



Planning Application 1 at  
Lincolnshire Lakes (North)  
Statement of Community Involvement

# Document Control

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Lincolnshire Lakes North Engagement

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## Executive Summary

This Statement of Community Involvement (SCI) has been produced on behalf of Hargreaves Land (the Applicant).

The SCI has been prepared in respect of a hybrid planning application for a residential-led development at the land to the east of the M181/A1077(M).

The Applicant has engaged with the public via a fully inclusive consultation process that allowed for the public to share their thoughts on the proposed development in advance of its submission.

An online tool utilising Deetu's Engaged Space platform was used as the backbone of a wider consultation methodology. This was made publicly available and can be accessed via a web browser, on any device, to allow people to understand the proposals in more detail and complete a feedback survey from this website:

[my.engaged.space/lincslakesnorth](https://my.engaged.space/lincslakesnorth)

The consultation was communicated via press releases to media outlets, leaflet drops to 1,100 local addresses, promoted social media on Facebook and Instagram and through wider stakeholder correspondence.

The online consultation was visited 1,162 times by 734 unique visitors and 52 surveys were completed throughout the formal consultation period. 93% of users that viewed the consultation materials did not feel the need to provide feedback.

A freephone number was available for those unable to access the links to call for paper information packs and surveys, with zero surveys distributed as a result. Six virtual drop-in events were also made available, and one session was booked by a resident living near the proposed development.

All feedback as part of the formal consultation has been reviewed by the project team and the Applicant would like to thank residents and the wider community who took part in the consultation to provide feedback.

Based upon the survey responses, stakeholder feedback, physical exhibition feedback and the virtual drop-in sessions it is evident that design considerations have been brought forward from the public. These have been addressed within the report and those within the control of Hargreaves Land will be taken into consideration as the proposals develop.

The Applicant will continue to engage with the community as these proposals progress, with the Engaged Space platform remaining open for a further 12 months once the consultation closes, seeking further feedback.

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## 1. Introduction

- 1.1.1. This Statement of Community Involvement (SCI) has been prepared in accordance with the guidance from the National Planning Policy Framework (NPPF) and North Lincolnshire Council's Statement of Community Involvement (2018). The SCI has been produced on behalf of Hargreaves Land, hereafter known as the Applicant.
- 1.1.2. The NPPF was updated on 12<sup>th</sup> December 2024 and the guidance referred to is present in both 2023 and 2024 versions of the Framework.
- 1.1.3. The SCI has been prepared in respect of a hybrid planning application for a residential-led development to the east of the M181/A1077(M), known as Planning Application 1 at Lincolnshire Lakes (North).
- 1.1.4. The report has been produced with the aim of evidencing the community engagement methodologies undertaken by the applicant and public consultation feedback received in respect to the proposals for the site.
- 1.1.5. To aid in the community engagement and consultation activities, the applicant appointed independent engagement specialists Deetu to the project team.
- 1.1.6. Deetu focuses on consultations that utilise digital tools at the core of their engagement strategy. The approach helps form engaged communities and create informed places built upon representative consultation and a data-driven evidence base.
- 1.1.7. This report documents how the applicant has approached creating and developing an informed design through engaging with the local community ahead of the submission of the hybrid planning application.

## 2. Project Background

### 2.1. Existing Site

- 2.1.1. This application area is comprised largely of agricultural land to the east of the M181/A1077(M) Scunthorpe, as per **Figure 2.1**.

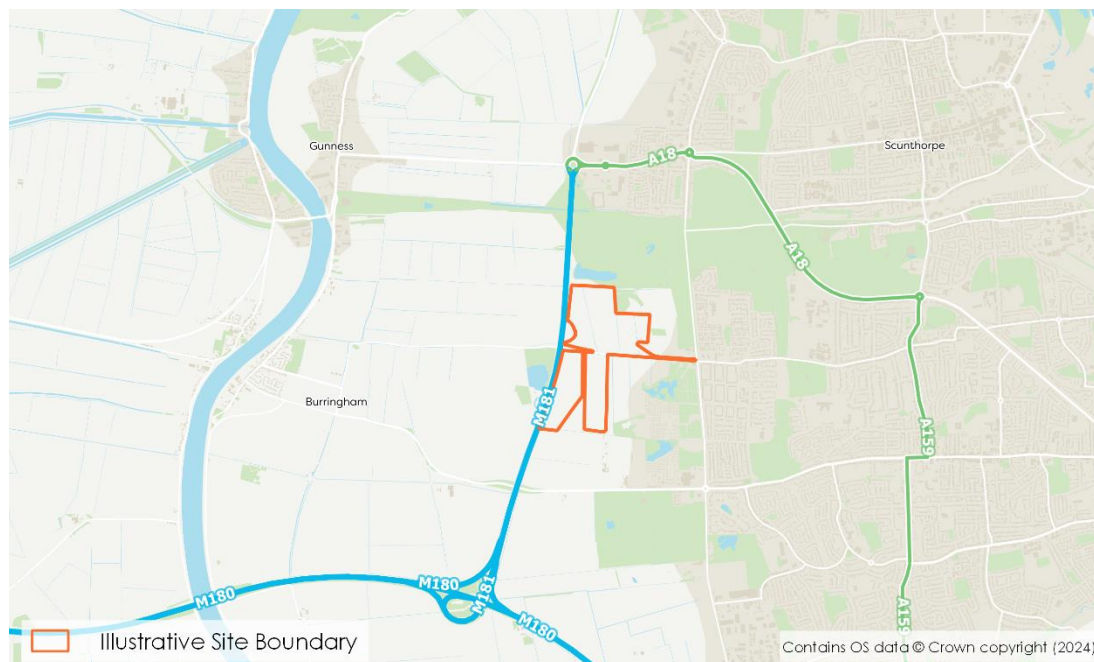


Figure 2.1. Lincolnshire Lakes North Location Plan

### 2.2. Outline Proposed Development

- 2.2.1. The proposals are for a hybrid application. The full planning aspect is for the construction of a new vehicular access off the M181/A1077(M) roundabout, a pedestrian and cycle link to Scotter Road, a foul pumping station, earthworks and 'off-plot' drainage, ecological and associated landscaping and infrastructure works. The outline planning application, with all matters reserved, for the development of up to 550 residential dwellings (Use Class C3), a local centre (Use Class E) and associated 'on-plot' landscaping, drainage and other infrastructure works
- 2.2.2. The illustrative masterplan is included as **Appendix 1**.

## 3. Forming an Engaged Community

### 3.1. Statement of Community Involvement Guidance

3.1.1. The community involvement detailed within this document follows guidance set out in both the National and Local policies below. The guidance referred to is present in both December 2023 and December 2024 versions of the National Planning Policy Framework (NPPF). For ease of reference, the paragraph numbers are those found in the 2024 version.

#### National Planning Policy Framework

3.1.2. Paragraph 131 of the National Planning Policy Framework (NPPF) highlights that effective engagement between applicants, communities, local planning authorities and other interests is a key factor in achieving well-designed places and therefore sustainable development.

3.1.3. Paragraph 40 also states that *“Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties”*.

#### Government Guidance on Plan-making

3.1.4. In line with the updated Government’s Guidance on Plan-making since the pandemic, the consultation has embraced digital methods to ensure the widest possible audience.

3.1.5. Paragraph 78 of the guidance states that *“Local planning authorities are strongly encouraged to use online engagement methods to their full potential”*. It also makes recommendations on how to involve those in the community without access to the internet; these have been incorporated into this consultation.

#### North Lincolnshire SCI

3.1.6. North Lincolnshire Council adopted their SCI in August 2018. The adopted SCI policy encourages those intending to submit a planning application to carry out early engagement the with local communities and council before submitting a planning application.

3.1.7. As the scheme proposals put forward by the Applicant are of a scale that triggers a major planning application, a consultation methodology that truly engages the local community and uses their feedback to inform the submitted plans has been applied.

3.1.8. As detailed below, the Applicant has undertaken a thorough stakeholder and public engagement exercise that has looked to challenge the norm set within the expectations of both Local & National policies.

## 3.2. Breaking Down Barriers

3.2.1. Any engagement exercise runs the risk of excluding critical parts of communities, including the seldom heard. But the more mediums used, the more chance there is of capturing the opinions of a broad demographic.

3.2.2. Using only traditional engagement methodologies such as physical events and leaflets in isolation to the ‘digital world’ is no longer enough to thoroughly engage the full diversity of a community and can often lead to the following barriers:

### Time

3.2.3. People’s expectations of how they access information has changed. With ever increasingly busy and digital lives, consultees want to choose the when, where, and how they access information rather than having to go to a physical event. A large proportion of feedback has been received outside of hours suitable for a physical event, particularly for some demographics.

### Inclusivity

3.2.4. Traditional methods that rely solely on physical practices such as leaflet dropping and in-person events can isolate those who have familial or caring responsibilities or digitally native and seldom heard groups such as younger generations, thus far more participative techniques are required.

3.2.5. Seeking the views of those that have always attended traditional planning related consultation events will always be more straightforward than building relationships with new or smaller communities and groups who are less accustomed to the planning and consultation process.

### Accessibility

3.2.6. Traditional consultation methods often result in complex planning documents and development proposals that can be daunting. This complexity reduces comprehension and makes it difficult for respondents to provide “*meaningful feedback*” as set out in the [Gunning Principles](#).

## 3.3. Doing Things Differently

3.3.1. To overcome the barriers highlighted above, a consultation approach that utilised digital tools at the heart of its strategy, whilst still being inclusive of those unable to access the internet was adopted.

3.3.2. An online tool utilising Deetu’s Engaged Space platform was used as the backbone of a wider consultation methodology. This was made publicly available and can be accessed via any web browser, on any device, to allow people to understand the proposals in more detail and complete a feedback survey from this website:

[my.engaged.space/lincslakesnorth](https://my.engaged.space/lincslakesnorth)

3.3.3. While the core of the consultation was via the online tool, the applicant was also mindful of those unable to access the internet or are digitally uncertain. As such, additional methodologies were used to raise awareness and understanding about the consultation and to supplement the online tool as detailed below.

## 3.4. The Online Consultation

3.4.1. The online tool accessible from [my.engaged.space/lincslakesnorth](https://my.engaged.space/lincslakesnorth) was used as the backbone of a wider engagement methodology to share information about the proposals and to collate feedback from the public about their thoughts on the scheme.

### The Landing Page

3.4.2. When the tool initially loads, the user is presented with a straightforward introduction about the scheme where they can then continue reading more about the details of the proposals. **Figure 3.1** shows the digital tool landing page.

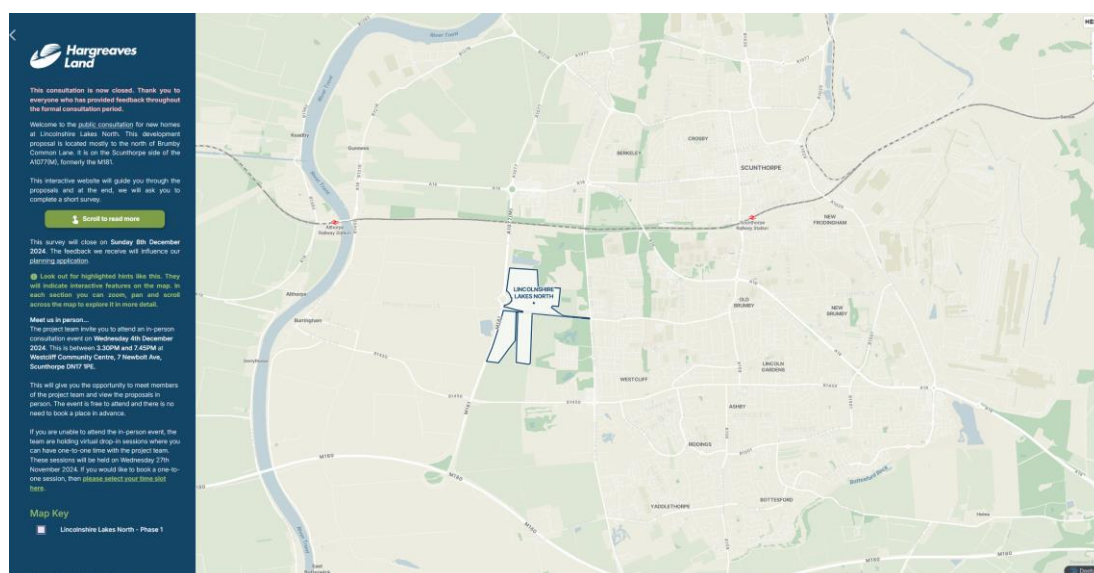


Figure 3.1. Lincolnshire Lakes North Online Tool Landing Page

### The Proposal Details

3.4.3. Once the user scrolls through the online tool, they are provided with an overview of the planning context, an introduction to the vision, how the site will connect to other areas, details of the drainage, and the habitats and greenspace to be included.

3.4.4. Having provided an overview of the plans, the website finishes with a request to provide feedback.

3.4.5. There are interactive prompts and illustrative photos throughout an illustrated site layout for the user to find out more information, and map keys to clearly differentiate what is shown on the map. **Figure 3.2** shows one of the proposal chapters with the interactive markers.



Figure 3.2. Lincolnshire Lakes North Online Tool Interactive Proposals

### The Survey

- 3.4.6. The survey was available to the public for users to provide feedback on the main elements of the proposals, allowing for future decision making to be more focused.
- 3.4.7. A general feedback section was also included in the survey, for people to provide broader responses on the scheme. **Figure 3.3** shows the survey location and link. The survey was available at the following link:

[my.engaged.space/lincslakesnorth/survey](https://my.engaged.space/lincslakesnorth/survey)

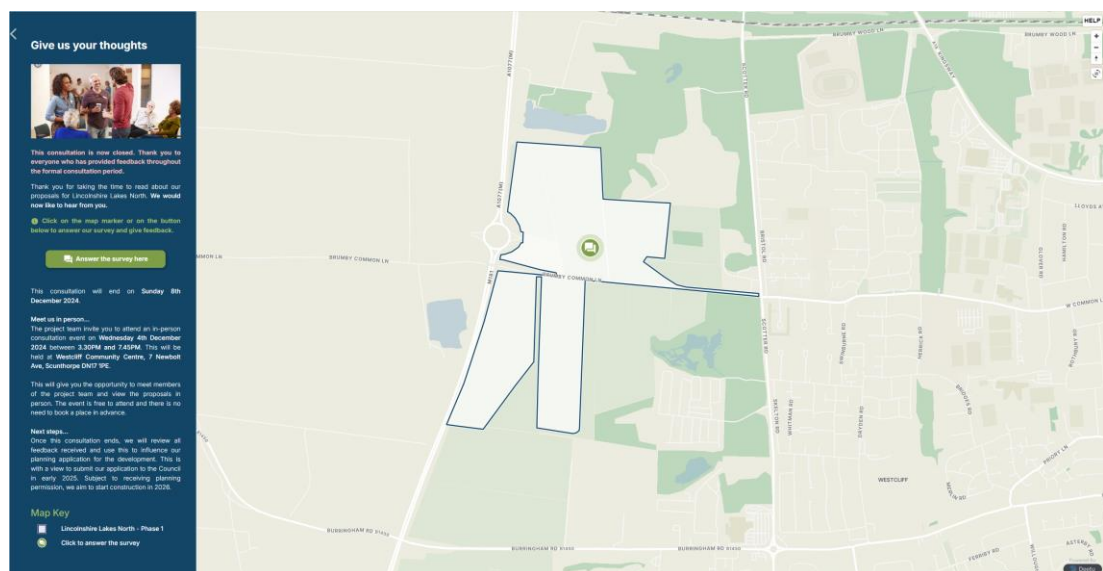


Figure 3.3. Lincolnshire Lakes North Online Tool Survey Location

- 3.4.8. The survey was designed to be straightforward, easy to understand and quick to undertake. The average response time was around two minutes.

3.4.9. To minimise the risk of individuals completing the survey multiple times and skewing the results, the survey was limited to one response per IP address. Therefore, after the user had completed the survey once, they could not submit a response to the survey again from that device.

### Survey Language & Testing

3.4.10. To ensure the right questions were being asked in the survey, thorough testing was conducted with the aid of proprietary language software.

3.4.11. This proprietary software ensured that the language used in the online tool and the survey were easily understandable and suitable for the target audience. The initial score was a B rating which equates to 98% of people being able to read it.

3.4.12. To improve the accessibility of the consultation materials, a number of improvements were made to ensure a high comprehension score. The survey questions and consultation website text were scored an A grade by the software, based on 10 various readability indices. This theoretically equates to being readable for 100% of the UK public. **Appendix 2** shows the report and its findings.

### Accessibility

3.4.13. The Deetu Engaged Space platform has been developed with accessibility at the forefront of the user experience. It has a simple and intuitive design, allowing any user to interact with the proposals and complete the survey without any training or previous experience of the planning process.

3.4.14. It has also been created using responsive design principles, allowing it to be used on any device (see **Figure 3.4**) via any web browser and compatible with screen reading tools. As such, the tool is not limited to those with specialist hardware or software, and it can be accessed at any time, from any place.



Figure 3.4. Lincolnshire Lakes North Engaged Space Consultation Responsive Design

3.4.15. The applicant was also mindful that the consultation was inclusive of the seldom online, the digitally uncertain and those less confident with using digital tools. The communication methods below detail how these barriers were overcome by incorporating physical consultation with the technology.

## 3.5. Communicating the Consultation

### Target Audience

3.5.1. The primary audiences for this engagement exercise were:

- The residents of Westcliff and Parklands;
- Residents across the Scunthorpe region;
- Potential future residents of Lincolnshire Lakes.

3.5.2. These audiences were contacted because they were deemed to be those immediately affected by the development with strong local knowledge. However, as the development may be of interest to potential future residents of Lincolnshire Lakes North, the consultation was also shared more widely within the region.

### Consultation Schedule

3.5.3. The formal consultation was open for 17 days, with paper-based postal responses being collated for a further week from the consultation close.

3.5.4. A more detailed breakdown of the schedule is below:

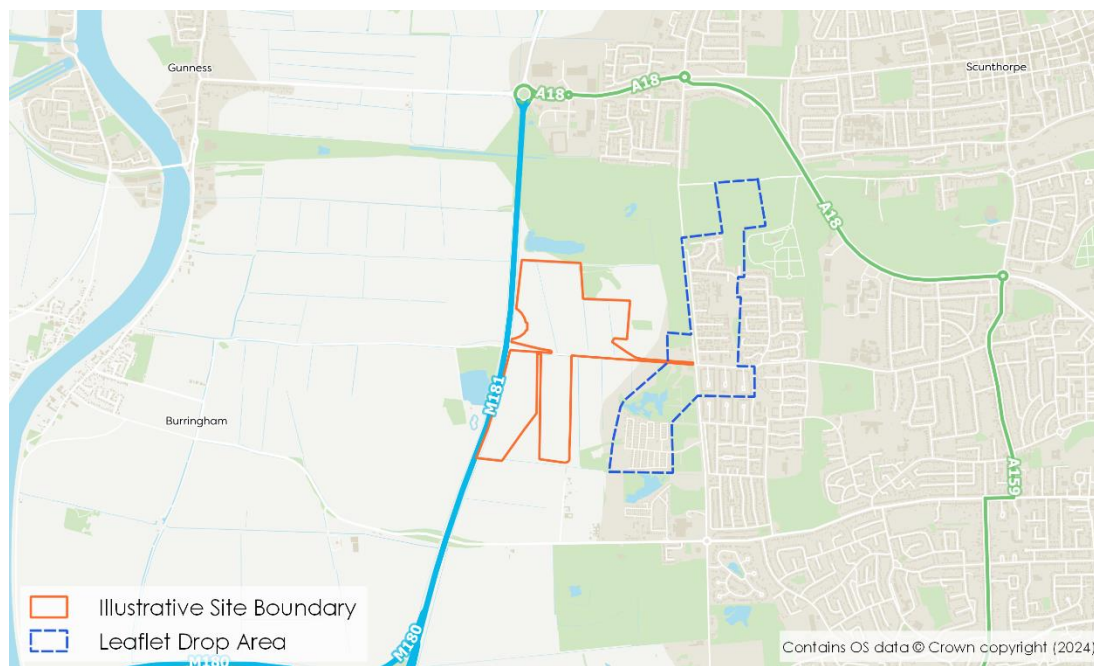
- 21/11/2024 – Leaflets delivered.
- 21/11/2024 – Digital consultation opened.
- 23/11/2024 – Social media advertisement campaign launched.
- 27/11/2024 – Virtual drop-in meetings held.
- 04/12/2024 – Westcliff Community Centre physical exhibition held.
- 08/12/2024 – Digital consultation and survey closed.
- 16/12/2024 – Final postal survey response deadline.

### Leaflet Drop

3.5.5. The digital means of communication were supplemented by a physical engagement campaign to ensure all residents were able to participate.

3.5.6. An invitation to participate in the consultation was delivered as an addressed envelope containing a leaflet to the residents of Westcliff and Parklands.

- 3.5.7. In total leaflets were sent to 1,100 addresses, as per **Figure 3.5**.
- 3.5.8. This leaflet, included as **Appendix 3**, contained the details of the consultation, a Quick Response (QR) Code, links to the digital tool and virtual drop-in sessions and information on how to request a physical copy of the consultation material.



**Figure 3.5. Leaflet Distribution Area**

### Social Media Adverts

- 3.5.9. Paid advertising on social media was utilised to engage with residents both within the immediate vicinity of the site but also the wider North Lincolnshire area.
- 3.5.10. These adverts were presented to users across the area and directed them to the consultation site. An example of the adverts is included as **Appendix 4**.

### Consultation Information Line

- 3.5.11. The consultation freephone number (0800 170 1223) was also available from the leaflet for those that were unable to access the links.
- 3.5.12. The number was in operation Monday to Friday between the hours of 9:00am and 5:30pm. A voicemail was then used to collect any messages outside of these hours. These were responded to at the earliest opportunity.
- 3.5.13. From this number, a call-back could be requested from the consultation team, or an information pack and paper survey could be requested with a pre-paid envelope to return a physical survey.
- 3.5.14. A copy of the information pack and the paper survey containing the same questions as the digital survey is included as **Appendix 5**.

### Physical Exhibition

- 3.5.15. A physical exhibition was held to provide residents with the opportunity to speak to the team. Members of the team were in attendance along with informational boards. Attendees were provided the option to fill out the survey at the events, which three attendees did. The details of the event are provided below:
- Wednesday 4<sup>th</sup> December, 3pm to 7.45pm, Westcliff Community Centre, 7 Newbolt Avenue, Scunthorpe, DN17 1PE.
- 3.5.16. A total of six people attended the event. During the event, a resident expressed some confusion over the advertised address. This was clarified immediately on the website. The confusion related to two similarly named venues approximately 250m apart. The consultation phonenumber was available if people wished to call to clarify on the evening, but no calls were received. At the point of the event, 80% of the feedback had already been submitted to the consultation.
- 3.5.17. A copy of the exhibition boards available at the event is included as **Appendix 6**.

### Virtual Drop-In Teams Meetings

- 3.5.18. A total of six one-to-one, 30-minute virtual drop-in meetings were made available on the following date:
- Wednesday 27<sup>th</sup> November, 9:00 – 12:00
- 3.5.19. One meeting was booked and attended by a local resident.
- 3.5.20. Representatives from the project team were available to answer questions throughout the virtual drop-ins with the appropriate individual joining the sessions depending on the topics raised, including:
- Hargreaves Land – Senior Development Surveyor
  - Deetu – Community Engagement Consultants

### Wider Stakeholder Correspondence

- 3.5.21. Emails were sent to Brumby ward councillors, the Leader of the Council and the local MP to inform them of the launch of the consultation.

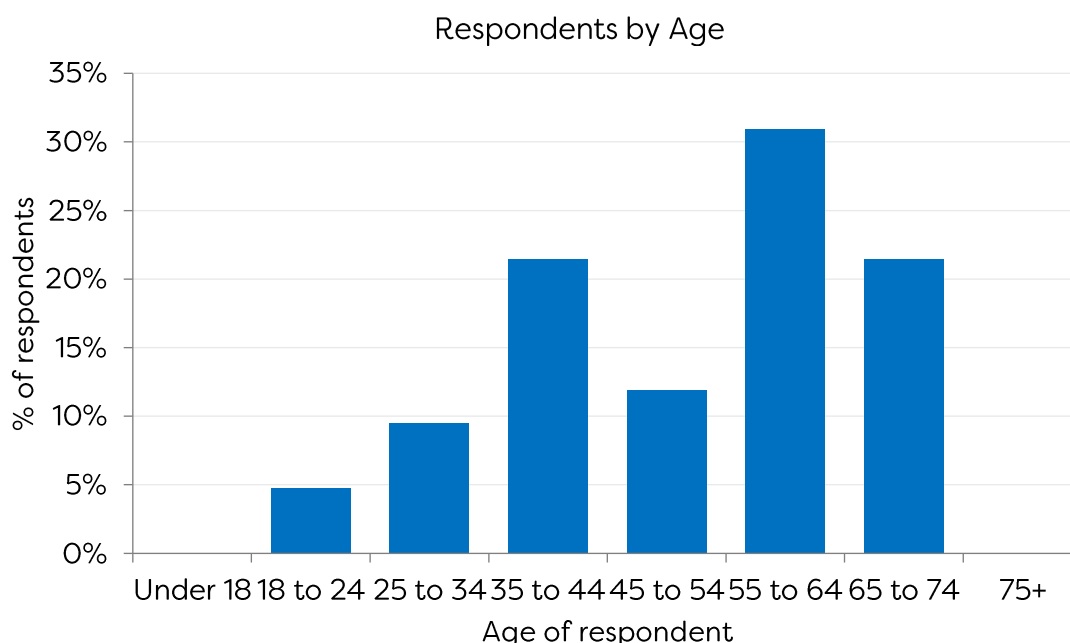
## 4. Creating an Informed Place

### 4.1. Community Response

- 4.1.1. As detailed in previous sections, the Applicant is keen to create a place that has been informed by the target audience previously defined.
- 4.1.2. As such, to gauge how the community perceived the plans submitted as part of this application, the engagement methodology detailed in **Section 3** was undertaken.
- 4.1.3. The online consultation was visited 917 times by 734 unique visitors and 54 surveys were completed throughout the formal consultation period. Approximately 93% of those users who viewed the materials did not feel the need to provide feedback.
- 4.1.4. Zero calls to the freephone number were made.
- 4.1.5. A copy of all the feedback can be found in **Appendix 7**.

#### Community Demographics

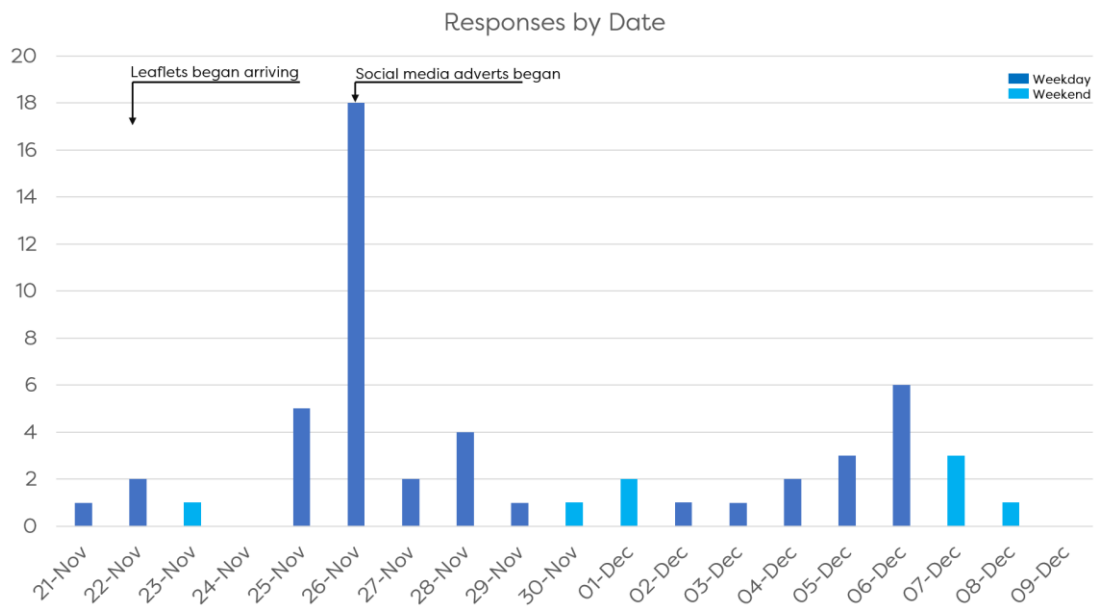
- 4.1.6. As per **Figure 4.1**, a range of ages from those aged 18 to 74 engaged with the consultation.
- 4.1.7. Those aged between 55 & 64 made up 31% of the total responses. This makes them the most represented age group in the consultation



**Figure 4.1. Survey Respondents by Age**

- 4.1.8. 21% of all responses were received in the first week of the consultation.

4.1.9. **Figure 4.2** shows the response numbers by date throughout the consultation with indications of key events in the timeline.



**Figure 4.2. Survey Respondents by Date**

### Local Community Reach

4.1.10. Although the surveys were anonymous, users were asked to provide their postcode so an understanding of the demographics for those who had completed the surveys could be gained.

4.1.11. 42 survey respondents provided a valid postcode. This is demonstrated in **Figure 4.3**.

4.1.12. The remaining 12 respondents provided no postcode.

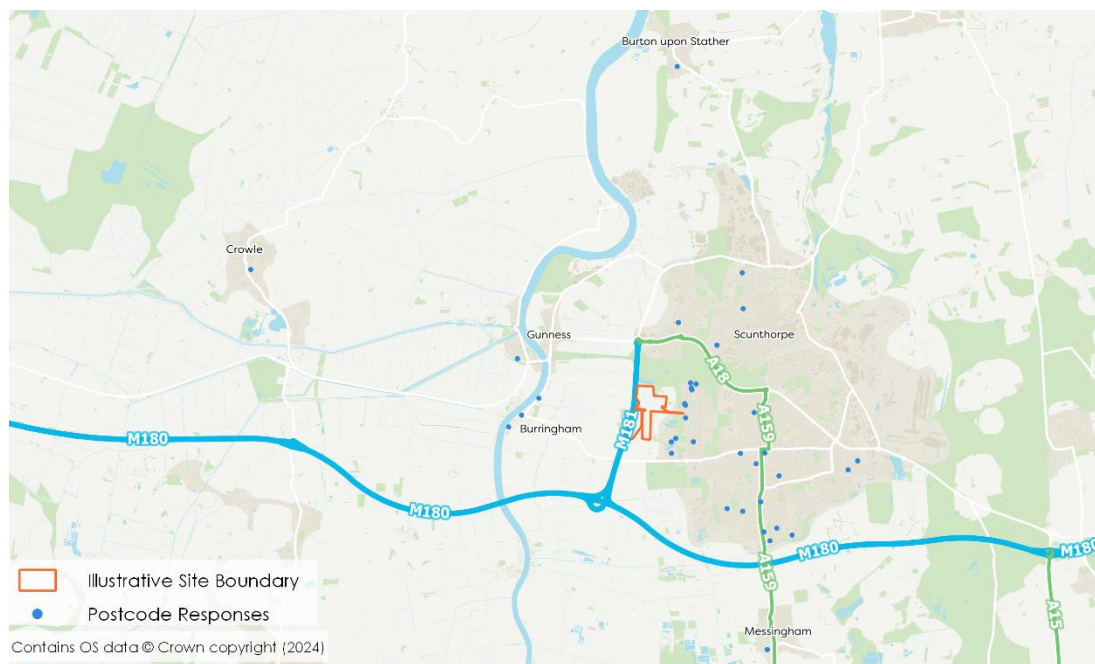


Figure 4.3. Local Survey Result Postcode Locations

## 4.2. Analysis

### Housing Demand Feedback

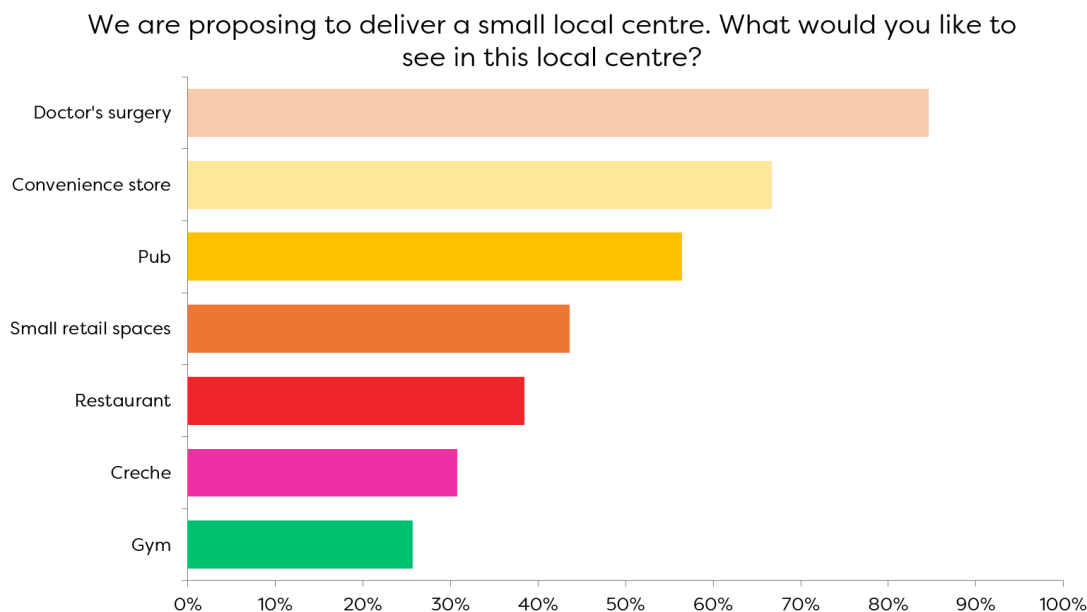
- 4.2.1. Prior to exploring the specific design elements of the proposals, two initial survey questions focused on attitudes towards new housing in the area.
- 4.2.2. The first question asked respondents if they or someone they knew had struggled to rent or purchase a home in the area.
- 4.2.3. Respondents reported 64% had not struggled to rent or buy in the area. 12% reported they had struggled to rent and 10% had struggled to buy, with 14% saying they had struggled with both.
- 4.2.4. The age group who has struggled the most are those aged 45 to 54, with 80% reporting they have struggled.
- 4.2.5. The second question asked respondents if they or someone they know are looking for a new home in the area. When asked, 48% of respondents reported in the negative, 36% in the positive and 16% were unsure.

### Design Feedback

- 4.2.6. Following these questions about housing demand, the survey turned its focus to the design of the development, starting with the local centre.
- 4.2.7. Respondents were asked, what they would like to see in the local centre and were provided eight choices, including an 'Other' option in which respondents could provide their own choice.

4.2.8. The provided choices were selected by the following percentage of respondents: Doctor’s surgery (85%); Convenience store (67%); Pub (56%); Small retail spaces (44%); Restaurant (38%); Creche (31%); and Gym (26%). **Figure 4.4** shows these responses.

4.2.9. Seven respondents provided their own response to this question. Of these, four suggested school provision, two each suggested community space and shops, and wider healthcare facilities and police station were suggested by one respondent each.



**Figure 4.4. Sentiment regarding local centre use**

4.2.10. The next question asked respondents for their thoughts on the plans to create new wetland habitats. Respondents were offered the opportunity to provide a comment and also asked to rate how they felt about this part of the plans.

4.2.11. A total of 80% of respondents felt either Positive (37%) or Very Positive (43%) about the plans. Only 8% of respondents felt Negative and a further 12% felt Very Negative.

4.2.12. Those aged 55 and over made up 63% of those respondents who provided a negative response. Two respondents aged 18 to 24 answered this question, and both provided a Very Negative response.

4.2.13. A total of six respondents provided a comment to this question. Two of the responses were not clear in their meaning, two wished to see the site left as it is; one person noted that more housing is needed, and the final response expressed a desire to see brownfield sites developed instead.

4.2.14. Respondents were asked if they lived in the new neighbourhood, would the provision of dedicated cycle paths make you more likely to use a bicycle, and offered the opportunity to provide comments.

- 4.2.15. A total of 44% of respondents said the provision would not make them more likely to use a bicycle. Older age groups were more likely to provide this answer, with 78% of those aged 65 to 74 and 42% of those aged 55 to 64 saying so. In comparison, 22% of those aged 35 to 44 and 20% of those aged 45 to 54 said so.
- 4.2.16. 29% of respondents said the provision would make them somewhat more likely to use a bicycle. Those aged 35 to 44 were the age group most likely to provide this answer (56%) and the 65 to 74 age group were the least likely (11%). A further 27% of respondents said they were much more likely to use a bicycle.

### Final comments

- 4.2.17. The final question provided respondents an opportunity to provide any further comments or ideas about the plans for Lincolnshire Lakes North. A total of 22 respondents provided a total of 35 comments.
- 4.2.18. The most common comment received in response to this question was to query the impact on traffic, which seven respondents did. These comments queried the impact on the B1450 and Scotter Road, along with the wider network.
- 4.2.19. The second most common comment received related to flooding at the site. Respondents' queried whether it is appropriate to build anything on a flood plain. They also suggested it may cause more flooding on Scotter Road, particularly at the junction with Brumby Common Lane.
- 4.2.20. The third and fourth most common comments related to the provision of healthcare services and school places. Respondents shared concerns that the new homes would put undue pressure on existing services and new services are required to address this.
- 4.2.21. Other comments received include: properties suitable for elderly living (2); the creation of, and protection of, habitats (2); a link between the A1077 and Scotter Road is needed (1); a need for affordable properties in the area (1); local jobs are needed due to steelworks problems (1); off-street parking should be provided (1); recreational opportunities (1); shops and services to be provided (1); well-designed neighbourhood (1); supportive comments relating to traffic impact (1); play areas should be away from main roads (1); family homes should be built (1); and two respondents provided comments that were not related to the consultation.

### 4.3. Future Considerations & Response to Feedback

- 4.3.1. All feedback as part of the formal consultation has been reviewed by the project team. The Applicant would like to thank the residents and the wider community who took part in the consultation to provide feedback.
- 4.3.2. Based upon the topic analysis, survey responses, physical events and feedback from virtual drop-ins, several considerations have been brought forward from the public; these have been broken down below.

#### Implications for the road network

- 4.3.3. The most common concern expressed by respondents was to query what the impact on local roads the development would have. Some respondents referred to the general road network whilst others specified the B1450 and Scotter Road.
- 4.3.4. While eventually there will be a vehicle link to the A1077 roundabout, this first phase does not include this. Without this, there will be no vehicle access onto Scotter Road, with all construction traffic accessing the site from the A1077. As the site is built out, new residents will also be able to access the site from the A1077. This is outlined within the Lincolnshire Lakes AAP.
- 4.3.5. The B1450 (Burringham Road), runs to the south of the site linking the Scotter Road with Burringham to the west. Similar to Scotter Road, the development will have no direct impact on this section of road due to access being taken from the A1077 roundabout.
- 4.3.6. The addition of new properties in the area will impact the local highway network and this will be outlined in the transport assessment that will accompany the planning application.

#### Potential for flooding

- 4.3.7. This part of the country is very flat and with the River Trent running to the west of the site, the land has historically been prone to flooding. The site is shown to be at reduced risk of flooding due to the presence of river defences on the River Trent in this area. As part of the Flood Risk Assessment accompanying the planning application, modelling has been undertaken of flood events that factor in climate change, as well as breach scenarios of the river defences in locations near to the site. These scenarios have shown that the site is removed from the river and sea design event floodplain extents.
- 4.3.8. A number of measures will be used to manage water on the site including creating a Sustainable Drainage System (SuDS) adjacent to the M181/A1077(M), on the western edge of the site. Groundwater from the rest of the site will be managed by a system of ditches and drains to direct water to the SuDS basins. Once in these basins this water will be released slowly to manage the water flow from the site and prevent flooding downstream of the development.
- 4.3.9. More details on this strategy and modelling undertaken will be available within the Flood Risk Assessment accompanying the planning application.

### Habitat creation

- 4.3.10. Residents expressed a strong support for the creation of a wetland habitat on the site. Only 20% of respondents (8) respondents shared a negative view of this addition to the proposals.
- 4.3.11. The existing site has some value for wildlife and in particular water voles, a protected species. The proposals will provide new habitats for the water voles and the transfer from existing ditches will be very carefully managed in line with best practice.
- 4.3.12. The new wetlands habitats and spaces throughout the rest of the site will help to provide a biodiversity net gain in the area. This gain means it will provide more space for wildlife big and small to flourish.

### Service provision

- 4.3.13. Some respondents raised the topic of new healthcare and educational provision on the site. These comments focus on a desire to prevent a negative impact on existing services, or to see an improvement.
- 4.3.14. This development will include a small local centre with space for shops and services. A doctor's surgery was the most popular choice for respondents when asked what they would like to see in this centre. The proposals can include the space for this service to be provided but it is the local NHS Trust who will commission the actual service. The Applicant will work with the NHS with the aim of creating this provision.
- 4.3.15. Educational provision is not planned to be included in this initial phase of Lincolnshire Lakes. Future phases will include new schools to cater to the local families who need them. This is outlined within the Lincolnshire Lakes AAP (2016). It will be planned in conjunction with the educational authority, whose responsibility it is to manage and provide these services.
- 4.3.16. The local centre will provide space for a small number of shops or service outlets. Later stages of the wider Lincolnshire Lakes plan will provide employment space, in addition to further shops and services for the new community.
- 4.3.17. When asked, respondents suggested a space for a gym would be the least preferred option to include in the local centre. In response to this and advice from the local planning authority, the inclusion of this space will no longer be considered within the application, however, may be something that is provided as a later phase.

### Active travel routes

- 4.3.18. Many respondents suggested they would consider using more active travel methods if they lived in an area with dedicated cycle and pedestrian routes such as those included in the proposals.
- 4.3.19. While the inclusion of these routes is in line with planning guidance, it is also very encouraging that so many respondents see the value in these routes.

4.3.20. The routes provided within the proposals will help residents move around the site sustainably and reach services and shops in later stages of the wider Lincolnshire Lakes AAP. In addition, the routes will create a link with the existing community in Westcliff and beyond.

#### 4.4. Feedback & Continued Engagement

- 4.4.1. The Applicant will continue to engage with the community as these proposals develop through this initial stage. Residents will have future opportunities to engage with Reserved Matters applications for the site if these proposals are developed by housebuilders. Residents will be formally notified of the application as part of the planning process and will be able to share their views again at that time.
- 4.4.2. The digital Engaged Space application will remain open for a year to allow for further engagement with the community and for any new residents to understand the proposals and submit comments.

## Appendix 1 – Illustrative Masterplan