

Balmoral Land Meeting – SP Broadway / Wroughton Parish Council

Wednesday 03rd Sep @ 6.15pm – 7.15pm

Attendees:

Cllr John Hewer
Cllr Lisa Campisano
Cllr Lauren Coady
Cllr Will McGregor
Cllr Holly Woodward
Cllr Justin Lowe
Cllr Ben Streeton
Cllr Gayle Cook (Zoom link)
Clerk, Emma Freemantle

SP Broadway, David McFarlane
SP Broadway, Jamie Osullivan
Andrew Black Consulting, Andrew Black

1. Introductions

2. Chairs question:

- **JH (Chair, WPC)** raised concerns about the timing of SP Broadway's planning application:
 - It does not align with the WPC's Local Plan.
 - Piecemeal development doesn't allow for holistic planning of infrastructure such as schools and the parish council are trying to avoid this at all costs.
- **AB (SP Broadway)** clarified that while this is still in the early stages, they need to begin the process somewhere.
- **DS (SP Broadway):**
 - Thanked WPC for hosting the meeting.
 - Consultation began on **6th September 2025**; over 2000 letters were delivered to Devizes Road and Wharf Road.
 - Consultation materials included a landscaping document and a feedback form with 6 questions.
 - To date, **100+ responses** have been received.
 - Local councillors including **Cllrs Cook, Courtliff, Poole, Stringer-Kofski, and Jim Robins** were notified.
 - WPC also helped advertise the consultation.
 - SP Broadway is aware of and monitoring the Parish Council's Local Plan update and the SBC consultation. They are aware this is an issue for us.
- **JO (SP Broadway)** provided early feedback on the consultation:
 - Key concerns included lack of **health services**, access to **GPs and pharmacists**, **types of homes which are to be built**, and **education capacity**.
 - Some residents reported **postal issues** with receiving materials.
- **AB (SP Broadway)** noted that the land in question via SBC (on the map) is slightly different from the SP Broadway allocation and of the 4 sites listed for development in Wroughton, in the Local Plan, SP owns one.

Responses to WPC's Pre-circulated Questions

Note that a formal written response will be sent back to the parish council

1. Contributions to Facilities

- SP Broadway confirmed they will contribute to local facilities and are keen to work with WPC.
- WPC is best placed to advise on community needs.

2. Community Engagement

- SP Broadway committed to public engagement sessions once a formal planning application is submitted.
- They are open to weekend or evening sessions for in-person engagement.
- Chair JH emphasized the importance of in-person sessions due to limited internet access in parts of the village.

3. Master Plan Revisions

- Revised masterplans will be shared with WPC in advance.
- While surveys are complete, the masterplan is still evolving.
- Estimated submission in 3–4 months, but timelines are flexible due to factors such as the Local Plan and investigation works.

4. Infrastructure and Utilities

- Highways report indicates roads are suitable for the development.
- No reservoirs planned on-site; water reservoir may be located west of the Oxford/Abingdon boundary.
- Utilities providers have confirmed there is sufficient capacity for the suggested development.
- JH flagged concerns over Victorian drainage infrastructure in Wroughton.
- LC highlighted difficulty assessing the impact of this development (400+ homes) in isolation, as the parish may see over 1,000 new homes overall.
- HW asked about community infrastructure: currently none planned, but SP Broadway will consult the community to seek their views.
- An ECO park is proposed for Biodiversity Net Gain, to be managed and monitored for 30 years.
- Important that open space and biodiversity areas are clearly defined and protected from future development.
- Land may be transferred to the Parish Council, although this raises management issues. It is something they will consider to offer later in the planning process.

5. Coalescence Zone

- SP Broadway does not agree with SBC's proposed coalescence buffer size. They feel it is too large and is not required to be this size hence their development plan encroaching the boundary.
- HW noted some SBC land already within the coalescence zone is being developed.
- HW – could the Coalescence zone be used for Biodiversity Net gain?

6. Flooding

- More work is still required on flooding assessments.

7. Land Ownership

- A strip of land in the middle of the site is under separate ownership and comes with legal issues.
- This would allow for an additional 60–70 homes via a separate future application.
- A buffer zone will be included in the current application.

8. Site Access

- Access road will go through Artis Farm buildings.

9. Construction Management

- Routing plans and construction vehicle management are under consideration.
- Construction traffic will be managed through a formal plan.

10. Management Companies

- JH raised concerns about unregulated management companies.
- Suggested Parish Councils be consulted first and be given first refusal.
- SP Broadway is open to consultation but has not confirmed specific companies.

EF: Confirmed that the separate strip of land is not included in the first planning application.

Affordable Housing

- Proposed 30% affordable housing.
- SBC deemed this not viable, offsetting £700,000 into the general SBC pot instead.
- WPC stressed the importance of receiving a fair share of affordable housing.
- LC: Residents struggle with affordability; what does "affordable housing" actually mean?
- AB: It refers to rental units, not for sale. A mix of social rent, council, and private rented housing.
- Funding for affordable housing providers is currently very constrained.
- HW: Emphasized that WPC is absorbing more housing than fair from SBC's targets.

Hills Development

- HW & JO praised the Hills site opposite, stating they're working well with the community and helping with infrastructure.
- JH: Hills have guaranteed not to drop below the affordable housing threshold and this is well received by the parish council.

Retail Provision

- LC: Raised concern about the lack of a LIDL or proper supermarket; current plans show only a convenience store.
- AB confirmed they will investigate further into the provision of a supermarket.

Heating & Energy

- No gas planned due to current regulations and village safety concerns.

- Homes will use air source heat pumps, solar panels, and be designed to high thermal standards.
- EV charging points will be included for every home.

Client (Balmoral)

- BS: Asked about the scale of the project for Balmoral.
- AB: Balmoral is both promoter and landowner, and has experience with larger projects (e.g. Newbury site, 1,100 units, 15 years ago).

Additional Notes

- DS commented that Wroughton is bearing the brunt of development, and that similar situations are occurring across the country.
- Noted that Marlborough Road and Berkeley Farm sites went through on appeal.
- Funding for Neighbourhood Plans (NHPs) is being cut, affecting future planning.
- WPC is uncertain about how to proceed with their NHP now.

Highways & Traffic

- GC: Highways have not yet been consulted.
- Raised issues with Swindon Road traffic, especially over the bridge and near Hills Estate and Woodland View.
- SP Broadway will take this back to traffic consultants.
- GC noted he did not receive a consultation letter.
- Chris Watts (SBC Highways), Cllr McCourtly (Planning Committee), Marina (SBC Strategic Planning) all noted. Marina ? flagged potential conflict of interest.
- Gayle reemphasized the need for face-to-face engagement, especially for elderly residents.

3. Consultation Closing Date / Deadlines

- No formal closing date confirmed in the notes; SP Broadway to clarify.

4. Next Steps (SP Broadway)

- Continue refining the masterplan.
- Engage in further technical assessments.
- Plan to submit a formal planning application within 3–4 months, depending on external factors.
- Engagement sessions to be scheduled — WPC will be involved in planning these.
- SP Broadway to follow up on:
 - Traffic concerns and Highways consultation
 - Affordable housing arrangements
 - Community infrastructure proposals
 - Biodiversity Net Gain commitments
 - Face-to-face consultation events

SP Broadway may be attending the 06th October 2025 local plan drop in at the ECC