

PLANNING FOR GROWTH



Overview of responses from general public

February 2019

Potential sites for housing and employment



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1. Introduction

- 1.1 This report provides an initial overview of the responses received from individual members of the public on the *Potential sites for housing and employment* report published in October 2018. Over an eight week period approximately 4,000 responses from over 2,100 individuals were received, as well as a number of local groups, statutory bodies and developers/site promoters. A summary of the other responses received will be set out in a separate report in due course.
- 1.2 Most of the individual responses received were from residents living in Hertsmere although an estimated 5% were from individuals living in other areas. This included those with an interest in site H2 (proposed garden village), some of whom were residents of London Colney or Colney Heath or visitors from further afield. However, some responses did not include an address; so it is not possible to provide exact numbers for the location of responses.

2. Overview of consultation arrangements

- 2.1 The *potential sites for housing and employment* (PSHE) report followed an Issues and Options consultation in 2017. In addition to summarising the previous Local Plan consultation and providing an explanation of housing and employment needs, the PSHE report identified both strategic (250 homes+) and non-strategic sites which were being promoted. A detailed template was provided for each of the 26 strategic housing sites and 7 strategic employment sites.
- 2.2 The PSHE report was published both as a PDF document and in an interactive format on the consultation portal now used by the council for public engagement on planning documents. This enabled the public to respond electronically to sites in which they had a particular interest and the use of the portal was actively encouraged in the publicity material and at the consultation events. Over 60% of those responding did so through the portal with the remainder via email or post, which measures well against trends elsewhere. Those responses have now been uploaded into the portal meaning all responses received are now available to view online.
- 2.3 Five staffed exhibitions were also held during the consultation period with attendance at the various events set out in Table 1.

Table 1: Attendance at public exhibitions

Date	Location of consultation	Venue	Numbers attending
Wednesday 7 November	Bushey	St Margaret's Sports Centre	250
Tuesday 13 November	Potters Bar	Wyllyotts Centre	440
Wednesday 14 November	Borehamwood	St Theresa's Parish Hall	220
Wednesday 21 November	Shenley	Shenley Primary School	160
Thursday 22 November	Radlett	Radlett Centre	140

- 2.4 As well as advertising the recent Local Plan engagement on the side of the Council's refuse collection vehicles, newsletters were distributed by Royal Mail to over 40,000 households including those in London Colney and Colney

Heath. There were some reports of non-delivery in a few locations and additional copies were distributed where it was clear this had occurred. It should be emphasised that households who have formally opted out of receiving door to door mail will not have received a copy.

- 2.5 Awareness of the public engagement was promoted through a social media campaign that resulted in extensive reach via the council's Facebook and Twitter feeds. This was co-ordinated by the Corporate Communications team and is set out in Appendix A to the report. There was also considerable press coverage throughout the eight week period with all of the local newspapers reporting on both the public engagement / exhibitions and the views of the local community including some local campaigns. Press cuttings are set out in Appendix B.
- 2.6 The level of interest resulted in significantly more responses than have been received on other planning consultations over the past decade. These have typically generated up to 300-400 responses and 50% fewer people attending public exhibitions than was achieved in November. Officers consider that this has been an effective exercise both in terms of raising awareness of the new Local Plan and securing a good response from the local community.

3. Overview of responses received from the general public

- 3.1 The consultation simply asked for views on the different sites but many responses typically 'supported' or 'objected' a site supported by specific comments and concerns. A proportion of responses covered more than one site setting out the same issues for all the sites. For the purposes of collating and analysing the responses, officers have sought to separate out the individual issues, such as infrastructure and green belt, by both site and settlement.
- 3.2 An overall breakdown of responses is provided in Table 2. As some respondents did not provide an address and over 300 people commented on sites in more than one settlement, it is not possible to identify precisely how many people responded from each area. It is likely that a majority of responses on sites in each settlement were submitted by people living locally and the size of each settlement is included below to provide some context.

Table 2: Breakdown of responses received from the general public

Location of sites	Total responses made on sites in each settlement	Number of different points raised	<i>Population of settlement</i>	<i>Households in settlement</i>
Borehamwood & Elstree	511	867	36,500	14,780
Bushey	587	758	27,500	11,120
Potters Bar	435	691	22,900	9,260
Radlett	207	390	8,300	3,360
Shenley	178	542	4,000	1,615
Elstree Village	96	208	1,700	690
South Mimms	44	69	900	345
Letchmore Heath	63	71	300	105
Other Locations	10	14	n/a	n/a
Garden Village	252	325	n/a	n/a
Other comments	105	137	n/a	n/a
TOTAL	2488	4072	104,650	42,300

- 3.3 A majority of responses received did not support development of the site(s) to which the response was being made. Congestion and the impact on or a lack of local infrastructure/services were almost always the most frequent concerns cited, regardless of the location. Loss of green belt and recreation/amenity land, wildlife impact and effect on the overall character of the area were also highlighted. The views expressed were often strongly held but typically based on anecdotal information, and in some instances included concerns which were not matters which the Local Planning Authority can consider (e.g impact on property value) or directly resolve (e.g. a lack of GPs). Some of the responses raised site-specific issues that described known constraints such as local flooding and land contamination, poor existing air quality or local aviation requirements. Relevant issues have been highlighted and will be followed up.
- 3.4 A majority of responses on most sites did not support development of that location but it should be emphasised that this is not a referendum and consideration of sites will need to be based on technical issues. Furthermore, there were some expressions of support for at least some development on many of the sites with a recognition that there was a need for additional housing to meet local need. This was sometimes caveated by a need for there to be adequate infrastructure in place, including highway improvements. It must also be recognised that some responses, in supporting development on sites elsewhere in the borough, will have been driven by a desire to see no further development in their area, rather than necessarily being based on the planning merits of those alternative locations.

4. Non site-specific comments

- 4.1 Although a majority of responses from the public related to a specific site(s) in the PSHE report, some general comments were also provided. In some instances, this was instead of commenting on an individual site. These non-site specific comments are summarised as follows.
- 4.2 There was some concern that the housing numbers are not sufficiently justified. Some consider they should be challenged on the basis that government figures have currently decreased and others argued that the NPPF enables the likely adverse impact on the green belt of meeting housing needs to override the presumption for sustainable development. There was also some concern about transparency and an accusation that it is not clear exactly what the housing requirement is taking into account government figures and what has already and can be provided, in particular without impacting on the green belt.
- 4.3 Some residents argued that increasing supply doesn't necessarily meet local needs but rather may serve the needs of investors, second home owners, buy to rent, people moving out of London and so on. The question was also raised as to whether the council is trying to increase house building to get additional new homes bonus. People felt that the area is over-crowded and must only plan for what is actually needed as development will increase congestion, demand on services, loss of green belt and a reduction in the quality of life. It

was stated that if Brexit reduces need, the housing target should be immediately reduced.

- 4.4 In terms of locations for growth, a number of general points were made including:
- the green belt should be protected as this is the basis of Hertsmere's character
 - Most growth should be in most densely populated settlements as villages lack facilities. First priority should be brownfield, then poorly performing adjacent green belt if necessary.
 - Focus also on empty properties
 - Sites identified as unsuitable in the stage 2 Green Belt Assessment should not be considered
 - 'Build up', not out
 - The location of new housing should take account of where people work and be within walking distances of schools and stations and town centres so as to reduce car use
- 4.5 Many residents objected to any further development in the borough at all due to the potential exacerbation of existing traffic congestion and pollution, lack of capacity in infrastructure such as education, health facilities and public transport and the potential impact on the natural environment and hence quality of life and mental and physical wellbeing. Where development does take place, however, a key concern was the need to integrate the planning and delivery of new homes and infrastructure. Infrastructure needed to be in place before further development occurs so it can cope with current demands, with spare capacity ('forward planning rather than firefighting').
- 4.6 Concern was also expressed about the perceived lack of coordination between bodies responsible for infrastructure. There was a particular concern regarding the lack of a coordinated approach to planning for growth between HBC and HCC as highway authority; the view is that HBC is planning for too many homes, HCC for too few, resulting in the likelihood of an unsustainable disconnect leading to congestion and a lack of adequate schools, medical, shopping and public transport facilities. The need to ensure adequate infrastructure to cope with development across the wider area was also raised, including rail capacity, road capacity across in particular the A414, A1, A41 and M25, GPs, hospitals, emergency services, social services, recycling and landfill.
- 4.7 There was, however, recognition of the need to provide affordable housing so people, particularly the young, don't have to move away. This might necessitate the release of some green belt, but must be accompanied by the necessary infrastructure. The need for affordable housing to be genuinely affordable was inevitably raised.
- 4.8 Several responses supported the creation of a South West Hertfordshire Unitary Authority to aid integrated planning. In particular, the creation of a new community rather than expanding already over-burdened settlements should be considered on a wider platform than purely Hertsmere. Infilling in existing

communities would not provide additional housing required in a cost effective manner whereas it was considered that a new town serving the wider, possibly county wide area, would be more appropriate.

4.9 Opinions on the consultation process itself varied. Whilst some welcomed the opportunity to comment others criticised the complexity of the consultation material, length of consultation period and effectiveness of publicity about the consultation.

4.10 Other comments included:

- The need to assess agricultural quality when considering development
Farm land being destroyed - we import too much food.
- A need for detailed technical reports to considered the impact on wildlife, water table, air quality, traffic, noise, before any decisions are made
- Unclear how the council intends to attract quality jobs so as to reduce out commuting
- The need for more cycle paths, including improved cycle routes to stations, as people need to feel safe in order to get out of their cars. .
- The need to lobby for a rail link at Napsbury and/or Welham Green
- Each site should provide adequate parking, renewable energy, high speed internet affordable housing and a requirement that houses can't be bought and rented out for a specified period of time
- Increased house building densities
- Smaller villages should only provide for their own needs, not for incoming population
- A need to protect livery stables, bridleways and equestrian community and linkages (petition submitted)

5. Overview of responses by area

Borehamwood and Elstree

5.1 The level of interest in sites in Borehamwood and Elstree was considerable. Many of the responses centred on concerns over the level of traffic congestion and pressure on existing infrastructure and services (including health and education) that have arisen through a perception that Borehamwood has taken the greatest share of development in the Borough without accompanying infrastructure. It should be noted that more homes have been developed in Bushey since the adoption of the current Local Plan.

5.2 Commitments in the Elstree Way Corridor will, it is claimed, continue to add to this with many residents arguing that the current lack of capacity should be dealt with prior to adding more development into the local area. The negative impact on the quality of life for existing residents and the attractiveness of the area was highlighted and a number of people consider that there should be no further development in Borehamwood for the next 15 years.

5.3 There was also concern about the loss of green belt and open space and the implications that this has for the quality of the local environment. Specific

suggestions included the extension of London Underground into the area to alleviate congestion on roads and at the rail station, and the focussing of development elsewhere in the borough where it is claimed more capacity to absorb new development exists.

Potters Bar

- 5.4 Over 400 residents responded to sites promoted in Potters Bar with a majority not supportive of development on any of the four strategic sites. The greatest level of interest was generated by PB2, the former Potters Bar golf club site, with over half of all responses on sites in Potters Bar relating to PB2.
- 5.5 Congestion was the most pressing issue covering traffic problems within the town and the surrounding motorways. Concerns regarding the capacity of schools, GPs and other services were also prevalent. Residents were also opposed to losing amenity and recreation space, with flood risk being cited by some. The loss of green belt was a key concern raised by many, highlighting the risk of merging with London and settlements within neighbouring Welwyn Hatfield, although green belt was by no means raised by all residents and was, for example, not within the top five issues raised in respect of PB2.
- 5.6 Residents highlighted poor bus services and the overcrowding issues on the peak time trains. The lack of parking on Darkes Lane to access the retail services was also noted.
- 5.7 There were a limited number of local residents supporting development on some of the strategic sites. There was also support for development from some people in Borehamwood, against further growth in their area, highlighting Potters Bar's connections to central London. This 'displaced' support was evenly spread across all sites. Support for the idea of a new garden village in the borough was also set out in a number of responses alongside the importance of prioritising brownfield sites.

Bushey

- 5.8 There was considerable interest on sites in Bushey with more responses received than in relation to any other part of the borough. In particular, the sites being promoted along the eastern edge of Bushey, either side of Little Bushey Lane, generated significant concern. An overwhelming majority of responses were not supportive of development in these locations with congestion and infrastructure concerns frequently cited. Wildlife, flooding and loss of green belt and local amenity was also referenced but these typically followed on from points about traffic, infrastructure and local services. The character of Bushey as a village and/or community was also highlighted by many people.
- 5.9 The above concerns were highlighted in responses to almost all of the sites, albeit to varying degrees. However, responses to the former Bushey golf and country club site, generated a degree of support for some development, although this was largely focussed on the previously developed part of the site, fronting London Road. There was some recognition that this site was

well located in terms of proximity to services and public transport, whereas this view was absent from the other large sites promoted. There was a relatively low level of interest in the land bounded by Elstree Road and Heathbourne Road which may be because the initial proposal received was for a level of development below the strategic site threshold of 250 homes used in the PSHE report; further consideration of this site will be based on updated proposals which seek significantly more development.

- 5.10 A proportion of residents also considered that other locations in the borough were more suitable for development including, in particular, the areas proposed for a garden village and sites in Potters Bar and in Radlett.

Radlett

- 5.11 The majority of responses indicated opposition to any kind of development with a view that local services and facilities within the area are at breaking point. Congestion and parking were issues, particularly at peak times, along Watling Street, Aldenham Road and around the station with a perception that the strategic sites were too far away from the main centre of Radlett to be viable. It was also highlighted that as there is no secondary school in Radlett, the extra children within new developments will have to go elsewhere.
- 5.12 The loss of green belt concerned many people seeing it as a way of protecting the character of Radlett and preventing coalescence with other settlements such as Letchmore Heath and Shenley. Protection of green belt was more of a common theme in Radlett than in many other areas and the associated sense of place and village identity was a key feature of many comments. There was a general concern that this will be completely lost if development is allowed.
- 5.13 A limited number of responses accepted that some development is needed. This should be kept to brownfield sites, if possible, and if green belt were to be released then it should be small sites with smaller homes appropriate for young professionals, first time buyers and the elderly who wish to downsize.

Shenley

- 5.14 Residents in Shenley were largely against all proposals in and around villages and were also not supportive of proposals elsewhere in Hertsmere. Residents were concerned about existing congestion problems in Shenley and the ability of the road networks ability to take more traffic from new developments, particularly along Black Lion Hill and London Road.
- 5.15 Existing education and GP provision in Shenley was considered to be limited and the car dependence of any future development was raised in view of Shenley lacking a train station. Residents wanted to preserve Shenley's village character and heritage assets and the green belt was seen as being important in separating Shenley from other settlements.
- 5.16 Although site S4 is the preferred site in the Neighbourhood plan, there was limited support from residents for housing in Shenley to be built on site S4;

albeit no more than the numbers cited in the AECOM report commissioned by the neighbourhood plan steering group. There was also limited acknowledgement for the need of smaller housing for downsizers and first time buyers in Shenley.

Elstree

- 5.17 Residents expressed concerns that all the development proposed would result in an overdevelopment of the village, and significantly alter the character of the area and Elstree Village conservation area. Congestion was a key issue, particularly on Elstree Hill and Barnet Lane, with additional traffic having major implications for the junction at Elstree crossroads.
- 5.18 The importance of Aldenham Reservoir was highlighted by some residents, with support for development if it safeguarded the future of this facility which is well used by the local community. Although previous planning applications have been submitted for 'enabling' residential development linked to the reservoir, none of the sites submitted to the council for the Local Plan have sought such a link. It should be noted that the perimeter land around Aldenham Reservoir has now been withdrawn.

South Mimms

- 5.19 The number of responses to sites in South Mimms was high in relation to the size and population of the village. A large number of sites and land parcels have been promoted in and around the village and some of the responses did not differentiate between the different sites, effectively viewing them as a single proposal to expand South Mimms.
- 5.20 Concerns highlighted the loss of the distinct character of South Mimms (including the conservation area), as well as wider loss of green belt. Some residents appreciated that development could bring with it potential services and shops to the village although others considered that growth would be best directed to areas with better access to local services, such as the site at the former Potters Bar golf club.

Other strategic sites

- 5.21 A significant number of responses were received in relation to all three strategic sites, the two garden village locations (H1) and (H2) initially submitted to the council and a site on the edge of Letchmore Heath (H3). The Tyttenhanger Estate proposal (H2), in particular, generated considerable interest with over 250 responses from residents including significant objections from communities in London Colney and Colney Heath.
- 5.22 Around one third of those responding specifically to the H2 expressed support for a garden village but over 400 responses to other sites highlighted the desirability of either H1, H2 or simply 'garden villages' as a preferable option. Such support was strongest from residents in the larger settlements of Borehamwood, Bushey and Potters Bar.

- 5.23 A summary of the responses received in relation to each of these sites is set out later in this report.

Employment sites

- 5.24 Overall, the public interest in the employment sites has been significantly lower than for the residential sites with less than 5% of all points raised being directly related to the seven strategic employment sites.
- 5.25 Whilst the representation is small the public were generally in favour of developing additional employment sites across the borough and increasing the size of the job market within the borough. The sites near to existing employment areas are the most popular; in particular the sites surrounding Centennial Park. The potential for new development to have new employment facilities within the scheme was also, looked on favourably by the majority of residents. However, there should be an acceptance that the majority of the populous will still commute for work.

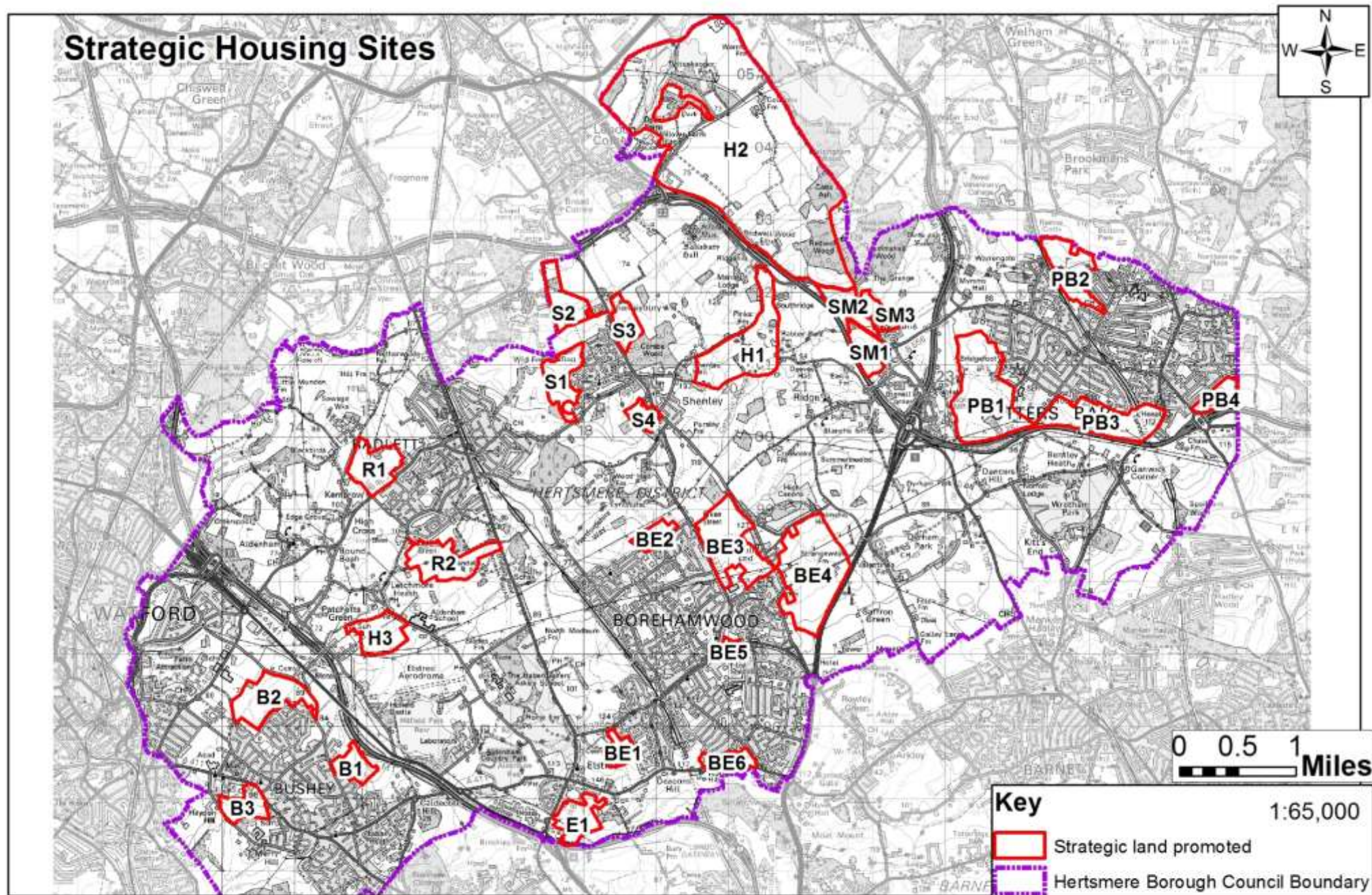
6. Detailed breakdown of comments received by site

- 6.1 All responses submitted by the public were individually reviewed. The public were asked to provide their views on individual sites and typically responded by highlighting specific issues when commenting on the suitability of a site. In many instances, these were presented as concerns and/or grounds for objecting to a site, although some identified these issues as an 'opportunity' e.g. the opportunity for a site to deliver much needed affordable housing.
- 6.2 Rather than counting the number of individuals 'objecting' or 'supporting' a site, which was not always possible to establish from the response provided, the analysis allocated responses to one of three categories: (1) those highlighting concerns (2) those highlighting opportunities for development and (3) a more neutral or caveated opinion e.g. supporting some development, but not the potential capacity indicated in the PSHE report or only if substantial infrastructure improvements were provided first.
- 6.3 It is important to emphasise that although there is a quantitative element to the analysis, a degree of interpretation and subjectivity was required when assigning comments to a particular issue. Some issues overlap and although most responses could be easily understood, it was not always clearly expressed. The figures in this report should be used as a guide rather than as an exact measure of how the public view different sites which have been put forward for development. Table 3 sets out how the different issues raised by the public were categorised enabling a breakdown of how many responses to each site to be generated, as set out in the next part of this report.

Table 3: Categorisation of issues in analysis of responses

Issue	Areas covered
Congestion	Traffic, travel times, pollution
Healthcare	GPs, dentists, hospitals, waiting times, new doctor/dentist/hospital provision
Education	Schools, school places, new school provision
Character	Visual impact, style, feel, sense of place
Green Belt	National guidance on green belt, coalescence
Amenity/recreational space	Open space, walking, jogging, riding
Services and facilities	Banks, shops, community facilities, post office, church, can include loss of facilities from site, accessibility and proximity to services
Site designations and ownership	Land ownership issues, village greens, wildlife sites, ancient woodland
Public transport	Buses, rail, bus stops
Heritage	Listed buildings, conservation areas
Wildlife & Environment	Trees, wildlife, agricultural land
Existing and other proposed development	Brownfield sites, previous permissions, other large developments in the area
Physical constraints	Electricity lines, waste sites, quarries, ground conditions, topography, flooding
Access to site	Site access, road network/structure
Economic development	Jobs, offices, business
Parking	Parking conditions, CPZs, car parks for services e.g. shops and trains

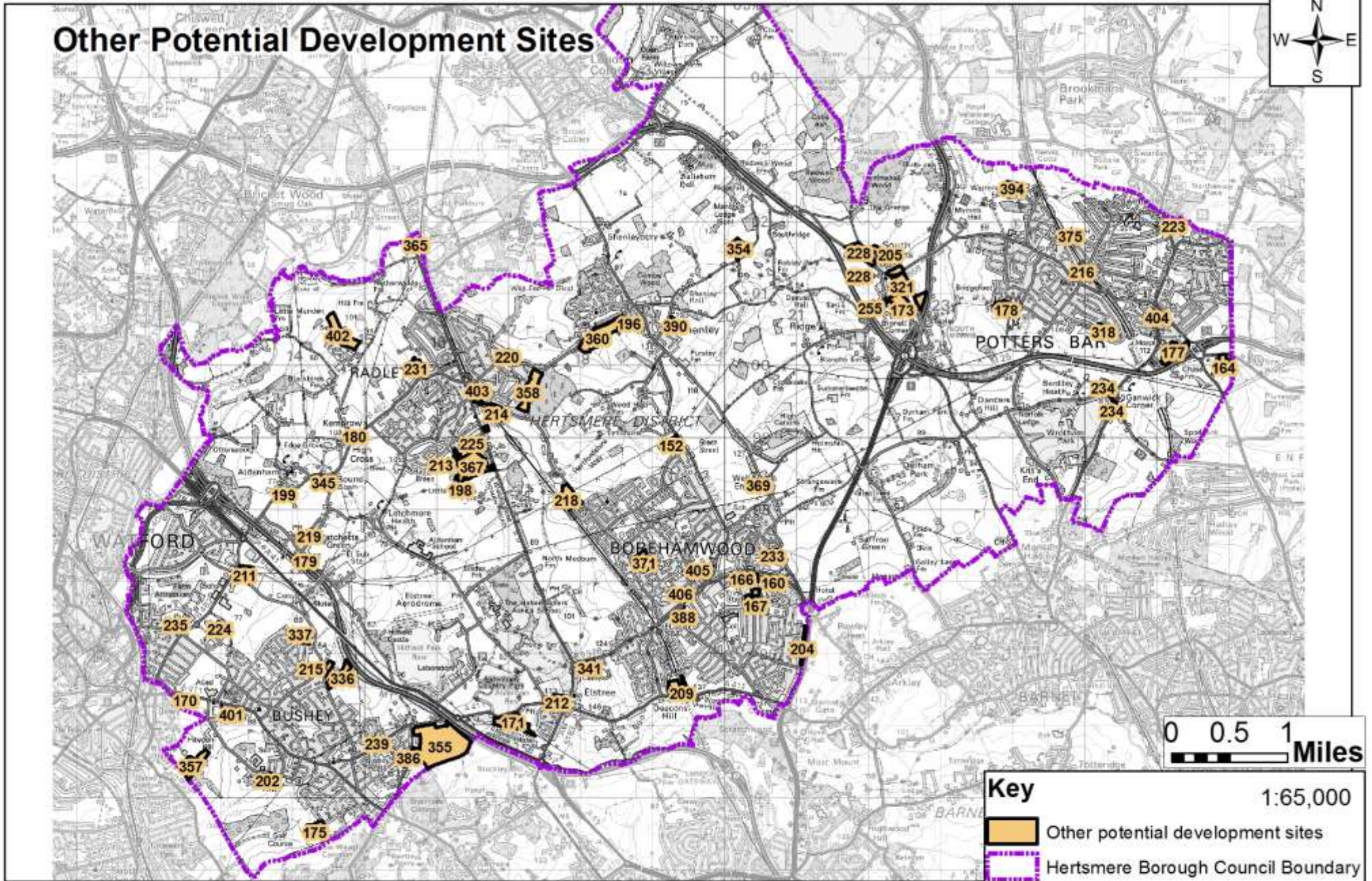
7. Summaries of Public feedback



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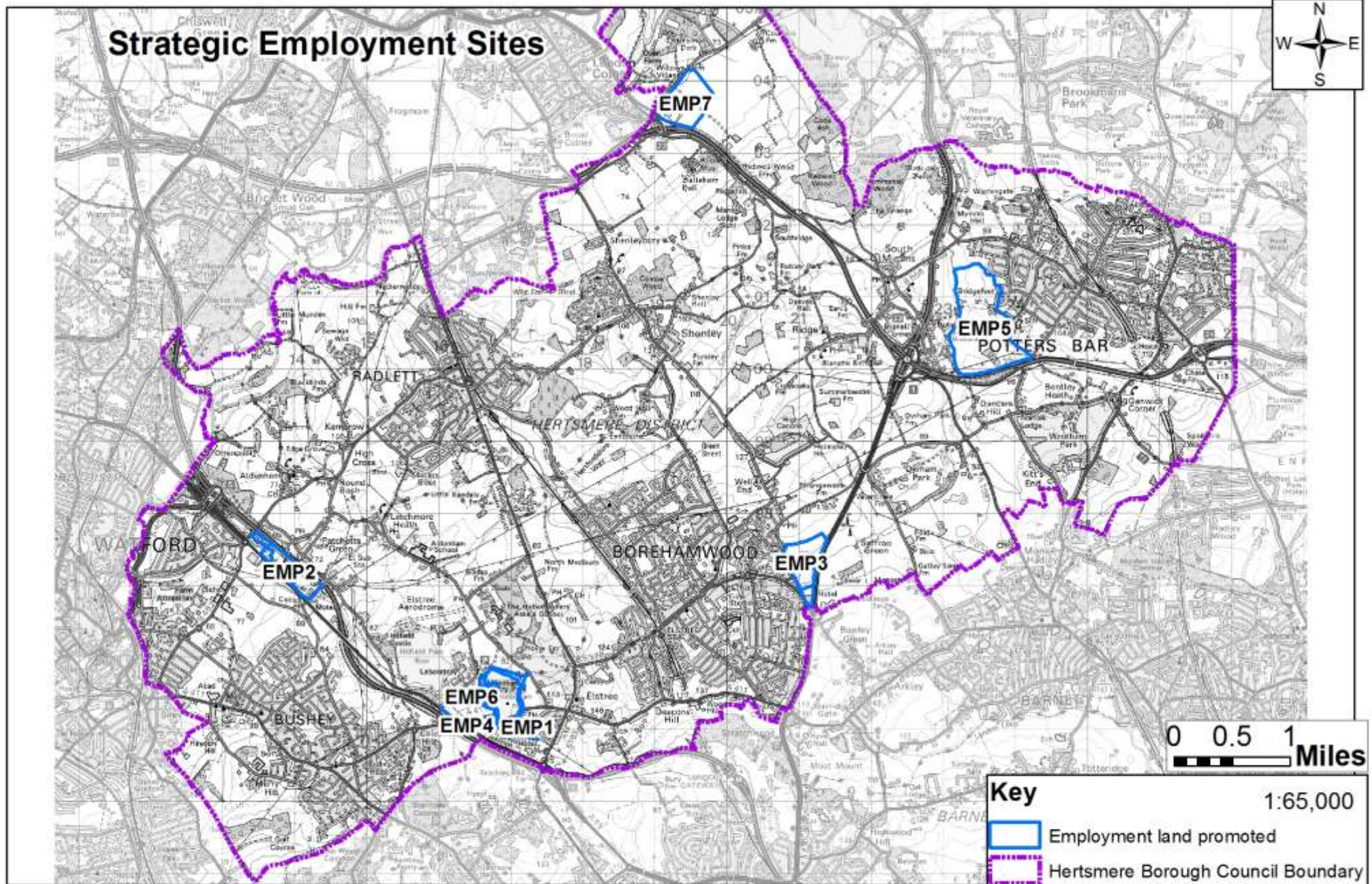
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Other Potential Development Sites



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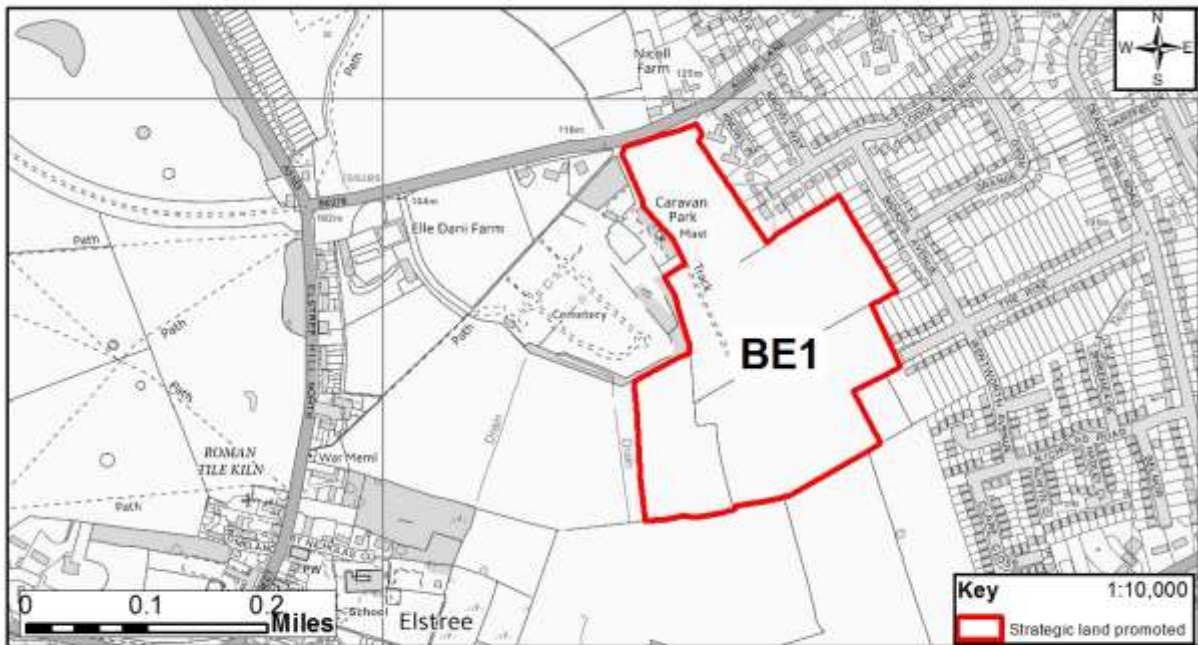
Site address/ location **Land South of Allum Lane, Elstree** Site ref: **BE1**

Breakdown of general comments received:

Total number of comments	320
Residents/resident associations	312
Other consultees	8

Raised concerns	Neutral	Opportunity for development
93%	3%	4%

N.B percentages refer to general public responses only



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The response to this site was significant and overwhelmingly negative. The recurring themes are that the area has already taken more than its fair share of development, the local infrastructure is already struggling to cope and that improvements to infrastructure capacity for the existing population are required rather than, or before, giving any thought to allowing additional development. Significant numbers feel strongly that development should be directed elsewhere in the borough where better infrastructure or the potential to provide it already exists.

The most commonly raised objection was traffic congestion with a number of local roads, including Allum Lane and Deacons Hill Road, being of particular concern, together with key local junctions and rat running along residential side streets. Many commented that the road infrastructure cannot cope with more traffic with associated air quality and safety concerns.

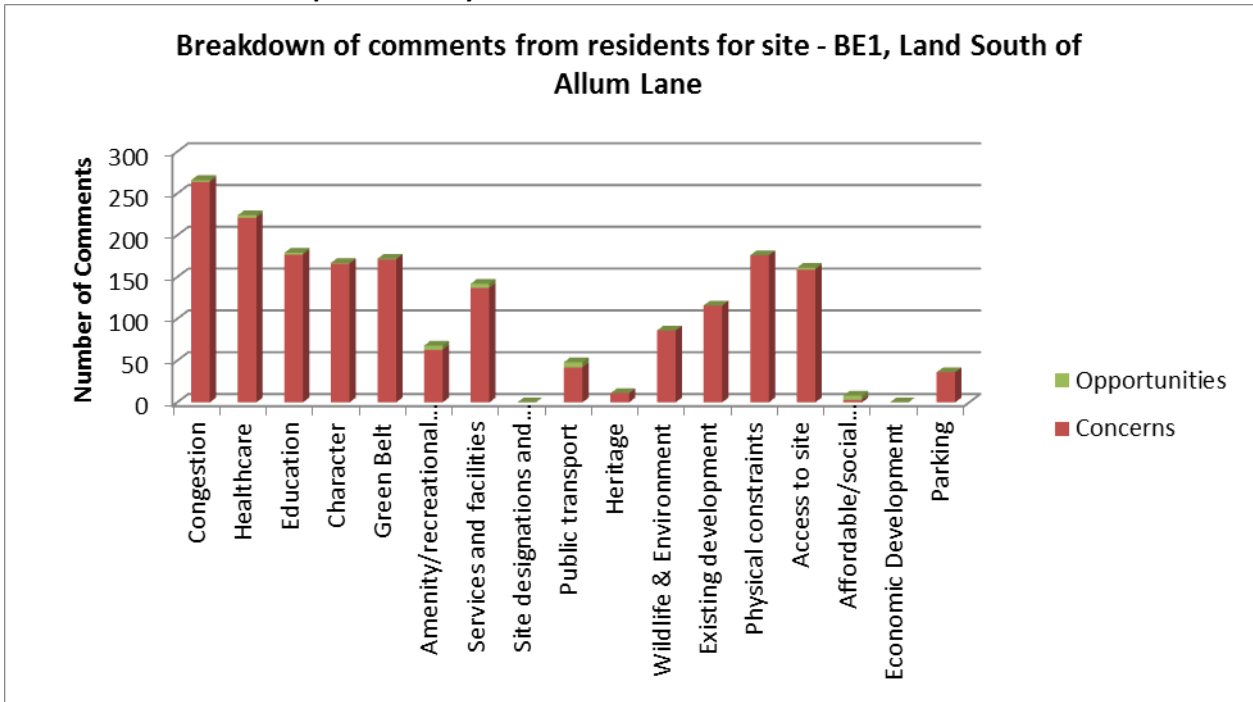
Local infrastructure and services, particularly healthcare and schools, was a significant concern with local primary education places under pressure and no scope to accommodate additional demand. Lack of local capacity is likely to generate additional demand and thus car journeys to facilities in the wider area.

The loss of highly performing Green Belt, separating Borehamwood/Elstree and Elstree village, was also a significant reason for objecting with associated impact on trees and wildlife, recreational footpaths and countryside views which would result. Drainage and flooding issues were also highlighted causing flooding on Allum Lane, exacerbated by local topography and recent developments nearby.

Concerns were raised that the proximity of the household recycling centre would eventually force it to close. Others felt that building homes adjacent to such a use would lead to noise, smell, traffic problems. The capacity of Elstree and Borehamwood station and the train service was also highlighted.

A small number of responses supported development, recognising the opportunity for providing affordable homes here and infrastructure improvements. A suggestion that much of the open nature of the site and separation of settlements could be retained if a smaller development than that proposed were to be allowed was also made.

Breakdown of the main topics raised by residents:



'Word Cloud' with key words used by residents (size of the word indicating frequency of use)



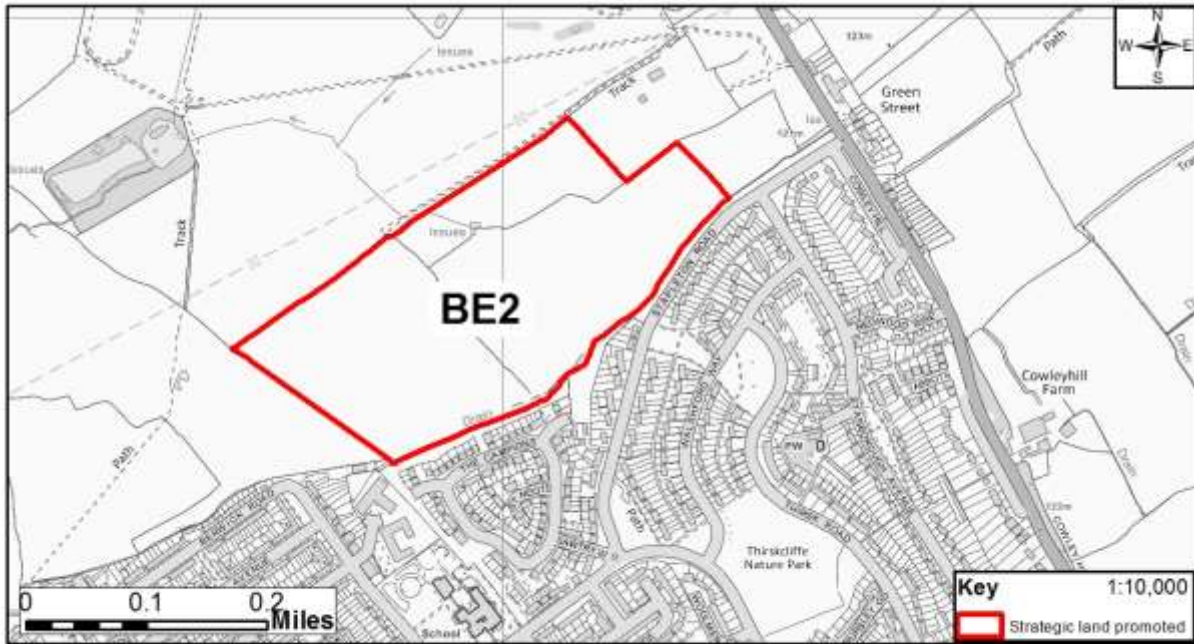
Site address/ location **Land North of Stapleton Road, Borehamwood** Site ref: **BE2**

Breakdown of general comments received:

Total number of comments	52
Residents/resident associations	47
Other consultees	5

Raised concerns	Neutral	Opportunity for development
90%	6%	4%

N.B percentages refer to general public responses only



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Most comments objected to the development of the site, although several people view this as an opportunity to secure a proportionate expansion of Borehamwood in an accessible area where much needed affordable housing could be provided.

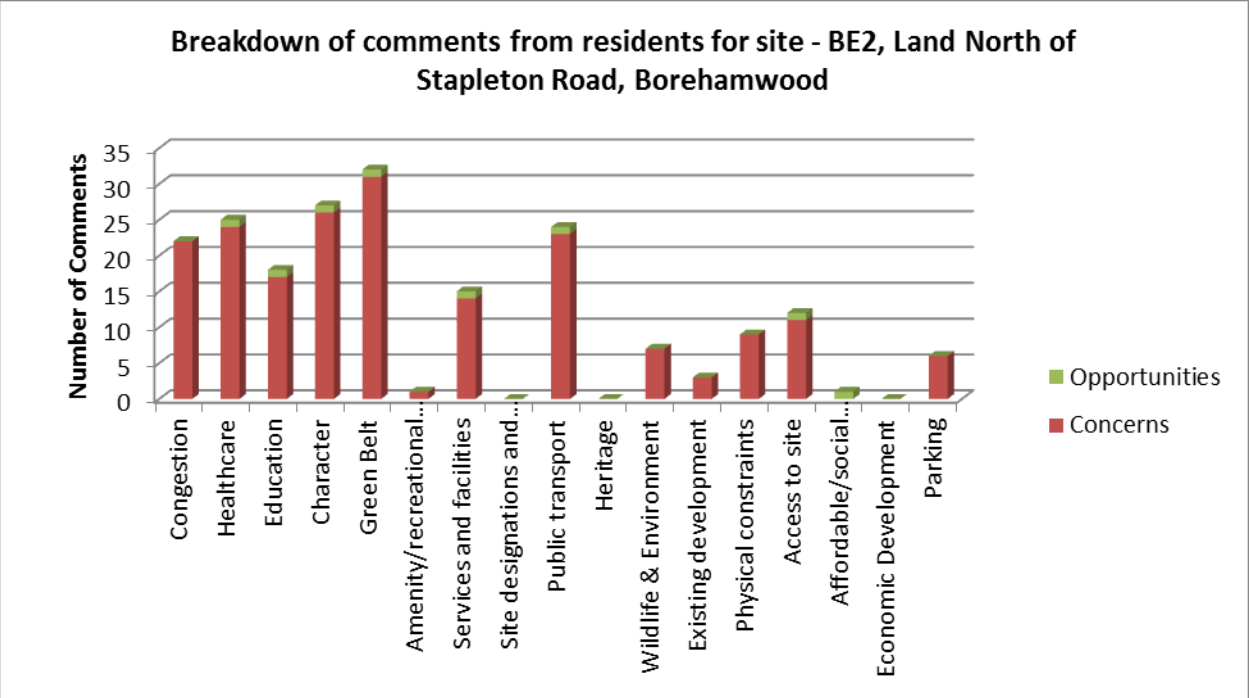
The most frequently raised issue was the loss of Green Belt which currently provides a well-established and natural edge to the town and maintains the separation of Borehamwood, Shenley, Ridge and Radlett. Loss of landscape quality, opportunities for recreation and biodiversity were also raised. The impact on the character of the local area and quality of life in the adjoining Campions residential area was highlighted.

Several people considered that Borehamwood ‘has had enough’ development. Concerns about the lack of infrastructure in the local area were consistently raised, particularly the perceived poor bus service and lack of capacity in schools and health facilities. The site’s distance from Borehamwood town centre and the station – felt to be beyond walking distance - were seen as significant disadvantages.

Congestion on Cowley Hill, and the lack of an adequate road infrastructure to serve additional homes here was emphasised. Additional pollution, and the potential for increased rat-running around the residential roads were concerns, with the impact on Stapleton Road itself as the means of access into BE2, a particular issue. Other responses highlighted the impact of increased traffic travelling through Shenley village. Mention was also made of site constraints including aquifers, flood risk and pylons/overhead

power lines.

Breakdown of the main topics raised by residents:



‘Word Cloud’ with key words used by residents
(size of the word indicating frequency of use)



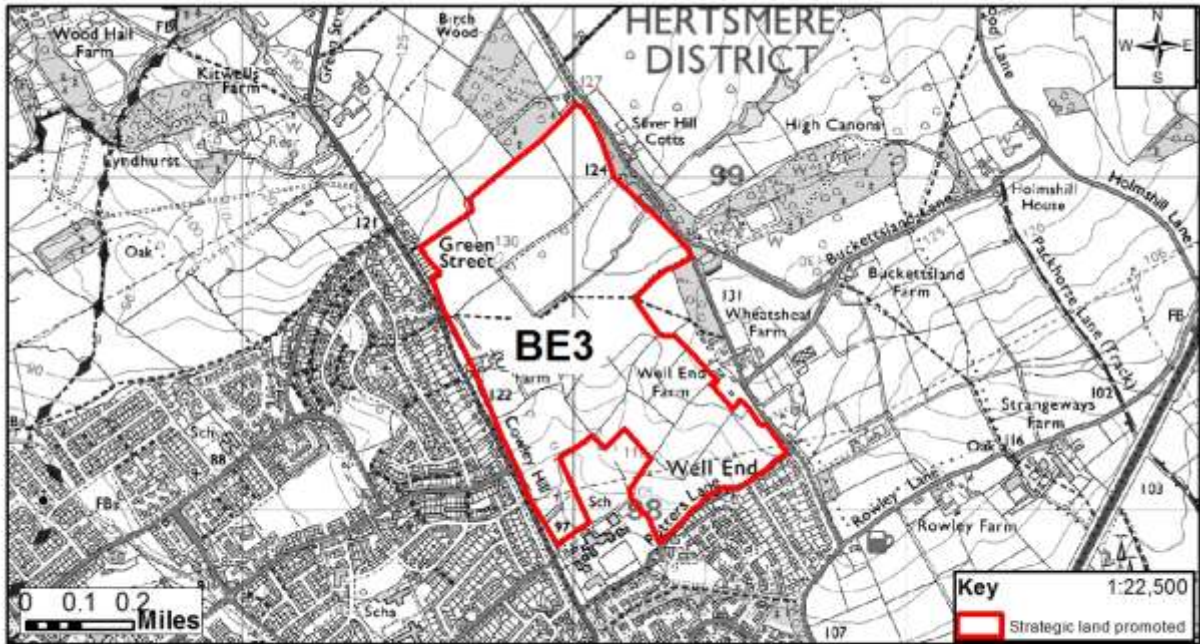
Site address/ location: Land off Cowley Hill, Borehamwood Site ref: BE3

Breakdown of general comments received:

Total number of comments	93
Residents/resident associations	90
Other consultees	3

Raised concerns	Neutral	Opportunity for development
91%	6%	3%

N.B percentages refer to general public responses only



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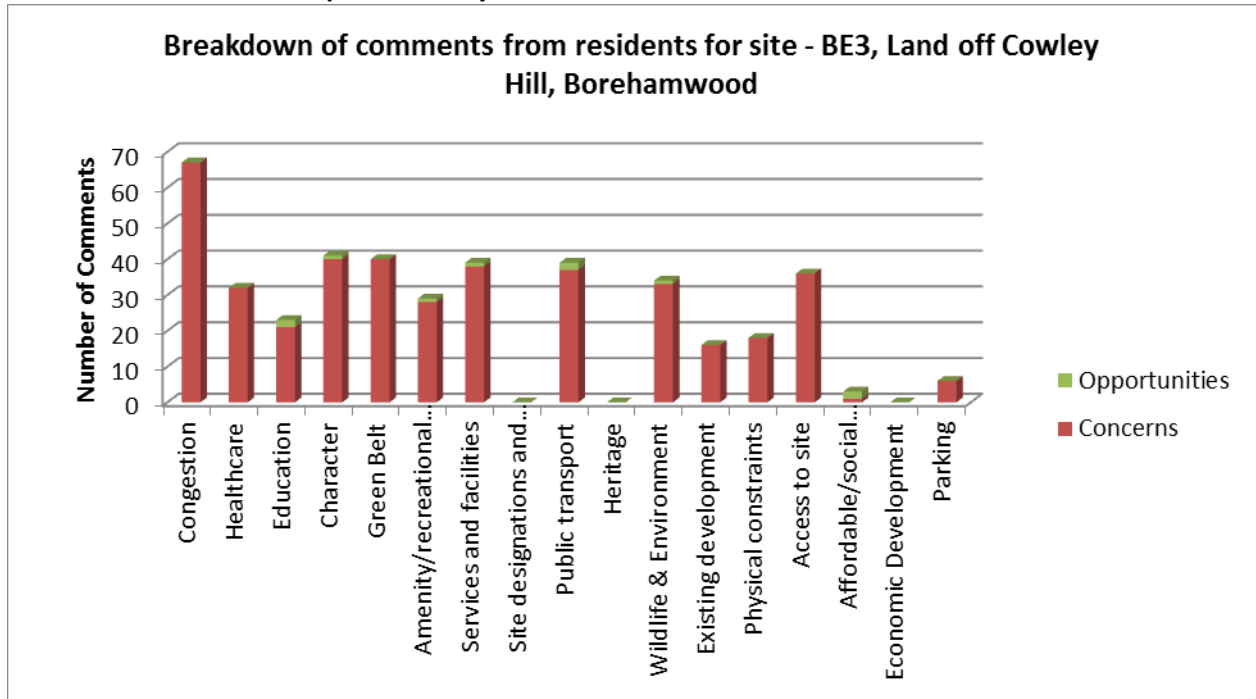
The vast majority of respondents objected to the development of the site, although several commented that there would be fewer objections to it if a smaller scale development were to be proposed. The most frequent objection related to traffic congestion and the inadequacy of the road network to cope. Existing issues include congestion associated with Hertswood Academy, weight of traffic on Cowley Hill and into Borehamwood town centre and the narrowness of and congestion in Potters Lane. Rat-running through Shenley was also highlighted. The plans for a primary school on Cowley Hill, the lack of reliable public transport serving the site and its distance from the town centre and rail station, coupled with on-going development in the Elstree Way Corridor, are all cited as factors that will compound congestion and pollution here. The impact of increased traffic on the environment and safety in Shenley village and journey time to the rail station was a particular issue.

Loss of Green Belt and open countryside was also highlighted. The loss of the 'buffer' between Borehamwood and Shenley village was raised, and there was significant amount of concern about the impact of developing the site on the character of the local area and quality of life particularly in Well End.

Many felt that Borehamwood is already saturated with development and concerns were expressed about poor public transport and lack of capacity in schools and health facilities. Coupled with the site's distance from Borehamwood town centre and the rail station – felt to be beyond walking distance - these are seen as significant disadvantages to developing the site. The potential impact on Shenley's services was also raised.

Those indicating some support for BE3 suggested it would be easier to link into existing town centre and transport facilities than other sites. It was also suggested that the site is large enough to generate funding for infrastructure and to include bus and cycle improvements which would promote a shift towards sustainable travel behaviours and reduce the potential effects on ecology and air quality.

Breakdown of the main topics raised by residents:



'Word Cloud' with key words used by residents (size of the word indicating frequency of use)



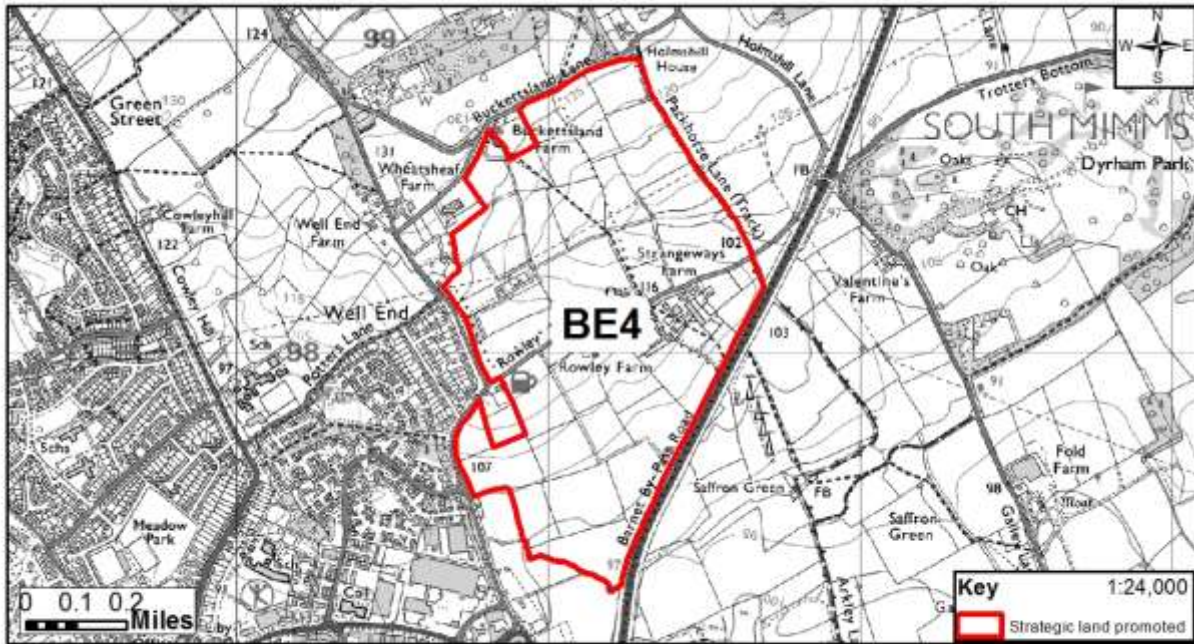
Site address/ location: Land off Well End Road, Borehamwood Site ref: BE4

Breakdown of general comments received:

Total number of comments	98
Residents/resident associations	94
Other consultees	4

Raised concerns	Neutral	Opportunity for development
96%	3%	1%

N.B percentages refer to general public responses only



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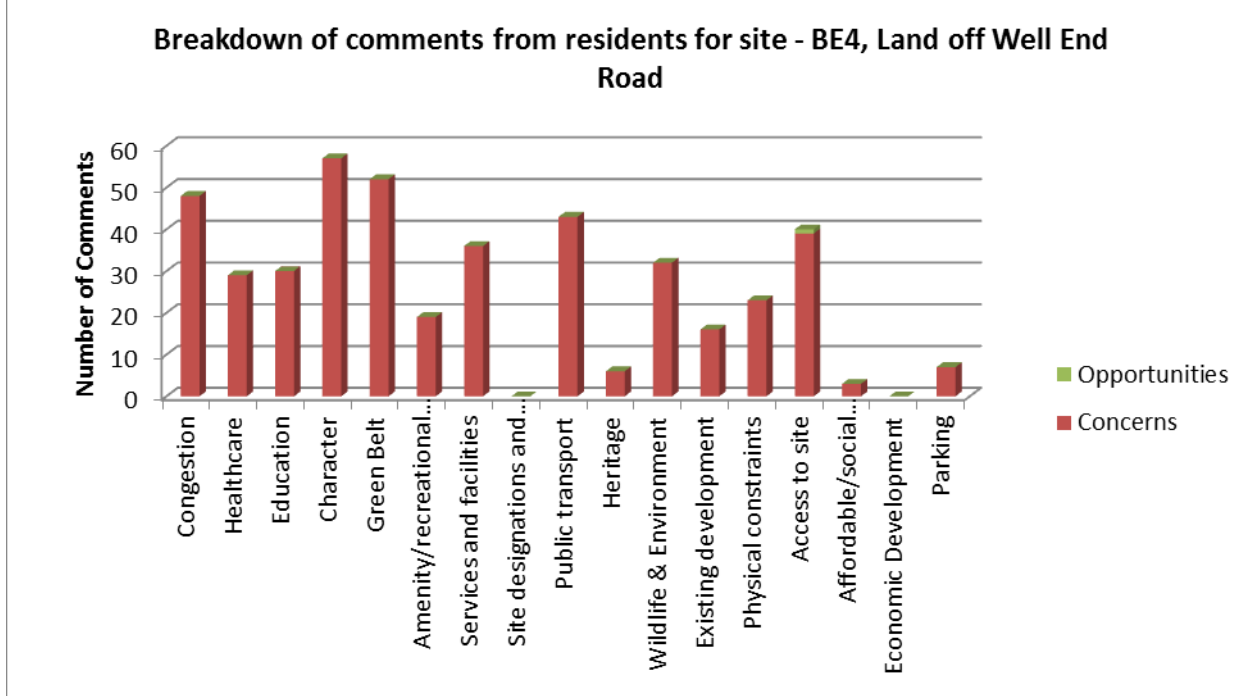
The vast majority of responses objected to the site, the overriding concerns relating to loss of Green Belt and the impact on local character, particularly of Well End. Loss of biodiversity, opportunities for leisure activities and the separation of Borehamwood and Shenley were cited too.

Although not the most frequently raised issue, increased congestion both locally and in the wider area including Shenley and Borehamwood town centre was raised. Many feel that the site’s location is not sustainable, being neither walkable to the town centre or station and with a lack of public transport. Coupled with a lack of local facilities, it was felt this will increase car use on local roads which are rural in nature and already overloaded.

Lack of capacity in schools, GPs, shops was a concern with infrastructure provision not keeping up with recent development in the town. Additional development will bring increased pressure on existing services, including in Shenley, and it was considered that another primary school will be required, and that Cowley Hill and other existing schools are too far away. Flood risk was also highlighted due to the impact of development on watercourses and loss of natural soakaways.

A small number of responses considered that there was some potential for development. One response suggesting that together with BE3, it could be large enough to generate a significant funding contribution towards infrastructure and to accommodate measures to promote modal shift.

Breakdown of the main topics raised by residents:



**'Word Cloud' with key words used by residents
(size of the word indicating frequency of use)**



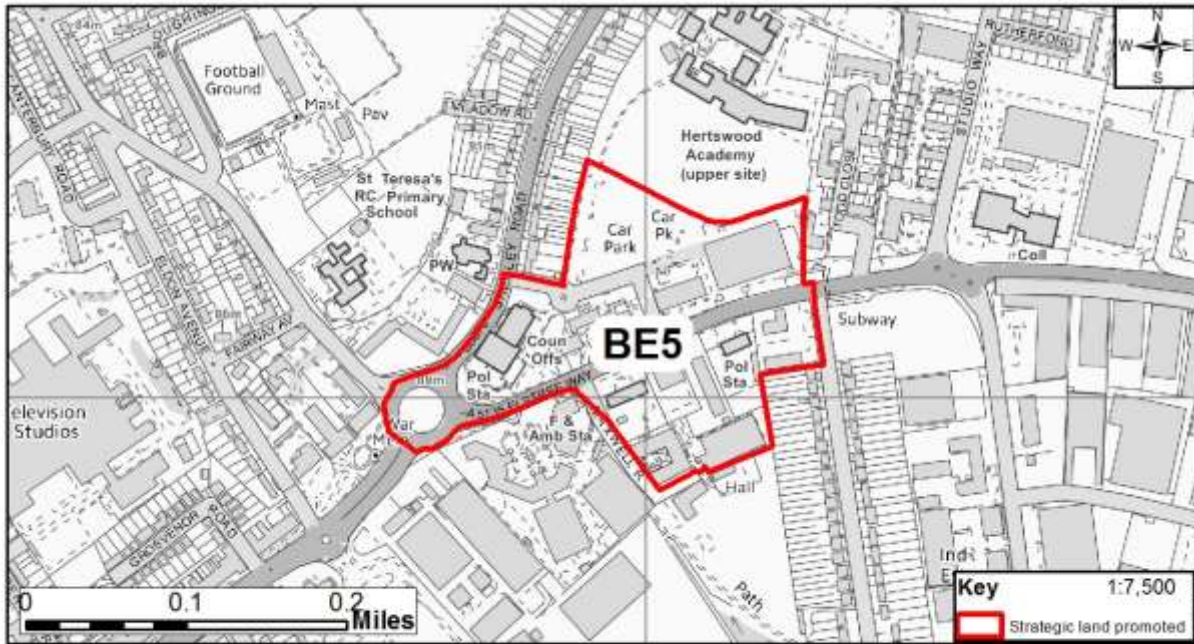
Site address/ location **Elstree Way Corridor Opportunity Sites, Borehamwood** Site ref: **BE5**

Breakdown of general comments received:

Total number of comments	33
Residents/resident associations	32
Other consultees	1

Raised concerns	Neutral	Opportunity for development
23%	13%	64%

N.B percentages refer to general public responses only

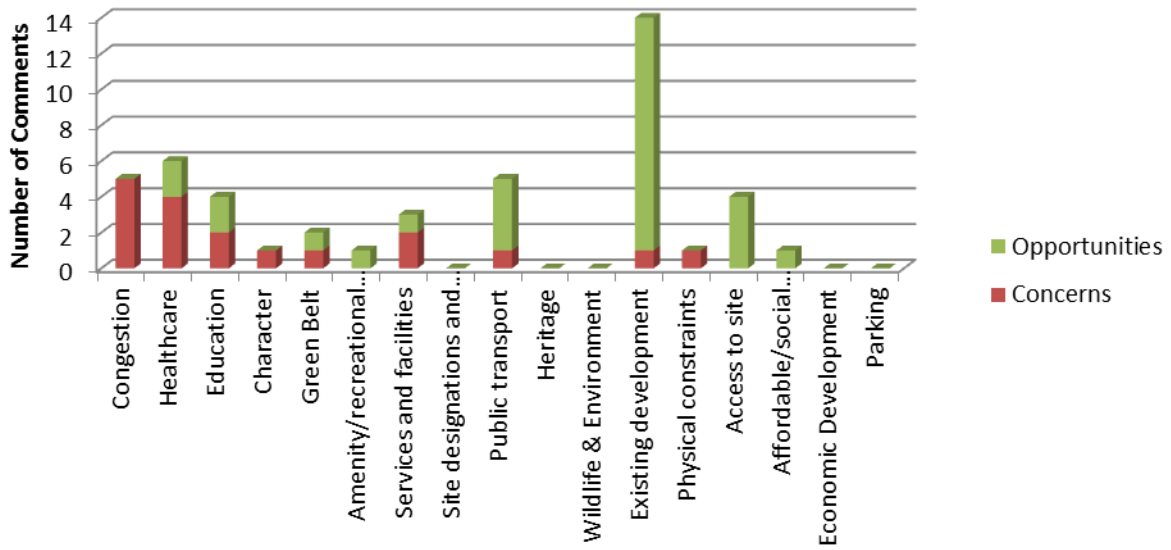


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Over 60% of the responses to sites in this area were positive, with residents viewing this as the best of the Borehamwood and Elstree suggestions given that the sites are brownfield and development is already under way. Good access to town centre, rail and bus services are particularly mentioned, but several raise the issues of road congestion and the need to provide additional medical facilities. The potential for providing a good mix of homes, including affordable units, was recognised.

Breakdown of the main topics raised by residents:

Breakdown of comments from residents for site - BE5, Elstree Way Corridor Opportunity Sites, Borehamwood



'Word Cloud' with key words used by residents (size of the word indicating frequency of use)



Site address/ location: Land North of Barnet Lane , Borehamwood Site ref: BE6

Breakdown of general comments received:

Total number of comments	33
Residents/resident associations	32
Other consultees	1

Raised concerns	Neutral	Opportunity for development
93%	2%	5%

N.B percentages refer to general public responses only



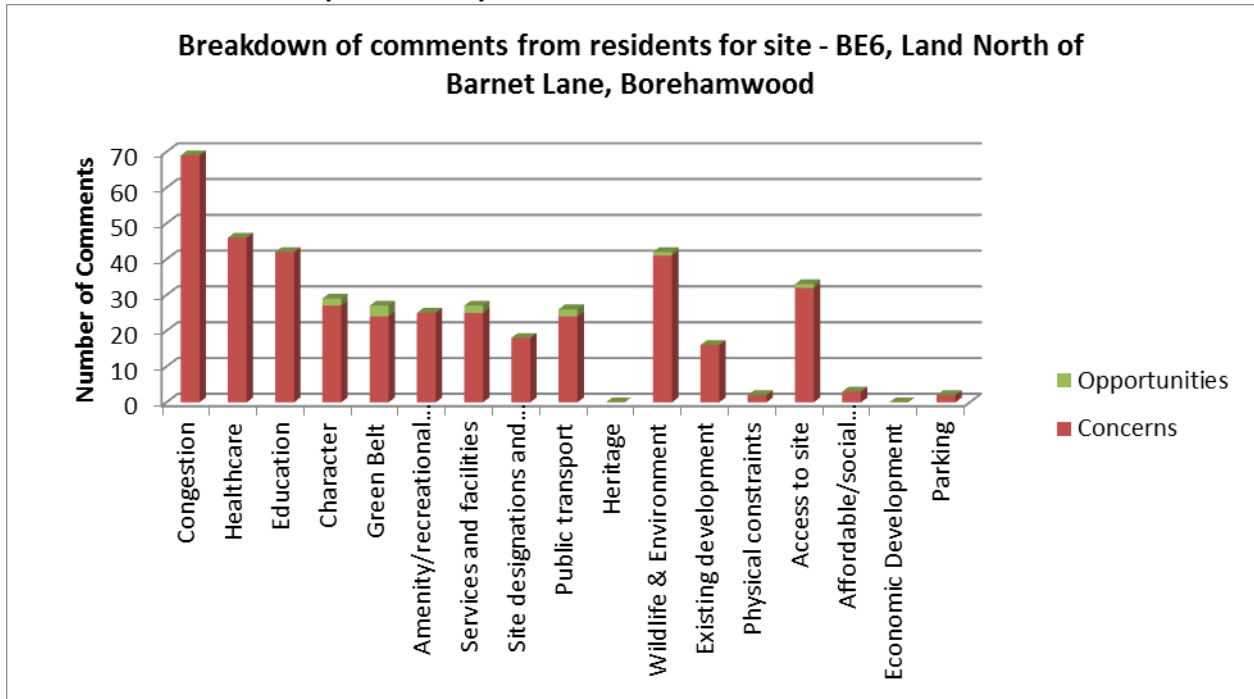
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Almost 80% of responses were not supportive of development with the most commonly raised issue being traffic congestion, including at the A1 junction and at the Furzehill Road/Barnet Lane junction. Rat-running, such as through the Farriers Way estate, was also raised. Road safety and the lack of attractive pedestrian facilities on Barnet Lane is a recurring issue, as well as a lack of access to reliable public transport.

Pressure on existing infrastructure, in particular health and education facilities, was raised with there being no GP in south Borehamwood, and local schools being at capacity. The view that the site won't deliver sustainable and good quality development, and is not big enough to deliver strategic development was expressed. The loss of Green Belt, along with the wildlife, trees (TPO) ponds and hedgerows were of particular concern. The resultant narrowing of the gap between Borehamwood and Elstree village (and between Borehamwood and Greater London) and impact on the visual quality of the area, which is at the entrance to Borehamwood, was cited by many. The impact on Woodcock Hill Village Green and local footpaths, which form part of the London Loop, was also referenced.

A small proportion of those responding indicated some support for BE6, suggesting this would be a proportionate extension to the town, easily integrated into local infrastructure with good access to station, buses and A1 junction and having limited impact on the Green Belt and visual amenity.

Breakdown of the main topics raised by residents:



'Word Cloud' with key words used by residents (size of the word indicating frequency of use)



Borehamwood & Elstree

Site address/ location	Lyndhurst Farm, Green Street	Site ref: HEL152
13 responses were received however none of these comments were in support of this site. The main concern is the loss of green belt separation between Borehamwood and Shenley: residents consider that the northern perimeter of Borehamwood is currently well defined and development here would be a breach of this boundary.		

Site address/ location	Elstree Gate	Site ref: HEL160
11 responses were received; with all the comments submitted supported the use of the site for residential purposes. There is concern that adequate infrastructure should be in place.		

Site address/ location	Evelyn House, 3 Elstree Way & 1 Elstree Way	Site ref: HEL163 & 166
11 responses were received; all the comments submitted support the use of the site for residential purposes. There is concern that adequate infrastructure should be in place.		

Site address/ location	1-3 Manor Point, Manor Way	Site ref: HEL167
12 responses were received; all the comments submitted support the use of the site for residential purposes. There is concern that adequate infrastructure should be in place.		

Site address/ location	Land North of Barnet Lane 1 & 2	Site ref: HEL197a &197b						
Breakdown of general comments received:								
Total number of comments	26							
Residents/resident associations	0							
Other consultees	0							
		<table border="1"> <tr> <td>Raised concerns</td> <td>Neutral</td> <td>Opportunity for development</td> </tr> <tr> <td>100%</td> <td>0%</td> <td>0%</td> </tr> </table>	Raised concerns	Neutral	Opportunity for development	100%	0%	0%
Raised concerns	Neutral	Opportunity for development						
100%	0%	0%						
N.B percentages refer to general public responses only								

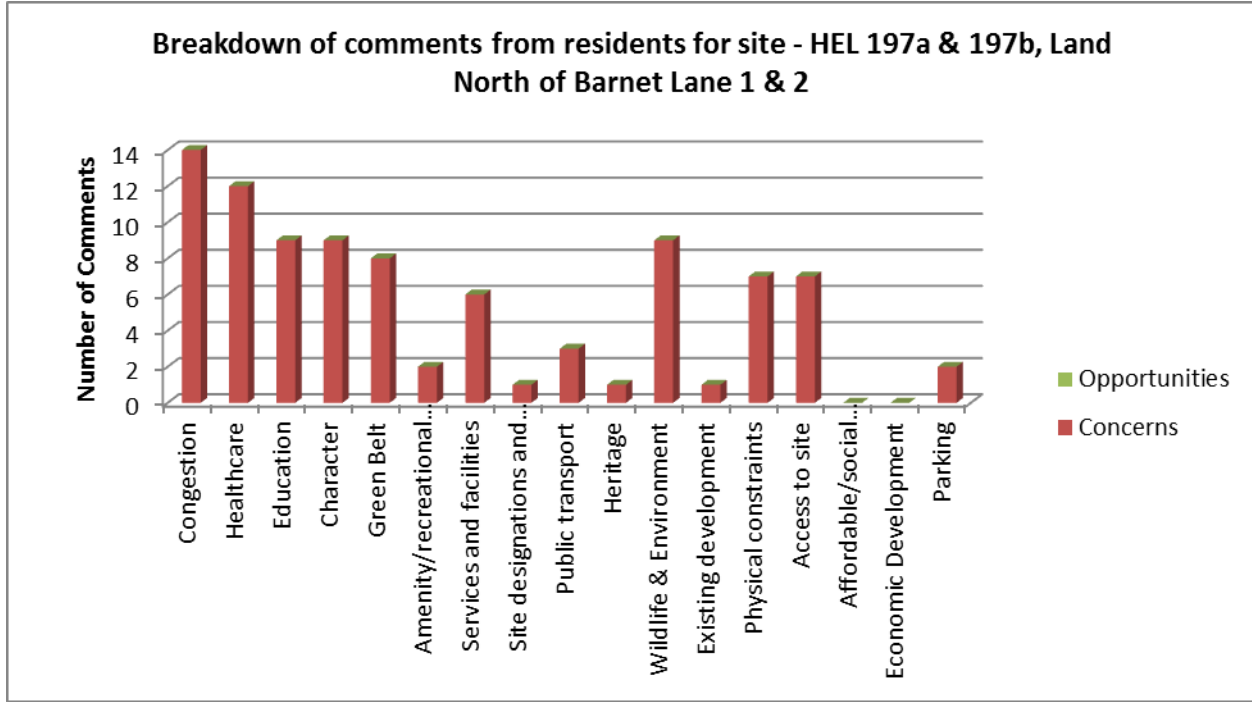
26 responses were received however none of these comments were in support of this site. Objections to this site also refer to the cumulative effect of other proposals in the Barnet Lane area. Concerns around current levels of congestion and pollution and the inability of the road system to cope with additional traffic, lack of capacity in other infrastructure provision including schools and healthcare, and the loss of green belt are expressed. With regard to the latter, the potential merging of Borehamwood and Elstree village, the impact on wildlife and biodiversity (hedges and ponds are mentioned), the loss of landscape and visual character, and the implications for health and well-being as a result of losing a 'green lung' are of particular concern.

Reference is made to the 'bypass' role that Barnet Lane serves for traffic coming from the A1(M), A1, M25 and A41 etc. and the 'gridlock' that occurs if there are incidents on any of those roads. The narrowness of pavements and lack of public transport in the area compound the likelihood of most journeys being made by car.

Questions are also raised with regard to physical constraints – flooding, the Elstree tunnel and proximity to archaeological sites. One view expressed is that the number of houses that could be developed would make only a very small impact towards achieving development objectives - the potential benefits of

developing on these sites being 'far outweighed by the drawbacks'.

Breakdown of the main topics raised by residents:



Site address/location Land at Stangate Crescent and Wandsford Park near the Barnet by-pass **Site ref:** HEL204

26 responses were received with the responses being relatively mixed. Residents of the immediate area are strongly opposed due to the potential loss of the landscaped bund which currently protects them from A1 noise and air pollution. There is also concern that increased traffic, rat running and pressure on parking would result. A gas main runs through land. Those living further afield support small scale development of sites such as this.

Site address/location Land North of Barnet of Barnet Lane **Site ref:** HEL209b

Breakdown of general comments received:

Total number of comments	25
Residents/resident associations	25
Other consultees	0

Raised concerns	Neutral	Opportunity for development
100%	0%	0%

N.B percentages refer to general public responses only

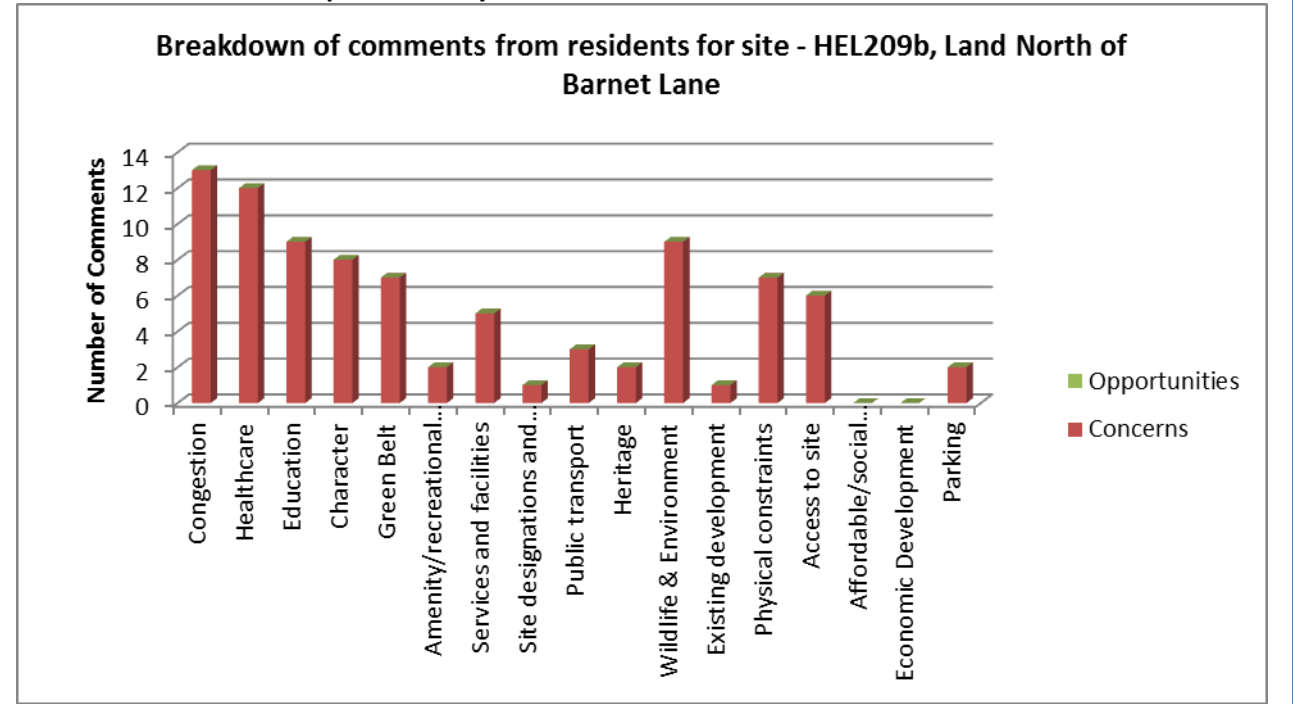
25 responses were received however none of these comments were in support of this site. Objections to this site also refer to the cumulative effect of other proposals in the Barnet Lane area. Concerns around current levels of congestion and pollution and the inability of the road system to cope with additional traffic, lack of capacity in other infrastructure provision including schools and healthcare, and the loss of green belt are expressed. With regard to the latter, the potential merging of Borehamwood and Elstree village, the impact on wildlife and biodiversity (hedges and ponds are mentioned), the loss of landscape and visual character, and the implications for health and well-being as a result of losing a 'green lung' are of particular concern.

Reference is made to the 'bypass' role that Barnet Lane serves for traffic coming from the A1(M), A1, M25

and A41 etc. and the 'gridlock' that occurs if there are incidents on any of those roads. The narrowness of pavements and lack of public transport in the area compound the likelihood of most journeys being made by car.

Questions are also raised with regard to physical constraints – flooding, the Elstree tunnel and proximity to archaeological sites. One view expressed is that the number of houses that could be developed would make only a very small impact towards achieving development objectives - the potential benefits of developing on these sites being 'far outweighed by the drawbacks'.

Breakdown of the main topics raised by residents:



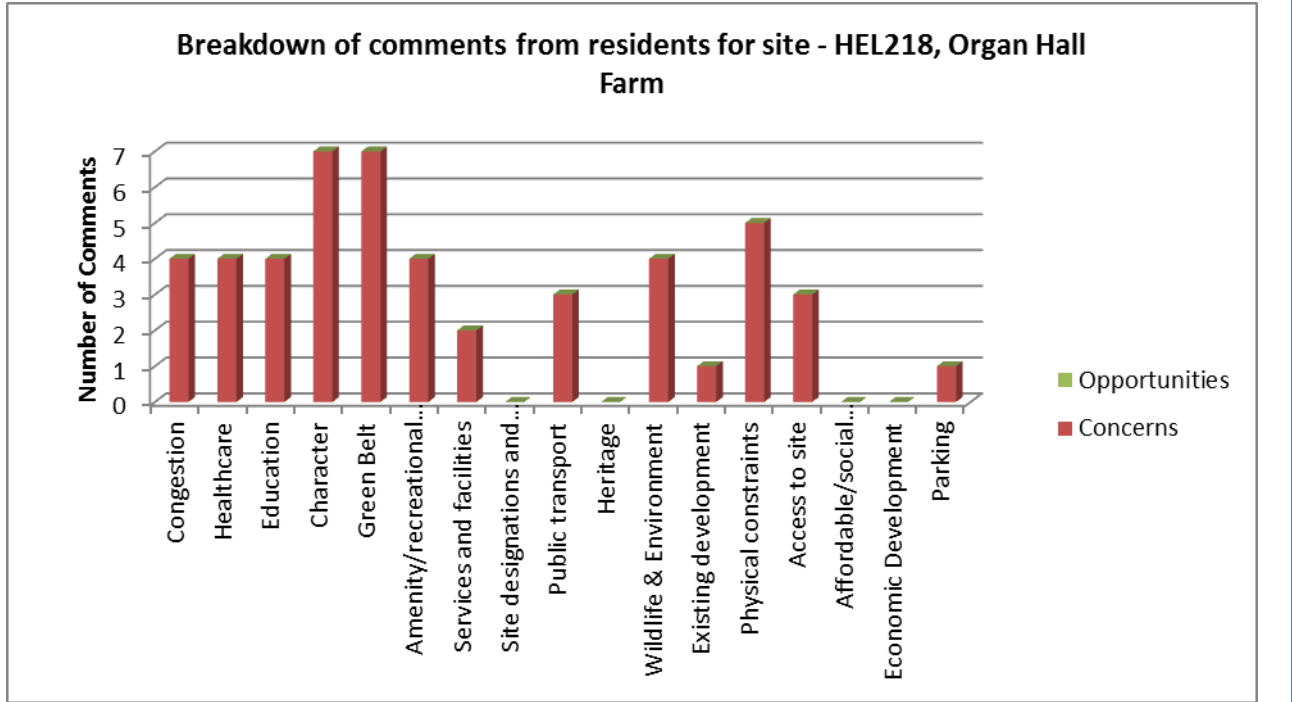
Site address/ location	Manor Place Industrial Estate	Site ref: HEL217
10 responses were received with all the comments supporting the use of the site for residential purposes. There is concern that adequate infrastructure should be in place.		

Site address/ location	Organ Hall Farm, Theobald Street	Site ref: HEL218
Breakdown of general comments received:		
Total number of comments	22	
Residents/resident associations	21	
Other consultees	1	
	Raised concerns	Neutral
	100%	0%
	Opportunity for development	0%
N.B percentages refer to general public responses only		

22 responses were received however none of these comments were in support of this site. The main concerns are around intrusion into the Green Belt in a location where there is a well-defined edge to Borehamwood and separation between Borehamwood and Radlett. This also has implications for biodiversity and wildlife and a wide variety of birds and animals are said to frequent the site. The issues of traffic congestion, pollution, and the lack of adequate social infrastructure are also raised, as is concern that the site is too far from the town centre to be able to benefit from its services. Constraints including

part of the site being in a flood zone, and high voltage overhead transmission lines crossing the site are also mentioned.

Breakdown of the main topics raised by residents:



Site address/ location 1 & 2 Borehamwood Industrial Park, Rowley Lane **Site ref:** HEL233
 11 responses were received all of the comments submitted support the use of the site for residential purposes. There is concern that adequate infrastructure should be in place.

Site address/ location Allum Lane West **Site ref:** HEL341
 Breakdown of general comments received:

Total number of comments	27	Raised concerns	Neutral	Opportunity for development
Residents/resident associations	27	100%	0%	0%
Other consultees	0			

N.B percentages refer to general public responses only

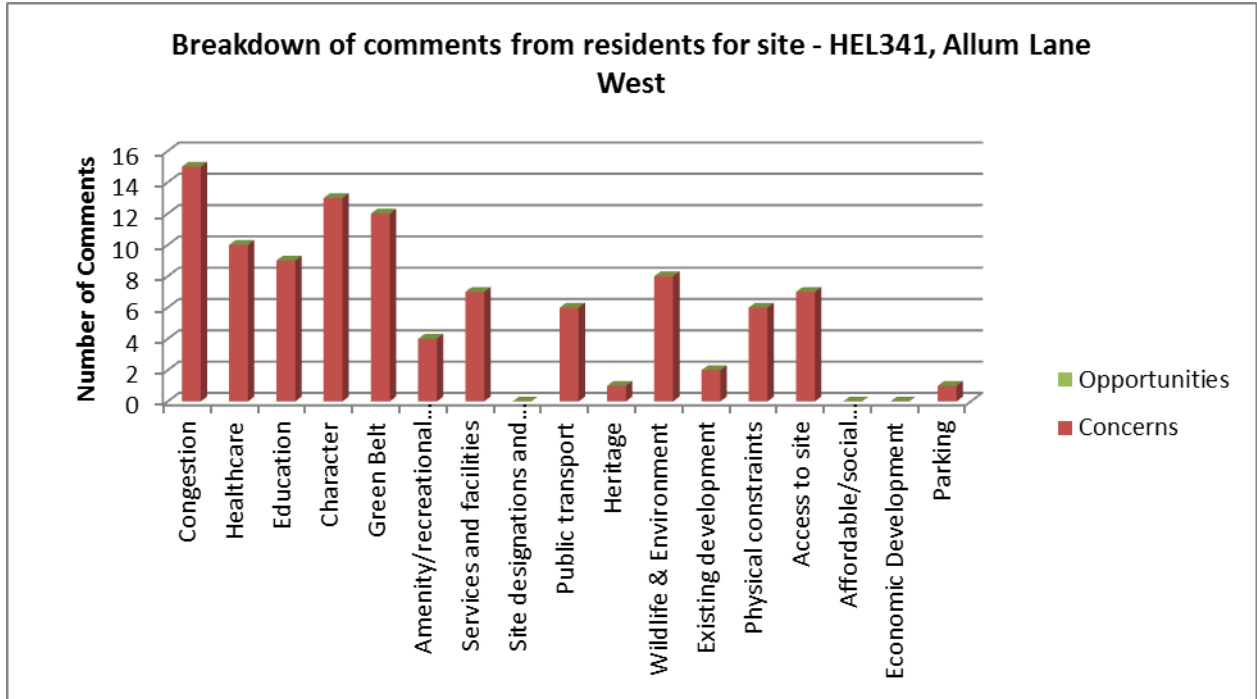
27 responses were received however none of these comments were in support of this site. The most frequently raised objections to the site centre around current levels of congestion (particularly but not exclusively at peak times) and the implications for traffic conditions and pollution levels of further development in the area. Concern is expressed about the increased burden that will fall on local roads which already cannot cope with current traffic levels.

There is also significant concern about the loss of highly performing Green Belt and the implications of this for maintaining the separation of Borehamwood and Elstree village and the character of the area. Much is made of the value of maintaining open countryside both for the views, and also for protecting wildlife, tress and hedgerows. People also comment that footpaths in the area are important for exercise and the maintenance and improvement of physical and mental health.

Lack of capacity in schools, health facilities and public transport is also raised, with concern that outer London bus services are being reduced and Thameslink services are congested and unreliable.

Constraints including the probability of increased flooding, and the proximity of the Recycling centre are also raised as objections.

Breakdown of the main topics raised by residents:



Site address/ location: Well End Lodge, Well End Road Site ref: HEL369

Breakdown of general comments received:

Total number of comments	21
Residents/resident associations	0
Other consultees	0

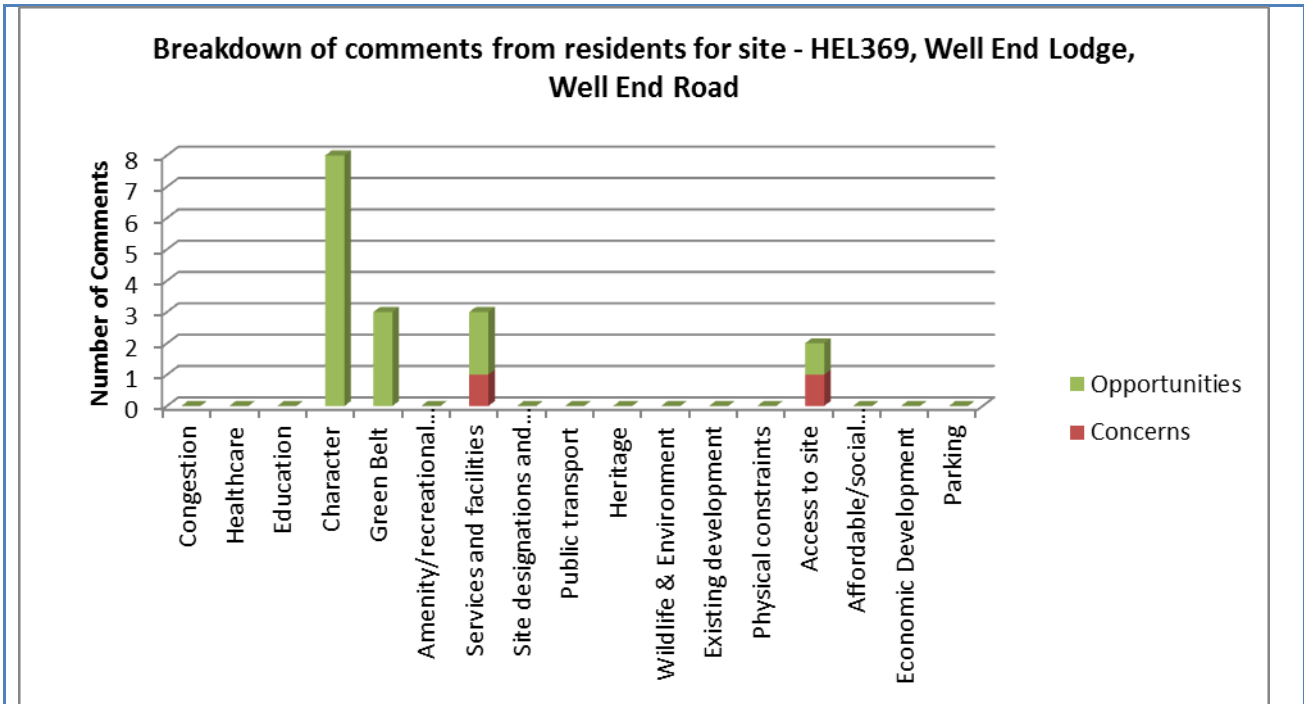
Raised concerns	Neutral	Opportunity for development
48%	0%	52%

N.B percentages refer to general public responses only

21 responses were received. Whilst there are roughly equal numbers of comments for and against this site, those in favour are, almost without exception, from people not resident in the borough. They comment on the advantages of tidying up an unattractive site, providing housing on a site where the impact on the Green belt and wider countryside would be less than in other locations, and having less of an impact on local services and infrastructure than would be the case with a larger site.

Conversely more locally based comments reject the site as unsuitable, mentioning in particular the distance from local services.

Breakdown of the main topics raised by residents:



Site address/ location	Old Harberdashers Sports Ground, Croxdale Road	Site ref: HEL371
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12 responses were received however none of these comments were in support of this site. The main concern raised was that OHRFC should not in any way benefit if this land were to be developed as the ownership of the site is within Hertsmere Borough Council. It was suggested that increasing community access to the facilities would be advantageous.

Site address/ location	Organ Hall Farm (buildings)	Site ref: HEL384
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13 responses were received however none of these comments were in support of this site. The site’s distance from the town centre and services such as GP, transport and schools is raised, along with the fact that developing here would ‘breach’ the current Green Belt boundary.

It was highlighted that the farm buildings were erected following a land swap effected in order to create Farm Close. The question was raised as to whether their loss would jeopardise the viability of the rest of the farmland between Borehamwood and Radlett and render it unsustainable.

Constraints raised include the fact that the site contains the only surviving WW2 prefabs, which should be preserved, and that part of the site is in a designated flood zone.

Site address/ location	The Point, Borehamwood	Site ref: HEL388
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14 responses were received. Responses were split equally between those supporting and those rejecting redevelopment of the site for residential purposes, but the overriding concern was that Borehamwood should not lose the cinema/bingo facility located here which is seen as an important facility for the local community. Those supporting the site indicated that any redevelopment must not remove these facilities.

Borehamwood & Elstree

Site address/ location	Brook Road Car Park	Site ref: HEL405
<p>14 responses were received with most responses favouring the site. However amongst those supporting there were concerns that there should be no loss of parking provision and that development should not be too dense. Those objecting to the site raised concerns about development here adding to congestion and strong management measures that might not be viable on small sites being needed.</p>		
Site address/ location	Clarendon Road Car Park	Site ref: HEL406
<p>13 responses were received. More responses favoured the site than object to it. However amongst those supporting there were concerns that there should be no loss of parking provision and that development should not be too dense. Those objecting to the site raised concerns about development here adding to congestion and strong management measures that might not be viable on small sites being needed.</p>		
Site address/ location	Land east of Rowley Lane, Borehamwood	Site ref: EMP3
<p>There were only 4 responses, one objecting on the grounds of traffic congestion. Two of the remaining comments generally accepted development of the part of the site not within the Green Belt, but reserved judgement in relation to the northern Green Belt part. The fourth noted that combining this part with BE4 to the north would create a site capable of funding infrastructure improvements.</p>		

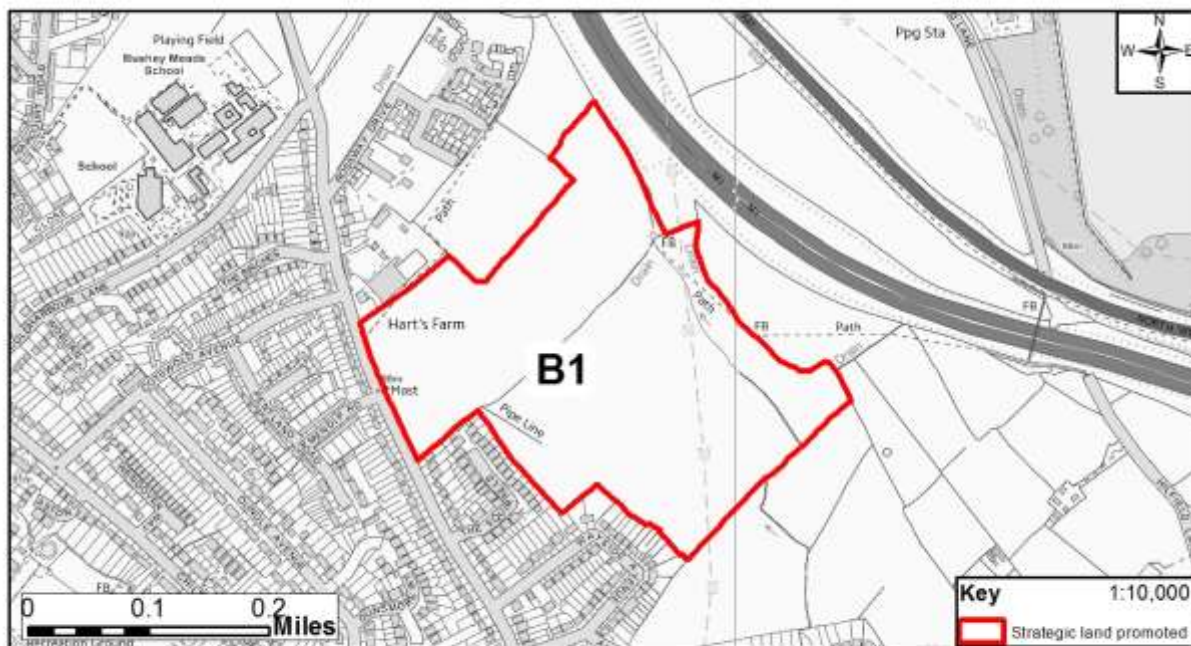
Site address/ location	Land South-East of Hart's Farm Stables, Bushey	Site ref: B1
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Breakdown of general comments received:

Total number of comments	292
Residents/resident associations	288
Other consultees	4

Raised concerns	Neutral	Opportunity for some development
93%	6%	1%

N.B percentages refer to general public responses only



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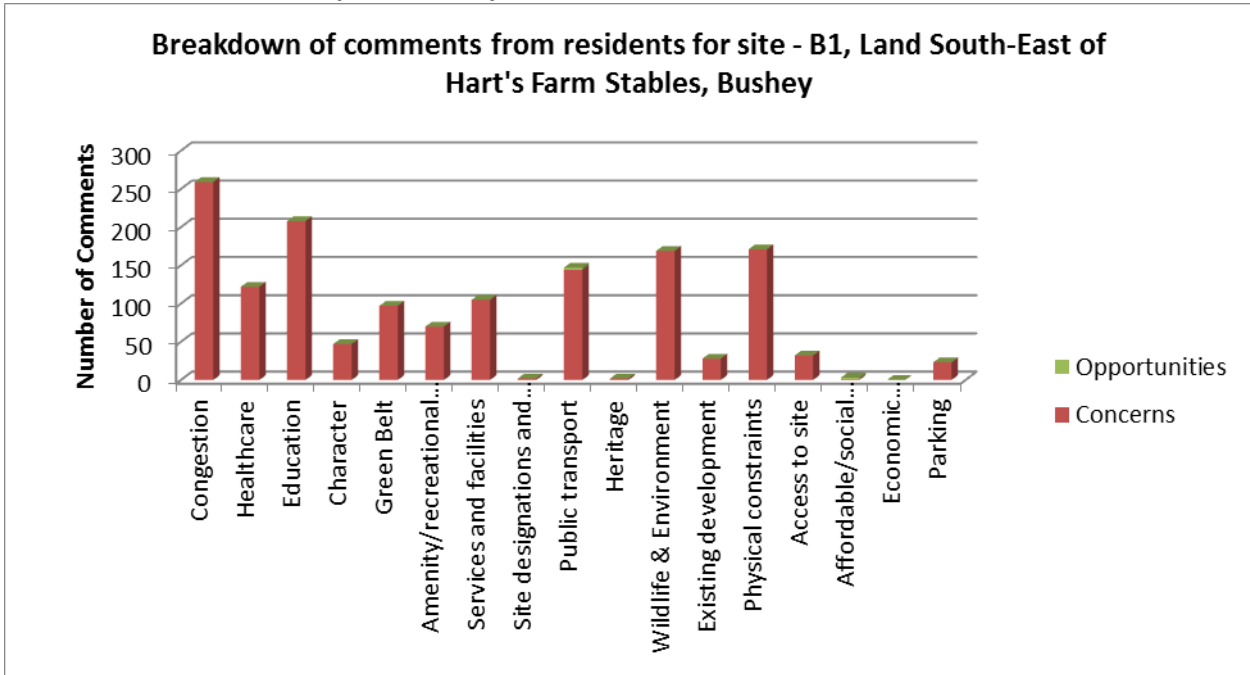
There was a substantial level of interest in the site with over 260 residents responding. Over 90% of respondents did not support the site with the greatest concern relating to congestion, the capacity of Little Bushey Lane to accommodate more traffic and the impact on the already busy junctions with Aldenham Road and Elstree Road. The impact on local services and in particular, local schools, as well as a lack of good public transport was also highlighted by many of those responses.

Over 50% of respondents raised concerns about local flooding, including flooding affecting existing and recently developed properties in the area, as well as the impact on local wildlife with the site providing a habitat for a number of species. Although the actual loss of green belt was highlighted, this was by no means the most pressing area of concern and ranked only 8th in terms of specific issues raised. A very limited number of responses (7%) recognised that some development might need to take place and that if this were the case; significant improvements to local infrastructure would be required including a new access onto the A41.

A sizeable proportion of respondents considered other locations were better suited to accommodating growth, many supporting more than one alternative location. Over 50 respondents preferred the garden village locations (both sites in the report), over 40 preferred PB1 or PB3 in Potters Bar (Land west of Dugdale Hill/Baker Street and land south of Oakroyd Avenue/west of Barnet Road) and over 30 preferring

Site R1 (Kemprow Farm, Radlett). A small number supported other sites in Bushey.

Breakdown of the main topics raised by residents:



**'Word Cloud' with key words used by residents
(size of the word indicating frequency of use)**



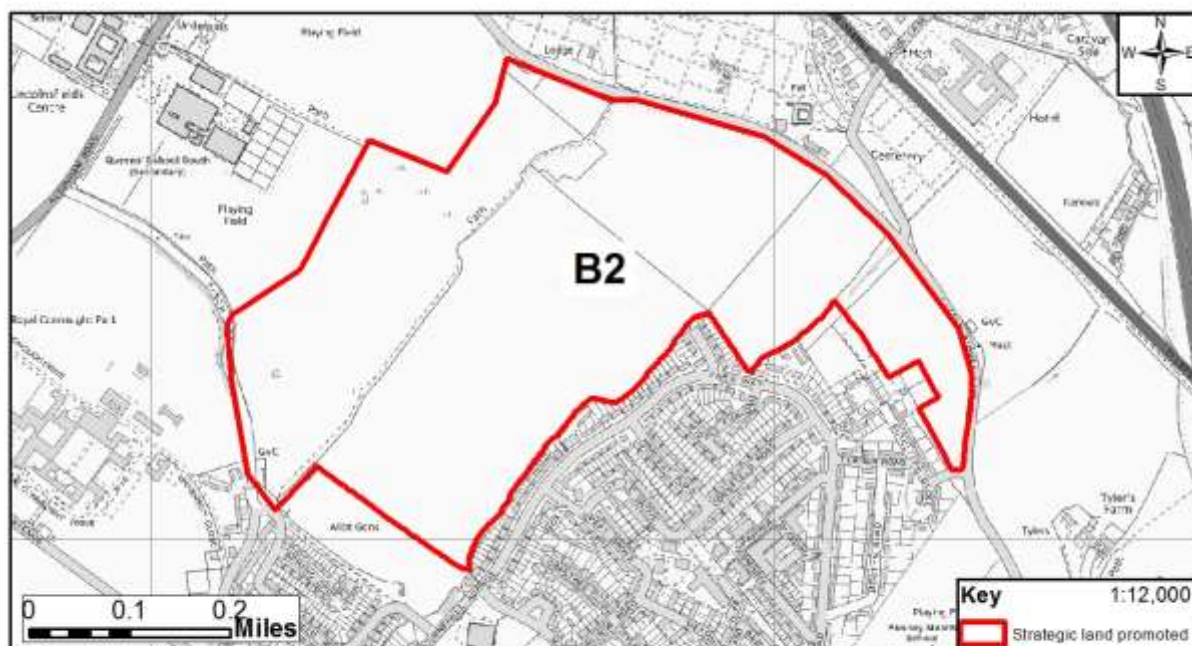
Site address/ location	Land North of Farm Way, Bushey (Compass Park)	Site ref: B2
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Breakdown of general comments received:

Total number of comments	201
Residents/resident associations	194
Other consultees	7

Raised concerns	Neutral	Opportunity for some development
91%	8%	1%

N.B percentages refer to general public responses only



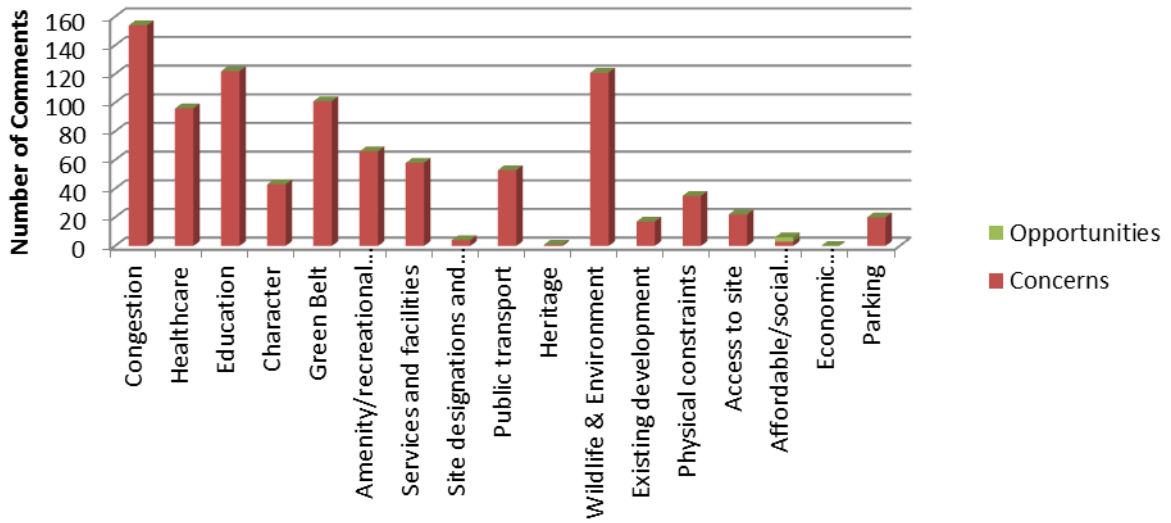
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There was a substantial level of interest in the site with over 190 residents responding. Over 90% of respondents did not support the development of the site, the greatest area of concern relating to congestion, the capacity of Little Bushey Lane to accommodate more traffic and the impact on the already busy junctions with Aldenham Road and Elstree Road. The impact on local services and in particular, local schools, was highlighted by many of those responses with over 60% of responses highlighting education capacity. Concerns were also expressed about the impact on healthcare provision and the inadequacy of local public transport and to a lesser extent shops in the area.

Over 60% of respondents raised concerns about the impact on local wildlife and loss of habitat for a range of species. Just over half of all responses highlighted the importance of the green belt and in particular, its role locally in separating Bushey from Watford including respondents who didn't specifically reference the green belt by name but were clearly alluding to the function of the Green Belt. Although almost all of the responses were against the development, a limited number (less than 10%) highlighted the need for significant improvements to local infrastructure before any development could even be considered.

Breakdown of the main topics raised by residents:

Breakdown of comments from residents for site - B2, Land North of Farm Way, Bushey (Compass Park)



‘Word Cloud’ with key words used by residents (size of the word indicating frequency of use)



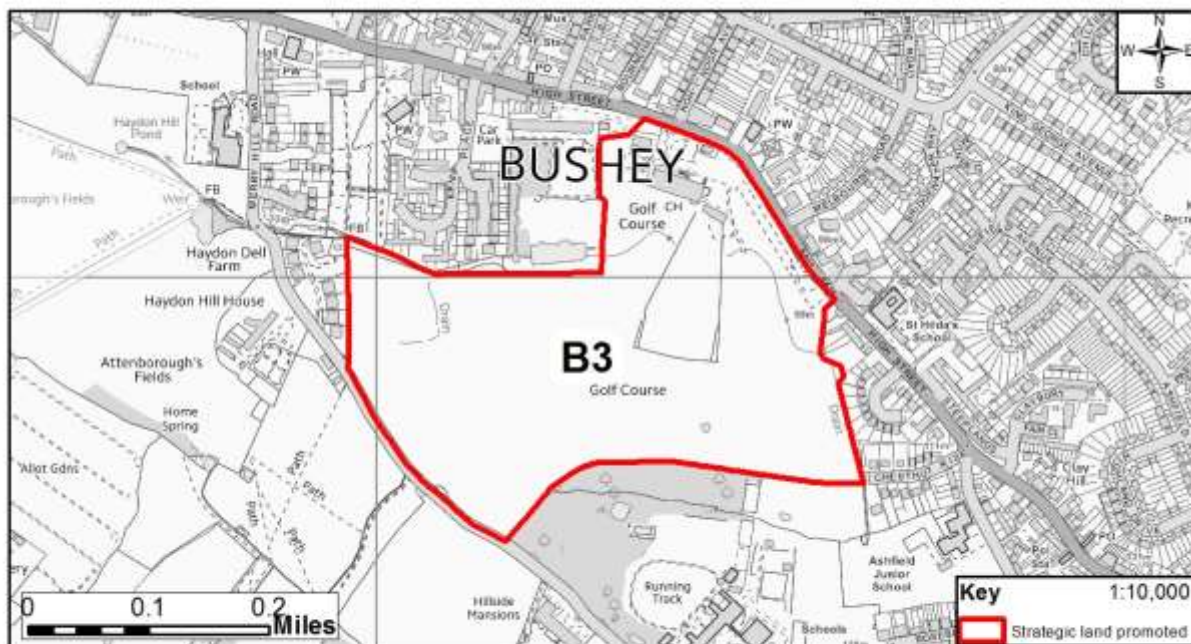
Site address/ location	Former Bushey Golf and Country Club	Site ref: B3
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Breakdown of general comments received:

Total number of comments	
Residents/resident associations	53
Other consultees	5

Raised concerns	Neutral	Opportunity for development
46%	40%	14%

N.B percentages refer to general public responses only



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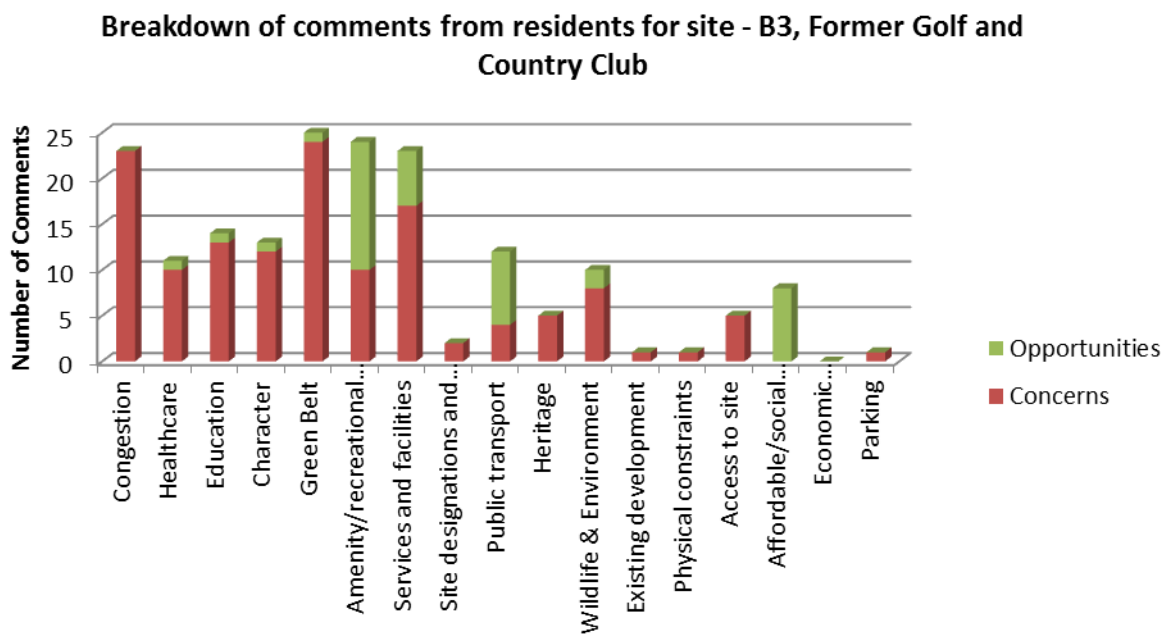
Site B3 generated a modest level of interest with almost 50 responses from residents. The site more positive responses from the community than any other strategic site in the report with an acknowledgement of the more sustainable location (compared to other sites) and the potential to deliver affordable and/or smaller residential units. However, it should be emphasised that much of the support was limited to development on the brownfield part of the site. The relatively modest number of responses may also be attributed to the fact that the Potential sites for housing and employment report did not set out any specific proposals, as the Council has yet to determine the future use of the land.

The value of the site for its amenity and community value was reflected in the fact that almost all the responses received either highlighted the opportunities that B1 offered for recreational and community facilities or raised concerns that these could be lost as part of any future plans for the site.

The importance of the site in terms of its contribution to local character/heritage, including the purpose of the green belt purpose for the historic setting of Bushey, was highlighted by a number of responses. green belt was the second most significant area of concern after congestion.

The split between those who did and did not support some development on the site was almost 50:50 but amongst those who did support some development, significant concerns were raised about the use of Chestnut Rise as an access into the site. No other strategic locations were preferred by those responding to B3.

Breakdown of the main topics raised by residents:



'Word Cloud' with key words used by residents (size of the word indicating frequency of use)



Site address/ location	Bushey Heath Centre, London Road	Site ref: HEL170
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Four responses were received which is likely to be because this is a small brownfield site relatively detached and not accessed from residential streets nearby. Three of the responses expressed clear support for the redevelopment of the site, with its former use (GP practice) having been recently relocated to the new Bushey medical centre. A single response highlighted concerns about congestion on London Road.

Site address/ location	Hartsbourne Country Club, Hartsbourne Avenue	Site ref: HEL175
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Six responses were received with concerns being raised around the capacity of Hartsbourne Avenue to accommodate additional traffic being a residential street. The potential capacity of the site (130) as indicated in the Council’s report was derived from the standard methodology used in the HELAA and was considerably higher than the actual number of homes being sought by the site owner (35).

Site address/ location	Land at Merry Hill Road	Site ref: HEL202
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Breakdown of general comments received:

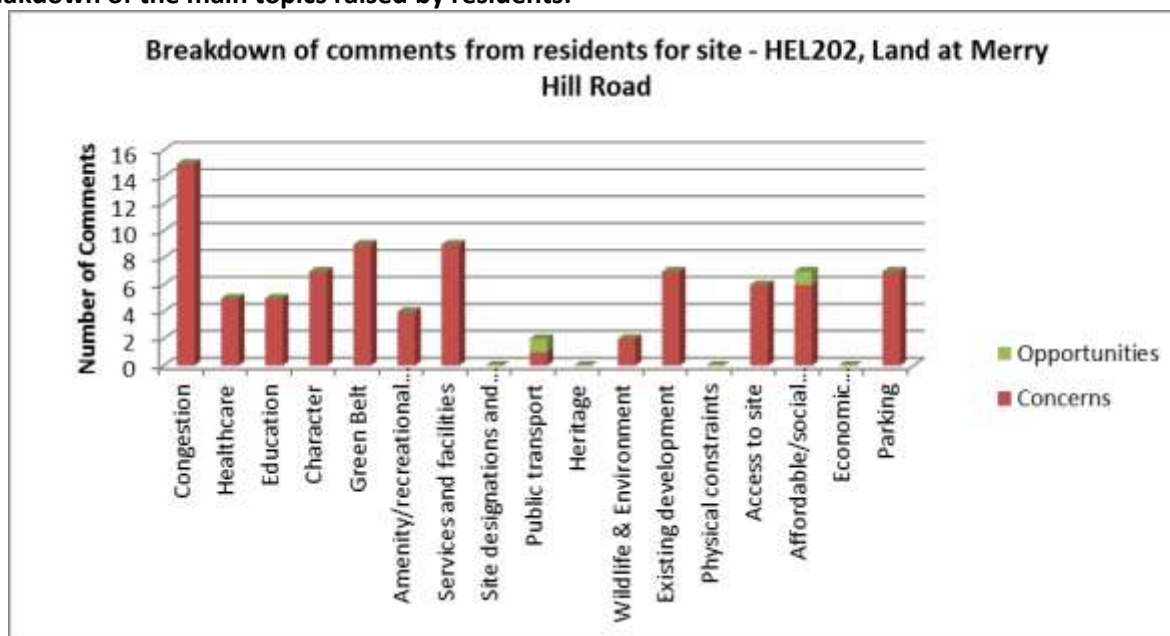
Total number of comments	22
Residents/resident associations	22
Other consultees	0

Raised concerns	Neutral	Opportunity for development
82%	14%	5%

N.B percentages refer to general public responses only

22 responses were received with a majority clearly not in favour of the development of the site. Almost 75% of those replying highlighted concerns about congestion, with access, parking, a lack of pavements and overall highway safety highlighted by many of those replying, which included reference to recent developments nearby and the capacity of Merry Hill Road and Victoria Road. Around a third of responses received highlighted the location of the site in the Green Belt and/or the impact on the character of the area as a reason for not supporting the development.

Breakdown of the main topics raised by residents:



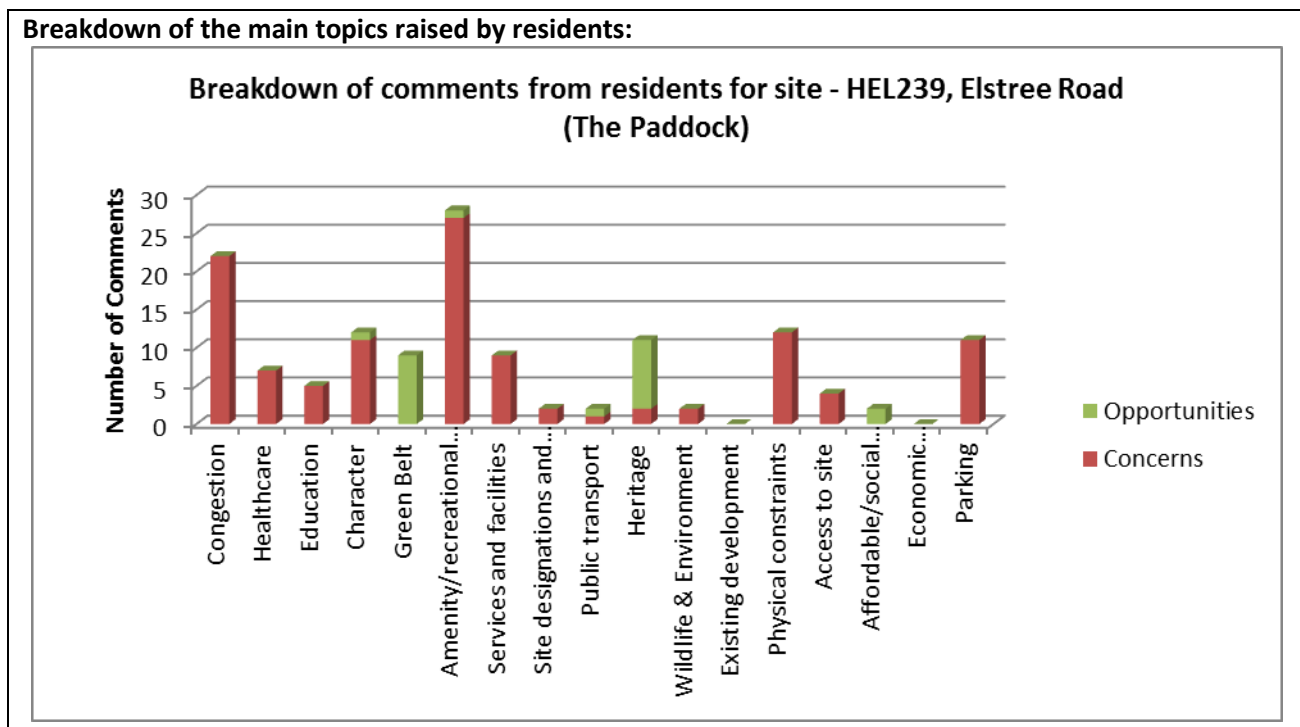
Site address/ location	Land on the north side of Little Bushey Lane near Hartspring Lane	Site ref: HEL211
Only four responses were received with two respondents expressing concerns about the development of the site and two supporting development on the site. The concerns expressed focussed on congestion, infrastructure, green belt and wildlife.		

Site address/ location	Land west of Rossway Drive	Site ref: HEL215
Only two responses both of which were not supportive of the site and raising concerns about traffic congestion. One of the responses also highlighted wider infrastructure, green belt and wildlife issues.		

Site address/ location	Royal Connaught Park, Marlborough Drive	Site ref: HEL224
Only two responses were received. One raised significant concerns about traffic congestion and the way in which the site continues to be built out. The other response supported development at a number of small sites across Bushey which although not naming this specific location, would appear to include HEL224.		

Site address/ location	Bushey Hall Garage, Bushey Hall Drive	Site ref: HEL235
Four responses were received, three of which supported the development of this brownfield site. One response did not support the site citing congestion concerns.		

Site address/ location	Elstree Raod (The Paddock)	Site ref: HEL239															
Breakdown of general comments received:																	
<table border="1"> <tr> <td>Total number of comments</td> <td>65</td> <td>Raised concerns</td> <td>Neutral</td> <td>Opportunity for development</td> </tr> <tr> <td>Residents/resident associations</td> <td>65</td> <td>63%</td> <td>3%</td> <td>34%</td> </tr> <tr> <td>Other consultees</td> <td>0</td> <td></td> <td></td> <td></td> </tr> </table>			Total number of comments	65	Raised concerns	Neutral	Opportunity for development	Residents/resident associations	65	63%	3%	34%	Other consultees	0			
Total number of comments	65	Raised concerns	Neutral	Opportunity for development													
Residents/resident associations	65	63%	3%	34%													
Other consultees	0																
<p>65 responses were received. This site has been the subject of considerable community interest over recent years following a number of planning applications to redevelop the site (which have been refused), which is closely linked with the listed Reveley Lodge opposite. The designation of the site in the Site Allocations and Development Management (SADM) Policies Plan was also subject to considerable local interest and the future of the land continues to polarise the local community with some residents against development on the site including, but not limited to, residents in roads nearby such as Caldecote Gardens. Over 60% of the 65 residents responding did not support development on the site emphasising its amenity value and also highlighting local parking problems which it was considered would be exacerbated by development in this location. Drainage and flooding issues were also highlighted.</p> <p>Most of the other people responding were very supportive of development on the site with almost half of those responses highlighting the need to secure development to fund the future upkeep of Reveley Lodge as local heritage asset and considering that the land added little to the character of the local area with no public access either. The contribution of developing such sites as an alternative to releasing Green Belt was also highlighted although it should be emphasised that the size and capacity of the site to offset Green Belt release is relatively limited, with a potential capacity of 20 homes identified in the HELAA.</p>																	



Site address/ location	Hart's Farm, Little Bushey Lane	Site ref: HEL336
<p>Only four responses were specifically received in relation to HEL336, none of which supported any development due to concerns about congestion and traffic. However, the site adjoins the much larger B1 (land south east of Hart's Farm Stables) which generated 275 responses, most of which were against any development and many of whom referred to B1 as Hart's Farm. It is likely that there was overlap in the responses with concerns relating to B1 applying equally to HEL336. The responses to site B1 therefore provide a more comprehensive picture of how the local community views development in this location.</p>		

Site address/ location	Land east of Farm Way	Site ref: HEL337a,b&c
<p>Four responses were received to HEL337 which itself comprises three small land parcels near to each other, one of which is in the green belt. None of the responses differentiated between the land parcels. Three of the responses raised concerns focussing on congestion, infrastructure and green belt. The single response supporting development did not provide any further justification.</p>		

Site address/ location	Land South of Elstree Road	Site ref: HEL355
<p>7 responses were received. Although a large area of land, it is relatively detached from any large residential areas and only seven responses were received. These were largely unsupportive of development on the site citing concerns around congestion, green belt and the poor public transport links and proximity to local services.</p> <p>It should be noted that the site promoter has since increased the amount of development being sought on the site and so subsequent consideration of and consultation on the site would need to be undertaken on the basis that the site is a 'strategic site'. As such, awareness of the site would be expected to increase significantly.</p>		

Site address/ location	Oxhey Lane	Site ref: HEL357
<p>Although a large area of land, it is relatively detached from any large residential areas and only four responses were received. These were largely unsupportive of development on the site with some specific concerns about encroachments into the Green Belt citing concern highlighted.</p>		
Site address/ location	Gravel allotments, Heathbourne Road	Site ref: HEL386
<p>Three responses were received and these were combined with submissions made on other sites including HEL355. The same areas of concern were highlighted in relation to poor public transport links and proximity to services.</p>		
Site address/ location	Kemp Place Car Park	Site ref: HEL401
<p>Only two responses were received although it should be emphasised that the report published by the Council emphasised that the type of development being sought was yet to be determined by the Council. This may have impacted on the level of public interest in HEL401.</p> <p>Although retention of surface parking was highlighted in the report, both responses received highlighted concerns about the loss of parking and were not supportive of development on the site.</p>		
Site address/ location	Land east of Rowley Lane, Borehamwood	Site ref: EMP3
<p>There were only 6 responses; the majority of concerns were around traffic and air pollution, with the development being located close to the M1/A41 and Sandy lane which already suffer from significant congestion. There was some support for the site given the ease of access to the major roads.</p>		

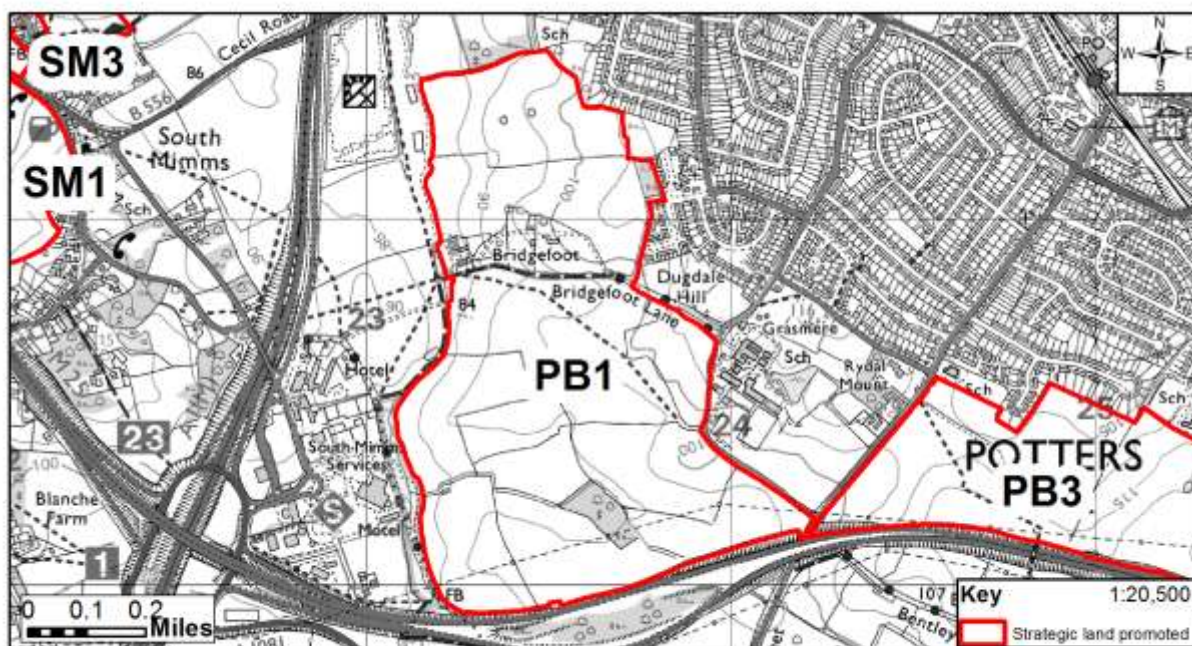
Site address/ location	Land west of Dugdale Hill and Baker Street, Potters Bar	Site ref: PB1
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Breakdown of general comments received:

Total number of comments	128
Residents/resident associations	124
Other consultees	4

Raised concerns	Neutral	Opportunity for development
88%	5%	7%

N.B percentages refer to general public responses only



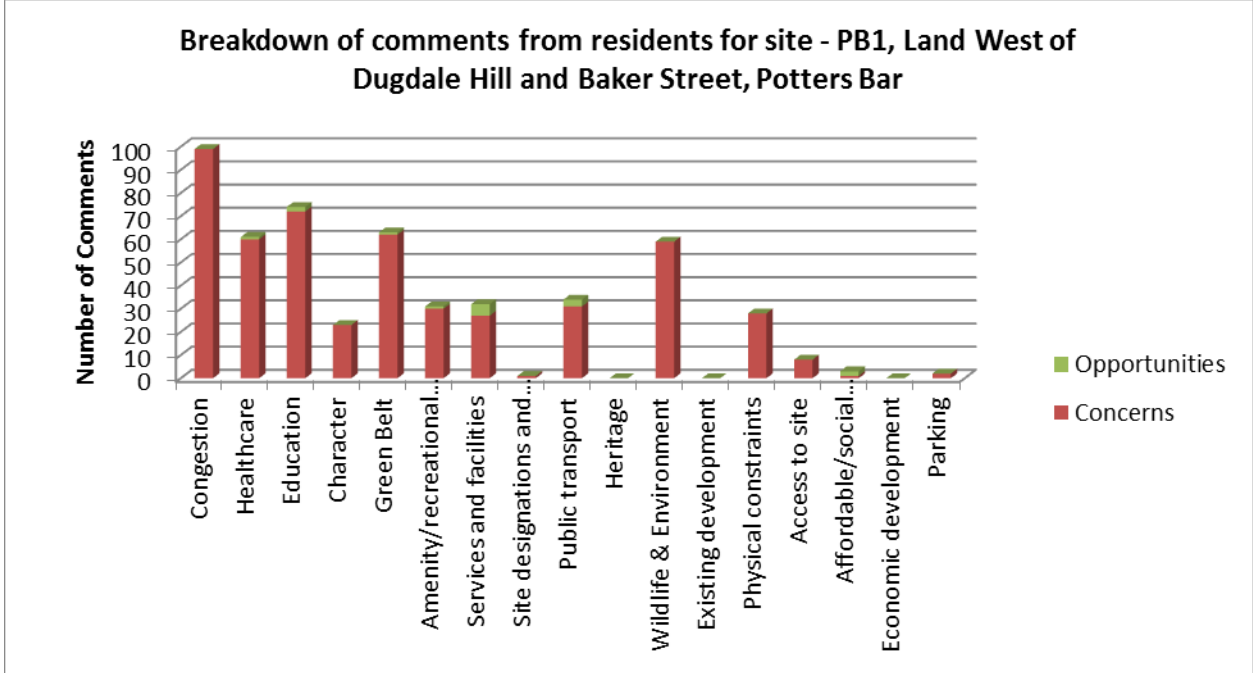
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There was little support for the development of the site, with over 85% of responses highlighting why the site should not be considered further. The main concern raised by residents regarded existing levels of congestion in Potters Bar and on the motorways, with a belief that the road network could not cope with this increase in traffic. There was also a high level of concern regarding the capacity of local services, including in, particular local schools and GPs. Many residents pointed out how Dame Alice Owens school, despite its proximity, would not suitably serve the need of the site as it is a selective school.

Around a quarter of residents responding suggested the existing land is well used as a space for recreation by the community and a reoccurring theme was that the proposal was disproportionate in size when compared to the existing size of the town.

The limited number of people who supported the site emphasised the potential for a site of this size to provide its own infrastructure. This included support from those who wished for the PB2 (former golf course) to be retained and not developed. Some residents supported development on this side on the town as they believe the M25 acts a barrier to even more development in the future.

Breakdown of the main topics raised by residents:



'Word Cloud' with key words used by residents (size of the word indicating frequency of use)



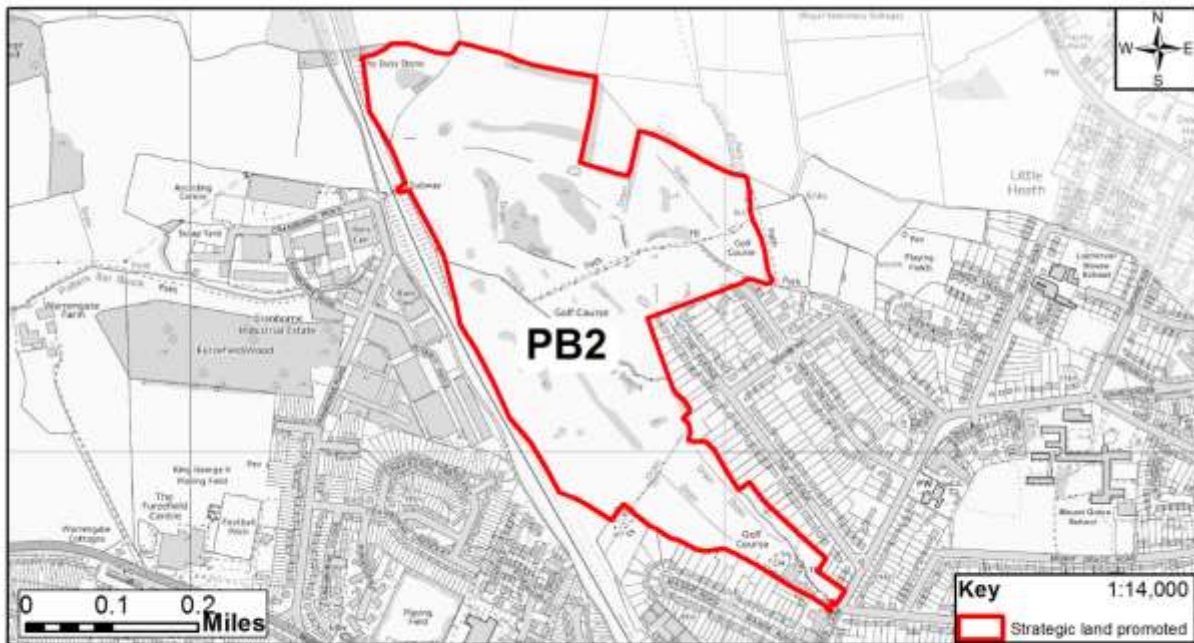
Site address/ location	Land north west of The Avenue (Potters Bar Golf Course), Potters Bar	Site ref: PB2
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Breakdown of general comments received:

Total number of comments	256
Residents/resident associations	251
Other consultees	5

Raised concerns	Neutral	Opportunity for some development
94%	2%	4%

N.B percentages refer to general public responses only



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Overwhelmingly, the local community did not support development of the site with the greatest problem being existing congestion in the town and a view that the road network could not cope with this increase in traffic. There was also concerns regarding the capacity of schools and GPs although this was only highlighted by around half of those responding.

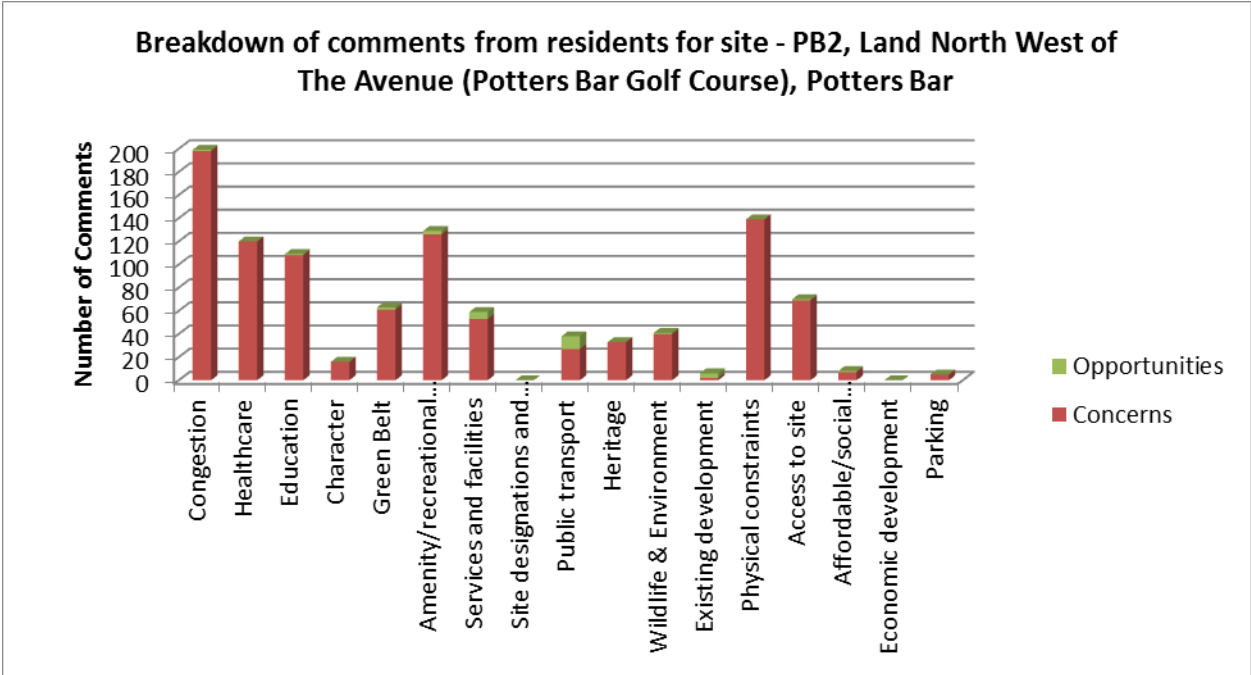
The issue of flood risk on the site was highlighted by many residents given that that Potters Bar Brook runs through it forming a flood zone. One of the issues highlighted was that the Council’s own Strategic Flood Risk Assessment requires a safe access/egress route to allow occupants to safely enter and exit buildings and reach land outside the flooded area, rendering the site undeliverable.

Residents also expressed concern over the loss of amenity space, pointing out the golf course was not solely used by golfers. The loss of green belt was only raised by 25% of residents responding. The whereabouts of a secondary access point to site was raised given that a single access point would not be suitable and potential locations for secondary access all appear to be constrained. A few residents also expressed concern over the viability of a 9 hole golf course onsite, as well as noise pollution from the East Coast Main Line

Under 5% of residents supported the site but those who did pointed to its proximity to the Darkes Lanes

shops and Potters Bar railway station, reducing car usage.

Breakdown of the main topics raised by residents:



'Word Cloud' with key words used by residents (size of the word indicating frequency of use)



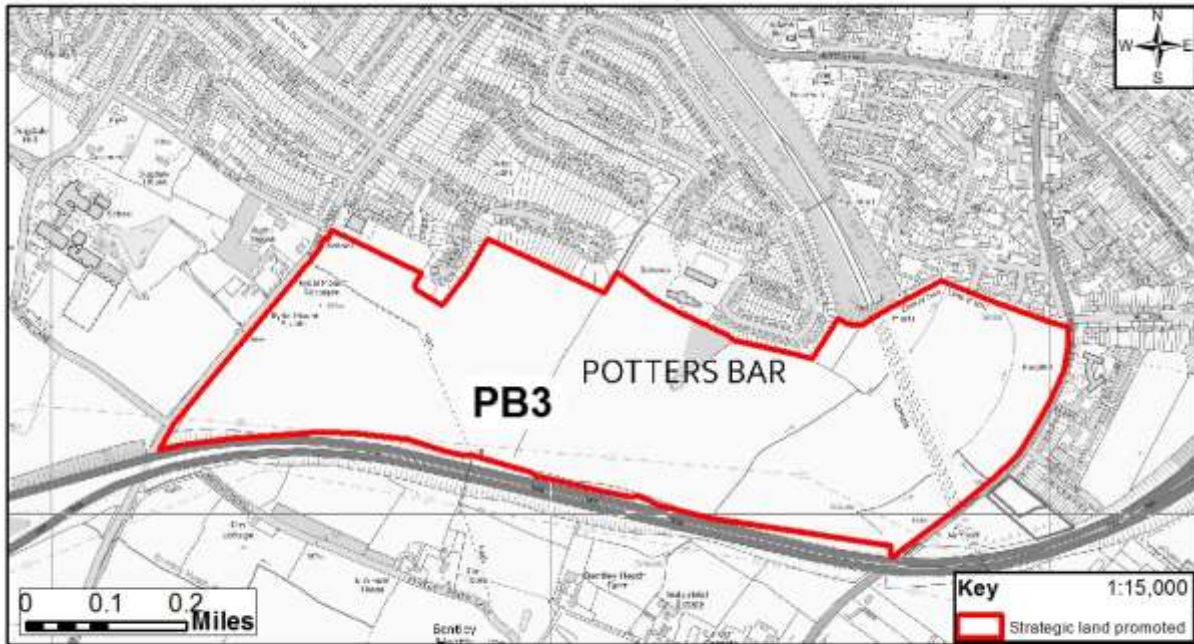
Site address/ location	Land South of Oakroyd Avenue and West of Barnet Road, Potters Bar	Site ref: PB3
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Breakdown of general comments received:

Total number of comments	131
Residents/resident associations	128
Other consultees	3

Raised concerns	Neutral	Opportunity for some development
92%	3%	5%

N.B percentages refer to general public responses only



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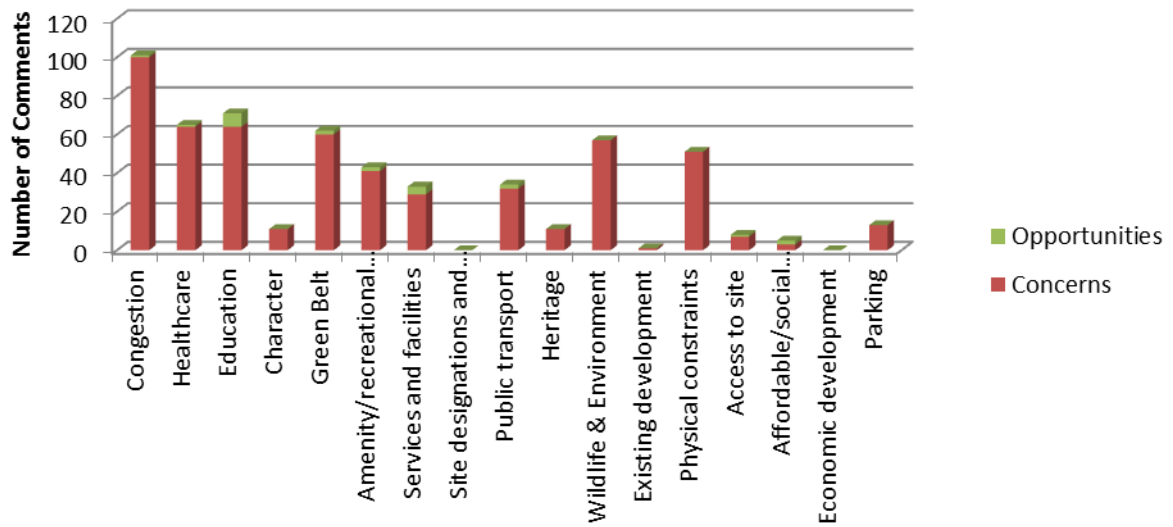
A large majority of those responding were not supportive of development with almost 80% of residents highlighting existing congestion in the town, considering that the road network could not cope with the increased traffic. There was also concern regarding the capacity of schools and GP provision. Many residents pointed out the physical constraints of the East Coast Main Line rail tunnel and powerlines on site.

The impact on the green belt was raised by almost half of those who responded with a similar number highlighting the impact on wildlife, although the range of species referenced in responses was considerable smaller than on other strategic sites. The proximity of the site to the Royds Conservation Area was also stated by a number of residents.

There was some support from those who wished for the former Potters Bar golf course to be retained. Some also supported development on this side of the town as they believe the M25 can act as a barrier to even more development in the future.

Breakdown of the main topics raised by residents:

Breakdown of comments from residents for site - PB3, Land South of Oakroyd Avenue and West of Barnet Road, Potters Bar



'Word Cloud' with key words used by residents (size of the word indicating frequency of use)



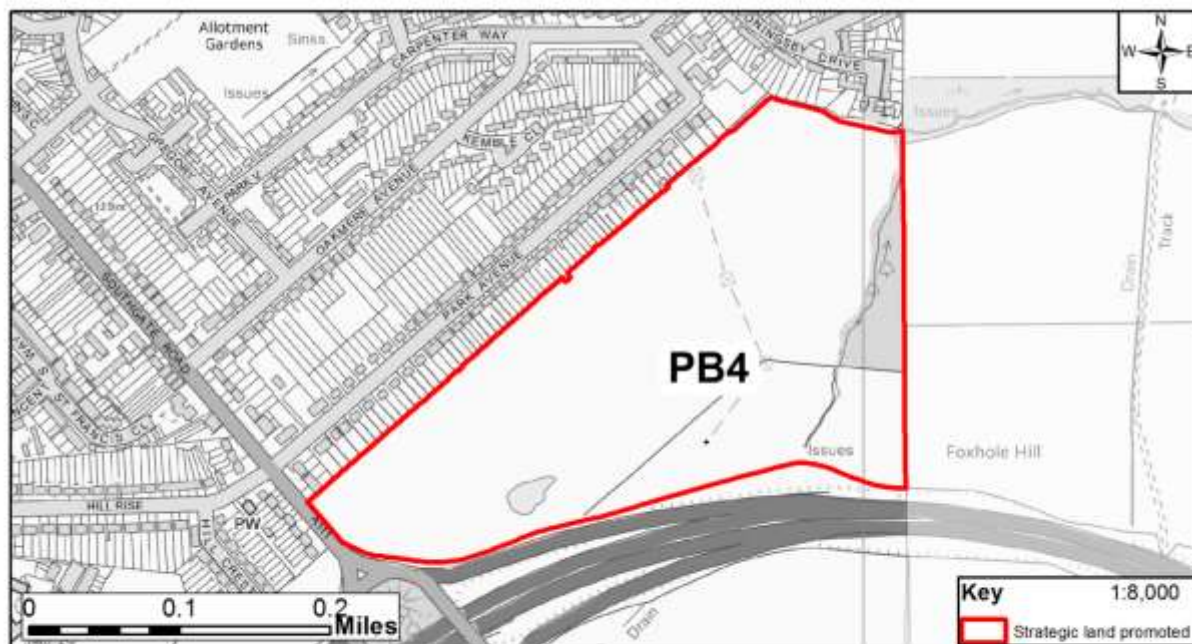
Site address/ location	Land south of Park Avenue and east of Southgate Road, Potters Bar	Site ref: PB4
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Breakdown of general comments received:

Total number of comments	33
Residents/resident associations	31
Other consultees	2

Raised concerns	Neutral	Opportunity for development
87%	10%	3%

N.B percentages refer to general public responses only



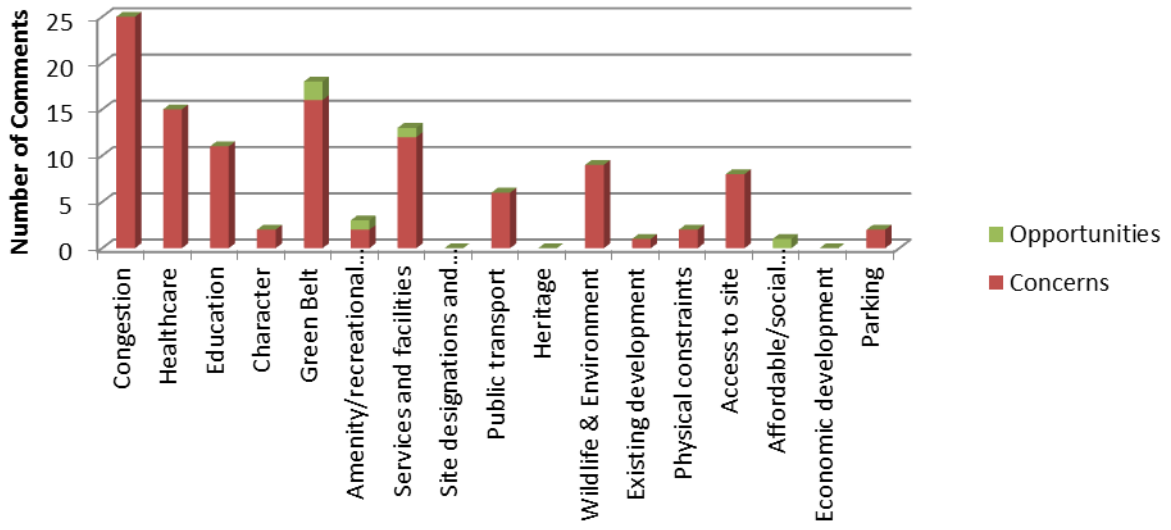
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Significantly fewer residents responded to the smallest of the strategic sites identified in Potters Bar but over 75% of those responding were not supportive of development here. The most common area of concern remained congestion within Potters Bar and on the motorways with a view that the road network could not cope with this increase in traffic. There were also concerns regarding the capacity of schools and GP provision. A number of residents emphasised the potential access problems with this site and especially the issues which could arise with an access junction on Southgate Road. The proximity to the M25 was also a concern in terms of pollution and noise.

Those who supported the site appeared to do so as it was both a smaller parcel of green belt when compared to the other PB sites and the M25 provided a defensible boundary against additional loss of green belt land.

Breakdown of the main topics raised by residents:

Breakdown of comments from residents for site - PB4, Land South of Park Avenue and East of Southgate Road, Potters Bar



Overview of resident comments:



Potters Bar

Site address/ location	Land South of Barnet Road, Potters Bar	Site ref: 162
Two comments were received in relation to this this site. The main point was that the site was unsuitable due to its close to the M25.		
Site address/ location	Fenny Slade, The Ridgeway, Potters Bar	Site ref: 164
Two comments were received in relation to this this site. The key concern related to the location of the site, as it is within the Green Belt, and outside of the defined urban area of Potters Bar.		
Site address/ location	Dove Lane, Potters Bar	Site ref: 177
7 responses were received. Concerns were raised that this proposal would result in in the loss of valuable green belt land and natural habitat. The site is also seen as a buffer between the residential areas and the M25. Whilst some residents have mentioned that the site would have decent access via Hill rise and Dove Lane others have mentioned that these roads are subject to surface water flooding on a regular basis. The site is likely to put further pressure on the existing road structure which is also already congested.		
Site address/ location	Rushfield, Dugdale Hill Lane	Site ref: 178
6 responses were received. The site is a designated local wildlife site and it was highlighted that any development was likely to have a detrimental impact. Furthermore, concerns were raised that the site will put further pressure on the existing infrastructure and services, which are already struggling to cope (including the education and healthcare facilities), and result in increased noise and pollution.		
Site address/ location	Land West of Potters Bar station, Darkes Lane, Potters Bar	Site ref: 216
Two comments were received in relation to this site. The principle concern was that by developing this Potters Bar will lose valuable parking space and instead it should be kept as a car park or developed into a multi-storey. (especially given its close proximity to the station).		
Site address/ location	75 Hatfield Road, Potters Bar	Site ref: 223
Only supported in 1 generic comment with no reasons cited.		
Site address/ location	Well Cottage, Bentley Heath, Potters Bar (Wagon Road) & Well Cottage, Bentley Heath, Potters Bar (White House, Dancers Hill Road)	Site ref: 234a & 234b
11 responses were received. The sites are located outside of Potters Bar settlement boundary. Residents were concerned that the sites are too inaccessible and will have a detrimental impact on the green belt and the rural character of Ganwick Corner. Furthermore, residents mention that the site also has an abundance of wildlife on site and flooding issues.		
Site address/ location	Former Sunny Bank Primary School (HCC 6)	Site ref: 318
4 responses were received. The major concern raised with this proposal was that the removal of a school for the development of further housing seems nonsensical given the need for further school provision, particularly considering the amount of residential sites proposed.		

Potters Bar

Site address/ location	Manor Road	Site ref: 375
<p>11 responses were received. Concerns were raised that this proposal would result in the loss of green belt land. Residents are also concerned about the detrimental impact of the scheme on the character of area and to local quality of life. The location of the site was also a cause for concern, due to its limited access through Manor Road and the impact that the development would have on the already congested roads, including Darkes Lane. The site is also mentioned alongside PB2 and there were concerns that these sites together would result in overdevelopment of the area. Finally, there were concerns about the site's proximity to the local river and waterways.</p>		
Site address/ location	Barnet Road Car Park/Clayton Centre, Potters Bar	Site ref: 404
<p>No comments received.</p>		
Site address/ location	Safeguarded employment land, North West of Cranbourne Road industrial estate, Potters Bar	Site ref: 394
<p>Two responses received. Whilst residents were not against development of this site, the comments received had differing views on how to best utilise the site, and whether it should be used for employment or residential purposes.</p>		
Site address/ location	Wrotham Park Estate Land, West of Barker Street	Site ref: EMP5
<p>12 responses were received. There was a considerably lower level of interest in the site as an employment location than in relation to its inclusion as a strategic housing site. However, responses received for this site were broadly similar those left for PB1 (same location) with little support for economic development in this location.</p>		

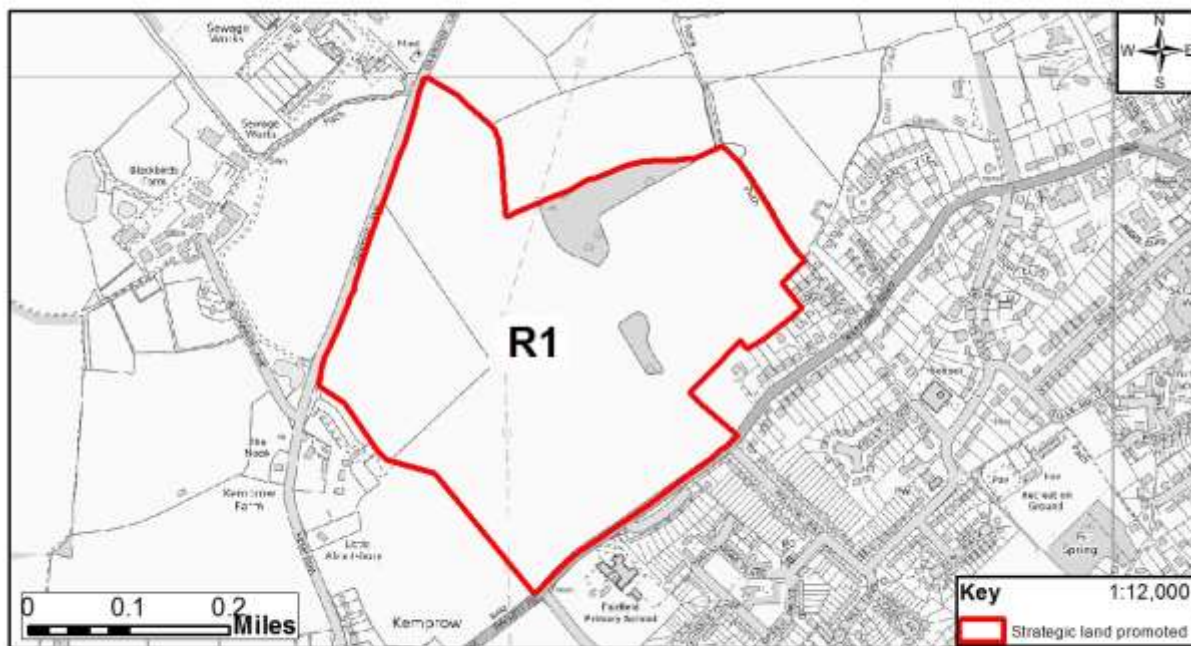
Site address/ location Land North-West of Watford Road, (Kemprow Farm, Crown Estate), Radlett Site ref: R1

Breakdown of general comments received:

Total number of comments	90
Residents/resident associations	83
Other consultees	7

Raised concerns	Neutral	Opportunity for development
80%	7%	13%

N.B percentages refer to general public responses only



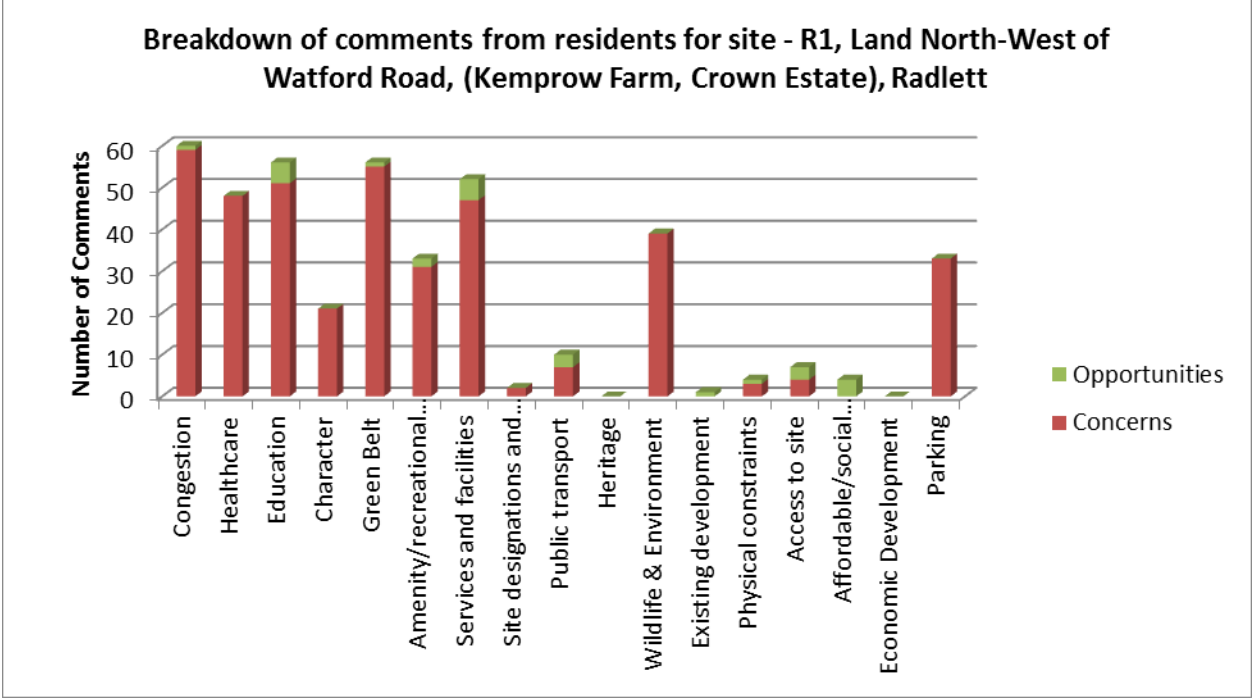
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The general consensus was that development of this site would lead to a disproportionate addition to Radlett resulting in a loss of the village’s character, due to loss of the green belt and the amount of housing. 80% of those responding were not supportive of development with congestion, infrastructure and green belt being the key issues highlighted. However, some residents viewed this site as a better than the alternative strategic site (R2), being more proportionate than a new garden village or sites within the smaller villages.

Concerns are raised that due to its location, the site would not be fully integrated into the existing settlement and that it will be a solely car dependent development. Existing infrastructure was also a priority to be addressed, including schools, key/basic services, and healthcare (with the fact that the area does not have an existing secondary school being of concern). Furthermore, many people considered that the current road network would be inadequate to manage extra traffic, with congestion already a significant problem.

Other issues raised, albeit to not the same extent as the key issues highlighted above, included both flooding and the loss of the ancient Dellfield woodland, and subsequent impact on the local wildlife. Concerns were also raised about the loss of agricultural land, increased pollution and the fact that the site is crossed by a major power line.

Breakdown of the main topics raised by residents:



'Word Cloud' with key words used by residents (size of the word indicating frequency of use)



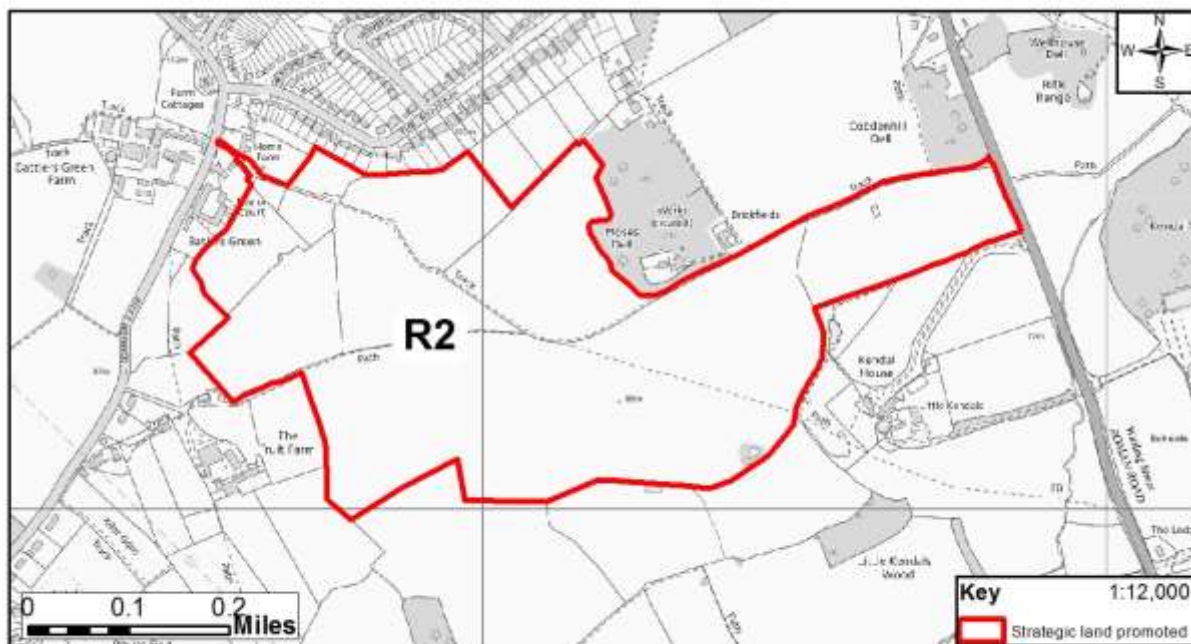
Site address/ location	Land South of The Ridgeway (Home Farm), Radlett	Site ref: R2
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Breakdown of general comments received:

Total number of comments	100
Residents/resident associations	95
Other consultees	5

Raised concerns	Neutral	Opportunity for development
92%	2%	4%

N.B percentages refer to general public responses only



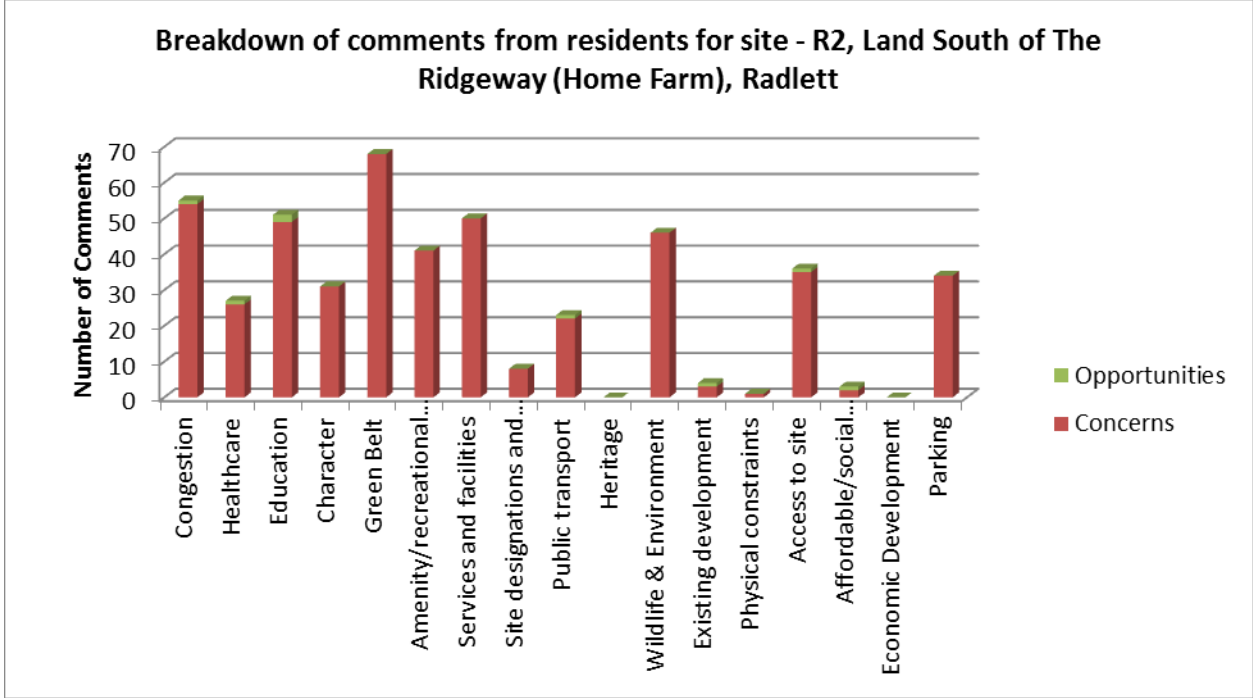
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The site generated a slightly higher level of interest than R1 with over 90% not supporting development in this location. Major concerns centred on the loss of green belt, more than any other issue, as well as the impact on existing infrastructure within Radlett and in particular, education provision. As with R1, the general perception is that it is already at breaking point including congestion along Watling Street. Access to the site via Common Lane is generally considered impractical.

The importance of the area for walking, recreation and local wildlife was highlighted in around half of all responses. Due to its location, concerns were also expressed that Radlett would join up with Letchmore Heath were the site to be developed and the area played an important role in providing a barrier between Radlett and other nearby settlements.

Although a lack of public transport links near the site was highlighted by around 20% of residents replying, it was considered by some that the site is closer to the high street, station and shops than R1.

Breakdown of the main topics raised by residents:



**'Word Cloud' with key words used by residents
(size of the word indicating frequency of use)**

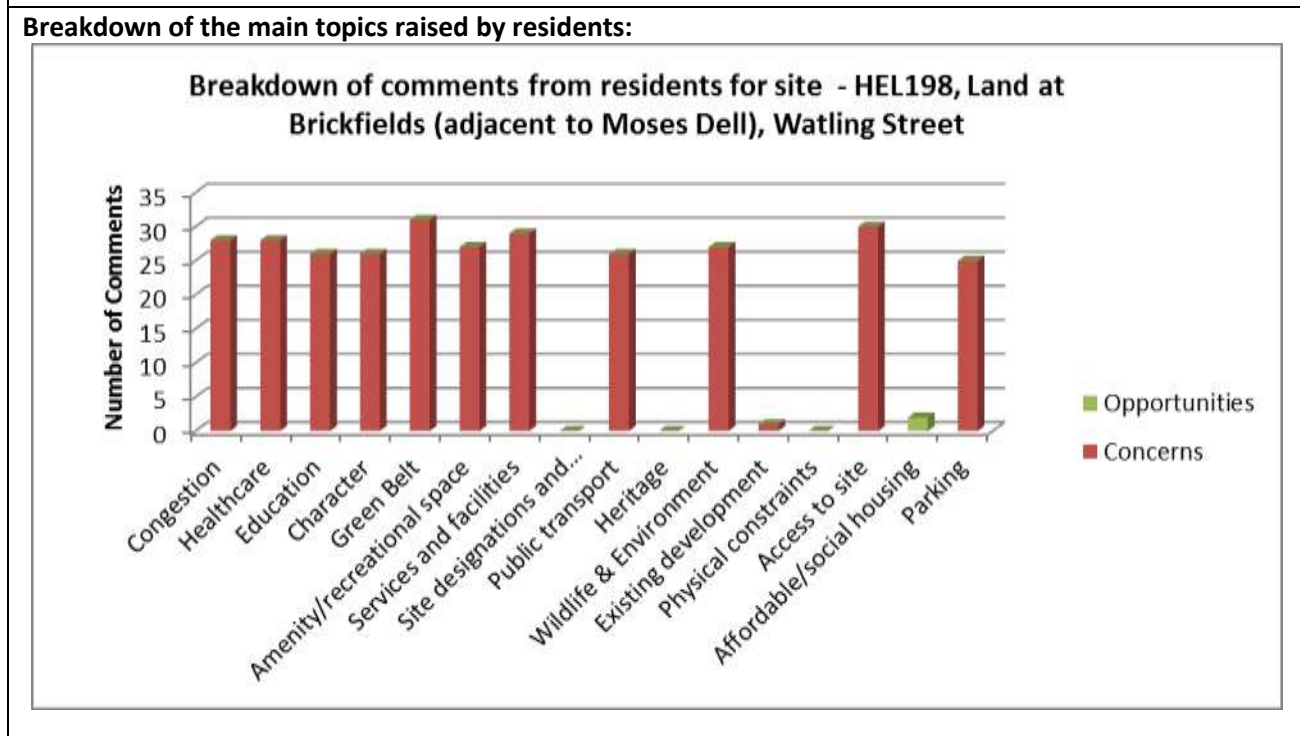


Site address/ location	Kemprow, between White House and Adelaide Lodge, Kemprow	Site ref: HEL180
<p>4 responses were received. Concerns have been raised that this site will encourage ribbon development along Aldenham Road (B4632) leading to the coalescence of High Cross with Radlett. Furthermore, concerns have been raised that the roads within the immediate locality are very small and could not accommodate the increased traffic; which is likely to be significant, considering the current lack of public transport in the area, and the distance to Radlett Station.</p>		

Site address/ location	Land at Brickfields (adjacent to Moses Dell), Watling Street	Site ref: HEL198												
<p>Breakdown of general comments received:</p> <table border="1" style="display: inline-table; margin-right: 20px;"> <tr> <td>Total number of comments</td> <td>35</td> </tr> <tr> <td>Residents/resident associations</td> <td>32</td> </tr> <tr> <td>Other consultees</td> <td>3</td> </tr> </table> <table border="1" style="display: inline-table;"> <thead> <tr> <th>Raised concerns</th> <th>Neutral</th> <th>Opportunity for some development</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">89%</td> <td style="text-align: center;">0%</td> <td style="text-align: center;">3%</td> </tr> </tbody> </table> <p>N.B percentages refer to general public responses only</p>			Total number of comments	35	Residents/resident associations	32	Other consultees	3	Raised concerns	Neutral	Opportunity for some development	89%	0%	3%
Total number of comments	35													
Residents/resident associations	32													
Other consultees	3													
Raised concerns	Neutral	Opportunity for some development												
89%	0%	3%												

35 responses were received. Concerns are raised that this proposal would result in the loss of valuable green belt land and woodland. Residents are also concerned about the detrimental impact of the scheme on the quality of life for local residents and the character of Radlett. The location of the site is also a cause for concern, due to its limited access through protected woodland, and the existing road structure consisting of congested streets. However, some residents have mentioned that an access could possibly be created via adjoining land (owned by the same owners: adjacent to the Spinneys), or through land on The Ridgeway itself.

The site is likely to put further pressure on the existing infrastructure and services, which are already struggling to cope (including the education and healthcare facilities), and result in increased noise and pollution.



Site address/ location	Land at rear of The Ridgeway	Site ref: HEL213
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Breakdown of general comments received:

Total number of comments	34
Residents/resident associations	32
Other consultees	2

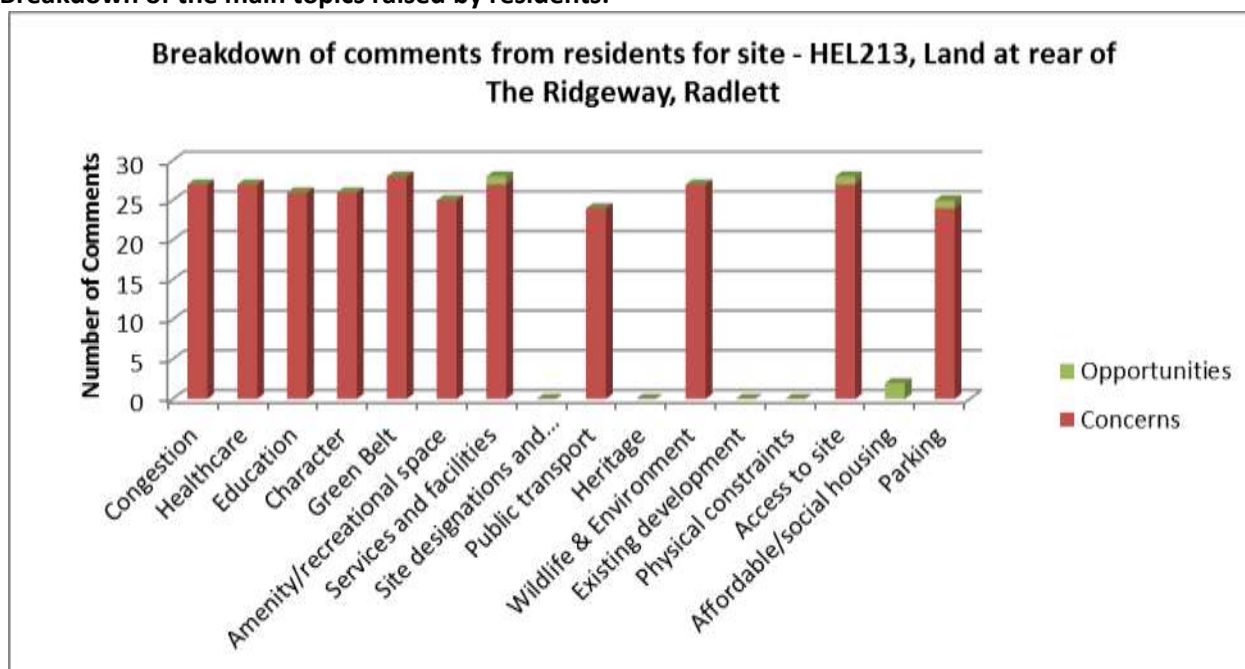
Raised concerns	Neutral	Opportunity for some development
91%	3%	6%

N.B percentages refer to general public responses only

34 responses were received. Concerns are raised that this proposal would result in the loss of valuable green belt land and woodland. Residents are also concerned about the detrimental impact of the scheme on the quality of life for local residents and the character of Radlett. The location of the site is also a cause for concern, due to its limited access through protected woodland, and the existing road structure consisting of congested streets. However, some residents have mentioned that an access could possibly be created via adjoining land (owned by the same owners: adjacent to the Spinneys), or through land on The Ridgeway itself.

The site is likely to put further pressure on the existing infrastructure and services, which are already struggling to cope (including the education and healthcare facilities), and result in increased noise and pollution.

Breakdown of the main topics raised by residents:



Site address/ location	Land south of Theobald Street	Site ref: HEL214
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Breakdown of general comments received:

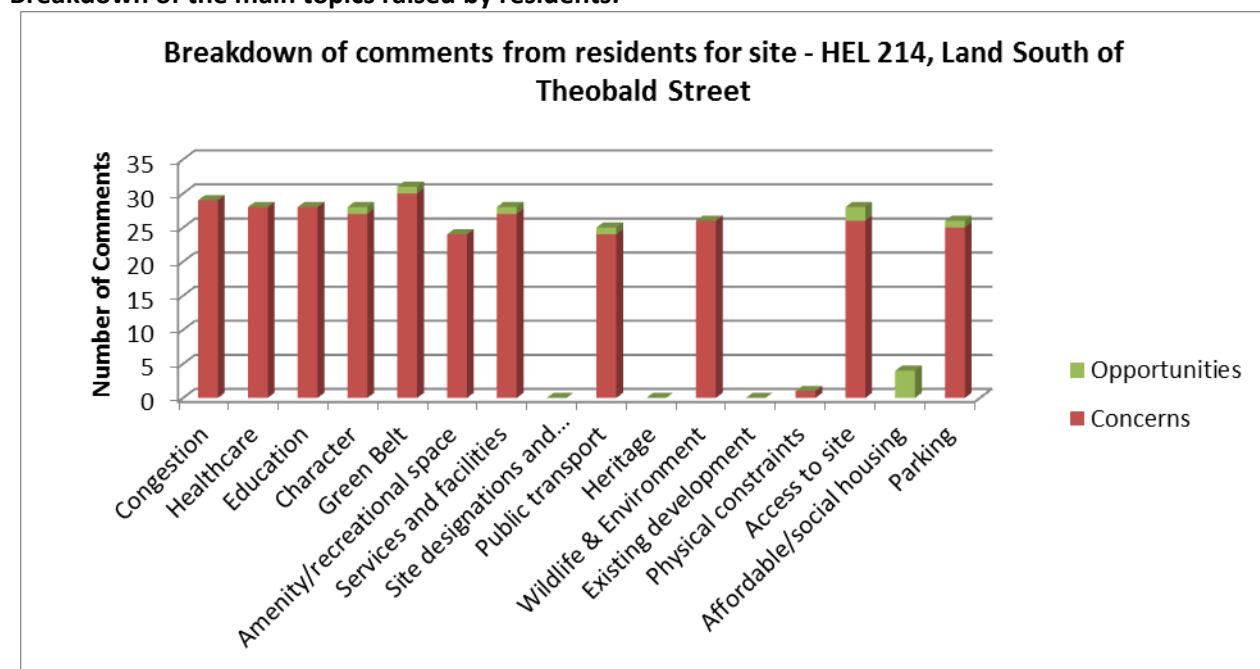
Total number of comments	36
Residents/resident associations	33
Other consultees	3

Raised concerns	Neutral	Opportunity for some development
94%	0%	6%

36 responses were received. Concerns are raised that this proposal would result in the loss of valuable green belt land, and have a detrimental impact on the quality of life for local residents and the character of Radlett. The location of the site is also a cause for concern, due to its limited access, and the existing road structure consisting of congested streets.

The site is likely to put further pressure on the existing infrastructure and services, which are already struggling to cope (including the education and healthcare facilities), and result in increased noise and pollution. Whilst the majority of residents are against any development on this site if it were to be approved for development, the preference would be for affordable and social housing.

Breakdown of the main topics raised by residents:



Site address/ location	Porters Park Golf Club, Shenley Hill, Radlett	Site ref: HEL220
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Breakdown of general comments received:

Total number of comments	35
Residents/resident associations	32
Other consultees	3

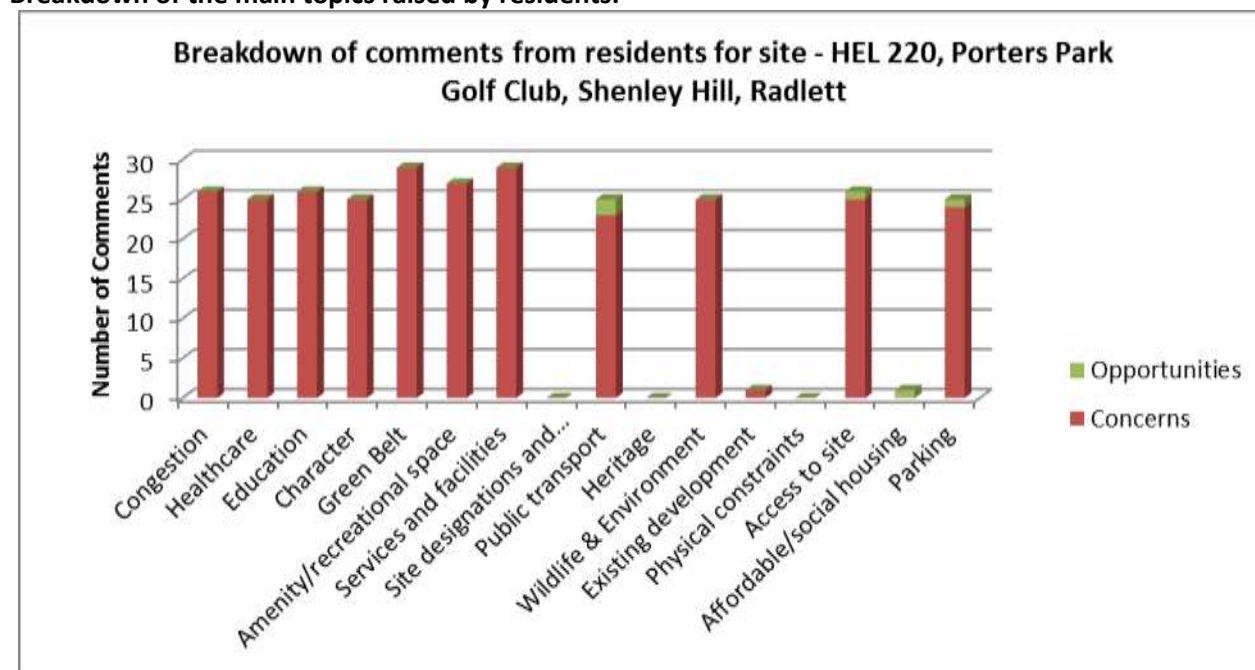
Raised concerns	Neutral	Opportunity for some development
97%	0%	3%

35 responses were received. Concerns are raised that this proposal would result in the loss of valuable green belt land, and have a detrimental impact on the quality of life for local residents and the character of Radlett. Also, little development exists north of Shenley Road and if this site were to be approved then there residents would be expect the demolished Porters Park Golf Club to be replaced. Furthermore, concerns are raised that if these facilities were to be relocated to a new premise this would result in the loss of further Green Belt land.

The site is likely to put further pressure on the existing infrastructure and services, which are already struggling to cope (including the education and healthcare facilities), and result in increased noise and pollution.

Finally, site access is considered an issue due to the nature of Shenley Road; yet concerns about traffic and congestion maybe somewhat alleviated by the site being located within walking distance of the train station.

Breakdown of the main topics raised by residents:



Site address/	r/o 5-15 Cobden Hill, Radlett	Site ref:
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location **HEL222**

Breakdown of general comments received:

Total number of comments	31
Residents/resident associations	29
Other consultees	2

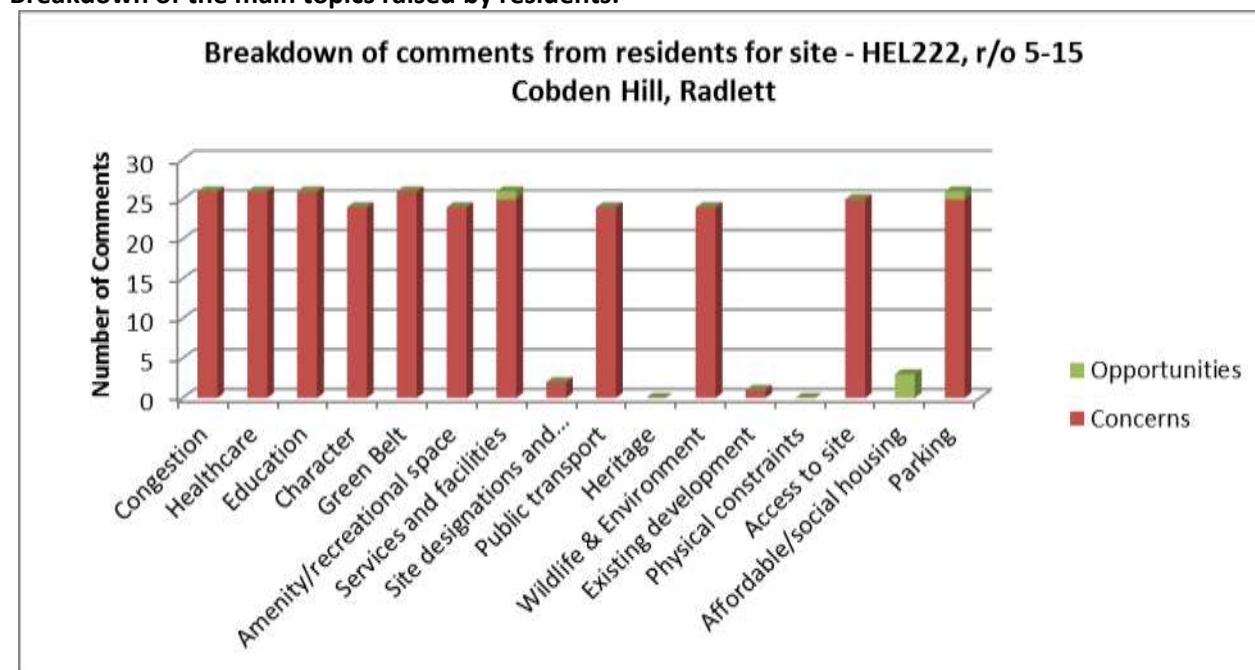
Raised concerns	Neutral	Opportunity for some development
94%	3%	3%

N.B percentages refer to general public responses only

31 responses were received. Concerns are raised that this proposal would result in the loss of valuable Green Belt land, and have a detrimental impact on the quality of life for local residents and the character of Radlett. The location of the site is also a cause for concern, especially given the perceived problem with the existing congested road structure.

The site is likely to put further pressure on the existing infrastructure and services, which are already struggling to cope (including the education and healthcare facilities), and result in increased noise and pollution; however, congestion maybe somewhat alleviated by the site being located within walking distance of the train station and High Street.

Breakdown of the main topics raised by residents:



Site address/ location	South East of track between Loom Lane and Brickfields & North West of track between Loom Lane and Brickfields, Radlett	Site ref: HEL225 & 226
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Breakdown of general comments received:

Total number of comments	52
Residents/resident associations	48
Other consultees	4

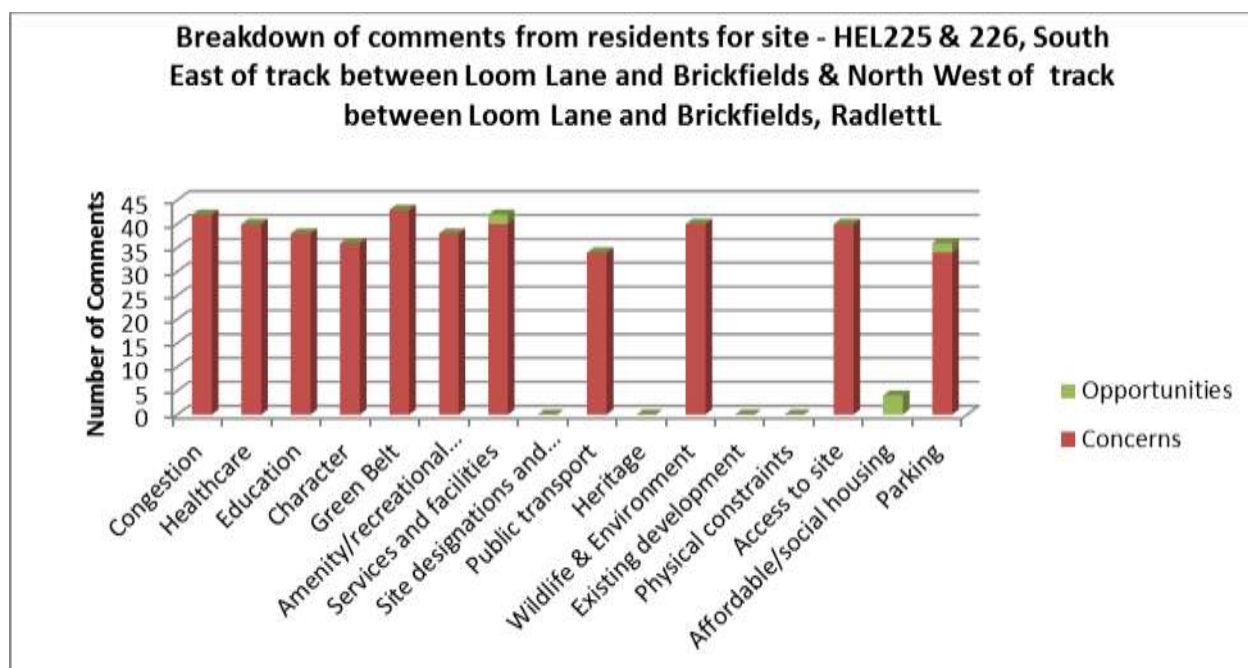
	Raised concerns	Neutral	Opportunity for development
HEL225	97%	3%	0%
HEL226	87%	13%	0%

N.B percentages refer to general public responses only

52 responses were received. Concerns are raised that this proposal would result in the loss of valuable green belt land, and have a detrimental impact on the quality of life for local residents and the character of Radlett. In particular this site currently plays an important role in establishing a clear settlement boundary of trees and scrubland.

The site has limited access via narrow country lanes, including Loom Lane, and is likely to put further pressure on the existing infrastructure and services, which are already struggling to cope (including the education and healthcare facilities). Finally, concerns were also raised that the stated housing number and density was too high and that is would be out of keeping with the existing area and result in increased noise and air pollution.

Breakdown of the main topics raised by residents:



Site address/ location	Starvearces, 16 Watford Road, Radlett	Site ref: HEL231
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Breakdown of general comments received:

Total number of comments	39
Residents/resident associations	33
Other consultees	6

Raised concerns	Neutral	Opportunity for some development
82%	3%	15%

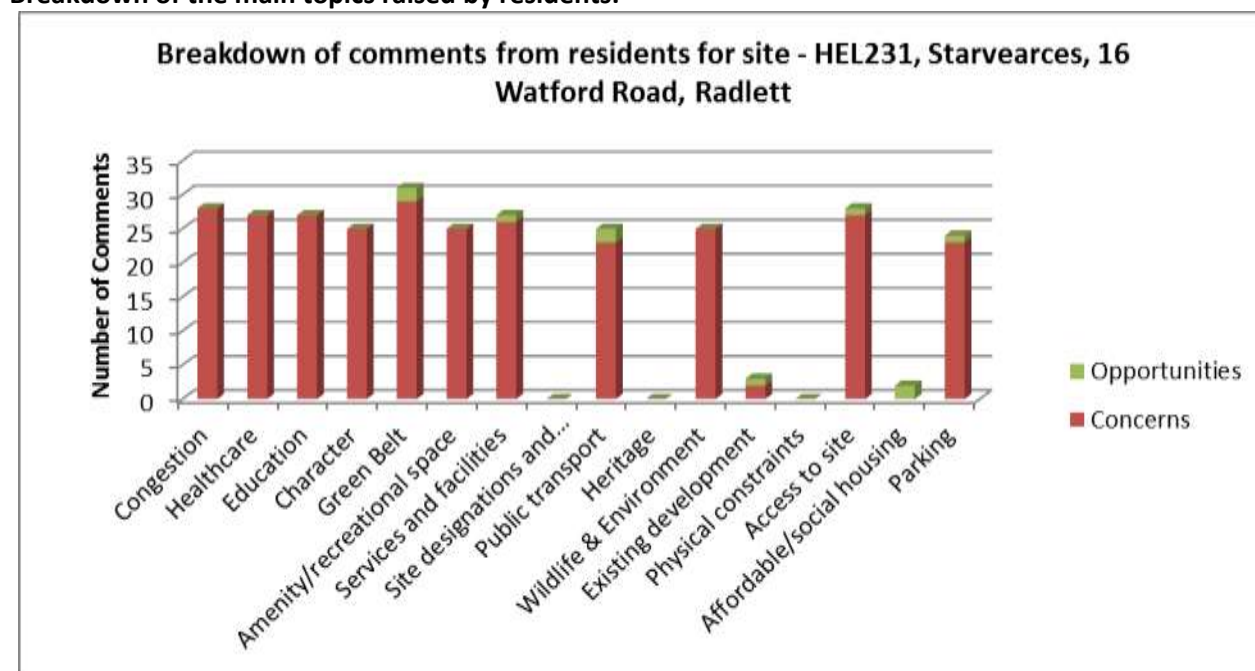
N.B percentages refer to general public responses only

39 responses were received. Whilst concerns were raised that this proposal would put further pressure on the existing infrastructure and services (including the education and healthcare facilities); if development were to take place the site has potential to meet some of the housing need, given that it is safeguarded land, would have limited detrimental impact on the character of Radlett (as opposed to some of the other sites), and the site is within walking distance of the station and shops.

The site access is considered an issue given the existing traffic problems on Watford Road, and residents would expect considerable upgrades to this road structure to cope with the additional cars.

Finally, if development were to be permitted the preference would be for the site to be allocated as affordable and social housing.

Breakdown of the main topics raised by residents:



Site address/ location	Land South of Shenley Road, Radlett	Site ref: HEL358
---------------------------	-------------------------------------	---------------------

Breakdown of general comments received:

Total number of comments	88
Residents/resident associations	84
Other consultees	4

Raised concerns	Neutral	Opportunity for some development
97%	1%	2%

N.B percentages refer to general public responses only

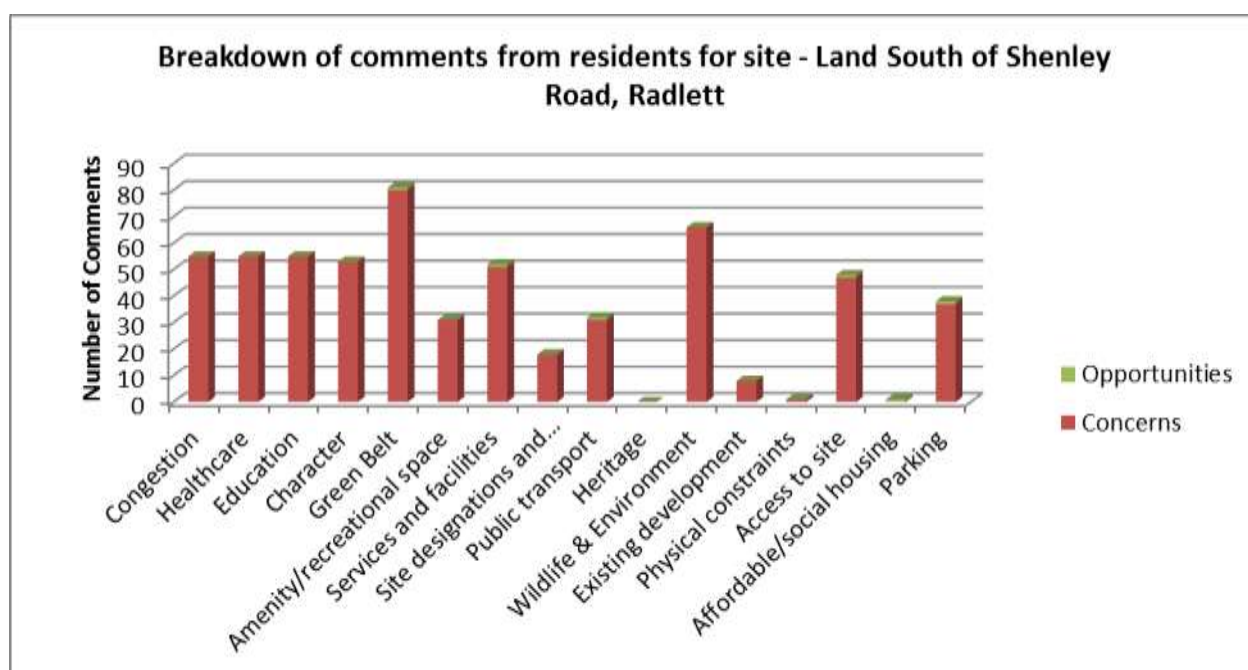
88 responses were received. Concerns are raised that this proposal would result in the loss of valuable green belt land, and have a detrimental impact on the quality of life for local residents and the character of Radlett. Furthermore, this site is a Regionally Important Geological Site [RIGS] because it contains deposits of the rare Hertfordshire Puddingstone.

Residents also mention the planning history on the site and make reference to the fact that the site was previously, in 2009/10, not considered deliverable due to the nature of the site ownership, and the wildlife and geological constraints. Furthermore, the site was previously, designated as a Landscape Conservation Area (until 2011).

The site access is considered an issue, due to problems over access, given the narrow residential nature of the roads (Newberries Avenue and Williams Way).

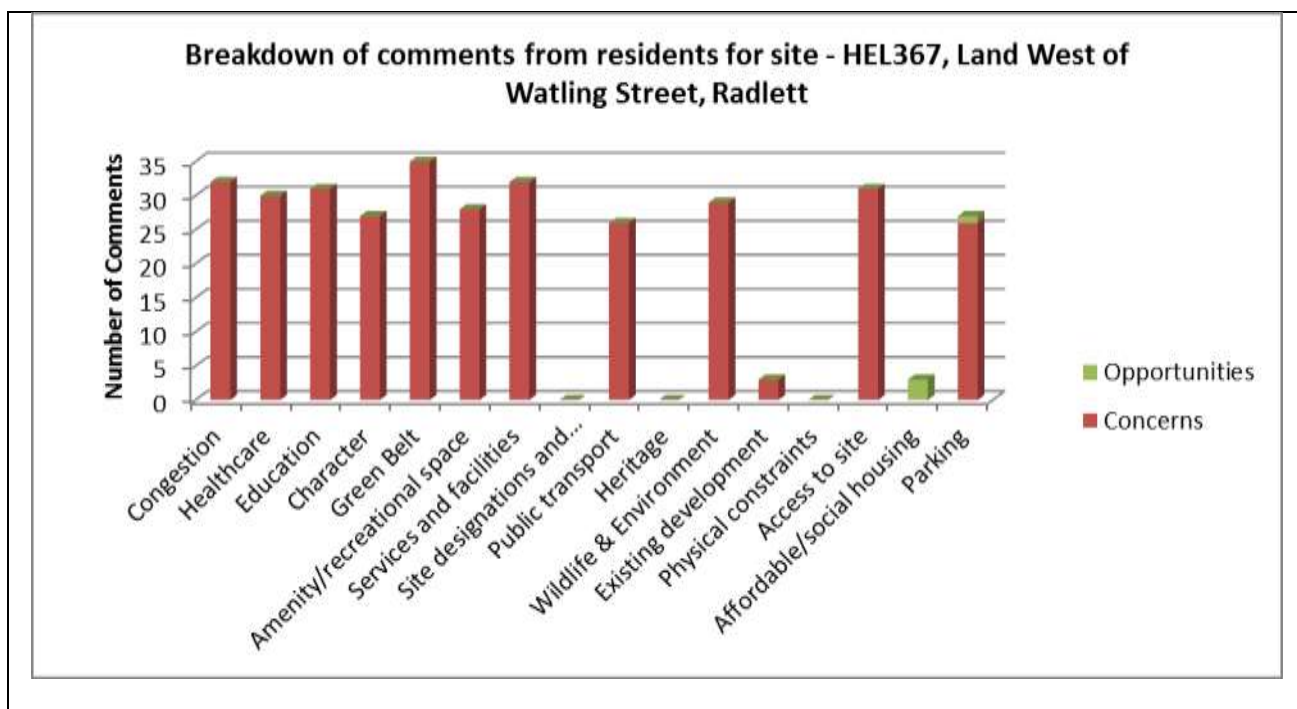
The site is likely to put further pressure on the existing infrastructure and services, which are already struggling to cope (including the education and healthcare facilities), and result in increased noise and pollution. Concerns have also been raised about its impact on Newberries Primary School specifically.

Breakdown of the main topics raised by residents:



Site address/ location	Land adjacent to Bridgefoot Cottages, Watling Street	Site ref: HEL365
<p>Only one response was received which raised concerns about its location as it is within the Green Belt and a significant distance from Radlett. Furthermore, residents are worried that this will set a dangerous precedent for more developments linking Radlett to Park Street and on to St Albans.</p>		

Site address/ location	Land West of Watling Street, Radlett	Site ref: HEL367												
<p>Breakdown of general comments received:</p> <table border="1" data-bbox="151 660 742 795"> <tr> <td>Total number of comments</td> <td>40</td> </tr> <tr> <td>Residents/resident associations</td> <td>36</td> </tr> <tr> <td>Other consultees</td> <td>4</td> </tr> </table> <table border="1" data-bbox="805 660 1420 817"> <thead> <tr> <th>Raised concerns</th> <th>Neutral</th> <th>Opportunity for some development</th> </tr> </thead> <tbody> <tr> <td>97%</td> <td>0%</td> <td>3%</td> </tr> </tbody> </table> <p>N.B percentages refer to general public responses only</p>			Total number of comments	40	Residents/resident associations	36	Other consultees	4	Raised concerns	Neutral	Opportunity for some development	97%	0%	3%
Total number of comments	40													
Residents/resident associations	36													
Other consultees	4													
Raised concerns	Neutral	Opportunity for some development												
97%	0%	3%												
<p>40 responses were received. Concerns are raised that this proposal would result in the loss of valuable green belt and agricultural land. Residents are also concerned about the scale of development proposed and the detrimental impact of the scheme on the quality of life for local residents and the character of Radlett. The location of the site is also a cause for concern, due to its limited access, and the existing road structure consisting of congested streets. Residents also refer to previous reasons for refusal for planning permission on the site. (This proposal was for a new sports ground and pavilion for the Old Haberdashers Association).</p> <p>The site is likely to put further pressure on the existing infrastructure and services, which are already struggling to cope (including the education and healthcare facilities), and result in increased noise and pollution. Finally, residents mention the possibility for this site to be linked with other sites (HEL198 and R2) whilst some see this as a positive the majority see this leading to over development of the area.</p>														
<p>Breakdown of the main topics raised by residents:</p>														



Site address/ location	Aldenham Depot	Site ref: HEL402
<p>6 responses were received. Concerns were raised about the site’s sustainability given its size, and that it is an isolated development located a significant distance away from the centre of Radlett. Furthermore, the site currently struggles with poor access from Oakridge Lane, and is located adjacent to an existing sewage works.</p> <p>If the site were to be developed, there were concerns it would have a negative visual impact on the rural/countryside landscape of the area and on the wildlife.</p>		

Site address/ location	Newberries Car Park	Site ref: HEL403
<p>6 responses were received. Though the site is within walking distance of station and high street, concerns have been raised given the sites history and the perceived need for parking in the centre of Radlett. Concerns are raised that a lack of parking would in turn affect the services and amenities along the high street and further reduce the amount of retail outlets.</p>		

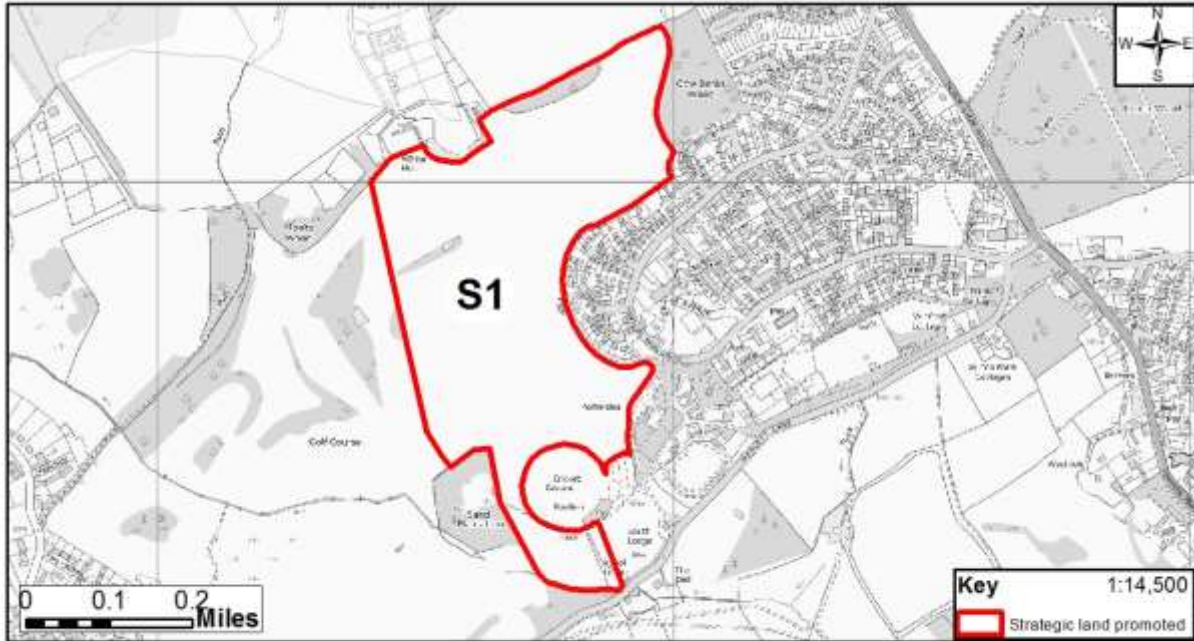
Site address/ location: Land West of Porters Park Drive, Shenley Site ref: S1

Breakdown of general comments received:

Total number of comments	111
Residents/resident associations	105
Other consultees	6

Raised concerns	Neutral	Opportunity for development
98%	1%	1%

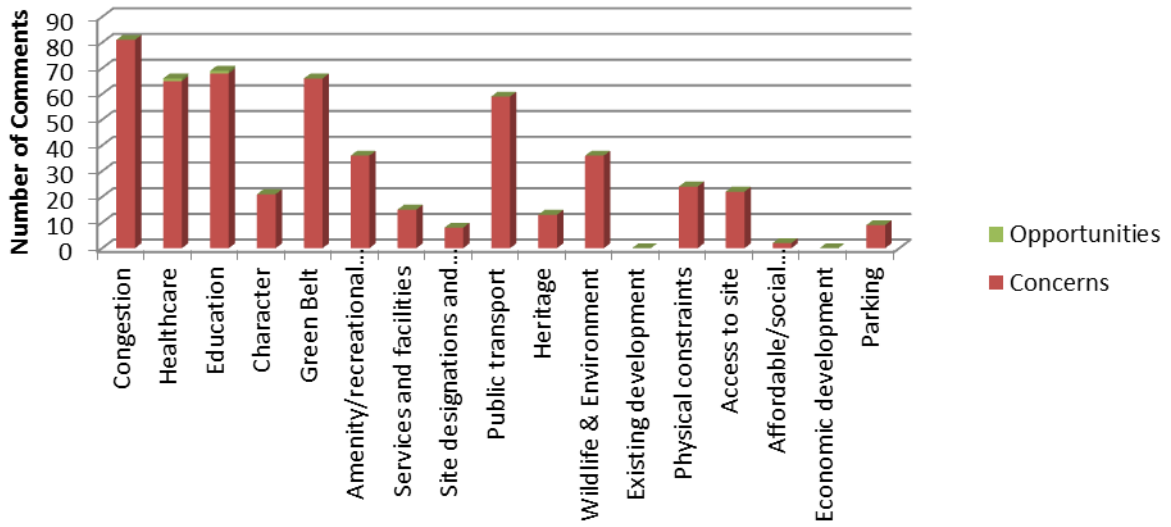
N.B percentages refer to general public responses only



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There was almost no support for the development of S1, the primary issues being congestion and infrastructure, in particular existing congestion in Shenley, as well as loss of green belt and proximity to Radlett. Residents were concerned about the ability of the existing road networks to take more traffic from additional sites. Residents highlighted how the existing education and GP provision in Shenley was limited. The car dependence of any future development was raised as Shenley lacks a rail station and the bus service is considered to be infrequent. It was mentioned how future occupants would choose to travel to Elstree & Borehamwood station as it is within Oyster cards zones although during the consultation period it was announced oyster card would be extended to Radlett. Development on this land was seen as too close the boundary between Shenley and Radlett and others raised its proximity to the Shenley park estate as a concern. People also stated the access point onto Radlett lane was potentially dangerous. The Flood Zone to the south of the site was also noted.

Breakdown of comments from residents for site - S1, Land West of Porters Park Drive, Shenley



'Word Cloud' with key words used by residents (size of the word indicating frequency of use)



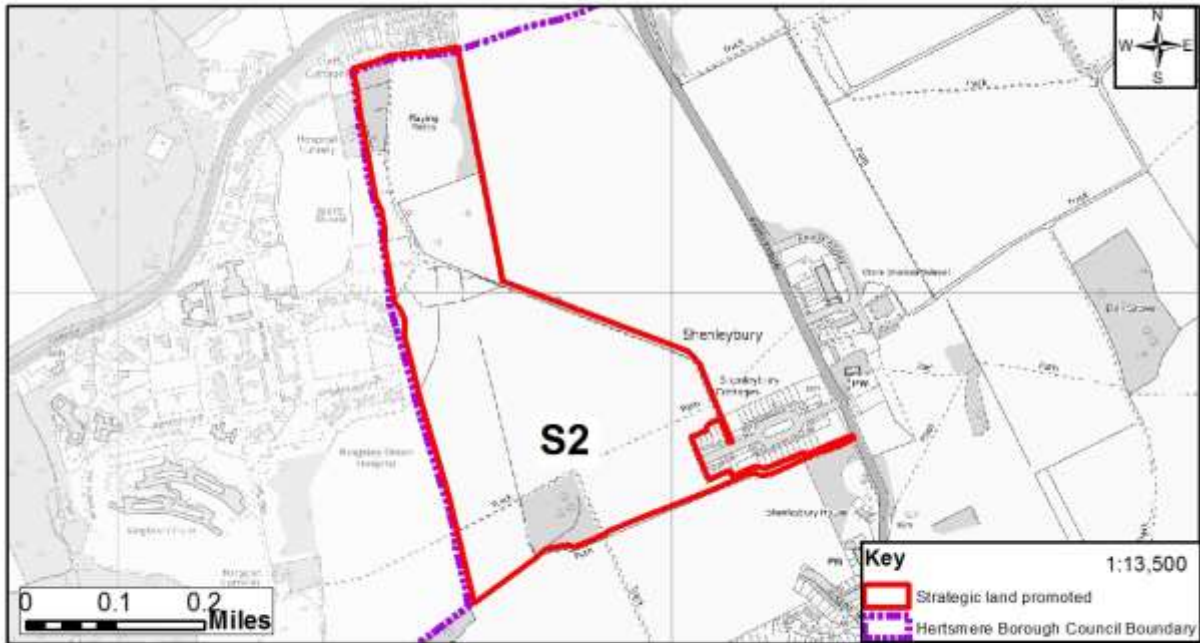
Site address/ location Land West of Shenleybury cottages (Harperbury Hospital), Shenley Site ref: S2

Breakdown of general comments received:

Total number of comments	97
Residents/resident associations	91
Other consultees	6

Raised concerns	Neutral	Opportunity for development
92%	4%	3%

N.B percentages refer to general public responses only



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The main concern from residents related to existing congestion in Shenley. Residents were concerned about the ability of the road network to take more traffic from additional sites, especially at the Harper Lane railway bridge. Residents highlighted how the existing education and GP provision in Shenley was limited. The car dependency of any future development was raised as Shenley lacks a rail station and a bus service is not located near the site, with future occupants choosing to travel to Elstree & Borehamwood station as it is within an Oyster card zone - although it was announced during the consultation period that the Oyster card would be extended to Radlett. People felt this area of the green belt prevents coalescence between Shenley and London Colney. The presence of ancient woodland and archaeological sites was mentioned. Finally there was concern from some residences that the development could become much larger than the indicated area due to its large redline.

Those who supported the site highlighted the scope for development to link up with pre-existing development, especially as some of the site is brownfield. Other stated the proximity to the M25 will result in less traffic through Shenley when compared to the other Shenley sites.

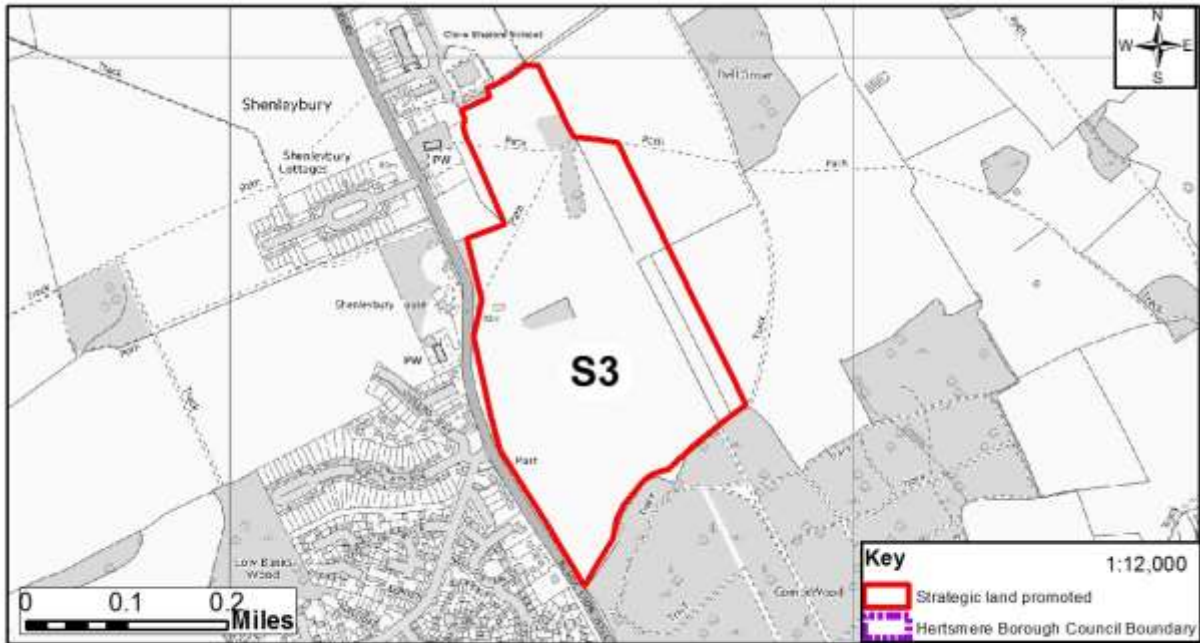
Site address/ location **Land East of Black Lion Hill (Rectory Farm), Shenley** Site ref: **S3**

Breakdown of general comments received:

Total number of comments	95
Residents/resident associations	91
Other consultees	4

Raised concerns	Neutral	Opportunity for development
98%	2%	0%

N.B percentages refer to general public responses only

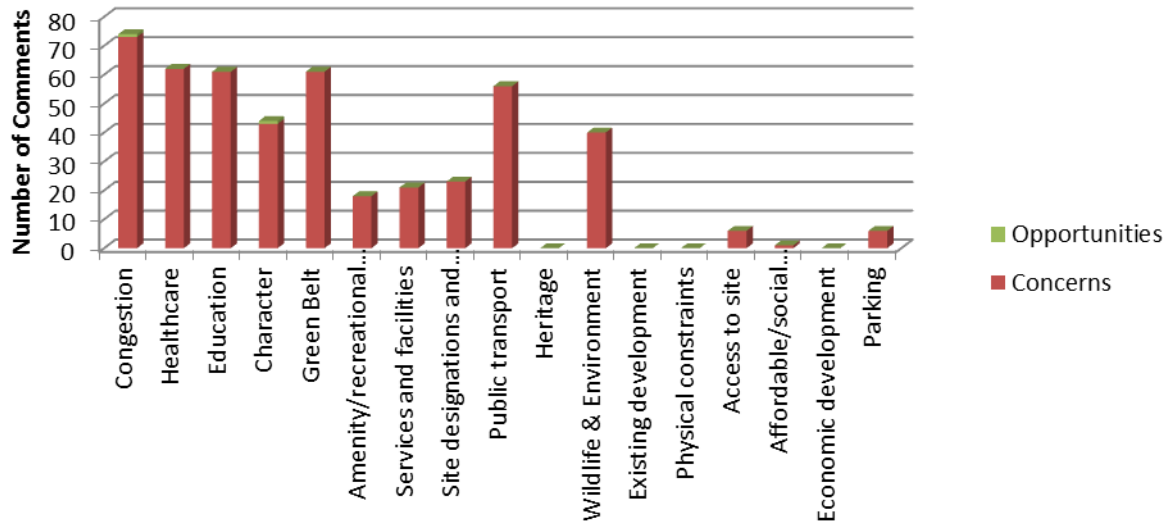


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There was considerable opposition to the site with the principal concerns relating to congestion, infrastructure and green belt loss. Residents were concerned about the ability of the road networks to take more traffic from additional sites citing existing traffic problems on Black Lion Hill. Some residents also expressed concerns about access onto Black Lion Hill due to the traffic, current accident rate and speed limit. The extent of existing education and GP provision in Shenley was considered to be limited.

The car dependency of S3 was raised as Shenley lacks a rail station and the bus service is considered to be infrequent, with future occupants choosing to travel to Elstree & Borehamwood station as it is within an Oyster card zone, although it was announced during the consultation period that the Oyster card would be extended to Radlett. The proximity of the site Coombe Wood was also cited with people referencing the recreational value of the site.

Breakdown of comments from residents for site - S3, Land East of Black Lion Hill (Rectory Farm), Shenley



'Word Cloud' with key words used by residents (size of the word indicating frequency of use)



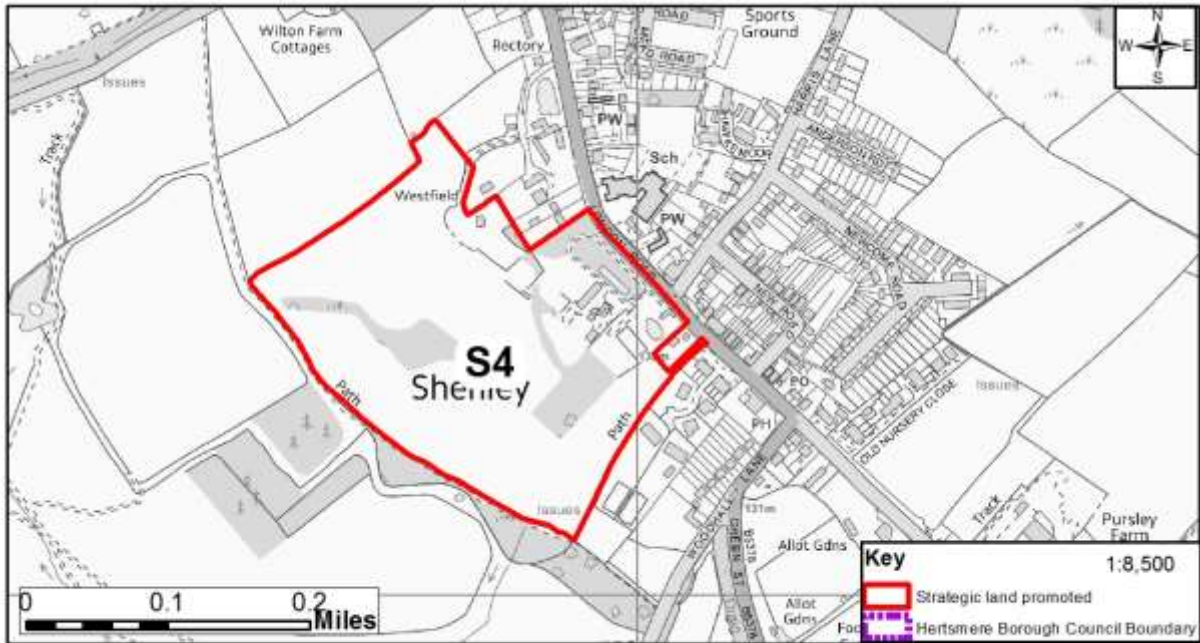
Site address/ location	Land North of Woodhall Lane (Shenley Grange – North & South), Shenley	Site ref: S4
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Breakdown of general comments received:

Total number of comments	111
Residents/resident associations	105
Other consultees	6

Raised concerns	Neutral	Opportunity for development
93%	4%	3%

N.B percentages refer to general public responses only



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There was considerable local interest in the site but relatively limited support for developing S4. The main concern from residents related to existing congestion and infrastructure in Shenley. Residents were concerned about the ability of the road network to take more traffic from additional sites, noting how access may need to be via a private road. Residents highlighted how the existing education and GP provision in Shenley was limited. The car dependence of any future development was also raised as Shenley lacks a rail station and a bus service is not located near the site, with future occupants choosing to travel to Elstree & Borehamwood station as it is within the Oyster card zone, although it was announced during the consultation period that the Oyster card would be extended to Radlett. There was also concern about the loss of Green Belt land, with development impacting on the village feel on Shenley and local woodland.

Notwithstanding the concerns expressed by many, there was some limited support for this site, at the scale set out in the AECOM report commissioned locally rather than the capacity indicated in the report. The opportunity to link the Porters Park development with the historic core of Shenley was, in particular, identified in a number of these responses.

Site address/ location	Land adjacent to Wilton End cottage, Radlett Lane, Shenley	Site ref: HEL196
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Breakdown of general comments received:

Total number of comments	28
Residents/resident associations	28
Other consultees	0

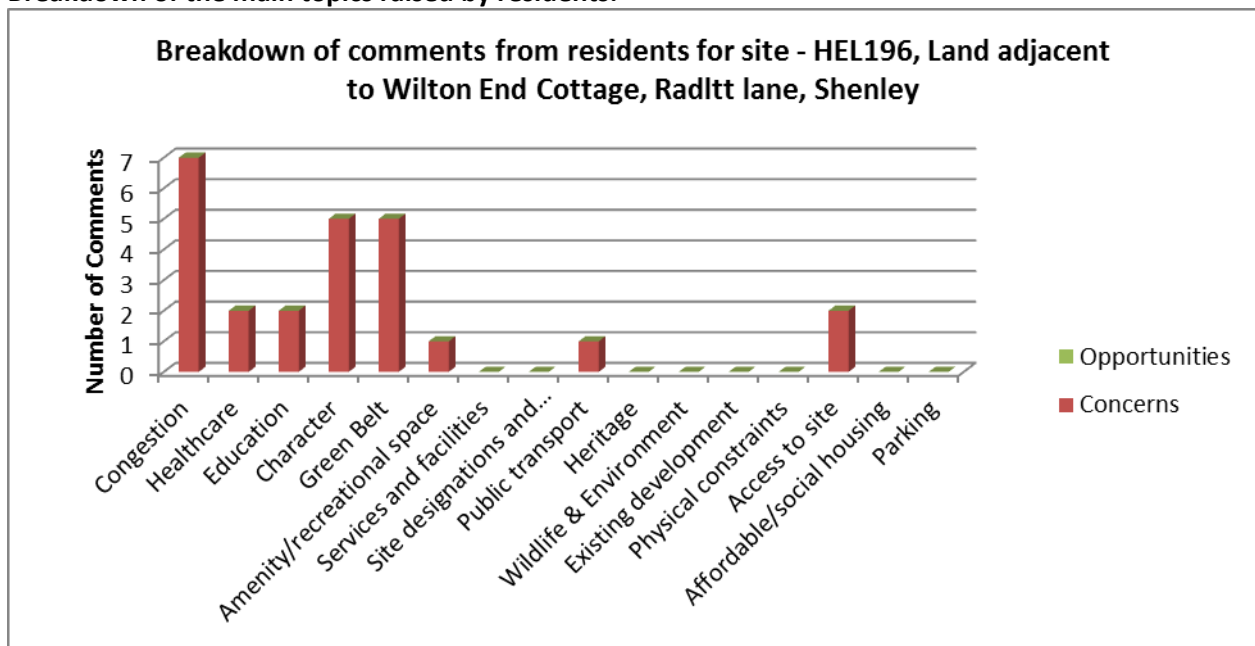
Raised concerns	Neutral	Opportunity for some development
100%	0%	0%

N.B percentages refer to general public responses only

28 responses were received. Concerns are raised that this proposal would result in the loss of valuable green belt land, as it helps to establish a clear gap between Shenley and Radlett. The site also plays a key role in establishing the character of Shenley (and Shenley park), with any development likely to just be an extension of the Porters park estate. The location of the site is also a cause for concern, due to its poor access onto Radlett Lane, and the existing road structure consisting of congested roads.

The site is likely to put further pressure on the existing infrastructure and services, which are already struggling to cope (including the education and healthcare facilities), and issues around public transport need to be resolved before any development goes ahead including parking at Radlett station.

Breakdown of the main topics raised by residents:



Site address/ location	Land North of Fox Hollows, Rectory Lane, Shenley	Site ref: HEL354
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Breakdown of general comments received:

Total number of comments	24
Residents/resident associations	24
Other consultees	0

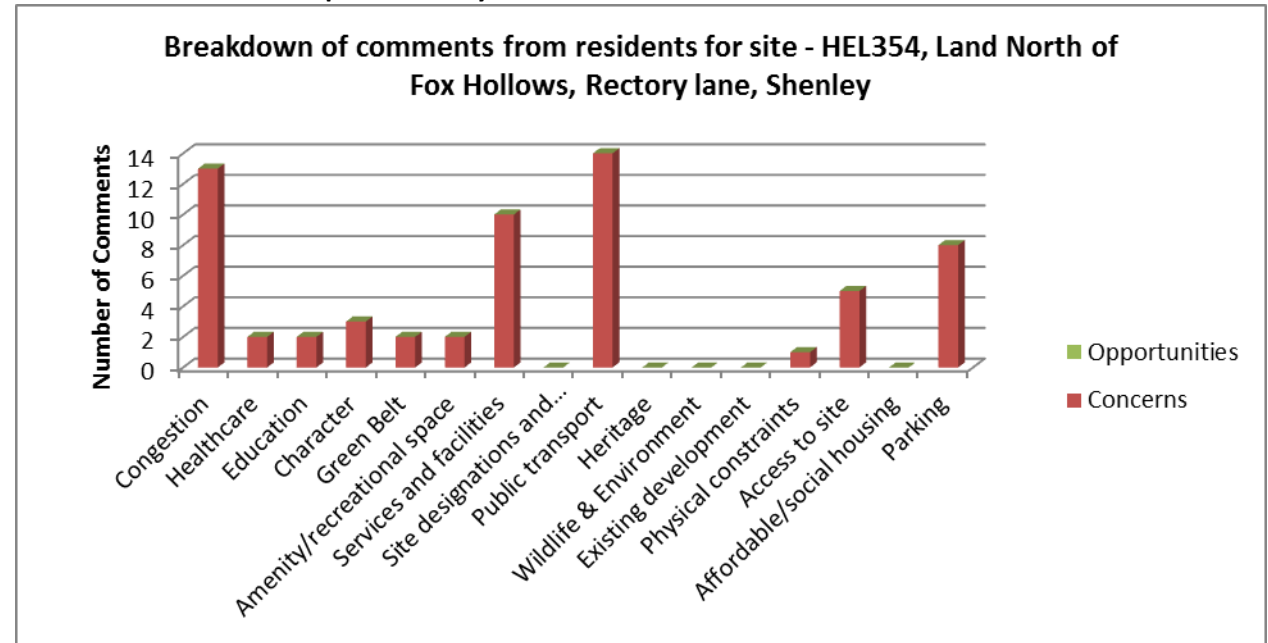
Raised concerns	Neutral	Opportunity for development
100%	0%	0%

N.B percentages refer to general public responses only

24 responses were received. The location of the site is cause for major concern, due to its poor access onto Radlett Lane, and the existing road structure consisting of small country lanes (Rectory Lane).

The site is likely to put further pressure on the existing infrastructure and services, which are already struggling to cope (including the education and healthcare facilities). Issues around public transport are a principle concern as the site is a significant distance away from any services and therefore the residents would be solely reliant on the bus and car, leading to parking and congestion issues. Finally, concerns have been raised that there may be sink holes located on the site including parking at Radlett station.

Breakdown of the main topics raised by residents:



Site address/ location	Land South of Radlett Lane, Shenley	Site ref: HEL360
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Breakdown of general comments received:

Total number of comments	33
Residents/resident associations	33
Other consultees	0

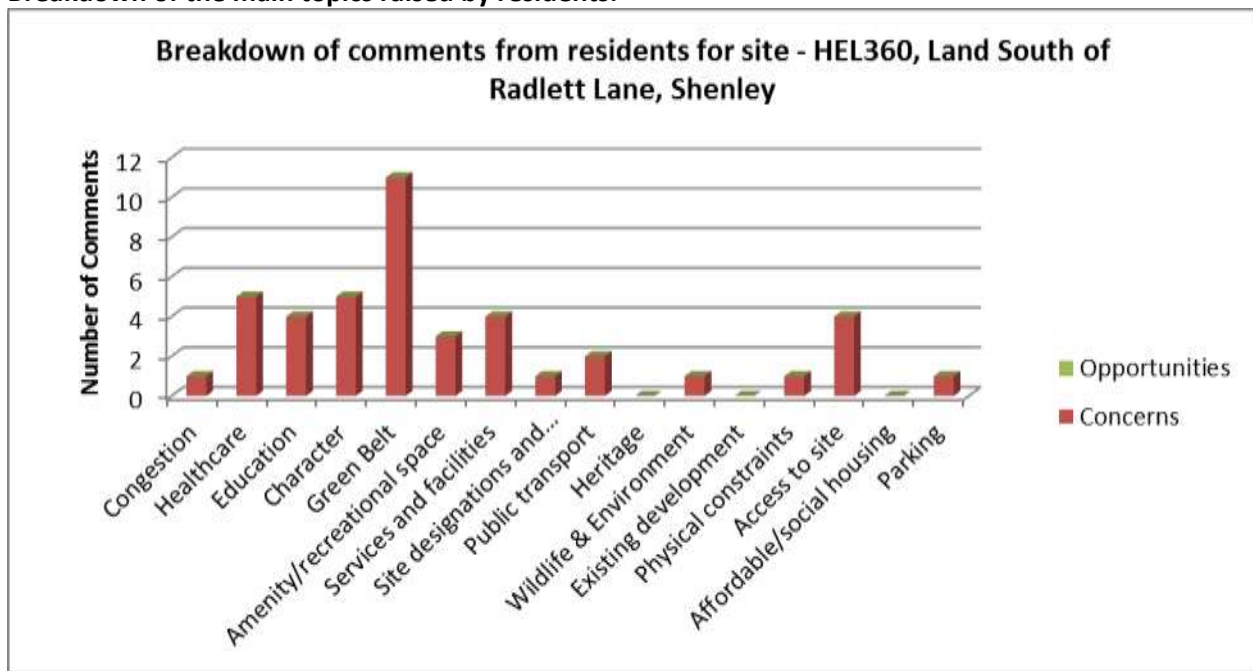
Raised concerns	Neutral	Opportunity for development
100%	0%	0%

N.B percentages refer to general public responses only

33 responses were received. Concerns are raised that this proposal would result in the loss of valuable green belt land, as it helps to establish a clear gap between Shenley and Radlett. The site also plays a key role in establishing the character of Shenley (and Shenley park), with any development likely to just be an extension of the Porters park estate. The location of the site is also a cause for concern, due to its poor access onto Radlett Lane, and the existing road structure consisting of congested roads.

The site is likely to put further pressure on the existing infrastructure and services, which are already struggling to cope (including the education and healthcare facilities), and issues around public transport need to be resolved before any development goes ahead including parking at Radlett station.

Breakdown of the main topics raised by residents:



Site address/ location	Land North of Fox Hollows, Rectory Lane, Shenley	Site ref: HEL354
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Breakdown of general comments received:

Total number of comments	31
Residents/resident associations	31
Other consultees	0

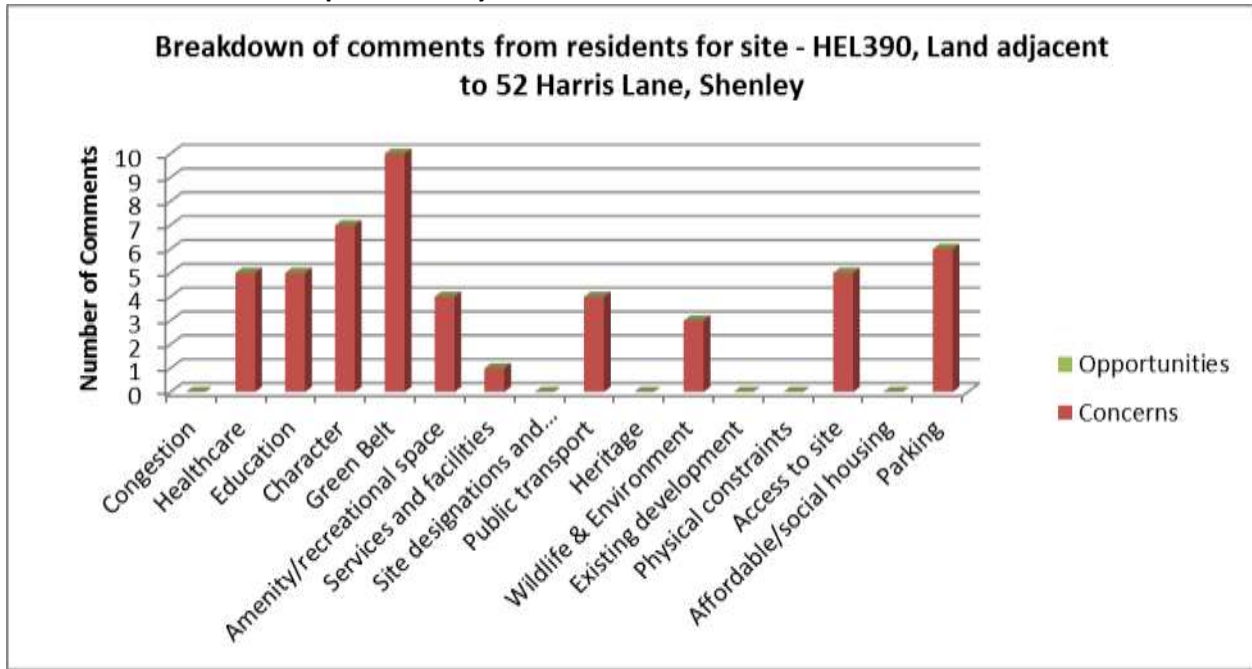
Raised concerns	Neutral	Opportunity for development
97%	0%	3%

N.B percentages refer to general public responses only

31 responses were received. Concerns are raised that this proposal would result in the loss of valuable green belt land, and will set a dangerous precedent for further development eastwards in the future. The site will also have a detrimental impact on the character of Shenley and the historic centre, considering the density of development proposed. The location of the site is also a cause for concern, due to its poor access onto Harris Lane, which already struggles with parking problems making it effectively single track and the existing road structure consisting of congested roads.

The site is likely to put further pressure on the existing infrastructure and services, which are already struggling to cope (including the education and healthcare facilities), and issues around public transport need to be resolved before any development goes ahead including parking at Radlett station.

Breakdown of the main topics raised by residents:



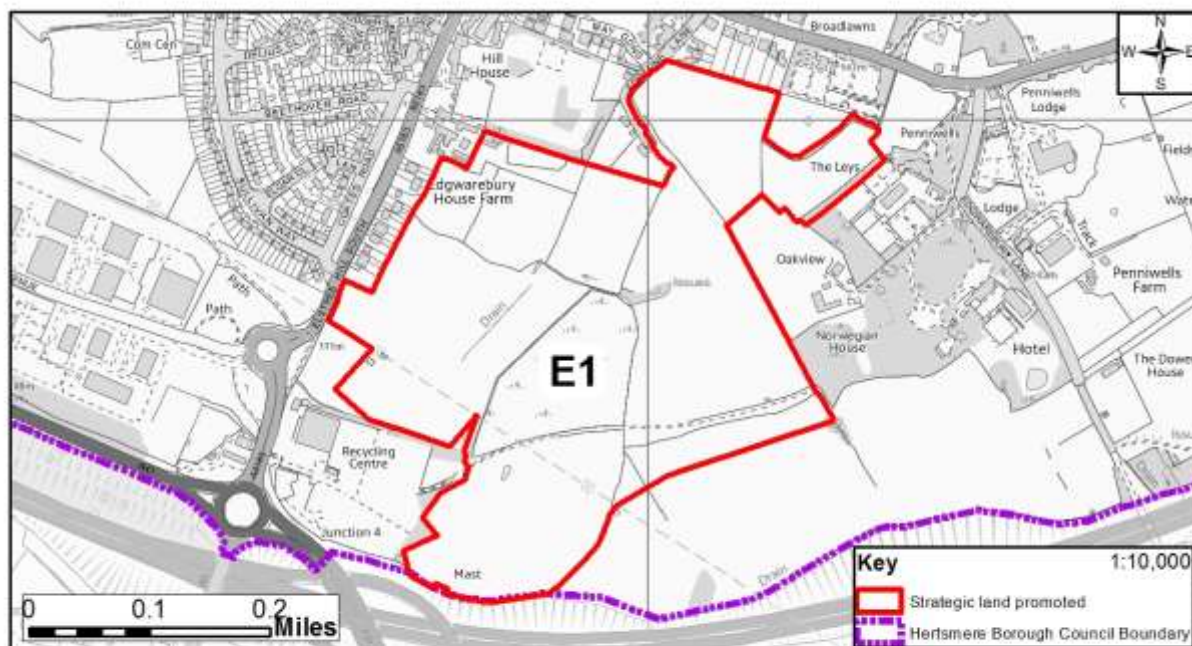
Site address/ location	Elstree	Site ref: BE6
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Breakdown of general comments received:

Total number of comments	60
Residents/resident associations	57
Other consultees	3

Raised concerns	Neutral	Opportunity for some development
82%	9%	9%

N.B percentages refer to general public responses only



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The major concern with any residential development within Elstree Village is that it will exacerbate congestion and traffic issues in the area, including pollution and noise; the junction between Watford Road, the High Street and Barnett Lane being of particular concern with traffic going to the local schools and employment areas. The access to the site is also cause for concern despite some mentioning that the site is bordered by two major roads. Furthermore, if public transport were to be a viable alternative then a more frequent bus service would need to be provided.

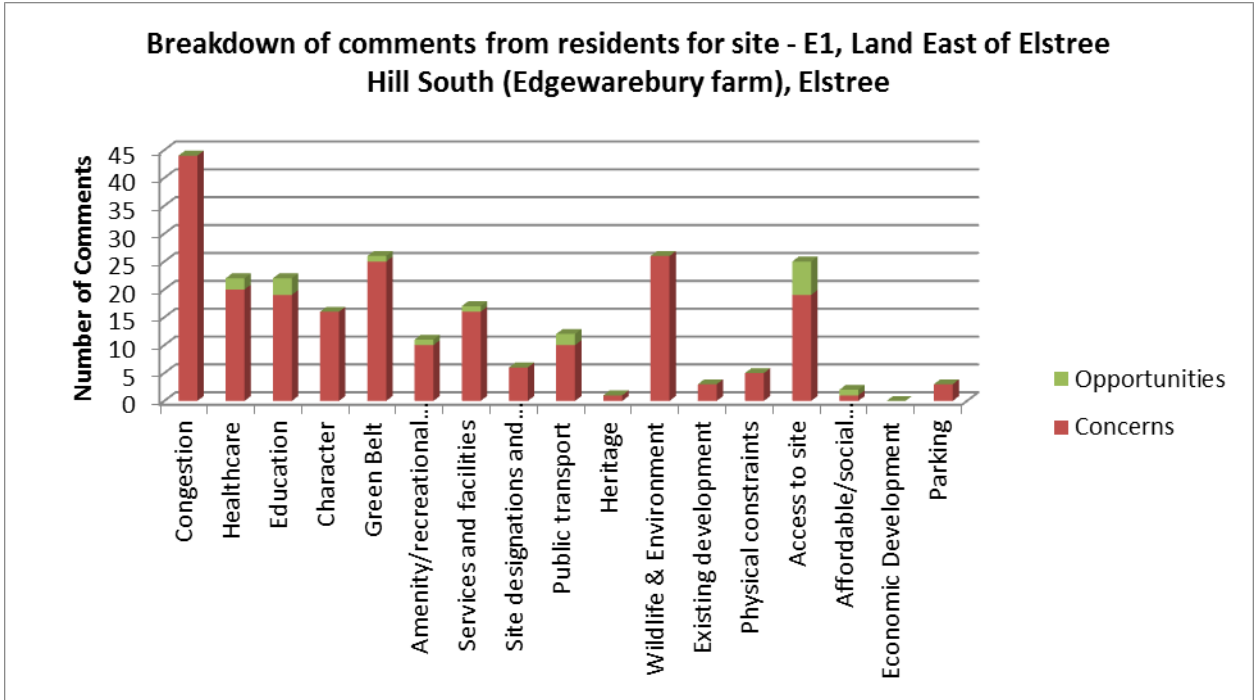
Lack of services and facilities is another key theme that runs through a large proportion of objections, this includes further pressure on the existing services (water, gas, etc) and facilities i.e. Shropwick Surgery and St. Nicholas Primary School. The site is also located within the green belt and its impact on the character of the area and its rural setting are a principle concern, along with the loss of valuable amenity space and grazing land.

There has been some suggestion amongst residents that Borehamwood would be a preferable option for major development, however there has been some acceptance that smaller schemes within Elstree may help to provide further facilities and services within the village.

Finally, concerns are raised about the Reviva composting site, and its impact on the proposed residential

dwellings along with the proximity of the site to the main roads.

Breakdown of the main topics raised by residents:



‘Word Cloud’ with key words used by residents (size of the word indicating frequency of use)



Site address/ location	Land North of Centennial Park, Elstree	Site ref: HEL171
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Breakdown of general comments received:

Total number of comments	35
Residents/resident associations	32
Other consultees	3

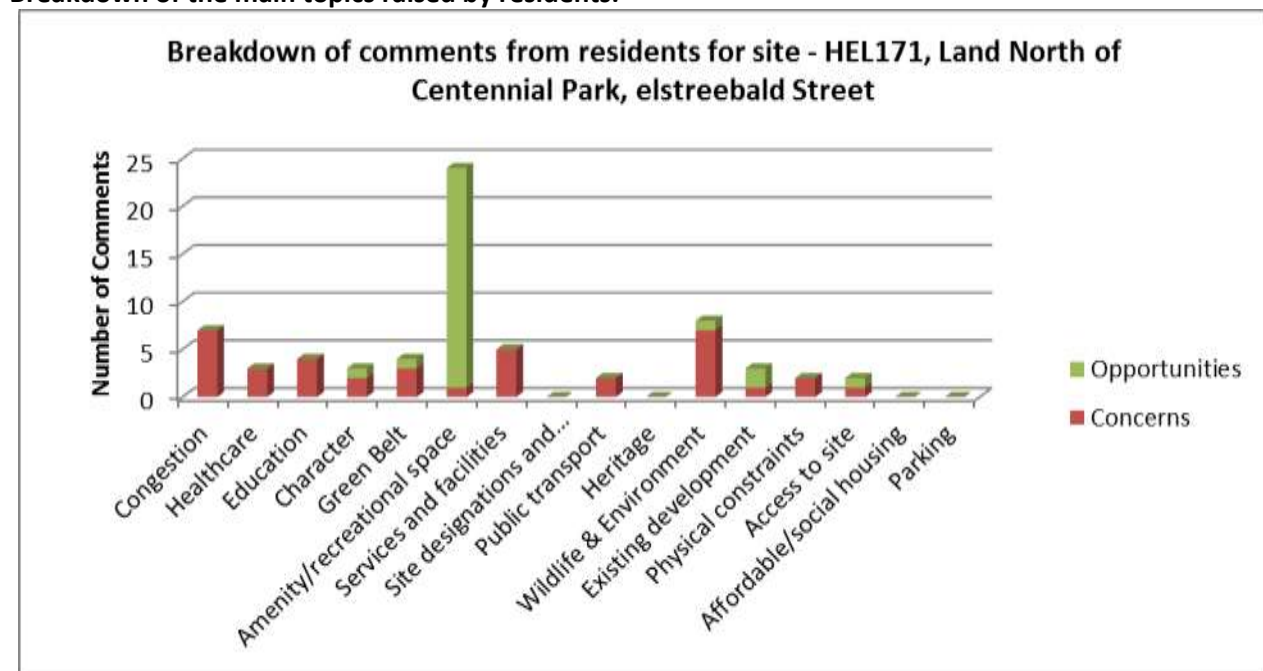
Raised concerns	Neutral	Opportunity for some development
21%	13%	66%

N.B percentages refer to general public responses only

35 responses were received. The majority of residents support development on this site, yet there is a caveat that considerable community benefit (the preservation of Aldenham reservoir in a community trust with an endowment for dam maintenance) is provided.

Though the general feedback is positive comments have raised concerns with the current congestion problem and that the site will exacerbate this. The loss of green belt land and the natural environment is also cause for concern as well as the lack of services and facilities in Elstree (School and GP).

Breakdown of the main topics raised by residents:



Site address/ location	Land of Watford Road, Elstree	Site ref: HE212
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16 responses were received. Significant concerns have been raised about the loss of the Cecil Horse sanctuary which currently occupies the site. Concerns are also raised about the number of houses proposed as this would be disproportionate to the current housing density in Elstree and would have a significant negative impact on the local conservation area. Further congestion along the major roads is also seen as a major issue that will lead to further pollution.

Residents have also raised opportunities in relation to this site, including proximity to the main high street and facilities, access to the site and that this area of green belt is not as vital as other parcels.

Site address/ location	Land North of Centennial Park, Elstree	Site ref: EMP1
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Elstree Village

44 responses were received. The majority of responses have been in favour of development of this site provided that a planning condition is put in place for the developer to fund the maintenance and up keep of Aldenham Reservoir. Many residents also reference previous planning applications on the site for residential development, and would prefer that the site be used for residential dwellings as opposed to employment. Finally, there is an opinion amongst some residents that this green belt land is not as valuable as other areas and therefore if some needs to be released then this would be an acceptable loss if it meant preserving other areas.

Site address/ location	Land adjacent to Elstree Road, A41 and Dagger Lane, Elstree	Site ref: EMP4
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12 responses were received. Concerns were raised over loss of green belt land and wildlife areas; however there is an appreciation that due to its proximity to other employment areas it would be a decent option with reasonable access. Also some people asked whether there is a possibility to tie this into the maintenance of Aldenham reservoir.

Site address/ location	Perimeter land around Aldenham Reservoir, Elstree	Site ref: EMP6
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38 responses were received. However, the site has been withdrawn.

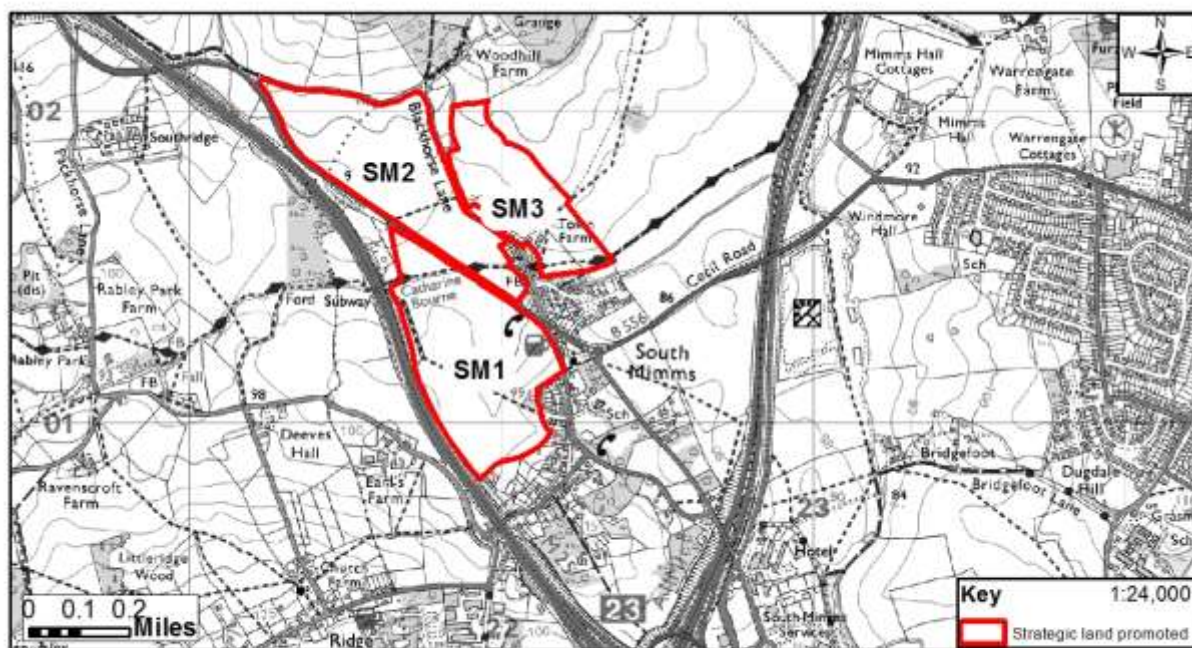
Site address/ location	Land North and West of South Mimms village	Site ref: SM1,SM2 &SM3
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Breakdown of general comments received:

Total number of comments	43
Residents/resident associations	36
Other consultees	7

Raised concerns	Neutral	Opportunity for some development
66%	8%	26%

N.B percentages refer to general public responses only



Concerns were raised by around half of those responding that development of these sites would have a significant impact on congestion, local infrastructure and the character of the village, including the conservation area. Loss of green belt land was also highlighted by residents but was not the leading area of concern, being highlighted by fewer than 25% of responses.

Some of the responses to SM1 specifically highlighted the issue of the flooding of Catherine Bourne River which runs through the site was also raised. Responses to SM2 and SM3, raised concerns about further pressure on Blackhorse lane, a historic and extremely narrow high banked lane which was not considered to be suitable for widening or any additional traffic.

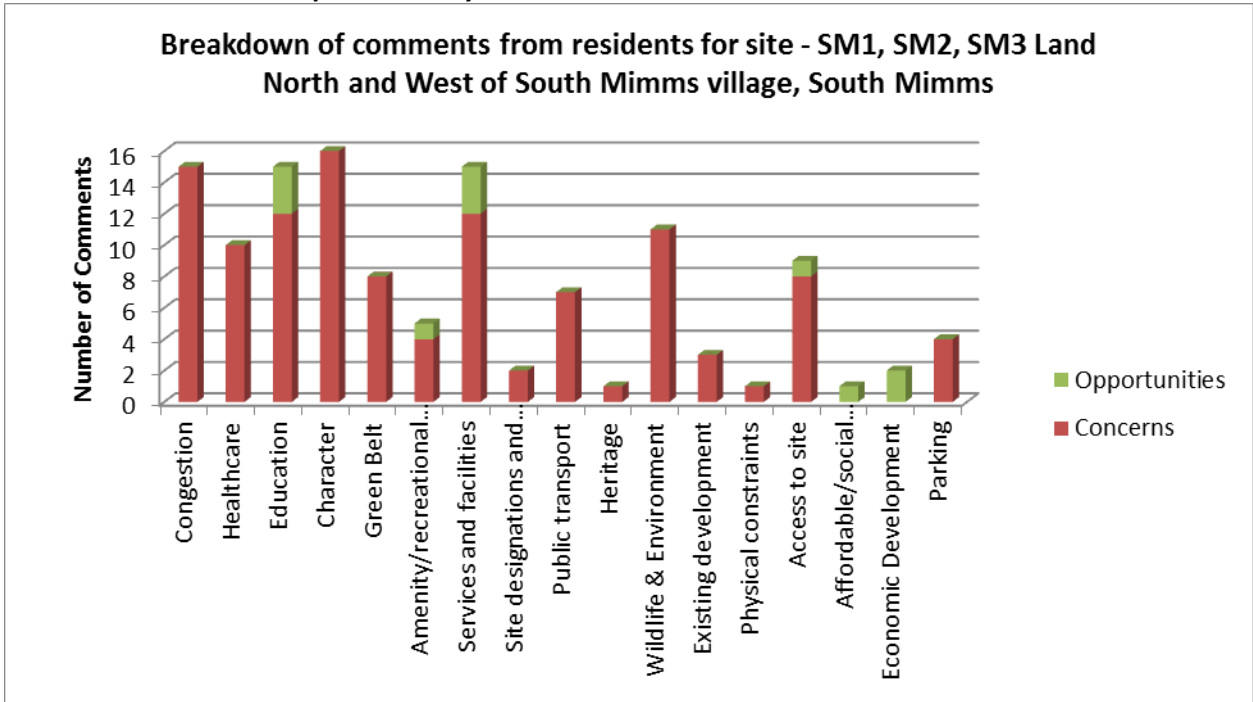
Some residents saw the potential for development to help provide the additional services and facilities that are currently lacking, although the view was expressed that a very car dependent development would be created in the area.

The close proximity of the site to the M25 was highlighted in a number of responses both in terms of the additional congestion caused by people using South Mimms as a rat run but also the potential impact of the pollution on health. Concerns were also raised about subsidence as the site was levelled following the

previous M25 widening scheme. It was also recognised that SM3 was located furthest away from the M25 and as such was less affected by the motorway.

The idea of a garden village to accommodate the required growth was supported by a number of those responding. However, there was a general acceptance by a number of residents that South Mimms could take some housing however the scale of these proposals is of major concern and any development would have to be sympathetic to the size, scale and density of development currently exiting in South Mimms village.

Breakdown of the main topics raised by residents:



'Word Cloud' with key words used by residents (size of the word indicating frequency of use)



South Mimms

Site address/ location	Greyhound Lane, South Mimms	Site ref: HEL173
<p>Six responses were received in relation, none of which were supportive of development on the site. Significant concerns were raised about the narrow width of Greyhound Lane and its inability to accommodate additional traffic. The location of the site within the South Mimms conservation area was also highlighted and the significant impact on the character of the village from development of the site. One response considered that the site should be used for expansion of the primary school.</p>		
Site address/ location	Land at Town Farm, Blackhorse Lane, South Mimms	Site ref: HEL205
<p>Three responses were received none of which considered the location to be particularly suitable for development. Concerns were raised as Blackhorse Lane is very narrow and would not be suitable for additional traffic, we all as the frequency of flooding from Catherine Bourne.</p>		
Site address/ location	St Albans Road, South Mimms	Site ref: HEL228a & HEL228b
<p>Six responses were received in total, four in response to HEL228a and two in response to HEL228b. None of them considered the location to be particularly suitable. Concerns included the narrow width of Blackhorse Lane and its inability to take additional traffic and the frequency of flooding from Catherine Bourne. The site's proximity to an SSSI site (ancient woodland) off Blackhorse Lane was highlighted as well as the impact on the character of the area.</p>		
Site address/ location	Land r/o Altus, 4 Blanche Lane (east), South Mimms	Site ref: HEL254
<p>Only two responses were received. One response was relatively neutral about the principle of development on the site and welcomed the possibility of more services locally but questioned whether the site was of sufficient size. The other response was not supportive of any development raising concerns about congestion on Blanche Lane and the safety of residents (especially local school children), due to a lack of space and the significant increase in the amount of cars.</p>		
Site address/ location	Land r/o Altus, 4 Blanche Lane (west), South Mimms	Site ref: HEL255
<p>Three responses were received. One response was relatively neutral about the principle of development on the site and welcomed the possibility of more services locally but questioned whether the site was of sufficient size. The other responses were not supportive of any development raising concerns about congestion on Blanche Lane and the safety of residents (especially local school children), due to a lack of space and the significant increase in the amount of cars. The close proximity of the site to the motorway and associated environmental and health risks were also highlighted.</p>		
Site address/ location	Land formerly part of Earl and Cross Keys Farm (north site), Cecil Road, South Mimms	Site ref: HEL320
<p>Five responses were received with only one supporting development on this site as it was considered that development in this location would not affect the character of the village.</p> <p>The other submissions raised various concerns including the impact on the character and loss of views from the village. The prospect of traffic backing up from the South Mimms roundabout along St Albans was also raised as was the point that site was previously used for landfill and was understood to contain hazardous and toxic materials.</p>		

South Mimms

Site address/ location	Land formerly part of Earl and Cross Keys Farm (south site), Cecil Road, South Mimms	Site ref: HEL321
<p>Five responses were received with only one of these support development on the site, on the basis that it would have the least impact on the local community. The other submissions raised concerns in relation to the character, impact on the conservation area, and the loss of views from the village.</p>		

Site address/ location	Land at White House, Greyhound Lane, South Mimms	Site ref: HEL352
<p>Three responses were received. One response was relatively neutral about the principle of development on the site but questioned whether the site was of sufficient size. The other responses were not supportive of development raising concerns about the narrow width of Greyhound Lane, its suitability for additional traffic and safety issues for both pedestrians and drivers with the site effectively forming a small island in the centre of the village.</p>		

Other Locations

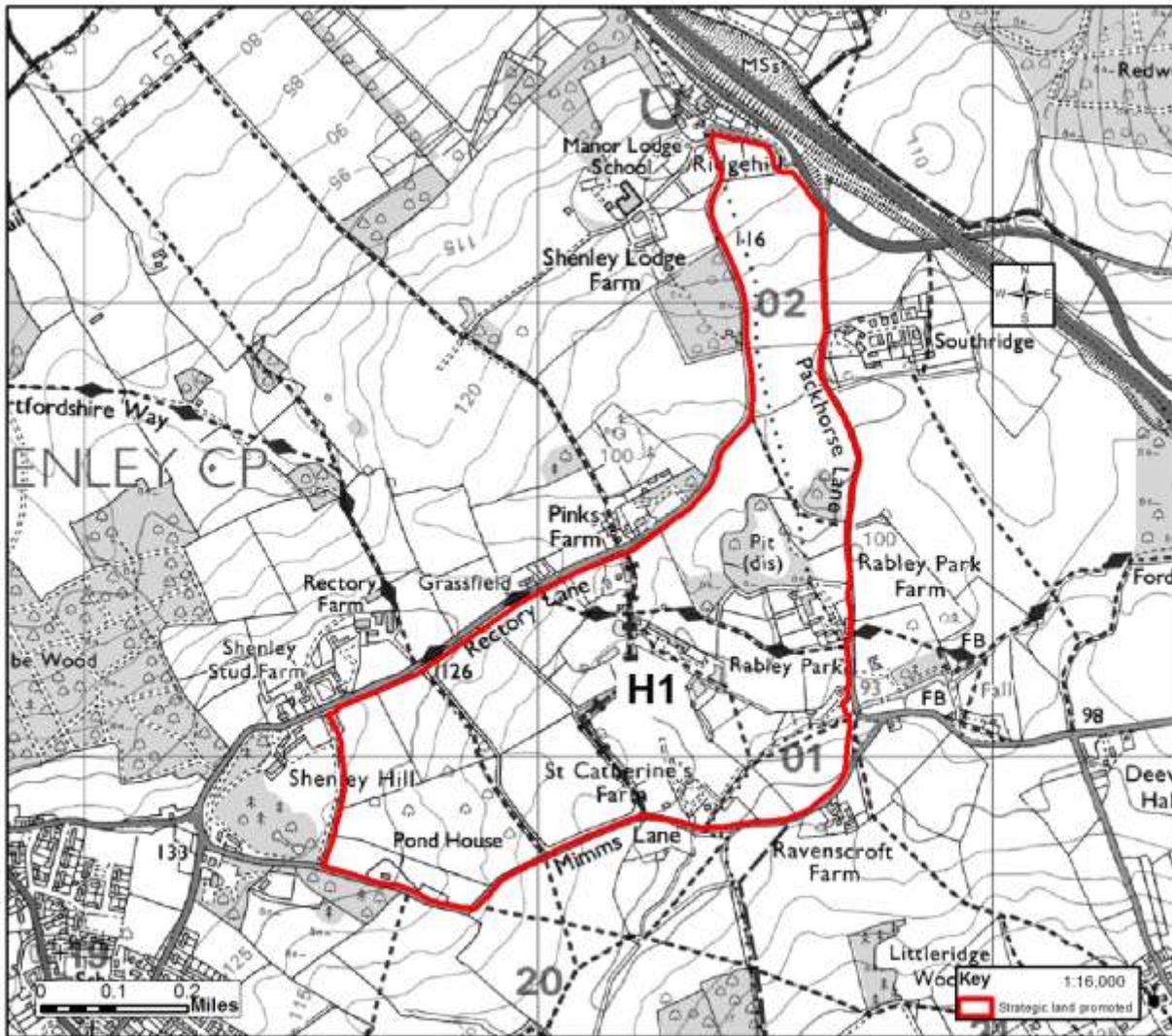
Site address/ location: **Rabley Green, East of Shenley** Site ref: H1

Breakdown of general comments received:

Total number of comments	61
Residents/resident associations	58
Other consultees	3

Raised concerns	Neutral	Opportunity for development
84%	0%	16%

N.B percentages refer to general public responses only



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A majority of those responding to H1 were not supportive of the site. The issue of landownership was highlighted by multiple landowners who own land within the site, leading to questions about deliverability of the site. Concerns were raised by over 80% of those responding, emphasising that the site was unsuitable and unsustainable, being located a considerable distance from the nearest train station with limited public transport available. Furthermore, there were significant concerns raised over the local road network with the site being served by single track lanes (Rectory Lane, Mimms Lane and Packhorse Lane) and there presently being no access to B556 (owing to the land being in separate ownership).

Environmental and physical constraints on the site, including green belt designation and local flooding were highlighted (especially near the northern end of the site between Keepers Lodge and the RSPCC

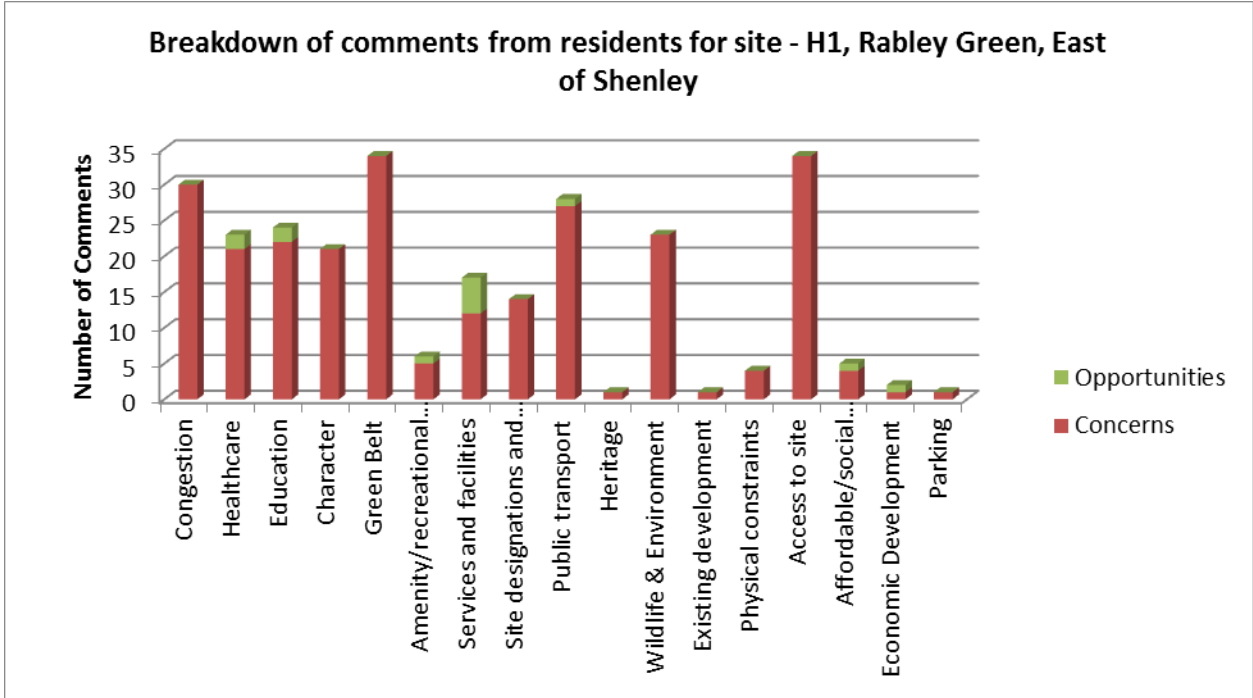
Other Locations

Centre in Mimms Lane). Additional, environmental constraints mentioned included a number of Local Wildlife Sites (Shenley Chalk Mine, Dovers Green Lane and Packhorse Lane Pits).

Many of the responses highlighted that development of this site would put severe pressure on the services and local amenities within Shenley, particularly given the multitude of other proposals in and around Shenley, and the lack of services and facilities (GPs, Schools) currently on or near the site.

There was some limited support for the site, contained in around 15% of responses, given its size and capacity to take a large amount of housing, with its own facilities. However, the level of support was lower than for the other Garden village proposal H2.

Breakdown of the main topics raised by residents:



**'Word Cloud' with key words used by residents
(size of the word indicating frequency of use)**



Other Locations

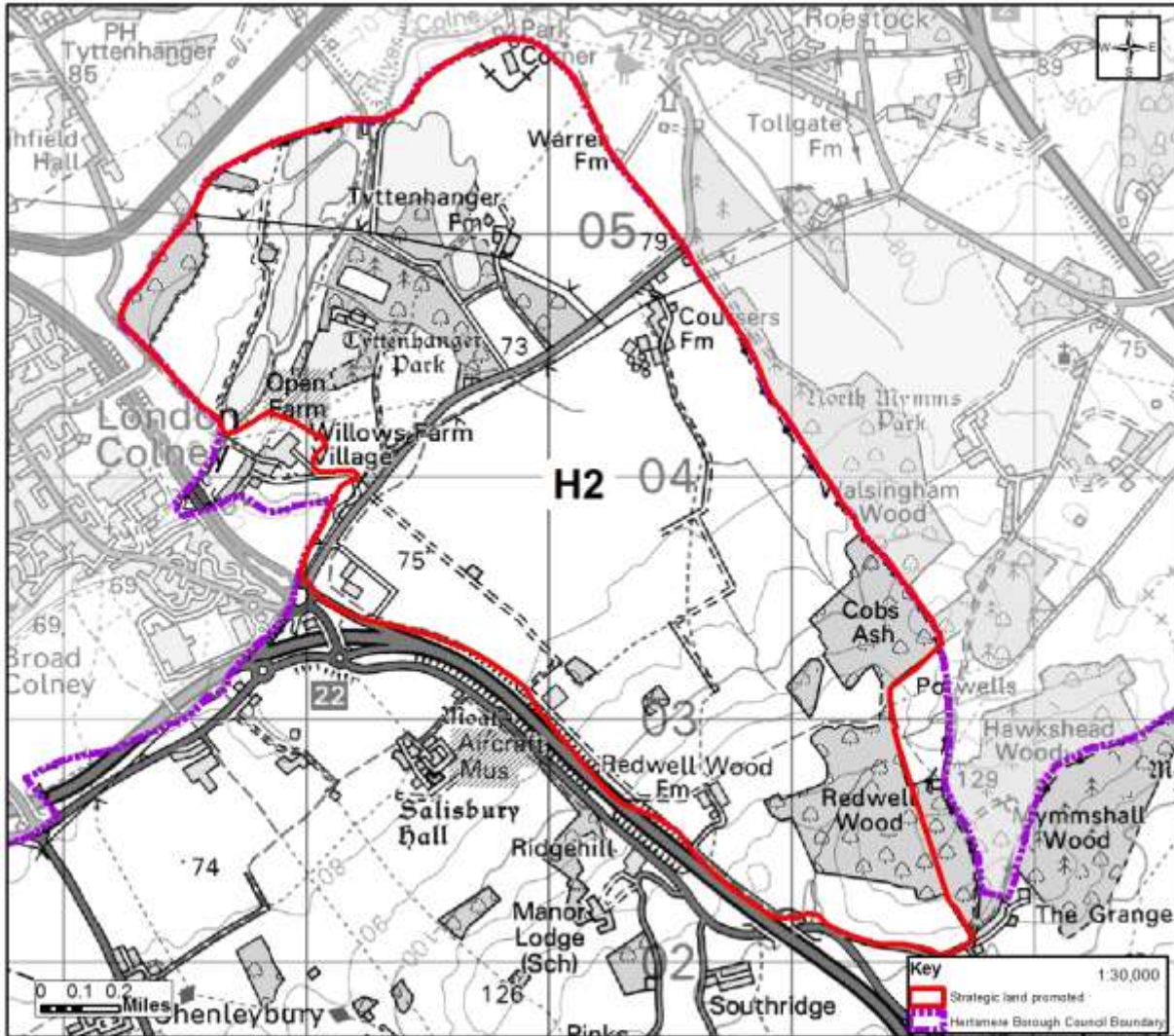
Site address/ location	Tyttenhanger Estate (North of M25/B556)	Site ref: H2 (EMP7)
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Breakdown of general comments received:

Total number of comments	268
Residents/resident associations	253
Other consultees	15

Raised concerns	Neutral	Opportunity for development
71%	5%	24%

N.B percentages refer to general public responses only



Over 250 specific responses were received, with significant interest from both within Hertsmere and nearby London Colney /Colney Heath residents. Many others referenced the suitability of the site in their responses to other sites, with considerable support for a new garden village. However, there was also a perception from outside the borough that the site was being favoured due to its distance from existing communities in the borough.

Concerns were raised about the loss of such a large parcel of green belt land, and the resulting consequences on the environment and character of the area. Of particular concern was that the development would result in coalescence between London Colney and Colney Heath. Conversely some residents had a preference for the release of one large parcel as opposed to, releasing multiple smaller

Other Locations

areas of green belt across the borough.

The additional traffic generated by the proposal was a key theme with concerns that the locality and surrounding area grinding to a halt, with local roads already very busy at peak times. The junction with the M25 was seen as a significant issue with the current junction perceived as inadequate for the existing traffic. It should be noted that, the proposed solution of having a new bus route via a new link road to the B556 was not widely accepted as a viable solution.

Public transport links was a key concern with the site not being located near any rail links, and residents worrying about the additional traffic generated by commuters travelling to local stations. Furthermore, this was likely to be exasperated due to the proximity to the M25, and the cumulative effect of the other potential development nearby.

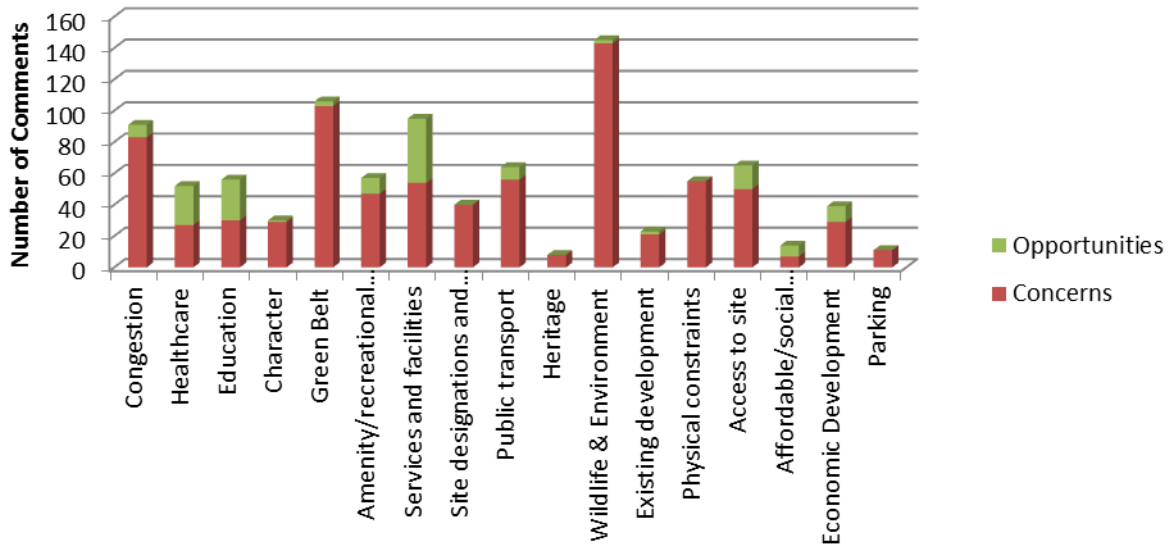
The ecological impacts of the development were identified by many, such as the presence of a Tree Sparrow colony, reinforcing the view that site is an important wildlife and amenity space that to be preserved. The ancient woodland and the Redwell Wood SSSI within the site were also highlighted, as well as two waste processing sites, the electricity pylons and most importantly the flooding of the River Colne.

In relation to economic development, there were concerns that due to its location, the site would cater for warehouses rather than offices, leading to a limited number of jobs for new residents and an increase in HGVs. Conversely, some residents saw this as an opportunity to provide a self-sufficient site with a blend of residential and employment facilities although it was noted that these jobs would not solely cater for local residents with a majority of new home owners being based in London.

A number of comments more broadly highlighted the benefits in developing this site. This included the potential for the site to deliver new services and facilities (including schools and doctors), addressing the housing need, and the delivery of a self-sufficient sustainable development with affordable/social housing. The approach was considered by those supporting the proposal to be better than extending existing settlements where the infrastructure is already stretched beyond its limits and a single large green belt release being preferable to multiple smaller releases. Those views tended to be skewed by residents' proximity to the proposed site with communities in Potters Bar and Borehamwood tending to be in favour of H2 over extensions to their urban settlements.

Breakdown of the main topics raised by residents:

Breakdown of comments from residents for site - H2, Tyttenhanger Estate
(North of M25/B556)



'Word Cloud' with key words used by residents
(size of the word indicating frequency of use)



Other Locations

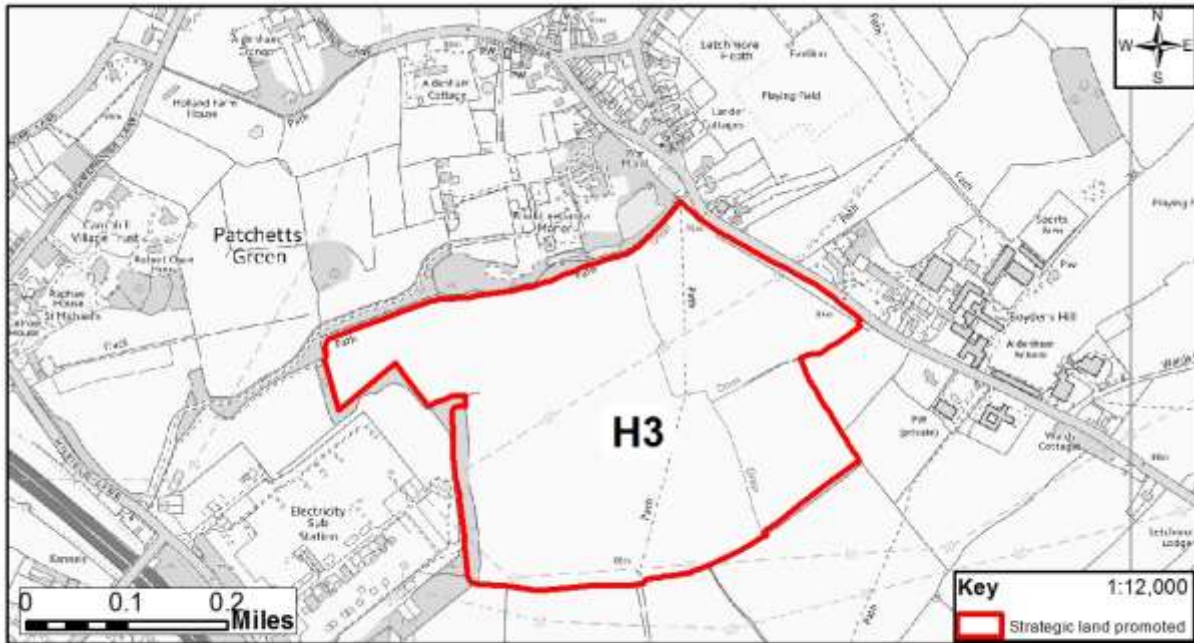
Site address/ location	Land West of Aldenham School, Letchmore Heath	Site ref: H3
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Breakdown of general comments received:

Total number of comments	72
Residents/resident associations	64
Other consultees	8

Raised concerns	Neutral	Opportunity for development
98%	1%	1%

N.B percentages refer to general public responses only



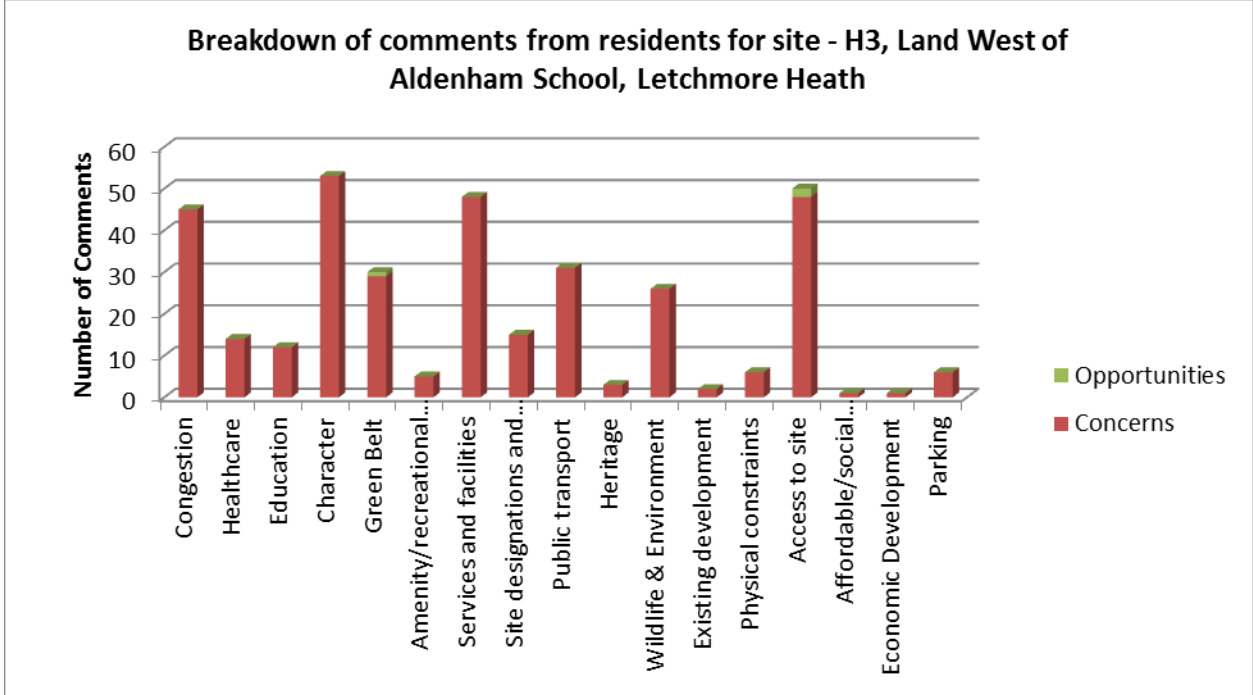
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A large majority of the comments received raised strong concerns. In particular, the impact of the development on the rural country lanes, such as Common lane and Grange Lane, which were never intended to take the amount of vehicles proposed. Some residents did however mention that if a new road access was provided then some development might be possible.

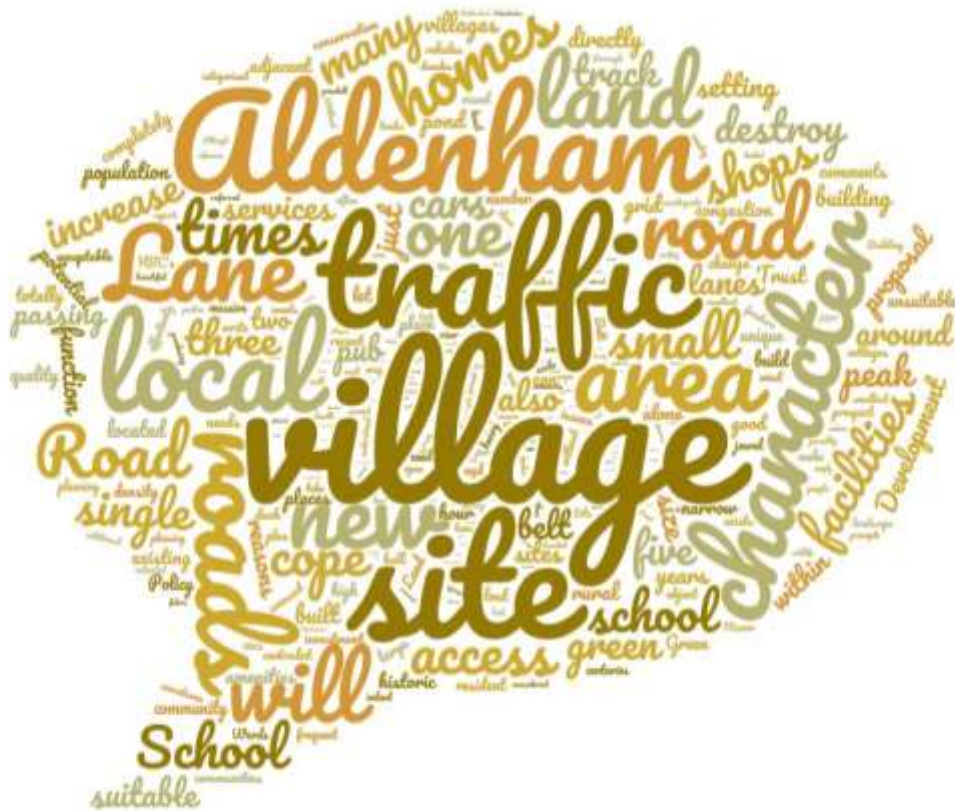
Significant concerns were raised about the scale of the development and that it would dwarf the existing village given that the proposal would likely increase the size of the village by 500%, having a detrimental impact on local character, heritage assets and the designated conservation area. The loss of green belt and the natural environment was also a highlighted playing an important role in defining the rural nature of the village and preventing coalescence with Radlett and the other small villages (Patchetts Green, Round bush and Aldenham).

The suitability of the site is also questioned given that there is a lack of public transport and no services in near vicinity except the local pub, meaning that the site will be solely car dependent. The proximity of the site to the electrical substation was also cause for concern as well as the potential for the site to flood.

Breakdown of the main topics raised by residents:



**'Word Cloud' with key words used by residents
(size of the word indicating frequency of use)**



Other Locations

Site address/ location	Hillfield Lane, Patchetts Green	Site ref: HEL179
No comments received.		
Site address/ location	Land at Church Lane, Aldenham	Site ref: HEL199
Only two objections have been raised against this site. Concerns were raised that the site is located within a conservation area and that the previous planning permission did not permit any further development occurring on the site.		
Site address/ location	Pegmire Lane, Patchetts Green	Site ref: HEL219 & 252
Only one objection was raised. This concerned the impact of the development on local roads given their narrow nature and potential for increased traffic volumes.		
Site address/ location	Aldenham Glebe, Roundbush Nursery, Round Bush	Site ref: HEL345
Only one objection was raised. This concerned the amount of development on the site with the number proposed units being totally inappropriate for the size of the site.		

8. Appendix 1 Social media schedule

Date and time	Facebook	Twitter	Collateral & total reach (data captured 28 December 2018)
22 October	As we continue to plan for growth in the borough, from this Thursday you'll be able to have your say on some potential sites for housing and employment. Also, look out for a newsletter coming through your door in the next couple of weeks with more info and check out our web page. www.hertsmere.gov.uk/newlocalplan	You'll be able to have your say on some potential sites for housing and employment in the borough from this Thursday (25 Oct). Visit www.hertsmere.gov.uk/newlocalplan (bitly this link)	Photo of team with waste vehicle Facebook reach 4,655 Facebook engagements 659 Twitter impressions 888 Twitter engagements 5
24 October	From tomorrow (25 Oct) you'll be able to have your say on some potential sites for housing and employment in the borough. Find out more by watching our short video clip and by visiting www.hertsmere.gov.uk/newlocalplan		Photo of team with waste vehicle Facebook reach 1,202 Facebook engagements 110
25 October	Until 20 December you can have your say on some potential sites for housing and employment in the borough. Find out more by visiting. www.hertsmere.gov.uk/newlocalplan (FACEBOOK BOOSTED BOROUGH WIDE UNTIL 19 December)	Until 20 December you can have your say on some potential sites for housing and employment in the borough. Find out more by visiting www.hertsmere.gov.uk/newlocalplan (PINNED TWEET)	Photo of team with waste vehicle Facebook reach 5,916 Facebook engagements 503 Twitter impressions 5,824 Twitter engagements 43
31 October	You can drop in to any of five exhibitions that we are holding across the borough in November where you can see for yourselves the potential sites for housing and employment that have been put forward as we continue to plan for the growth we need in the borough over the next 15 years or so. Find out more at www.hertsmere.gov.uk/newlocalplan	We're holding five exhibitions during November where you can find out more about our new Local Plan. Visit www.hertsmere.gov.uk/newlocalplan (bitly the link) for more info	The infographic with all the five exhibitions on it. Facebook reach 1,231 Facebook engagements 72 Twitter impressions 703 Twitter engagements 2
31 October	In this short video clip, our Portfolio Holder for Planning, Councillor Dr Harvey Cohen, explains more about the work to develop our new Local Plan. You can also find out how you can have your say about potential sites for housing and employment that have been put forward by landowners and developers. Visit www.hertsmere.gov.uk/newlocalplan for more info and details of forthcoming exhibitions	Our Portfolio Holder for Planning, Cllr Harvey Cohen, explains more in this short video clip about the work to develop our new Local Plan and how to have your say. (YouTube link)	Link to YouTube video Facebook reach 2,627 Facebook engagements 243 Twitter impressions 750 Twitter engagements 8
2 November 11am	We hope you can find the time to drop in to the first of our exhibitions about the new Local Plan. It's in Bushey next Wednesday (7 November). You will be able to see for yourselves some of the potential sites for housing and employment that have been put forward. We'd like to hear	The first of our exhibitions will take place in #Bushey next Wednesday (7 Nov). Hope to see you there. www.hertsmere.gov.uk/newlocalplan (bitly the link)	The infographic with the Bushey exhibition on it Facebook reach 907 Facebook engagements 93

Other Locations

	your views. Visit www.hertsmere.gov.uk/newlocalplan		Twitter impressions 706 Twitter engagements 1
5 November 10am	You can drop in to any of five exhibitions that we are holding across the borough this month where you can see for yourselves the potential sites for housing and employment that have been put forward as we continue to plan for the growth we need in the borough over the next 15 years or so. Find out more at www.hertsmere.gov.uk/newlocalplan	We're holding five exhibitions this month where you can find out more about our new Local Plan. Visit www.hertsmere.gov.uk/newlocalplan (bitly the link) for more info	The infographic with all the exhibitions on it Facebook reach 918 Facebook engagements 65 Twitter impressions 1,271 Twitter engagements 19
6 November	We hope you can find the time to drop in to the first of our exhibitions about the new Local Plan in Bushey tomorrow (7 November). You will be able to see for yourselves some of the potential sites for housing and employment that have been put forward. We'd like to hear your views. Visit www.hertsmere.gov.uk/newlocalplan	The first of our exhibitions will take place in #Bushey tomorrow (7 Nov). Hope to see you there. www.hertsmere.gov.uk/newlocalplan (bitly the link)	The infographic with the Bushey exhibition on it Facebook reach 341 Facebook engagements 7 Twitter impressions 772 Twitter engagements 2
7 November	We hope you can find the time to drop in to the first of our exhibitions about the new Local Plan in Bushey later this afternoon (7 November). You will be able to see for yourselves some of the potential sites for housing and employment that have been put forward. We'd like to hear your views. Visit www.hertsmere.gov.uk/newlocalplan	The first of our exhibitions will take place in #Bushey later this afternoon (7 Nov). Hope to see you there. www.hertsmere.gov.uk/newlocalplan (bitly the link)	The infographic with the Bushey exhibition on it Facebook reach 476 Facebook engagements 14 Twitter impressions 682 Twitter engagements 2
7 November	Our first exhibition is just getting under way, with information about some potential sites for housing and employment that have been put forward for consideration by landowners and developers. The team will be at St Margaret's Sports Centre in Bushey until 8pm this evening. Visit www.hertsmere.gov.uk/newlocalplan for more info	Our team will be at St Margaret's Sports Centre in #bushey until 8pm tonight. www.hertsmere.gov.uk/newlocalplan	Photo of the team at the exhibition Facebook reach 476 Facebook engagements 10 Twitter impressions 811 Twitter engagements 7
8 November	Around 200 people took the time to drop into our first exhibition about the new Local Plan last night at St Margaret's Sports Centre in Bushey. We have four more exhibitions elsewhere in the borough over the next couple of weeks where you can see for yourselves the potential sites for housing and employment that have been put forward. Visit www.hertsmere.gov.uk/newlocalplan	Around 200 people came along to our first exhibition at St Margaret's Sports Centre in #Bushey last night. Thank you for taking the time out. Four more exhibitions being held. Visit www.hertsmere.gov.uk/newlocalplan for more info.	Picture from the Bushey exhibition Facebook reach 3,666 Facebook engagements 319 Twitter 795 Twitter impressions 6
9 November	We hope you can find the time to drop in to the second of our exhibitions about the new Local Plan in Potters Bar next Tuesday (13 November). You will be able to see for yourselves some of the potential sites for housing and employment that have been put forward. We'd like to hear your views. Visit www.hertsmere.gov.uk/newlocalplan	The second of our exhibitions will take place in #pottersbar next Tuesday (13 Nov). Hope to see you there. www.hertsmere.gov.uk/newlocalplan (bitly the link)	The infographic with Potters Bar exhibition on it Facebook reach 1,024 Facebook engagements 158 Twitter impressions 727

Other Locations

10 November	We hope you can find the time drop in to the third of our exhibitions about the new Local Plan. It's in Borehamwood next Wednesday (14 November). You will be able to see for yourselves some of the potential sites for housing and employment that have been put forward. We'd like to hear your views. Visit www.hertsmere.gov.uk/newlocalplan	The third of our exhibitions will take place in #borehamwood next Weds (14 Nov). Hope to see you there. www.hertsmere.gov.uk/newlocalplan (bitly the link)	Twitter engagements 5 The infographic with Borehamwood exhibition on it Facebook reach 4,714 Facebook engagements 275 Twitter impressions 681 Twitter engagements 4
12 November	We hope you can find the time to drop in to the second of our exhibitions about the new Local Plan. It's in Potters Bar tomorrow (13 November). You will be able to see for yourselves some of the potential sites for housing and employment that have been put forward. We'd like to hear your views. Visit www.hertsmere.gov.uk/newlocalplan	The second of our exhibitions will take place in #pottersbar tomorrow (13 Nov). Hope to see you there. www.hertsmere.gov.uk/newlocalplan (bitly the link)	The infographic with the Potters Bar exhibition on it Facebook reach 1,357 Facebook engagements 297 Twitter impressions 521 Twitter engagements 5
13 November	We hope you can find the time to drop in to the second of our exhibitions about the new Local Plan. It's in Potters Bar later this afternoon (13 November). You will be able to see for yourselves some of the potential sites for housing and employment that have been put forward. We'd like to hear your views. Visit www.hertsmere.gov.uk/newlocalplan	The second of our exhibitions will take place in #pottersbar later this afternoon (13 Nov). Hope to see you there. www.hertsmere.gov.uk/newlocalplan (bitly the link)	Infographic with Potters Bar exhibition on it Facebook reach 1,238 Facebook engagements 64 Twitter impressions 467 Twitter engagements 2
13 November	The latest Local Plan exhibition is currently taking place at Wylyotts Theatre in Potters Bar. Would you live to give your view on the Plan? We are here until 8pm.	The latest Local Plan exhibition is currently taking place at Wylyotts Theatre in Potters Bar. We are here until 8pm.	Photo from the exhibition Facebook reach 305 Facebook engagements 12 Twitter Impressions 542 Twitter engagements 8
14 November	We hope you can find the time to drop in to the third of our exhibitions about the new Local Plan. It's in Borehamwood later this afternoon (14 November). You will be able to see for yourselves some of the potential sites for housing and employment that have been put forward. We'd like to hear your views. Visit www.hertsmere.gov.uk/newlocalplan	The third of our exhibitions will take place in #borehamwood later this afternoon (14 Nov). Hope to see you there. www.hertsmere.gov.uk/newlocalplan (bitly the link)	Infographic with Borehamwood exhibition on it Facebook reach 2,427 Facebook engagements 90 Twitter impressions 974 Twitter engagements 11
15 November	Find out more about the Local Plan and forthcoming exhibitions (e-alert about how many people had attended the exhibitions to date)	Nearly 900 people have attended our Local Plan exhibitions so far (e-alert)	E-alert link Facebook reach 408 Facebook engagements 14 Twitter impressions 782 Twitter engagements 3

Other Locations

16 November	We hope you can find the time to drop in to the fourth of our exhibitions about the new Local Plan. It's in Shenley next Wednesday (21 November). You will be able to see for yourselves some of the potential sites for housing and employment that have been put forward. We'd like to hear your views. Visit www.hertsmere.gov.uk/newlocalplan	The fourth of our exhibitions will take place in #shenley next Weds (21 Nov). Hope to see you there. www.hertsmere.gov.uk/newlocalplan (bitly the link)	Shenley infographic Facebook reach 858 Facebook engagements 11 Twitter impressions 706 Twitter engagements 2
17 November	We hope you can find the time to drop in to the last of our series of exhibitions about the new Local Plan. It's in Radlett next Thursday (22 November). You will be able to see for yourselves some of the potential sites for housing and employment that have been put forward. We'd like to hear your views. Visit www.hertsmere.gov.uk/newlocalplan	Our final exhibition will take place in #radlett next Thursday (22 Nov). Hope to see you there. www.hertsmere.gov.uk/newlocalplan (bitly the link)	Infographic with Radlett exhibition on it Facebook reach 508 Facebook engagements 9 Twitter impressions 727 Twitter engagements 8
21 November	We hope you can find the time to drop in to the fourth of our exhibitions about the new Local Plan in Shenley later this afternoon (21 November). You will be able to see for yourselves some of the potential sites for housing and employment that have been put forward. We'd like to hear your views. Visit www.hertsmere.gov.uk/newlocalplan	The fourth of our exhibitions will take place in #shenley later this afternoon (21 Nov). Hope to see you there. www.hertsmere.gov.uk/newlocalplan (bitly the link)	Infographic with Shenley exhibition on it Facebook reach 687 Facebook engagements 10 Twitter impressions 835 Twitter engagements 0
21 November	We hope you can find the time to drop in to our final exhibition about the new Local Plan. It's in Radlett tomorrow (22 November). You will be able to see for yourselves some of the potential sites for housing and employment that have been put forward. We'd like to hear your views. Visit www.hertsmere.gov.uk/newlocalplan	Our final exhibition will take place in #radlett tomorrow (22 Nov). Hope to see you there. www.hertsmere.gov.uk/newlocalplan (bitly the link)	Infographic with Radlett exhibition on it Facebook reach 357 Facebook engagements 8 Twitter impressions 892 Twitter engagements 1
22 November	We hope you can find the time to drop in to our final exhibition about the new Local Plan. It's in Radlett later this afternoon (22 November). You will be able to see for yourselves some of the potential sites for housing and employment that have been put forward. We'd like to hear your views. Visit www.hertsmere.gov.uk/newlocalplan	Our final exhibition will take place in #radlett later this afternoon (22 Nov). Hope to see you there. www.hertsmere.gov.uk/newlocalplan (bitly the link)	Infographic with Radlett exhibition on it Facebook reach 846 Facebook engagements 54 Twitter impressions 1053 Twitter engagements 2
27 November	Were you among the 1,200 people who attended our Local Plan exhibitions? What did you think? Link to news release e-alert.	Ditto to Facebook post	News release e-alert Facebook reach 395 Facebook engagements 57

Other Locations

			Twitter impressions 1418 Twitter engagements 0
5 December	Hertsmere News is being delivered this week! This edition includes a two-page spread on the new Local Plan...(etc)	Ditto to Facebook post	Front cover of Hertsmere News Facebook reach 559 Facebook engagements 26 Twitter impressions 543 Twitter engagements 6
7 December	Hertsmere News is being delivered this week! This edition includes a two page spread on the new Local Plan...(etc)	Ditto to Facebook post	Front cover of Hertsmere News Facebook reach 414 Facebook engagements 9 Twitter impressions 400 Twitter engagements 2
7 December	As we continue to plan for growth in the borough, you can still have your say on some potential sites for housing and employment that have been put forward by landowners and housebuilders. Visit www.hertsmere.gov.uk/newlocalplan for more information and details of how you can have your say. This phase of engagement continues until midnight on 20 December.	Ditto to Facebook post	Give us your views poster Facebook reach 2,389 Facebook engagements 149 Twitter impressions 350 Twitter engagements 0
8 December	As we continue to plan for growth in the borough, you can still have your say on some potential sites for housing and employment that have been put forward by landowners and housebuilders. Visit www.hertsmere.gov.uk/newlocalplan for more information and details of how you can have your say. This phase of engagement continues until midnight on 20 December.	As we continue to plan for growth in the borough, you can still have your say on some potential sites for housing and employment. Visit www.hertsmere.gov.uk/newlocalplan for more information. This phase of engagement continues until midnight on 20 December.	'Give us your views' poster Facebook reach 347 Facebook engagements 0 Twitter impressions 429 Twitter engagements 0
8 December (repeated)	As we continue to plan for growth in the borough, you can still have your say on some potential sites for housing and employment that have been put forward by landowners and housebuilders. Visit www.hertsmere.gov.uk/newlocalplan for more information and details of how you can have your say. This phase of engagement continues until midnight on 20 December.	Ditto to Facebook content	Give us your views poster Facebook reach 366 Facebook engagements 1 Twitter impressions 351 Twitter engagements 2
9 December	As we continue to plan for growth in the borough, you can still have your say on some potential sites for housing and employment that have been put forward by landowners and housebuilders. Visit www.hertsmere.gov.uk/newlocalplan for	Ditto to Facebook content	Give us your views poster Facebook reach 431 Facebook engagements 15

Other Locations

	more information and details of how you can have your say. This phase of engagement continues until midnight on 20 December.		Twitter impressions 534 Twitter engagements 24
10 December	As we continue to plan for growth in the borough, you can still have your say on some potential sites for housing and employment that have been put forward by landowners and housebuilders. Visit www.hertsmere.gov.uk/newlocalplan for more information and details of how you can have your say. This phase of engagement continues until midnight on 20 December.	Ditto to Facebook content	Give us your views poster Facebook reach 341 Facebook engagements 3 Twitter impressions 322 Twitter engagements 0
10 December	Hertsmere News is out now! This edition includes a two-page spread on the new Local Plan...etc	Ditto to Facebook content	Hertsmere News front cover Facebook reach 446 Facebook engagements 7 Twitter impressions 319 Twitter engagements 1
11 December	As we continue to plan for growth in the borough, you can still have your say on some potential sites for housing and employment that have been put forward by landowners and housebuilders. Visit www.hertsmere.gov.uk/newlocalplan for more information and details of how you can have your say. This phase of engagement continues until midnight on 20 December.	As we continue to plan for growth in the borough, you can still have your say on some potential sites for housing and employment. Visit www.hertsmere.gov.uk/newlocalplan for more information. This phase of engagement continues until midnight on 20 December.	'Give us your views' pic Facebook reach 259 Facebook engagements 0 Twitter impressions 348 Facebook engagements 0
12 December	Hertsmere News is out now! This edition includes a two-page spread on the new Local Plan...etc	Ditto to Facebook content	Hertsmere News front cover Facebook reach 2,219 Facebook engagements 111 Twitter impressions 360 Twitter engagements 3
12 December	As we continue to plan for growth in the borough, you can still have your say on some potential sites for housing and employment that have been put forward by landowners and housebuilders. Visit www.hertsmere.gov.uk/newlocalplan for more information and details of how you can have your say. This phase of engagement continues until midnight on 20 December.	As we continue to plan for growth in the borough, you can still have your say on some potential sites for housing and employment. Visit www.hertsmere.gov.uk/newlocalplan for more information. This phase of engagement continues until midnight on 20 December.	'Give us your views' poster Facebook reach 1,650 Facebook engagements 95 Twitter impressions 476 Twitter engagements 6

Other Locations

13 December	Have you commented on the Hertsmere Local Plan? If not, you still have a week in which to express your views (link to e-alert of news release)	Ditto to Facebook content	E-alert Facebook reach 440 Facebook engagements 6 Twitter impressions 495 Twitter engagements 5
13 December	As we continue to plan for growth in the borough, you can still have your say on some potential sites for housing and employment that have been put forward by landowners and housebuilders. Visit www.hertsmere.gov.uk/newlocalplan for more information and details of how you can have your say. This phase of engagement continues until midnight on 20 December.	Ditto to Facebook content	Give us your views poster Facebook reach 565 Facebook engagements 6 Twitter impressions 490 Twitter engagements 3
14 December	As we continue to plan for growth in the borough, you can still have your say on some potential sites for housing and employment that have been put forward by landowners and housebuilders. Visit www.hertsmere.gov.uk/newlocalplan for more information and details of how you can have your say. This phase of engagement continues until midnight on 20 December.	Ditto to Facebook content	Give us your views poster Facebook reach 331 Facebook engagements 9 Twitter impressions 408 Twitter engagements 0
15 December	Hertsmere News is out now! This edition includes a two-page spread on the new Local Plan...etc	Ditto to Facebook content	Hertsmere News front cover Facebook reach 625 Facebook engagements 16 Twitter impressions 624 Twitter engagements 0
16 December	As we continue to plan for growth in the borough, you can still have your say on some potential sites for housing and employment that have been put forward by landowners and housebuilders. Visit www.hertsmere.gov.uk/newlocalplan for more information and details of how you can have your say. This phase of engagement continues until midnight on 20 December	Ditto to Facebook content	Give us your views poster Facebook reach 764 Facebook engagements 16 Twitter impressions 445 Twitter engagements 1
17 December	As we continue to plan for growth in the borough, you can still have your say on some potential sites for housing and employment that have been put forward by landowners and housebuilders.	Ditto to Facebook content	Give us your views poster Facebook reach 494 Facebook engagements 23

Other Locations

	Visit www.hertsmere.gov.uk/newlocalplan for more information and details of how you can have your say. This phase of engagement continues until midnight on 20 December		Twitter impressions 485 Twitter engagements 3
18 December	As we continue to plan for growth in the borough, you can still have your say on some potential sites for housing and employment that have been put forward by landowners and housebuilders. Visit www.hertsmere.gov.uk/newlocalplan for more information and details of how you can have your say. This phase of engagement continues until midnight on 20 December	Ditto to Facebook content	Give us your views poster Facebook reach 384 Facebook engagements 5 Twitter impressions 429 Twitter engagements 0
18 December	Hertsmere News is out now! This edition includes a two-page spread on the new Local Plan...etc	Ditto to Facebook content	Hertsmere News front cover Facebook reach 466 Facebook engagements 8 Twitter impressions 455 Twitter engagements 3
19 December	As we continue to plan for growth in the borough, you can still have your say on some potential sites for housing and employment that have been put forward by landowners and housebuilders. Visit www.hertsmere.gov.uk/newlocalplan for more information and details of how you can have your say. This phase of engagement continues until midnight on 20 December	Ditto to Facebook content	Give us your views poster Facebook reach 306 Facebook engagements 1 Twitter impressions 495 Twitter engagements 4
20 December	Today is the final day to have your say on the latest phase of the Local Plan to decide on potential sites for housing and employment. Visit www.hertsmere.gov.uk/newlocalplan to give your views. The consultation closes at midnight	Ditto to Facebook content	Give us your views poster Facebook reach 1029 Facebook engagements 53 Twitter impressions 1318 Twitter engagements 21

9. Appendix 2 Press cuttings and Newsletter