



Mr. Connor Roberts,
Senior Strategic Land Manager South East,
Mactaggart & Mickel,
12th. Floor,
5 Merchant Square,
London W2 1AY

14th August 2021

Dear Mr Roberts,

Invitation to View Initial Proposals for New Homes and Public Open Space on Land to the East of Lodge Road Hurst

I write in my role as Chairman of Hurst Village Society (HVS) in relation to your month long online public consultation on initial proposals for new homes and public open space on land to the East of Lodge Road, Hurst. The object of HVS, as you already may be aware, is to preserve the character of the village of Hurst as a living community and in so doing “protect the physical character and rural environment, and to promote the use of the amenities of the village”.

For the avoidance of doubt, Hurst Village Society is in complete opposition to your proposals as stated.

HVS regards your proposals as totally speculative, in advance of your company “seeking outline planning permission for the site” and hence “to agree the broad parameters that would govern that development”. Because of that I am sure you would agree it is rather pointless for HVS, at this time, to complete the somewhat simplistic online Feedback Form you have provided. This is all the more so, when even at this early stage in the process, you make no reference to local planning policies and indeed the results of Wokingham Borough Council’s Housing and Economic Land Availability Assessment, and Sustainability Appraisal for this site (as part of the preparation of the Draft Local Plan) which would appear to mitigate against the your development proposals (even allowing for the Public Open Space) and instead simply comment that “most residents are unlikely to support the principle of development” and then expecting them to advise you how best your somewhat scant proposals can be “improved”.

As regards the online consultation, there has been some concern that your Public Relations Company may have been in breach of the Data Protection Act 2018 and the UK Implementation of the General Data Protection Regulation particularly in relation to gathering and obtaining personal data. This may have affected the number of responses from individuals that you have received.

Without prejudice to Hurst Village Society's opposition to your proposals, it is important to make it clear that the Society believes that the information you have provided at this time, particularly in relation to key issues such as Public Open Space, Access and Transport, and Drainage shows a lack of knowledge of the local area and would not appear to be able to be developed into plans that would be sustainable and able to accommodate your proposed development.

HVS's stance in relation to your current, albeit initial, proposals which form part of a public consultation is clear. Whilst we are not a statutory consultee we will be committed to understanding, examining and where appropriate challenging your proposals, as these evolve through the immediate process you have outlined, e.g. further public consultation and a possible application for outline planning permission.

Yours sincerely,

Jo Newbold,

Chairman, Hurst Village Society

cc. Mr A. Robinson, SP Broadway, Thomas House, 84 Eccleston Square, London SW1V 1PX, via email