
Statement of Community Involvement – Preferred Strategy Engagement

SP4 KS5 Land West of St Athan

Prepared by Savills on behalf of Hallam Land

1. Introduction

- 1.1. This Statement of Community Involvement is prepared by Savills on behalf of Hallam Land.
- 1.2. Hallam Land is the promoter of the site known as 'Land West of St Athan'. The site is identified as a Key Site in the Preferred Strategy under Policy SP4 KS5 (Land West of St Athan). The Preferred Strategy includes an illustrative masterplan and supporting policy text which together outline how it is expected that the site will come forward.
- 1.3. At the request of the Vale of Glamorgan Council, Hallam Land presented their proposals at Preferred Strategy stage to local residents and stakeholders throughout October 2024. Hallam's proposals were presented alongside proposals for the 'Land at Church Farm' site being promoted by Barratt David Wilson Homes (BDWH) which is identified under Policy SP4 KS4 (Land at Church Farm) of the Preferred Strategy.
- 1.4. This Statement of community Involvement is accompanied by a series of appendices sitting to the document's rear.

2. Overview of Consultation Process

- 2.1. This section outlines the public and stakeholder approach that has been undertaken.

Public Consultation Event

- 2.2. A public consultation event took place at St Athan Community Centre on 16th October between 4pm and 8pm. The public consultation event was held jointly between Hallam Land and BDWH with attendees from both organisations and their project teams. Representatives from the Vale of Glamorgan Council Planning Policy Team attended the consultation event, as well as representatives from Cardiff Capital Region as the owners and promoters of the redevelopment of the Former Aberthaw Power Station. A list of these attendees is included at Appendix A.
- 2.3. The public consultation event was advertised by the Vale of Glamorgan Council.
- 2.4. Consultation boards were presented at the public consultation event, consisting of a series of joint boards setting out the planning policy context and background, as well as sets of individual boards for Land West of St Athan and Land at Church Farm. The joint boards are included at Appendix B with the Hallam Land boards presented at the public consultation event included at Appendix C.
- 2.5. A sign-in form was positioned at the start of the public consultation event but, in all likelihood, did not capture all attendees with. It is anticipated that approximately 60 people attended the consultation event.
- 2.6. Photographs from the public consultation event are included as Appendix D.
- 2.7. A Feedback Form was provided at the event for attendees to provide comments. This is included at Appendix E. The Feedback Form set out some background information about the proposals and outlined

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the purpose of the public consultation, before providing attendees the opportunity to comment in writing (and identify which site their comments relate to). The Feedback Form also directed towards respondents a website and provided an email address where comments can be provided.

Website

- 2.8. Savills hosted a website, containing information about both Land West of St Athan and Land at Church Farm. The website provided details about the purpose of the consultation, the two site promoters, each proposal, and how feedback can be provided. It also contained various documents for both sites.
- 2.9. The website was hosted on the Vale of Glamorgan Council's website as well as on the Feedback Form. Included at Appendix F is an extract from the Vale of Glamorgan Council's website advertising the public consultation event.
- 2.10. As well as advertising the public consultation event (where people can provide feedback), it also advised how feedback could be provided both via email and via post.
- 2.11. For both cases, the website confirmed that feedback would be accepted until 30th October and that a summary of the consultation event would be provided after that date.
- 2.12. Included at Appendix G are a series of screenshots from the consultation website.

3. Response to Comments Received

- 3.1. The table below provides a summary of the feedback that has been received (the left hand column) and Hallam Land's response (in the right hand column).
- 3.2. No written feedback forms were completed at the public exhibition relating to the Land West of St Athan site. Three responses were provided via email – two providing comments on the proposals and a second requesting that information is provided.
- 3.3. Whilst there were only a limited number of formal responses, typically positive responses are much less likely to be submitted, and this is not considered to represent an ineffectiveness of the engagement process, but rather, more positively, that there is not a large local opposition to the development and that the consultation event held on the day was considered an effective forum for engagement.
- 3.4. The table picks up on feedback provided via email / post as well as key discussion points from the public engagement event at St Athan Community Centre.

Comment	Hallam Land Response
Highlighted that the proposals would result in the significant increase in the size of St Athan, a settlement that has	This is a factual point. The proposals set out in the RLDP will likely increase the size of St Athan by circa 50%. The Illustrative Masterplan seeks to respond to this by providing a range of new facilities accessible

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already grown significantly in recent years.	to both the existing population and the population that the development will create.
Concern around biodiversity impact and loss of site's features of biodiversity value.	There is a policy requirement to deliver a biodiversity net gain for all planning applications in Wales and an ecological enhancement plan will be submitted at planning application stage. The proposals seek to respond to the Preliminary Ecological Appraisal that has been prepared for the site, retaining the hedgerows and trees across the site. The Illustrative Masterplan also shows the provision of green and blue infrastructure that can be positively managed.
Suggestion that significant amount of below ground archaeology in area and potentially onsite.	This is understood. Supporting documentation would be submitted as part of any future planning application to consider the potential for underground and overground features of archaeological and heritage interest.
Concerns around lack of services being provided for quantum of new homes proposed.	<p>The Illustrative Masterplan incorporates the provision of a range of non-residential services. These comprise of an indicated Commercial Area around the future railway station and a Community Hub located more centrally within the site.</p> <p>The mix and composition of uses that are located within these areas is to evolve as the masterplanning process and will be informed by a marketing exercise.</p>
Questions around opportunities for taking commercial space and timescales for delivery of commercial elements.	A number of suggestions were made around potential private occupiers for the commercial space and this is positive with Hallam Land keen to engage on these matters in due course. Hallam Land envisage delivering the commercial floorspace as a later phase of the build out to ensure that there is commercial interest.
Suggestion that new commercial / retail floorspace would put pressure on existing commercial operations within St Athan. Concerns around impact of proposed development on ability to access capacity of services.	This comment primarily relates to the 'Land at Church Farm' site given the proposals for that site incorporate the provision of a supermarket. Hallam Land's proposals incorporate the provision of modest areas of commercial and retail floorspace, its aim being to serve the additional population that would be created and the users of a future railway station. Nevertheless, national and local planning policy is clear in encouraging competition between retail operators.
Concerns around the non-delivery of St Athan Railway Station given that delivery of Station has been an aspiration for a long time.	In February 2024, it was announced that a new station in St Athan would restore services on the Vale of Glamorgan line to the area for the first time in 60 years, reconnecting thousands to jobs, education and business opportunities. The Department for Transport pledged to work with the local authority and Transport for Wales in funding and developing a business case for the new station to explore its benefits.
Suggestion that new railway station will only serve those residents in the southern part of St Athan.	With the railway line forming the southern boundary of the settlement, it is agreed that a future railway station at St Athan will inherently better serve residents of the southern part of St Athan, including those new residents that would live at the Land West of St Athan site.

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Request for re-visiting of green infrastructure strategy to incorporate greater allotment provision.	The approach taken in the Illustrative Masterplan was to propose an option as to how green infrastructure could be incorporated across the site. Whilst this indicated the provision of allotments, it was evident that there was a strong appetite for further provision and this will be explored as the approach to green infrastructure evolves further.
Suggested that not enough foul water capacity for development.	At present, we are not aware of Dwr Cymru raising any concerns with foul water capacity as a result of the development. If additional foul sewerage capacity is required (and there are no existing improvement plans) then this would be delivered by Dwr Cymru Welsh Water.
Concerns around traffic and additional trips that the proposal would result in on the highways network.	Apex Transport Planning are undertaking a Transport Assessment as part of the promotion of the site. As well as considering the site's sustainability and active travel credentials, the Transport Assessment will forecast the number of trips associated with the development and their impact on the highways network. If offsite highways network improvements are required then this would be funded through a Section 106 obligation. Strategic highways assessment and modelling work is also being undertaken by the Vale of Glamorgan Council.
Safety concerns around pedestrian use of Llantwit Road and questions around whether vehicles would use Llantwit Road.	Hallam Land's proposals are considered to deliver a betterment to Llantwit Road, taking vehicles off of it and directing them through the site instead. A package of improvements to the footway along Llantwit Road are proposed and are being explored working with the constraints of the extent of adopted highway and the varying width of the road.
Suggestion of need to improve Gileston Road crossroads as part of proposed highways mitigation approach.	The requirement for any offsite highways works (including any improvements to the Gileston Road crossroads) would be assessed and considered as part of further technical highways works to understand the impact that the proposed development would have on the highways network. Gileston Road crossroads is currently constrained by the location of the Grade II listed St Athan War Memorial and any improvements to this junction would likely require its relocation which will require further consideration.
Request that footway connection on Llantwit Road is re-located slightly further east.	This comment was made specifically by the resident of the property known as 'Briarbank'. This point has been noted and the revised masterplanning approach can look to relocate this slightly to the east rather than adjacent to their boundary wall.
Highway safety concerns from using the vehicular access at the northern boundary given that the emerging proposals at Bro Tathan Enterprise Zone show that there would be no through road on Llantwit Road to the west. Proposed suggestion of only using the potential future highway link to the proposed Enterprise Zone on the western boundary for vehicular access and omitting the northern vehicular access on Llantwit Road.	This comment was made specifically by the resident of the property known as 'Briarbank'. This point has been noted and will be considered as part of the revised masterplanning approach. The current vehicular access shown on the illustrative masterplan was identified through an initial access appraisal. A Transport Assessment is being undertaken by Apex Transport Planning which will include an assessment of all proposed access points to the site, including vehicular and pedestrian, to ensure that the correct visibility splays can be achieved and the access aligns with highway safety standards. The emerging proposals at Bro Tathan Enterprise Zone will continue to be monitored to understand any potential impacts that would need to be considered in the revised masterplanning approach.

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Suggestions made to improve pedestrian access and movements at the northern boundary including omitting northwestern footway due to perceived hazardous conditions and change in gradient and instead amending the northern vehicular access to be a pedestrian only access.	This comment was made specifically by the resident of the property known as 'Briarbank'. These points has been noted and will be considered as part of the revised masterplanning approach. All proposed access routes for pedestrians will be assessed to ensure they meet safety requirements and, where possible, will link up with surrounding pedestrian routes to deliver enhanced connectivity and improve active travel routes.
Encouragement of the incorporation of an approach that seeks to encourage travel by on bikes, trikes, recumbents, cargo bikes, e-bikes, and bikes.	This is noted and understood. The width and exact location of the active travel links / footways are matters for detailed design but can be designed to allow for such movements. Likewise, cycle parking provision will be considered on plot but detailed design matters would come through future applications.
Request for provision of segregated cycling routes from St Athan to Llantwit Major.	Hallam Land has previously indicated a willingness to consider the creation of a segregated active travel link to Llantwit Major Railway Station. It is noted that the Vale of Glamorgan's Active Travel Network Map identifies the delivery of a shared pedestrian and cycle route from St Athan to Barry via Rhoose as a medium-term aspiration.

- 3.5. The consultation event was attended by a number of Councillors of St Athan Community Council, including the Community Council's Chair. It was requested that the emerging proposals are presented to the Community Council. It has been agreed that Hallam Land will present to St Athan Community Council, likely in the New Year. Discussion is ongoing as to whether this will be jointly with BDWH.



Appendix A



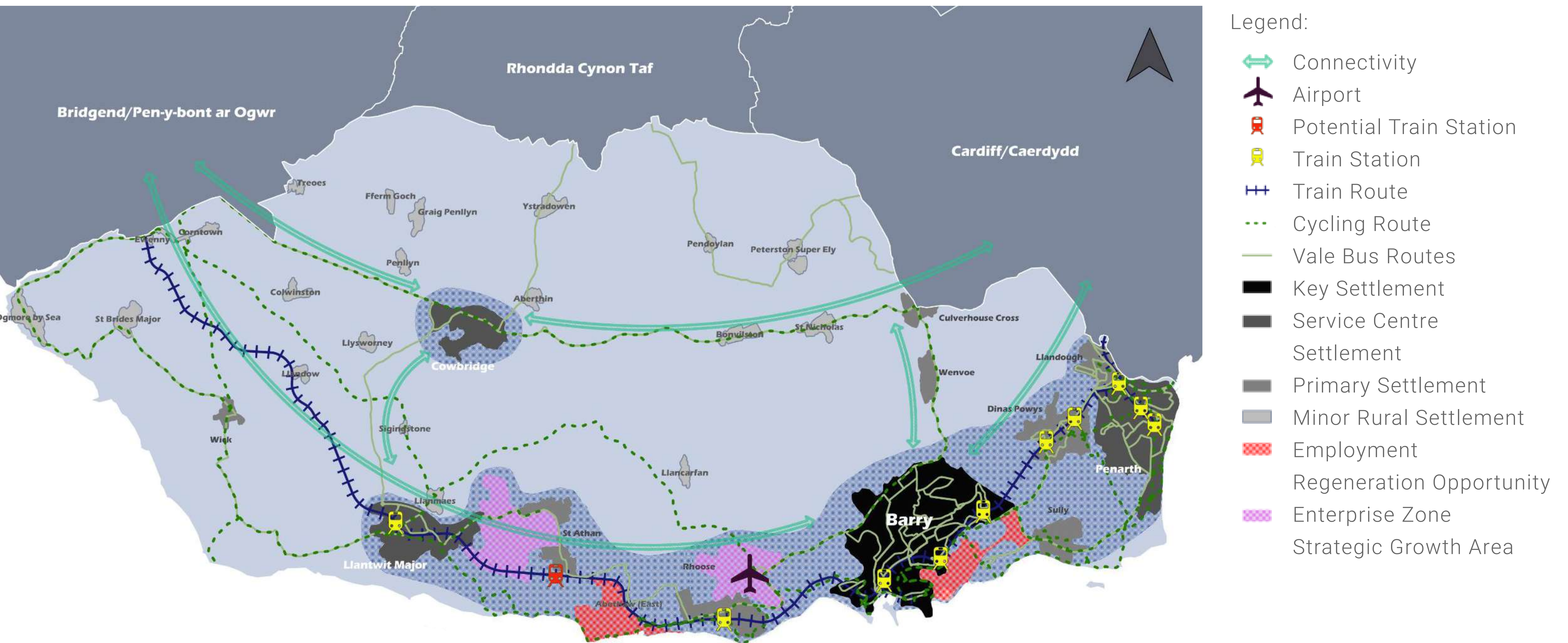
Name	Company
Hal Parsons	Hallam Land
Martin Douglas	pad Design
Dave Chapman	Apex Transport Planning
Cerys Hulbert-Scott	Savills
Nick Heard	Savills
Cai Parry	Barratt David Wilson Homes
Francesca Evans	Barratt David Wilson Homes
Freya Rideout	Barratt David Wilson Homes
Dai Lewis	EDP
Gareth Howell	EDP
Andy Roberts	Lime Transport Planning
Bettina Bockelmann-Evans	Cardiff Capital Region Energy
Christian Cadwallader	Cardiff Capital Region Energy
Victoria Morgan	Vale of Glamorgan Council
Andrew Wallace	Vale of Glamorgan Council
Marcus Bayona-Martinez	Vale of Glamorgan Council



Appendix B



VoG PREFERRED STRATEGY



The Vale of Glamorgan Council is preparing a Replacement Local Development Plan. The Replacement Local Development Plan will guide development in the Vale of Glamorgan until 2036. The Vale of Glamorgan has published and consulted on a Preferred Strategy for the Replacement Local Development Plan which seeks to establish its key aims and, in doing so, identify how much and where certain forms of development should be located.

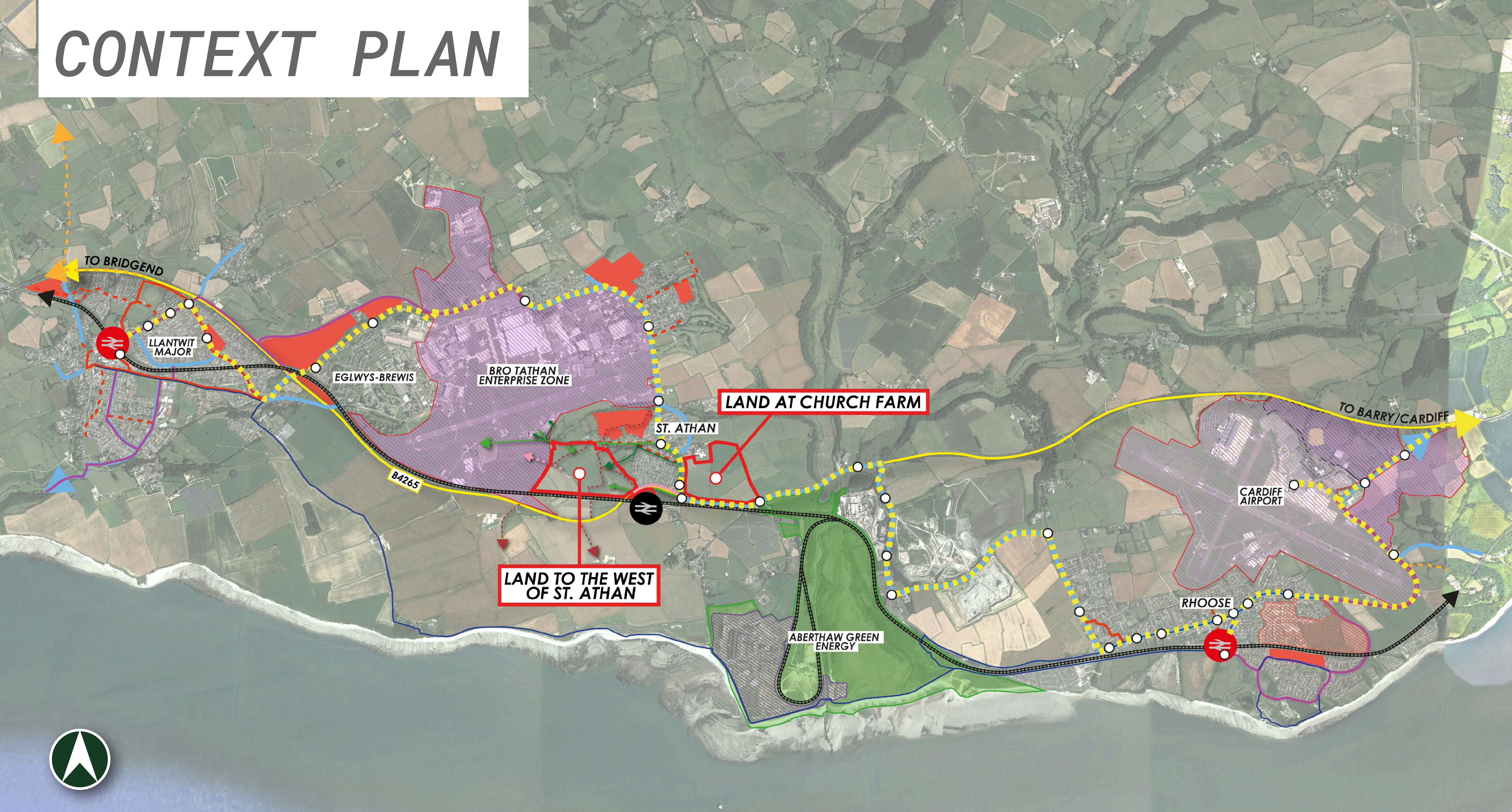
The Preferred Strategy has received political support from the Vale of Glamorgan's elected members and the Welsh Government.

The Preferred Strategy identifies two Key Sites in St Athan. These are 'Land to the West of St Athan' which is being promoted by Hallam Land and 'Land at Church Farm' which is being promoted by Barratt David Wilson Homes.

These boards provide details about both of these Key Sites and we are seeking feedback from residents about the form of development and land uses that they wish to see delivered across the two Key sites. We would be grateful if you could complete and return these forms into the post-box at the end of the hall. Comments can also be provided via email until 23rd October at:

PlanningConsultation@savills.com

CONTEXT PLAN



KEY:

- | | | | | |
|---|--------------------------------|------------------------------------|--|-------------------------------------|
| Application Site Boundaries (Allocated) | Employment Allocation (LDP) | Bus Stops (Existing) | Cycle Route (Proposed by this development) | Walking (Future Routes) |
| Enterprise Zone | Housing Allocation (LDP) | Railway (Existing) | Walking Route (Proposed) | Cycling (Future Routes) |
| Aberthaw Green Energy Masterplan Area | Housing Mixed Allocation (LDP) | Railway Station (Existing) | National Cycle Route (Proposed) | Walking and Cycling (Future Routes) |
| Aberthaw Power Station Existing Employment Site | Bus Routes (Existing) | Potential St Athan Railway Station | VoG Active Travel Network: | Public Rights Of Way (PROW) |
| | Bus Routes (Proposed) | | Walking Routes (Existing) | |
| | | | Cycling and Walking Routes (Existing) | |

VoG ILLUSTRATIVE PLANS

LAND WEST OF ST ATHAN (SP4 KS5)

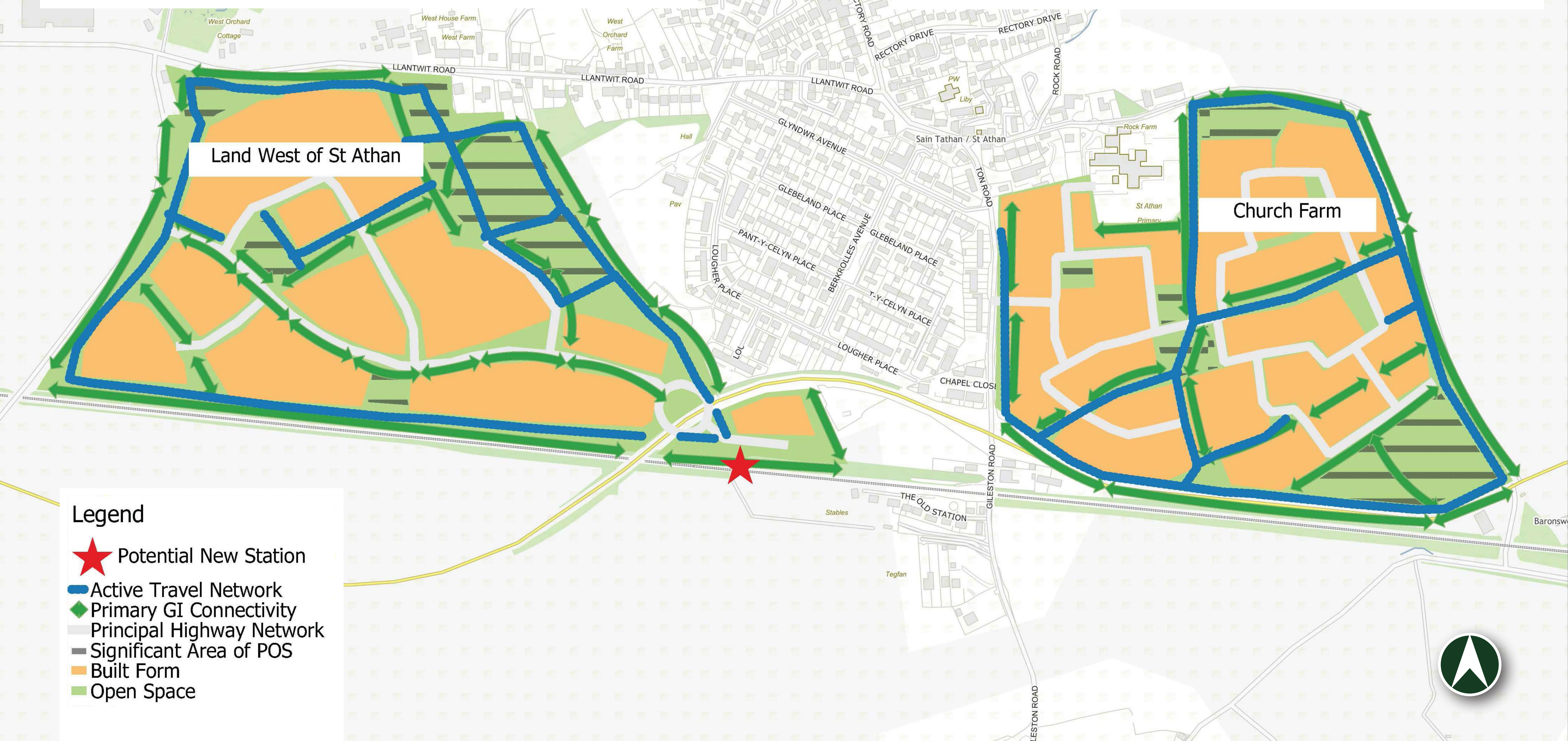
Land to West of St Athan is allocated for a comprehensive, residential led development of 600 homes during the Plan period. A minimum of 35% of all new homes will be required to be affordable. The developer will be required to provide the following:

- A minimum of 35% of affordable housing, subject to consideration of viability.
- On and off-site measures to provide good quality, attractive, legible, safe and accessible pedestrian and cycle linkages to local services, facilities and public transport nodes.
- The delivery of an appropriate mix of uses to be determined through the Masterplanning process.
- Improvements to infrastructure, including the upgrading of highways, pedestrian and cycle access to serve the site.
- The provision and enhancement of appropriate green infrastructure, leisure, sport and recreation space together with biodiversity enhancement to achieve biodiversity net benefit.
- Other planning obligations as necessary in accordance with Policy SP12 to be determined through the Masterplanning process. This may include a contribution towards the delivery of a new station at St Athan.

LAND AT CHURCH FARM (SP4 KS4)

Land at Church Farm, St Athan is allocated for a comprehensive residential led, development of between 250 and 550 homes during the Plan period. A minimum of 35% of all new homes will be required to be affordable. The developer will be required to provide the following:

- A minimum of 35% of affordable housing, subject to consideration of viability.
- On and off-site measures to provide good quality, attractive, legible, safe and accessible pedestrian and cycle linkages to local services, facilities and public transport nodes.
- The delivery of an appropriate mix of uses to be determined through the Masterplanning process.
- Improvements to infrastructure, including the upgrading of highways, pedestrian and cycle access to serve the site.
- The provision and enhancement of appropriate green infrastructure, leisure, sport and recreation space together with biodiversity enhancement to achieve biodiversity net benefit.
- Other planning obligations as necessary in accordance with Policy SP12 to be determined through the Masterplanning process. This may include a contribution towards the delivery of a new station at St Athan.



Legend

- ★ Potential New Station
- Active Travel Network
- ◆ Primary GI Connectivity
- Principal Highway Network
- Significant Area of POS
- Built Form
- Open Space



Appendix C



INTRODUCTION

Hallam Land

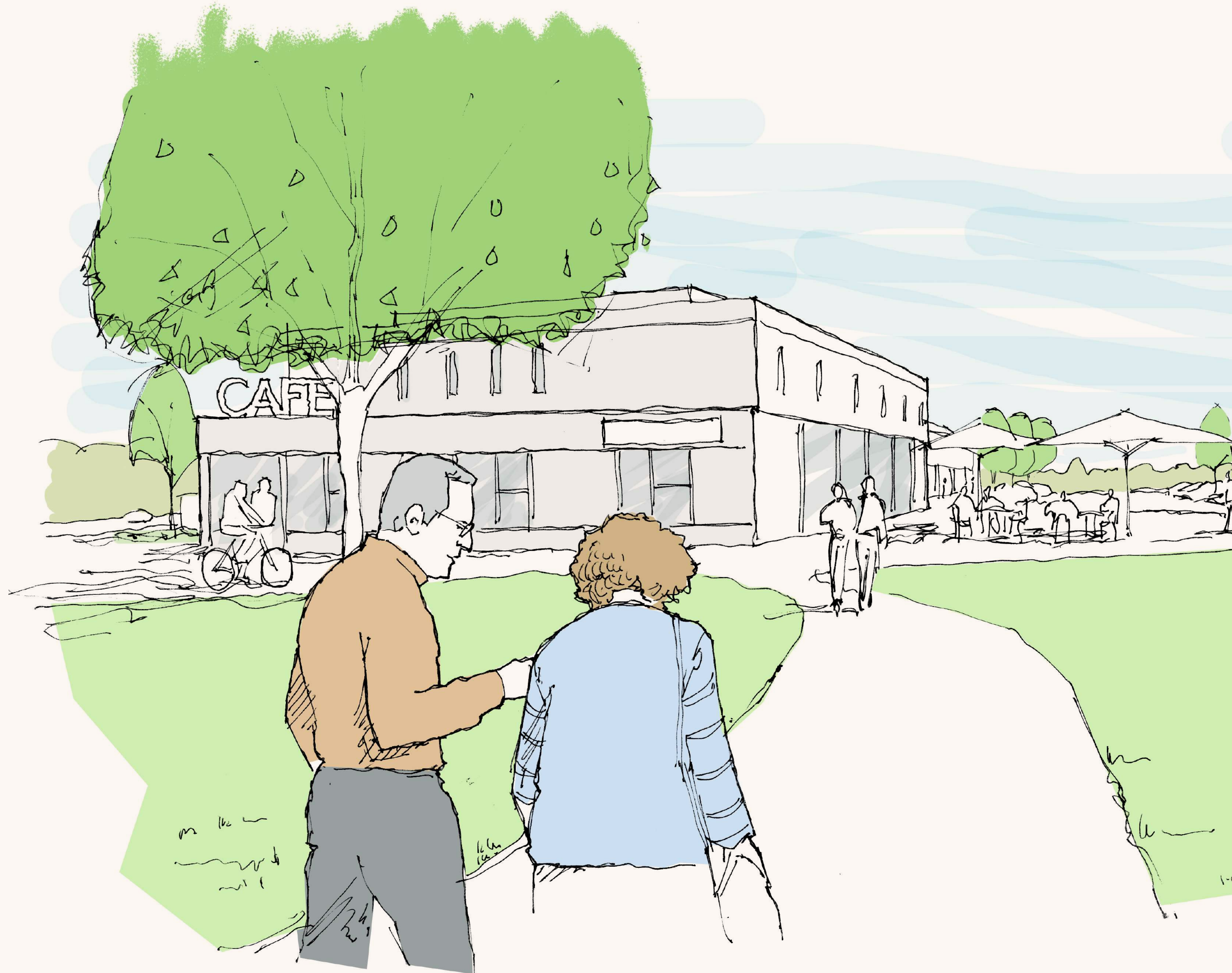
PART OF HENRY BOOT

ABOUT HALLAM LAND

Hallam Land ("Hallam") is the strategic land arm of Henry Boot PLC and is one of the UK's most well established and successful land promoters. Hallam operates throughout England, Scotland and Wales from seven regional offices working with landowners, developers, local authorities, communities and other parties to bring forward development opportunities.

Hallam has been in operation since 1990, specialising in obtaining planning permission and facilitating a wide range of schemes, including new communities, urban extensions and well integrated mixed used development that compliment existing towns and villages.

Hallam's role is to facilitate development by securing outline planning permission and potentially delivering infrastructure on the site. Hallam will then dispose of the site, either as a whole or in phases, to a single or multiple housebuilders / housing associations.



pad

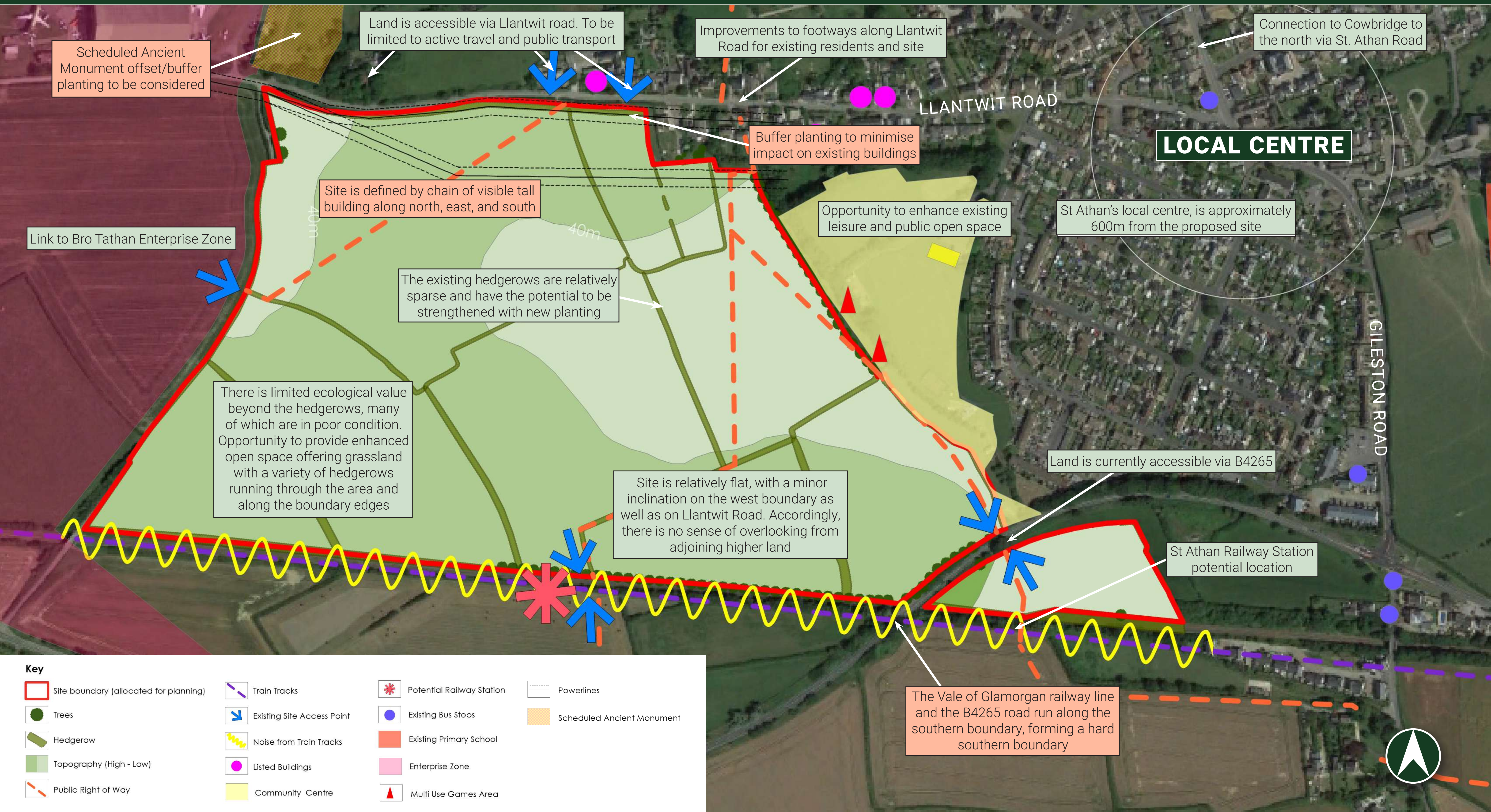
Apex
TRANSPORT PLANNING

RLRE

fpcr

savills

OPPORTUNITIES & CONSTRAINTS



ILLUSTRATIVE MASTERPLAN



PART OF HENRY BOOT



COMMERCIAL AREA AND RAIL

Hallam Land

PART OF HENRY BOOT



COMMUNITY AREA

Hallam Land

PART OF HENRY BOOT



Public Open Space including benches and new planting, with an accessible Local Equipped Area of Play (LEAP)

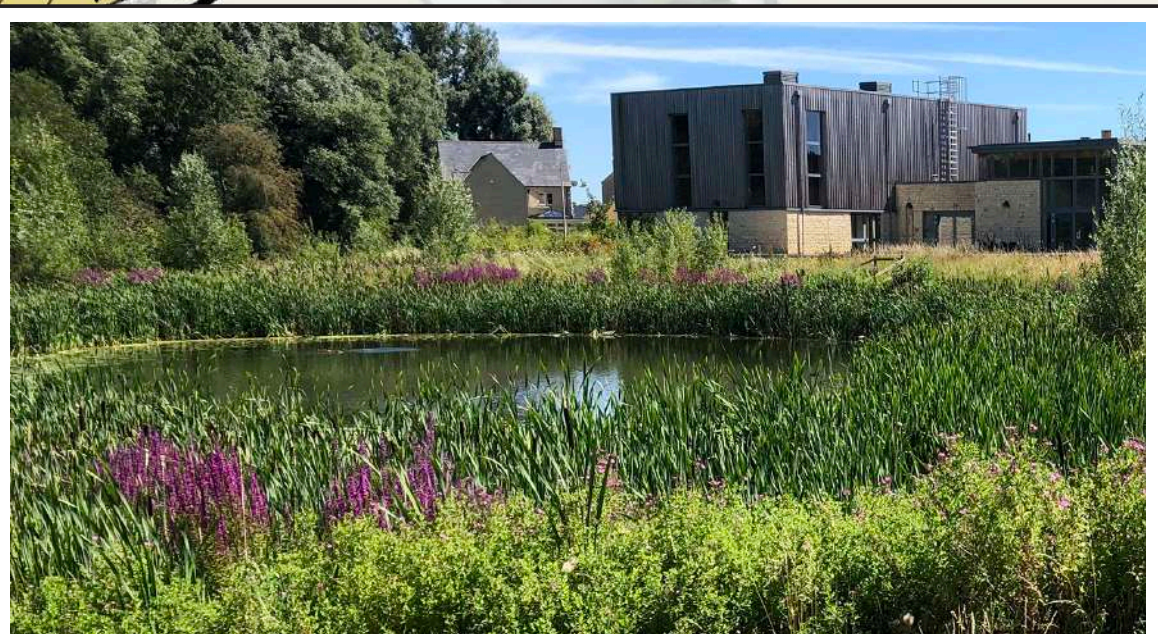


Potential future highway link to proposed Enterprise Zone (Subject to further consideration) and footpath link to retained Public Right of Way access from lane

Potential for commercial/ community uses on the ground floor of key buildings with residential use above



Built form to enclose and overlook the village green with an increase in scale and massing at this focal location



Swales and attenuation pond as part of a Sustainable Drainage Strategy (SuDS) designed for Biodiversity Net Gain (BNG)

Streets designed to manage vehicular speeds and provide safe crossing points, with tree planting to enhance the townscape and aid legibility



PLACEMAKING CHARTER

Hallam Land

PART OF HENRY BOOT

IDENTITY

The positive, distinctive qualities of existing places are valued and respected. The unique features and opportunities of a location including heritage, culture, language, built and natural physical attributes are identified and responded to.



LOCATION

Places should grow and develop in a way that uses land efficiently, supports and enhances existing places and is well connected. The location of housing, employment and leisure and other facilities are planned to help reduce the need to travel.



PEOPLE AND COMMUNITY

The local community is involved in the development of proposals. The needs, aspirations, health and well-being of all people are considered at the outset. Proposals are shaped to help to meet these needs as well as creating, integrating, protecting and/or enhancing a sense of community and to promote equality.



LOCATION

Development will complement the Bro Tathan Enterprise Zone



MIX OF USES

Retail and recreation uses are woven into the proposals



PUBLIC REALM

Sports space and allotments will be provided to support the new homes



PEOPLE AND COMMUNITY

Health and wellbeing is woven into the proposals, with space given for recreation, a layout that supports healthy living and work arrangements and access to active travel



IDENTITY

Development will respond to local character



PUBLIC REALM

Streets and public spaces are well defined, welcoming, safe and inclusive, with a distinct identity.

LLANTWIT ROAD

MOVEMENT

Walking, cycling and public transport are prioritised to provide a choice of transport modes and avoid dependence on private vehicles. Well designed and safe active travel routes connect to the wider active travel network and public transport stations and stops are positively integrated.



MIX OF USES

Places have a range of purposes which provide opportunities for community development, local business growth and access to jobs, services and facilities via walking, cycling or public transport. Development density and a mix of uses and tenures helps to support a diverse community and vibrant public realm.



PUBLIC REALM

Streets and public spaces are well defined, welcoming, safe and inclusive, with a distinct identity. They are designed to be robust and adaptable, with landscape, green infrastructure and sustainable drainage well integrated. They are well connected to existing places and promote opportunities for social interaction and a range of activities for all people.



MIX OF USES

Proposals include a range of uses to complement homes, including work and recreation



LOCATION

Opportunity to contribute to delivery of a new rail halt



MOVEMENT

Proposals connect into national public transport network

B4265



Appendix D













Appendix E





Strategic Growth in St Athan - Land to the West of St Athan and Land at Church Farm

The Vale of Glamorgan Council is preparing a Replacement Local Development Plan. The Replacement Local Development Plan will guide development in the Vale of Glamorgan until 2036. The Vale of Glamorgan has published and consulted on a Preferred Strategy for the Replacement Local Development Plan which seeks to establish its key aims and, in doing so, identify how much and where certain forms of development should be located. The Preferred Strategy has received political support from the Vale of Glamorgan's elected members and the Welsh Government.

The Preferred Strategy identifies two Key Sites in St Athan. These are 'Land to the West of St Athan' which is being promoted by Hallam Land and 'Land at Church Farm' which is being promoted by Barratt David Wilson Homes.

These boards provide details about both of these Key Sites and we are seeking feedback from residents about the form of development and land uses that they wish to see delivered across the two Key sites. The information on the boards is provided as this website: <https://sites.savills.com/stathan/>.

We would be grateful if you could complete and return these forms into the post-box at the end of the hall. Comments can also be provided until 30th October via email at: PlanningConsultation@savills.com.

1. Do your comments relate to:

- | | | | |
|---|-----|---|----|
| <input type="radio"/> Land at Church Farm, St Athan | Yes | / | No |
| <input type="radio"/> Land to the West of St Athan | Yes | / | No |

2. Please provide your comments below:



Appendix F



Placemaking workshops

On the 30th of September 2024 the RLDP Initial Consultation Report was considered and agreed at a meeting of Full Council. In agreeing the Initial Consultation Report, Full Council endorsed the actions set out within the document and granted approval to use the Preferred Strategy as a basis for progression on to next stage of RLDP preparation, the Deposit Stage.

The Initial Consultation Report includes a commitment to request that the site promoters undertake informal engagement on placemaking with local communities to inform the masterplanning of these sites, and it is intended to carry these out in the coming months.

It should be emphasised that the purpose of these exercises is not to revisit the principle of developing these sites. Instead, the purpose is to gain local insight into the sites and understand priorities and concerns about them. In this knowledge, where possible, site promoters will be able to respond proactively to key issues.

Placemaking involves working collaboratively across sectors and disciplines to comprehensively consider the future development of distinctive and vibrant places. A key component of Placemaking is involving the community so that the sites context, character, heritage and culture can be understood. Topics that comments would be welcomed on may include: the local highway network, public open space provision, proposed end uses for mixed use units, important local cultural and heritage issues, important local social activities (e.g. sports clubs etc) and environmental risks and opportunities such as flooding and ecology.

We would like to give to advanced notice that the site promoters for each of the key sites intend to hold these placemaking events on the following dates:

- **St Athan** (SP4 KS4 Church Farm St Athan, SP4 KS5 Land West of St Athan) – Wednesday 16th October 2024 4pm – 8pm – Paul Lewis St Athan Community Centre. CCR Energy will also be in attendance at this session to discuss proposals for the Former Aberthaw Power Station site.

<https://sites.savills.com/stathan>

- **Dinas Powys** (SP4 KS2 Land north of Dinas Powys) – Friday 18th October 2024 3pm - 7pm -Murchfield Community Centre

<https://www.boyerplanning.co.uk/public-consultation/land-north-dinas-powys>

- **Rhoose** (SP4 KS4 Land at Readers Way, Rhoose) – Wednesday 23rd October 2024 3.30pm – 7pm – Celtic Way Community Centre

<https://pipcole.co.uk/>

- **Barry** (SP4 KS1 Land at North East Barry) – Date and time to be confirmed

Further information will be hosted on the key site promoter’s websites and a link to this will be available on this website from the date of the event and for a period of two weeks thereafter. Comments can be made using the details on the web links above.

As set out in the [Delivery Agreement](#), the next formal public consultation will be on the Deposit Plan, and this is currently scheduled to take place early next year.



Appendix G





Strategic Growth in St Athan

Land to the West of St Athan and Land at Church Farm

PURPOSE OF CONSULTATION

ARCHITECTURAL LAND MANAGEMENT
AND RACQUET DAVID WILSON HOMES

LAND TO THE WEST OF ST ATHAN

LAND AT CHURCH FARM

HOW TO RESPOND

Preferred Strategy

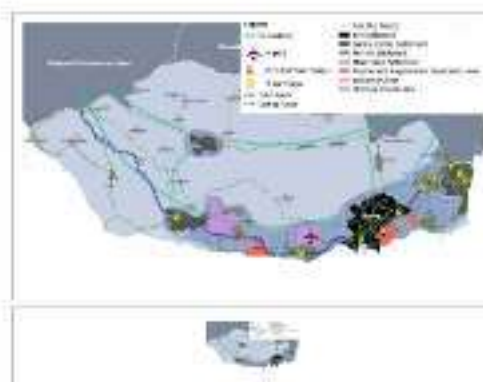
The Vale of Glamorgan Council is preparing a Replacement Local Development Plan. The Replacement Local Development Plan will guide development in the Vale of Glamorgan until 2026.

The Vale of Glamorgan Council has outlined and consulted on a Preferred Strategy for the Replacement Local Development Plan which seeks to establish its key aims and, in doing so, identify how much and where certain forms of development should be located.

Within the Preferred Strategy, St Athan is identified as the identified Strategic Growth Wards and is identified as a retirement from plan room sustainability as a suitable focus for housing growth.

The Preferred Strategy identifies two key sites in St Athan. These are: Land to the West of St Athan (which is being promoted by Hallam Land) and Land at Church Farm (which is being promoted by Barratt David Wilson Homes).

The Preferred Strategy has received political support from the Vale of Glamorgan's elected members at a full Council meeting. It has also received support from the Welsh Government.



Purpose of this Consultation

In the period between the consultation on the Replacement Local Development's Preferred Strategy in Autumn / Winter 2023 and the publication of the Deposit which is due in the first half of 2025, Hallam Land and Barratt David Wilson Homes are keen to seek the views of local residents.

Both Key Sites have been endorsed by the Vale of Glamorgan Council and have the in-principle support from the Welsh Government. The purpose of this consultation is therefore to seek the views of local residents as to the forms of developments and type of land uses that they wish to see be delivered across the two Key Sites.

Consultation Process

The tabs on this website provide contextual information about the Preferred Strategy and both Hallam Land and Barratt David Wilson Homes as site promoters, as well as information about both Key Sites.

A drop-in public consultation event is taking place on 16th October between 4pm and 8pm. This is to take place at St Athan Community Centre, Gyndwr Avenue, CF23 4PP. There will be representatives of both Hallam Land and Barratt David Wilson Homes at this event.



Strategic Growth in St Athan

Land to the West of St Athan and Land at Church Farm

[PURPOSE OF CONSULTATION](#)

[ABOUT HALLAM LAND MANAGEMENT
AND BARRATT DAVID WILSON HOMES](#)

[LAND TO THE WEST OF ST ATHAN](#)

[LAND AT CHURCH FARM](#)

[HOW TO RESPOND](#)

Hallam Land

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Hallam has been in operation since 1990, specialising in obtaining planning permission and facilitating a wide range of schemes, including new communities, urban extensions and well integrated mixed used development that compliment existing towns and villages.

Hallam's role is to facilitate development by securing outline planning permission and potentially delivering infrastructure on the site. Hallam will then dispose of the site, either as a whole or in phases, to a single or multiple housebuilders / housing associations.

Hallam Land is the promoter of the 'Land to the West of St Athan' site.

Barratt David Wilson Homes

Barratt David Wilson Homes (BDW) is the nation's leading housebuilder, creating exceptional new places for people to live, work and enjoy themselves across the country. Our vision is to lead the future of housebuilding by putting customers at the heart of everything we do.

BDW is the promoter of the 'Land at Church Farm' site and will be responsible for securing full planning permission for its development and its delivery including all associated infrastructure. BDW has a strong track record of delivery of housing in the local area having recently completed schemes at Tathana's Court, St Athan and Sycamore Chase, Boverton, and is currently building a new community at Parc Fferm Wen, St Athan, all of which provided much needed on-site affordable homes for local people.

BDW's commitment to delivering outstanding quality in the communities we build is unparalleled, recognised by our house of industry awards including being named Leading National Sustainable Housebuilder by NextGeneration in 2023. BDW is also the only major national housebuilder to retain a 5-star rating for the 15th consecutive year in the HBF Customer Satisfaction Survey 2024.



Strategic Growth in St Athan

Land to the West of St Athan and Land at Church Farm

[PURPOSE OF CONSULTATION](#)[ABOUT HALLAM LAND MANAGEMENT
AND BARRATT DAVID WILSON HOMES](#)[LAND TO THE WEST OF ST ATHAN](#)[LAND AT CHURCH FARM](#)[HOW TO RESPOND](#)

Land to the West of St Athan

Land to the West of St Athan is identified as Key Site 5 in the Preferred Strategy. Hallam Land, and their urban designers pad Design, have developed an Illustrative Masterplan showing how the site could be developed.

As well as reflecting the Preferred Strategy's target of delivering 600 homes, the Illustrative Masterplan shows the location of the proposed St Athan Railway Station in the location preferred by Transport for Wales. The delivery of the Railway Station is supported by UK Government who, along with Transport for Wales, are in the process of further developing the business case.

The Illustrative Masterplan also incorporates the provision of two mixed-use hubs. One would sit centrally within the development to primarily serve the homes proposed with the second adjacent to the proposed Railway Station. It is envisaged that these mixed-use hubs would incorporate a mix of retail, food & drink, and employment uses, as well as specialist forms of housing.

A package of other transport measures are proposed to be incorporated into the development, including a new access from the B4265 servicing the development and proposed Railway Station, the re-routing of either the 304 and / or 905 bus route (and opportunity for increased frequency); and the creation of an active travel link to Llanvair Major.

Central to the Illustrative Masterplan is taking a landscape-led approach. The Illustrative Masterplan shows the provision of additional sports pitches to compliment those adjacent to the Community Centre as well as a community orchard / allotment, and a network of equipped and unequipped play areas. A series of attenuation ponds and swales cross the development.

[Preferred Strategy Commentary](#)[Download All](#)[Illustrative Masterplan](#)[Download All](#)[Illustrative Masterplan Components](#)[Download All](#)[Active Travel and Public Transport Enhancements](#)[Download All](#)



Strategic Growth in St Athan

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Land at Church Farm

Land at Church Farm is identified as Key Site 4 in the Council's Preferred Strategy. The site is earmarked to deliver 250-550 homes, of which 35% will be required to be affordable.

Approximately 250 homes are already allocated for development in the adopted development plan, with a second phase of 300 homes being promoted by BDW through the emerging plan process.

BDW and its supporting team, led by masterplanners EDP, has prepared an illustrative masterplan for the site which proposes a green infrastructure-led development incorporating high quality, attractive, legible, safe and accessible pedestrian and cycle linkages to the existing and proposed local services and public transport nodes.

The development proposes two new access points off the B4265 and Gileston Road in the west creating a new spine road through the development and improved access arrangements for the school. Arising from the responses received by the Council to its Preferred Strategy consultation, the proposal has been amended to include the provision of a supermarket site in the north-western corner of the site to serve both the existing and proposed community.

 Preferred Strategy Commentary[Download All](#) Illustrative Masterplan[Download All](#) Illustrative Masterplan Components[Download All](#) Empty Folder



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LAND TO THE WEST OF ST ATHAN

LAND AT CHURCH FARM

HOW TO RESPOND

There are three ways of responding to the consultation:

- Completed questionnaires can be completed and provided at the public consultation event at St Athan Community Centre on 16th October which is taking place between 4pm and 8pm;
- Comments can be emailed to the dedicated public consultation event email address - PlanningConsultation@savills.com; or
- Completed questionnaires or written responses can be posted to Planning, Savills, 2 Kingsway, Cardiff, CF10 3FD.

It is kindly requested that all responses are provided no later than 30th October. A Consultation Statement will be prepared following the consultation period and provided to the Vale of Glamorgan Council.