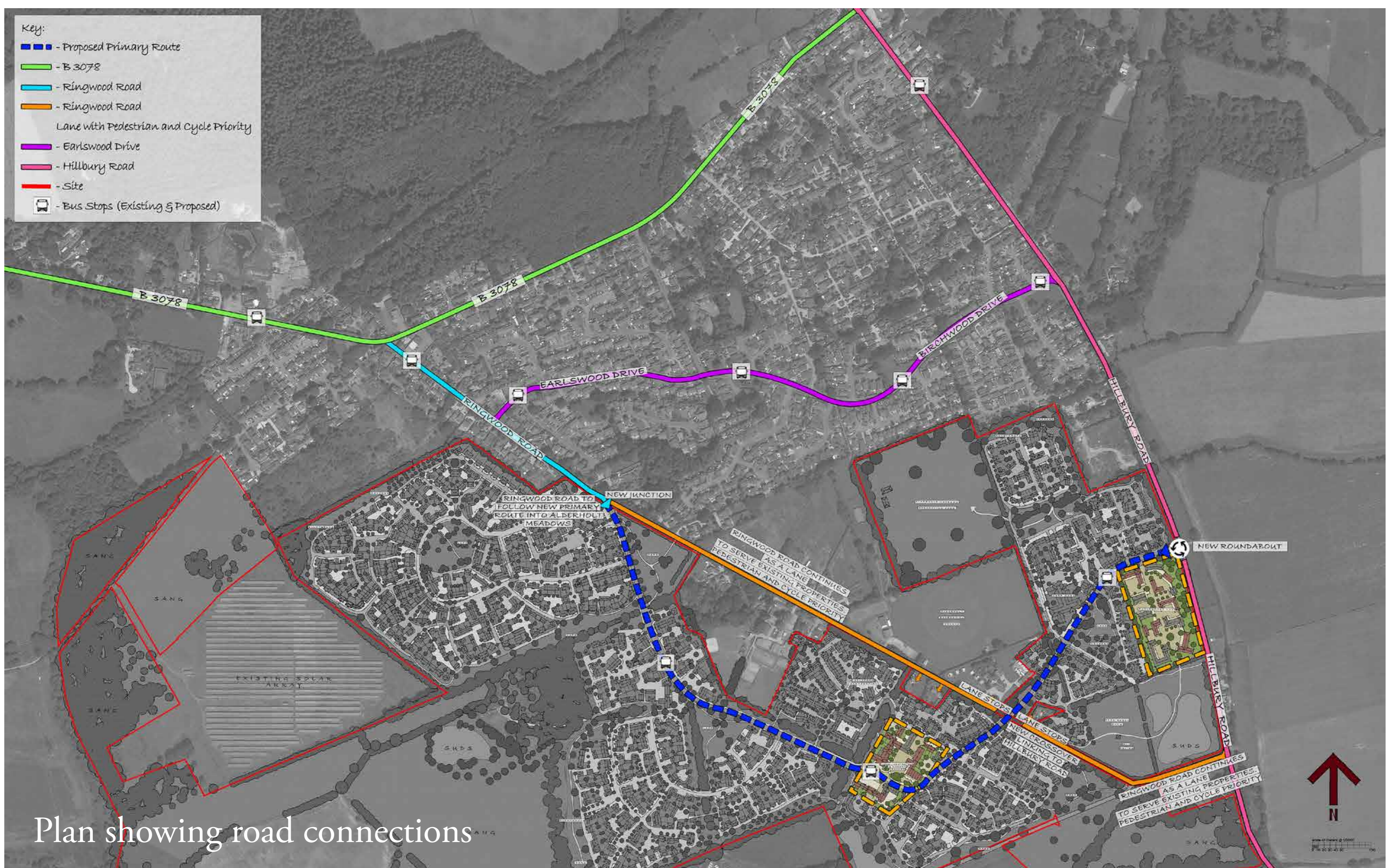
# A 15 minute neighbourhood

Key:

-  - 400m Intervals - 5 Minute Walk
-  - Key Spaces
-  - Site



# Accessibility



# Key views



**NOTES**

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Check all dimensions on site before work proceeds or materials are ordered, report discrepancies to the Architect.

If in doubt ask !!

**NOTE:**

This drawing has been prepared from topographical/survey/GS data prepared by others. No responsibility is taken for accuracy. Please refer to original topographical/survey/GS data.

To be read in conjunction with all other specialist reports.

REV	DESCRIPTION	DATE	AUTHOR	CHKD
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<b>View 1</b> Local Centre, Hub and Market Square	<b>View 2</b> Overlooking the Market Square	<b>View 3</b> Primary Route Leading to Park	<b>View 4</b> Houses Opposite the Orchard	<b>View 5</b> View from the Local Area of Play	<b>View 6</b> Cottages Overlooking Green	<b>View 7</b> Gateway Leading to Parkland
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Scale of details @ 1:1000  
0 10 20 30 40 50 100

## APPENDIX D

### FEEDBACK FORM





# Your Views

Thank you for attending this public exhibition on Alderholt Meadows. After completing this feedback form, please feel free to post it in the comments box. You can also send it back at a later date by requesting a freepost envelope from one of our team.

A digital version of this feedback form is also available on our consultation website at [www.alderholtmeadows.co.uk](http://www.alderholtmeadows.co.uk). Please note that digital forms and hard copy forms submitted by the same individual will count as one response, but qualitative feedback from each form submitted will be recorded.

If you have any questions, or would like to provide feedback directly to the team, please get in touch at [alderholtmeadows@devcomms.co.uk](mailto:alderholtmeadows@devcomms.co.uk) or call 0800 080 3269.

Name	<input type="text"/>																													
Address	<input type="text"/>																													
Postcode	<input type="text"/>					<input type="text"/>																								
Email	<input type="text"/>																													
Your age	<input type="text"/>		Are you currently a homeowner?		<input type="text"/> Yes		<input type="text"/> No		Are you happy that we will contact you in the future?		<input type="text"/> Yes		<input type="text"/> No																	

1 Dudson Homes vision is to provide a range of everyday facilities in Alderholt which will mean Alderholt residents do not need to travel to access essential services. On a scale of 1 to 5, how important is the provision of essential facilities (such as improvements to St James' School, a new doctors surgery and community spaces fit for working and socialising) as part of any future development?

1	2	3	4	5
---	---	---	---	---

(1 being 'not important at all' and 5 being 'very important')

2 Which of the following facilities do you feel would be most beneficial to the existing community in Alderholt?

(Tick all that apply)

- Doctors Surgery
- Dentist
- Pharmacy
- New Village Store
- Café
- Community Space
- A Second Pub
- Communal Workspaces
- Walking & Cycle Routes
- Increased Recreation Space

Other (please specify)

3 It is proposed that Alderholt Meadows will enable sustainable investment in St James' School to enable the provision of top quality education through to year six in Alderholt. On a scale of 1 to 5, how important is it to fund improvements to St James' School?

(1 being 'not important at all' and 5 being 'very important')

1	2	3	4	5
---	---	---	---	---

4 Dudson Homes' vision is to provide 125 acres of new greenspace for community enjoyment, including a possible extension to Alderholt Recreation Ground, and 56+ acres of land for biodiversity enhancement to ensure Biodiversity net gain. On a scale of 1 to 5, how important is the provision of new green space and biodiversity enhancements?

(1 being 'not important at all' and 5 being 'very important')

1	2	3	4	5
---	---	---	---	---

5 Dorset Council is currently planning how new homes will be delivered across its area. Current Government Policy sets out that land outside of the Green Belt should be considered for new development before Green Belt land is considered. On a scale of 1 to 5, how much do you agree to this approach to allocating new development?

(1 being 'strongly disagree' and 5 being 'strongly agree')

1	2	3	4	5
---	---	---	---	---

6 Alderholt Meadows will support the provision of a new 6 day hourly bus service from Alderholt to Ringwood, via Fordingbridge. On a scale of 1 to 5, how important is the provision of improved public transport in Alderholt?

(1 being 'not important at all' and 5 being 'very important')

1	2	3	4	5
---	---	---	---	---

7 Please provide any further comments you have on the overall proposals below.

## Privacy Statement

Your comments will be considered and may be shared with the relevant local planning authority. Details of the consultation may be shared publicly, but no personal information will be included in publicised results.

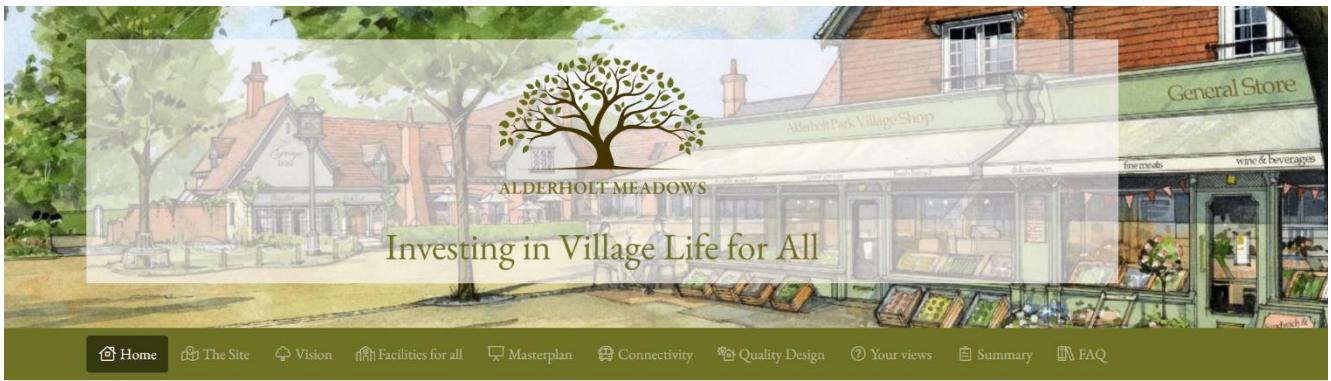
DevComms is a registered Data Controller under the General Data Protection Regulations (GDPR). DevComms will process any personal data lawfully in line with the principle of Legitimate Interests as defined in GDPR. If you need any further information, please contact us on 01296 678320, or by email at [info@devcomms.co.uk](mailto:info@devcomms.co.uk).

You can choose to stop receiving updates from us at any time by contacting us on [opt-out@devcomms.co.uk](mailto:opt-out@devcomms.co.uk) or calling us on 01296 678320.

## APPENDIX E

### SCREENSHOTS OF PROJECT WEBSITE





## Investing in Village Life for All

Dudsbury Homes, a development company with its roots in Dorset, is bringing forward its vision for a healthy, sustainable and inclusive 21st Century community in Alderholt where everyone can share the best of rural life, with fantastic connections to the countryside, coast and surrounding towns and villages.



Dorset Council's Local Plan Options Consultation (January 2021) presented options for growth in Alderholt, these included either (i) a level of development without new infrastructure; or (ii) transformational growth capable of providing a step-change in the provision of infrastructure in Alderholt.

Whilst broad parameters were presented in the Council's consultation, there was very little information regarding what could be achieved through strategic growth in Alderholt.

We understand that residents of Alderholt enjoy its rural character and value the core facilities available in the village, which need to be protected.

Dudsbury Homes is therefore presenting its vision to support village life in Alderholt by building an intimate community based on traditional values, with the natural environment and community at its core. Our vision is to work with local people so that we can carefully invest in the level of everyday facilities in the village so resident's needs are met on their doorstep.

We would like to invest in Alderholt so that: children can receive a top-quality education in Alderholt from pre-school through to year-6; taking a bus to bigger towns is easy and reliable; professionals can work locally in a way that suits busy lifestyles; and everyone can see a doctor in Alderholt.

We have undertaken technical studies and promoted the idea of sustainable development at Alderholt through the emerging Dorset Local Plan, and are now seeking local input to ensure the proposals work for the community in the village and can carefully and collaboratively evolve before they are submitted to Dorset Council.





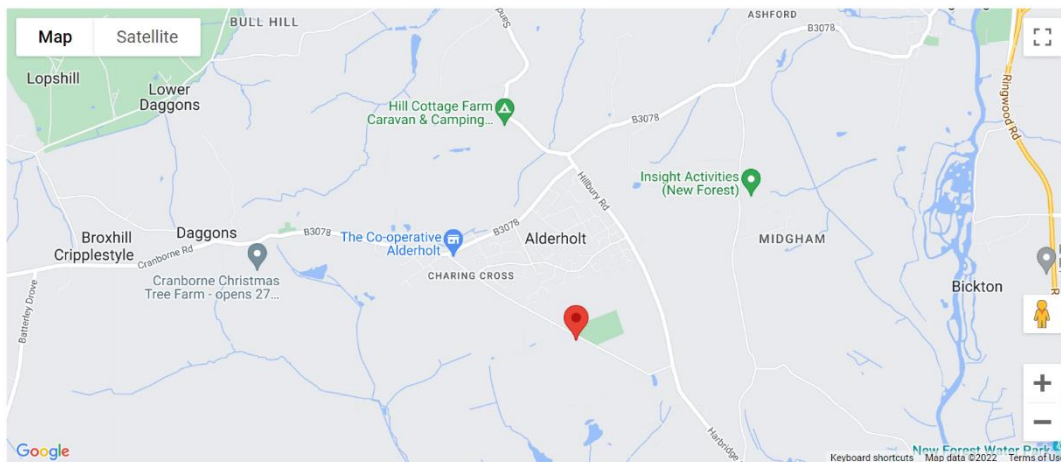


## The Site

Alderholt is a wonderful location for village life, set between the unique landscape of the New Forest and the rolling countryside of Cranborne Chase. The village maintains a Dorset character but with strong links to both Hampshire and Wiltshire.

The appropriateness of Alderholt being a suitable location for growth was recognised in Dorset Council's Local Plan Options Consultation (January 2021) which presented options for growth in Alderholt, these included either (i) a level of development without new infrastructure; or (ii) transformational growth capable of providing a step-change in the provision of infrastructure in Alderholt.

We are aware that Alderholt is a village that wishes to maintain its facilities and sense of community, which is why we are asking for local views to help shape a positive planning application, ensuring our proposals benefit the whole community.



### An alternative to Green Belt sites

Alderholt is one of the few locations capable of delivering new sustainable development in Dorset. It is not within the Green Belt or an Area of Outstanding Natural Beauty (AONB) and provide residents with services on their doorstep.

Therefore, Alderholt presents a unique and wholly deliverable opportunity to deliver growth in accordance with national planning policy.

Development at Alderholt provides certainty of delivery in the Local Plan period and a sustainable alternative to sites within the Green Belt and/or close to the AONB that have been suggested for development elsewhere in Eastern Dorset.

There is a very compelling case for strategic development at Alderholt which is rooted in more than its location outside of the Green Belt.

There are numerous other significant material considerations that would make Alderholt a sustainable and acceptable location for growth in planning terms. This includes the unique ability to positively transform the lives of future and existing residents of Alderholt by providing a transformational level of new infrastructure and facilities in Alderholt; and, the ability to provide a fantastic quality and volume of new homes, including 40% affordable homes, that will be net zero carbon and providing residents with access to over 125 acres of accessible green space, ensuring significant biodiversity net-gain.

However, it is a key consideration that the site is not within the Green Belt and therefore, in accordance with the National Planning Policy Framework, it should be considered ahead of other sites that are located within the Green Belt.



## Our Vision



### A Village to Live in

We want to allow people to find affordable and high-quality homes in Alderholt at all stages of life – from small apartments to traditional family homes with gardens, enabling people to move up or down the property ladder without having to leave the village.

Our proposals for Alderholt Meadows seek to respond to a post pandemic world which housing has, for many, moved out of financial reach and changed in function. We are planning to deliver truly affordable homes across a range of tenures, including rental, shared ownership and discounted market housing, with a provision of up to 35% affordable housing.

We want to provide a range of homes that combined will be capable of supporting everyday facilities that Alderholt and reducing the need to travel. With this in mind, it is also vital that we maintain the village feel of Alderholt and we therefore want to design the new housing into smaller high-quality neighbourhoods to enable this.



### A Healthy Village

Set in over 300 acres of beautiful countryside, our vision for Alderholt Meadows is to create a place where access to greenspace and recreation is at the heart of village life. We will do this by providing over 125 acres of new green space, held in a community trust, linked by over 7 miles of new walking and cycling routes providing improved access to the wider countryside.

There will also be a further 56+ acres of land for biodiversity enhancement delivering a

- GP Consulting rooms
- Rooms for health and wellbeing staff
- Nurse Treatment rooms
- Waiting room - convertible to community facility for health promotion, talks etc
- Phone/online consulting room

### A Village for Young people

At the heart of our vision, we want Alderholt to be a strong community.

We want to create a community where children can be children. Rain or shine, our Masterplan for Alderholt Meadows will provide children with the chance to play in new parks, trample through nature trails and learn to ride a bike. Older children and teenagers won't be overlooked with sports pitches, a skate park and community spaces throughout the village for youth clubs, extra-curricular classes, and socialising.

We know good schools are a top priority for families. So, together with St James' First School, our vision is to organically grow the school to enable children to remain learning and growing in Alderholt from nursery age through to the next stage of their education.

Through the provision of new carbon-zero facilities at the existing school, we are committed to ensuring St James' can continue to provide a top-quality education, enriched with outdoor learning that makes full use of Alderholt's unique setting.





#### A Village to Work in

Following the pandemic, the way many of us work is changing. We want to allow residents to work in a way that suits them, whether residents run their own business, work from home part of the week, need a proper office, or just want an occasional change of scenery, we've got it covered, as we aim to provide an expanded village that will support 21st century digital infrastructure for new and existing residents, including fibre internet.

Community spaces will provide flexible workspaces perfect for those occasional meetings, to get a fresh perspective or collaborate with likeminded professionals. If a more professional work environment is required, we are partnering with leading flexible workspace providers to deliver office space. We are also passionate that we respond to the changing function of our homes following the pandemic with space fit for home working.

We are also committed to supporting better connections to neighbouring towns and villages for those who are key workers, or those who cannot work flexibly to enable efficient and sustainable travel to and from work.

#### A Village fit for the future

The UK government is committed to making the UK carbon net zero by 2050 and Duddsbury Homes understand that people want to live cleaner, healthier lifestyles. We are therefore focused on creating a Net Zero Carbon community that enables residents to make choices that help them to minimise their impact on the environment.

In meeting this challenge head-on, all of our new homes and facilities at Alderholt Meadows will be right for today and also ready for tomorrow - designed to be Net Zero Carbon and harmoniously incorporated within the natural environment. The overall vision will deliver Biodiversity net-gain well above the Government's policy requirements.

Furthermore, we also plan to sustain community facilities and infrastructure through self-generating annual income derived from management charges on new dwellings, which will enable community facilities to be funded into the future.





## Providing for the Existing Community



Our vision for Alderholt Meadows is to make day-to-day life in Alderholt as effortless as possible for everyone. We want to carefully invest to provide facilities that residents need on their doorstep, so families have the free time to do more together.

As a starting point, our proposals seek to deliver many facilities for existing and new residents of Alderholt:

- Carbon-zero facilities by working collaboratively with St James' school, funding improvements at the existing school to ensure a top-quality education can continue to be provided enriched with outdoor learning that makes full use of Alderholt's unique setting.
- A new medical centre, built in partnership with local practitioners, at an early stage so that residents can see a doctor or dentist in Alderholt and pick-up medicine at a new pharmacy.
- The introduction and initial funding of a Monday to Saturday hourly bus service enabling Alderholt residents to make reliable and sustainable journeys via a new route from Alderholt to Ringwood, via Fordingbridge.
- Over 125 acres of new green space, held in a community trust, linked by over 7 miles of new walking and cycling routes providing improved access to the wider countryside.
- A further 56+ acres of land for biodiversity enhancement delivering a net-gain well in excess of 10% required by Government policy.
- Multiple community spaces perfect for things like yoga, youth clubs and community groups, providing a focal point for social and cultural life of Alderholt.
- A new village square encouraging markets and providing new local shops, cafés and a second pub, uniting the entire village.
- Flexible workspaces for those occasional meetings, to more professional environments to collaborate with other professions and to foster growth in small businesses, enabling residents to work in a way that suits their life.
- 21st Century digital infrastructure for new and existing residents, including fibre internet; fast electric vehicle charging; and energy efficient homes.
- A significantly larger recreation ground with enhanced sports facilities including all weather pitches, a new club house and changing pavilion.
- A re-routed Ringwood Road, providing a quieter environment for residents and providing safe access to the new village centre.
- A new care home providing age-appropriate and neighbourly homes for older people and ensuring an intergenerational development.

## A step-change in local education

We know good schools are a top priority for families. So, we have been liaising with St James' First School to understand how we can help.

Currently, children in the village who go to St James' School mostly then go to Wimbourne from year 5 onwards given that Dorset has a three tier education system. This means that many students take a long bus journey to and from school everyday which impacts their learning and often means their friends are located far away.

We are therefore investigating the opportunity of investing in St James' School on-site so that the school can retain its fantastic location and forest school, but so that children can continue their education until year 6 here in Alderholt.

Children will then have the option of going to Burgate Secondary school, which would be a much shorter journey and allow friendship groups to be formed much closer to home.

Through the provision of new carbon-zero facilities at the existing school, we are committed to ensuring St James' can continue to provide a top-quality education, enriched with outdoor learning that makes full use of Alderholt's unique setting.

A Vibrant Village Centre





## The Emerging Masterplan

We have prepared an illustrative Masterplan for the site, including a key showing the main features.

As well as providing a wide range of new everyday facilities, the Masterplan for the site proposes up to 1,700 new homes, with up to 35% affordable homes (in the region of 595). There will be a focus on providing a range of tenures including the ‘first homes’ concept, socially rented and shared ownership properties.



Illustrative Masterplan

(Click to expand)





15 minute walking distance



## Getting around

Our vision seeks to deliver a much more self-contained and sustainable village.

Initial technical transport analysis has shown that by providing new and improved essential facilities here in Alderholt, there will be much less need for all residents to travel outside of Alderholt by car to work, to shop, see a doctor, go to school or attend a local club.

The new facilities would be within a maximum of 15 minutes walk for everyone in Alderholt. The scheme has been designed to provide high levels of pedestrian / cyclist connectivity, with multiple links into the existing village, enhancing existing routes and providing new connections. A re-routed Ringwood Road would provide a quieter and safer environment for residents living on Ringwood Road and safe access to facilities in the new village centre.

Analysis of the net impact of the scheme on traffic flow and road safety in Alderholt is ongoing, and will be set out in a Transport Assessment to accompany a planning application. The analysis will be assessed by the local highway authority, and further improvements to the transport network delivered if required.



# A bus service that works for residents

The development will also support the provision of a new bus service from Alderholt to Ringwood, via Fordingbridge. The new bus route would provide a Monday to Saturday hourly bus service, enabling residents to make reliable and sustainable journeys through the day. This alternative to driving should help to reduce traffic volume in the area, and will make life much easier for residents who do not have access to a car.



Masterplan Permeability Study

## Vehicle Access

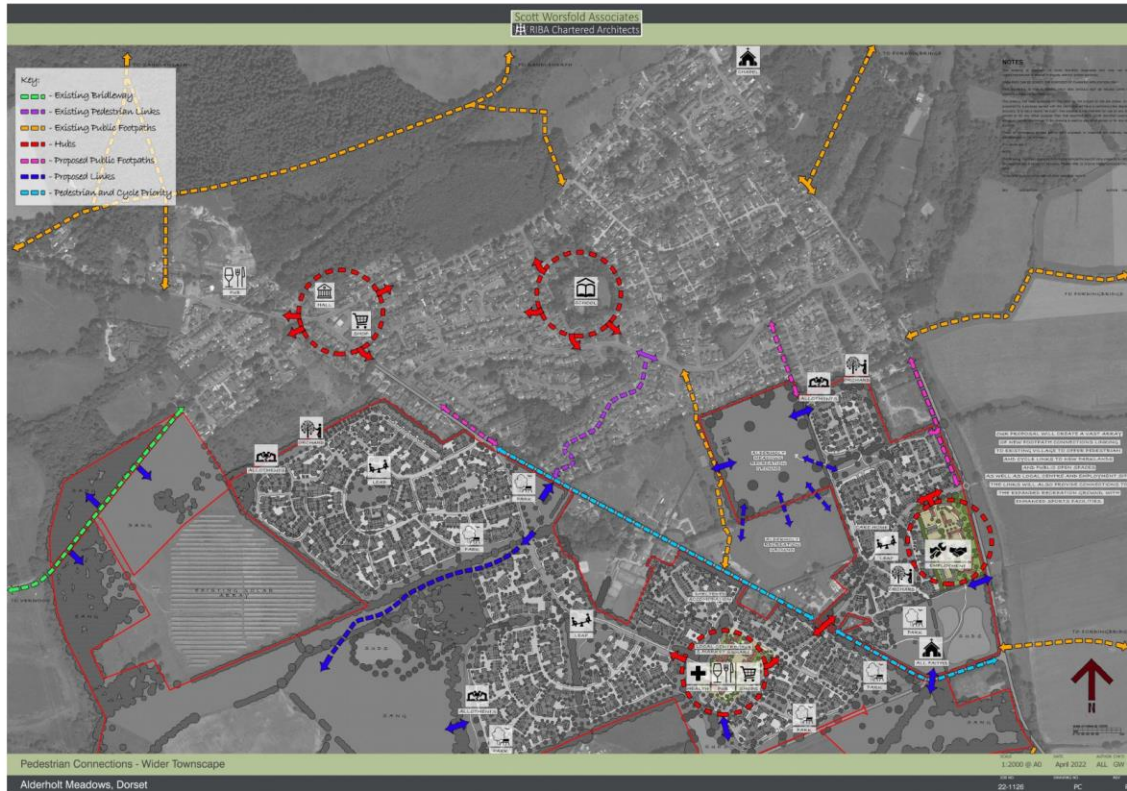
A new road will be provided which provides the spine to the new development linking Hillbury Road to the east with Ringwood Road to the west.

The junction from Hillbury Road will be a roundabout, which has been designed to be of suitable size for buses and cars. It will also act as a traffic calming feature to slow speeds along Hillbury Road as they vehicles enter the village and with the 30mph speed limit will be extended south to include this roundabout improve road safety, amenity and create more of a welcoming gateway feature on the approach to the village from the south.

## Redefining Ringwood Road

The existing Ringwood Road to the south east of the new connection with the spine road will become a no-through road, with access to existing properties will be maintained.

Removing the through-route will significantly reduce vehicle movements on Ringwood Road and improve conditions for walking and cycling between the existing and new areas of Alderholt and towards key facilities such as the local entre and recreation ground.



Pedestrian connections in wider village



[Home](#)
[The Site](#)
[Vision](#)
[Facilities for all](#)
[Masterplan](#)
[Connectivity](#)
[Quality Design](#)
[Your views](#)
[Summary](#)
[FAQ](#)

## Quality Design

Our vision is for a range of beautiful homes to cater for all members of the community, which reflects the rural characteristics and streetscapes of Alderholt and the surrounding villages.

Homes in Alderholt Meadows will positively respond to a post-pandemic world and provide the facilities to meet the changing functions of our properties to enable a healthy work-life balance at home.

We also recognise that home ownership has moved out of financial reach for many and so we are committed to the delivery of 35% affordable homes provided as a range of tenures including the 'first homes' concept, socially rented and shared ownership properties.

Dudsbury Homes has therefore appointed Scott Worsfold Architects to take a bespoke approach to designing a range of new homes and buildings for essential everyday facilities especially for Alderholt Meadows.

The Masterplan for the site proposes up to 1,700 new homes, with up to 35% affordable homes (in the region of 595) provided as a range of tenures including the 'first homes' concept, socially rented and shared ownership properties.

A wide range of family homes will be provided - These include two and three-bed family homes. The details would be subject to future planning applications once the principle of development has been established.

A new care home providing age-appropriate and neighbourly homes for older people and ensuring an intergenerational development.





## Enhancing Biodiversity

Comprehensive ecology surveys have been carried out across the site to identify features of nature conservation importance.

Survey's have shown that most of the site is currently in agricultural use and has little current ecological value, except for the existing hedgerows, trees and foraging grounds for bats.

In line with the Chartered Institute of Ecology and Environmental Management's (CIEEM) Ecological Impact Assessment and Mitigation Hierarchy Framework, the Masterplan seeks to retain and protect the limited existing onsite habitats, including woodland, hedgerows and existing water features.

Retained, enhanced and newly created habitats will provide a haven for a multitude of faunal species, including birds, bats, amphibians, reptiles, small mammals such as hedgehogs, and invertebrates, and a sensitive lighting strategy will ensure the maintenance of dark corridors for nocturnal wildlife.

Large areas of Suitable Alternative Natural Greenspace (SANG) will be created to provide an alternative recreational destination to the nearby Dorset Heathlands, and these areas will incorporate diverse wildlife habitats including wildflower grassland, wetland and woodland.

Existing waterbodies will be retained and enhanced within areas of public open space, including SANG, and new ponds will be created to provide surface water drainage and wildlife habitats.

Ecological enhancements will also be incorporated within the built realm, including new gardens and hedgerows, integral wildlife boxes, green/brown roofs on suitable structures and wildlife permeable fencing.

All new and existing habitats and wildlife features will be subject to long-term nature conservation management to ensure significant net gains in biodiversity.

## Sustainable Development

Dudsbury Homes is considering a range of sustainable development initiatives such as;

- All homes constructed to future homes standard energy efficiency requirements, including consideration of passive house design options.
- No gas boilers in the new homes, with alternative electric and low carbon renewable energy options used to provide space heating and hot water.
- Increasing local renewable energy provision.
- Measures to ensure resilience to climate change, including reduced water consumption; minimising flood risk, overheating risk and risk to habitats through enhanced biodiversity.
- Electric vehicle charging to reflect Local Plan requirements



## Next Steps

We know that there will be lots of questions about our proposals.

In the coming weeks Dudson Homes hopes to have discussions with local people so that we can understand local views and our vision can continue to develop collaboratively.

We will also host a public exhibition at Alderholt Village hall on Friday 1 July from 1pm – 6pm, where members of our team will be available to help answer any queries and discuss the our vision for Alderholt Meadows in more detail.

You can also provide feedback using the form below.

## Feedback Form

1. Dudson Homes vision is to provide a range of everyday facilities in Alderholt which will mean Alderholt residents do not need to travel to access essential services. On a scale of 1 to 5, how important is the provision of essential facilities (such as improvements to St James' School, a new doctors surgery and community spaces fit for working and socialising) as part of any future development? (3)

Not important at all Undecided Very Important

2. Which of the following facilities do you feel would be most beneficial to the existing community in Alderholt? (Tick all that apply)

- Doctors Surgery  Dentist  Pharmacy  New Village store  Cafe  Community space  A second pub  Communal workspaces  Increased recreation space  Walking & cycle routes  Other (please specify below)

3. If you selected other to question 2, please use the box to specify below:

Empty text box for specifying other facilities.

Please enter at least 0 more characters. You have 50 of 50 total characters remaining.

4. It is proposed that Alderholt Meadows will enable sustainable investment in St James' School to enable the provision of top quality education through to year six in Alderholt. On a scale of 1 to 5, how important is it to fund improvements to St James' School? (3)

Not important at all Undecided Very Important

5. Dudson Homes' vision is to provide 125 acres of new greenspace for community enjoyment, including a possible extension to Alderholt Recreation Ground, and 56+ acres of land for biodiversity enhancement to ensure Biodiversity net gain. On a scale of 1 to 5, how important is the provision of new green space and biodiversity enhancements? (3)

Not important at all Undecided Very Important

6. Dorset Council is currently planning how new homes will be delivered across its area. Current Government Policy sets out that land outside of the Green Belt should be considered for new development before Green Belt land is considered. On a scale of 1 to 5, how much do you agree to this approach to allocating new development? (3)

Strongly Disagree Undecided Strongly Agree

7. Alderholt Meadows will support the provision of a new 6 day hourly bus service from Alderholt to Ringwood, via Fordingbridge. On a scale of 1 to 5, how important is the provision of improved public transport in Alderholt? (3)

Not important at all Undecided Very Important

8. Please provide any further comments you have on the overall proposals?

Please enter at least 0 more characters. You have 450 of 450 total characters remaining.

9. Your details:\*

Your name

Your house number and street name

Your postcode


Your email

Your age range

Are you happy that we will contact you in the future?\*

Are you currently a homeowner?

Please confirm you're not a robot\*

 I'm not a robot  reCAPTCHA  
Privacy - Terms

[Read our Privacy Statement](#)

[Submit Feedback](#)

## Contact Us

If you have any questions or comments about our proposals for Alderholt Meadows in general, please feel free to get in contact with our community representatives, DevComms, using the contact details below:

- [alderholtmeadows@devcomms.co.uk](mailto:alderholtmeadows@devcomms.co.uk)
- 0800 080 3269



**ZERO CARBON**  
A FUTURE READY ZERO-CARBON DEVELOPMENT



**56+ ACRES**  
SIGNIFICANT BIODIVERSITY NET-GAIN WITH 56+ ACRES GIVEN FOR NEW HABITATS



A NEW 6 DAY BUS SERVICE TO RINGWOOD



INVESTING IN ST JAMES' SCHOOL



**UP TO 595**  
UP TO 595 (35%) AFFORDABLE HOMES



A NEW DOCTOR'S SURGERY, PHARMACY AND DENTIST



A NEW COMMUNITY HALL FOR SOCIAL AND LEISURE ACTIVITIES



CO-WORKING SPACE FOR BUSINESS FACILITIES AND MEETINGS



FIBRE INTERNET AND ELECTRIC CAR CHARGING



**125 ACRES**  
AN INCREASED ALDERHOLT RECREATION GROUND



A COHESIVE VILLAGE CENTRE WITH CAFES, SHOPS AND SQUARE




**7+ MILES**  
OVER 7 MILES OF NEW WALKING AND CYCLE ROUTES CONNECTING ALDERHOLT WITH THE SURROUNDING COUNTRYSIDE



## Economic impact

As well as providing significant benefits for local people, Alderholt Meadows will provide a significant economic boost to the whole of Dorset in respect of job creation, economic output and increased local expenditure. These benefits have been quantified by leading economic consultant, Litchfield, who have concluded that development at Alderholt Meadows would generate:

- Creation of over 1,095 direct jobs during construction and an additional 1,435 jobs through the local supply chain.
- 1,160 jobs created for the long term once the development is operational (564 of which are to be generated directly by the provision of new commercial and community uses)
- A significant economic output of £178m into the local economy per annum during construction and £35.5m additional economic output per annum once the development is occupied
- £20m of local investment through Community Infrastructure Levy and planning contributions
- £35.3m in local expenditure comprising £9.4m first occupation expenditure and an ongoing annual expenditure of £25.9m made by local residents
- £4.6m in ongoing annual Council tax and business rate revenues

 Economic Benefits Analysis



## Frequently Asked Questions

Following our public event and online engagement in July 2022, Dudsbury Homes wishes to provide responses to some of the key comments raised on the proposals by the local community and groups.

### Who Are Dudsbury Homes?

Dudsbury Homes is based in Dorset. Its management team has significant experience of delivering developments that have contributed to the creation of great places across the South of England. This experience includes:

- The Dorset Green H2 project providing the South West's first hydrogen production facility, using solar power to generate green hydrogen fuel alongside other Renewable energy production at Canford Resource Park in Poole
- Planning Consent for 695 new homes at Canford Park in Poole and for 324 new homes at Canford Paddock in Poole, alongside 16,000m<sup>2</sup> of low carbon employment space.
- Planning and delivery of a comprehensive expansion of a Doctor's Surgery and pharmacy in Wimborne.
- Planning consent and management of key infrastructure for over 300 new homes and 2.5Ha of employment land in Hampshire.
- Planning and delivery of key infrastructure for over 2,500 new homes together with a 3 form entry primary school and associated commercial/retail uses at Millbrook Park in Mill Hill, London.
- The construction, operation and ongoing expansion of the popular Canford Park SANG
- The ongoing operation of waste management for Dorset at the Canford Resource Park, Poole.
- The delivery of premier leisure and sporting venues in Dorset and Hampshire, including Remedy Oak Golf Club, Tower Park in Poole and The Ageas Bowl
- Significant and critical infrastructure works delivered through partnerships with Electricity, Water and Gas companies, including the delivery of 250km of drinking water mains with Wessex Water.
- Local Developments in Ferndown, Wimborne, Verwood as well as award winning development in Sturminster Newton and Gillingham.
- Development projects in Tisbury, Christchurch, and Throop.
- Planning Consent for the largest new town in Hampshire.

### What Infrastructure will be delivered?

Dudsbury Homes is purposefully proposing a scale of development which will enable the provision of meaningful infrastructure delivery alongside new housing, which will not only meet the needs of new residents, but also provides much needed services and facilities for existing Alderholt residents.

Dudsbury Homes is committed to delivering:

- 35% affordable housing across a range of tenures, including shared ownership, affordable rent and First Homes
- Age-appropriate housing, including a new care home adjacent to the new Market Centre
- Improvements to St James' School at the current site including further school years and forms of entry
- A new Medical Centre to be delivered in partnership with a local practitioner
- Suitable Accessible Natural Greenspace (SANG)
- Public Open Space, including an additional 5ha extension to the recreation ground offering improved bio-diversity.
- A new Monday-Saturday hourly bus service travelling from Cranborne-Alderholt-Fordingbridge-Ringwood, funded for the first 5 years
- Full fibre connection for the entire development
- Solar arrays providing locally sourced renewable energy
- A commitment to a low carbon energy strategy for the development
- A31 junction improvement
- Over 7 miles of new cycle routes and footpath connections including safe routes to Ringwood Forest
- Highway improvements beyond the development boundary (see below)
- Proactive management of public spaces through on-site estate management creating an economic footprint for the development and the wider Alderholt Area
- Sustainable surface water and foul sewage infrastructure

## Other key matters raised

### Transport

Significant transport work has been undertaken to date and is still being progressed.

Dudsbury Homes undertook road capacity modelling in 2019 in liaison with Dorset Council. The Council has published a paper which includes our work and is available on the authority's website. It concludes that the road network can accommodate up to 2,000 new homes without any implications for the network in capacity terms.

Whilst the proposed development will obviously result in an increase in journeys, existing traffic levels are very low and consequently the highway network is underutilised. The current traffic generated from Alderholt does not head in or out in only one direction. Instead the traffic is spread across different routes to access other locations.

It is recognised that on some routes there are pinch points. These are being analysed to determine the impact they have on traffic flow and whether any mitigation will be necessary. Such measures could include widening of approaches, changing the junction type, or improving visibility.

Analysis has been undertaken of trip generation and vehicle movements that the development will generate. The number of trips generated will be less than that generated by a purely residential scheme. This is because the provision of services and facilities will result in the need for fewer trips than would otherwise be made as people will be able to draw on the provision of new facilities and amenities within Alderholt.

### Education

We have held discussions with local education providers and listened to views from the community and we are committed to invest in the best possible education for children in Alderholt.

It is recognised that it is not an ideal situation for children to be bussed to schools some distance from Alderholt. Therefore, a partnership with Burgate Secondary School makes sense and this continues to be developed.

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Across the rest of the site, a mix of housing to cater for all ages is envisaged including sheltered accommodation and a care home. It is also proposed to make provision for self and custom builders within the overall mix.

Dudson Homes is partnering with one locally based and one national affordable housing provider, who will deliver and manage the affordable homes at Alderholt Meadows.

## We would love to hear from you

As a local company, Dudson Homes is particularly keen to meet and discuss proposals and opportunities with local people and groups. We earnestly encourage any interested parties to get in touch and either have a meaningful say in what happens or to better understand how we deliver this vision.

You can contact our team any time on freephone 0800 080 3269 or by email at [alderholtmeadows@devcomms.co.uk](mailto:alderholtmeadows@devcomms.co.uk).

## Sewerage/drainage

Alderholt sits within the River Avon catchment and therefore is subject to the constraints placed on development by the current approach to phosphates. Two options of equal merit are being taken forward, either of which provides a solution.

The first is improvements to the local pumping station that would reduce the amount of phosphate discharge and may negate any need for further mitigation. The second option is to provide a self-contained package treatment works on site that removes phosphate and other nutrients. Either option offers a solution, but it may be that there will need to be some mitigation associated with either option. Such mitigation may include creation of wetlands or funding of projects within the Avon catchment to off-set any small residual effects.

The Government has recently announced that it is to place a statutory responsibility on sewerage companies to upgrade facilities by 2030. At the same time, it was announced that Natural England would set up a national mitigation scheme from autumn 2022 that would allow development to offset mitigation by the purchase of credits from mitigation schemes. The measures being considered for the Alderholt Meadows development will benefit from the government's announcement and contribute to the improvement of water quality within the Avon catchment.

The development will include swales and rain gardens to reduce run-off and enhance biodiversity.

## SANG/Biodiversity

Significant new areas of SANG (Suitable Accessible Natural Greenspace) will provide the residents of Alderholt with access to new informal recreation areas. Discussions with Natural England have led to the provision of SANG to the north, west and south of the village. It will intercept trips to Cranborne Common and provide connections from the development that will link back to the existing village. It will act as a buffer to important wildlife sites.

SANG also presents an opportunity to turn biodiverse poor agricultural land into a significant wildlife opportunity. The SANG land will be made available for nature improvement projects to support increased biodiversity.

## Legacy

Significant infrastructure investment will be required to deliver services and facilities, enhanced recreation, green infrastructure, bus service, sewerage/drainage, footpaths, cycleways and roads and others. There is also the question of how this will be maintained. It is currently proposed to establish an estate management company with an estate office in the new local centre that will be responsible for the future upkeep of those elements of infrastructure vested in the company.

The funding will be generated from an annual management charge. The management company will include residents on its board so that investment in improvements is informed by local people.

# APPENDIX F

## FAQ DOCUMENT



## ALDERHOLT MEADOWS – FREQUENTLY ASKED QUESTIONS



Following a public event and online engagement in July 2022, Dudsbury Homes wishes to provide responses to some of the key comments raised on the proposals by the local community and groups.

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### **Who Are Dudsbury Homes?**

Dudsbury Homes is based in Dorset. Its management team has significant experience of delivering developments that have contributed to the creation of great places across the South of England. This experience includes:

- Dorset Green H2 project providing the South West's first hydrogen production facility, using solar power to generate green hydrogen fuel alongside other Renewable energy production at Canford Resource Park in Poole
- Planning Consent for 695 new homes at Canford Park in Poole and for 324 new homes at Canford Paddock in Poole, alongside 16,000m<sup>2</sup> of low carbon employment space.
- Planning and delivery of a comprehensive expansion of a Doctor's Surgery and pharmacy in Wimborne.
- Planning consent and management of key infrastructure for over 300 new homes and 2.5Ha of employment land in Hampshire.
- Planning and delivery of key infrastructure for over 2,500 new homes together with a 3 form entry primary school and associated commercial/retail uses at Millbrook Park in Mill Hill, London.
- The construction, operation and ongoing expansion of the popular Canford Park SANG
- The ongoing operation of waste management for Dorset at the Canford Resource Park, Poole.
- The delivery of premier leisure and sporting venues in Dorset and Hampshire, including Remedy Oak Golf Club, Tower Park in Poole and The Ageas Bowl
- Significant and critical infrastructure works delivered through partnerships with Electricity, Water and Gas companies, including the delivery of 250km of drinking water mains with Wessex Water.
- Local Developments in Ferndown, Wimborne, Verwood as well as award winning development in Sturminster Newton and Gillingham.
- Development projects in Tisbury, Christchurch, and Throop.
- Planning Consent for the largest new town in Hampshire.



## What Infrastructure will be delivered?

Dudsbury Homes is purposefully proposing a scale of development which will enable the provision of meaningful infrastructure delivery alongside new housing, which will not only meet the needs of new residents, but also provides much needed services and facilities for existing Alderholt residents.

Dudsbury Homes is committed to delivering:

- 35% affordable housing across a range of tenures, including shared ownership, affordable rent and First Homes
- Age-appropriate housing, including a new care home adjacent to the new Market Centre
- Improvements to St James' School at the current site including further school years and forms of entry
- A new Medical Centre to be delivered in partnership with a local practitioner
- Suitable Accessible Natural Greenspace (SANG)
- Public Open Space, including an additional 5ha extension to the recreation ground offering improved bio-diversity.
- A new Monday-Saturday hourly bus service travelling from Cranborne-Alderholt-Fordingbridge-Ringwood, funded for the first 5 years
- Full fibre connection for the entire development
- Solar arrays providing locally sourced renewable energy
- A commitment to a low carbon energy strategy for the development.
- A31 junction improvement
- Over 7 miles of new cycle routes and footpath connections including safe routes to Ringwood Forest
- Highway improvements beyond the development boundary (see below)
- Proactive management of public spaces through on-site estate management creating an economic footprint for the development and the wider Alderholt Area
- Sustainable surface water and foul sewage infrastructure

## Other key matters raised

### Transport

Significant transport work has been undertaken to date and is still being progressed.

Dudsbury Homes undertook road capacity modelling in 2019 in liaison with Dorset Council. The Council has published a paper which includes our work and is available on the authority's website. It concludes that the road network can accommodate up to 2,000 new homes without any implications for the network in capacity terms. Whilst the proposed development will obviously result in an increase in journeys, existing traffic levels are very low and consequently the highway network is underutilised. The current traffic generated from Alderholt does not head in or out in only one direction. Instead the traffic is spread across different routes to access other locations.

It is recognised that on some routes there are pinch points. These are being analysed to determine the impact they have on traffic flow and whether any mitigation will be necessary. Such measures could include widening of approaches, changing the junction type, or improving visibility.



Analysis has been undertaken of trip generation and vehicle movements that the development will generate. The number of trips generated will be less than that generated by a purely residential scheme. This is because the provision of services and facilities will result in the need for fewer trips than would otherwise be made as people will be able to draw on the provision of new facilities and amenities within Alderholt.

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ENDS



## **Changing perceptions of development**

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