

# Land North of Chipperfield Road

Parish Council Meeting, December 2024

Scan the QR code  
to visit **LNCR.Place**  
for more information



## Kings Langley Parish Council Meeting 17 December 2024



**SILVERSAW LTD**  
PROPERTY LAND DEVELOPMENT INVESTMENT

For more information please visit **LNCR.Place** contact the JTP team at [community@jtp.co.uk](mailto:community@jtp.co.uk) on Freephone 0800 012 6730 or write to us at **Freepost JTP** (no stamp needed).





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## The Design Team



### The Hill Group (Housebuilder)

Hill Group is an award-winning 5 star housebuilder, creating a range of beautiful homes across London and the south east. Our vision is to be the UK’s leading, most trusted housebuilder, creating exceptional homes and sustainable communities. The community is at the heart of every project we deliver, and our driving force is to ensure we make a positive contribution to the people living and working in and around our developments. Hill Group has been honoured with the prestigious Housebuilder of the Year award at the renowned WhatHouse? 2023 Awards.



Hill's award winning neighbourhood, Marleigh, Cambridge

### Silversaw Ltd (Landowner)

Over the last two decades, Silversaw Ltd has been delivering new builds, historic restorations, and bespoke luxury homes featuring advanced technologies like renewable energy systems and borehole water supplies.

Since 2010, Silversaw has also promoted strategic land parcels, working with landowners and multidisciplinary teams to navigate Local Plan processes, addressing environmental and infrastructure challenges to substantially enhance land value.

A standout project includes the restoration of Hill Farm in Kings Langley, converting a 500-year-old farmhouse and historic barns into customized modern homes.



Silversaw Ltd Restoration of Hill Farm Heritage Project

### JTP (Architects and Masterplanners)

JTP is an international placemaking practice of architects and urban designers with extensive experience of delivering successful places for both the public and private sectors throughout the UK and internationally.

Our goal is to create places where life in all senses can flourish; places that are economically thriving, artistically stimulating, environmentally footprint-free, with a strong sense of identity. In short, places where people feel they belong.



JTP's self-designed offices, Pennington Street Warehouse

### Consultant Team and Collaborators

Planning



Landscape Architects



Heritage



Ecology



Collaborator



Transport



Landscape and Visual Impact Assessments



Drainage, Noise, Pollution



Sustainability and Energy



Aboriculture



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## The Hill Group

### Who We Are

- Founded 24 years ago with partnering ethos;
- Second largest privately owned UK housebuilder;
- Design-led with a focus on placemaking;
- 5\* Homebuilder, 97.5% of customers would recommend us;
- Substantial social value programme including Foundation 200 pledge;
- Numerous accolades including 9 awards at WhatHouse? 2023 Awards including main prize of Housebuilder of the Year.

### Our Goal

**“To be the UK’s leading, most trusted housebuilder, creating exceptional homes and sustainable communities.”**

### What We Do

- 3,000 new homes delivered a year;
- 830+ employees;
- 6 regional offices;
- Track record delivering community-led schemes;
- Part of the Considerate Constructors Scheme, which raises standards in the industry, and builds trust with the public.



For more information please visit Hill's website [hill.co.uk](https://hill.co.uk)

### Our Approach to Working in Communities

- Meetings with the Parish Council and key stakeholders;
- Pre-application meetings with Dacorum Borough Council Planning Officers;
- Public consultation exhibitions for local residents to view and comment on emerging proposals before planning submission;
- One-to-one neighbour meetings to work through proposals before and after planning submission;
- Dedicated project website to allow the community to be kept informed of progress - [lncr.place](https://lncr.place);
- Continued communication post planning submission and during construction;
- Provide a key point of contact throughout the whole process.





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## The Site



View 1: Looking north-east towards Kings Langley Secondary School



View 2: Looking towards the north-western edge of the site



View 3: Looking west towards the A41 along northern boundary



View 4: Looking south towards back of Chipperfield Road properties



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## Key Deliverables

- **Up to 150 High Quality Homes**
- **50% Affordable Home Provision**
- **Green Open Space and Play Areas**
- **Habitat Ponds**
- **Biodiversity Net Gain**
- **Off-site Provision for a Suitable Alternative Natural Green Space (SANG)**
- **New Circular Walking Route**
- **Community and Education Building**
- **Cafe / Farmshop**
- **Alternative Education Provision: The Farmstead includes outdoor curriculum options within a therapeutic environment.**



Artist's Illustrations





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## Outline Planning Application

### Parameter Plans indicating Principle of Development

The details of what is expected to be formally submitted for approval at this stage is set out on **this board** which includes:

- The proposed land uses
- The proposed access points
- The proposed landscape
- The proposed building heights

### The proposed Land Use and Access Plan set out below has been developed with the following design and technical assessments:

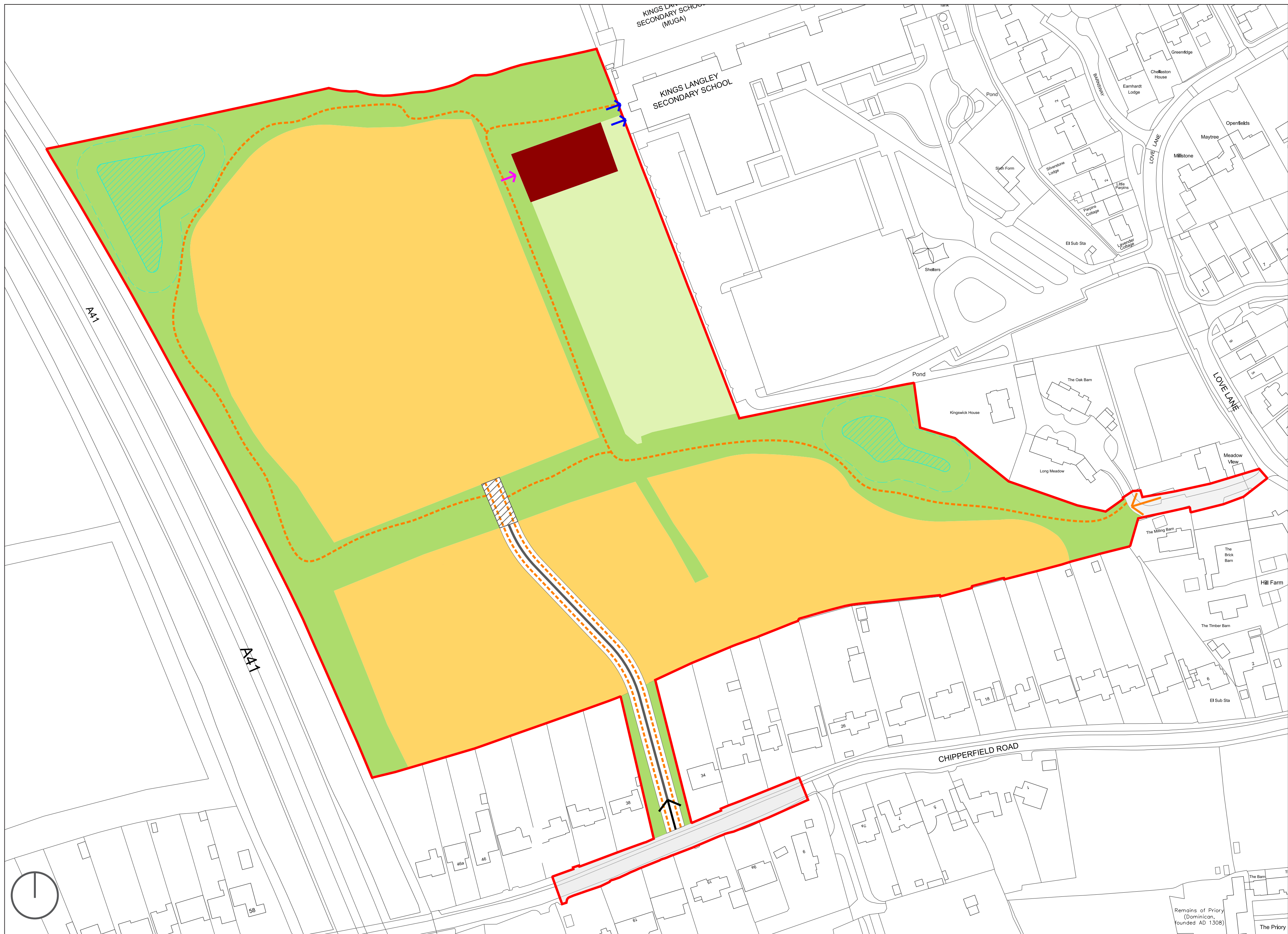
- Landscape and Open Space
- Ecology / Biodiversity Net Gain
- Arboriculture
- Drainage
- Noise
- Highways
- Heritage

### Key Details:

- Application Boundary - 9.66 HA / 23.87 Acres
- Up to 150 Homes
- Density Range 25-35 dwellings per hectare
- 2-storey development with select, key locations of up to 2.5 storeys.

### Compliance with revised NPPF:

- An increase from 35% to 50% Affordable Housing



Land Use and Access Parameter Plan

- LAND USE**
- Residential (Use Class C3)
  - Education and Community (Use Class F1(a) / sui generis)
  - Public Open Space
  - Private Open Space: Education
  - Indicative Locations of Attenuation Basins

- ACCESS**
- Existing Road Infrastructure
  - Main Road Infrastructure
  - Public Realm Focal Point
  - Main Pedestrian and/or Cycle Routes
  - Access Point - All Traffic Modes (Chipperfield Road)
  - Access Point for Pedestrian and Cycle Only (Love Lane)
  - Indicative Access Point to Kings Langley Secondary School
  - Indicative Access Point to Education/Community



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## Concept Masterplan

This illustrative masterplan is an example of how the design principles can be interpreted and will be included in the Design and Access Statement as supporting information.

The illustrative masterplan has no particular prescribed mix at this stage but ensures there is a balance of house types throughout ranging from 1 Bed to 5 Bed homes. The homes are designed along a network of streets and spaces, all of which are connected to wider green landscape.

- 1 Entrance from Chipperfield Road
- 2 Entrance from Love Lane (Pedestrians and Cyclists only)
- 3 Arrival Space
- 4 Areas of Play
- 5 Habitat Ponds
- 6 Existing Trees and Hedges
- 7 Circular Walk
- 8 Education / Community Building
- 9 Education Farmstead
- 10 Pedestrian access to Kings Langley Secondary School and Multi-Use Games Area (MUGA)



Concept Masterplan



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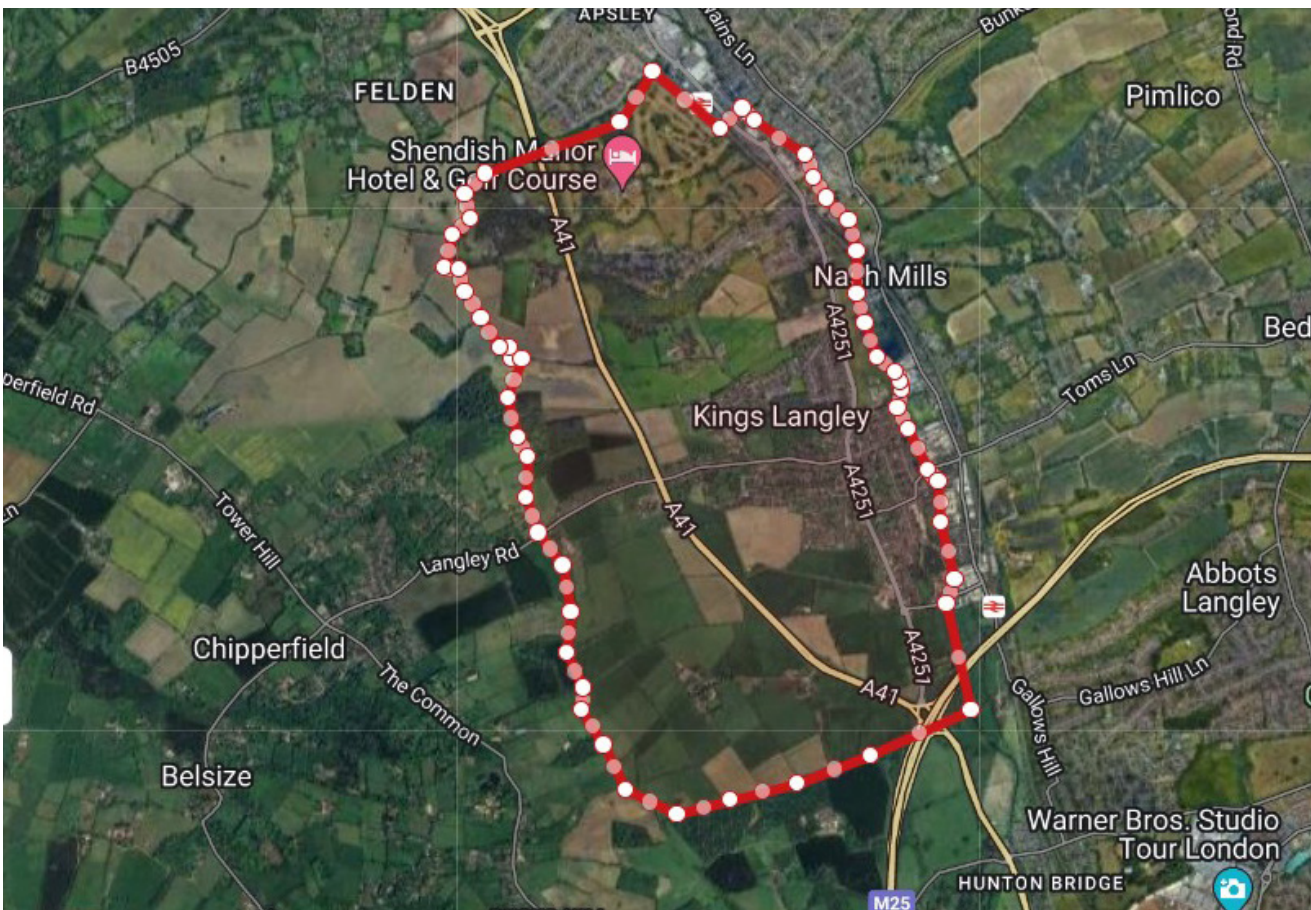
## Community Consultation Process

### Flyer

On Wednesday 20 November 2024, 2,415 flyers were hand delivered to addresses in Kings Langley, inviting them to the Community Consultation on Friday 29 and Saturday 30 November 2024.

The distribution area (seen below) mirrors the Kings Langley Parish Council boundary.

The flyer invitation contained background information, contact details and a QR code linking directly to the project website to find out more information.



### Website

A bespoke project website LNCR.Place was created to act as the hub for the engagement activity and has been updated regularly to provide more information and details of the engagement process and the emerging proposals for the site and will continue to be updated following the planning submission.

The website contains email contact information background information, and project downloads for all published material.

**Over 380 people have visited the website since it was launched on Wednesday 20 November 2024.**

### Instagram

On Monday 25 November 2024, a targeted Instagram video advertisement was launched to a radius of 2km from the site and ran for five days.

The video encouraged attendance at the Community Consultation and provided a link to the project website.

**The video was viewed over 4,600 times and was successful in targeting a younger demographic.**

### Stakeholder & Community Invitation

On Friday 22 November 2024, the flyer invitation was issued to parents of Kings Langley Secondary School via their weekly newsletter

On the same day, a stakeholder invitation to the preview and Community Consultation event was sent to the following groups:

- Kings Langley Parish Councillors via the Parish Clerk.
- Kings Langley Secondary School board of Governors via the Deputy Head.
- Sunnyside Rural Trust board of trustees via the CEO.

A database of local stakeholders and residents has been created to keep people up to date as we move through the planning process. **Each respondent or contact was added to the database culminating in a list of around 100 contacts.**



### Kings Langley Secondary School Workshop

On Tuesday 7 November 2024, JTP worked with students from Kings Langley Secondary School to find out what they would like to see on the farmstead site as part of the proposals for Land North of Chipperfield Road.

Using virtual reality headsets for inspiration, students worked together in groups to draw out their ideas for the farmstead, which were linked to their personal interests.



Following the workshop outputs, a consensus plan was developed which was included as part of the Community Consultation exhibition boards. The virtual reality headsets were also updated to reflect the student's ideas and the panorama image created was also available for people to view as part of the Community Consultation exhibition boards.



### Comments and responses have been categorised as follows:

- **Principle of development - for and against**
- **Concern regarding local traffic**
- **Misleading engagement process**
- **Impact on local infrastructure**
- **Affordable housing**
- **Impact on landscape & local wildlife**
- **Safety issues**
- **Energy and sustainability**
- **Overlooking issues**
- **Quality of homes**



# Land North of Chipperfield Road

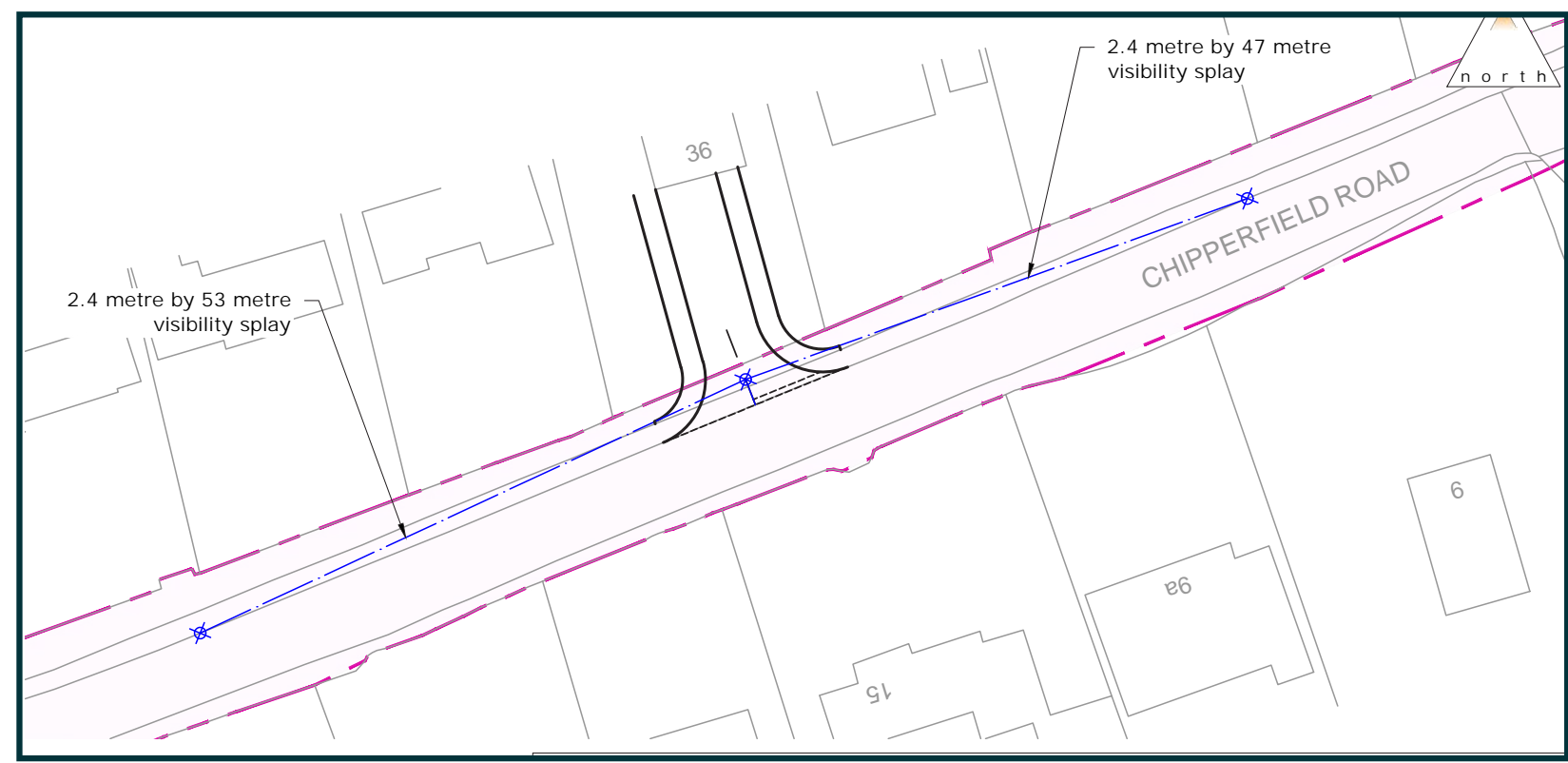
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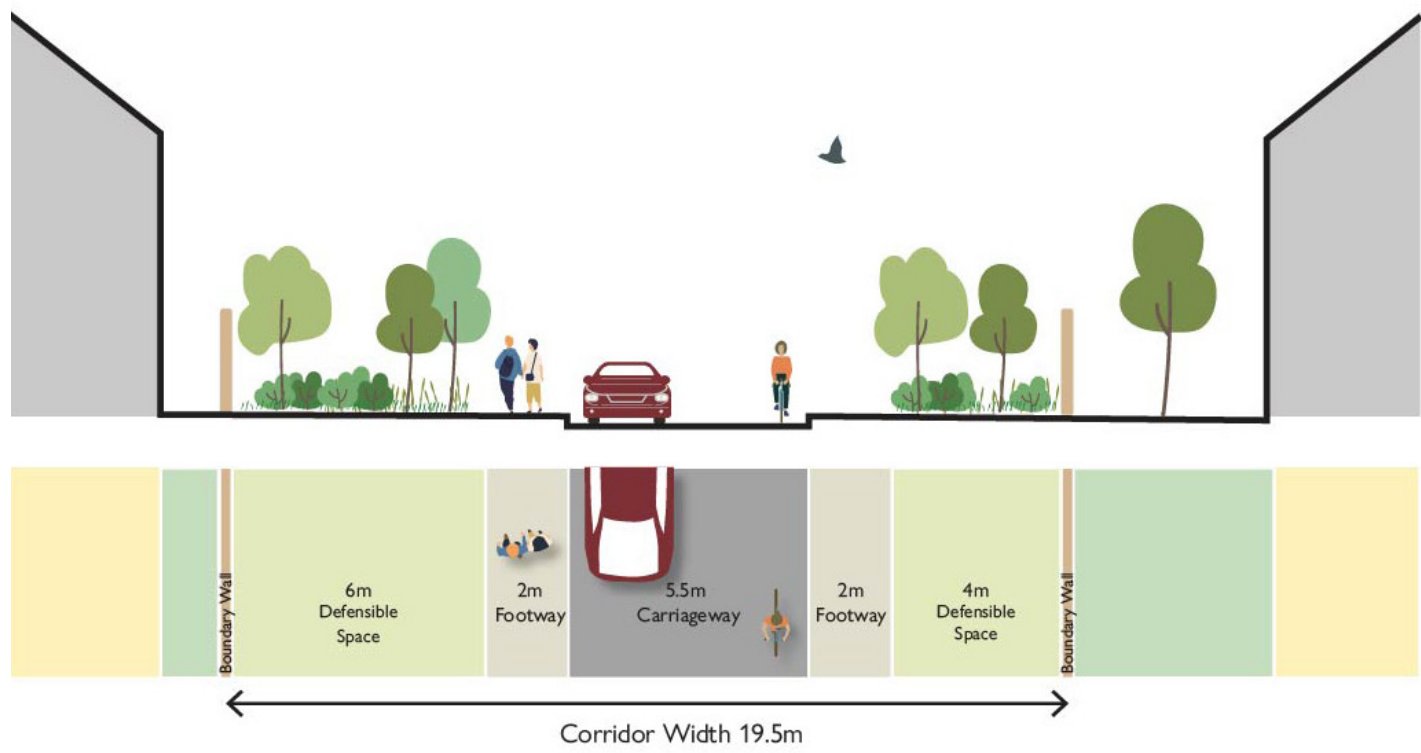


## Movement And Access

The details of what is expected to be formally submitted for approval at this stage is set out on this board which includes The proposed access points. There have been further details included below following consultation.



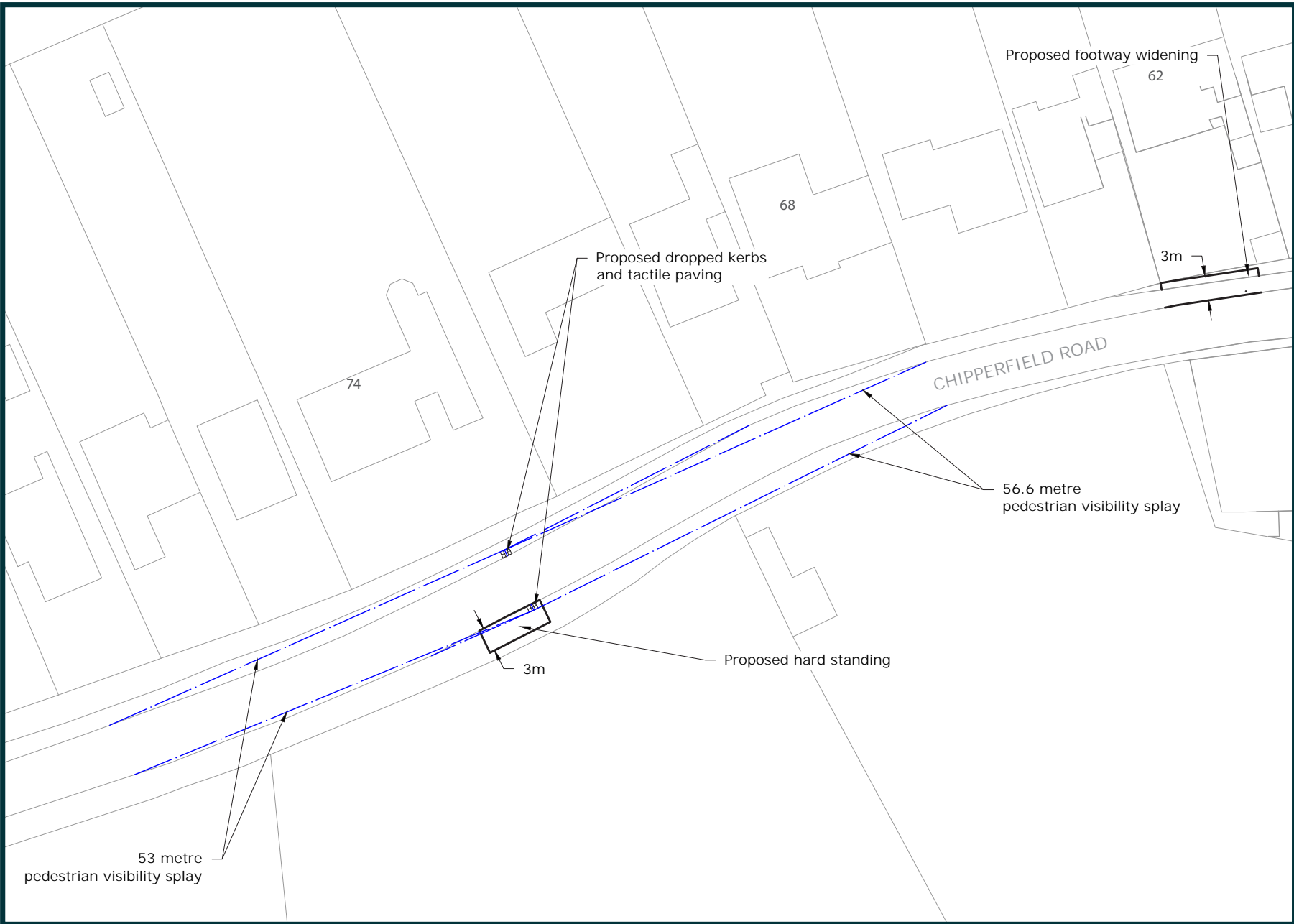
Access Arrangement from Chipperfield Road



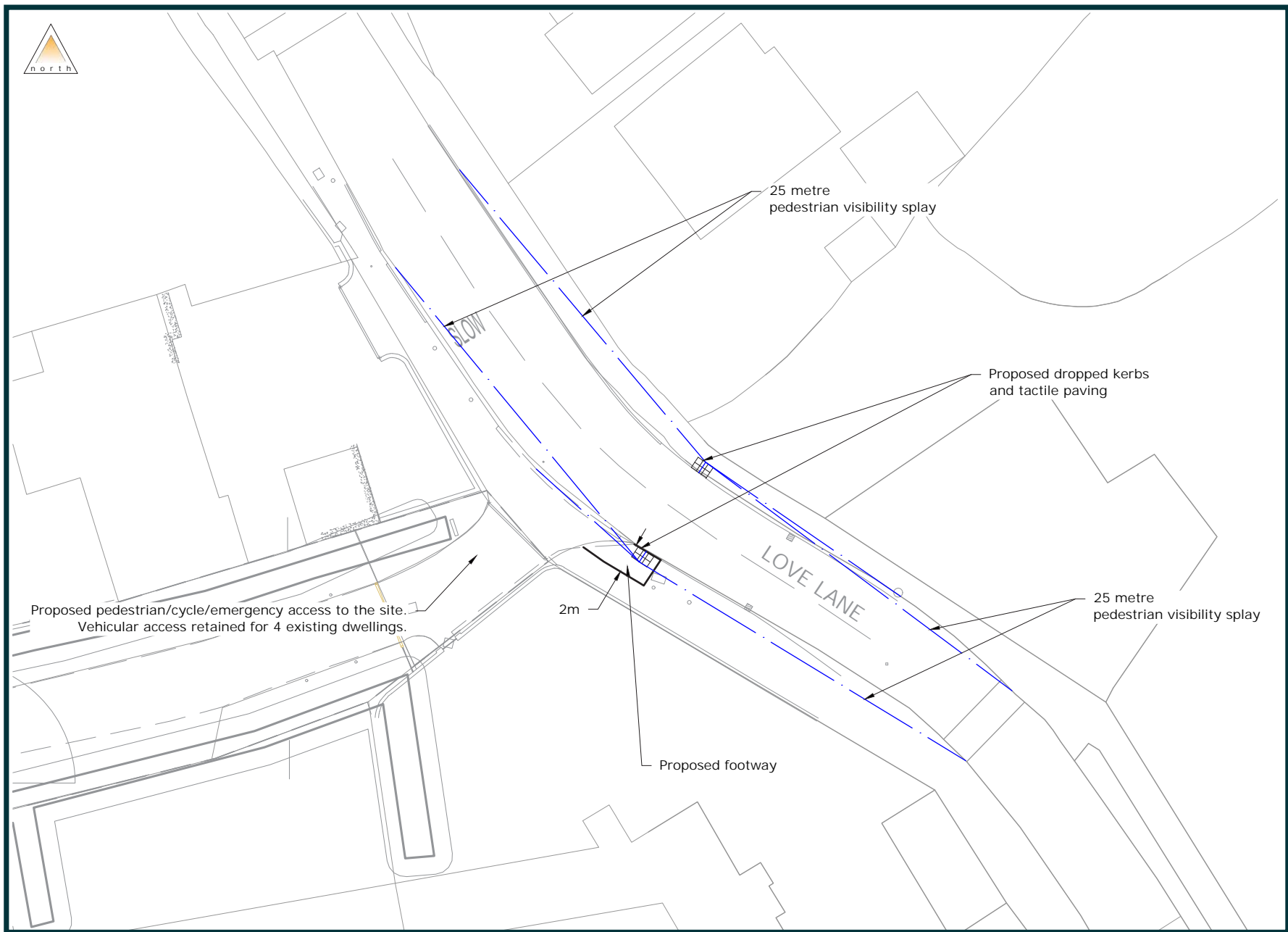
Indicative Section of Access Road into the site

### Proposed Access Arrangements

- Chipperfield Road: 5.5 metre wide vehicular access with 2 metre footpaths on either side.
- Visibility splays based on speed data on Chipperfield Road can be accommodated within highway land.
- Love Lane: Pedestrian and Cycle access only.



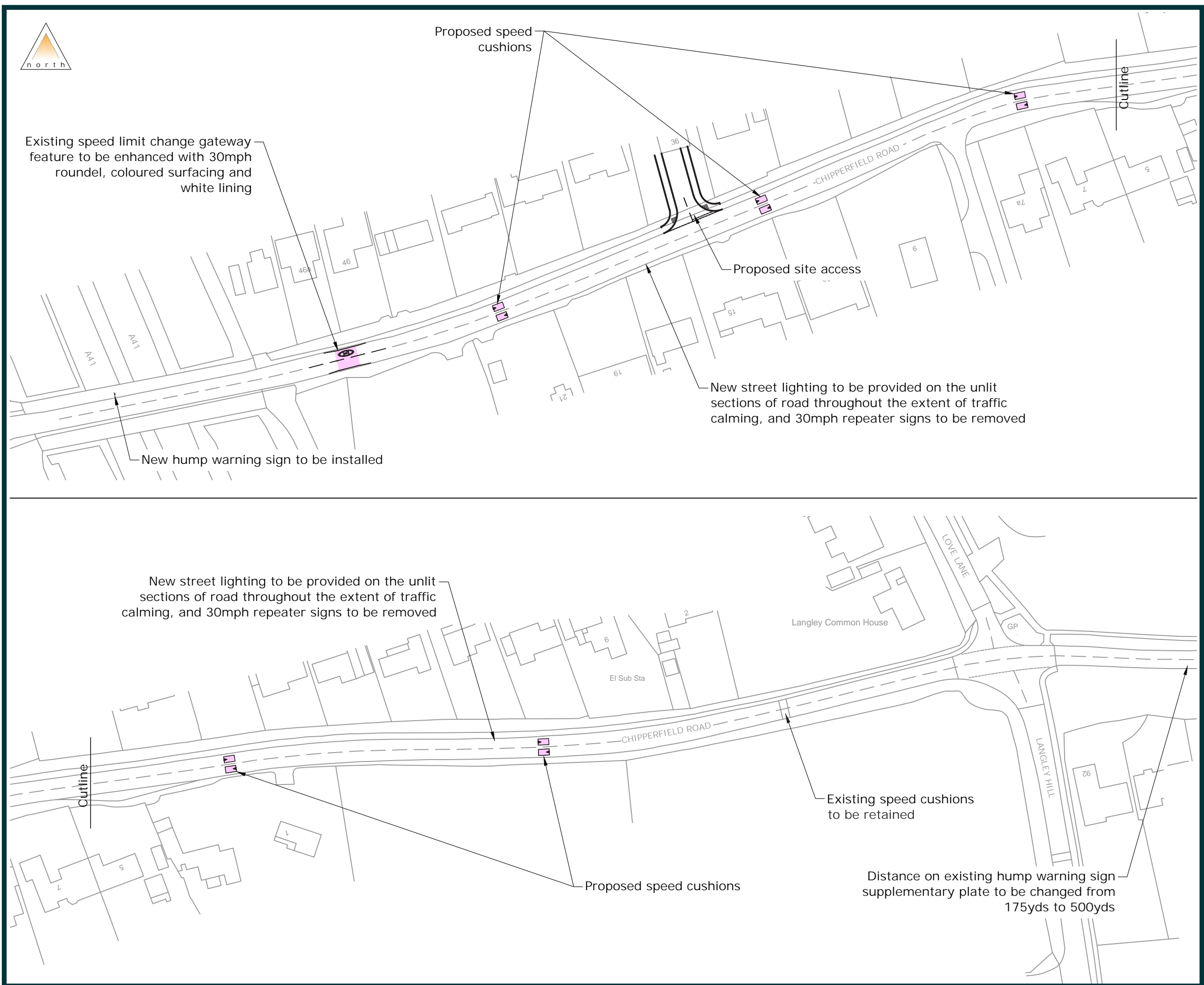
Bus Stop Improvements on Chipperfield Road



Access Arrangement for Love Lane

### Proposed Highway Works / Sustainable Travel Improvements

- Proposed improvements to the Ballspond Farm bus stops located approximately 400 metres west of the site on Chipperfield Road.
- This includes footway widening for the eastbound bus stop and an area of hardsanding for the westbound bus stop. This will also include an informal pedestrian crossing (dropped kerbs and tactile paving) to connect the westbound bus stop to the existing footway on the northern side of Chipperfield Road.
- S106 contributions towards improving the frequency of local bus services.
- Informal pedestrian crossing (dropped kerbs and tactile paving) on Love Lane to connect the proposed pedestrian access to the footway on the eastern side of Love Lane.
- A Road Safety Audit is being undertaken which includes the site access and the proposed highway works.
- A Draft Travel Plan will be submitted as part of the application to promote sustainable travel.
- In response to feedback received at the public consultation, a traffic calming scheme has been designed along Chipperfield Road between from the A41 bridge to Love Lane. This includes a series of speed cushions, additional lighting and an enhanced gateway features.



Traffic Calming Measures on Chipperfield Road



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## Alternative Education Provision: The Farmstead

### The Farmstead

A key focus of the proposals for Land North of Chipperfield Road is a “Farmstead” located on land adjacent to Kings Langley Secondary School. This will create a supportive environment for children through the provision of onsite learning and therapeutic services. Our vision includes dedicated growing spaces alongside health and wellbeing programs featuring therapy gardens and animal-assisted activities. We are actively engaging with Kings Langley Secondary School and Sunnyside Rural Trust to integrate this provision.

### Background

Sunnyside Rural Trust (SRT) is working with Kings Langley Secondary School (KLS) to create a Farmstead project, which will benefit both students and vulnerable people. The school approached SRT to help them provide alternative learning provisions and wellbeing options through the creation of a Farmstead situated on land adjacent to the school.

KLS wants to give its pupils the best chance of happy and productive school years. Their aim is that by using early interventions and alternative provisions, such as the ‘Farmstead’, students will have the best life chances possible. Using these approaches, potential needs can be addressed in a way that reduces impact on the student, preventing crisis stage from being reached. This in turn reduces stress on the education and Special Educational Needs and Disabilities (SEND) system nationally and, more importantly, results in a healthy school population that is able to learn, thrive and unlock its potential.

### The Benefits

The Farmstead will provide alternative outdoor curriculum options within a therapeutic environment, where pupils can interact with animals, engage in nature-based activities, and participate in farming-related tasks. This hands-on, green experience can have a positive therapeutic impact on students’ physical, emotional, and mental health. This overall sense of improved wellbeing will most likely, according to recent research, increase overall attendance at KLS. If attendees begin to associate a sense of purpose and enjoyment with their school life, they will be more likely to attend and thrive. The project also offers a sustainable alternative curriculum option for those learners who would benefit from this approach and might otherwise move towards exclusion and NEET (Not in Employment, Education or Training) status without it.

The objectives of the Farmstead fully align with the government’s Children & Nature Programme and Green Care – an evidence-based approach that uses nature and the outdoors as a means to enhance physical, mental, and emotional well-being. The Farmstead will also foster improved community relations by offering paid work, training, and skill development for vulnerable people. This initiative will create at least two full-time equivalent jobs and challenge public perceptions of people with learning disabilities.

### Sunnyside Rural Trust

Sunnyside Rural Trust is a registered charity that supports young people and adults with learning disabilities by offering training and employment opportunities within a social enterprise setting. The Trust offers a wide range of employment opportunities including growing and selling fresh produce e.g. fruit, vegetables and salads; poultry keeping; PAT testing; gardening design and maintenance; allotment makeovers; warden services; and growing and selling a wide range of plants including Dacorum Borough Council bedding plant contract. The Trust sells their produce and services through their two farm shops, local networks, regular markets stalls and local events. To find out more about Sunnyside Rural Trust, visit <https://www.sunnysideruraltrust.org.uk/>

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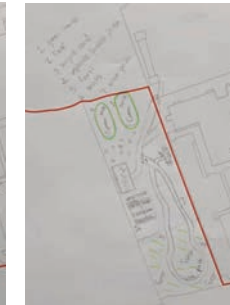
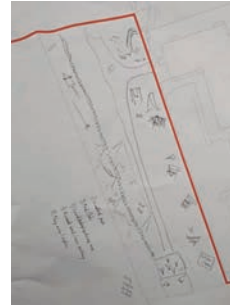
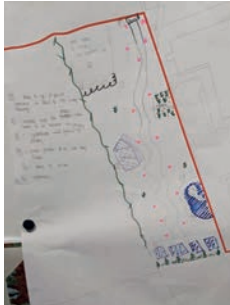
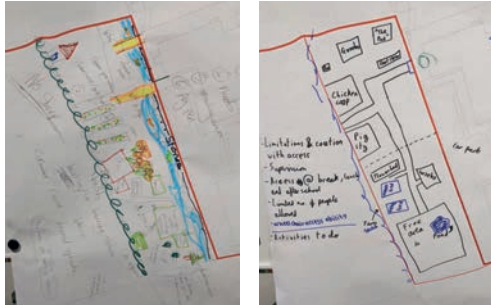
Community Consultation, November 2024



### Kings Langley Secondary School Workshop

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Using virtual reality headsets for inspiration, students worked together in groups to draw out their ideas, which were linked to their personal interests.



“Events tailored to the seasons: October pumpkin carving, summer strawberry picking, winter Christmas trees...”

“A safe environment in & around school.”

“Lots of chickens and pigs to feed.”

“Somewhere calming to sit and relax, lots of benches and lots of trees.”

“Geography lessons or learning areas about the Farmstead.”

“You could have an art trail, or a musical trail - nature is music!”

Consensus Illustration Concept Plan



Consensus Illustration





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Thank you