LAND NORTH-EAST OF HUMBER DOUCY LANE, IPSWICH

Statement of Community Involvement

February 2024



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This document has been prepared by Concilio on behalf of Barratt David Wilson

Homes and Hopkins Homes

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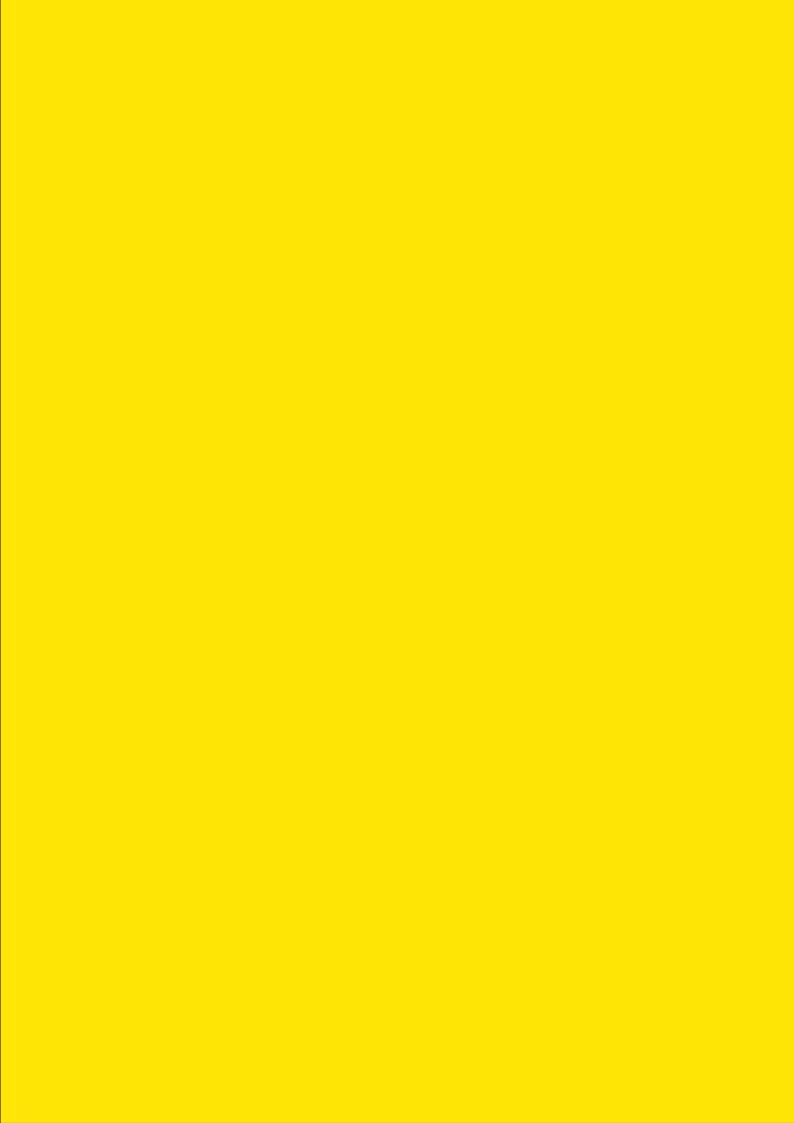
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1.0 INTRODUCTION

1.1 Introduction

This Statement of Community Involvement has been prepared in support of a planning application (the 'Application') for a development at Land North-East of Humber Doucy Lane (the 'Site'). The development is being brought forward by Barratt David Wilson Homes and Hopkins Homes (the 'Applicant'). The proposed description of the development is as follows:

"Hybrid Application - Full Planning Permission for the means of external access/egress to and from the site. Outline planning application (all matters reserved) for a mixed use development for up to 660 dwellings (Use Class C3), up to 400 sq m (net) of non-residential floorspace falling within Use Class E and/or Use Class F2(b), an Early Years facility, and associated vehicular access and highway works, formal and informal open spaces, play areas, provision of infrastructure (including internal highways, parking, servicing, cycle and pedestrian routes, utilities and sustainable drainage systems), and all associated landscaping and engineering works"

A comprehensive description of the proposals can be found in the Design and Access Statement accompanying this submission.

This report details the public consultation carried out to date in order to inform the design evolution of the proposals. Consultation has been carried out in accordance with national and local policies, as is laid out in Section 2.0 of this report. Community and stakeholder engagement on the developing proposals took place between October 2023 and February 2024. This included public consultation in October-November 2023, a community update in December 2023 and further community engagement in February 2024, alongside ongoing engagement with key stakeholders.

Concilio is a communications agency that specialises in political and stakeholder engagement in support of the built environment. Concilio has managed the communications programme, ensuring robust and in-depth engagement can take place.

1.2 The Consultation Process and Objectives:

Concilio was appointed in by the Applicant to perform a comprehensive community consultation and to manage pre-application consultation with neighbouring residents and occupiers as well as interested stakeholders concerning proposals for the Application.

The Applicant felt that the local community and other key stakeholders should be engaged in order to gain valuable feedback regarding the site and their view on emerging proposals, so that these could then be considered when developing the proposals. The Applicant therefore implemented a comprehensive programme of community engagement which began in October 2023 and included the following:

Digital consultation website

A digital website was created and has been live since 18th October 2023. The website (www.humberdoucylane.co.uk) has remained live so the project team can continue to receive comments and take these into consideration when evolving the proposals.

Engagement with key stakeholders

The project team met with the following key stakeholders to discuss the proposals and hear their perspectives on the emerging proposals for the site:

- Rushmere St. Andrew's Parish Council
- The Suffolk County Councillor for Rushmere
- The Member of Parliament for Ipswich

Concilio, on behalf of the Applicant, also reached out to the following key stakeholders to meet to discuss the proposals:

- The Ipswich Borough Councillors for Rushmere Ward
- The East Suffolk Councillors for Carlford and Fynn Valley Ward
- The Member of Parliament for Central Suffolk and North Ipswich
- The Suffolk County Councillors for Kesgrave & Rushmere St Andrews
- The Suffolk County Councillor for Carlford
- Tuddenham St Martin Parish Council
- Westerfield Parish Council

The following neighbouring stakeholders were also invited to engage with the proposals through the public consultation:

- Ipswich Rugby Club
- Northgate High School
- Westerfield House Care Home
- St. Christopher's Academy (Raedwald Trust)
- The Meadows Montessori Independent School
- 5th Ipswich Scout Group
- Rushmere Hall Primary School
- St Andrew's Church, Rushmere
- St Alban's Catholic High School
- Rushmere Baptist Church

Concilio provided key stakeholders with updates throughout the engagement process.

Direct liaison with residents and businesses

The Applicant ensured that members of the project team were able to discuss the plans with residents and businesses who wished to be involved in the application process. This was achieved through the targeted delivery of a flyer to an area of 2,566 addresses in close proximity to the site, which directed people to the website and advertised the public exhibition held on the 30th October. A freephone number was issued to residents within the consultation letter to ensure those without internet access could still provide comments, ask any questions and request printed copies of the consultation materials.

In-person drop-in events

The Applicant wished to ensure the local community had considerable opportunity to engage with the proposals. Therefore, an in person drop-in event was held on Monday 30th October, from 3pm-7pm, during the public consultation, and then on Thursday 15th February, 3pm-7pm, to share the updated proposals. Members of the local community had the opportunity to discuss the proposals with members of the project team. Hard copy versions of the online survey and feedback form were available at the event for people to complete. Free post envelopes were provided for those wishing to take the survey away and return later. Following the in-person event, the public exhibition boards were made available on the consultation website and sent to those who requested a copy.

Community webinar

Advertised through the flyer and consultation website, residents were encouraged to attend our community webinar held on Zoom. The webinar consisted of a presentation by the project team, followed by a Q&A session where attendees had the opportunity to

put forward their questions. After the webinar took place, a recording was uploaded to the consultation website people. The webinar enabled members of the community who were unable to attend the in-person event to learn about and engage with the proposals.

2.0 POLICY FRAMEWORK

2.1 Policy Framework

Planning policy at all levels strongly encourages pre-application consultation with the community on proposals for significant developments. The consultation for this project has been undertaken in line with the principles set out in the National Planning Policy Framework (NPPF, December 2023) and East Suffolk Council's Statement of Community Involvement (adopted in April 2021) and Ipswich Borough Council's Statement of Community Involvement (adopted in January 2024).

The legislative framework for enhanced public consultation is presented through the Planning and Compulsory Purchase Act 2004 and within national planning guidance as set out in the National Planning Policy Framework (NPPF) and National Planning Policy Guidance (NPPG). The NPPF (2023) encourages positive community engagement between all parties involved and affected by development proposals.

Specifically, the NPPF states (at paragraph 39) that "Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community."

East Suffolk Council's Statement of Community Involvement (adopted in April 2021) outlines the Council's commitment to involve the community in all aspects of planning stating:

"The Council encourages applicants to undertake early consultation and engagement with Planning Officers and the local community to make the planning process as efficient as possible and achieve the best results for everyone involved and a high-quality development."

Ipswich Borough Council's Statement of Community Involvement (adopted in January 2024) similarly encourages community engagement at the pre-application stage stating:

"[Pre-application engagement] can help to improve the efficiency and effectiveness of the planning system for all parties... The results of this pre-application consultation process should be seen as a part of the planning application process. The Council welcomes such early consultation for all planning proposals".

The consultation strategy devised and implemented by Concilio has been designed to meet the requirements for consultation as laid out in the NPPF and in East Suffolk District Council's Statement of Community Involvement (adopted in April 2021) and Ipswich Borough Council's Statement of Community Involvement (adopted in January 2024).

This Statement is submitted to set out the type of community involvement undertaken, the views expressed, and the changes made, in accordance with East Suffolk District Council and Ipswich Borough Council's expectations.

2.2 Planning Description

Hybrid Application - Full Planning Permission for the means of external access/egress to and from the site. Outline planning application (all matters reserved) for a mixed use development for up to 660 dwellings (Use Class C3), up to 400 sq m (net) of non-residential floorspace falling within Use Class E and/or Use Class F2(b), an Early Years facility, and associated vehicular access and highway works, formal and informal open spaces, play areas, provision of infrastructure (including internal highways, parking, servicing, cycle and pedestrian routes, utilities and sustainable drainage systems), and all associated landscaping and engineering works.

3.0 THE CONSULTATION PROCESS

3.1 Aims of Consultation

The Applicant was keen to ensure the consultation strategy put in place delivered a series of key aims to assist with the evolution and development of the proposals:

- To raise awareness of the emerging proposals for the redevelopment of the Site and discuss the public benefits;
- To undertake consultation to ensure feedback could be incorporated into the final proposals;
- To build a relationship with the local community;
- To enable constructive dialogue between local stakeholders, the community, the project team and The Applicant;
- To ensure everyone who wanted to take part in the consultation was able to by being accessible and inclusive.

3.2 Consultation Process

The consultation strategy and process that Concilio has undertaken in relation to the Application has been developed with both local policy and the above aims in mind. Specifically, the consultation process has:

- Conducted an engagement programme that is appropriate for the local community and key stakeholders;
- Conducted a consultation consisting of a in person exhibition and a consultation website with options to provide feedback;
- Ensured the consultation was well publicised through the delivery of the consultation letters via a professional delivery service;
- Analysed the results from the consultation objectively;
- Publicised collective responses with due regard to the Data Protection Act and General Data Protect Regulation (GDPR) requirements.

3.3 Consultation Area

A consultation area was identified to reflect the scale of the proposed redevelopment proposals. The consultation area consisted of 2,566 addresses, comprising local residents and businesses around the site

A copy of the distribution area is included in Appendix A.

3.4 Project Contact and Communications Channels

Consultation Flyer

A link for the consultation website and details of each in-person exhibition were provided in the consultation flyer. The flyer also included a freephone number and e-mail address. The freephone number was provided so those who did not have access to the internet could still engage with the consultation. Both consultation flyers were distributed to the local area via a professional delivery service to ensure delivery.

Appendix B & F is a copy of the consultation flyer for stage 1 and 2 respectively

Freephone and e-mail

A telephone number and e-mail address were publicised to ensure that information and questions could be managed from one place and there was a single point of contact for residents. Neighbours were offered the opportunity to leave their feedback via email. This was available from 18th October 2023 and the project team continue to accept feedback to help inform the proposals. The consultation was advertised via a letter sent to 2,566 addresses in the vicinity of the site.

Consultation Website

A consultation website formed the 'consultation hub' containing information about the Application. The consultation website invited people to share their views using the online survey but also provided details of other means of contact with the project team. Overall, more than 3,900 people viewed the website in the period from 18th October 2023 until our second engagement event in February 2024.

Appendix H contains screenshots of the consultation website

Feedback Survey

Using the consultation and flyer to spread awareness, the local community was encouraged to fill in a survey which contained a number of open-ended questions. The survey offered a means to capture the broadest amount of feedback from the local community. Printed copies were available at the in-person exhibition alongside freepost envelopes for those who wished to return their feedback forms at a later date. The flyer contained a QR code to the survey in addition to the website address from which, the online survey could also be accessed. Members of the public could also request printed surveys to complete and return via our freepost address.

The first-round survey was filled in by more than 515 people. The second-round feedback form was completed by 33 people prior to submission and the project team will continue to review any responses that come in following this.

Appendix J & L contains copies of the feedback forms from each stage of the consultation

Webinar

A webinar was held on the 1^{st} November via Zoom, this was advertised through the consultation flyer distributed to the local community, with those interested able to find more information and sign-up on the website. Following the webinar, a recording was uploaded to the consultation website for on-demand viewing. 69 people either attended the webinar or viewed the recording made available via the consultation website.

Appendix D contains the webinar presentation

Social media

Social media advertisements were utilised across both stages of engagement to spread increase awareness of the proposals and advertise the engagement events. Our first-round social media ads gathered 10,958 impressions online.

Appendix C & G contains the first and second round social media advertisements

Community update flyer

Following the conclusion of our stage 1 engagement period, a "community update flyer" was sent to the local community on the 14th December through the same distribution means as the flyer. This flyer contained information on the themes from the stage 1 feedback to communicate to the local community that their comments were being analysed and implemented into the updated proposals. The flyer also included a timeline outlining the next steps in the engagement process that would be forthcoming in the new year

In our first round of engagement an in-person exhibition was held on the 30th October 2023. This allowed people engage with the proposals in more detail and meet members of the project team in attendance. The event was attended by 225 members of the public.

During our second round of engagement another in-person exhibition was held on the 15^{th} February 2024. The event was attended by 89 members of the public and key stakeholders. Key feedback themes from both events can be found in section "4.0 Feedback".

Appendix E contains a copy of the community update flyer

4.0 FEEDBACK

4.1 Introduction

The first round of engagement on the proposals for the Application took place between October and November 2023. After reviewing community feedback the Applicant made alterations to their proposals to address this feedback. In February 2024 a second round of engagement with the local community took place.

As outlined above, this involved a number of engagement activities including a consultation website, an in-person exhibition and a feedback form where people could leave feedback.

The sections below outline the feedback received throughout both stages of consultations.

4.2 Stage One Stakeholder Feedback

Stakeholder	Feedback:
Rushmere Parish Council	The meeting addressed the concerns regarding traffic and transportation along Humber Doucy Lane, with discussions centring on managing the flow and ensuring minimal disruption to the local community. Emphasis was placed on promoting active travel options to enhance sustainable transportation methods in the area. Construction management strategies were also discussed, with a focus on efficient scheduling and minimising the impact on residents and the environment during the development phase.
Cllr Sandy Martin (Suffolk County Councillor for Rushmere)	Proposed access points to and from the site were discussed, considering the implications for traffic flow and the safety of residents along Humber Doucy Lane. Concerns were raised about how increased traffic could affect those living on the road, with discussion around opportunities to implement traffic calming measures.
Tom Hunt MP	Noted the need for new housing in Ipswich, while emphasising the importance of early engagement with the local community. Keen for the project team to engage with and explore opportunities to support local community groups.
Northern Fringe Protection Group	The group highlighted the necessity of early engagement with local community groups to ensure transparency and collaboration. It also discussed adherence to local plan requirements, ensuring that upcoming projects align with established guidelines and policies.

4.3 Stage One Community Feedback

Overall, 3900 people viewed the website in the period from 18th October 2023 to February 2024. The Applicant held an in-person exhibition on 30th October to provide the opportunity for interested parties to engage with the proposals and ask questions to the project team. 255 people attended the public exhibition and gave verbal feedback. This feedback centred around several key themes.

A copy of the stage one feedback form can be found in Appendix I.

More than 40 written feedback forms were received at the exhibition. A number of residents took the feedback forms away along with a freepost envelope. In total 515 feedback forms were completed.

Topic	Feedback	
Safety along Humber Doucy Lane	Residents wanted to see improved safety and capacity along Humber Doucy Lane. The road currently provides little to no protection for non-motorised traffic, changes to the road would be able to support increased active travel around the site. More than 60% of respondents commented on the inadequacy of the lane's current width to support existing traffic volumes	
Housing tenures	There was support for a wide range of tenures to be included in the proposals for households and families of all sizes.	
Infrastructure integration	The local community were eager to see the development integrated efficiently with existing and planned local infrastructure. This would enable for ease of passage through and around the new development.	
Sustainability and Green spaces	There was a desire to provide and enhance green spaces on the site. Residents valued the green spaces and the "country feeling" in the area and sought to inform the Applicant that providing high quality green spaces in the development were very important. Over 48.5% of those surveyed expressed support for new green spaces as part of the development.	
Continuing engagement	Residents valued engagement with local stakeholders such as the Parish Council, elected representatives and the local Rugby Club to help inform the progression of the proposals.	
Play spaces	43% of respondents wrote "Yes" in response to an open questic in the survey asking if they felt there was a need for new open/play spaces.	
Community infrastructure	Concerns were raised about the need for additional infrastructure, such as schools and doctors' surgeries, to support any new housing. The Rugby Club was cited as an example of an important local sporting facility. The importance of open space for mental health, community cohesion, and children's development is emphasised by respondents.	

4.4 Stage One Responding to Feedback

The feedback received throughout the public consultation was taken into consideration by the Applicant and project team. Concilio, on behalf of the Applicant, responded to those who got in touch via direct correspondence and questions raised during the public exhibition and online webinar were answered in detail by the project team. Consultation material and plans requested by stakeholders were provided by Concilio.

The key themes identified in the feedback received during the public consultation in October-November 2023 were summarised and shared as part of the community update in December

2023. During the further stage of community engagement in February 2024, the Applicant outlined how these key themes had been considered in the continued design development of the proposals. This can be seen on the exhibition boards in **Appendix I**.

4.5 Stage Two Feedback

A further meeting took place with a Steering Committee set up by Rushmere St Andrew Parish Council's on 5th February 2024, with discussion taking place around the updated proposals for the site. Members asked questions around the transport assessments and plans for access to the site, emphasised the importance of managing construction traffic carefully, and asked questions around timeframes, consultation with the community and house types. They were keen to see high-quality landscaping proposals come forward for the site, with an emphasis on sustainability, native planting, and protecting the rural integrity of the site. Councillors were positive on potential new play spaces/facilities.

Alongside this, 89 residents attended the community update event on 15th February and 31 people provided feedback via the form available at the event and on the consultation website. A summary of the key themes of this feedback is detailed below.

A copy of the stage two exhibition boards can be found in Appendix K

A copy of the stage two feedback form can be found in Appendix L

Topic	Feedback		
Local road infrastructure (inc. Humber Doucy Lane)	Concern was raised around the ability of the existing road infrastructure, particularly along Humber Doucy Lane, to handle any increase in traffic flow. Safety for		
	There was praise for the new crossings proposed and the segregated cycle pedestrian lane, as well as support for the new bus route and bus stops located in development.		
Pedestrian and cycle safety	There was concern from some that the absence of footpaths and the narrowness of the road surrounding the site posed a safety risk to pedestrians and cyclists. There were calls for footpaths, pedestrian crossings, and lower speed limits to ensure safety.		
Access	Some were concerned around proposing access onto Humber Doucy Lane, with several asked whether a full access could be provided to Tuddenham Road to the North of the site.		
Local facilities	There was interest in local school capacity and provision. Some were concerned around pressure on local infrastructure, such as schools and GPs.		
	Several noted they wanted to see provision made for new residents to have access to services, with some accepting how the development could contribute positively to local services.		
Nature and wildlife	Maintaining a connection to nature for the local community was a theme raised by residents. Some suggested maintaining hedgerows or providing birdboxes as ways to maintain biodiversity on and around the site. Questions were asked around sustainability, planting and species and ponds.		
Design/Housing	Many noted the allocated status of the site and accepted the provision of new homes, with some highlighting the need for new homes in the area.		
	There was considerable interest in house types and tenure.		

mitigation and a suggestion was made to have members of the community design bricks for new pathways.	Other	
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4.6 Stage Two Responding to Feedback

The range of feedback and perspectives provided by stakeholders and members of the public throughout the engagement process has been taken into consideration and helped to inform decision-making during the continued development of the Application proposals. The project team will continue to review feedback responses that are received post-submission. Concilio, on behalf of the Applicant, responded to those who got in touch via direct correspondence and questions raised during the public exhibition were answered in detail by the project team. Consultation material and plans requested by stakeholders were provided by Concilio.

5.0 CONCLUSION

5.1 Summary

The purpose of this consultation process was to facilitate dialogue between The Applicant, key stakeholders, neighbouring residents, the local community and local businesses. The Applicant has actively sought to consult stakeholders throughout the consultation, positively engaging with the local community to fully explain the context for the proposals, present the design and respond to comments raised.

The Applicant has been able to conduct an effective community consultation both digitally and in-person. A considerable number of people viewed the consultation website and there was engagement with the proposals online, at the meetings with key stakeholders and at the public exhibitions events The feedback provided was taken into consideration by the Applicant.

Following pre-application discussions with Ipswich Borough Council and East Suffolk Council officers and engagement with key stakeholders and the local community, the Applicant believes the proposals are befitting of this area. The Applicant will deliver a scheme appropriate to the needs of the community.

The Applicant will continue to engage regularly with stakeholders and interested parties post submission, and if the Application is approved throughout the construction period.

5.2 Continued Engagement

Throughout the consultation process, the Applicant has been clear in their intention to create genuine dialogue and relationships with the local community.

The Applicant will ensure that the submission of the Application does not mark the end of community engagement and will continue to discuss the proposals with the local community throughout the planning process. The contact details remain on the website and the team will respond to any enquiries received.

Once the Application has been validated, those who are interested can visit the planning portal to view all of the documents submitted as part of the Application. There will also be an option for residents to submit comments to the Council that will be taken into consideration ahead of determination.

6.0 APPENDICES

Appendix A Flyer distribution area

Appendix B First round consultation flyer

Appendix C Social media advertisement

Appendix D Webinar presentation

Appendix E Community update flyer

Appendix F Second round consultation flyer

Appendix G Second round social media advertisement

Appendix H Consultation website

Appendix I Exhibition boards stage 1

Appendix J Feedback form stage 1

Appendix K Exhibition boards stage 2

Appendix L Feedback form stage 2



Appendix B: Consultation flyer



Learn more about the updated masterplan for Humber Doucy Lane

Hopkins Homes and Barratt David Wilson Homes are delighted to announce that a public consultation has launched on plans to deliver new homes on land east of **Humber Doucy Lane.**

The site, which we have recently acquired, is allocated for residential development in Ipswich and East Suffolk's Local Plans.



The allocated site

We are looking to bring forward a masterplan for the site at Humber Doucy Lane, providing high quality homes for local people, alongside new community facilities and infrastructure improvements.

We are in the early stages of developing our plans for the site and want to engage with the local community as we move forward.



High quality new homes to meet local need



Our key principles

Significant allocation of affordable homes



Opportunity for new community facilities



Enhancing pedestrian safety along Humber Doucy Lane



development that results in biodiversity net gain

Have your say

An inclusive

development with a

mix of tenures for

families of all sizes

You can get involved with our consultation by attending our public exhibition or by filling out our survey.



Public **Exhibition:**

Monday 30th October 3pm-7pm

Rushmere St Andrew Village Humber Doucy Lane IP4 3PD



Fill in our survey!

Available on our website



Printed copies will also be available at the event.

If you would like printed copies of the consultation material or would like to contact the project team with questions or feedback ----> Please, contact us:



08001939945



drowson@conciliocomms.com

Take part in our consultation on plans for new homes on Humber Doucy Lane





Want to learn more about plans for new homes on Humber Doucy Lane? Join our webinar or attend our community engagement event! Find out more by visiting www.humberdoucylane.co.uk

Welcome to our webinar on plans to deliver new homes on **Humber Doucy Lane**



Humber Doucy Lane

Introducing Hopkins Homes

Hopkins Homes is a leading UK home builder specialising in place making and urban regeneration. Hopkins Homes has established an enviable reputation for developing award winning homes, being recognised by the NHBC in their Quality Award Scheme, the industry's benchmark for the quality of a development in terms of build standard and overall site management.



Humber Doucy Lane

Introducing Barratt Developments

Barratt Developments is the nation's leading sustainable housebuilder. Our brands, Barratt Homes and David Wilson, offer a variety of properties to meet the needs of our local communities, including both private and affordable housing. Our vision is to lead the future of housebuilding by putting customers at the heart of everything we do.



The Site

Humber Doucy Lane

In their respective adopted Local Plans, Ipswich Borough Council and East Suffolk Council have allocated the site for a comprehensive development. Key requirements from the two Site Allocation policies include:

- ☑ Delivery of affordable housing
- Development of approximately 600 new homes
- Provision of a suitable transition to the wider countryside, including contributing to the provision of a Green Trail
- Separation to surrounding settlements and protection of heritage assets
- ✓ Providing sustainable drainage systems (SuDS)
- ✓ Provision of appropriate community facilities and open space
- ✓ On-site suitable accessible natural greenspace
- Access from Humber Doucy Lane, and provision of relevant highway/public transport measures.
- ☑ Biodiversity net gain



Humber Doucy Lane

Connectivity

Site's Strategic connections:

Key

Site boundary

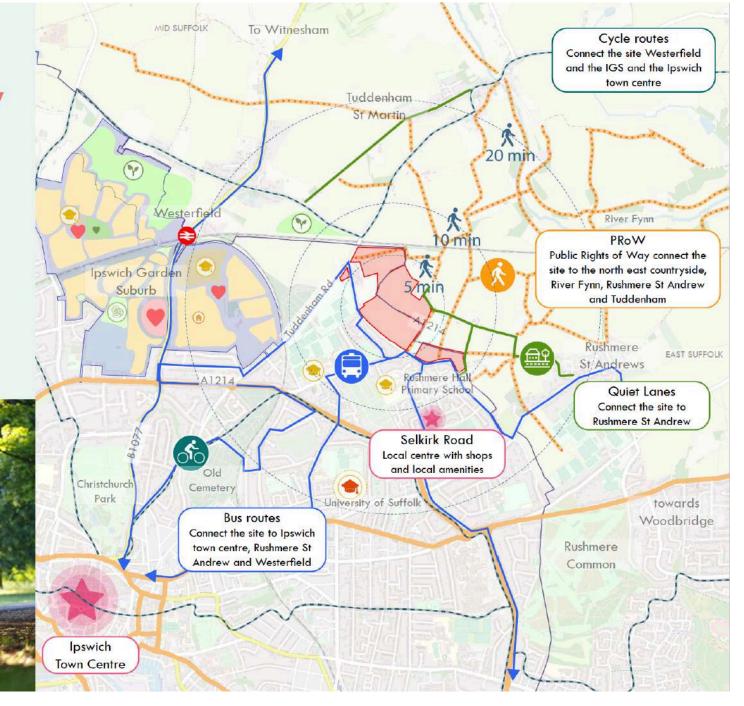
Roads

Local authority boundary

Public Rights of Way

Quiet lanes

Bus route



Humber Doucy Lane

Key Principles



High quality new homes to meet local need.



Significant provision of affordable homes.



Opportunity for new community facilities, including amenity, sport and play areas, and early years facilities.



Retention of trees and hedgerows wherever possible, and provision of enhancements to achieve a biodiveristy net gain.



Designated public open spaces and opportunities for natural play and recreation.



An inclusive development with a mix of housing for families of all sizes.



Creating greater connectivity through new walking and cycling routes.



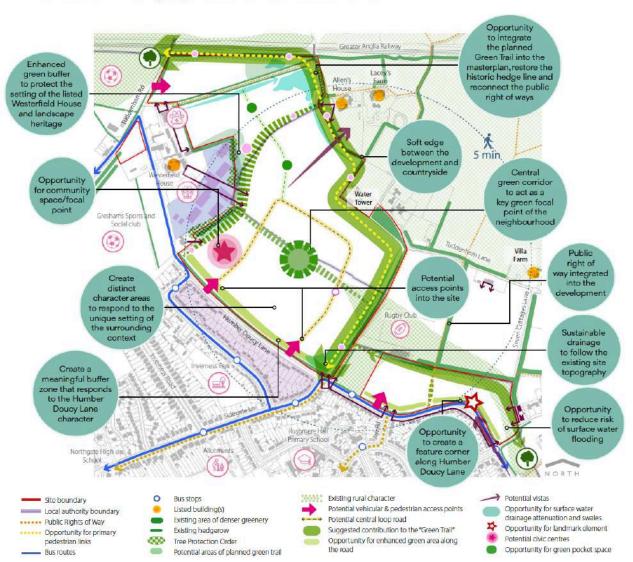
Sustainable new homes built to the latest sustainable building requirements, through design efficiency, higher performing build materials and the use of renewable energy.

Humber Doucy Lane Site Considerations than 600m Listed to the edge of building Greater Anglia Railway the planned Garden across the Suburb, with a surrounding separation created farmsteads by the railway Grade to the Westerfield House TPOs, and approved extension to the Opportunity care home to create buffer zone with mature trees and Greshams Sports and vegetation Social clube® Edge with the Rugby Strong edge along Existing Humber Doucy Lr area at risk of (hedgerows, trees, surface water Rugby Club underground flooding Protect the utilities) setting to the Seven Cottages Bungalows, included on the local list as an example of density post-war pre-fab reconstruction haracter along Humber Doucy Bus route/stops Opportunity for buffer zone Foul water catchment area Edge with 2-storey houses _____ Site boundary Listed building(s) Potential area for surface water basin 00 Public railway bridge Edge to respond to existing - Roads Heritage setting area Existing pond Farm railway bridge Edge with rural areas 00 Local authority boundary Area of denser greenery Overhead utilities crossing the site Emerging development Public Rights of Way Hedgerow Direction of slope Below ground utilities crossing the Views to existing important Greater Anglia railway Gaps In land ownership local features Noise, disturbance and Tree Protection Order Potable water easement Relation to edge Edge with bungalows (1 storey) impermeability from railway Most valuable vegetation WWW Lack of pavement



Humber Doucy Lane

Site Opportunities





Placemaking approach

1

Enhance nature and green connectivity



Establish primary green corridor to create a green rim (Green Trail)



Protect mature trees and landscape



Green corridors to enhance biodiversity, accommodate SuDS and protect natural character and heritage



2 A distinct character



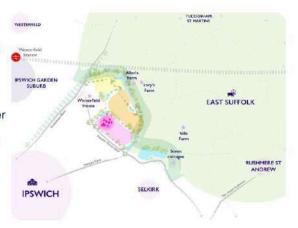
Embrace, protect and strengthen local character and heritage



The site character transforms from a gateway and denser regular grid to a more leafy, natural setting



Protect setting to surrounding listed buildings



3 Linked together

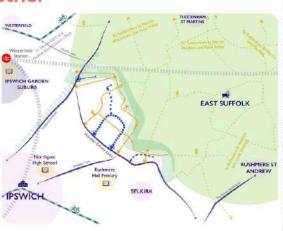


Establishing new access to the site

Safe pedestrian network that can connect to the existing public rights of ways and provides alternative "slow" movement through car-free green links



Links to neighbouring communities



4 A place to live, play, learn and explore



A new neighbourhood provides opportunity for new community amenities, sport and play areas, and early years facilities

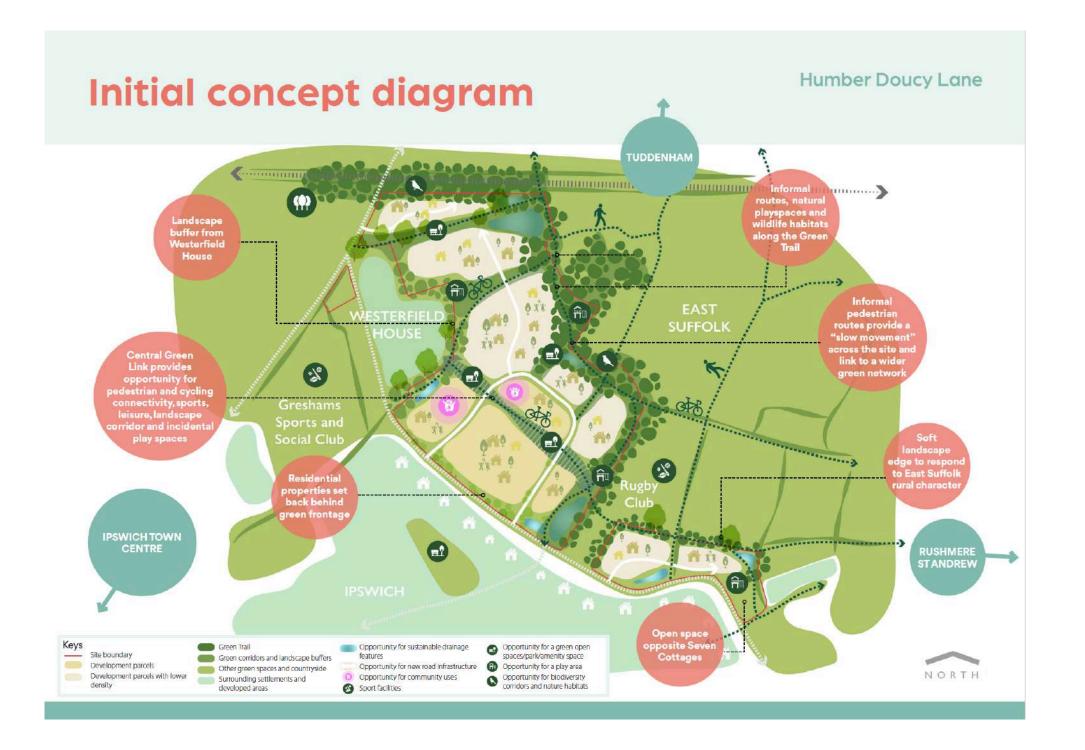


Quality homes for intergenerational living



Opportunities for community spaces, integrate with open spaces





Have your say

We are keen to engage with the local community and gather your feedback to help inform our masterplan for the site.

You can also get involved by visiting our website, where you can provide your comments by completing our online survey.

The first stage of our consultation closes on Wednesday 15th November, so please make sure to provide your feedback by this date.

If you would like to get in touch with the project team at any time you can call or email us using the below:



drowson@conciliocomms.com



08001939945



The website is available at: www.humberdoucylane.co.uk

Next Steps

Public consultationOctober/November 2023

• Update on plans
December 2023

 Anticipated planning application submission

Winter 2023/2024

Humber Doucy Lane

Appendix E: Community update flyer

Humber Doucy Lane Consultation Update

Following the initial consultation regarding our vision for new homes on Humber Doucy Lane in October, Hopkins Homes and Barratt David Wilson Homes would like to take the opportunity to thank the local community for their participation and feedback, and provide you with an update on the next steps for the project.

Our consultation summarised:



2543 unique website visits



39 webinar views



Over 225 attendees at consultation events



Met with local community organisations and businesses



515 surveys completed



10,958 impressions on social media

Community feedback key themes

You want improved safety along Humber Doucy Lane and safe access to the development

You want to see the site integrated with local infrastructure

You're interested in seeing a wide range of house sizes and tenures

You value the importance of working with local stakeholders and neighbours

You want to see sustainability and biodiversity benefits

Our key principles



High quality new homes to meet local need



Significant allocation of affordable homes



Opportunity for new community facilities



An inclusive development with a mix of tenures for families of all sizes



Enhancing pedestrian safety along Humber Doucy Lane



Sustainable development that results in biodiversity net gain



We are reviewing your feedback, and where possible, will incorporate it into our updated proposals, which we will share with you in the New Year. We also continue to engage in discussion with the local planning authorities, Suffolk County Council, Rushmere St Andrew Parish Council, and other key stakeholders to inform the evolution of our proposals.

Oct/Nov 2023

Nov 2023-Early 2024

Early 2024

First consultation

Consideration of community feedback and further site investigation

Updated plans shared with the local community

Thank you once again

for taking part in our consultation on proposals for new homes on **Humber Doucy Lane**. We look forward to sharing our updated plans with you in the New Year. If you would like to stay updated with our proposals, please sign up to our mailing list via the QR code or visit: www.humberdoucylane.co.uk



Appendix F: Second round consultation flyer



Learn more about our updated plans for new homes on Humber **Doucy Lane**

Hopkins Homes and Barratt David Wilson Homes are pleased to invite you to view our updated plans for new homes on land east of **Humber Doucy Lane.**

The site, which we have recently acquired, is allocated for residential development in Ipswich and East Suffolk's Local Plans.



The allocated site

Following our public consultation at the end of 2023, we have reviewed the feedback received and are working towards finalising our proposals for new homes on the site.

We are now pleased to be able to share updated plans to deliver high quality homes, new community facilities and infrastructure improvements.

Our proposals



Approx. 600 high quality new homes to meet local need



c.30% allocation of affordable homes



400sqm of new nonresidential facilities and land for an early year's facility



An inclusive development with a mix of tenures for families of all sizes



Enhanced pedestrian safety along Humber Doucy Lane



Sustainable development that results in 10% biodiversity net gain

Learn more about our updated plans

You can find out more and provide your feedback by attending our public exhibition.



Public Exhibition:

Thursday 15th February 3pm-7pm

Venue 16 312 Tuddenham Road Ipswich, IP4 3QJ

To view the consultation material from our public consultation in Autumn 2023, you can visit our website, available via the QR code below:



If you would like printed copies of the consultation material or would like to contact the project team with questions or feedback ----- Please, contact us:



0800 193 0884



drowson@conciliocomms.com

Learn more about our updated plans for new homes on Humber Doucy Lane





Attend our community engagement event on February 15th! Find out more by visiting www.humberdoucylane.co.uk







Hopkins Homes and Barratt David Wilson Homes are delighted to share our updated plans for new homes on land east of Humber Doucy Lane.

The site has recently been purchased by Hopkins Homes and Barratt David Wilson Homes and is allocated for residential development in Ipswich and East Suffolk's Local Plans.

Following our public consultation at the end of 2023, we have reviewed the feedback received and are working towards finalising our proposals for new homes on the site.

We are now pleased to be able to share updated plans to deliver high quality homes, new community facilities and infrastructure improvements.

To share our updated proposals for the site, we held a public exhibition event on Thursday 15th February.

You can find the exhibition boards from the event at the link below.

View exhibition boards

The Site

Land East of Humber Doucy Lane

Land East of Humber Doucy Lane falls within the boundaries of Ipswich Borough Council and East Suffolk Council. 70% of the site lays in Ipswich Borough and the remaining 30% is in East Suffolk.

The site is allocated for development in the 2022 Ipswich Core Strategy and the 2020 Suffolk Coastal Local Plan. Both the Ipswich and East Suffolk Site Allocation policies refer to the development coming forward as a single, Masterplanned site. Providing high quality new homes on the site will help to meet the identified housing need in both Ipswich and East Suffolk.

View location



Our Proposals

The land east of Humber Doucy Lane has been allocated in the adopted Local Plans for around 600 new homes and our proposals are to bring forward a high quality housing development on the site. Our proposals include:



Approx. 600 high quality new homes to meet local need



c.30% allocation of affordable homes



400sqm of new non- residential facilities and land for an early year's facility



An inclusive development with a mix of tenures for families of all sizes



Enhancing pedestrian safety along Humber Doucy Lane



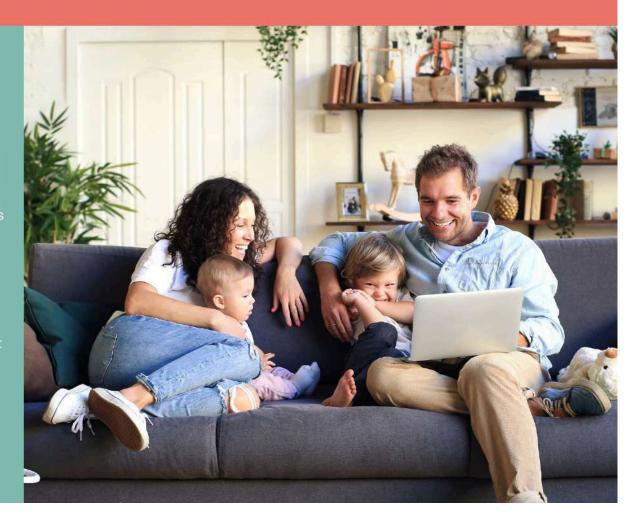
Sustainable development that results in 10% biodiversity net gain

Welcome to our consultation on plans to deliver new homes on **Humber Doucy Lane**

Barratt David Wilson and Hopkins Homes have come together to produce a joint masterplan for new homes at Humber Doucy Lane.

Barratt Developments is the nation's leading housebuilder, creating great new places to live throughout Britain. Two of Barratt Developments high quality brands, Barratt Homes and David Wilson Homes, will be providing homes at Humber Doucy Lane.

Hopkins Homes is the largest privately owned housebuilder in East Anglia, creating exceptional newbuild homes in beautiful locations.



Introducing Hopkins Homes

Hopkins Homes is a leading UK home builder specialising in place making and urban regeneration. Hopkins Homes has established an enviable reputation for developing award winning homes, being recognised by the NHBC in their Quality Award Scheme, the industry's benchmark for the quality of a development in terms of build standard and overall site management.

Hopkins Homes has become the largest independent property developer in East Anglia providing homes throughout Suffolk, Norfolk, Cambridgeshire and Essex, and is immensely proud of the significant contribution that the company has made to the regional and wider economy through creating and supporting jobs, providing exceptional new homes and building sustainable communities with a 5-star home builder customer satisfaction (HBF 2023).

Hopkins Homes fully embraces the national aims for sustainable home building and has adopted a number of environmental considerations and objectives to ensure its housing proposals provide and deliver both minimum impact on the environment but also a sustainable and enduring development.

Our quality designed developments are located across East Anglia. You can visit our latest developments today including Church View, Bramford; Grundisburgh Vale, Grundisburgh; River Reach, Mistley; Wickham Gate, Wickham Market & St Georges Park, Needham Market.



Introducing Barratt Developments

Barratt Developments is the nation's leading sustainable housebuilder. Our brands, Barratt Homes and David Wilson, offer a variety of properties to meet the needs of our local communities, including both private and affordable housing. Our vision is to lead the future of housebuilding by putting customers at the heart of everything we do.

Barratt Developments have been awarded a 5 Star rating in the HBF Customer Satisfaction Survey for 14 years in a row. We take pride in being a considerate housebuilder, and in 2023 our site managers won 96 NHBC Pride in the Job Quality Awards – more than any other housebuilder.

We are determined to create a positive environmental, social and economic legacy for future generations, building great homes and places that are designed and built for better living and meet the challenges of the future.

Barratt Developments have a track record of delivering quality homes and places to be proud of across East Anglia. You can visit our latest developments today at Abbots Green, Woolpit; Constable Gardens, East Bergholt; and Henley Gate, Ipswich.



The Site

Humber Doucy Lane



The site at Humber Doucy Lane is located approximately 4km north-east of Ipswich town centre and straddles the local authority boundary between Ipswich Borough and the district of East Suffolk. The key drivers for the development of Humber Doucy Lane are based on the principles of sustainable development, fulfilling local housing needs and creating a thriving well-connected new place.



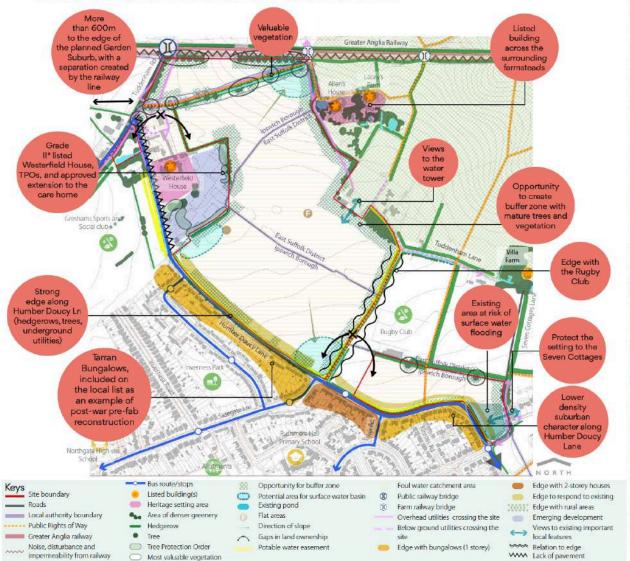
Local Policy overview:

In their respective adopted Local Plans, Ipswich Borough Council and East Suffolk Council have allocated the site for a comprehensive development. Key requirements from the two Site Allocation policies include:

- ✓ Delivery of affordable housing
- ✓ Development of approximately 600 new homes
- Provision of a suitable transition to the wider countryside, including contributing to the provision of a Green Trail
- Separation to surrounding settlements and protection of heritage assets
- Providing sustainable drainage systems (SuDS)
- ✓ Provision of appropriate community facilities and open space
- ✓ On-site suitable accessible natural greenspace
- Access from Humber Doucy Lane, and provision of relevant highway/public transport measures.
- ☑ Biodiversity net gain

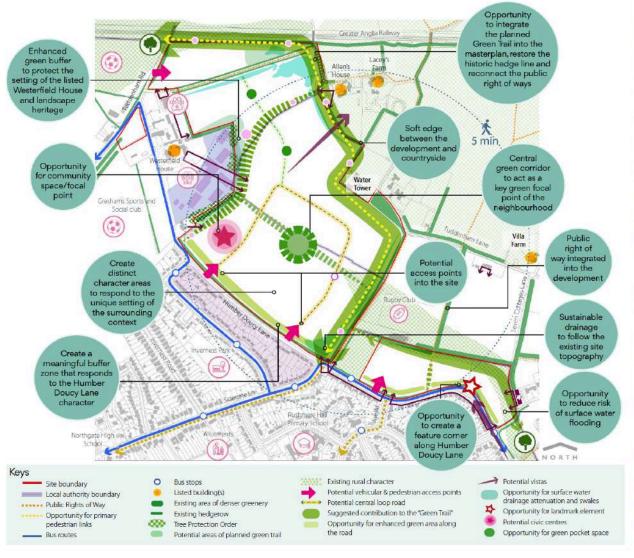


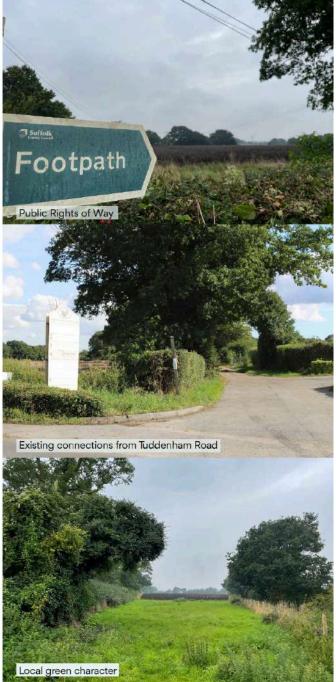
Site Considerations





Site Opportunities





Key Principles



High quality new homes to meet local need.



Significant provision of affordable homes.



Opportunity for new community facilities, including amenity, sport and play areas, and early years facilities.



Retention of trees and hedgerows wherever possible, and provision of enhancements to achieve a biodiveristy net gain.



Designated public open spaces and opportunities for natural play and recreation.



An inclusive development with a mix of housing for families of all sizes.



Creating greater connectivity through new walking and cycling routes.



Sustainable new homes built to the latest sustainable building requirements, through design efficiency, higher performing build materials and the use of renewable energy.

Placemaking approach

Enhance nature and green connectivity

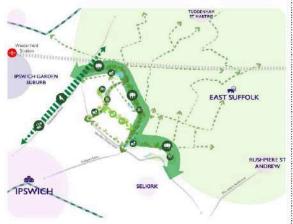


Establish primary green corridor to create a green rim (Green Trail)



Protect mature trees and landscape

Green corridors to enhance biodiversity, accommodate SuDS and protect natural character and heritage



A distinct character



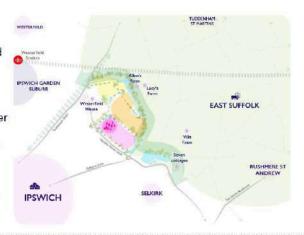
Embrace, protect and strengthen local character and heritage



The site character transforms from a gateway and denser regular grid to a more leafy, natural setting



Protect setting to surrounding listed buildings



Linked together



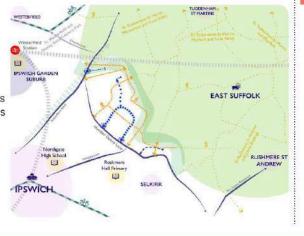
Establishing new access to the site





Links to neighbouring communities

car-free green links



A place to live, play, learn and explore



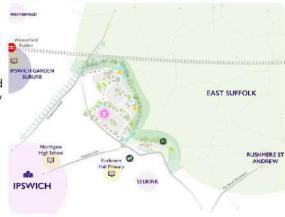
Anew neighbourhood provides opportunity for new community amenities, sport and play areas, and early years facilities

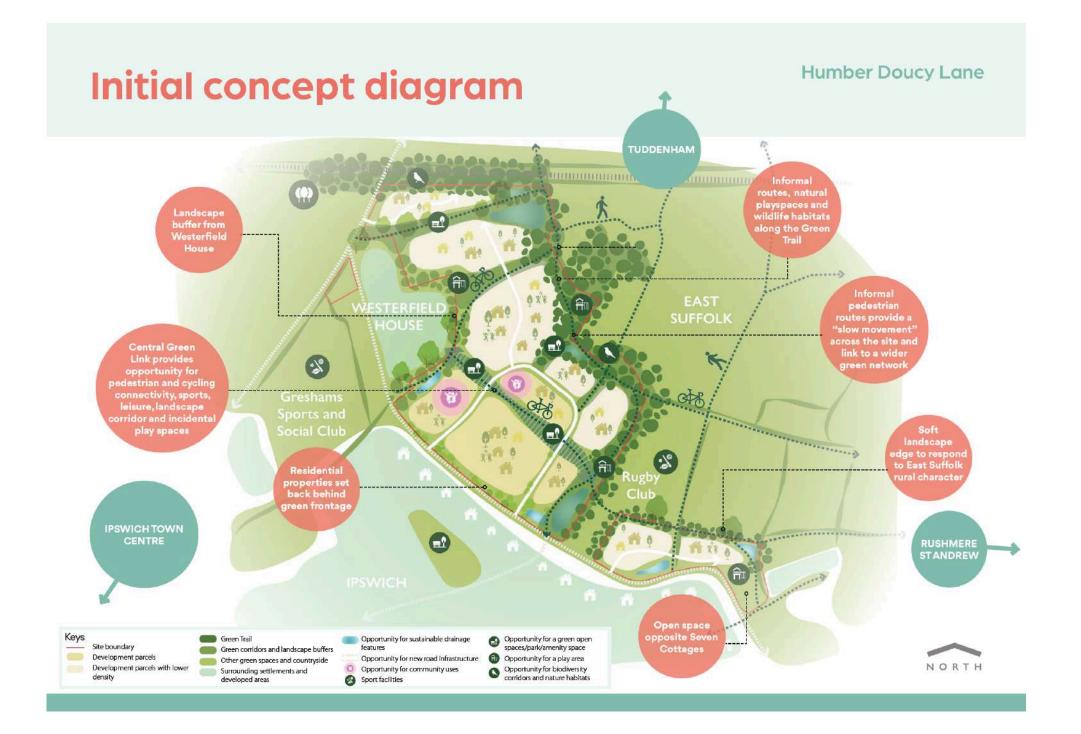


Quality homes for intergenerational living



Opportunities for community spaces, integrate with open spaces





High-quality New Homes

The land east of Humber Doucy Lane has been allocated in the adopted Local Plans for around 600 new homes and our proposals are to bring forward a high-quality housing development on the site.

Delivering new high-quality homes on Humber Doucy Lane will help to meet the local need for new housing. These homes will be available in a range of tenures and house sizes (including 1, 2, 3 and 4 bed homes), suitable for first time buyers and families of all sizes. A considerable proportion will be affordable homes, providing people with the opportunity to get on the housing ladder.

Let us know what type and tenure of new homes you think the local area needs by filling out our survey!

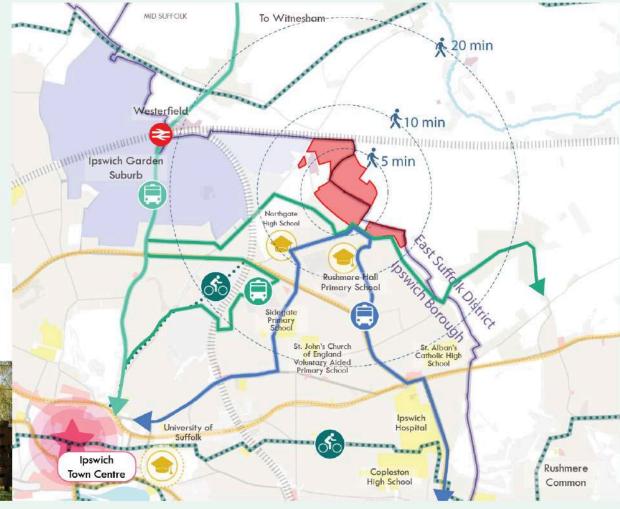


Opportunity for new community amenity spaces

We are keen to deliver a new development that is inclusive and promotes healthy and sustainable living. We are investigating the opportunity to introduce community facilities and non-residential uses on site.

Possible opportunities we are exploring include provision for amenity spaces, sport and play areas, and early years facilities.

Existing wider context and local facilities: Key Site Red Line Boundary Ipswich Garden village Built up areas Borough boundary Train stations Closest schools Educational sites Industrial sites Commercial areas Existing bus routes Primary roads



Connectivity

We aim to provide a well-connected development. The main vehicular road through the site will include an integrated cycle lane and footpath, lined with trees, creating a safe access route that connects to existing public rights of ways and supports sustainable transport use. There will also be provision of further pedestrian and cycle links throughout the development.







Let us know if you have any suggestions as to how link for pedestrians and cyclists could be improved in the area by filling out our survey!



Public spaces

We are looking into the opportunity to provide a variety of green spaces, including landscaped corridors and play areas. The green links will provide the opportunity to bring nature, activity and incidental play areas to the heart of the development.

Alongside this, we are looking to establish a primary green corridor to serve as an extension of the Green Trail around Ipswich, The green corridor will enhance and protect the natural character and heritage of the area.

Let us know if these are things you would like to see come forward in our masterplan by talking to members of the project team or filling out our survey!



Public open space Playing fields





Building Sustainably

Biodiversity and Nature

Our plans aim to contribute to the conservation of local biodiversity priorities, and maximize the retention and enhancement of existing hedgerows and trees. Opportunities we are looking into to enhance biodiversity include the provision of green links, which will bring nature into the heart of the development, alongside the creation of attenuation ponds around the edges of site as part of a Sustainable Drainage Strategy.

Placemaking

Our ethos is focussed on delivering great places to the highest standards, based on the well established design principles that underpin Building for a Health Life. This ensures that the development will be designed and built with nature and people at its heart, to enable a sustainable community to flourish.

In our homes

New homes at Humber Doucy Lane will be built to the latest sustainability standards, which through design efficiency, higher performing build materials and the use of renewable energy, ensure a 'futureproof,' energy efficient and climate conscious development.



Have your say

We are keen to engage with the local community and gather your feedback to help inform our masterplan for the site. **You can provide your comments** by completing **our survey**, available to fill in today or by going to our website.

You can also **get involved by visiting our website**, where you can find an **online version of our survey**.

The first stage of our consultation closes on Wednesday 15th November, so please make sure to provide your feedback by this date.

If you would like to get in touch with the project team at any time you can call or email us using the below:



drowson@conciliocomms.com







The website is available at: www.humberdoucylane.co.uk

Next Steps

Public consultation

October/November 2023

Update on plans

December 2023

 Anticipated planning application submission

Winter 2023/2024

Humber Doucy Lane

Appendix J: Feedback form stage 1

Humber Doucy Lane Consultation Survey

Thank you for taking the time to complete this survey, if you would like to complete our survey online, you can do so by **scanning the QR code.**



If you have questions or would like to someone about this survey or the wider project, please email drowson@conciliocomms.com or call 0800 193 9945

Name:	Postcode:
Email:	Phone:
X X	umber Doucy Lane? nity representative Other:
2. What type and tenure of new homes do you t 2, 3, 4-bed, for sale/rent)?	think the local area needs (i.e., affordable, 1,
3. Do you have any suggestions as to how links mproved in the area?	for pedestrians and cyclists could be
1. Do you consider there is a need for additiona	Il public open space/play space in the area?
www.humberdoucylane.com	

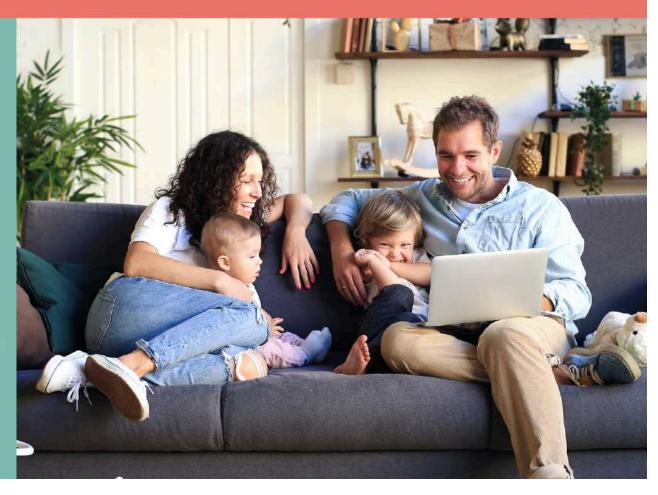
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Introducing Hopkins Homes

Hopkins Homes is a leading UK home builder specialising in place making and urban regeneration. Hopkins Homes has established an enviable reputation for developing award winning homes, being recognised by the NHBC in their Quality Award Scheme, the industry's benchmark for the quality of a development in terms of build standard and overall site management.

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We are determined to create a positive environmental, social and economic legacy for future generations, building great homes and places that are designed and built for better living and meet the challenges of the future.

Barratt Developments have a track record of delivering quality homes and places to be proud of across East Anglia. You can visit our latest developments today at Abbots Green, Woolpit; Constable Gardens, East Bergholt; and Henley Gate, Ipswich.



The Site

Humber Doucy Lane



The site at Humber Doucy Lane is located approximately 4km north-east of Ipswich town centre and straddles the local authority boundary between Ipswich Borough and the district of East Suffolk. The key drivers for the development of Humber Doucy Lane are based on the principles of sustainable development, fulfilling local housing needs and creating a thriving well-connected new place.



Local Policy overview:

In their respective adopted Local Plans, Ipswich Borough Council and East Suffolk Council have allocated the site for a comprehensive development. Key requirements from the two Site Allocation policies include:

- M Delivery of affordable housing
- Development of approximately 600 new homes
- Provision of a suitable transition to the wider countryside, including contributing to the provision of a Green Trail
- Separation to surrounding settlements and protection of heritage assets
- ✓ Providing sustainable drainage systems (SuDS)
- ✓ Provision of appropriate community facilities and open space
- ✓ On-site suitable accessible natural greenspace
- Access from Humber Doucy Lane, and provision of relevant highway/public transport measures.
- ☑ Biodiversity net gain



The consultation so far

Following the initial consultation regarding our vision for new homes on Humber Doucy Lane in October, Hopkins Homes and Barratt David Wilson Homes would like to take the opportunity to thank the local community for their participation and feedback.



Our consultation summarised



2543 unique website visits



39 webinar views



Over **225** attendees at consultation events



515 surveys completed



10,958 impressions on social media



Met with local community organisations and businesses

You said, we did

Following our public consultation that took place at the end of 2023, we have been busy reviewing the feedback received and are working towards finalising our proposals for new homes on the site.

See below how the key themes that you raised have been considered in the continued development of our plans.

We have held informal discussions with both the Local Planning and Highway Authorities and have sought to ensure that the proposed access to the site from Humber Doucy Lane will meet You want improved safety along Humber Doucy Lane and safe all required safety standards. This in combination with improved access to the development pedestrian crossing facilities and highway alignment measures, will also result in lower vehicular traffic speeds along the Lane. We have looked to ensure that our proposals seek to incorporate and utilise all available pedestrian linkages to the wider You want to see the site integrated with local infrastructure surrounding area, and via lowering the traffic speeds and Humber Doucy Lane, that access to the existing education, retail and community facilities beyond is readily achievable. You're interested in seeing a wide range of house sizes and Our proposals will deliver a range of 1,2,3 & 4 bedroom homes tenures We are actively engaging with the local community, You value the importance of working with local stakeholders and stakeholders and representatives on our updated proposals neighbours We are providing a scheme that provides 10% Biodiversity Net You want to see sustainability and biodiversity benefits Gain (BNG) and delivers new tree planting.

Key principles



Approx. 600 new high-quality new homes



Approx. 30% provision of affordable housing in line with local policies



New community facilities including amenity, sport and play areas and early year facilities



Trees and hedgerows retained where possible alongside biodiversity net gain of 10%



Designated public open spaces and opportunities for natural play and recreation



An inclusive development with a mix of housing for families of all sizes



Enhanced connectivity through new walking and cycling routes



Sustainable new homes built to the latest low carbon building requirements

Our vision

Our outline application for the Humber Doucy Lane site is designed to show the key priorities and aims of development. Further applications will come forward in the future to provide even greater detail on the exciting development at Humber Doucy Lane.

Our new concept plan is formed of a number of key pillars that will combine to make Humber Doucy Lane a great place to call home for families while also contributing to the existing community around the site.



Our development concept

Our new concept plan aims to provide:

- Approx. 600 high quality, beautifully designed homes which meet the needs of a diverse range of households.
- High quality green public open spaces near every home, embedding a culture of living by nature.
- Two major green routes crossing over at a central open greenspace, providing pedestrian, cycling and biodiversity links.
- A vibrant green trail which acts as a publicly accessible buffer between the countryside edge and proposed new homes.
- An area for non-residential uses to support new and existing communities both in and around the site.
- A placemaking strategy that highlights the main entrance to the site and aids accessibility throughout the proposed development.
- A Sustainable Drainage Strategy that is incorporated into the landscape design, creating interesting landscapes within the green areas.



The road network and drainage details shown are illustrative, with the exact details of these still to be determined

Placemaking approach



Enhance nature and green connectivity



Establish Primary green corridor to create a green rim (Green Trail)



Protect mature trees and landscape



Green corridors to enhance biodiversity, accommodate SuDS and protect natural character and heritage



2

A distinct character



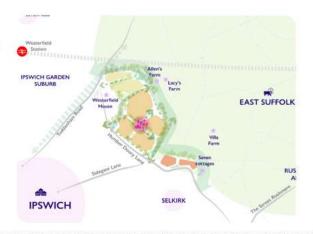
Embrace, protect and strengthen local character and heritage



The site character transforms from a gateway and denser regular grid to a more leafy, natural setting



Protect setting to surrounding listed buildings



3

Linked together



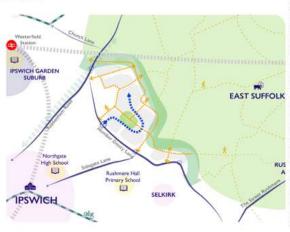
Establishing new access to the site



Safe pedestrian network that can connect to the existing public rights of waysand provides alternative "slow" movement through car-free green links



Improved connections to surrounding communities



4

A place to live, play, learn and explore



neighbourhood provides opportunity for new community amenities sport and play areas, and early years facilities



Quality homes for intergenerational living



Opportunities for community spaces, integrate with open spaces



High-quality new homes

The land east of Humber Doucy Lane has been allocated for new homes in Ipswich and East Suffolk's adopted Local Plans. We are looking to bring forward proposals for a high-quality development of approximately 600 homes at the site.

Delivering new homes on Humber Doucy Lane will help to meet the need for new housing in the local area. These homes will be available in a range of tenures and house sizes (including 1,2,3 and 4 bed homes), suitable for first time buyers and families of all sizes. Approx. 30% of new homes will be allocated for affordable housing, providing people with the opportunity to get onto the housing ladder.









Images are illustrative only - house types and detailed design will form part of future planning applications

New community spaces

We will deliver a new development that promotes healthy and sustainable living.

Our plans include for the provision of onsite Early Years/Nursey education and the provision of up to 400sqm of non-residential uses such as retail/community/café space, located within the heart of the site next to open space.

At this scale, the non-residential uses would not undermine other local retailers, but would provide day to day facilities for residents and a community focal point.

We will also deliver a variety of green spaces including nature corridors and play areas, these spaces will combine to connect nature, activity and residents to the heart of the development.







Precedent images of green spaces and community infrastructure

Connectivity

We will provide a well-connected development incorporating easy access and movement for pedestrians and cyclists in addition to a vehicular spine road. Our main vehicular road will include an integrated cycle lane and footpath lined with trees, creating a safe access route that connects to existing public rights of way and supports sustainable transport use. See the map on this page to learn about all our planned connective routes internally and those that integrate the site with the surrounding community.

Site's Strategic connections:





Building sustainably

Biodiversity and Nature

Our plans aim to contribute to the conservation of local biodiversity priorities, and maximize the retention and enhancement of existing hedgerows and trees. Opportunities we are looking into to enhance biodiversity include the provision of green links, which will bring nature into the heart of the development, alongside the creation of attenuation ponds around the edges of site as part of a Sustainable Drainage Strategy.

Placemaking

Our ethos is focused on delivering great places to the highest standards, based on the well established design principles that underpin Building for a Healthy Life. This ensures that the development will be designed and built with nature and people at its heart, to enable a sustainable community to flourish.

In our homes

New homes at Humber Doucy Lane will be built to the latest sustainability standards, which through design efficiency, higher performing build materials and the use of renewable energy, ensure a 'futureproof', energy efficient and climate conscious development.



Have your say

If you have any comments please send these through to



drowson@conciliocomms.com



08001939945



The website is available at:

www.humberdoucylane.co.uk

Next Steps

Community update

February 2024

Anticipated planning application submission

March 2024

Target submission of first
Reserved Matters applications

Autumn/Winter 2024

Target start on site

Summer 2025

Humber Doucy Lane

New Homes on Humber Doucy Lane



Feedback Form

If you would like to provide feedback on our updated proposals for new homes on Humber Doucy Lane, please leave your comments below.

If you need more time to consider the updated proposals, you can take this form away alongside one of our freepost envelopes and send it back to us.

Thank you for providing your feedback!

To request hard copies of the consultation material, please ask a member of the project team in attendance, or get in touch via:

Email: drowson@conciliocomms.com

Phone: 08001939945

You can also provide feedback on our website, available via the QR code or by visiting:

www.humberdoucylane.co.uk

