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## **Report on Public Consultation**

### **RE: Land at Church Farm, St Athan**

#### **Consultation**

At the request of the Vale of Glamorgan Council's Planning Policy team, Barratt David Wilson Homes South Wales ('BDW') attended a planning consultation event held at St Athan Community Centre on 16<sup>th</sup> October 2024. This event formed part of the ongoing consultation and engagement process supporting the promotion of the site known as Land at Church Farm St Athan within the Vale of Glamorgan's Replacement Local Development Plan (RLDP) (2021-2036).

The purpose of the consultation event was to present the emerging development proposals and obtain feedback from the local community. BDW and its supporting consultant team, led by masterplanners EDP, prepared an illustrative masterplan for a green infrastructure-led neighbourhood, connected to the existing community and rooted in the rural landscape.

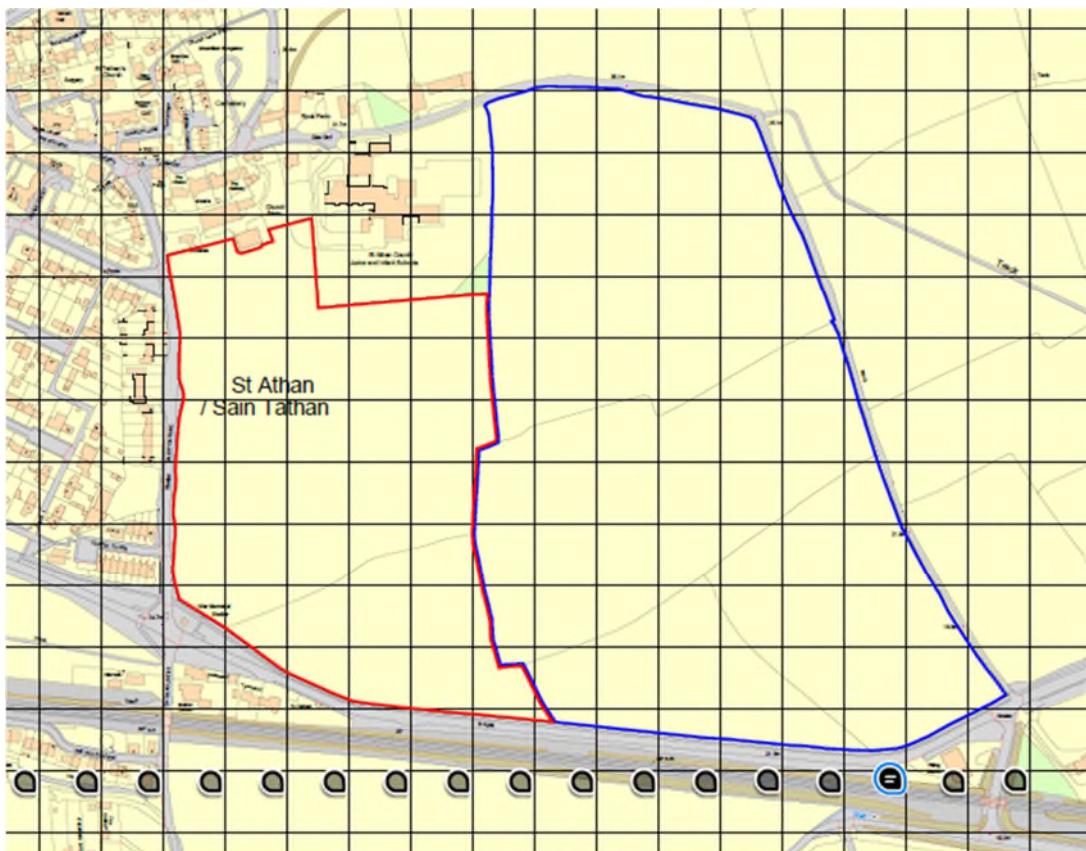
The team were present at the Community Centre from 3pm-8pm alongside the Vale of Glamorgan's Policy team to discuss the proposals and answer any queries from the community. Hallam Land and their consultant team who are promoting Land to the West of St Athan, also attended the event. In recognition of the scale of growth proposed in the St Athan area, joint consultation boards were presented, showing the relationship between Land at Church Farm and Land to the West of St Athan was presented (see Appendix A) alongside individual site consultation boards (See Appendices B and C).

#### **Proposed Development**

The development proposal presented on Land at Church Farm, St Athan comprised two phases. The first phase demonstrated a development of circa 233 mixed tenure residential dwellings in line with the Adopted Local Development Plan (ALDP) policy MG2 (Housing Allocations) which includes an allocation of 250 dwellings at the site. In addition to this, a food retail store was also proposed to enhance local services and in response to the Council's request.

A second phase of development was also presented on land to the east of the site which is not included in the ALDP but being promoted through the RLDP.

Please find below a plan showing phase 1 lined in red and phase 2 lined in blue.



The residential development across both phases included a range of two to three storey homes, predominantly semi-detached and detached in nature, with some apartments. The development provides 35% affordable housing across the site in accordance with planning policy requirements. The proposed development is accessed via a new vehicular and pedestrian access off Gileston Road. A central access road runs through the site, providing an opportunity for a potential future access point to phase 2. Pedestrian routes run through the site, including a new cycle and pedestrian route to be provided along the length of the site's western and southern boundaries. A potential pedestrian link to St Athan Primary School to the north east is proposed, subject to further discussions with the school and Local Education Department. The development incorporates areas of green space throughout the site, creating a connected green infrastructure (GI) network. This includes public open space and play space provision as well as incorporating SuDS features.

A Class A1 retail foodstore was included in response to earlier feedback received from the Vale Of Glamorgan Council during the consultation on the Preferred Strategy. The circle 18,000-20,000 sqft foodstore is proposed in the north-western corner of the site. Vehicular access to the foodstore is proposed via the new access off Gileston Road and the new internal road network. This addition aims to enhance local services within the area of St Athan and serve the need evidenced in the Council's Retail and Commercial Leisure Study (June 2023).

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## Consultation Feedback

Feedback from the consultation event included verbal and written responses (Appendix D). Key issues raised included:

- Location of the foodstore- concerns were raised about the increased traffic in the village centre as a result of the food store. However many residents welcome the foodstore due to limited existing shopping options.
- Impact on existing store - Some feedback also expressed concern that a larger foodstore could negatively impact on the existing small shop in the village, potentially affecting their trade.
- War memorial- opinions were mixed, with some wishing for it to remain in situ and others advocating for sensitive re-location.
- Traffic and infrastructure- residents expressed concern about the B4265 and Gilestone Road junction. While some opposed the development due to traffic, others were reassured by the potential for infrastructure upgrades.

The advertised period for public comments following the consultation extended to 30<sup>th</sup> October 2025. Two comments were received via email during this period. The comments are provided in Appendix E, however, have been summarised below:

- Cycle infrastructure- a local cycling group highlighted the need to provide active travel routes that accommodate different types of cyclists.
- Gilestone Road traffic- concerns were raised about increased traffic and pedestrian and community safety.
- Public transport- the current service was described as inadequate, and improvements were requested to reduce reliance on private vehicles.
- Environmental impacts- the potential increase in traffic and associated effects were noted.
- Flooding and drainage- concerns were expressed about surface water retention and its impact on low-lying properties.
- Healthcare provision- residents highlighted the shortage of GPs and lack of access to appointments, which must be addressed.

Correspondence was also received from St Athan Community Council (Appendix F). Below is a summary of their comments:

- Traffic and access- objections to access from Gileston Road due to its width and congestion. A new roundabout was proposed by the Community Council as a better solution.
- Car parking- a new car park near the school was suggested including EV charging and disability spaces to ease traffic and provide safer access for all.
- Retail and healthcare- the Community Council expressed concerns about the impact on local services such as doctors as a result of the proposed development and the higher population in the area.



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- Safety considerations- emphasis was placed improving pedestrian safety with traffic lights and including adequate footpath design.
- War memorial- avoid impact to the war memorial.
- Additional amenities- requested allotments.

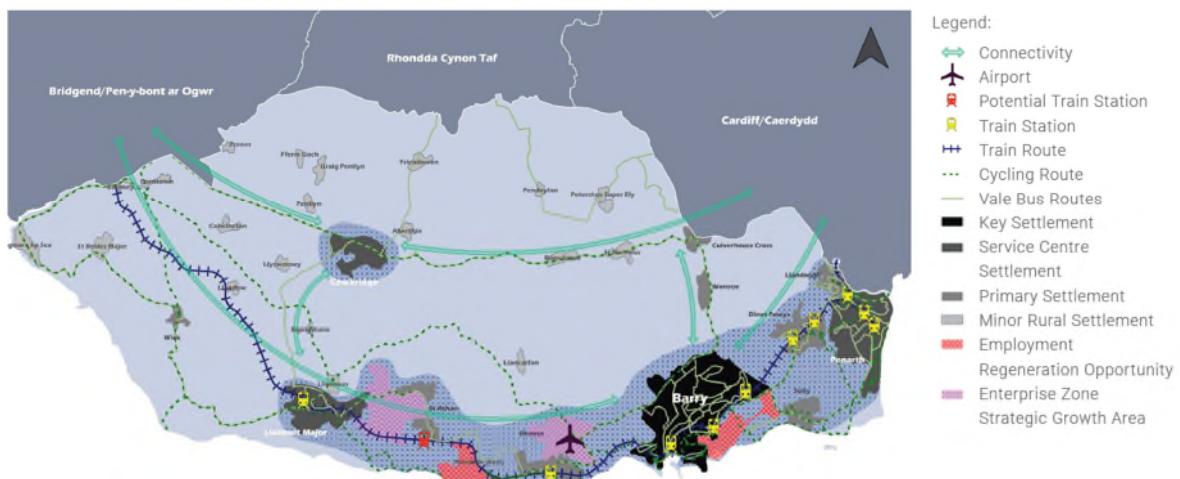
### **Conclusions**

The consultation event provided an important opportunity for BDW to engage with the local community and stakeholders on the proposed development at Land at Church Farm, St Athan. Overall, residents welcomed elements of the scheme, such as the provision of housing and a foodstore, however, also expressed concerns around traffic.

BDW remain committed to working collaboratively with the Council, key stakeholders and the wider community to address the issues raised and deliver a sustainable, well-integrated, high-quality neighbourhood that positively contributes to St Athan.

## APPENDIX A- Joint Consultation Boards

### 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](mailto:PlanningConsultation@savills.com)

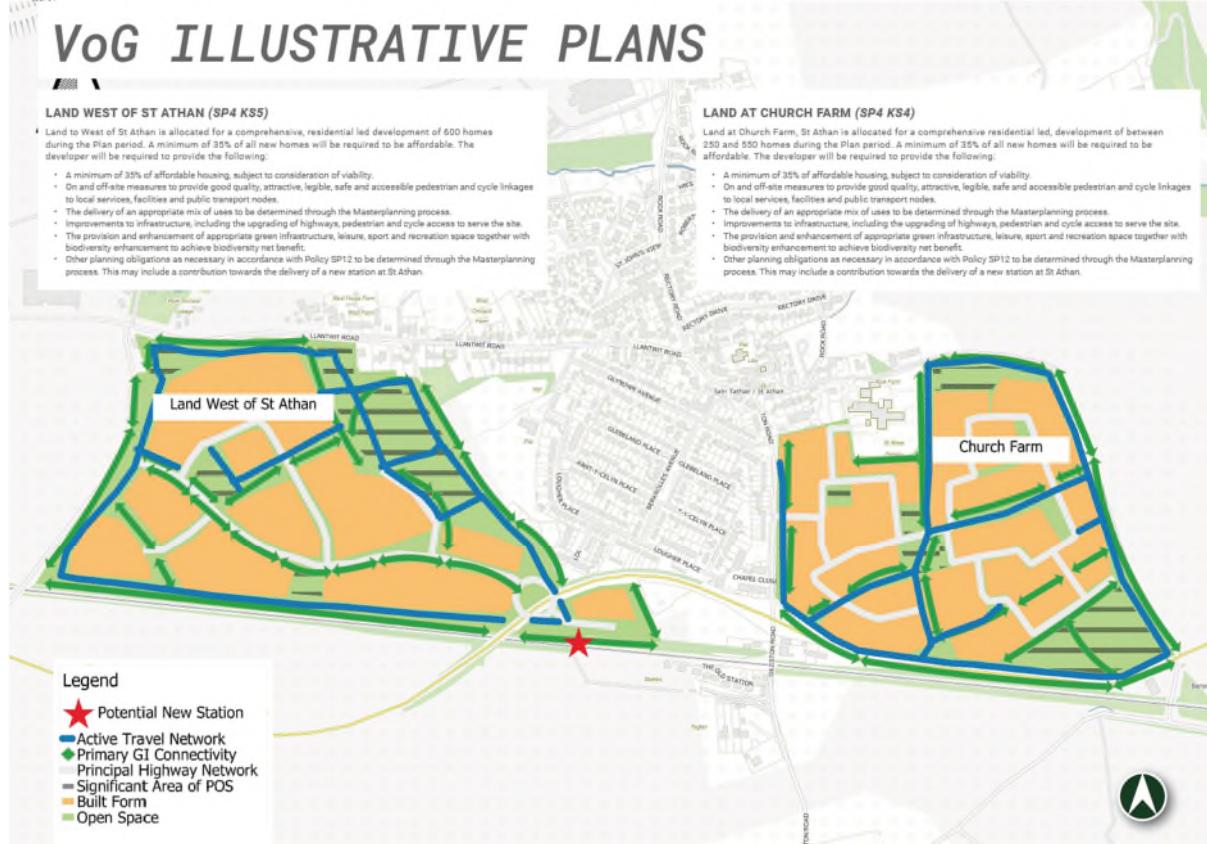


**BARRATT**  
HOMES



KEY:

## VoG ILLUSTRATIVE PLANS



## APPENDIX B- BDW Consultation Boards

### INTRODUCTION



**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 Barratt David Wilson Homes (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.

**About 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.

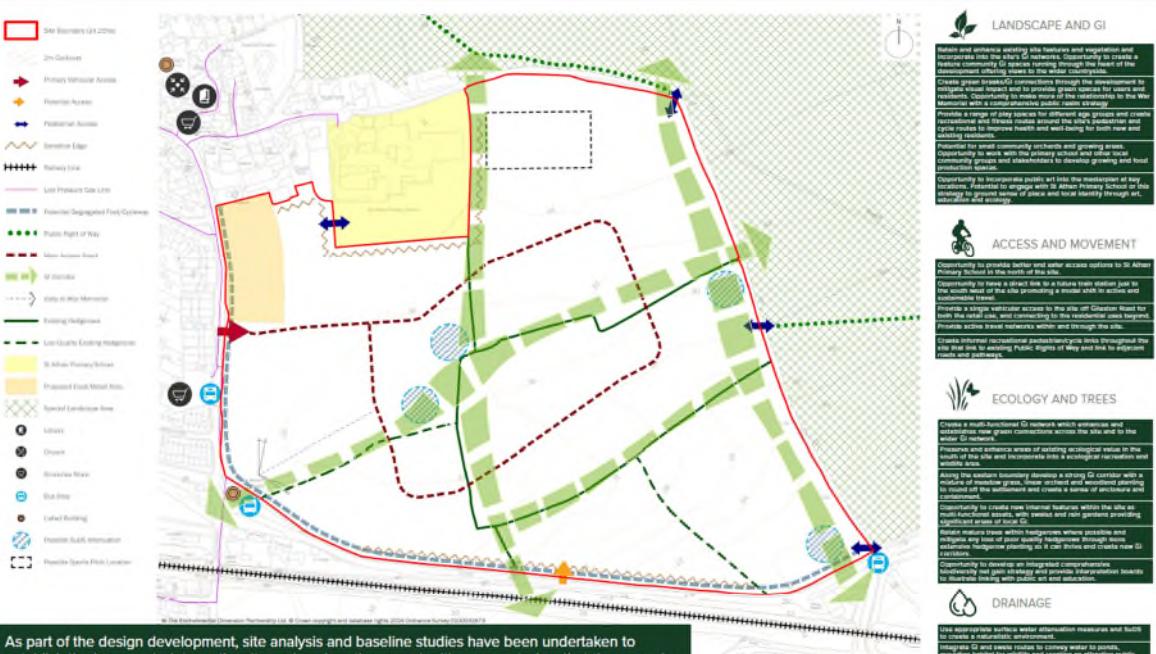
BDW is the promoter of the 'Land at Church Farm' site and will be responsible for securing full planning permission for its delivery and its delivery including all associated infrastructure. BDW has an extensive track record of delivery of homes in the area, having recently completed schemes at Taffham's Court, St Athan and Sycamore Chase, Boverton, and is currently building a new community at Parc Ffwrn 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 host 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.



**edp**  

## CONSTRAINTS AND OPPORTUNITIES



As part of the design development, site analysis and baseline studies have been undertaken to establish the key constraints on the site and explore the opportunities presented so that these can be taken into account in the emerging masterplan.

GREEN INFRASTRUCTURE (GI) STRATEGY





## APPENDIX C- Hallam Land Consultation Boards

# INTRODUCTION



## 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.



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Apex  
TRANSFORM PLANNING

RRE

fpcr

savills



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## OPPORTUNITIES & CONSTRAINTS

**Hallam Land**  
PART OF HENRY BOOT



## ILLUSTRATIVE MASTERPLAN

**Hallam Land**  
PART OF HENRY BOOT



**pad**

**Apex**  
TRANSPORT PLANNING

**RLRE**

**fpcr**

**savills**



**BARRATT**  
HOMES

Hallam Land  
PART OF HENRY BOOT

## COMMERCIAL AREA AND RAIL



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TRANSPORT PLANNING

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fpcr

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Hallam Land  
PART OF HENRY BOOT

## COMMUNITY AREA



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RLRE

fpcr

savills

# PLACEMAKING CHARTER

**Hallam Land**  
PART OF HENRY BOOT





## APPENDIX D- Written Consultation Response



### 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 30<sup>th</sup> October via email at: [PlanningConsultation@savills.com](mailto:PlanningConsultation@savills.com).

#### 1. Do your comments relate to:

- Land at Church Farm, St Athan
- Land to the West of St Athan

Yes / No

Yes / No

#### 2. Please provide your comments below:

The large retail unit should be relocated out of the village. It will attract a lot of traffic into the centre of the village and be in direct competition with the local shops in the area. If it were to be relocated closer to the edge of the development, traffic could come straight off the main road and it would not have such an impact on the village shops. PLEASE consider the welfare of the locals who have lived in a quiet village all their lives, and the business men who have served the community for more than 60 yrs!

Please turn over for additional space.



## APPENDIX E- Email Consultation Response

**EXTERNAL EMAIL: Be cautious when opening attachments or clicking links**

We are a local community group Vale Veloways - we represents the ordinary person travelling by bike through and within the Vale of Glamorgan. Our membership consists of, and welcomes people of all ages and bike-abilities, on bikes, trikes, recumbents, cargo bikes, e-bikes, and bikes we've never seen before. As such we wish to make a few general comments on this proposed development. We feel that there are ways in which the reliance on the private car can be reduced and other alternatives enabled. Public transport is obviously key and if the proposed train station can be built and sufficient services run this will make a big difference. However we believe that cycles and specially eCycles can be an attractive alternative to private car use as long as there are safe routes for people to use.

For example cargo bikes which are being increasingly common would be a great method for parents to transport small children to the primary school, so it is crucial that there are safe routes - which can also then be used by older children cycling independently, pedestrians and those using wheelchairs and mobility scooters. These routes should be safe, segregated from motor traffic, ideally segregated between cyclists and pedestrians and more direct than the motor vehicle route. Additionally the design of the developments can help by including safe, secure, sheltered cycle storage for all households (suitable for pushchairs, wheelchairs and mobility scooters as well) which are more convenient for people to access than using their cars. The design of the development can help nudge people into choosing active modes of transport to access shops and services rather than cars.

Additionally we would like to see included safe segregated cycling routes to Llanwit Major and towards Barry. Ecycles increase the distance people are willing to travel by bike and make these achievable journeys for many for commuting, accessing services or for leisure.

We are only a small group, but we are very happy to comment on proposed plans as we have a good understanding of the needs of a wide range of current and potential cyclists. Too often cycle infrastructure is built without considering the needs of a nervous cyclist, or one using a trike, or someone for whom the cycle is a mobility aid and therefore they cannot dismount to cross a road or similar.

Regards

A handwritten signature in black ink, appearing to read "\_\_\_\_\_" followed by a date.

**EXTERNAL EMAIL: Be cautious when opening attachments or clicking links**

Dear Sirs

I attended the public consultation event on 16th October at the Paul Lewis Centre. I found the presentation very informative and spoke to a couple of people in connection with the proposed development at the Land at Church Farm. I am a resident of St Athan and the Church Farm development is of significance to me due to its close proximity to my house.

I was pleased to see that concerns relating to the access to this development have been addressed with a secondary access point on the main B4265. I was also pleased to see that a retail site is now included in the proposal together with retention of existing hedgerows and green areas.

The areas that remain of concern which I believe must form part of the ongoing discussions and plans are:

1. Widening of Gilleston Road to accommodate more traffic into and out of the village - this road currently only has pedestrian access on one side and is congested at peak times. Access to a supermarket and more housing will exacerbate this congestion and safety to pedestrians must be a priority.
2. Public transport - this is pretty much non-existent from St Athan with only 1 bus per hour going from Bridgend to Cardiff. There must be improved public services going north as well as east to west to encourage people to leave their cars and use public transport. The links to and from Cardiff are insufficient at present to support the current number of residents of St Athan let alone occupiers of a further 550 houses.
3. Environmental impact - this must continue to be a priority as the plan will encourage more traffic into the village to get to the supermarket.
4. Flooding and drainage - the site at Church Farm currently retains surplus surface water in wet weather. This needs to go somewhere so must be a priority. The impact on drainage across the village is of concern and I do not feel the plans currently provide sufficient assurance that this has been addressed especially for the existing low-lying properties on the edge of the proposed site.
5. Facilities - one of the major concerns is the lack of access to GPs in St Athan. The plans must take this into account and address the shortage of GPs in the area and access to appointments.

Thank you for inviting residents to provide their feedback to these plans. It is so important to ensure residents are consulted and our views are taken into account.

Regards

A handwritten signature in black ink, appearing to read "\_\_\_\_\_" followed by a date.

## APPENDIX F- Community Council Response

Miss L Austin  
Council Clerk  
St Athan Community Council  
Old School Field, Church Lane  
St Athan, Barry, Vale of Glamorgan, CF62 4PL

Miss L Austin  
Council Clerk  
St Athan Community Council  
Old School Field, Church Lane  
St Athan, Barry, Vale of Glamorgan, CF62 4PL



Good Afternoon,  
In our recent RLDP consultation we would like to highlight some of the areas for discussion and  
look forward to your reply.

The planned access into the proposed Church Farm estate is from Gileston Road, which is narrow,  
very busy, has car parking on the road due to lack of garages and leads to an ill thought out dangerous  
junction, where a number of accidents/incidents have occurred in recent times. The additional traffic  
will only add to the problem.

Access to the Church Farm estate should be from a new roundabout located near Four Cross Service  
Station, which would also allow easier access to the CCR development of Aberthaw Power Station.  
This would remove the additional traffic from going through St Athan and help relieve the problems  
on Gileston Road.

One way access from the centre of St Athan into the planned estate would also help with egress via  
the suggested roundabout.

St Athan urgently needs a car park, to stop the dangerous illegal parking on the main road, and this  
could be sited next to the school within the Church Farm development. The one way access would  
help reduce the traffic build up at school times and walkways from the car park to the village centre  
would provide easy pedestrian and disabled access. EV charging points need to be incorporated into  
the car park, together with disabled parking spaces.

St Athan housing has already increased by some 50% over recent years and the village is already  
larger in population than the nearby town of Cowbridge (2011 census). The proposed developments  
will virtually double the current levels, leading to a population of over 10,000. Additional retail and  
healthcare outlets are required to support this substantial increase and one small supermarket is  
vastly insufficient.

Land alongside Gileston Road could be allocated for these units, which would also be served by the  
new car park and pedestrian walkways.

Consideration also needs to be given to environmental issues associated with the new developments.

No impact on the war memorial will be acceptable.

Traffic lights are needed for the crossing of the B4265 to Gileston, used regularly by school children  
and parents.

Request that developers ensure adequate footpath sizes and minimize pavement furniture to  
facilitate movement for people with mobility issues around St Athan.

A suggestion to demonstrate community support for these recommendations through some form of  
consultation, to show that these requests are not just from the council but from the wider community.

A request for larger than standard disability parking spaces in the car park, to accommodate  
disability vehicles that require wider spaces.

A request for the installation of electric charging points in the car park, to encourage the adoption  
of electric vehicles and improve rural infrastructure. Funding for this could potentially be acquired  
from the developer or by approaching the Welsh Government and the Department of Transport.

Allotments are in great demand by residents and an appropriate area needs to be included within the  
planned development.

We look forward to hearing from you and having an update on the points above.

Lisa Austin  
Council Clerk, RFO  
For and on behalf of St Athan Community Council