

THE QUADRANT, Q1

BOSTON, LINCOLNSHIRE



A proposed sustainable mixed-use scheme including new community stadium for Boston United Football Club, housing, retail, commercial and leisure uses.

Quadrant 1: Land either side of the A16, south of Tytton Lane East, Boston, *Chestnut Homes Land Ltd*



Statement of Community Consultation
Q1, The Quadrant, South West Boston
May 2014

Prepared by Spring

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1. Introduction

This report has been prepared in support of the planning application submitted by Chestnut Homes Ltd who seek consent for Q1, the first phase of a major regeneration project in South West Boston, The Quadrant.

A programme of pre-application community consultation commenced in November 2013. This statement details the consultation activities, the feedback and the outcomes.

The National Planning Policy Framework (NPPF) encourages applicants to engage with the local community on large development proposals. It states:

“66. Applicants will be expected to work closely with those directly affected by their proposals to evolve designs that take account of the views of the community. Proposals that can demonstrate this in developing the design of the new development should be looked on more favourably.”

Chestnut Homes have carried out public consultation in order meet this requirement, raise awareness of the proposal and engage local residents, stakeholders and football supporters in the planning and design process. On behalf of Chestnut Homes, Spring has organised the consultation and produced this Statement of Community Consultation to support the planning application.

2. Executive Summary

A programme of pre-submission community consultation commenced in November 2013. This phase of pre-submission consultation involved a briefing to council members, two public exhibitions, a consultation workshop for football supporters, a presentation to Wyberton Parish Council, newsletters and letters to local residents, media publicity and a website.

Over 5,500 people (local stakeholders, residents and businesses, football club supporters and users of the United in the Community programmes) were contacted directly about the project and consultation activities and invited to the public exhibitions. The wider public was informed by the local media advertising and editorial coverage and the project website.

Approximately 250 people attended the public exhibitions and 74 consultation questionnaires were completed. A further 337 questionnaires were completed via the project website; and 8 were returned via the project FREEPOST address, giving 419 in total. The following responses were given to the closed questions from the questionnaires:

- 318 people (76%) support the plans for Q1
- 319 people (73%) think that the Q1 site is a good location for new housing
- 304 people (73%) think that Q1 is a good location for new affordable housing

- 315 people (75%) think Q1 is an appropriate location for the new Community Stadium
- 313 people (75%) support the development of the first part of a distributor road network at Q1

The questionnaires included several open questions and a number of respondents provided additional comments to the closed questions. This report outlines all of the comments raised, the key themes and how these have been addressed.

In addition to the consultation questionnaires, 20 emails and 6 telephone calls were received during the consultation period.

The main themes of the comments made during the consultation process were: support for the proposal, potential negative impacts of the development on the local area (traffic, impact on neighbouring properties), and the requirement for infrastructure to support the development (education and health facilities). Chestnut Homes reported back to the Boston community on the outcomes of the consultation process and will continue to engage throughout the determination period.

3. Framework for Pre-Application Consultation

The following was taken into consideration when the consultation programme was devised.

Boston Borough Council's SCI

Boston Borough Council's Adopted Statement of Community Involvement (June 2006) encourages community consultation to be carried out for "proposals that are over 100 houses, involve 2 hectares or more of land, or is subject to an Environmental Impact Assessment".

It requests that a Statement of Community Consultation is provided to detail what consultation was carried out and to explain the outcomes of the engagement process.

It lists the following activities as suitable for engaging with communities: "exhibitions, public meetings (both in accessible locations such as community village halls, supermarkets or shopping centres), and press releases." (2.24 & 2.25, page 10).

Chestnut Homes has aimed to facilitate a consultation process that was fair, inclusive and meaningful; and which engaged with the right people in the right ways at a time when plans could potentially be influenced by feedback. It was felt important to engage with the wide range of stakeholders who could potentially be affected by the development of Q1: immediate neighbours to the proposed site, local residents of the town, supporters of the football club, users of the United in the Community programme and other relevant third party groups.

A number of methods of consultation were adopted, including three events at Boston United Football Club. Two public exhibitions were held including, at the first exhibition, a preview session specifically for immediate neighbours to the Q1 site. A stadium consultation workshop was also held for football supporters. All three events were publicised widely, over a week in advance, through direct mail to 5,500 people, as well as via the website, press adverts and coverage on local television and radio stations. The events were held at Boston United Football Club, a central, well-known and accessible venue, which there is otherwise a lack of in the town.

Prior to the exhibition, letters and development briefs were issued to introduce stakeholders, including Wyberton Parish Council, to the project. Interested parties were kept informed of the consultation process through website updates, press releases and emails.

Chestnut Homes produced a Consultation Plan to outline the proposed approach to community consultation and presented this to officers at Boston Borough Council in July 2013. Feedback received from officers was incorporated into the Plan, a copy of which can be found in Appendix 1.

4. Stakeholders

The views of the Boston community are important to Chestnut Homes who are committed to undertaking genuine and early community consultation, and are rooted in the town, as long-term developers and employers in the area and as owners of Boston United Football Club. The following stakeholders were identified and contacted about the proposal and the opportunities for consultation.

Stakeholders

Residents & businesses

Research was undertaken into the local community to identify a 'consultation zone' (residents and businesses) and key stakeholders. The consultation zone encompassed three main areas:

1. A 1km radius around the Q1 development site;
2. Properties to the south-west of this 1km radius in the Wyberton Park area; and

3. Properties in the vicinity of the Q2 site, albeit below the South Forty Foot Drain which would act as a physical barrier between the development and those living to the north.

In total, this consultation zone comprised 2,402 properties. All properties were sent a copy of the community newsletter (see Section 5).

Within this, a 'micro' consultation zone was identified, comprising 309 properties immediately adjacent to the Q1 site (with postcodes PE21 7 + AZ, BA, BB, BN, BP, BW, EB, EE, EF, HP, HT, HW, TD). These 309 properties were sent a covering letter along with the newsletter (see Section 5). These zones can be viewed within the Consultation Plan in Appendix 1.

Councillors

Lincolnshire County Council

- Leader
- Deputy Leader
- Relevant members of the Executive
- County Councillor for Boston South
- Deputy Leader
- Cabinet members
- All councillors
- Planning committee members

Boston Borough Council

- Leader

MP for Boston & Skegness

Wyberton Parish Councillors

Interest Groups

- Lincolnshire Sports Partnership
- Lincolnshire Chamber of Commerce
- Lincolnshire Football Association
- Wyberton Football Club
- The Football Conference
- Boston Woods Project
- Sport England
- Boston Town Area Committee
- Fens Waterway Project
- Boston Health and Wellbeing Partnership
- Boston College
- CVS
- Boston Mayflower
- Boston Chamber of Commerce

Boston United Football Club Supporters & United in the Community contacts

It was also important to engage with the approximately 2,500 supporters of BUFC in the future of their club's home; and the 514 people who are (or have been) involved with the football club's United in the Community education and community programmes.

5. Pre-Submission Consultation Activities

The consultation activities are based on Chestnut Homes' experience of community engagement and best practice methods used to consult on development projects across the UK. The activity proposed also seeks to respond to Boston Borough Council's Statement of Community Involvement (SCI) requirements.

The public consultation commenced in November 2013, in preparation for the planning application submission.

Overview of consultation programme

Activity	Timings
Launch consultation process to all stakeholders	14 & 15 Nov
<i>(issue development briefs, letters and newsletters; launch website; issue press release; hold BUFC Fans Forum)</i>	13
Present proposals to Boston Borough Council members	18 Nov 13
Hold first public exhibition	23 Nov 13
Hold BUFC supporters stadium consultation workshop	27 Nov 13
Hold second public exhibition	4 Dec 13
Wyberton Parish Council Presentation	17 Dec 13
Close consultation process	31 Dec 13
Meeting with Wyberton Playing Fields Association	7 Jan 14
Report back to public on consultation outcomes	Feb 14
Submit planning application	May 14

Consultation activities

Boston United Football Club 'Fans Forum' event

The proposals for Q1, and specifically the new Community Stadium, were presented to supporters of BUFC at a special Fans Forum event during the evening of Thursday 14th November. Approximately 150 fans attended the event, along with members of the local media. The aim of the event was to engage BUFC supporters in the design and planning process for the new stadium, to help develop a proposal that reflected the needs and wants of the Club.

Briefing document to stakeholders

A briefing document was sent by email to the local MP, county and borough councillors, Wyberton Parish Council and local interest groups (as identified in Section 4) on Thursday 14th November. This provided information on the proposal, invited recipients to the public exhibition and extended the offer to discuss the proposal further. A copy of the community newsletter (see below) was included with the briefing document.

See Appendix 2 for a copy of the briefing document.

Project website

A project website (www.thequadrantboston.co.uk) was launched on Thursday 14th November. The website provides full details of the Q1 proposals, including maps, initial plans and computer generated illustrations of the proposed Community Stadium.

From launch until the 31st of December, the website also enabled visitors to register to receive project news by email, and to complete an online consultation questionnaire.

Between 14th November and 31st December, 6,205 people visited the website; and 337 people registered to take part in consultation.

The website was kept up to date throughout the consultation process with projects news and will continue to be updated throughout the planning process. As is detailed in Section 9, new pages were added in February 2014 to detail the consultation outcomes and feedback received.

A screen grab of the website homepage can be found in Appendix 3.

Community newsletter

A newsletter was sent to residents and businesses in the Consultation Zone (2,402 properties) by 1st class post on Thursday 14th November, with summary information on the proposal, details of the public exhibitions and the various ways to engage in consultation (website, email and FREEPOST postal address).

See Appendix 4 for a copy of the invitation sent to residents and businesses.

A covering letter was included with the newsletter to the 309 properties immediately adjacent to the Q1 site (see Section 4), to personally invite these residents to a 'preview session' of the first public exhibition. A copy of this covering letter can be found in Appendix 5.

Email to Boston United Football Club supporters and to users of the United in the Community programmes

Two emails were issued on Friday 15th November - one to approximately 2,500 supporters of BUFC; and one to 514 people who are (or have been) involved with the football club's United in the Community education and community programmes. These emails informed recipients of the proposal and the opportunities for consultation, including the public exhibition.

Copies of these emails can be found in Appendix 6 and Appendix 7.

Press release - consultation launch

A press release to raise awareness of the proposals and the various opportunities for consultation, including the exhibitions, was issued on Friday 15th November, to:

- The Boston Standard
- The Boston Target
- The Lincolnshire Echo
- The Spalding Guardian & Lincolnshire Free Press
- The Boston Bulletin
- Lincs FM
- BBC Radio Lincolnshire
- Endeavour Radio
- Look North
- East Midlands Today
- ITV

A copy of the press release can be found in Appendix 8.

The press coverage received can be found in Appendix 9.

Presentation to Boston Borough Council

A presentation of the Q1 proposal was made to members of Boston Borough Council on Monday 18th November.

Adverts

An advert was placed in both the Boston Standard and the Boston Target on the 20th and the 27th of November to publicise the public exhibitions. The adverts were quarter page in size and positioned in the early pages of the papers, to ensure a wide reach.

See Appendix 10 for a copy of the press advert.

Public exhibitions

Two drop-in public exhibitions were held at Boston United Football Club:

Date	Preview session for immediate neighbours	Main public session	Location
Saturday 23 rd November	10am - 12pm	12pm - 5pm	Cropleys Lounge
Wednesday 4 th December	-	2pm - 8pm	Pilgrim Lounge

15 Information boards and a large 'pop-up' display were presented at the exhibition, as a slideshow presentation. The community newsletter was made available for visitors to take away.

Approximately 150 people attended the first exhibition; and approximately 100 attended the second. Representatives from Chestnut Homes; planning consultancy, Signet Planning; transport consultancy, Northern Transport Planning; and community engagement consultancy, Spring; were available to discuss the plans with attendees and answer questions.

A copy of the exhibition boards and pop-up display can be viewed in Appendix 11.

Consultation questionnaires

Questionnaires were available at the exhibition to capture feedback about the proposal. Questionnaires could also be returned in the post via the project FREEPOST address, or could be completed via the project website. The questionnaires received were analysed and collated and the results fed back to the project team. A summary of the feedback from the questionnaires can be found in Section 6.

A copy of the questionnaire can be viewed in Appendix 12.

Press release - exhibition follow up

Following the exhibitions, a press release was issued on Monday 9th December to the media listed above, to inform the local community of the feedback received through the consultation process so far, and to inform of the deadline for pre-application consultation (31st December).

A copy of this press release can be found in Appendix 13.

Presentation to Wyberton Parish Council

On Tuesday 17th December, Chestnut Homes presented the proposals for Q1 to Wyberton Parish Council at an open meeting held at Wyberton Parish Hall. Approximately 200 people attended and the presentation consisted of a one-hour Powerpoint presentation followed by a question and answer session, which initiated good engagement from attendees.

The meeting was covered by [The Boston Target Newspaper](#).

Close of pre-application consultation

The pre-application consultation period closed on 31st December to allow Chestnut Homes time to consider the feedback received prior to finalising the Q1 proposal.

On this day, the feedback form was removed from the project website (although the contact details remained in use).

Prior to this, on the 20th of December, an email was sent to all those who signed up for news on the website, or provided their email address at the exhibition, via email or post, to remind interested parties of this closing date.

6. Consultation Feedback

Correspondence Received

The primary method for feedback during the consultation process was the consultation questionnaires, made available at the public exhibitions and via the project website. A FREEPOST postal address was also set up for exhibition attendees to return their questionnaires at a later date if preferred. The table below shows how many questionnaires were received via these channels.

Channel	Questionnaires received
Public exhibitions	74
FREEPOST address	8
Project website	337
<i>Total questionnaires</i>	419

Respondent were asked to provide their postcode on questionnaires. 249 out of 419 questionnaires were marked as from respondents in PE21 (Boston). 44 of these were marked as from the 'micro consultation zone' i.e. those properties directly adjacent to the Q1 site (see 'stakeholders' in Section 4).

In addition to feedback forms, 'unstructured' comments were invited via a project email address (info@thequadrantboston.co.uk) and via telephone, to Spring, our community engagement consultants. 20 emails and 6 telephone calls were received during the consultation period.

Feedback is reported and analysed in the next section of this Statement. Please see Appendix 14 for all feedback received (personal details removed).

Feedback results

Consultation questionnaire - overview

The following responses to the closed questions on the consultation questionnaire were received:

	Yes	No	Unsure	No answer
Q1: Boston has been identified as a location for future housing growth over the next 15 years. Do you think the Q1 site is a good location for new housing?	76%	13%	9%	2%

Q3: Up to 30% of the new homes at Q1 will be affordable housing. Do you think Q1 is a good location for new affordable housing?	73%	14%	10%	3%
Q6: Boston United Football Club are in urgent need of a new home for the football club and its community and education departments. Do you think Q1 is an appropriate location for the new Community Stadium?	75%	15%	7%	3%
Q7: Q1 will include the first part of a distributor road network, which may ultimately link the A16 to the A52. Do you support this?	75%	14%	8%	3%
Q11: Do you support our plans for Q1?	76%	15%	6%	3%

Project support / opposition

The consultation questionnaire asked respondents whether or not they support the proposals for Q1 (Question 11).

Total questionnaires (419)

- 318 support (76%)
- 62 opposed (15%)
- 27 unsure (6%)
- 12 did not provide an answer (3%)

Questionnaires marked as from respondents in PE21 (249)

- 162 support (65%)
- 53 opposed (21%)
- 24 unsure (10%)
- 10 did not provide an answer (4%)

Questionnaires marked as from respondents in 'micro consultation zone' (44)

- 5 support (11%)
- 29 opposed (66%)
- 6 unsure (14%)

- 4 did not provide an answer (9%)

- *This demonstrates that there is a high level of support for the Q1 proposals generally and within Boston.*
- *There is a lower level of support from respondents within the immediate vicinity of the proposed site, which is to be expected given this is where the greatest impact of the development is likely to be felt. There was, however, a relatively low response rate from the properties contacted within the 'micro consultation zone'.*

*Please note, not all returned questionnaires were marked with a postcode.

Key perceived benefits

1. New community stadium
2. Improvements to Boston area
3. Employment

4. Housing
5. Improvements to traffic & transport

Please see the analysis of Question 8 later in this document for more information.

Key concerns

1. Traffic, transport & road safety
2. Impact of stadium on area
3. Lack of existing infrastructure to support development
4. Impact of development on immediate area / neighbouring properties
5. Ability to deliver project

Please see the analysis of Question 9 later in this document for more information.

Full questionnaire results

Definitions of terms used in this section:

- Response - the answer given to a question
- Comment - the remark(s) made within a response
- Theme - the subject matter(s) of a comment

Question 1

Boston has been identified as a location for future housing growth over the next 15 years.

Do you think the Q1 site is a good location for new housing?

	Yes	No	Unsure	No answer
Website	271	28	29	9
Post	6	2	-	-
Exhibition 23/11/13	28	18	4	-
Exhibition 04/12/13	14	5	5	-

TOTAL	319 (76%)	53 (13%)	38 (9%)	9 (2%)
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Respondents were asked to explain their reason(s) for answering 'no' or 'unsure' to this question. Some also provided comments when answering 'yes'. The themes of these comments were as follows:

Theme (occurrences)	Sub-theme	No. occurrences
Traffic (41)	Q1 will lead to an increase in traffic in general	20
	Q1 will lead to an increase in traffic on London Road	9
	Q1 will lead to an increase in traffic on A16	8
	New distributor road is needed to link to A52 before development of Q1 starts	2
	Other (1 occurrence each): Concern that location of development will lead to an increase in traffic on Spalding Road; need for speed restrictions on London Road	2

Lack of infrastructure (31)	Lack of capacity at existing education facilities	14
	Lack of capacity at existing healthcare facilities	11
	Lack of local infrastructure capacity in general	6
Potential impact on immediate local area (11)	Impact on immediate area (non-specific)	3
	Impact on privacy of neighbouring properties	3
	Impact on views from neighbouring properties	2
	Increase in crime	2
	Other: impact on value of neighbouring properties	1
Choice of location (8)	Prefer development between Old A16 and A52	2
	Do not support location in relation to Boston	2
	Other (1 occurrence each): prefer development at 'the Pilgrim side of town'; prefer development at DABSI site; prefer development at DABSI site; prefer development at Kirton	4

Use of green field (7)	Prefer use of brown field site	5
	Other: use of agricultural land could negatively affect town economy; comment regarding wildlife	2
Ownership of properties (3)	Would support location if new homes are private, and not rented	2
	Other: question regarding whether new homes will be rented	1
Size of development (3)	Perception that 500 homes is too many for location	3

4 comments were made in support of the Q1 site as a location for new housing.

6 comments were made to state more information would be required in order to form an opinion on the location.

➤ *These results demonstrate a high level of support for Q1 as a good location for housing (76%). Key concerns with housing being located at Q1 are traffic and infrastructure. There is also emphasis on the need to protect the amenity of neighbouring properties when developing the site.*

Question 2

What types of houses would you like to see at Q1 (for example, family homes, apartments, modern, traditional etc)?:

Free text responses were invited to this question.

Theme of comments:

Theme	No. occurrences
Family homes	108
All / a mixture	44
Modern	33
Traditional	29
Flats / apartments	29
Affordable	24
Homes for first time buyers	11
Designed to reflect local area	11
2-storey maximum / low level	8
Not flats / apartments	6

Units for single persons	4
Retirement properties	4
Bungalows	4
1 - 4 bed properties	2
No preference	3
Other (1 occurrence each): according to Council's housing needs; high end; middle range; sheltered housing; timber framed; sustainable	6

42 respondents did not provide an answer to this question.

A number of respondents stated 'none' in response to this question.

- *These results demonstrate a high level of support for family homes at Q1; but no majority preference for traditional or modern style dwellings.*
- *Many respondents do not have a preference / opinion on this matter.*
- *Of the suggestion there should be bungalows at Q1, respondents stated they should be situated adjacent to where existing bungalows neighbour the site.*

Question 3

Up to 30% of the new homes at Q1 will be affordable housing.

Do you think Q1 is a good location for new affordable housing?

	Yes	No	Unsure	No answer
Website	255	38	34	10
Post	5	2	1	-
Exhibition 23/11/13	29	14	5	2
Exhibition 04/12/13	15	5	3	1
TOTAL	304 (73%)	59 (14%)	43 (10%)	13 (3%)

Respondents were asked to explain their reason(s) for answering 'no' or 'unsure' to this question. Some also provided comments when answering 'yes'. The themes of these comments were as follows:

Theme (occurrences)	Sub-theme	No. occurrences
Potential impact on the immediate local area (18)	Affordable housing will result in crime or other social issues	12
	Affordable housing will have a negative effect on existing community (non-specific)	5
	Other: Affordable housing will create noise	1
Traffic / transport (17)	Highlighting need for public transport	6
	Potential to create more traffic / congestion in area	6
	It may be difficult for affordable housing residents to get into Boston town centre	4
	Other: Requirement for parking for homes	1
Lack of infrastructure (12)	Perceived lack of capacity at existing local facilities	12
Potential occupants (11)	Immigrants will live in affordable housing	6
	Private landlords would purchase affordable housing and rent out	5
Requirement for affordable	Affordable housing will help first time buyer purchase a home	4

housing (11)		
	30% is too high	4
	Affordable housing is not required	2
	30% is too low	1
Location (10)	Support for/ambivalence towards location	3
	Alternative sites would be preferable (non-specific)	3
	Location to the north of the town centre would be preferable	2
	Other (1 occurrence each): Location will encourage families to visit the proposed new stadium; location is not suitable for any housing	2
Uncertainty (4)	Require more information to form an opinion on the location	4
Concept of affordable housing (3)	Do not believe affordable housing is effective	2
	Do not know definition of affordable housing	1
Other (3)	Other (1 occurrence each): Mixture of houses needed; residents of affordable	3

	housing can't afford to go to football matches; flooding	
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3 comments were made in support of Q1 as a good location for new affordable housing.

- *These results demonstrate a high level of support for affordable housing at Q1 (73%).*
- *Of the concerns expressed, there is a broad split between the potential impact on the neighbouring area; traffic; the need for public transport and other infrastructure; the level of requirement in the area; and the potential occupants.*

Question 4

Our proposal for Q1 includes an area for commercial uses such as shops, restaurants and hotels, located near to the new Community Stadium. Do you think this is the right location for these facilities?

Free text responses were invited to this question.

130 responses expressed support of the location

42 responses stated their support would be subject to specific condition(s)

Conditional comments - respondents stated they would support the proposed location, subject to the following conditions:

Theme (occurrences)	Sub-theme	No. occurrences
Dependent upon operators of the units (11)	Depends upon which companies lease the units	11
Dependent upon access to the units (11)	Good / improved access needed	5
	Pedestrian link needed between units and stadium	3
	Park & Ride / public transport needed	2
	Other: providing there is no access from London Road	1
Style & size of units (6)		6
The effect on the town centre (6)		6
Units are positioned to minimize any disturbance to new homes (3)		3

Adequate parking is provided (2)		2
Other elements of proposed scheme are also delivered (2)		2
Other (5)	Other (1 occurrence each): anti social behaviour is considered; good drainage solutions are adopted; a focal point to the development is incorporated; infrastructure improvements needed; a hotel better located at Q2 site	5

35 comments were made in opposition to the location

Opposed comments - why respondents do not support the proposed location

Theme (occurrences)	Sub-theme	No. occurrences
Potential impact on the town centre (14)	Will have a negative impact on businesses in the town centre	14

Lack of requirement for commercial uses in area (10)		10
Potential increase in traffic (6)		6
Existing empty units in the area should be used before new units developed (4)	Empty units in the town centre	2
	Other (1 occurrence each): empty units on Horncastle Road; empty units on Marsh Lane	2
Alternative location suggested (4)	1 occurrence each: Princess Royal Stadium; North East Boston; Boardsides; Marsh Lane	4
Flood risk on site (3)		3
Road safety in/around site (2)		2

Proximity of commercial units to new homes (2)		2
Improvements to infrastructure required before units are delivered (2)		2

- *These results demonstrate broad support for the proposed location of shops, restaurants and hotels at Q1.*
- *Respondents stated that the final operators of the units would determine their support, as would the final design.*
- *The key concern raised, which was also a condition for support, is the potential impact on the town centre. A Retail Impact Assessment is being carried out to look at potential impacts of the development on the town centre and how these can be minimised.*
- *The importance of good access to the units, and public transport linking them to the town, was also raised.*

Question 5

What sorts of shops, restaurants and hotels would you like to see at Q1 (you can name retail/leisure companies that you would like to see)?

Free text responses were invited to this question.

The themes within the comments were as follows:

Type (occurrences)	Specific type	No. occurrences
Supermarket (138)	General (non-specific)	34
	Sainsburys	33
	Morrisons	30
	Waitrose	14
	Lidl	8
	Tesco	7
	Aldi	4

	Co-op	3
	Asda	3
	M&S Simply Food	2
Restaurant (121)	General (non-specific)	45
	Frankie & Benny's	20
	Nandos	12
	Pizza Express	8
	Country specific cuisine (e.g. Indian, Chinese)	7
	TGI Fridays	5
	Chiquitos	4
	Wagamama	3
	Fish & chip restaurant	3
	Café Rouge	2

	Other (1 occurrence each): American diner; Ask; Bella Italia; Buffet style restaurant; Carluccio's; fine dining; Gaucho; GBK; Jacket potato; La Tasca; Pizza Hut; Steak House.	12
Hotel (88)	Premier Inn	29
	General (non-specific)	23
	Travel Lodge	23
	Holiday Inn / Holiday Inn Express	4
	Best Western	2
	Devere	2
	Ibis	2
	Marriott	2
	Other: Hilton	1
Shops (non-clothing) (73)	General (non-specific)	26
	Furniture / homewares	12

	Outlet style discount stores	7
	Convenience store	4
	Newsagent	4
	Bargain / pound shop	3
	Pet shop	3
	Electricals	3
	Other (1 occurrence each): betting shop; bookshop; builders merchant; card shop; childrens shop; crafts; DIY store; food hall; game shop; garden centre; market area.	11
Shops (clothing) (61)	Primark	10
	Next	8
	General (non-specific)	7
	Topshop / Topman	7
	H&M	5

	River Island	5
	Gap	4
	Shoe shop	2
	Other (1 occurrence each): BHS; Clarks; designer stores; Dorothy Perkins; Fat Face; International; Jane Norman; Matalan; Miss Selfridge; Monsoon; New Look; Peacocks; Zara.	13
Sports / leisure facilities (59)	Gym	12
	General (non-specific)	9
	Cinema	6
	Ice rink	6
	Bowling alley	5
	Swimming pool	5
	Children's play centre	4
	Dry ski slope	2

	Skate park	2
	Sports hall	2
	Other (1 occurrence each): Dance studio; hockey pitch; health spa; live music venue; museum; speedway track.	6
Fast food outlet (46)	General (non-specific)	14
	McDonalds	10
	KFC	8
	Burger King	6
	Subway	5
	Fish & chip shop	3
Pub (42)	General (non-specific)	18
	Harvester	8
	Toby Carvery	4
	Wetherspoons	3

	Brewers Fayre	2
	Crown Carvery	2
	Other (1 occurrence each): Fair & Square; Hungry Horse; Square Deal; Tom Cobly; Yates	5
Any / no preference (32)		32
Beverages (26)	Café / coffee shop	21
	Bar	5
Sportswear / outdoors (23)	General (non-specific)	11
	Sports Direct	4
	Outdoors / camping shop	3
	JD Sports	2
	Other (1 occurrence each): BUFC shop; golf shop; JJB Sports	3
Units for local businesses (15)		15

Community facilities / services (14)	Hair / beauty salon	3
	Post office	3
	Bank	2
	Conference & hospitality venue	2
	Petrol station	2
	Other (1 occurrence each): Chemist; health clinic	2
Department store (6)	Debenhams	3
	John Lewis	2
	House of Fraser	1

15 respondents stated they would not like to see any shops, restaurant and hotels at Q1. The following reasons were given:

Theme (occurrences)	Sub-theme	No. occurrences
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No shops, restaurant and hotels (16)	Potential negative impact on town centre	9
	No requirement for shops, hotels or restaurants in area	5
	Other (1 occurrence each): development of site not supported in general; location of site relies on transport for access; proximity of commercial uses to existing houses.	3

A number of respondents stated the types of shops, restaurant and hotels they would not like to see at Q1:

General type (occurrences)	Specific type	No. occurrences
Shops (12)	Bargain / pound shops	5
	General (non-specific)	4
	Other (1 occurrence each): Charity shop; department store; outlet style shops	3
Restaurants (6)	General (non-specific)	4
	Other (1 occurrence each): 24hr fast food outlets; chain restaurants	2

Any brands that are already in Boston (6)		6
Supermarket (5)	General (non-specific)	3
	Tesco	2
Hotel (3)		3
Large companies / chains (2)		2
Other (1)	Pub	1

Please note, the above results include comments made in 4 responses to Question 10 (see below), which were directly relevant to this question.

- *This feedback highlights that it is a priority for the leisure / retail units at Q1 to offer uses or companies that do not already exist in the town centre, that compliment what Boston already has, or address the potential business opportunities that Q1 offers in addition to town centre outlets.*
- *Chestnut Homes will take the suggestions made in responses into consideration.*

Question 6

Boston United Football Club are in urgent need of a new home for the football club and its community and education departments.

Do you think Q1 is an appropriate location for the new Community Stadium?

	Yes	No	Unsure	No answer
Website	266	38	25	8
Post	4	3	1	-
Exhibition 23/11/13	28	15	3	4
Exhibition 04/12/13	17	6	1	-

TOTAL	315 (75%)	62 (15%)	30 (7%)	12 (3%)
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Respondents were asked to explain their reason(s) for answering 'no' or 'unsure' to this question. Some also provided comments when answering 'yes'. The themes of these comments were as follows:

Theme (occurrences)	Sub-theme	No. occurrences
Suggestions for other suitable sites for stadium (22)	Princess Royal Sports Arena	15
	North of Boston	2
	Town centre	2
	Other (1 occurrence each): A1121, Kirton, Boston non-specific	3
Potential impact on neighbouring properties	Concern for potential noise from stadium	11

(17)		
	Non-specific concerns	4
	Concern for potential light from stadium	2
Access / traffic (15)		15
Travelling to the new stadium (15)	Distance for supporters to travel	8
	Requirement for public transport from town centre to stadium	7
Preference to stay at existing football ground (8)		8
Parking (6)		6
Neutral / no opinion (5)		5
Capacity of stadium (3)	Concerns regarding the proposed capacity of the new stadium	3
Support dependent on final stadium design (2)		2

Concerns regarding potential effect on Wyberton football club (2)	Concerns regarding potential effect on Wyberton football club	2
Other (3)	Other (1 occurrence each): would support if stadium does not negatively effect other local businesses; wrong location (non-specific); land would be better used for housing	3

10 comments were made in support of the proposed location for the stadium.

- *There is a high level of support for the proposed location of the new community stadium (75%).*
- *15 comments suggested the Princess Royal Sports Arena could be used by the Football Club, however adaptation of this site to football standards is not feasible. Ownership issues also make this option unviable*
- *Concerns were raised regarding potential noise from the stadium and the impact of this on neighbouring residential properties.*
- *Traffic was also highlighted as a concern to some respondents. The need for public transport from the town centre to the stadium was raised; along with the need to ensure supporters do not park on neighbouring streets on match days. A stadium Event Management Plan, which will be drawn up to manage this.*

Question 7

Q1 will include the first part of a distributor road network, which may ultimately link the A16 to the A52. Do you support this?

	Yes	No	Unsure	No answer
Website	266	37	25	9
Post	6	-	2	-
Exhibition 23/11/13	29	15	4	2
Exhibition 04/12/13	12	8	3	1

TOTAL	313 (75%)	60 (14%)	34 (8%)	12 (3%)
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Respondents were asked to explain their reason(s) for answering 'no' or 'unsure' to this question. Some also provided comments when answering 'yes'. The themes of these comments were as follows:

Theme (occurrences)	Sub-theme	No. occurrences
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Distributor road won't relieve traffic (23)		23
Distributor road will result in increase in traffic (14)		14
Concern regarding delivery of road (12)	Concern regarding the full delivery of the road (from A16 to A52)	10
	Other (1 occurrence each): road is responsibility of County Council; road is needed before other development takes place	2
Other (4)	Other (1 occurrence each): ambiguous response; road only required for proposed football stadium; preference for existing roads to be widened; request for Causeway east to become a cul-de-sac	4
Concern regarding road safety (3)		3
Impact on local area (3)	Concern regarding potential disruption during construction process	1
	Concerns regarding impact on property values	1

	Concerns regarding impact on countryside	1
Route of road (3)	Route not supported (non-specific)	2
	Other: concern route through Q1 site may deter buyers	1
No requirement for road (3)		3
Support (3)		3
Bridge required in addition to road (2)		2
Need more information (2)		2

3 comments were made in support of the first part of a distributor road network.

2 respondents stated they need more information to form an opinion.

- *There is a high level of support for the proposed distributor road (75%).*
- *Of the remaining 22% who responded, some believed that the road will not solve existing traffic problems and may result in an increase in traffic.*

Question 8

What benefits do you think Q1 will bring?

Free text responses were invited to this question.

The themes within the comments were as follows:

Theme (occurrences)	Sub-theme	No. occurrences
New community stadium (144)	Stadium will provide a new home for BUFC	103
	Stadium will provide sports facilities for the community	19
	Stadium will enable education and community programmes to continue	12
	Stadium location will improve access to the football club	7
	Stadium will attract more football supporters to games	3
Benefits to the Boston	Economic benefits / growth	60

Borough (132)		
	Regenerate or revitalize the Boston area	31
	Raise the profile or improve the image Boston	26
	Improve community spirit or other social benefits	15
Create jobs (124)		124
Help to fulfill housing needs (92)		92
Improve traffic in the area (54)	Development will improve local roads / ease traffic congestion	50
	Relieve parking / traffic on streets around current BUFC ground	3
	Other: new public transport links will be established	1
Provide more retail / leisure options (50)		50
Encourage tourism to area		11

(11)		
Create a pleasant gateway into the town (8)		8
Improve infrastructure in area (5)		5
Other (2)	Other (1 occurrence each): Benefits will exist if a new bridge is built; benefits depend upon the quality of the finished development	2

48 respondents said they felt Q1 would not bring any benefits.

- *In addition to providing a new home for Boston United Football Club, responses state that the stadium also presents benefits in terms of housing the clubs community and education programmes.*
- *Responses demonstrate that the project will bring benefits to the wider Boston area, outside of the site boundaries, such as tourism.*
- *Responses also highlight the benefits that the traffic and transport improvements plans for Q1 will bring.*

Question 9

If you have any concerns about our plans for Q1, please write them here.

Free text responses were invited to this question.

The themes within the comments were as follows:

Theme (occurrences)	Sub-theme	Further sub-theme	No. occurrences
Traffic & transport (56)	Q1 will generate additional traffic		17
	General traffic concern (non-specific)		16
	Need for public transport to serve Q1		13

	Potential noise from traffic		4
	Q1 will generate additional traffic on Tytton Lane East		4
	Road safety		2
New community stadium (35)	Sufficient car parking required at stadium to prevent parking on neighbouring streets		9
	Location	General (non-specific)	3
		Proximity to neighbouring properties	2
		Prefer town centre location	1
	Potential noise		5
	Need for traffic control on match days		4
	Potential light pollution		3
	Stadium design	Capacity in future	3

	Stadium is not required		3
	Other (1 occurrence each): concern regarding the future of BUFC; requirement for policing of commercial units on match days		2
Lack of existing infrastructure to support development (22)	Lack of existing education and healthcare facilities		22
Potential impact on neighbouring properties / area (19)	General (non-specific)		10
	Negative impact on property values		5
	Overshadowing from proposed new homes		2
	Area will become too built up		2
Planning and delivery	Concern that objections from local		6

of Q1 (18)	residents may hinder development		
	Concern that project may not be delivered quickly enough		4
	Concern full development will not be delivered		2
	Lack of confidence in planning system		2
	Concern project will not go ahead		2
	Public communication	Concern public consultation is being carried out by developer	1
		Communication with public required throughout planning and development processes	1
Flood risk on site (10)			10
Location (9)	Q1 should not be located in Wyberton		3
	Do not support use of a green field site		3

	/ preference for brown field site		
	Wrong Location (general)		2
	Other: location in general; proximity to Calders		1
Retail / leisure units (8)	Operators		3
	General (non-specific)		2
	Potential negative impact on town centre		2
	Other: units should be for local businesses		1
Proposed distributor road (7)	Route of distributor road	General (non-specific)	2
		Should not run through Q1	2
	Road will not solve existing traffic problems		2

	Other: Road may create more traffic on Chainbridge Road		1
Access to Q1 (6)	Pedestrian access to stadium required		2
	Roundabout design		2
	Other (1 occurrence each): access (general); need for cycle path connecting Q1 to town.		2
Social impacts (6)	Increase in residents in the area		3
	Potential for increase in crime		2
	Other: Lack of 'primary jobs' provided by development		1
Other (11)	General (non-specific)		4
	Other (1 occurrence each): Economic gain only; Lack of information on future of current BUFC grounds; noise (general); preference for previous		7

	proposal for development off Wyberton Road West; homes should be 2-storey maximum; quality design is more important than quantity; Q1 is for the development of the new stadium only		
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17 respondents stated they do not have any concerns and/or support the proposal.

In addition to the comments, the below suggestions were also put forward in response to this question:

Theme of suggestion	No. suggestions
Design suggestions for new stadium	4
Q1 should adopt renewable energy technologies	2
Other: new stadium should partner with Wyberton Football Club	1

Question 10

If you have any further comments, please write them here.

Free text responses were invited to this question.

The themes within the comments were as follows:

Theme (occurrences)	Sub-theme	No. occurrences
Support for proposal / thanks (63)		63
Concern (19)	Traffic	5
	Lack of infrastructure to support development	3
	Ability to deliver full project	2

	Amenity & privacy of neighbouring properties needs to be protected	2
	Flood risk	2
	General concern (non-specific)	2
	Proximity of stadium to existing homes	2
	Other: impact on neighbouring homes and businesses	1
Stadium (15)	Design suggestion	9
	Requirement for public transport to be provided on match days	4
	Request to install mobile phone antenna on stadium roof	2
Objection to proposal (11)	General (non-specific)	11
Commercial enquiry (6)		6
Communication (4)	Need for on-going engagement throughout planning and development process	3
	Other: lack of sufficient local awareness of consultation process	1
Request to improve other roads (3)	Request to improve Tytton Lane East	1

	Request to improve Wyberton Road	1
	Request to improve Causeway East	1
Distributor road (2)	Need for road prior to any other part of development	1
	Previously planned bypass route should be used	1
Q2 proposal (2)	Q2 site would be better for the Q1 development	1
	Objection to proposed location of Q2 site	1
Retail / leisure units (2)	Impact of units on town centre needs to be considered	1
	Units must be made available to local businesses	1
Suggested alternative location for development (2)	A17 / Boardsides area	1
	Town centre	1
Other (3)	Other (1 occurrence each): footbridge needed to cross A16; need for a Boston-wide development plan; query regarding on-going management of Q1 in future	3

5 comments were made as to the sorts of shops, restaurants and hotels respondents would like to see at Q1. These comments are directly relevant to Question 5 and so have been included in the results for that question instead.

3 respondents stated they need more information to form an opinion.

- *The majority of comments were in support of the Q1 proposal (63). The concerns highlighted in responses reflect those expressed in responses to Question 9.*

Question 11

Do you support our plans for Q1?

	Yes	No	Unsure	No answer
Website	270	38	20	9
Post	6	2	-	-
Exhibition 23/11/13	28	16	4	2
Exhibition 04/12/13	14	6	3	1
TOTAL	318 (76%)	62 (15%)	27 (6%)	12 (3%)

Other feedback - emails and telephone calls

Emails received to info@thequadrantboston.co.uk

20 emails were received during the consultation period. All have been responded to (See Appendix 14).

The nature of these emails was as follows (please note, some emails contained more than one response type):

Response type	
Comment	20
Commercial enquiry	4
Question	8
Request for information	1

Comments:

Theme (occurrences)	Sub-theme	No. occurrences
Support for proposal (7)		7
Stadium (4)	Suggestion to have volunteers at stadium	1
	Suggestion to make status of stadium an asset of community value	1
	Suggestion that stadium proposal would only benefit a minority in Boston	1
	Concern that stadium will lack atmosphere	1
Distributor road (3)	Road should not run through Q1 development	1
	Road will not solve existing traffic problems	1
	Concern regarding route of second part of distributor road	1
Objection to proposal (2)	Concern that proposal is short on detail	1
	General objection	1
Other (3)	Other (1 occurrence each): footbridge is needed across A16 to join Q1 with stadium; proposal should consider a lifestyle centre; a golf shop should be	3

	considered.	
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Questions:

Theme (occurrences)	Sub-theme	No. occurrences
Stadium (6)	Stadium design query	2
	Other (1 occurrence each): whether community programmes will continue at new ground; what are the plans for the existing grounds; does the club require the stadium at the standard / size it is planned; what are the timescales for planning	4
Affordable housing (1)	Origin of 30% affordable housing figure quoted	1
Jobs (1)	Timings of availability of jobs	1

Telephone calls received

6 telephone calls were received during the consultation period.

The nature of these calls was as follows:

Response type	
Comment	2
Question	2
Request for information	2

Comments:

Theme (occurrences)	Sub-theme	No. occurrences
Communication (1)	Caller concerned that they were unable to attend one of the public exhibitions	1
Location (1)	Caller concerned about the proximity of Q1 to their property	1

Questions:

Theme (occurrences)	Sub-theme	No. occurrences
Q2 proposal (2)	Question regarding proposed location of Q2 development	2

7. Response to Key Themes

The feedback received during the pre-application consultation helped Chestnut Homes to prioritise the key issues that were considered when finalising the submitted planning application. This feedback will also help to develop the detailed plans for Q1 at the next stage.

The key themes of the feedback, and a summary of Chestnut Homes' responses to them, can be found below. These were reported back to the community - see Section 7 for more details. The full responses to the key themes can be found in Appendix 18.

Traffic and Transport

- Chestnut Homes recognise that traffic and transport is a key concern and has submitted a Transport Assessment with the planning application that considers the impacts of Q1 and identifies any mitigation/improvement works needed to minimise effects on traffic flows. This also looks at reducing speed limits on the A16 and London Road around Q1 for road safety.

- It is also noted that public transport linking the development with the town is important, and a Transport Plan has been submitted with the planning application outlining proposals for integrating public transport into the scheme.
- A number of respondents said that physical measures such as traffic calming or road closure measures on Tytton Lane East could help improve matters and Chestnut Homes are happy to facilitate discussions with Lincolnshire County Council on this matter.
- Some respondents asked whether the proposed distributor road would help solve traffic issues. The road is primarily provided to service the Q1 development, but may contribute to a longer-term solution for some of the traffic flow issues in and around Boston. The delivery of a series of distributor roads is consistent with Lincolnshire County Councils transport strategy for Boston.

New Community Stadium

- Some respondents asked why the stadium location had been chosen and how the amenity of nearby houses would be protected. Chestnut Homes believe that it is a good site for the stadium as it has access to the A16; is relatively removed from main residential areas; and it will provide a new gateway into the town. The layout of the stadium site has been designed to protect the amenity of nearby homes as much as possible.
- Car parking is a key issue and Chestnut Homes will provide a large number of car parking spaces to enable the facility to operate safely and efficiently and to avoid parking on adjacent streets.

- In response to comments regarding traffic control on match days, the stadium will be managed through an Event Management Plan, which will be drawn up in conjunction with the club's Safety Advisory Group, the County Council and the police.
- With regards to potential noise and light from the stadium, noise and light assessments have been carried out to identify the mitigation measures needed and the layout of the stadium site seeks to minimize such disturbance. The proposal also ensures there are suitable separation distances between the stadium and nearby homes.

Education and health services

- Chestnut Homes understand concerns about the impact on local schools and health facilities and will work with Boston Borough Council; Lincolnshire County Council and the health authority on this matter.

Impact on the area

- The potential impact of the development of Q1 on the local area is a concern. Chestnut Homes want Q1 to be a pleasant and attractive development and for it to bring positive impacts to the area. Through careful planning the proposal seeks to protect the amenity of the area and nearby homes.

- A management company will be set up to manage all of the communal and landscaped areas of the development, to maintain its appearance.
- Some respondents highlighted the importance of the commercial units at Q1 are not detrimental to Boston town centre. In response, Chestnut Homes are planning for Q1 to be a leisure destination, rather than a shopping destination (other than the foodstore).

The planning and delivery of Q1

- Feedback indicated that respondents are concerned about the time required to deliver the full development. Whilst Chestnut Homes recognise there are many elements to Q1, which will take some year to complete in full, they will make every endeavor to deliver the project promptly, whilst maintaining a high standard of planning and development.

Flooding

- In light of recent events, Chestnut Homes fully appreciate that minimising flood risk is a priority for local people. A site-specific Flood Risk Assessment (FRA) is being carried out to make sure that Q1 doesn't have a significant negative impact on nearby homes.
- A Sustainable Urban Drainage System (SUDS) will be incorporated into the scheme.

8. Outcomes of the Consultation

Level of participation

Over the course of the consultation period, the proposal and consultation activities were publicised directly to over 5,500 local stakeholders (councillors, residents, businesses, interest groups, football supporters and users of the United in the Community programmes) and the wider community was notified by editorial coverage in the local media, advertising and a project website.

Approximately 250 people attended the two public exhibitions, 60 attended the football supporters consultation workshop and 6,205 people visited the project website (unique visitors). Around 250 people attended the presentation made to Wyberton Parish Council. A further 26 people got in touch via email or telephone.

This demonstrates a very good level of participation in the consultation process.

Feedback

In response to the questions on the feedback form:

- 318 people (76%) support the plans for Q1

- 319 people (73%) think that the Q1 site is a good location for new housing
- 304 people (73%) think that Q1 is a good location for new affordable housing
- 315 people (75%) think Q1 is an appropriate location for the new Community Stadium
- 313 people (75%) support the development of the first part of a distributor road network at Q1

A number of queries and issues were raised during the consultation process, as outlined in Section 6. Questions or requested for information received during the consultation process by email or telephone were responded to promptly. Due to the level of comments received via the questionnaires, the key themes raised this way were responded to when Chestnut Homes reported back to the community on the consultation outcomes (see below).

Outcomes

The comments received throughout the consultation process were fed back to the project team for consideration in the development of the final planning application. The feedback helped to prioritise the key issues to be taken into account - please see Section 7 for details.

The feedback received has contributed to the following elements of the proposal for Q1:

- Removal of the proposed pedestrian/cycle link to the site from Clarke Court following concerns of residents in this area
- Addition of enhanced landscape belt to the north of the proposed commercial units alongside the A16 to protect the amenity of adjacent residents on this part of Tytton Lane East
- Specific commitment to limit dwellings to two storey adjacent to all boundaries on the site to allay concerns of existing residents regarding possible loss of amenity
- Feedback from local residents reinforced the design team's views that the development should respect the semi-rural nature of Wyberton village
- Provision of land to Wyberton Playing Fields Association to provide an additional pitch for the local community
- Alterations to the Community Stadium details to reflect feedback from BUFC supporters
- Concerns from local residents about potential on street parking from users of the Community Stadium reinforced the project team's views that specific parking restrictions should be implemented on match days on local streets in the vicinity of the stadium

Reporting back on the consultation

In February 2014, Chestnut Homes issued an update in response to the consultation feedback, as follows:

- A briefing document was issued to all councillors and interest groups listed in section 4 (see Appendix 15)
- A press release was issued to the media listed in section 5 (see Appendix 16)
- An email was sent to all those who had taken part in the consultation and provided an email address (306 people) (see Appendix 17)
- An email was sent to all BUFC contacts and UITC contacts as detailed in section 4 (see Appendix 17)
- The website was updated, and new pages were added detailing the [consultation outcomes](#) and the [questionnaire results](#) (see Appendix 18)

Next steps

Chestnut Homes will notify the local community when the application has been submitted and registered. Communications materials will provide details on how to comment to ensure people continue to have their say. The project website will also be updated.

Chestnut Homes will continue to engage where required and respond to any stakeholder queries throughout the determination period.

9. Conclusion

Chestnut Homes undertook an in-depth programme of pre-submission consultation in relation to its proposal for Q1. This included directly contacting over 5,500 stakeholders about the project and consultation process, launching a consultation website and holding three consultation events for a range of audiences.

The various mechanisms showed that there is a high level of local support for the proposal. Response rates were high which would suggest a good level of interest in the proposal and a strong desire to get involved amongst members of the local community.

Where concerns have been raised, Chestnut Homes have responded positively to address issues and consider them wherever possible when developing the plans for Q1. These concerns will also be considered as and when more detailed plans are drawn up, and feedback will again be invited at that stage.

As a local company, and owner of Boston United Football Club, Chestnut Homes is committed to comprehensive, genuine consultation throughout the pre-planning, planning and development processes for The Quadrant and will continue the community engagement precedent they have set already for Q1.