



SOUTH WEST RUGBY DESIGN

CODE:

**COMMUNITY STAKEHOLDER
ENGAGEMENT SUMMARY**

DECEMBER 2024

Introduction

A design code is a set of concise and measurable requirements for development, aimed at improving overall design quality and ensuring consistency. The National Model Design Code outlines a process for the development of design codes and highlights the benefits of regular engagement throughout stages of the process.

This report outlines the community engagement that has been undertaken in the preparation of the design code for South West Rugby, and will outline the key findings and outputs which have informed how the design code has evolved.

It should be noted that in addition to community involvement, there has been regular engagement with other stakeholders, including land and developer interests, and technical/specialist stakeholders such as local highway authority officers, ecologists and flood officers from Warwickshire County Council. This report however, focusses only on the community stakeholder involvement.

Methods of engagement

Engagement regarding the production of a design code for South West Rugby was conducted throughout 2024 through a range of meetings and events organised by Rugby Borough Council's Development Strategy team.

The engagement sessions for community stakeholder groups fell into two categories:

- 1) **Introductory sessions** – focused on introducing the design code and its purpose, and the initial analysis of the site and the wider area. These workshop sessions were designed to be interactive with feedback invited on post-it notes to various A1 sheets presented. Attendees were asked:
 - a) about visual preferences and priorities for streets, public spaces, and buildings. This included 'ranking' images of streets, public spaces and buildings from within the borough and beyond.
 - b) What is important to you about the South West Rugby area?
 - c) What is characteristic of Rugby and its surroundings? (*school pupils were not asked this question*)
 - d) What would you change about the emerging vision for South West Rugby? (*public introductory session only*)
 - e) How can the existing landscape character contribute to the vision and masterplan? (*school pupils were not asked this question*)

Images of the A1 printed materials utilized in the introductory sessions are included in **appendix 1**, as well as photographed examples of the product with post-it notes attached. A full transcription of all comments received is included for each sheet in appendix 1 also, with responses received from adult participants and school pupils distinguished.

The responses received from adult participants and school pupils have been kept separate because there is sometimes a perceptible difference in emphasis between these groups which it is considered important to acknowledge.

- 2) **Follow-up sessions** – designed to inform community stakeholders of progress since the introductory sessions, including:
- a) how feedback from those sessions has informed the vision and masterplan and other emerging draft code content
 - b) next steps

Images of the A1 printed materials presented at the follow-up sessions are included in **appendix 2**.

The groups involved, dates and locations of their respective meetings, and the main purpose of the sessions are set out below.

Group	Date	Location	Session
Borough Councillors (Dunsmore, Bilton, Admirals and Cawston)	07 March 2024	Town Hall	Introductory
	12 November 2024	Town Hall	Follow up
Bilton School Students	26 April 2024	Bilton School	Introductory
Parish Councillors	14 March 2024	Dunchurch Sportsfield and Village Hall	Introductory
	12 November 2024	Town Hall	Follow up
Public (ticketed event via Eventbrite)	04 June 2024	Dunchurch Sportsfield and Village Hall	Introductory
	05 November 2024	Dunchurch Sportsfield and Village Hall	Follow up

The summary of results outlined in this report, focusses on feedback received in the introductory sessions, and this has informed the evolution of the draft design code. The following sections of this report will seek to outline how in summary, recurring comments from and suggestions from these sessions have been incorporated or reflected into the design code.

Results Summary

Visual preferences

Three visual preferences sheets were presented with participants invited to rank images and add any commentary/opinions on pos-it notes. The three sheets each had a different focus:

- Streets
- Public spaces
- Buildings

Review of the comments received indicated that few had sought to rank the images, and indicated significant overlap of themes across the three sheets. As result, this summary considers all visual preferences together.

Of the 18 examples of housing developments which participants provided feedback on, only two received mostly positive responses amongst both adult participants and school pupils. The first of these was Great Kneighton, Cambridge, where the presence of greenery and the design of the buildings was praised generally. The second was Derwenthorpe, York, where participants liked the perceived quality and varied styles of the buildings, and also praised the presence of open space.



Left: Great Kneighton, Cambridge. Right: Derwenthorpe, York.

Three examples received almost exclusively negative feedback from adult participants. Ashlawn Gardens and Croft Avenue, both in Rugby, were criticised for being dull, lacking amenity green space, and having excessive areas of hard-standing. Participants also strongly disliked Cottom Way, Preston, primarily because of the use of grey on the windows and doors, but also due to the style of the houses and the location of parking immediately outside the front doors.



Left: Ashlawn Gardens, Rugby. Right: Croft Avenue, Rugby.

The comments of school pupils were generally less negative in tone, but predominantly focus on space to walk, open space, play areas and trees where these are evident in the images. Negative comments generally amongst school pupils include colour palettes and a sense of being cramped. A number of comments on each sheet refer to renewable energy (e.g. solar panels), which is assumed to be commentary that these are not evident in the images.

Considering the feedback given for the 18 examples as a whole, we can identify several views that consistently carried weight amongst the participants. The table below summarises these, and how the design code seeks to address them.

You said	We did
The presence of trees, shrubs and other plants is important	We appointed landscape consultants Influence to contribute to the design code. Influence have developed landscape elements of the masterplan, layering upon work already incorporated in the South West Rugby Masterplan SPD. This includes work on existing landscape features, landscape character areas and new planting palettes.
There is a desire to see open space close to housing	The masterplan and vision identify a green infrastructure network. We have also incorporated accessibility standards for open spaces within the design code.
Clearly defined and ample car parking provision is essential	We have worked closely with our appointed transport/movement consultants and colleagues from the Local Highway Authority to incorporate requirements and principles for appropriate parking across the site. The outcomes of this can be found principally in the 'movement' and 'public space' chapters of the code.
There is a desire for housing to have a distinctive style with variation between buildings	We agree, and have set out within the 'built form' chapter how we want to see buildings vary between different character areas, and along different street types and edge conditions. This is to create variety across South West Rugby as a whole, but also within localised areas.
Housing which is taller than two-storeys can detract from an area's environment	We have given building heights a lot of consideration, and included upper limits to the number of storeys we think may be appropriate in different areas of the urban extension. Whilst the design code anticipates substantial areas of housing development within South West Rugby are likely to be predominantly two-storeys, given the scale of the area, different uses within the site, and different scales of streets and open spaces, we have identified that higher buildings may be permissible in some locations.

Streets, public spaces and buildings – important characteristics

60 answers were received to the question “*what is important to you about streets, public spaces, and buildings?*” Broadly speaking, the themes below were most common in the answers received:

- Streets: Safety, wide paths, and green areas.
- Public spaces: Accessible space, green space, play areas, public art and street furniture.
- Buildings: Bungalows, and a variety of types/styles of buildings.

	You said	We did
Streets	Safety	In respect of road safety, we have been working with our appointed consultants and the Local Highway Authority. The design code also includes requirements for enclosure and overlooking of streets and public spaces, and considers matters such as lighting.
	Wide paths	We appointed transport consultants and jointly liaised with Warwickshire County Council as the Local Highway Authority to ensure the code includes appropriate requirements to prioritize walking and active modes of travel.
	Green areas	Green infrastructure is included within the 'nature' chapter at strategic and more local scales. Opportunities to create 'green streets' are also incorporated, drawing on advice from the landscape and movement consultants.
Public spaces	Accessible space	Proximity of public open space to homes is addressed in the design code.
	Green space	As above
	Play areas	Principles for the location and design of play spaces are included in the design code
	Public art	The bespoke nature of public art makes it challenging to specify in detail in a design code, though the principle of public art in South West Rugby is encouraged.

	Street furniture	Some principles and examples are included in the design code
Buildings	Bungalows	Bungalows are permissible within the scope of the code. Building heights are stated as maximums.
	Variety of types and styles	The code identifies different area types and associated characteristics, to assist in generating variety across the area.

South West Rugby Area

32 responses from adult participants were received to the question “*what is important to you about this area [South West Rugby]?*” The themes which appeared most frequently, in descending order, were:

- Natural environment
- Active travel routes
- Good road traffic flow
- Services and facilities
- Distinct boundaries or buffers with existing settlements

30 responses were received to this question from school pupils. These were even more heavily focused on trees and open space, with 10 focusing on saving trees/forests and a further 8 on fields and green spaces.

A desire for retail and food/leisure was another recurring theme amongst school pupils.

You said	We did
Natural environment is a priority	We have worked with landscape consultants to look strategically at green infrastructure across the area, including defining landscape character areas, and key landscape features to be preserved. This builds upon existing information in the Masterplan SPD, which includes a woodland management plan for Cawston Spinney.
Active travel routes as a priority	We have worked with appointed consultants and colleagues at Warwickshire County Council to devise an indicative connected network of routes across the area, linking to existing routes wherever possible. The design of streets and public spaces are addressed in the code, and seek to prioritise active modes of travel.
Good road traffic flow as a priority	We have liaised with County Council colleagues and our appointed consultants where this is within the scope of the design code. The code also seeks to prioritise and encourage active modes of travel for local journeys.
Services and facilities	Existing policy, including the South West Rugby Masterplan SPD already set out a range of services and facilities expected for this site, including Appendix K which has recently been updated with costs. Many comments were focused on early delivery, though this is beyond the scope of the design code.
Distinct boundaries or buffers with existing settlements	The design code examines (in the built form chapter) edges of the area, and the sensitive interface between development and existing built up areas.

Landscape character

54 answers were received to the question “*how can the existing landscape character of the site and its surroundings contribute to the vision and masterplan?*” The responses covered a wide range of topics and varied in their level of detail. Nonetheless, some recurring views could be identified (in descending order of weight), which are included in the table below.

You said	We did
There are concerns about the protection or enhancement of the natural environment	We appointed landscape consultants to advise us on landscape matters, including existing landscape features. Alongside Influence, we have also liaised with colleagues at Warwickshire County Council in respect of ecology and flood risk, to ensure that the masterplan incorporates key landscape and ecological elements and that appropriate principles for the development of parcels, open spaces and streets are included.
Active travel infrastructure should be provided	We have worked with appointed movement consultants and colleagues at the local highway authority to develop an appropriate movement grid which seeks to prioritise active travel. We have also worked with landscape consultants to ensure that routes through green spaces are appropriately provided.
Specific species of plants to be provided or protected	We compiled a list of these very detailed species comments and asked landscape consultants Influence to consider them in the scope of their work. The specific comments and the responses are included in appendix 2 .
There are concerns about the safety of pedestrians	Through the combination of content in the movement, public space and nature chapters, we seek to prioritise pedestrian movement which involves making routes safe and attractive for pedestrians.
Infrastructure and buildings should be accessible	We want infrastructure and buildings to be accessible. At a site wide level, the movement network and arrangement of open spaces seek to create active permeability, whilst street and route design aims to take account of/give priority to active travel to infrastructure such as schools. At a building level, accessibility is incorporated in building regulations.

Character of Rugby

21 answers were received to the question “*what is characteristic or important about Rugby and its surroundings?*” These were particularly diverse and lacked any common focus, suggesting that the respondents did not hold any common perceptions about the character of the town or its surroundings that we could apply to the design code.

Emerging Vision

Participants were presented with the following emerging vision for South West Rugby and were asked what they would add or change:

An attractive, engaging and enjoyable place to live, work and play with a vibrant centre that meets day to day needs and supports an active, resilient community.

A place where green spaces, trees and waterways are celebrated and form an inherent part of the everyday experience.

Where walking and cycling along high-quality links are the travel modes of first choice, with buses providing convenient and attractive connections for longer distance travel. Calm, safe and greened streets provide for connections to strategic roads for longer distance journeys.

Buildings that both respect nearby settlements and contribute to a distinctive sense of place.

31 answers were received. Common themes included:

- Infrastructure for active travel and public transport
- Services and facilities
- Safe play areas
- Protecting or enhancing the natural environment



We adapted the vision accordingly, and presented the updated vision at the follow up sessions as follows:

1. *An attractive, engaging and enjoyable place to live, work and play with a vibrant centre that is a focal meeting place for the community. The centre meets day to day needs of residents and supports an active, healthy, resilient community.*

2. *A place where green-spaces, trees, hedgerows, plants, waterways and the wider natural environment are celebrated and form an inherent part of the everyday experience. Retained landscape features including Cawston Spinney and Cock Robin Wood, alongside new greenspaces of different types, shapes and sizes for the benefit of residents and wildlife, contribute to the character of the locality. Green space to enjoy is located a short walk from home, including safe play areas for younger residents.*

3. *Where walking and cycling along high-quality links are the travel modes of first choice, with buses providing convenient and attractive connections to key destinations within Rugby and for longer distance travel. Calm, safe and greened streets provide for connections to strategic roads for longer distance journeys.*

4. *There is a cohesive variety in built form, with homes and buildings that both respect nearby settlements and contribute to a distinctive sense of place. There is a variety of different types of homes to meet a variety of different needs, and they are designed with quality and climate mitigation in mind. Transitions between different scales and uses are carefully designed and managed to create a safe, social and enjoyable environment for everyone.*

Summary of Responses

Considering the responses received across all of the questions posed, it can be seen that certain concerns or desires, supported by a considerable portion of participants, arose consistently.

Of these, a concern about the protection or enhancement of the natural environment seemed to carry the most weight. This materialised as general expressions of concern about the effect that development may have on the natural environment, through to specific recommendations for building measures, such as the installation of bird boxes or green roofs. Many responses appeared to appeal for the protection or enhancement of the natural environment for its own sake (I.E. because of its intrinsic value), whereas others were more explicitly instrumental, motivated by the perceived positive effects that could be derived for residents or the wider population.

Another matter which was raised in response to nearly all prompts was the need for active travel provision. Often this was expressed in a general manner, but occasionally specific recommendations, such as the creation of a footpath/cycleway linking South West Rugby and

the town centre, were made. The need for active travel routes, particularly footpaths, to be accessible (dropped kerbs, sufficient width, free of obstructions) was frequently raised too.

Finally, a clear desire for newly developed areas to display a distinctive style, with variety between buildings, was present throughout the consultation process. This was often expressed through the criticism of examples that were seen as “dull”, “bland”, “uninspiring” or “uniform”. However, a common view about precisely what facets would positively contribute to a suitable style for South West Rugby could not be detected.

Appendix 1-Materials presented at introductory workshops March – June 2024

The following were presented as A1 sheets, and attendees invited to rank preferences and/or make comments on post it notes. The transcribed notes relevant to each presentation sheet follow immediately after, and comments made by adults and school pupils are identified separately.

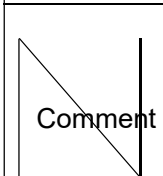


HOW WOULD YOU RANK THESE EXAMPLES AND WHY? **STREETS**

1. Tibby's Triangle, Suffolk	4. Wichelstowe, Swindon
2. Ashlawn Gardens, Rugby	5. Priors Hall, Carby
3. Great Kneighton, Cambridge	6. Horsted Park, Kent

Streets - how would you rank these examples and why? (adults)						
Row Comment	1. Tibby's Row, Angle, Suffolk	2. Ashlawn Gardens, Rugby	3. Great Kneighton, Cambridge	4. Wichelstowe, Swindon	5. Priors Hall, Corby	6. Horsted Park, Kent
Comment 1	Cobbled wall nice.	Building large houses with limited parking spaces meaning more cars parked on pavements / verges.	Good horizontal displacement and narrowing. Calm traffic. ü Brick surface.	Not enough parking. Cars park on green spaces.	Bland. Uninspiring.	Interesting brickwork.
Comment 2	Cramped living will need open space nearby.	Boring and uninspiring. The worst on this sheet.	Nice implementation of trees, when grown can cover boring aspects of buildings.	Bland, little green space planted.	Village quarter. Town quarter.	Bungalows for more wheelchair access.
Comment 3	Granny annex inbuilt.	Good parking and space between however need more green/planting. Flooding issue.	Nice contrasting colours. Better planting.	This generally looks better than most standard developer properties.	Street lighting? Could street lights have hoods on the backs of them please so they don't glare into windows of bedrooms. Thanks!	Green space in front of houses and trees/hedges give a less 'harsh' feel to an estate. A semi-rural part.

Streets - how would you rank these examples and why? (adults)

	1. Tibby's Row, Suffolk	2. Ashlawn Gardens, Rugby	3. Great Kneighton, Cambridge	4. Wichelstowe, Swindon	5. Priors Hall, Corby	6. Horsted Park, Kent
Comment 4	Too over developed.	Bland/not much green spaces out front.	This is probably better than it looks as Cambridge City Council insist on infrastructure e.g. shops, schools go in first.	All the same trees - plant a variety and those that live longer.	Too much like a flat/apartments because of roof line. • Use gables more regularly.	Herringbone driveways are great at creating a more personal aspect to a section of homes. • Colours are great features in bricks.
Comment 5	Too crowded and buildings are too tall.	Drainage problems - too much concrete!	Really works well with "timber cladding" Houlton e.g. very desirable.	More green space vs brick/concrete. Controlled natural areas.	Townhouses cause parking problems but like it has trees.	• Like landscaping but nowhere to walk. • Dislike block paving.
Comment 6	Dark and dangerous.	WORST completely treeless.	I like the uniformity of these!!	Like that this area is all the same!!	Like - trees, cycle path. Dislike - massing, straight line (no features), parking.	Dislike - nowhere to walk on footpath. Brick facings!
Comment 7	Like - village feel, variety of scene, shielded parking. Dislike - no dedicated pathways.	Where is the green space? Looks dull and depressing.	Like - the architecture. Dislike - straight lines and angles. Where is the parking?	Like the good parking provision.	Like - raised beds, discouraging verge damage. Dislike - not enough parking.	Like - variety of housing, hedgerows, shielded parking. Dislike - no dedicated cycleway/footpath.

Streets - how would you rank these examples and why? (adults)						
Comment	1. Tibby's Row, Angle, Suffolk	2. Ashlawn Gardens, Rugby	3. Great Kneighton, Cambridge	4. Wichelstowe, Swindon	5. Priors Hall, Corby	6. Horsted Park, Kent
Comment 8		Too much hard standing. No greenery.	Like - modern feel, integrated green spaces. Dislike - parking unclear, modular.	Like - dedicated footpath, shielded parking. Dislike - lack of character, straight road.	Hate this.	
Comment 9		This is the absolute worst!! But I like the parking in front of the homes.	Landscaping is great when paving is edged or boxed.	<ul style="list-style-type: none"> • Parking next to houses is a bonus, proper parking makes street scene nicer. • Road is narrow. 		
Comment 10		This is dated now. No more please.	Like but looks like a footpath not a road and no obvious entrances and too uniform.	Like - the verges, the trees, the houses. Dislike - no character, straight lines.		
Comment 11		Like - nothing. Dislike - no integrated green space, lacks any character.				
Comment 12		Ashamed this is ours!!				

Streets - how would you rank these examples and why? (adults)						
Comment	1. Tibby's Row, Angle, Suffolk	2. Ashlawn Gardens, Rugby	3. Great Kneighton, Cambridge	4. Wichelstowe, Swindon	5. Priors Hall, Corby	6. Horsted Park, Kent
Comment 13		Too bland, looks like a large car park, no landscaping.				
Overall perception	Mainly negative	Almost entirely negative	Mainly positive	Mixed	Mainly negative	Mixed

How would you rank these examples and why? (School pupils)						
Comment	1. Tibby's Row, Angle, Suffolk	2. Ashlawn Gardens, Rugby	3. Great Kneighton, Cambridge	4. Wichelstowe, Swindon	5. Priors Hall, Corby	6. Horsted Park, Kent
Comment 1	Too plain maybe.	Needs local shops.	My favourite one is picture 3 because you can clearly see how well the houses are distributed.	Nice size roads and footpaths.	Number 5 is the worst as the parking is narrow and not modern.	Needs spaces for walking.
Comment 2	There are no paths - not safe.	Electric car charging points.	Very spacious.	Old looking can be eye-catching.	Nice colours.	Small road and gardens.
Comment 3	7.5/10 nice walk way, good house design.		Good.	Little lacking.	Too cramped and dated.	Colour scheme could be improved slightly.

How would you rank these examples and why? (School pupils)						
Comment	1. Tibby's Rangle, Suffolk	2. Ashlawn Gardens, Rugby	3. Great Kneighton, Cambridge	4. Wichelsto we, Swindon	5. Priors Hall, Corby	6. Horsted Park, Kent
Comment 4	Local shop, small park, look after grass.		I like it the best.	Too plain.	Here the parking looks quite cramped and blocking off some of the road.	Maybe more lights and a bike lane.
Comment 5			Too cramped and too small, need more space.	Solar panels, protect environme nt, renewable energy.	It would be cool for a bike path along the sides.	
Comment 6			8.5/10 nice modern design.	Needs more lighting and CCTV.		
Comment 7			More CCTV.	This is my favourite because there is plenty of space and lots of parking for the people.		
Comment 8			Solar panels on roofs.			
Comment 9			It needs more street lamps.			
Comment 10			This is one of my favourite as there are more windows south facing so it			

How would you rank these examples and why? (School pupils)						
Row	1. Tibby's Angle, Suffolk	2. Ashlawn Gardens, Rugby	3. Great Kneighton, Cambridge	4. Wichelsto we, Swindon	5. Priors Hall, Corby	6. Horsted Park, Kent
Comment						
			will save on heating.			
Comment 11			The layout of the road means there's less likeliness of speeding so children can play.			
Comment 12			Maybe add garages for parking.			
Comment 13			Needs a local shop like a Tesco or Sainsbury.			

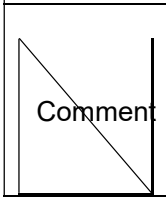


HOW WOULD YOU RANK THESE EXAMPLES AND WHY? **PUBLIC SPACES**

1. Derwenthops, York	4. The Avenue, Unstford
2. Project Drive, Rugby	5. Brand Road, Rugby
3. Priors Hall, Colby	6. Goldsmith Street, Norwich

Public spaces - how would you rank these examples and why? (adults)						
Comment	1. Croft Row, Rugby	2. Cottam Way, Preston	3. Oakfield, Swindon	4. Houlton, Rugby	5. Tadpole Garden Village, Swindon	6. Goldsmith Street, Norwich
Comment 1	This could be CGI - or anywhere in the UK.	Better range less mono form.	More space.	Soulless - just like everywhere else - no character.	Visitor parking.	Looks like a prison - awful.
Comment 2	6th.	Dislike: Porches. Will date. Grey double glazing.	Single storey dwelling - downsizing .	So soulless! Missing character and space.	Ability to extend or adapt.	Trees.
Comment 3	Too much hard surfacing - drainage problems.	Looks too 1970s style with small windows.	Too flat, no variety of brickwork. Cars will spoil the scene. Greenery minimal.	Prefer different designs and exteriors with parking adjacent.	Solar panels, electric car charging points. Yes üüüü 100%.	Plenty green space, mental health, local flooding.
Comment 4	Dated.	Dislike: Parking in front of houses. Front gardens seem redundant.	Dislike: Looks like a warehouse .	<u>Like</u> The more traditional street scene. Curves. Fencing, trees.	Standards 1. Bin Storage 2. Covered space for cycles including blocks of flats.	Pre-fab homes.
Comment 5	Too bland.	Use grey will be outdated fast.	Design out social/neighbour problems by not having living spaces adjacent.	Acceptable and interesting when entrance doors face different directions.	Siting heat pumps, air con.	% of local bricks.

Public spaces - how would you rank these examples and why? (adults)

	1. Croft Row, Rugby	2. Cottam Way, Preston	3. Oakfield, Swindon	4. Houlton, Rugby	5. Tadpole Garden Village, Swindon	6. Goldsmith Street, Norwich
Comment 6	Not creative, we can do more. Bay windows flat roof no!		Don't like 3 storey, no-one parks in a garage.	More Houlton like as use of differing designs good winding road good.	More interesting - better to have a mix of different designs.	Could this be prefabricated.
Comment 7	Feels outmoded. No style over other estates.		Stairwells divide properties well for noise at entrance and stairwells.		Looks more seasidey. But too many the same.	Looks like a prison block.
Comment 8	Good parking spaces!		Garage too narrow and close to access, cars block a welcome aspect. Love natural brick and simple colour blocks.		Different designs on the theme would be better - but nice clean modern lines appeal to family.	Not too high so good. Brickwork has some features to it. Restrictions of parking good if not overdone.
Comment 9					<p><u>Dislike</u> We need to think about where the bins are going to be stored! Looks like beach houses. Three storeys too many</p>	<p><u>Like</u> Brick colour.</p> <p><u>Dislike</u> The lamp posts. No green space. No parking.</p>

Public spaces - how would you rank these examples and why? (adults)						
Row Comment	1. Croft Row, Rugby	2. Cottam Way, Preston	3. Oakfield, Swindon	4. Houlton, Rugby	5. Tadpole Garden Village, Swindon	6. Goldsmith Street, Norwich
					stairs for residents.	
Comment 10					Modern is nice but can look dated quickly - don't like 3 storey houses.	No pepperpotting social housing.
Comment 11					Not a style in mode of Rugby. Too high as 3 storeys.	Garden spaces have more privacy with slightly raised wall at entrance. Bin receptacles are fabulous for concealing ugly bins.
Comment 12					Yuck <u>3 storey</u> awful terrible for family living.	A modern take on old style terrace, nicer frontages.

Public spaces - how would you rank these examples and why? (adults)						
Comment	1. Croft Row, Rugby	2. Cottam Way, Preston	3. Oakfield, Swindon	4. Houlton, Rugby	5. Tadpole Garden Village, Swindon	6. Goldsmith Street, Norwich
Comment 13					<ul style="list-style-type: none"> • Painting high cables is expensive, maintenance. • Staining of paint will be a problem if not regularly done. 	Nice wheelie bins storage.
Overall perception	Almost entirely negative	Almost entirely negative	Mixed	Mixed	Mainly negative	Mixed

How would you rank these examples and why? (School pupils)						
Comment	1. Croft Row, Rugby	2. Cottam Way, Preston	3. Oakfield, Swindon	4. Houlton, Rugby	5. Tadpole Garden Village, Swindon	6. Goldsmith Street, Norwich
Comment 1	Door hood is weird. Windows uneven. Houses are all really different. No driveway.	Nice design - very eye catching. I love it except the windows are a little small. No green spaces.	Too close. Needs semi-detached house.	Confusing layout.	Balcony for people and fresh air and nice design.	Too square.
Comment 2	No green spaces.	Such a nice design. Windows a bit small. Looks really nice.	Nice storage of vehicles and open spaces in front of the houses.	Small windows. Looks bad. Dirty roads. Houses don't match.	Nice design and balcony for fresh air. Not matching colours. Not a big	No natural habitat.

How would you rank these examples and why? (School pupils)						
Comment	1. Croft Row, Rugby	2. Cottam Way, Preston	3. Oakfield, Swindon	4. Houlton, Rugby	5. Tadpole Garden Village, Swindon	6. Goldsmith Street, Norwich
					drive for cars.	
Comment 3	Very plain, quite boring. Nice but plain.	I love the look but not the spacing.	Brighter roads to compliment sunlight?	Nice green spaces. No garden space. Okay design but a little boring and not good public transport for roads as they are bendy.	Too repeated.	I don't like the layout or the wood with the brick.
Comment 4	It looks bland and I don't like the spacing.	Great parking. Modern houses.	Love the design. Garage stay. Nice sleek look. Good colour choices.	Dirty roads. Lots of curves - hard for cars to get out. Design is a bit plain. Dead ends.	Don't destroy the woods.	Looks nice but too small road. Why the wire?
Comment 5	Put more football pitches to entertain people from new generation.	Great parking. Love the design. Nicer than tarmac.	Nice design. Nice option of sizes. No green spaces but good public areas (benches).	Nice area for a family to live together.	Not much to it to describe. I like the white with the red.	Safe as there are these (arrow pointing to wooden bollard).

How would you rank these examples and why? (School pupils)						
Comment	1. Croft Row, Rugby	2. Cottam Way, Preston	3. Oakfield, Swindon	4. Houlton, Rugby	5. Tadpole Garden Village, Swindon	6. Goldsmith Street, Norwich
Comment 6	7/10 Feels modern, more terrain is needed.	Build more pubs in public areas with big TVs to gain money in certain areas.	Too not spaced and no green spaces.	Too cramped and the green area is so low.	I don't like it because of the colours.	I don't like it as it looks like there are no gardens.
Comment 7	No.	7/10 more green space, looks very pleasant.	Going to be a lot of noise complaints daily.	Put more green.	Very modern and new.	5/10 more green space required, more space is needed.
Comment 8		Yes.	Separate houses to have more personal places.	7/10 quiet area, less modern.	Reminds me of a place near coastal areas - nice.	Barely any greenery.
Comment 9		Needs more colour, sorry.	6/10 needs more green space.	No.	8/10 fairly modern housing, the park here seems a bit small.	No, too plain.
Comment 10			No, too plain.		Yes, no red.	Cramped.
Comment 11			Renewable energy could be added e.g. solar panels.		Yes, no red.	No green space.
Comment 12					Very modern, lots of space.	A bit cramped.
Comment 13					Maybe more	Looks a bit dodgy.

How would you rank these examples and why? (School pupils)						
Comment	1. Croft Row, Rugby	2. Cottam Way, Preston	3. Oakfield, Swindon	4. Houlton, Rugby	5. Tadpole Garden Village, Swindon	6. Goldsmith Street, Norwich
					diverse housing.	



HOW WOULD YOU RANK THESE EXAMPLES AND WHY? BUILDINGS

1. Crick Avenue, Rugby	4. Houlton, Rugby
2. Canon Way, Pease	5. Tadpole Garden Village, Swindon
3. Oakfield, Swindon	6. Goldenh Street, Norwich

Buildings - how would you rank these examples and why? (adults)						
Comment	1. Derwenthorpe, York	2. Projects Drive, Rugby	3. Priors Hall, Corby	4. The Avenue, Uttlesford	5. Brand Road, Rugby	6. Goldsmith Street, Norwich
Comment 1	Do not prioritise motor vehicles.	More of this please. Space for recreation and safe open walkway.	Why do we have to have rows of the same?	Nice contrast.	Dull! There are much more exciting examples to aim to replicate.	All of these are so dull, just more of the same as the new developments springing up - this is an opportunity for real innovation.
Comment 2	Good range of styles side-by-side, good biodiversity, spacing.	Good play area.	Too uniform and bland.	Nice mature trees, nice cladding.	Seating good. Bland housing.	Awful housing. ? Maintenance of open spaces ongoing.
Comment 3	Mixed roof lines, good open spaces.	Boring beyond belief. 6th.	Green space is good with houses facing on to it. Paving looks less harsh than usual tarmac.	Uttlesford - shady! Important as world heats up. 2nd.	Designed for work from home.	Play area open space good.
Comment 4	This is the only one that does not look manicured. 1st.	Like - open space. Dislike - needs to be bounded for safety. No play equipment. No tall trees.	4. Nice square but bit functional.	Like - walking space. Dislike - dominant to houses creating too much shade.	6. Attempt to have public space but fails miserably.	Like Green space. Hate 3 storey!! Prop abutting street.

Comment 5	1. • Like openness and vegetation. • plus footpaths.	Looks like a country park but what is current space around Spinney according to Nature England.	Like - not much. Dislike - sterile green space does not have obvious function.	Like - walking/exercise. Dislike - trees too large to allow light to windows.	Like: Trees. Dislike: Bleak seating space.	Grey water system to help reduce water/sewers.
Comment 6	Like - open space with pathways to encourage walking. Dislike - will need more lighting.	3. Nice space but feels a bit manufactured - nice could have more green by the road.	Dislike - the space does not have enough planting to mature.	5. Too dark and overpowering with the trees - houses already in dark.	5. <u>Like</u> Trees. <u>Dislike</u> Hate 3 storey.	Like this one as no car, natural play areas/trees and benches. Façade look different to norm.
Comment 7	Like - architecture. But the planting looks wild.	2. Like - open green lawns. Dislike - unfenced park, dog mess.	3. Like traditional style. Hate - rear parking, no solar.	4. <u>Like</u> Walking. Mature trees. <u>Hate</u> Dark. No mowing. No dog bins.		2. • Nice environment. • Squares of green work well. • Like this.
Comment 8	<u>Love</u> Quality houses! Spread out! <u>Hate</u> Untidy shrubs.					Like - green space blended. People centre. Dislike - where are the cars? Height of some of the buildings.
Comment 9	Nice and flat!! Easy to walk!!					Like Community green space and paving.

Comment 10						Moving water!
Overall perception	Mainly positive	Mixed	Mainly negative	Mixed	Mainly negative	Mixed

How would you rank these examples and why? (School pupils)						
Comment	1. Derwenthorpe, York	2. Projects Drive, Rugby	3. Priors Hall, Corby	4. The Avenue, Uttlesford	5. Brand Road, Rugby	6. Goldsmith Street, Norwich
Comment 1	Sectioned off green spaces which is great.	Nice green open space and park for kids. Good entertainment.	Bad colours.	Clean looking area. Green spaces. Natural form. Developed .	Benches hint a good community.	Good houses. Little green spaces. Unnatural. No habitat really for birds, hedgehogs . Love the animal log.
Comment 2	Good dog walks for pet owners and housing design is absolutely amazing.	Good public transport.	There is a big green space that is great for kids to play on but they have added it in.	Green spaces! It shows it is a healthy environment for animals to live in like birds.	Good bike spot.	Public seating. Natural light. Good colour choices. Nice style. Rich area? Developed .
Comment 3	Alright.	Nice park - large place to play. But not many trees.	You have put down 100 acres of woods and you are doing that to replace it.	Nice walking but too short.	Benches.	Added in grass, bad environment for animals, good for kids though. Good for them to play and explore.

How would you rank these examples and why? (School pupils)						
Comment	1. Derwentho rpe, York	2. Projects Drive, Rugby	3. Priors Hall, Corby	4. The Avenue, Uttlesford	5. Brand Road, Rugby	6. Goldsmith Street, Norwich
Comment 4	No.	Green spaces.	Poor colour choices. Fake grass? Waste of space. House colours don't match. Fake looking.	Nice shade.	Add more green space/flow ers.	Yes.
Comment 5	Yes.	Lots of play room.	No natural habitat for animals to live.	Good scenery type.	Alright.	Yes.
Comment 6	Nice place to live.	I like it because it is nice in the summer.	Unnatural, boring, tiny.	Yes.	Not enough space.	Where are we keeping cars/vehicl es?
Comment 7	Yes.	Bigger park, swings, slides, relaxing benches, flowers, shrubs.	No.	Quite like this one, lots of trees.	I think what is most important is both buildings and trees. We breathe air and buildings so we can get cover from the suns rays.	Great shade and nice play space.
Comment 8	Gorgeous	Yes.	Small play area and dead or new trees.	Yes.	No.	Great play area. Nice place to bring up children.

How would you rank these examples and why? (School pupils)						
Comment	1. Derwenthorpe, York	2. Projects Drive, Rugby	3. Priors Hall, Corby	4. The Avenue, Uttlesford	5. Brand Road, Rugby	6. Goldsmith Street, Norwich
Comment 9	Should be unique and different because if it is the same it would be dull, boring and seem forced.	Love the space.	Don't like the colour scheme.	Yes.	It looks oddly placed (the benches), not the best.	Good.
Comment 10	Different sizes.	Includes a playground for children.	Solar panels, renewable energy.	Yes.	Cramped parking space (cons), tight road space (cons), trees spaced out randomly - unattractive (cons), buildings are new and well designed, clean no signs of vandalism (pros).	Yes.
Comment 11	<u>Amazing</u> , has personality and unique not a copy after a copy.	Larger park, swings, seating. Yes!	Ew.	Nice for a calm walk, I really like the trees like that.	8/10 promotes biking, could have a fountain.	Nice for family.
Comment 12	Looks different (good).	Add more play area. The colours like why.	Really nice.	Bad looking. No.		Not dangerous.

How would you rank these examples and why? (School pupils)						
Row Comment	1. Derwentho rpe, York	2. Projects Drive, Rugby	3. Priors Hall, Corby	4. The Avenue, Uttlesford	5. Brand Road, Rugby	6. Goldsmith Street, Norwich
Comment 13	9/10 modern area, looks appealing lots of green space.	Gorgeous green space. Water small pond. Small shop or tuck van.	Ugly.	Yes.		Big.
Comment 14		Love!	No.	Nice spot for a pet owner. Should have dog poo bins as animals will be there.		8.5/10 nice green space, nice house design.
Comment 15		Healthy and good, matching building with not unique ruins it.	Nice greenery in centre for colour.	Green space is well placed but is unattractiv e (pros and cons), good pathway that is also quite spacious (pros), houses are well structured (pros).		Wonderful housing structure (pros), nice green space but has unnecessa ry bushes (pros and cons), spacious and nice pathway (pros), benches are well placed (pros).

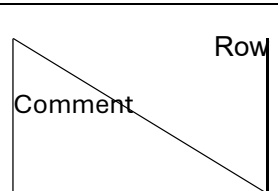
How would you rank these examples and why? (School pupils)						
Comment	1. Derwentho rpe, York	2. Projects Drive, Rugby	3. Priors Hall, Corby	4. The Avenue, Uttlesford	5. Brand Road, Rugby	6. Goldsmith Street, Norwich
Comment 16		Place more football or basketball pitches or playing grounds in empty grass areas.	The colour scheme could have some work.	8/10 nice use of green space the houses make it less appealing.		
Comment 17		7.5/10 Nice amount of green space, local needs a football area, rugby pitch.	More parking spaces in places with a lot of houses or public places like town to get rid of traffic issues.	On the right it looks really sad and unwelcomi ng.		
Comment 18			Area looks really dull. Perhaps it needs an apparatus.	Really nice		

Streets

Public spaces

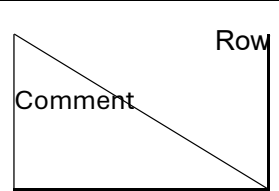
Buildings

WHAT IS IMPORTANT TO YOU ABOUT THESE TOPICS?

What is important to you about these topics? (Adults)			
	1. Streets	2. Public Spaces	3. Buildings
Comment 1	Green and hedges/trees on streets.	Public art üü to add interest as people move around the site (accessible e.g. visually impaired). Aim to maintain the 'rural' feel to the site, with existing trees, hedges, water courses etc.	Go to Harlow and <u>pinch</u> their idea for a modern acoustically designed performance space in a park. Musicians and performers are sheltered from weather. The public can sit on the grass.
Comment 2	Streets which people can move safely on (in terms of traffic and avoid people feeling unsafe. Increased personal safety).	Natural play areas. üü	Solar panels üü
Comment 3	MORE <u>Wildflower meadows</u> . MORE <u>CAWSTON Dog walking areas</u> . Green buffer areas especially near Coventry Road, Cawston.	Easily accessible from bridal ways.	Heat pumps üü
Comment 4	Not <u>too</u> high density - let people live.	Local people inspired artwork.	Public buildings e.g. schools, GP surgery - grey water scheme.
Comment 5	Open enough for footpath to be well lit.	<ul style="list-style-type: none"> • Sports pitches • Skateboarding • Tennis courts • Basketball 	Theatre, art space, music - performance space.
Comment 6	Cars need to be shielded from the scene.	Good fences make the best neighbours	Be bold! Be innovative!
Comment 7	Think about speeding and parking!! Footpaths need to be full width size for adoption. Dislike affordable housing being squeezed and	Green spaces with purposes: <ul style="list-style-type: none"> • play equipment • seats • paths • architectural feature 	Bungalows - plenty of them!!

What is important to you about these topics? (Adults)			
Comment	1. Streets	2. Public Spaces	3. Buildings
	residents having to pay extra.		
Comment 8	Bushes and trees on the roads.	Public outdoor gym equipment. Urban area not too lonely.	Please not too many redbrick boxes.
Comment 9	NO LTNS!! Let freedom ring!!	Good quality grass and planting!!	Bungalows for down sizing when people need to stay where they are independent.
Comment 10	Avenues!	High quality street furniture. Accessible pocket parks.	Mix of tradition and modern.
Comment 11	Winding roads not motorways.	<ul style="list-style-type: none"> • Shopping precincts for locals to walk to. • Bus access to shops. 	Good lighting turned down at night.
Comment 12	Cul de sacs for kids to play.	Cawston Greenway has a lovely aspect and lots of birdlife. Split dog walkers off in separate areas - encourage them away from wildlife.	Please don't have lots of 3 storey homes.
Comment 13	Wide not narrow!	Public art!! Sculpture.	Bungalows.
Comment 14	Don't put block brick everywhere.	More pathways gravel laid - in the pale yellow crushed stone.	Spaces on plots not to have bins out front.
Comment 15	<u>SAFE WELL SURFACED.</u>	Remember aging population needs accessible housing and services.	Please don't have lots of red brick boxes as houses.

What is important to you about these topics? (Adults)			
<div style="border: 1px solid black; padding: 5px;"> <div style="display: flex; justify-content: space-between;"> Comment Row </div> </div>	1. Streets	2. Public Spaces	3. Buildings
Comment 16	Robust manhole covers please metal is noisy but certain polycarbon/plastics are cracking and collapsing on driveways.	Protect spinney from encroachment of housing. What is the distance now 45m, 30m or 15m.	Prefer buildings to be more 'heritage' than modern.
Comment 17		A skate park that is quiet! And way from properties.	Gardens for people to enjoy and have grass.
Comment 18		Street furniture that lasts!!	Good quality builds.
Comment 19		Mature trees!	Mix and variety - not a repetitive scene.
Comment 20		Have dog free areas in public spaces.	
Comment 21		Spaces wo walk through and site and not feel surrounded by houses.	
Comment 22		Houlton - V+C chose developers with good landscaping plans - would be good if we have that as important.	
Comment 23		Green <u>mown</u> grass.	
Comment 24		Lit but not light polluting.	
Comment 25		Cycle paths - wider than 3m.	
Common themes	Safety. Wide paths. Greenery.	Accessible spaces. Green space. Play areas. Public Art. Street furniture.	Bungalows. A variety of types.

What is important to you about these topics? (School pupils)			
	1. Streets	2. Public Spaces	3. Buildings
Comment 1	A big street is great for trees to grow, cars to fit and less impacts (car crashes).	Trees should be everywhere since we have far less trees than other towns, if we plant hundreds of trees in a hundred years time, wildlife will be booming.	Buildings should be big and modern styles should be obligated to housing. This should represent pure modern looks for this new area.
Comment 2	Needs a spacious pathway but doesn't take up road spaces.	Park for kids to play and make friends.	And you need to be sure that there are some flats or cheaper housing options.
Comment 3	Larger streets, sorry.	Need a path and trees.	(Nothing really wrong).
Comment 4		Need a large space to compensate for the wood.	Need a garden.
Comment 5		Need more green space.	Need good colours.
Comment 6		Places for games/football.	Balconies for air.
Comment 7		More parking spaces.	Some have bad colour schemes.
Comment 8		Wider road spaces.	Thicker walls for insulation.
Comment 9		Parks nearby with football field and maybe child park for all of them.	Police station, school, pharmacy. All of them.



WHAT IS IMPORTANT TO YOU ABOUT THIS AREA?

What is important to you about this area? (adults)	
Comment 1	Keep all the footpaths and put in some more. üü
Comment 2	Woodlands - Biodiversity.
Comment 3	VIP - Cawston woods. Biodiversity.
Comment 4	Public footpath from Cawston to Draycott Water.
Comment 5	Where is all the employment promised by the warehousing?
Comment 6	Why has the boundary between Bilton and the new development not been defined?
Comment 7	Pond/lake in Cawston Spinney routes to/from.
Comment 8	Bilton village centre - preserve its traffic flow.
Comment 9	Traffic issues!! Bilton.
Comment 10	Protect Spinney.
Comment 11	Cawston Spinney - boundary and protected. Keep it a safe place to enjoy.
Comment 12	Calm traffic from outset - chicanes etc.
Comment 13	Access for Thurlaston onto Cov. Road as traffic increases.
Comment 14	Build primary school up front.
Comment 15	Make a village centre where people will want to walk to.
Comment 16	Buffer between Dunchurch and new site.
Comment 17	No punch throughs into Montague.
Comment 18	Make cycleway to Sainsburys.
Comment 19	Consider blend to nearest existing neighbours.
Comment 20	Cock Robin Wood.
Comment 21	Services, schools GPs etc. Cycle paths. <u>Dislike</u> loss of green fields.
Comment 22	Manage traffic impact on Alwyn Road.
Comment 23	Create wildlife areas - wilderness.
Comment 24	Bilton Alwyn Road Allotments. Protecting its boundaries.
Comment 25	Traffic not backed up in Dunchurch.
Comment 26	Water supply from STW (arrow pointing on map).
Comment 27	Maintain <u>distinct</u> distance from Dunchurch.
Comment 28	Do proper enviro impact assessments.
Comment 29	Need to have schools and shops and takeaways.
Comment 30	Ask people what is important to them!
Comment 31	No cut (punch) throughs to traffic from Alwyn Road.
Comment 32	Safe routes to Rugby High School.
Count	Common themes
7	Natural environment
5	Active travel routes
3	Good road traffic flow
4	Services and facilities
3	Distinct boundaries/buffers with existing settlements

What is important to you about this area? (School pupils)	
Comment 1	Save the forests.
Comment 2	Have a sports hall with handball kit.
Comment 3	Save the forests.
Comment 4	Nature forest area plant 100s trees. Farm.
Comment 5	Add more restaurants, more choice halal/vegetarian food, cater to all.
Comment 6	Putting buildings in empty land would up the pollution.
Comment 7	Don't put too much housing as you want some of the countryside.
Comment 8	More shops, chippy, more housing.
Comment 9	Shopping or retail parks here instead of just housing like near Dunchurch or Thurlaston so there is variety.
Comment 10	Good enough civilisation here.
Comment 11	Cheaper houses down here/flats or cheaper houses.
Comment 12	More chippys.
Comment 13	Parks/places to walk your dog. Shops like Co-op, Onestop, Starbucks etc. Park areas for kids (younger). Leave a small part of the forest so people can walk through it. Trees on the path/sidewalk then flats.
Comment 14	Save the fields.
Comment 15	Save forests and fields.
Comment 16	Save fields.
Comment 17	Save the forest.
Comment 18	Keep the fields and forest.
Comment 19	Walk path, bike route, fishing, horse route, shop, large pond, wooden park.
Comment 20	You are taking away green so make sure you add enough back.
Comment 21	Big space for big houses.
Comment 22	Needs more woods as lots of people go for walks.
Comment 23	Save the fields.
Comment 24	Because you are taking away green spaces. You need to add green spaces too!
Comment 25	Keep these fields.
Comment 26	Good for farming and crops supply.
Comment 27	Wind turbine at roundabout.
Comment 28	Don't take the forest.
Comment 29	Keep some trees as they produce H2O.
Comment 30	Mini hydro dam on stream.



WHAT IS CHARACTERISTIC OR INTERESTING ABOUT RUGBY AND ITS SURROUNDINGS?

- Row 1. Brickwork in Rugby
- Row 2. Streets and building in Rugby
- Row 3 - 4. Variety in housing in Church and The Square
- Row 5. Green spaces in The Square and Cowson

What is characteristic or interesting about Rugby and its surroundings? (adults)				
Comment	Row 1. Brickwork in Rugby	Row 2. Streets and building in Rugby	Row 3 and 4. Variety in housing in Dunchurch and Thurlaston	Row 5. Green spaces in Thurlaston and Cawston
Comment 1	Public building pub, shop etc. more like this.	Honeydew resistant lime trees would be beneficial in streets - very Rugby.	Porches give variation, nicer to look at.	Bench but no path? Accessibility (niche but if accessibility UNKNOWN WORD use).
Comment 2	Interesting architectural features.	Innovation. This has to be about creating an exciting, thriving lifestyle choice. The housing needs to inspire a younger generation who are keen to live in sustainable housing - supporting the environment. But this also needs to allow space for cultural UNKNOWN WORD (art, theatre, music etc) and to meet the needs of all residents not just the very young and very old.	Character age.	Not all white PVC windows.

What is characteristic or interesting about Rugby and its surroundings? (adults)				
Comment	Row 1. Brickwork in Rugby	Row 2. Streets and building in Rugby	Row 3 and 4. Variety in housing in Dunchurch and Thurlaston	Row 5. Green spaces in Thurlaston and Cawston
Comment 3	Doesn't fit in with the other buildings of Rugby School. New development insulated well understand why it is built the way it is but stands out.	Think about our teens and how they are going to use this space and what will they do there? Think about leisure but not just the same as all the other towns. Be creative! Set a trend - make Rugby a place that is exciting and where people want to live. Not more of the same that would be very disappointing.	Bungalow/single storey needed for ageing population but new modern design needed.	Self build sites.
Comment 4	Brickwork that says 'Rugby'.	Hard edge from road to building, could have some sort of barrier between path and road.	Single storey properties and bungalows to downsize to?	Nice but not likely.
Comment 5	As Rugby School develops create a 'style' that could carry on through the design plan?	Don't like stand alone trees. Better if have flower bed or grass around it.		Good idea to have select areas for wild plants/community gardens.
Comment 6	Where are the pretty brickwork examples in Rugby? Other than the school.			
Comment 7	Nice brickwork gives Rugby a unique aspect.			

N.b. This question was not posed to school pupils

An emerging vision...

An attractive, engaging and enjoyable place to live, work and play with a vibrant centre that meets day to day needs and supports an active, resilient community.

A place where green spaces, trees and waterways are celebrated and form an inherent part of the everyday experience.

Where walking and cycling along high-quality links are the travel modes of first choice, with buses providing convenient and attractive connections for longer distance travel. Calm, safe and greened streets provide for connections to strategic roads for longer distance journeys.

Buildings that both respect nearby settlements and contribute to a distinctive sense of place.

Your thoughts

Some prompts...

Trees
Roads
Walking
Schools
Shops
Village
Play spaces
Distinctive
Children
Families
Buildings
Facilities
Landscape
Public transport
Streets
Heritage
Green spaces
Contemporary
Cycling
Accessibility
Driving

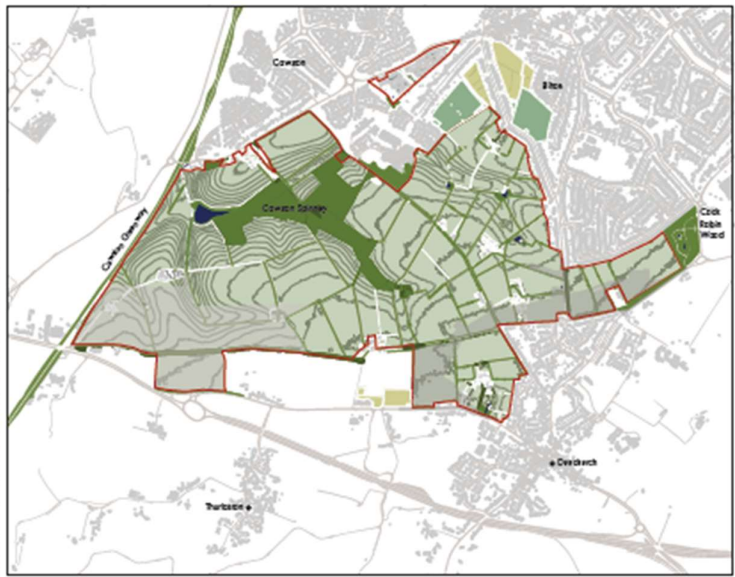
AN EMERGING VISION - WHAT WOULD YOU ADD OR CHANGE?

An emerging vision - what would you add or change?	
Comment 1	What is Rugby's USP? 21st Century USP not just history.
Comment 2	Social housing that can't be sold.
Comment 3	Allotments pls.
Comment 4	Cycle and walk ways all the way to town. üü Why has the local plan nor the SW Rugby SPD provided for this.
Comment 5	Public spaces that are green but also community use buildings not just housing.
Comment 6	Street names WW1/2/3 veterans.
Comment 7	More interesting non-generic - not major construction company standard dull buildings.
Comment 8	Encourage outdoor activities for children. Safe spaces to play. Cycle ways to school to gain independence.
Comment 9	Community garden/herb bed.
Comment 10	Housing built with rain water catch, solar panels etc - not retrofit.
Comment 11	Landscape and ecology. We have purple hairstreak butterflies along our disused railway line, they feed on Elms. Could we have elms within new hedgerows to connect and aid migratory routes? Please note that Dutch Elm disease flight path is at 10m height (just above house height) so no elms in new street trees or woods, please only hedges. :)
Comment 12	All housing to see something green.
Comment 13	Ability to walk places - safely and easily, inc. access. Like walk from Cawston to Bilton (to use shops etc.)
Comment 14	A sense of community is essential to make housing - homes where people want to be. Existing 'heritage' areas should be encourage to thrive.
Comment 15	Circular cycle paths and cycle links to Bilton.

Comment 16	Good public realm with nature and public art. Natural play areas - will encourage residents to go out more.
Comment 17	Are the buildings going to be future proofed to avoid constant road works to install the "latest" codes or requirements.
Comment 18	Community areas going to have appropriate hubs to facilitate e.g. finance services, local working, leisure pursuits?
Comment 19	Prioritise walking and bikes - not cars.
Comment 20	Why is L&Q planning on a cycle route to the South of Coventry Road Cawston and Symmetry one to the North - how does that make sense?
Comment 21	Community Facilities.
Comment 22	Cawston offers cycle paths and lots of natural green areas which encourage nature and offer a semi-rural aspect. ü ü
Comment 23	Doctors surgery, church, shops, play areas.
Comment 24	Public Art that is accessible to all.
Comment 25	Public transport? Essential location hospital, schools, shops, town centre.
Comment 26	Non-drive highway from estate to town/station.
Comment 27	Skate park/basket ball/5 a side space.
Comment 28	Drives which allow water to run through the earth not into drains and not allowed to pave or tarmac over. Be green.
Comment 29	Dentists? Hospital improvement? Doctors? Schools? In time for all this housing?
Comment 30	The new GP surgery should have started before March 23. IDP in Local Plan. Why not?

Comment 31	The whole area is dependant on appropriate infrastructure. An earlier consultation with H.E. suggested this was outside the scope until the major links for traffic are resolved. It will seize up. Heavy traffic from Tritax All has to exit south from the site then through a complicated interchange to go North. Where is the North exit from the site?
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N.b this question was posed in the ticketed public introductory session only.



Landscape characteristics

Much of the landscape of the allocation is characterised by open grassland and arable fields, defined by a series of established hedgerows, together with individual mature trees and small copses.

A network of ponds appear periodically within the fields.

There is a well vegetated public bridleway running east-west along Northampton Lane.

Mature ancient woodland exists within the north of the allocation known as Cowson Spinney.

The site slopes up generally from north to south.

- Woodland
- Trees (TPO)
- Water
- Allotments
- Playing fields and sports grounds
- Tree cover
- Hedgerows
- Employment allocation
- Homebased Unit Road app



Left, middle right and right Characteristic field boundaries with established hedgerows and mature trees. Middle left: One in a series of bodies of water throughout the site.

Your thoughts

HOW CAN THE EXISTING LANDSCAPE CHARACTER OF THE SITE AND ITS SURROUNDINGS CONTRIBUTE TO THE VISION AND MASTERPLAN?

How can the existing landscape character of the site and its surroundings contribute to the vision and masterplan? (adults)	
Comment 1	Any gravel use decorative. Please check British Geology Survey borehole information for insights into sub soil, rock and graves, composition/soil colour as Rugby/Thurlaston/Brinklow Quarry has 'gravel cells' which could help character.
Comment 2	New hedgerows: please consider using 7+ native species including viburnum opulus and lantana and maybe Ruscus aculeaths (Butcher's Broom) this heritage species grows at Rugby School in the woods.
Comment 3	Consider local/regional park equipment. We grew up with 'Wicksteed Kettering' playground equipment, can we still support them?
Comment 4	Consider the larger picture, is the National Forest regeneration scheme close enough to link in? How could it connect up with land on all sides of the site.
Comment 5	Roads wide enough with parking to stop parking on paths.
Comment 6	No bollards on paths as they obstruct mobility scooters.
Comment 7	Plant the correct trees and shrubs that will not destroy roads and paths with roots.
Comment 8	Insect and bird friendly considered so that there is less need to leave verges unmowed.
Comment 9	Open spaces to be safe, engaging, include water - consider families, teenagers, dog walkers.
Comment 10	Sufficient bins.
Comment 11	School parking - potentially a one way drop and drive system with a car park for those that need to go into the school (how does pick up work with drop and drive?)
Comment 12	Fruit and orchard patches.

Comment 13	Berry bearing plants.
Comment 14	Built in bird boxes.
Comment 15	Landscape mosaic. Consider retaining any local large pebbles 50mm and found during final stone pick, for use in piles/heaps and dead wood piles for cold blooded lizards, newts, butterflies to bask in the sun.
Comment 16	Section flat roofs.
Comment 17	Sufficient street lighting - can some stay on all dark hours for safety?
Comment 18	Consider overgrown paths - if hedges on the sides then how quick do they grow vs cutting schedule.
Comment 19	Make all cut through paths wide enough for dog walkers to pass people that are not keen on dogs.
Comment 20	Facilities - public toilet? Shops, pharmacy.
Comment 21	Make the street names mean something to the areas history.
Comment 22	Accessibility - curbs must be flat to the road. Drives also need to be flat to the kerb.
Comment 23	Effective speed controls.
Comment 24	RE: Cawston Spinney and SW local landscape character. The bluebells there are one of the few species that live symbiotically with Beech trees with it (allelopathic leaf litter and leaf canopy) create blocks of core woodland if you'd like to optimise bluebell woods.
Comment 25	Incorporate existing water with paths for walks.
Comment 26	Ecology: create pockets of 'super abundances' of plant species such as yellow flowered Birdsfoot Trecoil, to encourage through transit of Dingy Skipper butterflies.

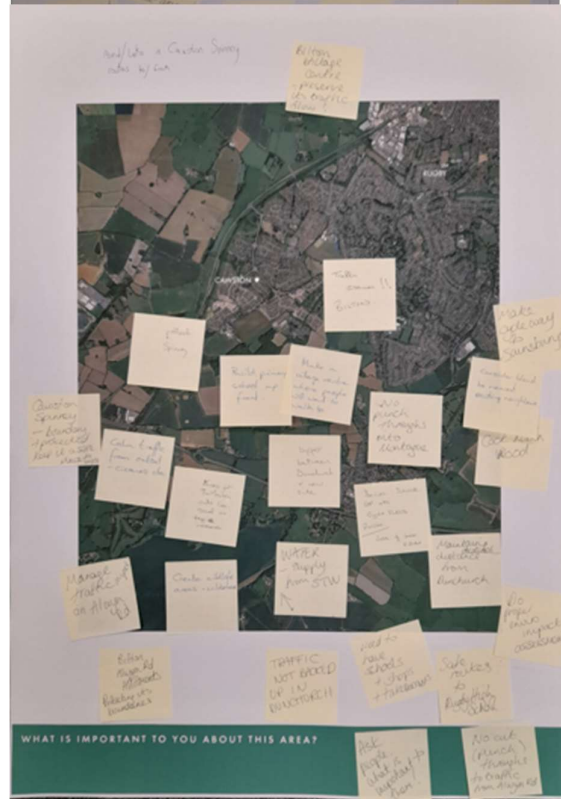
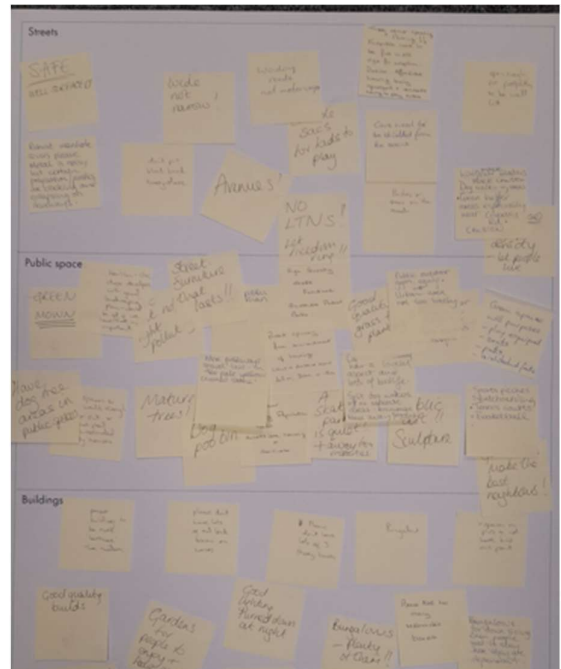
Comment 27	Why is there no cycle link to our town centre?
Comment 28	Bus ways gates and priority to prevent buses sitting in traffic and thereby discouraging their use.
Comment 29	Secondary School Movement - Why do symmetry's planning applications not allow for children to walk/cycle to new secondary school???
Comment 30	Cawston Road has to be bigger if there is going to be more housing/school not safe at current state for more housing.
Comment 31	Masterplan has STC crossing over Homestead Link. Why did planning committee vote to approve a plan which went against the Masterplan?
Comment 32	Make sure there are clearly separated pavement and cycleway and road.
Comment 33	Why when the SW Rugby SPD called for this boundary to be strengthened have the planning committee voted for it to be grubbed up.
Comment 34	Why are mounds being allowed in this area when the SW Rugby SPD said they were uncharacteristic?
Comment 35	Why fell this tree?
Comment 36	Where is the new road on these maps?
Comment 37	Make use of existing woodland, hedges and trees to build up BNG %.
Comment 38	(Refers to Comment 37) Indeed if only Cllr Picker thought that way!!!
Comment 39	Don't grub out hedges - build around them. If they have to come out do it when the birds are not nesting.
Comment 40	Why are Homes England bringing in <u>Norway</u> Maples and honeysuckle from <u>China</u> instead of our English honeysuckle? Without any opposition from Cllr Picker's planning team?

Comment 41	Ideas for street names, local people who have achieved fame (school house names such as Whittle, Brook etc). Ideas for public art at roundabouts: symbols/metaphors to represent local heroes/famous.
Comment 42	Rivers - walkways to open water good public spaces people are drawn to water.
Comment 43	Areas that had lots of green spaces if development put on it, why not make green roofs?
Comment 44	Why cannot we have a list of tree and shrub species from the Ancient Woodland part of Cawston Spinney which <u>must</u> be used instead of Viburnum Lantana, Sorbus acupava etc..etc beloved by Homes England?
Comment 45	Keep old trees that have major impact on the view of the area and develop around. Keep houses in area spread-out so we can keep some sort of old landscape - to keep some of the identity.
Comment 46	Indeed when was the last time a report to planning committee mentioned the BAPs to which Rugby is a co-signatory?
Comment 47	<u>Hard landscape/Builds</u> Pugin built St Maries Church, he called Rugby 'Butternorth town' because of the distinctive brickwork patterns of Rugby School, St Cross etc.
Comment 48	The Butterworth 'diaper' brick patterns could be subtly worked into hardworks, in places (as we have no local stone).
Comment 49	New woodland creation: please note local BAP plan targets to include foodstuff of endangered local wildlife and habitat. Look at local woodland surveys for native species to include (note also what was/is missing) to retain local identity.
Comment 50	Landscape: Scots pines along Dunchurch Primary routes are very locally distinctive and a good large scale for large scale main routes. Midland Hawthorn would be good for smaller scale important routes.

Comment 51	Where can you find <u>Midland</u> Hawthron locally? I believe it is Crategeus monogyna. I would be delighted to be proved wrong.
Comment 52	What do developers and Cllr Picker's team never even refer to the seminal Warwickshire Landscape Guidelines which provide specific advice on species?
Comment 53	Landscape trees: Collins Gem Guide states that English oak (Queras robus) reigns supreme in the Midlands.
Comment 54	Regarding any fruit planting - please be mindful of who is to pick fruit (consider local groups?) to avoid fallen fruit causing rat problem near housing, so keep any orchards not too close to homes.

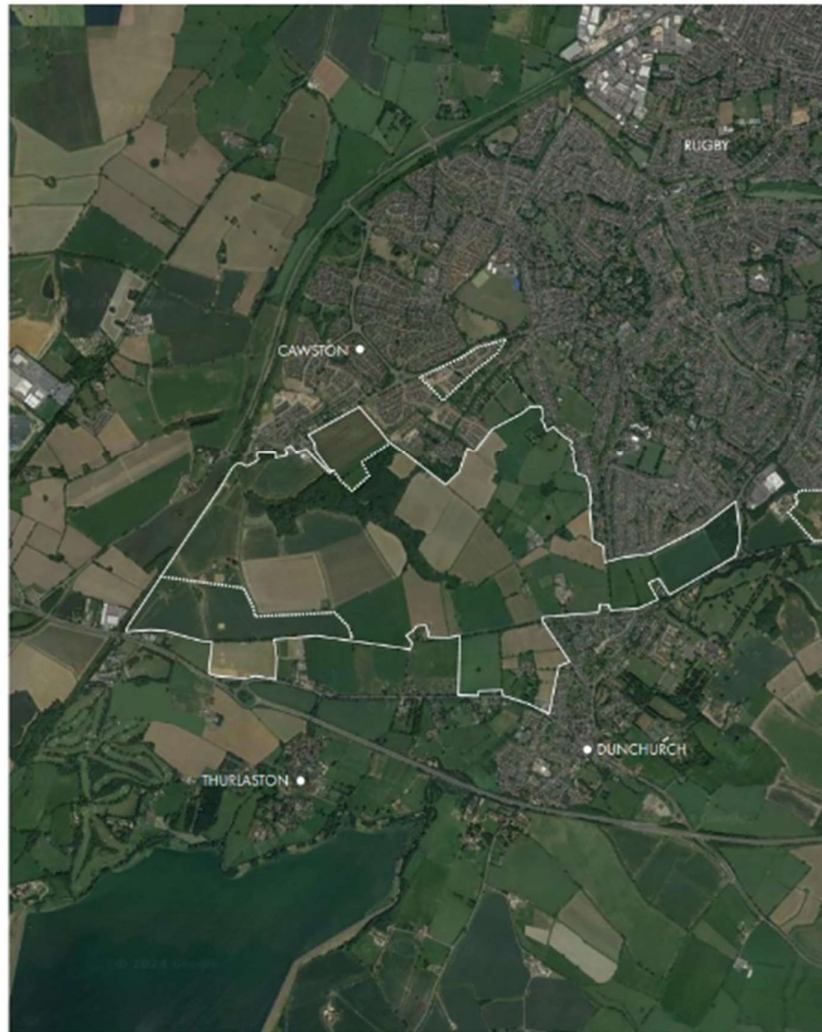
N.b this question was not posed to school pupils

Examples of the outputs



Appendix 2

Materials presented at workshops in November 2024 (presented as A1 size printed sheets)



SITE AERIAL

We have held previous sessions with:

Parish councillors

Members of the public

Students at Bilton School

Local councillors

We spoke about:

- What is important or distinctive about the site and area
- What is important about aspects such as streets, public spaces and buildings
- An emerging vision for the site
- Emerging masterplan principles regarding landscape, movement and the built environment.
- Examples of built projects with a range of design approaches



Key themes that have come out of previous engagement include:

The importance of the protection and enhancement of the **natural environment**, both for its own sake and for its positive impact on local people, including future residents.



How we plan to address these in the code:

We have appointed a landscape consultant to help us propose a suitable landscape approach based on the key characteristics of the site, advise on provision of different types of open space and identify suitable planting species for different parts of the site.

The importance of **active travel provision** and the accessibility around the site and into wider areas of Rugby.



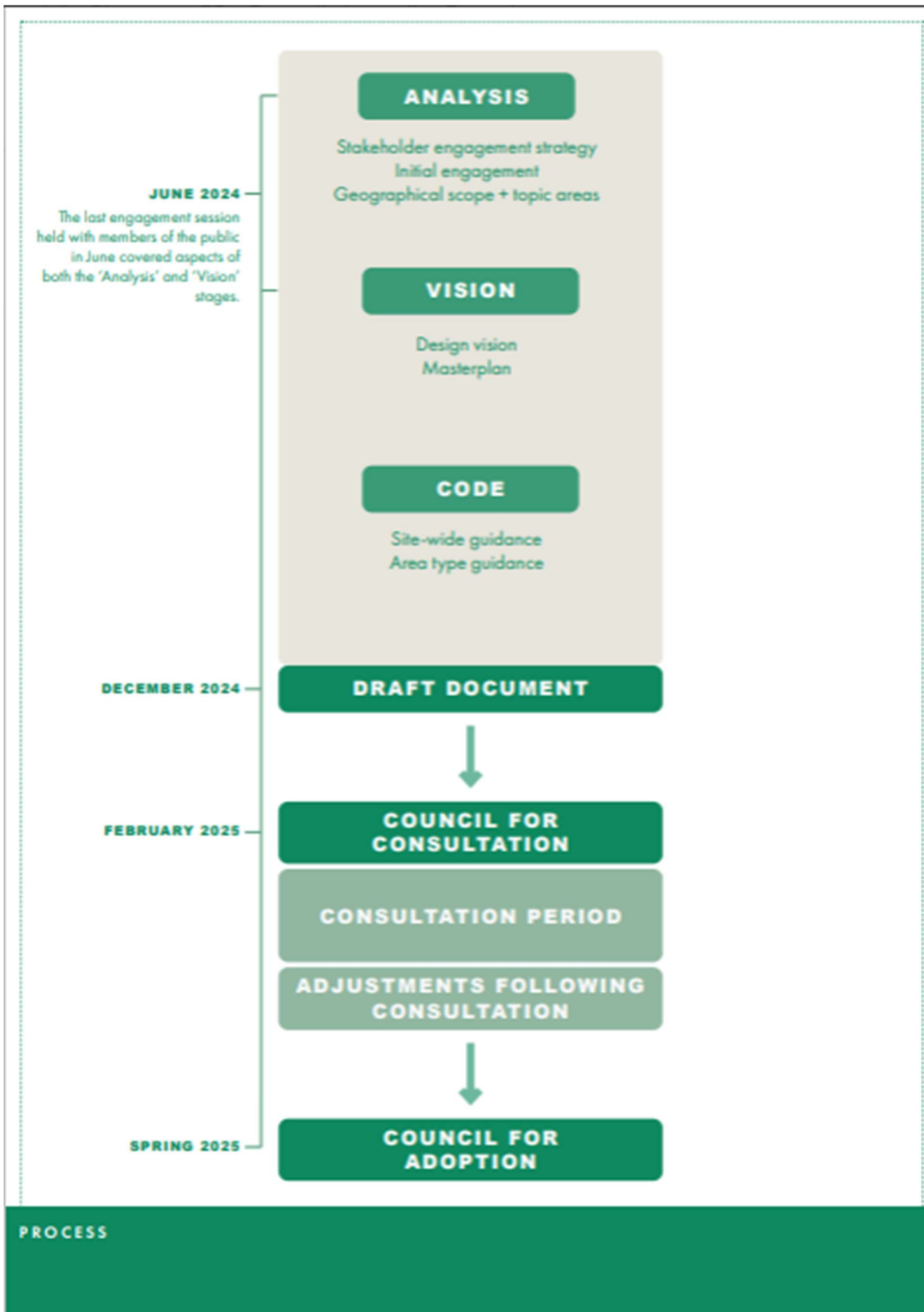
We have a transport consultant providing advice on the provision of and access to active travel routes, along with advice regarding access to and use of the proposed public transport provision. There are several elements due to be included in the code that aim to prioritise travel for non-vehicular users. These include the design of junctions to aid pedestrian priority, continuous + level footways and ensuring non-vehicular permeability throughout parts of the site not accessible to vehicles.

A desire for buildings to display a distinctive style with **variety between buildings**. This was based on the opinion that some of the examples shown were 'dull' or 'bland'.



We are currently developing the 'built form' section of the code. One of the aims of this will be to address the arrangement of buildings and their relationship with the space around them, with the aim of providing distinction between different parts of the site.

PREVIOUS ENGAGEMENT



The emerging vision presented at the previous session:

An attractive, engaging and enjoyable place to live, work and play with a vibrant centre that meets day to day needs and supports an active, resilient community.

A place where green spaces, trees and waterways are celebrated and form an inherent part of the everyday experience.

Where walking and cycling along high-quality links are the travel modes of first choice, with buses providing convenient and attractive connections for longer distance travel. Calm, safe and greened streets provide for connections to strategic roads for longer distance journeys.

Buildings that both respect nearby settlements and contribute to a distinctive sense of place.

What you said in response to the question "What would you add or change?":

Services and facilities

Doctors surgery, church, shops, play areas.
Public spaces that are green but also community use buildings not just housing.

Natural environment and green space

All housing to see something green.
Community garden/herb bed.
Allotments pls.
Cawston offers cycle paths and lots of natural green areas which encourage nature and offer a semi-rural aspect.

Safe play spaces for children

Encourage outdoor activities for children. Safe spaces to play.
Cycle ways to school to gain independence.
Natural play areas - will encourage residents to go out more.
Skate park/basket ball/5 a side space.

Active travel and public transport

Ability to walk places - safely and easily, inc. access. Like walk from Cawston to Bilton (to use shops etc.)
Circular cycle paths and cycle links to Bilton.
Prioritise walking and bikes - not cars
Non-drive highway from estate to town/station.
Public transport? Essential location hospital, schools, shops, town centre.

Built form

More interesting non-generic - not major construction company standard dull buildings.
Social housing that can't be sold.
What is Rugby's USP? 21st Century USP not just history.
Housing built with rain water catch, solar panels etc - not retrofit.

Vision statement updated to reflect comments:

An attractive, engaging and enjoyable place to live, work and play with a vibrant centre **that is a focal meeting place for the community. The centre meets the day to day needs of residents** and supports an active, **healthy**, resilient community.

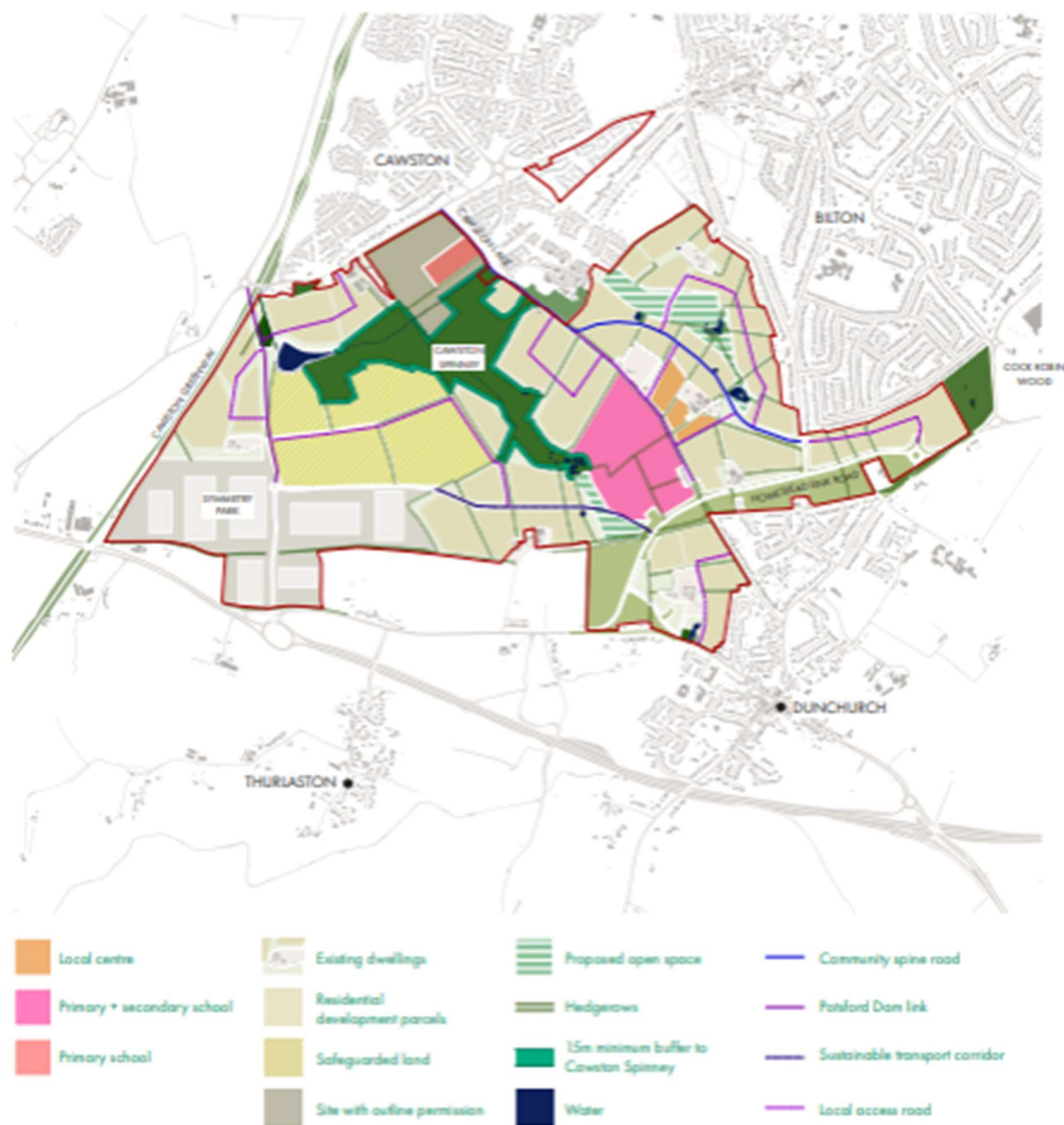
A place where trees, hedgerows, plants, waterways and the wider natural environment are celebrated and form an inherent part of the everyday experience. Retained landscape features including Cawston Spinney and Cock Robin Wood, alongside new greenspaces of different types, shapes and sizes for the benefit of residents and wildlife, contribute to the character of the locality. Green space to enjoy is located a short walk from home, including safe play areas for younger residents.

Where walking and cycling along high-quality links are the travel modes of first choice, with buses providing convenient and attractive connections to key destinations within Rugby and for longer distance travel. Calm, safe and greened streets provide for connections to strategic roads for longer distance journeys.

There is a cohesive variety in built form, with homes and buildings that both respect nearby settlements and contribute to a distinctive sense of place. There is a variety of different types of homes to meet a variety of different needs, and they are designed with quality and climate mitigation in mind. Transitions between different scales and uses are carefully designed and managed to create a safe, social and enjoyable environment for everyone.

The emerging framework masterplan is intended to:

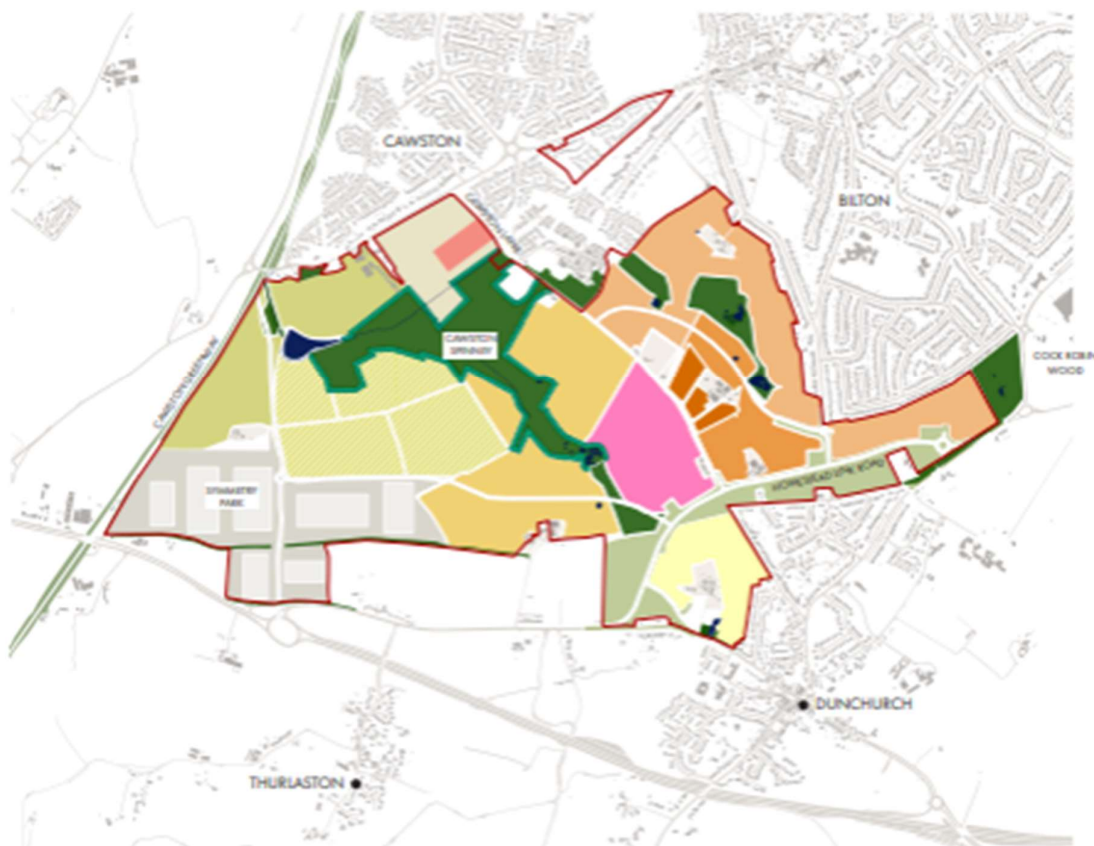
- Set out site-wide principles including: the local centre and schools positions; key landscape + green infrastructure features; connection to wider street network; and the broad position of primary streets, secondary streets and the main local access roads.
- Form the basis for the more detailed strategies contained later in the code.



EMERGING FRAMEWORK MASTERPLAN

These area types are intended to:

- Identify different contexts that developments will need to respond to across the site.
- Provide broad characterisations for the different types of places that could be provided.



Local centre
A dense and lively area with a mix of uses including community facilities + amenities, along with the highest density housing on the site. It is adjacent to one of the site's primary schools and the secondary school, and in closest proximity to some of the public transport links.

Urban residential
Majority residential development surrounding the local centre. This will be relatively high density and to give an urban feel the built form will be formal, ordered and have a close relationship with the street.

Bilton parkland
Residential development adjoining the southern and western edges of Bilton. Identified by close proximity to the local centre, the southern side of Rugby and adjacency with the proposed new open space. Built development will be less dense and formal than in the 'urban residential' area, with more variety to dwelling type and arrangement.

Suburban residential
Residential development which will have a more suburban feel, becoming less dense and more informal, offering a range of dwelling types and arrangements. This area is characterised by proximity to the school sites, Cawston Spinney and nearby access to public transport provision.

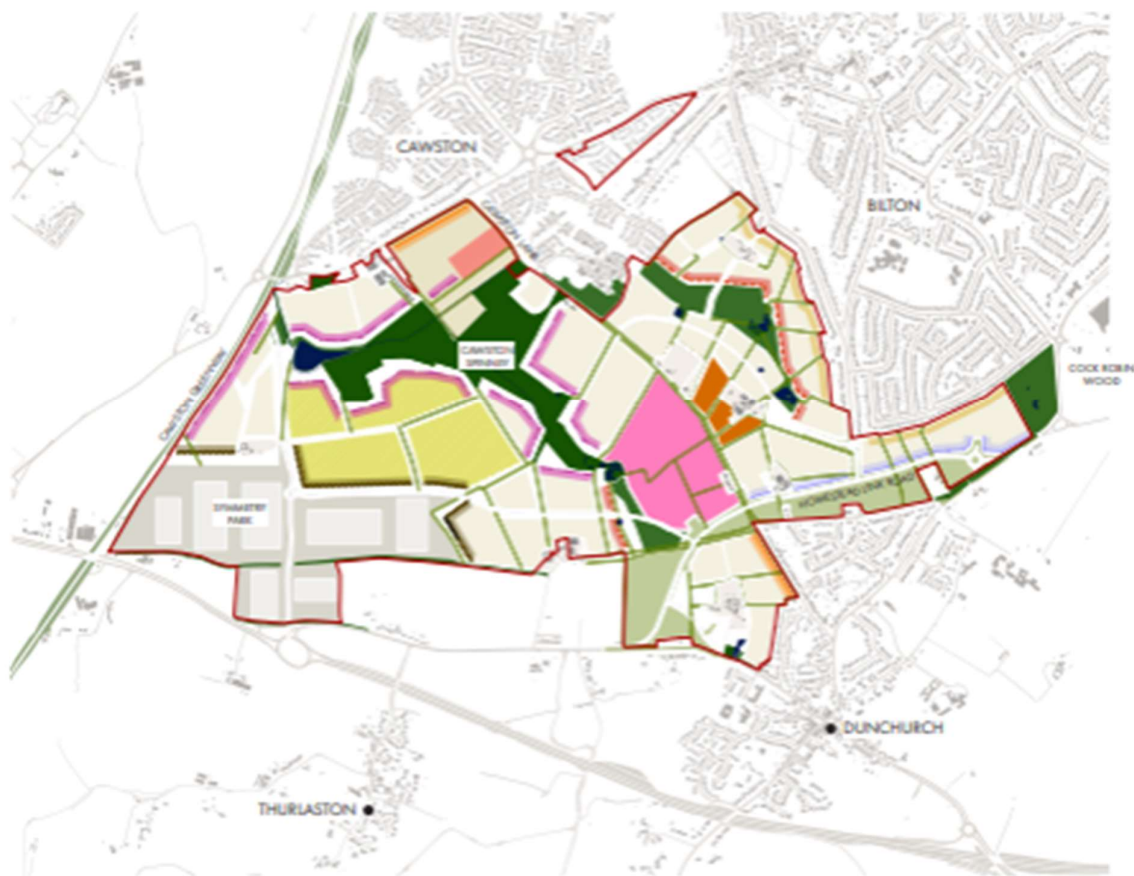
Homestead south
Lower density and low rise residential development that interacts carefully with the western edge of Dunchurch and is characterised by its small size and the green surroundings of the Homestead Link Road parkland.

Green edge
Residential development which is relatively separate from the rest of the development to the east and characterised by its relationships with the landscape features of Cawston Spinney and Cawston Greenway. Development here will be of the lowest density on the site and will have the most variety and least formality.

PROPOSED AREA TYPES

These edge conditions are intended to:

- Identify parts of the site that require particularly careful or particular treatment.
- Propose appropriate responses to these edges.



 Safeguarded land

 Primary + secondary school

 Primary school

 Local centre

 **Green edge**

The majority of this edge will border Cawston Spinney. There is a requirement for a minimum 15m buffer around the ancient woodland. We are currently proposing that development at this edge should reduce further in density and formality, providing a 'gentle' relationship with the buffer. It will be expected for the buffer to widen regularly to allow extra 'breathing space' for the woodland, as well as bringing green and landscaped characteristics into the residential development.

 **Homestead Link Road edge**

This edge will border the Homestead Link Road and its associated landscaping. It will also be the edge that signifies access into the development from the Homestead Link Road. It is currently proposed that dwellings at this edge will be set behind a landscaped verge for resident aspect and amenity. At the same time, buildings here will be required to provide a sense of presence and to act as markers at entrances into the site, so may feature taller building heights in certain locations.

 **Residential rear edge**

This edge borders the rear of existing dwellings, where generally new development should meet 'backs' with 'backs', to avoid one-sided development that insufficiently overlooks open spaces.

 **Parkland edge**

This edge will border the proposed new open spaces to the north east of the site and adjacent to the schools site. It will be different to the proposed 'green edge' because of its proximity to the higher density local centre, related facilities and public transport links. This means it is more appropriate for this edge to be denser and more formal.

 **Residential front edge**

Development at this edge will face existing dwellings, with which it will need to have a careful relationship. It will be expected for new development to reflect some of the built characteristics of the existing, such as building height, set back from the street and plot widths.

 **Warehouses edge**

This edge will border the employment buildings at Symmetry Park. Due to the size of the employment buildings and the activities that take place there we are currently proposing code requirements to create distance between dwellings and warehouses, to use significant soft landscaping between the building types and not orientate dwellings directly towards warehouses.

PROPOSED EDGE CONDITIONS

Appendix 2 – Detailed landscape comments received and responses

Consultation Comment	Influence response
2. Ecology: create pockets of 'super abundances' of plant species such as yellow flowered Birdsfoot Trefoil, to encourage through transit of Dingy Skipper butterflies.	Where appropriate areas of POS to be set aside for habitat creation, wide margins, woodland copse creation.
Cawston Spinney and SW local landscape character. The bluebells there are one of the few species that live symbiotically with Beech trees with it (allelopathic leaf litter and leaf canopy) create blocks of core woodland if you'd like to optimise bluebell woods.	The Warwickshire Landscape Guidelines and the Cawston Spinney Woodland Management Plans have been consulted to identify common native plant species to the area and a plant palette has been produced to ensure the landscape character is represented within new landscape developments.
4. Insect and bird friendly considered so that there is less need to leave verges unmowed	Verges along highways to be seeded with flowering amenity lawn mix, managed to high mower setting. Areas of grassland to be implemented in areas where tussocky, unmown grass is appropriate. SUDs at highways to incorporate natives where appropriate and use pollinator friendly ornamentals to add to the biodiversity offering alongside highways where verges maintained as grassland are inappropriate.
5. Good idea to have select areas for wild plants/community gardens.	Guidelines for the provision of POS both appropriate for public use and areas that are to be protected for wildlife will be set out within the design code.
6. Plant the correct trees and shrubs that will not destroy roads and paths with roots.	Use of landscaping techniques such as tree root barriers to ensure trees and landscaping don't impact on the hard landscape. Interface of soft and hard landscaping will be set out within the street typologies section of the design code.
7. New hedgerows: please consider using 7+ native species including viburnum opulus and lantana and maybe Ruscus aculeatus (Butcher's Broom) this heritage species grows at Rugby School in the woods	As above the landscape guidelines and woodland management plans alongside the Warwickshire, Coventry & Solihull Sub-Regional Green Infrastructure Strategy have been consulted to create plant palettes to guide plant selection within developments. Where appropriate species rich (7+) hedgerows will be implemented at boundaries across SW Rugby.
8. Why are Homes England bringing in Norway Maples and honeysuckle from China instead of our English	No comment on Homes England strategy. As above plant palettes will be produced to guide landscape developments. Plant selections of

honeysuckle? Without any opposition from Cllr Picker's planning team?	both native and non-native species will be approved if they are appropriate to the landscape conditions present and resilient to climate change.
9. Why cannot we have a list of tree and shrub species from the Ancient Woodland part of Cawston Spinney which must be used instead of Viburnum Lantana, Sorbus acupava etc..etc beloved by Homes England	No comment on Homes England strategy. See above.
10. New woodland creation: please note local BAP plan targets to include foodstuff of endangered local wildlife and habitat. Look at local woodland surveys for native species to include (note also what was/is missing) to retain local identity.	LBAPs will be consulted in the production of the plant palettes and landscape strategies for the design code.
11. Landscape: Scots pines along Dunchurch Primary routes are very locally distinctive and a good large scale for large scale main routes. Midland Hawthorn would be good for smaller scale important routes.	Noted.
12. Fruit and orchard patches.	The LBAP for Traditional Orchards will be consulted to guide recommendations for the design code.
13. Honeydew resistant lime trees would be beneficial in streets - very Rugby.	Noted.
14. Regarding any fruit planting - please be mindful of who is to pick fruit (consider local groups?) to avoid fallen fruit causing rat problem near housing, so keep any orchards not too close to homes.	In line with The Environment Act 2021 a mandatory requirement to deliver a 10% biodiversity net gain will apply to development of sites. Biodiversity Gains Plans will be required to outline how, for any habitat that has been enhanced or created for BNG, they must be secured, managed and maintained for at least 30 years, and how they will achieve the proposed distinctiveness and condition. It is assumed that as part of planning process a Habitat Management and Maintenance Plan (HMMP) or Landscape Management and Ecological Plan (LEMP) will be required outlining the parties responsible for the management and maintenance of landscape features to ensure all landscape typologies are appropriate to their location and available maintenance provision.

15. Consider overgrown paths - if hedges on the sides then how quick do they grow vs cutting schedule.	See above.
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