

# Land North of Dinas Powys

Vale of Glamorgan RLDP Pre-Deposit Plan  
Statement of Community Engagement

Boyer

Prepared on behalf of Persimmon Homes – South East Wales | December 24

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## 1. INTRODUCTION

- 1.1 This Statement has been prepared by Boyer Planning, on behalf of our client Persimmon Homes Ltd, in response to the requirement to undertake a community engagement event for each of the Key Sites being promoted as part of the emerging Replacement Local Development Plan (RLDP) for the Vale of Glamorgan.
- 1.2 This report specifically relates to the site known as 'Land North of Dinas Powys' (SP4 KS2) which plays a pivotal role in helping the Authority deliver its Transport Oriented Growth Strategy and has been identified as a proposed allocation for residential development.
- 1.3 Given the above, the purpose of the engagement exercise was to give local residents, Councillors and other interested parties an opportunity to view Persimmon Homes' initial proposal for site and provide feedback on key placemaking principles to inform the masterplan as it continues to progress.
- 1.4 This Statement intends to summarise the findings of the community engagement event which took place in October 2024 and explain how the responses received (both in-person and online) have helped shape the proposal.
- 1.5 Collectively these principles will enable the proposal to positively respond to the constraints and opportunities associated with the site. Whilst ensuring the proposed scheme is design in accordance with good placemaking principles as set out within local and national planning policy and other relevant guidance.
- 1.6 As the proposed developer, Persimmon Homes, remain committed to the development opportunities associated with Land North of Dinas Powys and continuing to support the site's progression as a proposed site allocation within the emerging RLDP.

## 2. PLANNING POLICY & GUIDANCE

### Future Wales: The National Plan 2040

- 2.1 This document constitutes the National Development Framework, setting the direction for development in Wales up to 2040. As part of which, Welsh Government explain that identifying clear goals to achieve sustainable development is an important step in preparing a strategy for a Development Plan and in doing so have identified a number of key outcomes.
- 2.2 The outcomes established by the Welsh Governments are considered to be overarching ambitions based on the national planning principles and national sustainable placemaking outcomes set out in Planning Policy Wales. Every part of Future Wales, from the spatial strategy to regional policies, is concerned with achieving these principles and most policy areas will contribute to these objectives.
- 2.3 Policy 2 'Shaping Urban Growth and Regeneration' of Future Wales focusses on strategic placemaking and states that future growth should positively contribute towards building sustainable places that support active and healthy lives, with urban neighbourhoods that are compact and walkable, organised around mixed-use centres and public transport, and integrated with green infrastructure.
- 2.4 Whilst not exhaustive in nature, Policy 2 explains that future growth and regeneration should be based strategic placemaking principles which includes creating a mix of uses and variety of house types and tenures, building places at a walkable scale with homes, local facilities, and public transport within walking distance and ensuring development is built at appropriate densities with green infrastructure incorporated.

### Planning Policy Wales

- 2.5 Planning Policy Wales (PPW) (Edition 12) sets out the overarching framework for delivering sustainable development and well-being objectives through land-use planning in Wales. It emphasises the importance of prioritising of incorporating good placemaking principles to development at an early stage of the process and thereby aligning future growth with the goals of the Well-being of Future Generations Act. The planning system is described as a key mechanism for maximising sustainable outcomes and achieving long-term goals to continue to meet the need of local community both now and into the future.
- 2.6 Placemaking is defined as a "*holistic approach to the planning and design of development and spaces, focused on positive outcomes. It draws upon an area's potential to create high quality development and public spaces that promote people's prosperity, health, happiness, and well-being in the widest sense. Placemaking considers the context, function and relationships between a development site and its wider surroundings. This will be true for major developments creating new places as well as small developments created within a wider place. Placemaking should not add additional cost to a development, but will require smart, multi-dimensional and innovative thinking to implement and should be considered at the earliest possible stage. Placemaking adds social, economic, environmental and cultural value*

*to development proposals resulting in benefits which go beyond a physical development boundary and embed wider resilience into planning decisions”.*

2.7 PPW has a strong focus on promoting placemaking, which is considered instrumental to achieving sustainable places, delivering socially inclusive development and promoting more cohesive communities. Placemaking is deemed to be a holistic approach that '*considers the context, function and relationships between a development site and its wider surroundings*'.

2.8 At a strategic level there are four themes which contribute individually to placemaking:

- Strategic & Spatial Choices;
- Active & Social Places;
- Productive & Enterprising Places; and
- Distinctive & Natural Places

2.9 In addition to the above, Section 2 of PPW emphasises the benefits associated with early engagement from a plan-making perspective. Paragraph 2.6 explains that when developing plans it is crucial planning authorities engage with people in their own communities, facilitating a collective, participatory process which focuses on achieving sustainable places.

2.10 Ordinarily this requires a level of engagement which goes beyond the statutory requirement for consultation set out in planning legislation and relies on significant commitment from the local authority, developers and other interested parties. This approach aligns with the principles of the Well-being of Future Generations Act, which promotes proactive engagement to achieve sustainable development.

2.11 Good design is fundamental to creating sustainable places where people want to live, work and socialise. Paragraph 3.4 underscores the fact that design is an inclusive process, capable of fostering civic pride, raising public aspirations and creating sense of place. For new developments, early engagement is identified as a crucial stage in securing public acceptance and addressing concerns proactively, ensuring alignment with community needs. Meeting the objectives of good design should be the aim of all those involved in the development process to ensure future growth responds to the needs of local people.

### **Vale of Glamorgan Emerging RLDP**

2.12 In May 2022 the Vale of Glamorgan began the process of preparing a Replacement Local Development Plan (RLDP). Subject to adoption, the RLDP intends to supersede the currently adopted Development Plan and looks to guide future development across the region up to 2036. In doing so it shall include site allocations for different land uses, such as housing and employment, and policies to help tackle the declared climate and nature emergencies, safeguard the environment, and secure high-quality design.

2.13 According to the latest Delivery Agreement the next stage of the plan making process will be publication of the Deposit Plan. Whilst this stage is not expected until April/May 2025 the principles of which shall build upon those most recently presented as part of the RLDP

Preferred Strategy was issued for public consultation between 6<sup>th</sup> December 2023 to 14<sup>th</sup> February 2024.

2.14 Upon further review it is evident that Placemaking forms a central theme throughout the Preferred Strategy and the RLDP process as a whole. This is demonstrated by the fact the concept of Placemaking features heavily throughout the Authority's strategic vision in terms of supporting a strong sense of community and contributing to improve the quality of life for all generations. These principles are further expanded upon by Objective 4 – Placemaking which includes:

- Through placemaking, ensure that all development will contribute positively toward creating a sense of place. All new development will be appropriately located and contribute toward creating active, safe, and accessible places that contain a range of uses. The character of existing communities will be protected and enhanced by developing places that respect local distinctiveness and the existing setting.
- Facilitate the provision of accessible community infrastructure that is tailored to meet the needs of the community, including high quality health, education, training, cultural, social, recreation, and community facilities and spaces.

In addition to the above, and in response to National Planning Policy, Policy SP5 of the emerging RLDP specifically deals with Placemaking at a local level. Whilst the requirements of which have not yet been through the Examination process and therefore carry limited weight in respect of the decision-making process at the time of writing. From a plan-making perspective they provide a useful indication in the direction of travel for planning policies within the RLDP.

Policy SP5 sets out an expectation for all future development proposals to demonstrate the following: i) Ensuring high quality sustainable design that reflects local distinctiveness, character, and cultural identity; ii) Creating a diverse mix of uses and multi-functional spaces; iii) Contributing to a vibrant, safe and inclusive public realm that encourages active travel and reduces car dependency; iv) Strategically integrating Green Infrastructure networks and open space into development, delivering social and environmental benefits; v) Locating development appropriately where homes, local services and facilities are accessible and well connected; vi) Developing high densities where appropriate, making the most efficient use of land and supporting mixed uses.

### **Design Commission for Wales: Placemaking Charter**

2.15 In September 2020 the Design Commission for Wales published guide to Placemaking otherwise known as the Placemaking Charter. This document was developed in collaboration with the Welsh Government and the Placemaking Wales Partnership along with other signatories which includes both the Vale of Glamorgan Council and Persimmon Homes East Wales.

2.16 The Charter is specifically referenced within PPW12 and the Vale of Glamorgan RLDP, and reflects the collective commitments to support the development of high-quality places across Wales for the benefit of local community.

2.17 Signatories to the Charter agree to promote the following principles in the planning, design and management of new and existing places:

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#### People and community

The local community are 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 create, integrate, protect and/or enhance a sense of community and promote equality.

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#### 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 and public transport network and public transport stations and stops are positively integrated.

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#### 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.

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#### Location

Places 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.

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#### Mix of uses

Places have a range of purposes which provide opportunities for community development, local business growth and access 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.

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#### 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.

### 3. COMMUNITY ENGAGEMENT

3.1 At the beginning of October 2024 a series of posters were erected in Dinas Powys advertising the event to local residents. This was undertaken two weeks prior to the event taking place to provide sufficient notice and was further supplemented by posts on social media and letters/email distributed by the Vale of Glamorgan to all those who previously provided representations to the Local Plan process to ensure a holistic approach was adopted in that respect.

3.2 The general location of the posters is identified on the map below, with the majority prioritised within a 0.5km radius of the site. The overall content of the posters sought to encourage all members of the local community to engage with the process and in doing so provide an equal opportunity for people to participate.

3.3 The posters provided details regarding the community engagement event, including date, time and location. A copy of the poster can be found in Appendix 1.



Figure 1: Location of Advertisement Posters within Dinas Powys

#### Community Engagement Event

3.4 On 18<sup>th</sup> October 2024 Persimmon Homes held a community engagement event. Following careful consideration the event was held at Murchfield Community Centre within Dinas Powys and took place over a four hour period (from 3-7pm) enabling people to drop-in anytime through the afternoon and into the evening.

3.5 The event attracted 80 residents in total and provided a platform for open discussions regarding the proposed plans for the site allocation at Land North of Dinas Powys. In addition to members of Persimmon Homes' Development Team and LPA Planning Officers, technical consultants were also on hand to answer any queries in relation to highways, design, planning and ecology as set out below.

- Boyer – Planning Consultant
- JBA – Drainage Consultant
- Roberts Limbrick – Architect / Designers
- SLR – Transport Consultant
- TiR Collective – Landscape Consultant

3.6 During the event participants had the opportunity to review a series of presentation boards showcasing key information about different aspects associated with the proposed scheme. In turn this was followed by a chance to share their views on the proposal either verbally to a member of the team or via a physical response form provided at the event.



*Figure 2. Photo of Community Engagement Event*

## **Online Exhibition**

3.7 To complement the engagement event, a dedicated website was set up to provide access to the same material as that physically presented at the in-person events. The website incorporated an online form for people to submit feedback along with other communication methods including a telephone number and postal address. An electronic copy of the boards was also made available to the LPA Policy Officers in order to provide a hard copy at the request of a local resident(s).

3.8 This arrangement proved effective by enabling members of the public who were either unable to make the event due to existing commitments or naturally prefer alternative methods of communication, with an equal opportunity to take part.

3.9 The consultation website, "<https://www.boyerplanning.co.uk/public-consultation/land-north-dinas-powys>", went 'live' at the same time as the in-person event and the ability to submit feedback was publicly available for a 2 week period up until Friday 1<sup>st</sup> November 2024.

3.10 In addition to the above, PDF copies of supporting technical information was also made available online including:

- Land North of Dinas Powys Concept Plan
- Land North of Dinas Powys Framework Plan
- Drainage Constraints Plan
- Drainage Opportunities Plan
- Green Infrastructure Areas Diagram
- Land North of Dinas Powys Landscape Strategy
- Land North of Dinas Powys Access & Movement Strategy

## **Presentation Boards**

3.11 The overall scope of information included within the presentation boards was informed by key placemaking principles as set out within both local and national planning policy. Please see a summary of which below and a copy is available in Appendix 2.

- i. Welcome – Introduction to the event and outlining the overarching purpose of the event within the context of the wider RLDP process
- ii. About Persimmon – Introduction to Persimmon Homes as a business and the wider technical team setting out their respective roles and responsibilities.
- iii. RLDP Proposed Site Allocation – Overview of the Replacement Local Development Plan (RLDP) process emphasising the site's role in helping to deliver the Authority's Transport Orientated Growth Strategy. Along with further details of the land-uses associated with the proposed site allocation.
- iv. Design Principles - Summary of the proposed design concept and ways in which the current scheme incorporates key placemaking principles to respond to the local area.

- v. Access/ Public Transport - Provides an overview of the proposed access arrangements for the scheme and active travel routes connecting the site to local services and facilities.
- vi. Drainage – Summary of key considerations in respect of current conditions on site and how the proposed scheme intends to deliver suitable mitigation to achieve an overall betterment from flood risk perspective.
- vii. Landscape & Ecology – Outlines the proposed landscape strategy for the site including the retention of natural features and supplementary planting scheme to integrate the proposals within the wider landscape framework.
- viii. Sustainability – Details of the ways in which Persimmon Homes' intend to deliver low-carbon sustainable development with energy efficient features.

## 4. CONSULTATION RESPONSES

4.1 Overall, a total of 55 responses were received throughout the consultation period. All of which were provided by residents, and whilst 80 people physically attended the consultation event many of which submitted comments together with their partners, family members or other associated contacts. This resulted in 33 responses being received in hard copy either at the event or posted to the Boyer office shortly after. The remaining 22 responses subsequently made via the response form available on the consultation website.

4.2 For completeness all of the responses (both those received in person and online) were entered into Office 365 to enable the data to be analysed and investigated further. A copy of the results are set out in Appendix 3 which includes a variety of graphs/charts visually presenting the information.

4.3 Following a review of the responses a number of themes emerged. The table below provides a summary of each respectively, along with further information in terms of how the proposal is considered to respond within the context of key placemaking principles.

*Table 1: Summary of Comments Received and Design Response*

Comments Received	Proposed Design Response
Query regarding capacity of the existing drainage network to accommodate the proposed scheme.	<p>JBA have confirmed the site shall attenuate surface water to greenfield runoff rates of approximately 11.4 l/s/ha. This aims to mimic natural site processes whilst the development will also incorporate a design that seeks to intercept the first 5mm of rainfall from impermeable areas.</p> <p>Collectively these principles will reduce the output associated with the scheme and ensure the levels of which accord with capacity in the existing network to avoid having a detrimental impact.</p>
To what extent has future development by residents who own existing properties in the local area be factored into the proposed drainage system?	A 10% allowance for urban creep has been factored into all hydraulic calculations, which anticipates future development by residential properties located within the surrounding local area. This approach follows best practices and adheres to statutory standards for Sustainable Drainage Systems (SuDS) in Wales.
Concerns raised about the impact of future development could have on site and also nearby residential properties in terms of flood risk.	According to NRW's Flood Risk Development Map the site is predominantly located within Zone A, which is considered to be the lowest risk of fluvial or coastal/tidal flooding.

	<p>Whilst a small area in the eastern section of the site technically falls within Zone C2, all built development will be directed away from this part of the site. Furthermore, SuDS features will be incorporated throughout the proposed scheme (such as rain gardens and an attenuation pond) to provide suitable mitigation and achieve a betterment in terms of drainage. In turn this shall help improve the areas resilience to future flood risk events.</p>
<p>Queries regarding the capacity of local services and facilities to accommodate increased demand created by the proposal. Most notably reference made to local schools and doctor surgeries.</p>	<p>A full assessment of local infrastructure, including schools and healthcare facilities, will be conducted to ensure the proposed scheme does not have any significant adverse impact on the overall function of key local services. The outcomes of which shall have due regard to work currently being undertaken between the Authority, Local Heath Board and Educations Department for the purposes of consistency. Where necessary, financial contributions could be provided to help fund improvements and ensure local resources are prioritised in the most effective areas from an operational perspective.</p>
<p>Concerns about traffic congestion, on Cardiff Road, and that additional traffic signals could potentially worsen traffic flows.</p>	<p>Whilst the proposed scheme cannot be expected to fully resolve existing congestion on Cardiff Road, the site benefits from strong public transport connections to local services. These principles fully accord with national planning policy and seek to promote more active forms of travel thus alleviating pressure on to the local highway network. This modal shift aligns with the Design Commission for Wales' key placemaking principles and most notably involves achieving better connectivity between the site, Eastbrook Train Station and local bus services.</p> <p>In terms of the latter, there are a number of local bus stops within 400 metres (5 minute walk) of the site. These are served by key routes such as the 95 service which operates every 30 minutes between Cardiff city centre and Barry, and the 304 route operating hourly to Llantwit Major. On average, Dinas Powys is served by approximately 6 bus services per hour routing along Cardiff Road creating a convenient alternative to the use of private cars. Priority Bus lanes on Cardiff Road for eastbound services further incentivises the use of these services, along with a dedicated shared</p>

	<p>cycleway/footway between the site and the Merrie Harrier Junction.</p>
<p>Query regarding Bus Routes shown on the accompanying Movement &amp; Access Strategy Plan</p>	<p>Upon further review the Access &amp; Movement Strategy prepared by SLR has been updated to reflect the latest bus routes which serve Dinas Powys.</p> <p>Whilst these amendments are minor in nature and shall not have any adverse impact on Land North of Dinas Powys' proposed sites connectivity to modes of public transports within the immediate local area.</p> <p>Please see an updated copy of the Movement &amp; Access Strategy Plan within Appendix 4. Although for completeness the changes include the following:</p> <ul style="list-style-type: none"> <li>• The plan has been updated to reflect the fact after turning left off Cardiff Road/ A4055 the No. 305 Bus Service remains on Murch Road/ Much Crescent and extends up to Dinas Powys Medial Centre (including Murch Pharmacy)</li> <li>• Additionally, upon re-joining Cardiff Road/ A4055 Bus No.305 travels north up to Dinas Powys Village Square which contains a range of local amenities including a public house, hairdressers, convenience store and coffee shops. Following which the service returns to the centre of Dinas Powys via Station Road before heading back to Cardiff City Centre.</li> </ul>
<p>Request for safer pedestrian and cycling routes, including access on to Cardiff Road and crossing the railway line at Eastbrook station.</p>	<p>The proposed scheme has been deigned to ensure active travel routes are incorporated through the heart of the site. This includes enhancing existing Public Rights of Way (PROW) footpaths and delivering dedicated pedestrian and cycle routes. The latter has been prioritised in areas which benefit from natural sense of surveillance from proposed properties and will be fitted with suitable lighting equipment. These features will create a safer environment for future users further reducing the reliance on private vehicles.</p> <p>Whilst the footbridge at Eastbrook Station is located outside of Persimmon Home's demise for Land North of Dinas Powys. We understand the bridge was recently replaced/ refurbished and may well be subject to further works as part of Transport for Wales' programme.</p>

Positive feedback on active travel initiatives being pursued with requests for better facilities on Cardiff Road.	The proposed approach reflects Persimmon Homes' commitment to bringing forward Land North of Dinas Powys with active travel routes at the forefront. This involves ensuring the proposed pedestrian footways and cycle paths are prioritised early on during the design process which has been a key theme for Roberts Limbrick. The attractiveness of which is further enhanced by the fact they will provide direct connections to key destinations, including Eastbrook train station and other local facilities.
Concerns about potential loss of habitat and biodiversity due to the proposed scheme.	The accompanying Landscape Plan demonstrates that the proposed scheme has been designed to retain existing trees, hedgerows and associated vegetation, wherever possible. In turn this will create a green corridor through the centre of the site which shall be further enhanced through supplementary planting. The latter shall naturally help to integrate the proposed scheme within the wider landscape framework whilst also supporting a mix of local species. All of which shall be informed by technical survey work as the proposal continues to progress in order to achieve an overall betterment with regards to biodiversity which accords with PPW12.
Requests for sustainable design features to be delivered for housing on site.	<p>As a company Persimmon Homes have an objective to bring forward housing which promote low-carbon sustainable living. This includes features such as solar panels, electric vehicle charging points and air source heat pump technology.</p> <p>Furthermore, according to research undertaken by the HBF new homes have a strong record on energy efficiency, which is good for consumers and the environment. Analysis shows new homes are, on average, 55 per cent cheaper to run saving £135 per month or £1,600 per year when compared with equivalent older properties.</p>
Concerns about insufficient parking provision and secure cycle parking for integration with active travel networks.	The proposed scheme shall deliver vehicle parking provision in accordance with the Vale of Glamorgan's policy requirements. Secure cycle parking shall also be provided to encourage future residents to use more active modes of transport.

Calls for housing designs that align with local architectural character.	Whilst the proposed house types will be finalised at a later stage of the process. The principles of which shall be designed with to assimilate existing architectural cues associated with Dinas Powys and in doing so ensure the proposed scheme remains in keeping with the character of the local area.
Suggestions for communal facilities to foster engagement.	The proposed scheme has been designed around a central green space at the centre of the site. This shall provide a safe space for people to use at their leisure whilst also facilitating events to foster a sense of community for both existing and future residents.
Suggestions for additional ecological measures to enhance sustainability.	Rain gardens, swales, and strategic planning along primary streets will contribute to biodiversity, landscape aesthetics, and climate change mitigation. The proposed scheme will also include a range of habitats on site to support native species, ensuring sustainable ecological enhancements.
Query in terms of the amount of affordable housing which will be provided on site.	The Site provides a valuable opportunity to facilitate the delivery of much needed market and affordable housing in a highly sustainable location.  In line with the proposed site allocation (SP4 KS2), up to 40% of the 250no. new homes will be delivered for local housing associations and a mix of house types to respond to local demand.

## 5. SUMMARY

- 5.1 This Statement of Community Engagement has been prepared to respond to the requirements for the pre-deposit engagement phase of the Replacement Local Development Plan (RLDP). The emphasis placed on community engagement as a key component of placemaking is acknowledged and the goal of building consensus with local stakeholders is supported.
- 5.2 In summary, feedback was predominantly received from local residents, primarily through in-person surveys and online feedback forms. These responses covered a range of topics and, upon review, were categorised into key themes. The proposal was then assessed in the context of these themes, which included design, transport and access, drainage, and the capacity of local infrastructure to support the development.
- 5.3 An overview of the feedback indicates general support for advancing the site for residential development to meet local housing needs. While some concerns centred around the impact on drainage and flood risk, as well as the congestion on Cardiff Road and the impact on biodiversity. Such issues were addressed accordingly.
- 5.4 Most of the feedback centred on technical aspects of the proposal, particularly the potential impacts on local wildlife, ecology, drainage, and services such as schools and healthcare facilities. These issues are examined in greater detail in Section 4 of this report. Addressing the core concerns, findings demonstrate that appropriate mitigation measures have been implemented into the proposal from an ecological perspective, and that the site is advantageously located to benefit from the local active travel and public transport networks.

**Appendix 1 – Consultation Poster**

## **Land North of Dinas Powys Community Engagement Event**

Persimmon Homes invites you to attend a community engagement event to share initial plans for the site at Land North of Dinas Powys (Ref. SP4 KS2)

As a local resident we are interested to get your views on key placemaking principles to inform the evolving masterplan and support the Site's progression within the Vale of Glamorgan Replacement Local Development Plan (RLDP) process.

**Friday 18th October  
15:00/3pm – 19:00/7pm**

**Murchfield Community Centre, Dinas Powys, CF64 4QQ**

The Site plays a pivotal role in helping deliver the Authority's Transport Orientated Growth Strategy and we are keen to hear your views to enable the proposed scheme to meet the needs of local people.

We look forward to seeing you there and welcome your comments.



**Persimmon**  
Together, we make your home

## Appendix 2 – Consultation Boards



### Welcome

#### Land North of Dinas Powys

Thank you for coming to this Community Engagement Event hosted by Persimmon Homes East Wales.

We're delighted to share our initial plans for the proposed site allocation 'Land North of Dinas Powys' (SP4 KS2) and get your thoughts on key placemaking principles to inform the masterplan as it continues to progress.

This event seeks to gain local insight into the area and better understand the local community's priorities to support the site's progression within the Vale of Glamorgan's Replacement Local Development Plan (RLDP).

It's important to tell us what you think and we welcome your comments.



Thank you again for taking the time to attend our event today.



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Together, we make your home.





## About Persimmon

Founded in 1972, Persimmon Homes is one of the **UK's leading 5 star housebuilders**, the highest rating for quality and customer satisfaction.

Persimmon Homes remains committed to the opportunities presented by the proposed site 'Land North of Dinas Powys' with a particular interest in delivering quality market and affordable housing to meet the needs of the local community.

To achieve this objective Persimmon Homes has appointed a team of professional consultants with significant experience working across the Vale of Glamorgan and throughout South Wales.



### The Team

- Boyer Planning, advising on all planning matters;
- Roberts Limbrick, providing all master planning and design support;
- Tir Collective, providing input on the landscape design and any visual impact of the proposals;
- JBA, providing technical support on drainage and services;
- BSG Ecology, advising on ecological issues;
- SLR, providing transport and highways infrastructure.





## Replacement LDP

### Proposed Site Allocation

The Vale of Glamorgan are in the process of bringing forward their Replacement Local Development Plan (RLDP.) Most recently the Authority consulted on the Preferred Strategy earlier this year and the next stage of the process will be the Deposit Plan which is expected February/March 2025.

Land North of Dinas Powys plays a pivotal role in helping the Authority deliver its Transport Orientated Growth Strategy and has been identified as a proposed allocation within the RLDP.

The Site provides a valuable opportunity to facilitate the delivery of much needed market and affordable housing in a highly sustainable location which includes:

- 250 no. new homes with up to 40% of housing for local housing associations and a mix of house types to respond to local demand
- Centrally located Green Infrastructure Corridor creating areas for informal play and ecological mitigation for biodiversity enhancements
- Public Open Space (POS) along the site's northern boundary to naturally screen the Site and integrate the proposed scheme within the wider landscape framework
- New attenuation and SuDS features throughout the Site to improve existing conditions on site and make the wider area more resilient to future flood events
- New primary travel route through the site with dedicated pedestrian and cycle pathways to promote more active forms of travel and connectivity to Eastbrook Station
- Financial contributions to help fund improvements to local community facilities including schools and health facilities informed by work between the Authority, Local Health Board and Education Department

Whilst this event is not a statutory requirement within the plan-making process, Persimmon Homes remain committed to engaging with local residents throughout the design process.

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## Design Principles

The site concept is designed around the existing Public Right of Way (PROW), green hedgerow corridors and tree belts which feature throughout the site. Following these hedgerows and green corridors helps to create a place that respects its setting and that has a robust, established and green framework at its heart.

Key design principles include:

1. Strong links to Public Open Space via a linear green park acting as the spine for the scheme.
2. Retained Public Right of Way along existing hedgerows within a landscaped buffer setting – links to Eastbrook train station within a 10 minute walk.
3. Primary access via a new dedicated junction at Cardiff Road and a primary loop through the site creating 'streets' and 'places' rather than 'roads' with cycling and walking being promoted within.
4. Opportunity for rain gardens, swales and strategic street planting to 'green up' the streets and promote sustainable urban drainage while providing a positive outlook for properties.
5. Development parcels respond to the topography of the land and will be safe and secure in their design with strong frontages onto all streets and public open spaces etc.
6. Development parcels are set back from historic tree belts, woods, hedges and root protection zones creating robust buffers and attractive spaces for residents.



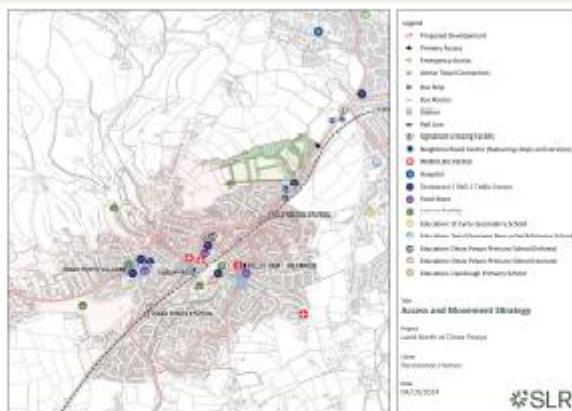
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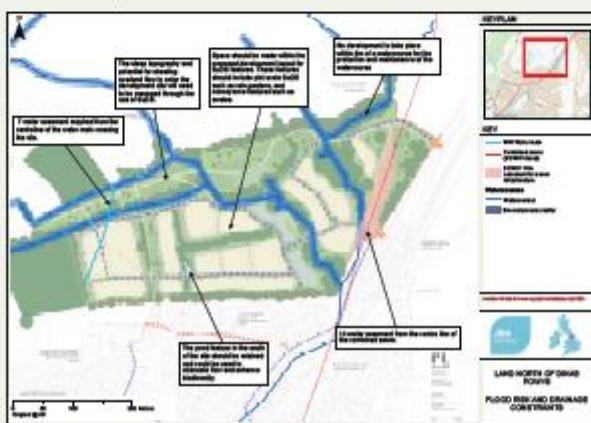
## Access/Public Transport

- The site provides an extension to Dinas Powys with access to a range of amenities in the surrounding area, including Dinas Powys Infants School, Eastbrook Station and a local centre.
- The development will be accessed from Cardiff Road with a new signalised junction that includes a light controlled crossing for pedestrians.
- The site is adjacent to regular and frequent bus services that links Dinas Powys with Penarth and Cardiff to the east and Barry to the west.
- Pedestrian and cycle links will be provided through the site connecting to Seel Park, Georges Row and as well as Cardiff



## Drainage

- Road Risk to the proposed development site is low, with all built development located outside of NRW Flood Zones.
- Conscious of the known flood history to Dinas Powys, Persimmon are actively engaging with Natural Resources Wales (NRW) on flood risk matters.
- Sustainable drainage systems (SuDS) shall be utilised to manage rainfall at source, along with conveying and attenuating surface water flows on site.
- Surface water shall be discharged to on-site watercourse, at an attenuated rate. Water quality shall be managed through the use of SuDS such as rain gardens, swales and basins.
- The use of SuDS shall maximise the benefits of amenity space and enhance the biodiversity of the site, creating linkages to existing habitats along the watercourse corridor and upstream woodland areas.





## Landscape and Ecology

**Retention of Natural Features:** Existing trees, hedgerows, and the East Brook watercourse are to be retained, with only minimal removal of hedgerow to create access routes.

**Improved Footpath:** Retention and improvement of the existing western footpath to benefit users and encourage active travel.

**Rain Gardens:** Rain gardens to be incorporated along streets, planted with trees, shrub and perennial planting to provide seasonal and visual interest.

**Proposed New Planting:**

Hedgerow planting to infill existing gaps along field boundaries, connecting existing and proposed green infrastructure.

Transitional planting and grassland buffers alongside the adjacent woodland to ensure protection and to create new habitats.

Tree planting alongside field boundaries and street tree planting to create a pleasant living environment with seasonal and biodiversity interest.



Through scheme progression, further survey work will ensure suitable mitigation measures are provided and a series of wildlife corridors to support local species. The proposal shall be delivered with due regard to existing ecological features, achieving biodiversity enhancements in line with the Vale of Glamorgan Council's strategic objectives and the Environment (Wales) Act 2016.



## Sustainability

The proposed developments will be built for low-carbon sustainable living, with solar panels, electric vehicle charging points and air source heat pump technology installed.

New homes have a strong record on energy efficiency, which is good for consumers and the environment. Analysis shows new homes are, on average, 55 per cent cheaper to run saving £135 per month or £1,600 per year when compared with equivalent older properties.\*

\*RHI Market Review Report July 2021



**Persimmon**  
Together, we make your home



## Appendix 3 – Results of Consultation

### Land North of Dinas Powys – Community Engagement Survey

55 Responses 10:39 Average time to complete Closed Status

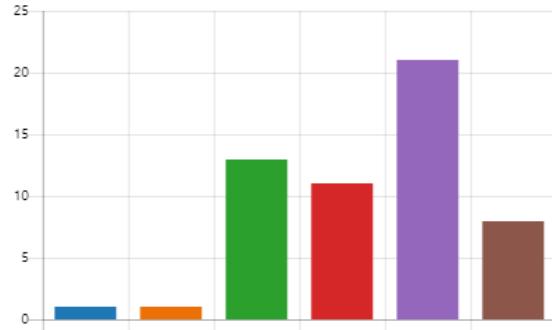
#### 1. About you:

Local resident	52
I own a local business	0
I work in the local area	1
I represent a local community ...	2
Other	0



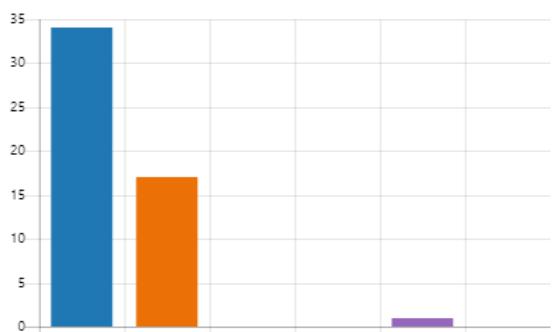
#### 2. In which age range do you fall?

Under 18	1
18-30	1
31-45	13
46-60	11
61-75	21
Over 75	8

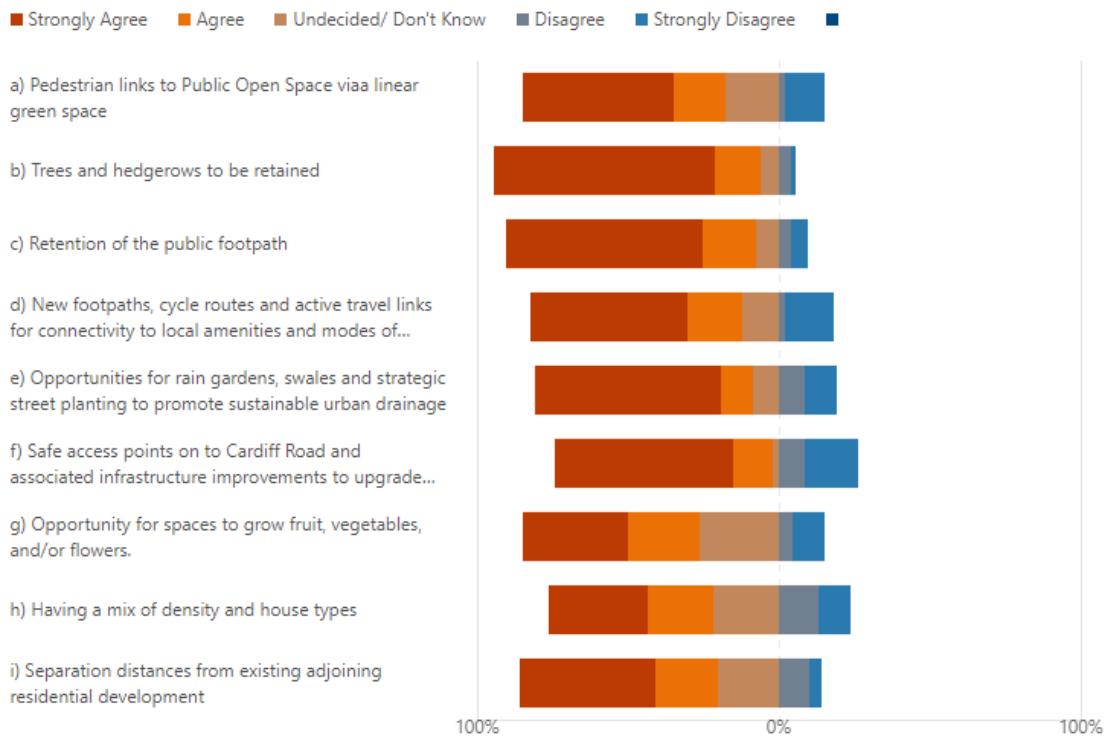


#### 3. Which of these best describes your housing circumstances?

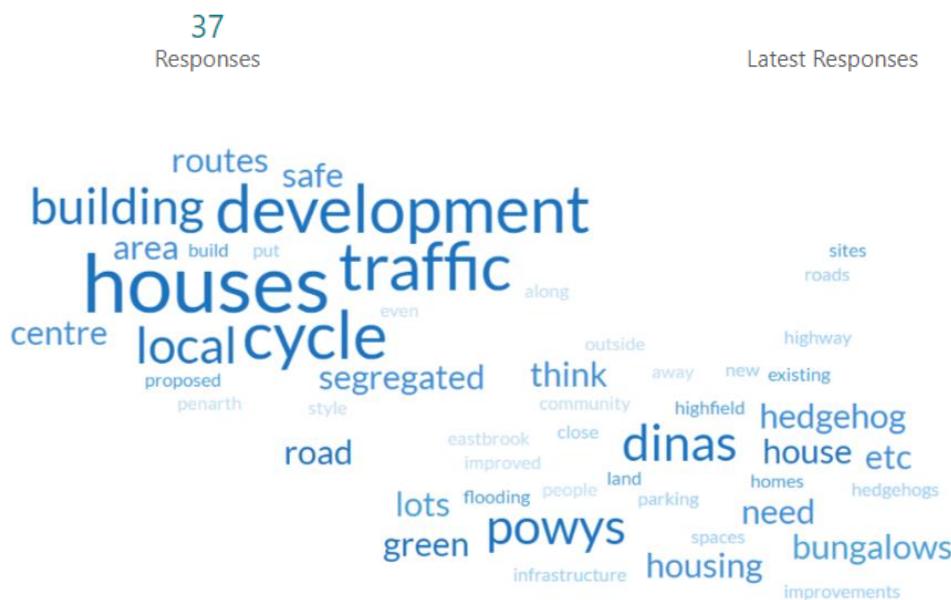
Homeowner with no mortgage	34
Homeowner with mortgage	17
Renting privately	0
Renting from a Council or hou...	0
Living with parents/family	1
Other	0



4. To what extent do you agree with the principles of the proposed masterplan for Land North of Dinas Powys? For example, how important do you feel the following are:

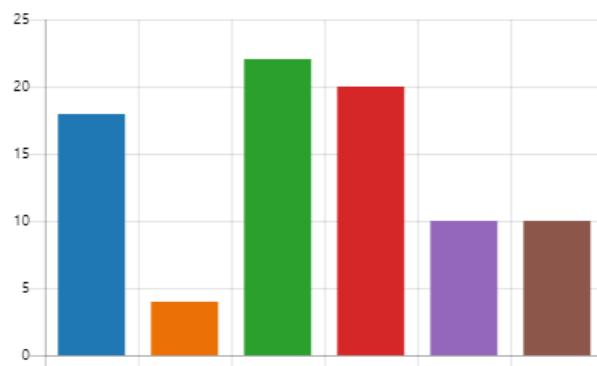


5. Are there any other design elements/features you believe would be beneficial to consider further?



6. What type of new homes do you think are most needed in Dinas Powys? (Please tick all that apply)

● Family homes	18
● Apartments	4
● Starter homes	22
● Affordable homes	20
● Assisted or supported housing	10
● Smaller homes	10



7. How important is it that the proposed development includes affordable housing?

● Very important	18
● Important	10
● Neutral	16
● Unimportant	2
● Very unimportant	4



8. In your opinion do you think the proposed scheme will help meet local housing needs?

● Yes, definitely	7
● Yes, with some improvements	5
● Neutral	12
● No	24



9. What facilities do you think would be most beneficial to the local community?

41  
Responses

Latest Responses

"1) expansion of school places for local children as schools already full..."  
"ease of access to local shops, additional parking at eastbrook train st..."  
"new gp surgery to complement and support existing health centre"

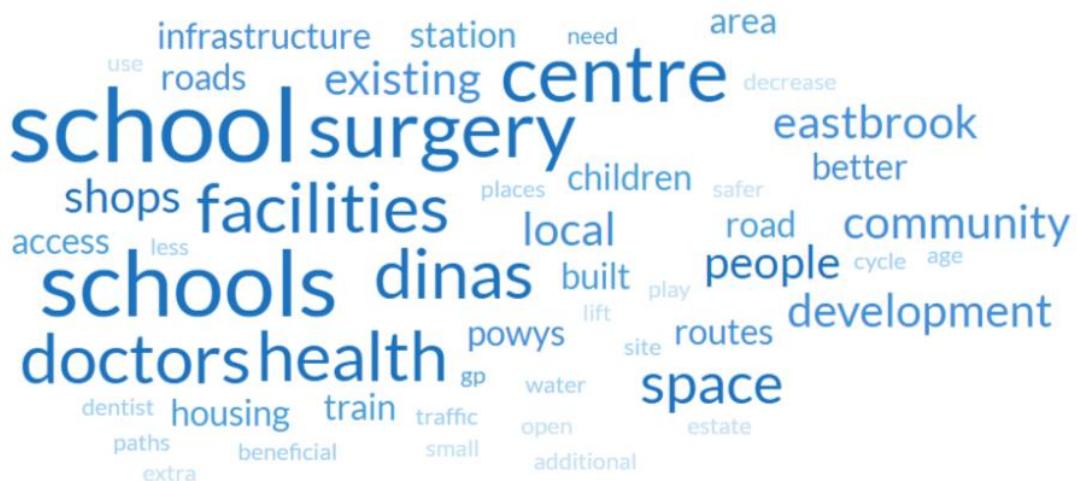
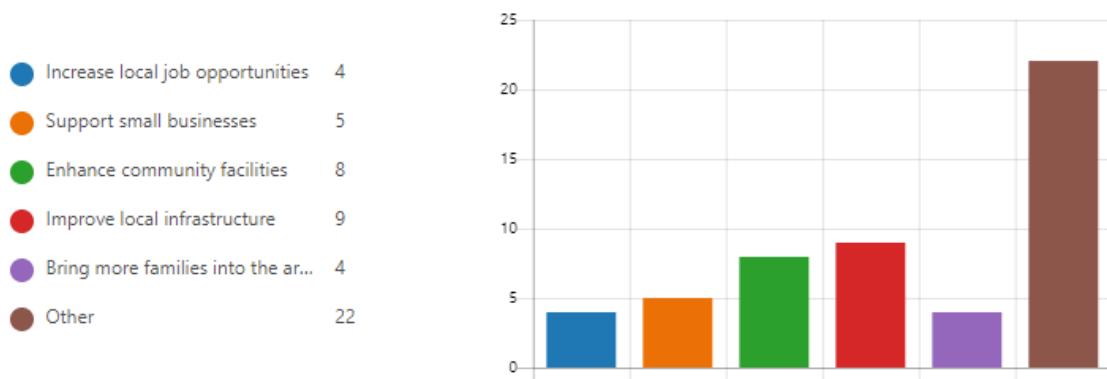


10. How important is it that sustainable building practices are incorporated into the proposed design?

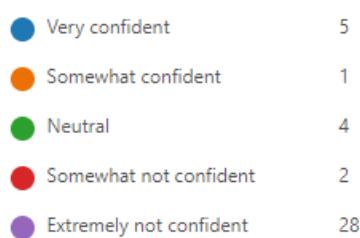
● Very important	30
● Important	5
● Neutral	11
● Unimportant	1
● Very unimportant	4



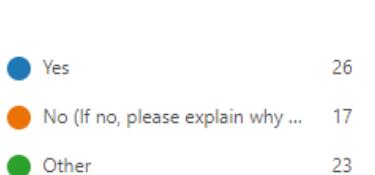
11. Which of the following benefits do you believe the proposed development could help positively contribute towards within the local economy and community? (Please tick all that apply)



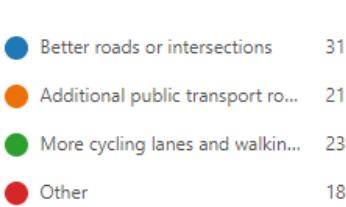
12. How confident are you that the proposed development will mitigate any impacts on local traffic and transportation?



13. Do you agree that the site is conveniently located for Eastbrook Train Station?



14. What transportation improvements would increase your confidence in the development?



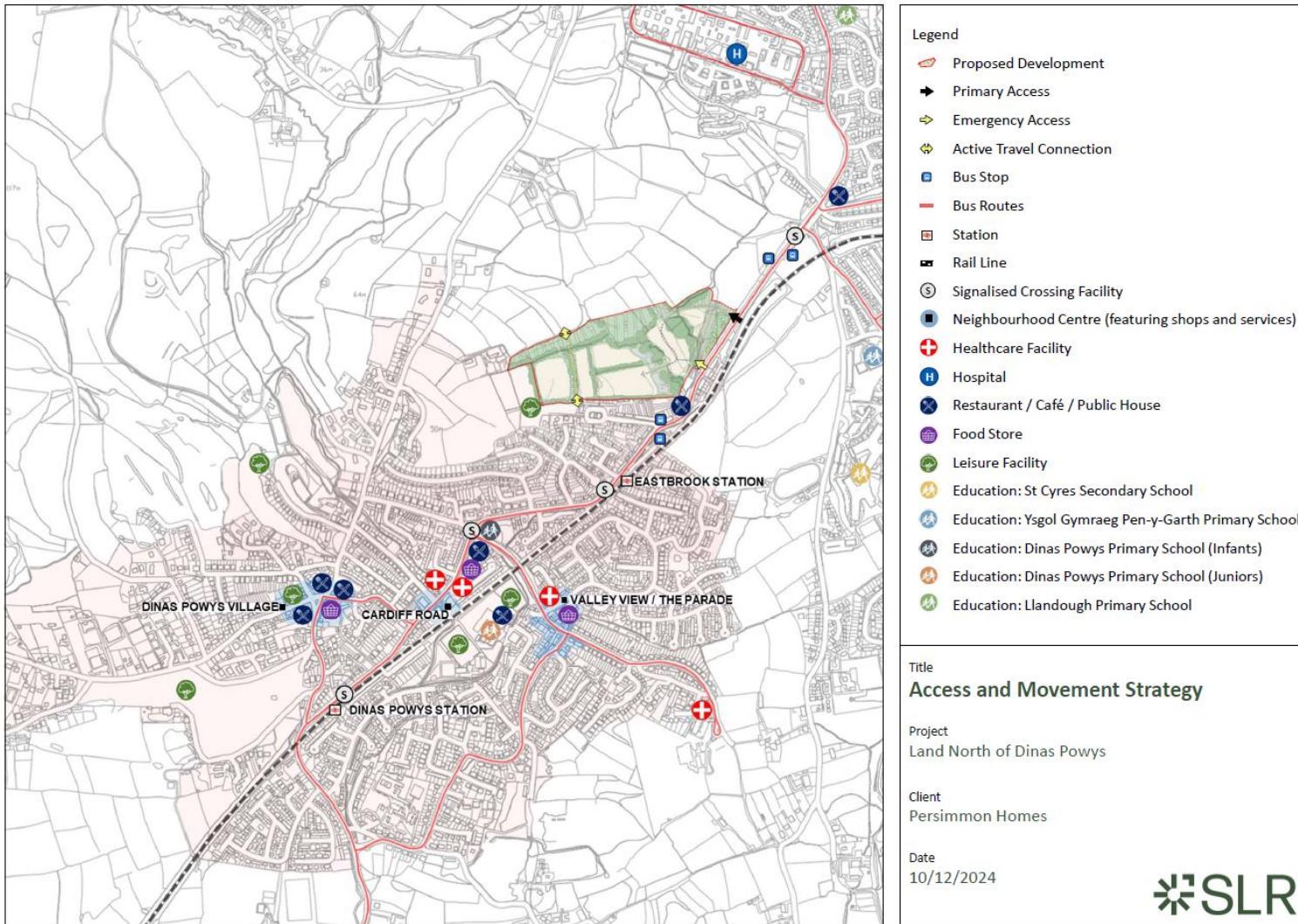
15. Are there any other local factors you believe Persimmon Homes should consider as the proposed scheme continues to progress?

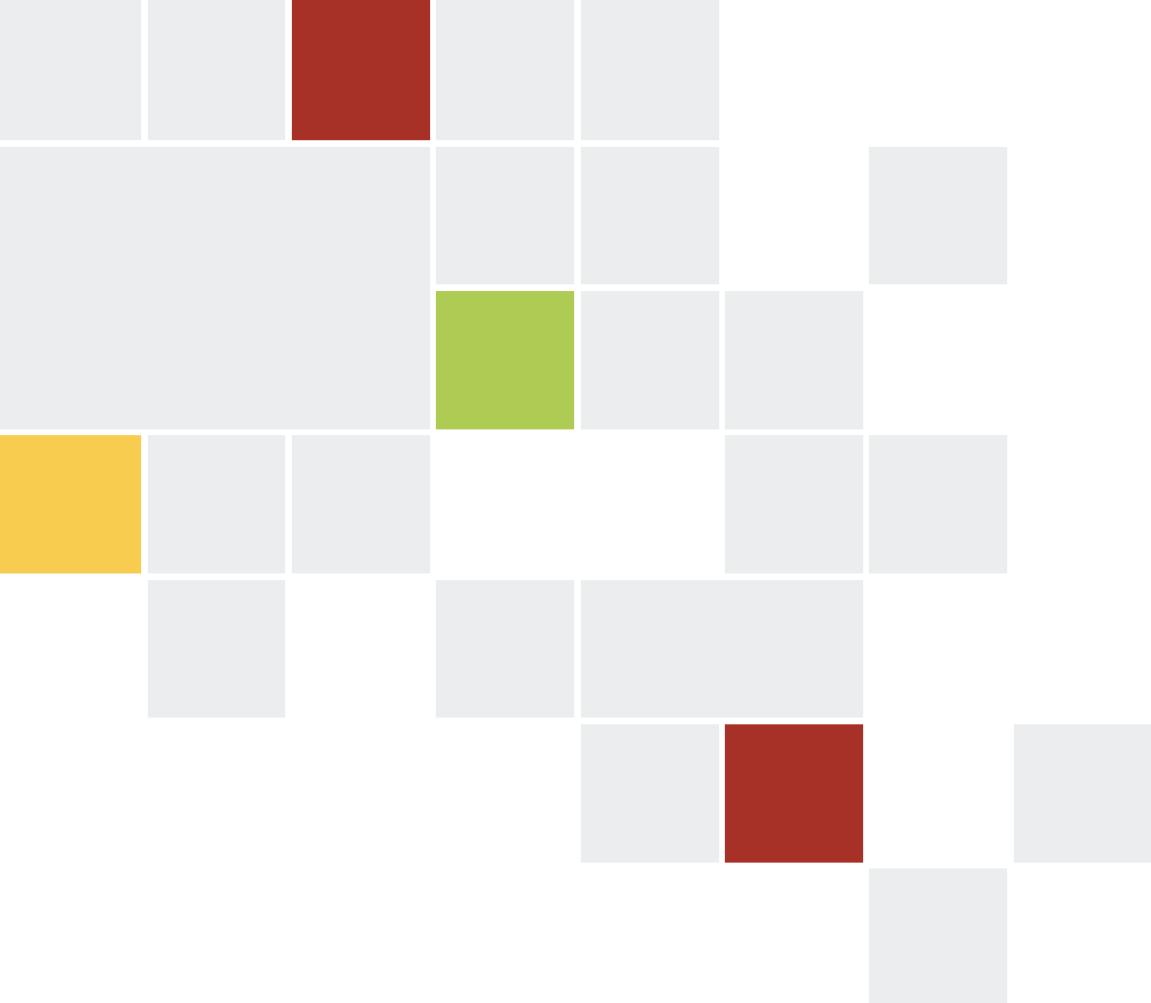
44

"the wildlife in the area needs to be considered in this vital green space... availability of health services in the community availability and early... "community centre/ activities hub."

enough land residents vital please consider gp capacity  
schools cycle police believe infrastructure help  
areas surgery community space  
road need cause use existing  
houses local current additional  
eastbrook site doctors natural cars housing  
development traffic area centre pollution  
flooding crime station homes problems  
green access one

## Appendix 4 – Updated Access & Movement Strategy





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**Boyer**