



# Statement of Community Involvement

Newnham Avenue

January 2024

## **1.0 Introduction**

- 1.1 The National Planning Policy Framework (NPPF), revised in December 2023, recognises the significance of pre-application engagement, in improving the efficiency and effectiveness of the planning application system. East Suffolk Council (ESC) published their Statement of Community involvement (SCI) in April 2021 which sets out the importance of early, effective, and meaningful engagement with the community and other stakeholders to allow people to feel they are involved in shaping the future of their community.
- 1.2 Prior to the submission of an application, the SCI recognises that early engagement with the community has the potential to improve efficiency and the effectiveness of the planning system for all stakeholders. This Statement of Community Involvement (SOCl) demonstrates the schedule of pre-submission engagement, which was undertaken by Flagship Group, in preparation for the submission of the application for the redevelopment of the garages within Newnham Avenue.
- 1.3 Flagship Group recognise the importance of community involvement in the planning process. This document demonstrates that extensive pre-application consultation has been undertaken prior to the submission of the planning application for the development proposal. The consultation responses and discussions are documented within this Statement.

## **2.0 Summary of pre-application engagement: East Suffolk Council and Suffolk County Council**

- 2.1 The proposed development has evolved through a series of pre-application meetings with East Suffolk Council. The design team have undertaken a number of pre-application meetings with officers in respect of topics relating to, design, access, parking and landscaping. The proposals have developed iteratively in direct response to Officer feedback.

## **3.0 Summary of pre-application engagement: Newnham Avenue Residents**

- 3.1 The engagement strategy adopted enabled Flagship Group to use a 'you said, we did' methodology, understanding what matters to tenants and residents living within the vicinity of the garages at Newnham Avenue. Engagement in this way enables the delivery of meaningful change, enhancing the lives and opportunities of the local community.
- 3.2 On 6 and 7 April 2020, Flagship Group carried out a text message survey to Flagship tenants living in the area to begin to understand the views on the local community and opinions regarding the garages.
- 3.3 We asked two questions:
  1. How do you feel about living in your community?
  2. How do you feel about the garages in your local area?
- 3.4 40 were texts sent, receiving a total of seven replies to Q1 and three to Q2.

**3.5** Overall tenants stated that they loved Woodbridge and enjoyed where they live. Some concerns around anti-social behaviour and the garages were raised. Feedback from the text message survey can be seen in Appendix One.

**3.6** In August 2020 the wider community were invited to engage using an online 'Give my view' poll. The poll, which aimed to reach wider demographics within the Newnham Avenue area was live between 3 August 2020 and 25 August 2020. We advertised the poll through geo-located targeted social media posts, as well as text messages sent to Flagship Group tenants. 31 respondents answered the questions below:

What is most important to you about where you live and your community?

What are the biggest concerns where you live?

What does your community need most?

What are your first thoughts when the garages are mentioned

What is the most important thing to you when considering a garage?

**3.7** The poll found that there is a large sense of safety within the community with 45% of respondents saying that safety and security was the most important thing about where they lived. Feedback also highlighted that more job opportunities, affordable homes and renovations to garages are needed. 47% of respondents said that a lack of affordable housing was their biggest concern and 41% of respondents said that the first thing they think about when garages are mentioned is that they need renovating. This would suggest that the current garages are not fit for purpose. Feedback from the poll can be found in Appendix Two.

**3.8** On 9 October 2020, a letter, Appendix Three, was sent to residents within the local area giving written feedback from the poll. In place of holding drop-in sessions due to Covid-19 restrictions, an opportunity was given for residents to confirm this feedback and give their view further via a 121-telephone call between 19 October 2020 and 6 November 2020.

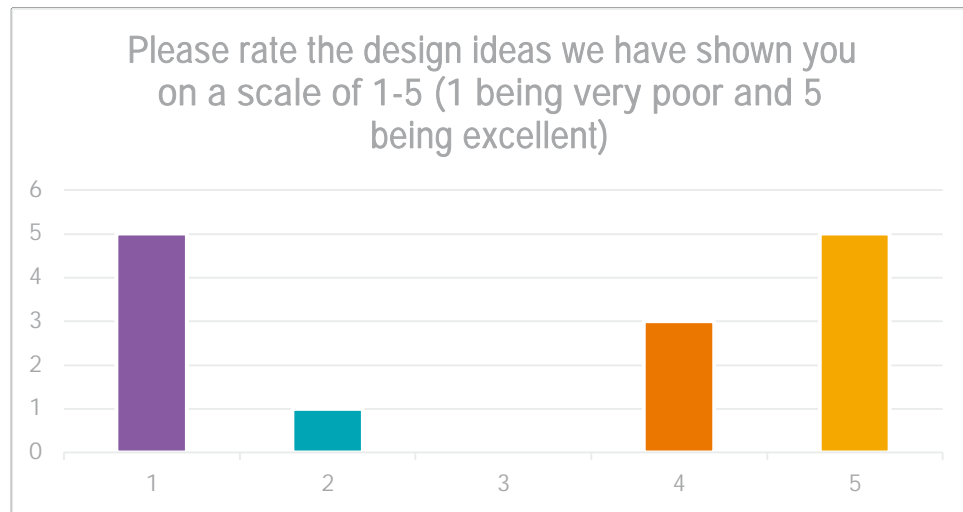
**3.9** On 16 November 2020, a meeting was held between representatives of Flagship Group and Councillors, Ball, Onolan and Sutton from Woodbridge Town Council. This was an opportunity to share the feedback gained with those councillors who have an active interest in the local area.

**3.10** On 17 November 2020, representatives attended Woodbridge Town Council to discuss engagement to date with wider councillors for Woodbridge Town Council. It was agreed that a further, joint survey, between Flagship Group and Woodbridge Town Council would be undertaken within the Newnham Avenue area.

**3.11** On 6 February 2021, the joint survey, Appendix Four was delivered to all residents within the estate. The focus being on the needs of the wider community, green space improvements and views surrounding the replacement of garages to provide new affordable homes. The survey was open until 26 February 2021 and received a total of 26 responses. Transport and connectivity within Woodbridge were the largest issue as well as the need for new affordable homes within the area. A map of the area we delivered the letter to can be found in Appendix Five.

**3.12** On 19 October 2021, we sent out a three-fold leaflet to the residents within the vicinity of Newnham Avenue, which, based on feedback received to date, detailed our proposed ideas for the garage’s areas, Appendix Six. Opportunity was given, via a survey, for tenants and wider residents to have their say on the ideas suggested however, we did not receive any feedback from this. A map of the area we delivered the leaflet to can be found in Appendix Seven.

**3.13** The survey highlighted the need for more affordable housing within the area alongside the area needing to be improved in general. Respondents also highlighted that there was a concern around parking issues within the estate. As part of the survey, respondents were asked to rate the design idea:



**3.14** On the same day, representatives from Flagship Group and Gbolade Architects attended the Woodbridge Town Council to present these ideas to the council. There was a general consensus of support for the ideas that were presented to them.

#### **4.0 Summary of detailed consultation with Newnham Avenue residents**

**4.1** On 25 March 2022, a letter was sent to all residents which outlined our intention to submit an outline planning application based on the designs and feedback received to date, Appendix 8. This letter discussed the outline planning process, Flagship’s commitment to residents throughout the process and gave information of who to contact if residents had any questions.

**4.2** On 5 August 2022, a further letter was sent, letting residents know that Outline Planning Permission had been approved, outlining next steps within the process, Appendix 9.

**4.3** On 5 October 2023, another letter was sent to residents within the vicinity of Newnham Avenue, notifying them that further surveys were needed to be carried out to support the detail designs. Residents were reassured this did not mean building work had started, and were alerted to the best contact if they had any further questions, appendix 10.

4.4 In July 2023, all residents within the vicinity of Newnham Avenue Road received an update via a brochure, appendix 11. The primary aim of the brochure was to show residents the design which was submitted to planning and giving opportunity for residents to feedback on what they liked and that they thought could be improved. Overall, four residents took the opportunity to have their say. The feedback received was varied with some enjoying the design and the betterment of the current space. Others, had concerns with parking and the repairs being made to existing homes as well as the building of the new.

4.5 At the beginning of December 2023, a brochure, appendix 12, was sent to all residents within the vicinity of both the garages at Newnham Avenue and the land at Peterhouse Crescent, as shown in figure 7 below.

The aim of the brochure was two-fold, to introduce final, detailed designs for the garages at Newnham Avenue and engage with residents on improvements to the open space in their community. The brochure gave opportunity for residents to share and discuss their thoughts or concerns via arranging a telephone conversation with the Flagship Team. This could be done via both Telephone and Email.

As of 11/01/24, no residents have taken this opportunity.

## 5.0 Continued Engagement

5.1 Flagship Group has undertaken substantial engagement with the community in advance of submitting a planning application to ensure local stakeholders have had an opportunity to comment on the emerging proposals.

5.2 This Statement of Community Involvement demonstrates that Flagship Group is committed to thorough and meaningful public consultation. The submission of the planning application does not mark the end of this engagement.

5.3 Flagship Group will continue to communicate regularly and openly with all stakeholders throughout the planning process and, should permission be granted, subsequently during the **construction phase**.

## 6.0 Conclusion

6.1 In conclusion, this Statement of Community Involvement has demonstrated that a comprehensive and thorough process of engagement with the local community and wider stakeholders has taken place in preparation for this proposal. This has been conducted through different engagement strategies to understand the needs of the local community via meetings with the Town Council; text message and written surveys; an online poll and opportunities for 1-2-1 conversations.

6.2 On this basis, it has been demonstrated that the actions taken by Flagship Group are in accordance with East Suffolk Council's Statement of Community Involvement guidance, and the requirement to consult the local community, as set out in the NPPF. Wherever possible,

issues raised during the various consultations have been incorporated into, or are addressed, within the submitted proposals.

## Appendices

### Appendix One: Feedback from text message survey to tenants

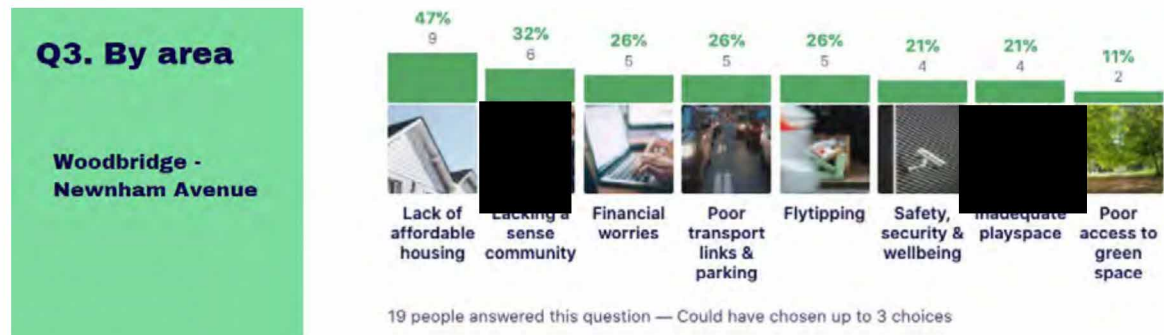
Question 1 - Community		
Score	Comment	Age
5	Good neighbours.	46-59
5		46-59
5	I love Woodbridge and my area as I grew up in Woodbridge and I love bringing my two children up in Woodbridge, I look/Forward to progressing into a 3 bed house with my son and daughter and living our lives	36-45
5	'let us know why?' /I love the Woodbridge vibe, I work in Woodbridge, just love living here	46-59
5		26-35
1	I am not happy in my property and when I informed my area manager was effectively told hard luck live with it . Many of my neighbours are ok but my closest neighbours all exacerbate my PTSD symptoms and I would rather live in a bungalow or even a tent would be preferable to where I am and that doesn't take into account all of the ongoing problems with the property itself .	46-59
1	Druggies and selfish ones	46-59
Question 2 - Garages		
Score	Comment	Age
5		46-59
4	Even though I do not rent a garage in the area they always seem maintained well	36-45
2	There are few garages for rent in my area and of those that are , many seem to be unused .	46-59

Appendix Two: Feedback poll available to complete on the 'Give my view' platform

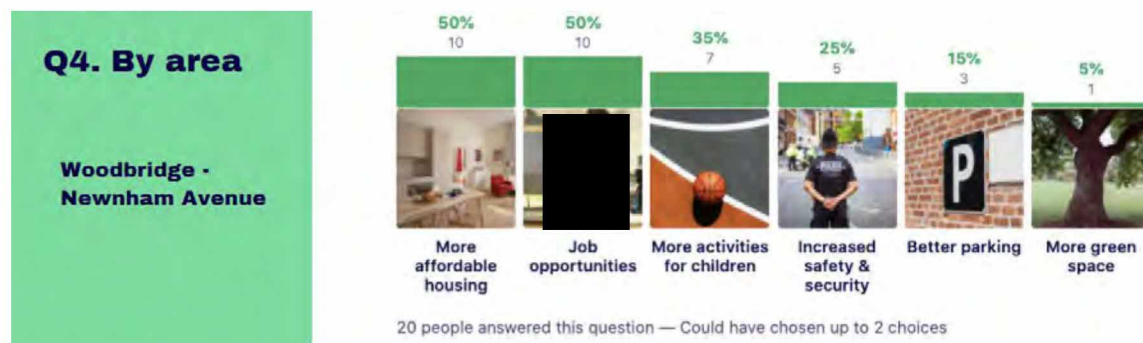
What is most important to you about where you live and your community?



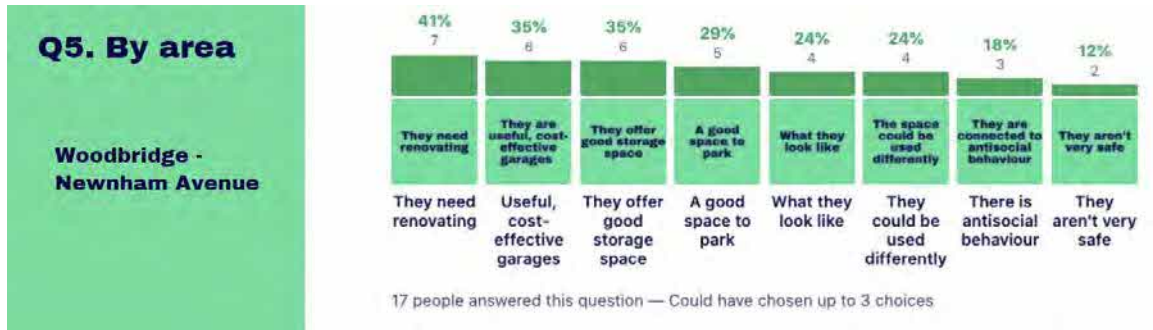
What are the biggest concerns where you live?



What does your community need most?



What are your first thoughts when the garages are mentioned



What is the most important thing to you when considering a garage?



## Appendix Three: Letter sent to tenants re poll survey results

09/10/2020

Dear

**Where we live is important to us all**, which is why we want to know what matters to you in your community. Many of you have told us what you think in our online poll 'Shaping Places'. Firstly, we just want to say a massive thank you for giving us your views.

From what you told us, we found out that you like the beauty of where you live and that's something that is really important to you.

But you have also told us that you're concerned about things like poor transport and parking as well as the lack of affordable housing, and fly tipping. From the feedback that you shared, we've also learnt that more affordable housing and job opportunities are what you need the most.

We know that the **garages** are also a concern for many of you - not least what they look like.

Under normal circumstances, we would hold a drop-in session in the community to find out your thoughts further. But whilst that's not possible, we'd still like to speak to you and hear your thoughts.

Can you spare ten minutes for a 121 chat on the phone at a time that suits you? We'd love to know what matters to **YOU** in your community, and especially, hear your thoughts on the **garages** as this is where we can really make a difference. We'll be carrying out these calls between **19 October** and **6 November**. **We know that so many of you will want to have your say so don't miss out, book your call today.**

If you have any questions, you can get in touch with us: [ShapingPlaces@flagship-group.co.uk](mailto:ShapingPlaces@flagship-group.co.uk) or if you'd prefer, call me on 0845 258 6210.

I look forward to talking to you soon.

Callum James  
Project Manager (Engagement and Feasibility)

## Appendix Four: Letter sent to wider community



Flagship Group  
31 King Street  
Norwich, Norfolk NR1 1TD

0608 168 4555

Date

Dear resident,

### Your Area, Your Views

We are working together to understand what matters to you in your area. We want to find out what you like, what you don't like, any concerns you have, and any improvements you might like to see.

Last year, Flagship ran a survey to get your thoughts on the garages. You might have taken part in this; thank you to everyone who gave their views. This gave us a good insight into some of your concerns about the garages.

Now, following on from this, we're carrying out a survey that is based upon themes that we know are important to local people. The themes are:

- Transport
- Housing
- Green space
- Your surroundings.

Please can you spare a few moments and tell us what you think? Either by filling in and returning the attached survey. Or, if you prefer, you can complete it online – there's a QR code at the end of the survey which you can scan or follow the link here - <https://bit.ly/3tiQK8G> which will take you to the survey. Please share your thoughts with us by ~~xxxxx date~~.

We will write to you soon after to let you know the findings of the survey. Thank you for your help.

Together, we're committed to you and your community, listening to your views and working with you to find solutions to any concerns you raise.

Yours sincerely,

Flagship Group

Woodbridge Town Council

**Transport –**

1. On a scale of 1-5 (1 being very dissatisfied and 5 being very satisfied) what do you think about...  
(please tick one for each)

	1	2	3	4	5
... the speed of traffic past your home					
... the volume of traffic past your home					
... the parking in your neighbourhood					

2. How often do you ride a bicycle? (please tick one)

	Daily	Few times a week	Only on weekends	Rarely	Never
The speed of traffic past your home					

3. Would you or your family ride a bicycle more often if there were cycle lanes in Woodbridge? (Please circle)

Yes

No

Maybe

**Housing –**

Recently, Flagship undertook a survey asking what you thought of the garages.

41% of those who answered said they need renovating.

50% also said that more affordable housing was needed in the area.

4. On a scale of 1-5 (1 being very dissatisfied and 5 being very satisfied) how would you feel about using the garages in the area to provide more affordable homes in your neighbourhood? (please circle)

1

2

3

4

5



We'd now like to ask you a couple of questions about your-self. If it would make you feel uncomfortable sharing this information, please feel free to not to.

9. What is your road name?

10. What is your gender?

- Male
- Female
- Prefer not to say
- Other

---

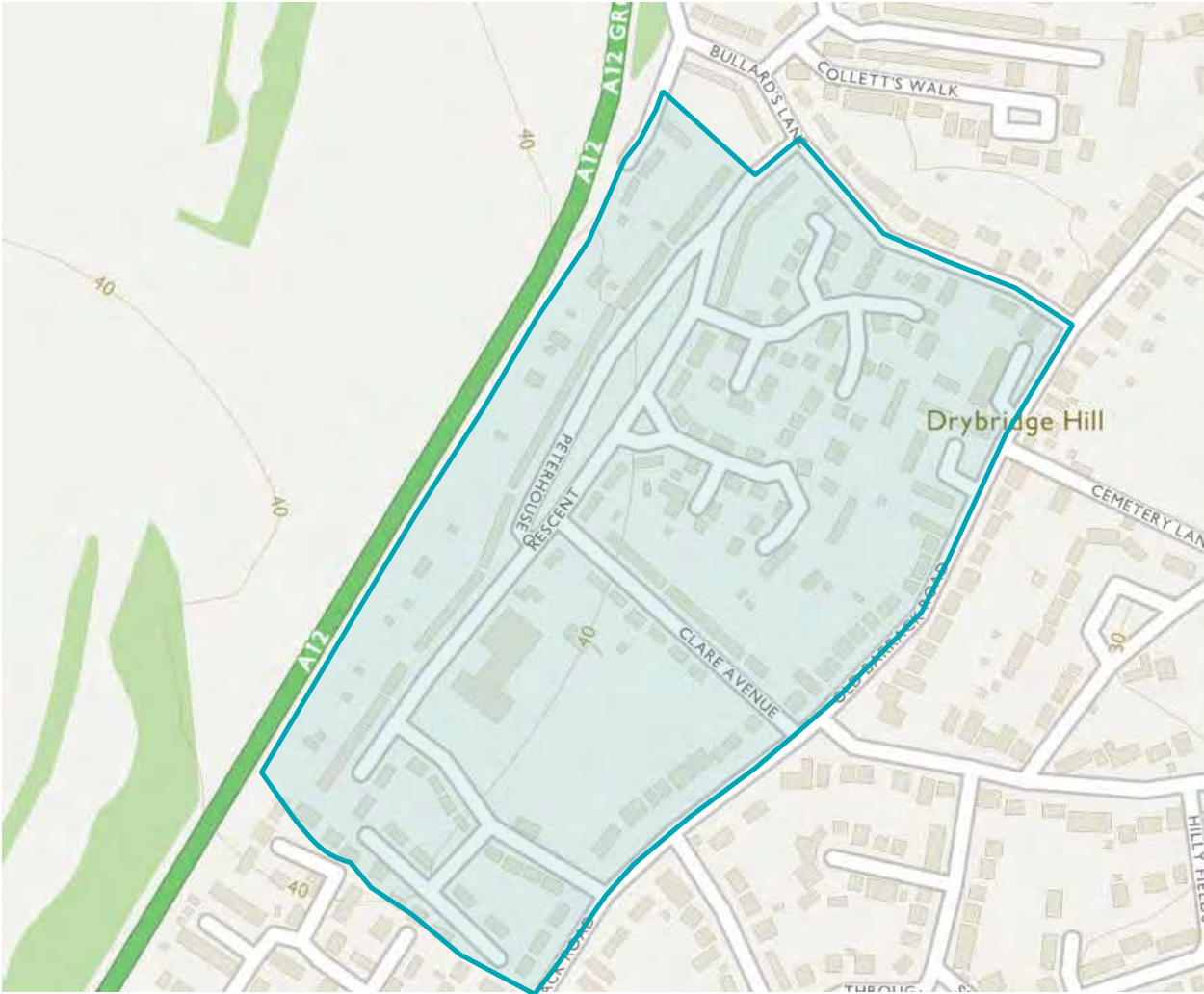
11. How old are you? (Please circle)

- 18-25
- 26-35
- 36-45
- 46-55
- 56-65
- 66+

Scan and follow this QR code for the online survey



Appendix Five: Map of boundary for the area the letter was delivered to



# Appendix Six: Three-fold leaflet

## Survey

Please rate the design ideas we have shown you on a scale of 1-5 (1 being very poor and 5 being excellent)

1    2    3    4    5

Please can you tell us why:

.....

.....

.....

Do you think your neighbourhood could benefit from placemaking interventions and creating new shared public spaces?

Yes    No    Not sure

Would you like to take part in a drop-in sessions to contribute your ideas on how the shared spaces could be transformed?

Yes    No    Maybe

**We want to hear from you**



Flagship Group  
31 King Street,  
Norwich, Norfolk NR1 1PD

## Have your say!

Based on your feedback, we think the best option is to remove the garages and provide new affordable homes.

Please get in touch and let us know what you think of the ideas within this brochure either by email, call or survey:

 Drop us an email  
[shapingplaces@flagship-group.co.uk](mailto:shapingplaces@flagship-group.co.uk)

 Give us a call  
0845 258 6210

 Post the survey page back to us  
See back page



# A vision for Newnham Avenue

Winter 2021



GBOLADE  
DESIGN STUDIO

## Here's what we found out from all your feedback:

We asked you how you would feel about using the garages in the area to provide more affordable homes in your neighbourhood. Overall, there was a favourable response to this question and 38% of you rated your satisfaction with this option highly.

**What are your biggest concerns?**

Parking is a big issue for you with 78% of you saying that you are dissatisfied with this.

Almost half of you – 48% – would like green space for play, whilst 44% would like to see green space for relaxation, 41% of you would like green space for socialising

## We want to share our ideas with you:



New affordable homes in place of garages

We could provide more community facilities in your local area

If we provided new homes, each would have 2 parking spaces to alleviate impact on parking provision in the area

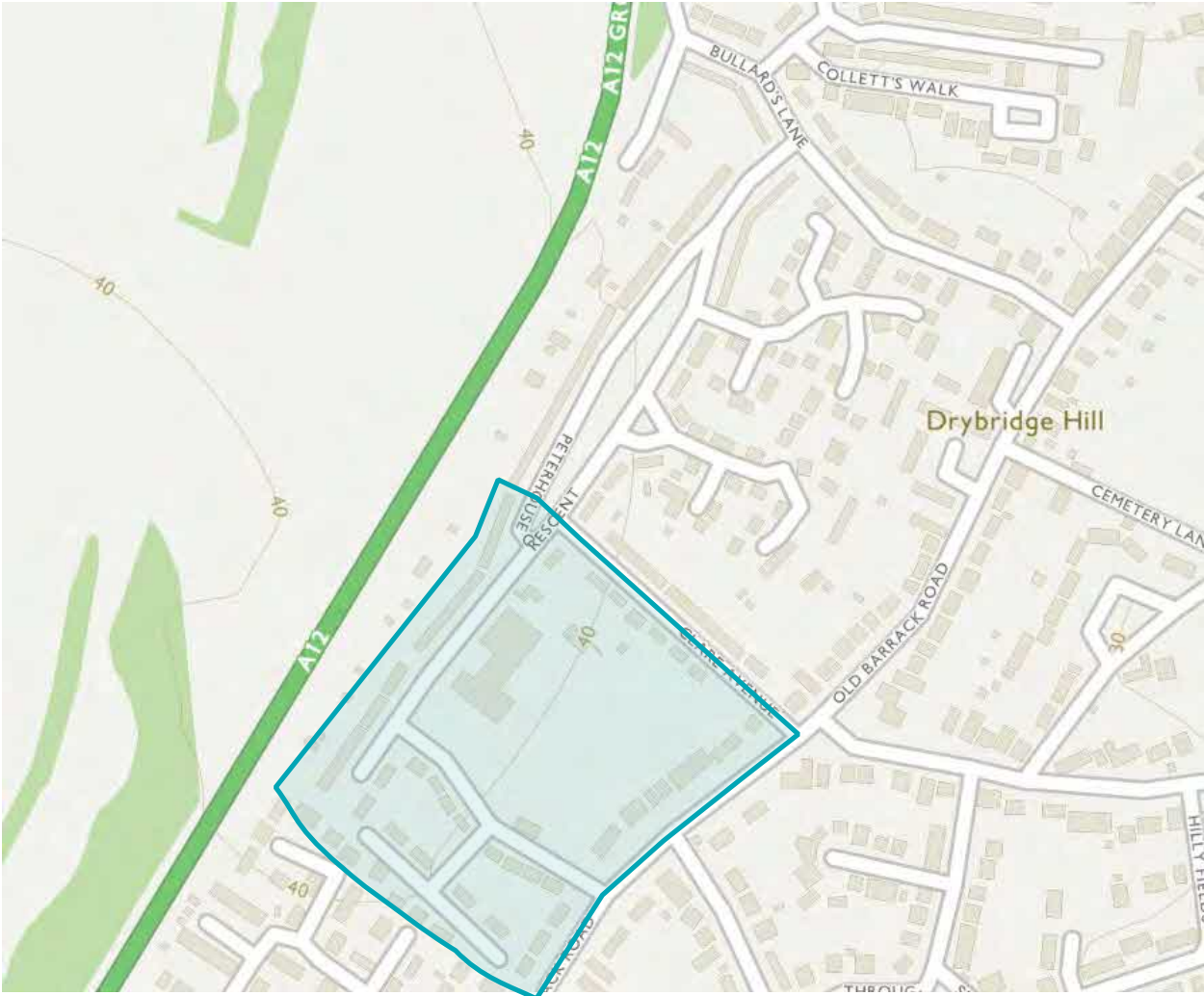
To address the need for affordable housing in the area we suggest constructing new homes in place of garages. The scheme retains existing trees to limit the impact on the environment.

Additionally, we suggest forming new shared green spaces in the area. We could transform the underused space within Peterhouse Crescent green area into the multifunctional heart of your community for all to use and enjoy. Some of our ideas for this space are:

- Walkways and seating areas
- A community garden and allotment zone
- Play areas for children and an outdoor gym

Let us know your ideas!

Appendix Seven: Map of boundary for the area the leaflet was delivered to





Flagship Group  
31 King Street,  
Norwich,  
Norfolk,  
NR1 1PD  
0808 168 4555  
info@flagship-group.co.uk  
flagship-group.co.uk

25 March 2022

Dear [redacted],

**Our plans for Newnham Avenue are starting to take shape**

As you know, we've been engaging with you about the garages on Newnham Avenue since 2020. More recently we shared our ideas for the garages and gave the opportunity for you to have your say. Thank you for all the feedback you've given us, overall, there was a general feeling of positivity towards the introduction of new affordable homes in your area.

The next step is for us to secure 'outline planning' consent.

**What is outline planning?**

Outline planning is seeking permission to the principle of development rather than a detailed plan. This means we'll be applying for planning permission based on the **key ideas** we've shared with you already and would still need to seek detailed planning permission at a later date.

**Our commitment to you**

Once our outline planning permission is approved, the next step will be to talk to you and your neighbours to shape the detail of these plans – together. We understand that some queries still exist, especially in relation to parking, so will be using this step to understand more from you. Despite us applying for outline planning permission, the conversation doesn't end there, we'd like to continue to chat to you more and hope you'll keep sharing your thoughts and ideas with us along the way.

**Here to help**

If you have any questions about our next steps, or want to talk about any concerns, you can call us on 0808 168 4555 or email us at [ShapingPlaces@flagship-group.co.uk](mailto:ShapingPlaces@flagship-group.co.uk).

Yours sincerely,  
Flagship Team



5<sup>th</sup> August 2022

Dear [redacted]

### Keeping you up to date with the garages on Newnham Avenue

As you know, we've been engaging with you about the garages on Newnham Avenue since 2020. We wrote to you in April 2022 to let you know that we were going to submit our application for 'outline planning'

### What is outline planning?

As you'll remember, outline planning is seeking planning permission based on the **key ideas** we've shared with you already however, we would still need to seek detailed planning permission at a later date.

### What's happened since?

We wanted to let you know that **our application for outline planning has been approved**. Our next step will be to start to work out the detail of these plans.

Over the coming months, we will continue to talk to you and your neighbours so that we can shape the details of the plans - together.

### What happens next?

We'll be in touch soon to let you know how you can continue to have your say. We hope that you'll continue to share your thoughts and ideas with us moving forward.

In the meantime, if you have any questions, you can call us on 0808 168 4555 or email us at [ShapingPlaces@flagship-group.co.uk](mailto:ShapingPlaces@flagship-group.co.uk).

Yours sincerely,  
Flagship Team



5 October 2022

Dear «Lead\_Tenant»,

### Keeping you up to date with the garages on Newnham Avenue

As you know, we've been engaging with you about the garages on Newnham Avenue since 2020. We wrote to you in August 2022 to let you know that our application for outline planning had been approved.

### What is outline planning?

As a reminder, outline planning is seeking planning permission based on the **key ideas** we've shared with you already however, we would still need to seek detailed planning permission at a later date.

### What happens next?

Our next step will be to start to shape the detail of these plans. As part of this work you may see surveys being undertaken in the next couple of months, with personnel using equipment to gather further information about the area.

This **does not** mean we have started work on building new homes. Rather, we will use this information to understand the garages at Newnham Avenue more before continuing to talk to you and your neighbours in the coming months, shaping the details of the plans - together.

In the meantime, if you have any questions, you can call us on 0808 168 4555 or email us at [ShapingPlaces@flagship-group.co.uk](mailto:ShapingPlaces@flagship-group.co.uk)

Yours sincerely,

Flagship Team

## Appendix 11 –What’s the latest brochure

Once you've filled in your survey, tear off this sheet using the perforated edge in the middle and pop it back in the post. Easy!

We'll be in touch again soon to invite you to some workshops in your community. If you have any questions in the meantime, feel free to get in touch.



0808 168 4555



shapingplaces@flagship-group.co.uk

Shaping Places  
Flagship Group  
31 King Street  
Norwich  
NR1 1PD

### What’s the latest at Newnham Avenue?

We recently wrote to you letting you know our application for outline planning had been approved. The application was based on the key ideas we'd shared with you previously, and your feedback has played a crucial role in our design.

- We'll make sure that all new homes have allocated parking spaces.
- We'll explore opportunities to maximise the potential of Peterhouse Crescent, to create a space the whole community can enjoy, whether that's for play, relaxation, or socialising.
- We share your vision for creating a community where wildlife is encouraged, so we arranged an Ecological Impact Assessment to submit alongside our application to the planning authority. The results will help us develop a landscape strategy that'll allow local wildlife to thrive.

### What comes next?

We'll start working on the finer detail of the design, and then submit these as part of a **detailed planning application**. Please take a look at the survey on the next page to let us know what you think of the plans so far!



## Newnham Avenue

Keeping you updated on the future of your community

- What's happened so far
- Next steps
- Share your thoughts



### Let us know what you think

We've enclosed the latest design for you to take a look at. What do you think?

Please tick the box next to your answer.

- I don't like it
- I don't like everything, but there are some good things
- I neither like nor dislike it
- I like most things, but there are some things that could be better
- I like it

What made you give that score?

.....

.....

.....

Which of the following is most important for you?

Your answers will help us determine what to focus on next!

Please only tick one box.

- Community space
- Parking
- Biodiversity
- How the homes look

You can also fill out the survey online

Scan the QR Code >



## The plan for Newnham Avenue

Here's the design we submitted for outline planning last year. You may have also seen this on the East Suffolk Planning Portal.





# Newnham Avenue

Have your say on the future of the  
garages in your neighbourhood



## What's the latest?

We've been speaking with your community about a plan for the garages at Newnham Avenue since 2020. Most recently, we sent you a short survey for you to let us know what you thought about our latest design.



## What would you like to see?

We've taken your feedback on board and have now put together a detailed planning application. Some elements of the design are fixed, like the number of homes, but other parts like landscaping are yet to be finalised. That's where you come in! Please email [shapingplaces@flagship-group.co.uk](mailto:shapingplaces@flagship-group.co.uk) or call 0808 165 4555 to have your say.



## Improving the green space at Peterhouse Crescent

We want to work with you to create a space at Peterhouse Crescent that works for the community

- A space to sit and socialise
- A space for nature
- A space for play and exercise

As part of this we'd like to know how you use the space



Fill in the survey within this brochure and tell us how you use the green space at Peterhouse Crescent, today!



## Improving the green space at Peterhouse Crescent

We want to create a green space that the whole community can enjoy. To do that, we want to understand how you use the space today.

How do you rate the green spaces in your neighbourhood and why?

1  2  3  4  5

How often do you use Peterhouse Crescent?

Please tick the box next to your answer.

Daily  Weekly  Monthly  Never

If you never use the space, why not?

How do you use Peterhouse Crescent?

Dog walking  Exercise  Sitting  Socialising

Relaxing  Enjoying nature  I don't use it

How could we improve Peterhouse Crescent?

Areas for sitting and socialising  Improved lighting

Better paths  Areas for children to play

Areas for nature and increasing biodiversity

Please tell us if you have any further thoughts:

Turn the page to find out what to do next!