

Land to the south of Maddoxford
Lane, Boorley Green

Statement of Community Involvement

Bloor Homes Limited
March 2026

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Executive Summary

1. This Statement of Community Involvement (SCI) has been prepared by tor&co on behalf of Bloor Homes Limited (the 'Applicant') in support of a residential-led development of up to 280 dwellings at Land to the south of Maddoxford Lane, Boorley Green (the 'Site').
2. The SCI demonstrates Bloor Homes' commitment to open, inclusive, and proactive engagement with the local community, stakeholders, and statutory consultees throughout the planning process.
3. The consultation strategy included early engagement in line with the National Planning Policy Framework (NPPF), structured meetings with Botley Parish Council and ward members, a dedicated project website, a newsletter distributed to 415 local addresses, and a consultation phone line to ensure accessibility for all. The public consultation, held between 8–24 September 2025, invited feedback from local residents, enabling a broad range of views to be considered in the evolution of the proposal.
4. The proposal received ten representations of support from local residents. The consultation process also identified a number of key themes, relating to traffic and highway safety, rural character and local identity, scale of development, and pressure on local services and infrastructure, including utilities. Bloor Homes has carefully considered this input, incorporating measures to address these issues, including ecological enhancements, high-quality pedestrian and cycle connections, landscape buffers, and improvements to foul drainage infrastructure.
5. The SCI demonstrates that community input has directly informed the emerging proposals, ensuring the development responds to local needs, integrates with the existing built environment, and enhances community wellbeing. Overall, the consultation process reflects a transparent, responsive, and collaborative approach, exceeding statutory requirements and aligning with best practice guidance.

1.0 Introduction

1.1 This Statement of Community Involvement (SCI) has been prepared by tor&co on behalf of Bloor Homes Limited (the 'Applicant') in support of a residential-led development of up to 280 dwellings at Land to the south of Maddoxford Lane, Boorley Green (the 'Site').

1.2 Bloor Homes, founded in 1962 by John Bloor, is a privately owned, family-run business and a recognised 5-star housebuilder by the Home Builders Federation. The company operates nationwide with nine regional offices and is committed to delivering over 4,500 new homes annually. Bloor Homes is deeply committed to fostering early and ongoing engagement with local communities across all its developments. The company recognises the value of community input and actively involves residents in the planning and design processes. By prioritising meaningful consultation, Bloor Homes ensures that local perspectives are considered, allowing for the creation of developments that are well-integrated into their surroundings and aligned with the needs and aspirations of the communities they serve.

1.3 The formal description of development is as follows:

"Outline planning application with all matters reserved (except the main points of access) for the demolition of a residential dwelling (Use Class C3), removal of a mobile home, and demolition of existing buildings associated with a motor vehicle storage and motor vehicle body parts and scrap material business and the construction of up to 280 dwellings (Use Class C3), including affordable dwellings, and associated provision of informal and formal public open space, together with associated highways, landscape, earth works and level changes, foul and surface water drainage facilities, utilities provision and other associated and necessary infrastructure works."

The Site

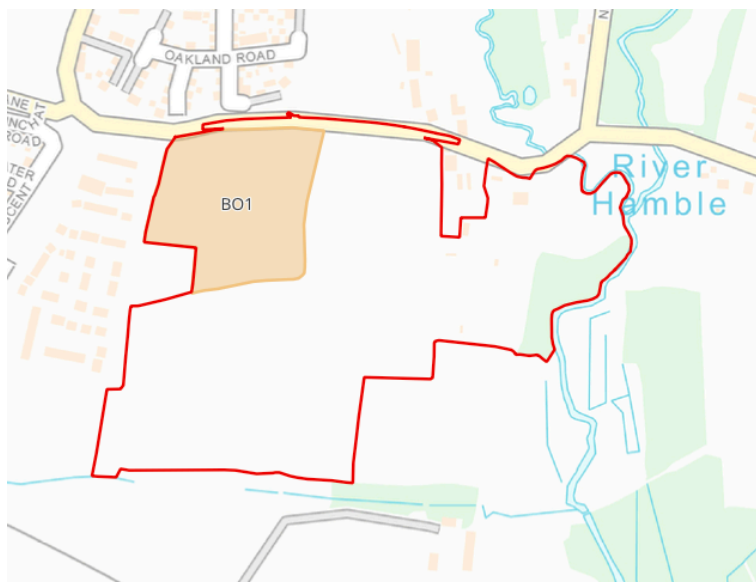
1.4 The site, shown below, extends to approximately 14.31 hectares (35.4 acres) and consists of mostly agricultural land.



- 1.5 In addition, there is part of the site within which there are a residential property, a mobile home and a commercial property that includes outdoor vehicle storage and scrap yard are located.
- 1.6 The site is well contained and separated from the wider countryside by Maddoxford Farm and the existing trees and vegetation spread along the River Hamble to the east.
- 1.7 The site is to the east of the settlement of Boorley Green, north of Botley and north of the Southampton to Fareham rail line. The site is accessible from a variety of transport modes with a range of key services and facilities within 8 minutes walk of the site, includes a primary school. Community centre and sport pitches.
- 1.8 To the north and west of the site is the urban edge of Boorley Park, along with a shared active travel corridor running alongside Maddoxford Lane. The land to the north east consists of Maddoxford Farm and Westfield (residential property) which are prominent features adjacent to the site.
- 1.9 Agricultural land, including the Daisy Meadow Dairy border to the south of the site, with the railway line adjacent to this.
- 1.10 As noted above, part of the site is previously developed land (PDL) forming a car breakers business, together with a car storage area and residential dwellings.
- 1.11 An existing public footpath, known as 'Botley Footpath 3' intersects the eastern part of the site from north to south.

Planning Context

- 1.12 Part of the site (north western part) is designated for residential development of *"at least 30 dwellings"* within the current adopted Local Plan as Policy BO1: Land south of Maddoxford Lane and east of Crow's Nest Lane, as shown below:



Consultation

- 1.13 The purpose of the Statement of Community Involvement (SCI) is to highlight the proactive engagement with the local community and stakeholders throughout the development process, summarise the feedback received, and demonstrate how this feedback has positively influenced and shaped the final proposals for the Outline application submission.
- 1.14 The consultation programme has actively involved Botley Parish Council, ward members, and the local community through a structured programme of outreach, participation, and formal consultation, ensuring that a wide range of views have been considered.
- 1.15 Feedback received during the consultation has been carefully recorded, and this Statement of Community Involvement provides a clear summary of both the supportive comments and constructive concerns raised, illustrating how community input has informed the proposals.
- 1.16 This document is one of many submitted to Eastleigh Borough Council in support of the planning application. A full list of submitted documents is provided in the cover letter accompanying the application.

2.0 Consultation Strategy and Timeline of Engagement Activities

2.1 The consultation strategy facilitated early engagement, in line with the guidance set out in Paragraph 40 of the NPPF (December 2024), which highlights the "significant potential" of early engagement to improve the efficiency and effectiveness of the planning application process for all parties involved. The NPPF further emphasises that high-quality pre-application discussions "enable better coordination between public and private resources and lead to improved outcomes for the community." Our strategy was guided by the following key objectives:

- To inform stakeholders and local residents about the emerging proposals.
- To gather feedback from a broad range of voices.
- To incorporate stakeholder and public input into the evolving masterplan.

Stakeholder Engagement

2.2 On September 23, 2025, the Applicant and members of the project team attended Botley Parish Council's monthly meeting. Councillor Rupert Kyrle (Hampshire County Councillor for Botley & Hedge End North) was present, along with Parish Councillors, to receive a presentation on the emerging proposal. The session also included discussions on key technical considerations and an opportunity for feedback.

Community Website and Newsletter

2.3 September 2025: A dedicated project website (southofmaddoxfordlane.co.uk) was launched to provide an accessible overview of the emerging proposal. The website enabled users to review the details of the proposal, submit feedback, sign up for updates, and express their support for the project. In addition, a comprehensive newsletter was distributed to residents in the surrounding area, presenting the proposals in detail and providing clear contact information for submitting feedback and accessing the website.

2.4 To ensure inclusivity and accommodate individuals without internet access, a dedicated project phone line was established. This provided an alternative means for members of the public to engage with the project team, review the proposal, and offer their input.

3.0 Public Consultation

Consultation Period: 8 September 2025 – 24 September 2025

- 3.1 The public consultation was carefully designed to openly present the emerging proposal and actively encourage input from all members of the community, reflecting the applicant's commitment to transparent and inclusive engagement.

Publicity and Promotion

- 3.2 To ensure that the emerging proposal reached the widest possible audience and that community members had ample opportunity to provide feedback, the following measures were undertaken:
- A newsletter (see Appendix 1) was mailed to 415 local addresses, presenting a clear overview of the emerging proposal, providing contact details for feedback, and directing recipients to the consultation website (southofmaddoxfordlane.co.uk) where comments could be submitted.
 - The newsletter was also distributed via email to Botley Parish Council, ensuring local representatives were informed and able to share the information with their network
 - A dedicated project website, email address, and phone line were established to provide multiple communication channels, allowing community members to engage with the project in the manner most convenient to them.
- 3.3 These steps reflect the applicant's proactive approach and strong commitment to open, accessible, and inclusive engagement with the community.

4.0 Consultation Feedback Analysis

Participation and Support

- 4.1 A total of eleven responses were received, representing households from Fieldfare Crescent, Fennel Gardens, Maddoxford Lane, Northington Down, Sarisbury Green and Penton Grafton.
- 4.2 Ten local residents, from the addresses SO41 9FS, SO32 2DB, SO24 9UB, SO31 9EH, and SP11 0RR, have formally expressed their support for the emerging proposal through the completion of supporters' forms, providing their names, email addresses and postcodes.
- 4.3 One objection was received, citing the following concerns:
- The development would negatively impact the rural character and tranquility of the area, as the land, which has long been home to horses, contributes to the village's charm.
 - The proposed access via Maddoxford Lane, a narrow and already congested road, would exacerbate traffic issues and create unsafe conditions for pedestrians, cyclists, and horse riders.
 - The scale of the development is considered excessive for the site and would strain local infrastructure and services.
- 4.4 The following sections present a summary of key matters raised, accompanied by the applicant and their project teams responses.

Local Development & Infrastructure

- 4.5 Residents commented that Boorley Park has experienced recent development, with ongoing construction on nearby estates.
- 4.6 Concerns were raised regarding the cumulative impact of additional housing on the area, particularly in relation to the capacity of local infrastructure.
- 4.7 Residents expressed the view that additional traffic generated by the proposal would place pressure on the local road network and could result in hazardous conditions for pedestrians, cyclists and horse riders who use this route.

Our response:

- 4.8 The proposed development is designed to be sympathetic to the character of the surrounding area, reflecting an appropriate density for the edge of the settlement. The proposal incorporates a scale of development that respects the existing built environment, while promoting internal landscaping that enhances and complements the green edges extending from east to west, to the south of the existing settlement.
- 4.9 The Site represents a logical and sustainable extension to the existing settlement pattern, being closely related to both established and committed development. Its location enables effective integration with the emerging

infrastructure and services at Boorley Green, thereby reinforcing the continuity, cohesion and legibility of the settlement.

- 4.10 The Transport Assessment (TA) confirms that the Site is well located in relation to local services, schools, public transport provision and employment opportunities. As such, it is capable of supporting travel by a range of sustainable modes.
- 4.11 The potential impacts of the proposed development on local services and infrastructure will continue to be considered through ongoing discussions with the Council during the determination of the application. Any contributions or obligations identified as necessary to mitigate the impacts of the development will be secured through a Section 106 legal agreement.
- 4.12 Vehicular access to the Site has been designed in accordance with national and local design guidance. It has gone through pre-application review, whereby Hampshire County Council has confirmed that the principle of access is acceptable. As such, it is considered that the proposals are in accordance with Paragraph NPPF 115 which requires developments to ensure “safe and suitable access to the Site can be achieved for all users”.
- 4.13 A pedestrian / cycle connection is provided along the northern edge of the carriageway that connects into Boorley Park. Beyond that point, a network of pedestrian / cycle infrastructure is provided that connects with key facilities in the local area.
- 4.14 For full access details reference should be made to the Transport Assessment and detailed access drawings which form part of the application.

Loss of Rural Character and Impact on the Environment

- 4.15 Residents are concerned that the development would undermine the rural setting of Maddoxford Lane.
- 4.16 They feel that the existing open fields and presence of horses contribute significantly to the area’s tranquillity and identity.

Our response:

- 4.17 The development plan prioritizes the conservation of biodiversity by retaining and protecting Sites of Importance for Nature Conservation (SINCs) and ecologically valuable trees. Buffer zones will be introduced to preserve boundary habitats and reduce human impact, promoting species dispersal. These zones will provide natural areas for wildlife and ensure that the SINCs are managed for long-term ecological health. Landscaping and planting will be provided throughout the site to support biodiversity. The overall aim is to achieve a 10% net gain in biodiversity, benefiting both wildlife and local communities.

Impact on Community Wellbeing

- 4.18 Residents have concerns related to risk to safety, quality of life, and community cohesion. They believe that the combined effects on character, infrastructure, and service capacity would diminish the valued sense of place and have a negative impact on overall community wellbeing.

Our response:

- 4.19 The creation of a high-quality, pedestrian-friendly environment with safe, accessible, and well-connected routes will encourage walking, social interaction, and healthier lifestyles. Well-designed and integrated open spaces will offer opportunities for recreation, relaxation, and community engagement, supporting improved physical and mental wellbeing and helping to establish a strong sense of place.
- 4.20 By providing direct links to community facilities in Boorley Park, the development will integrate seamlessly with the existing built form of Boorley Green and deliver enhanced pedestrian and cycle connections for all residents. These connections will play a key role in fostering a sense of community by creating opportunities for everyday interaction.

Foul Drainage

- 4.21 A local resident raised concerns regarding the impact of the proposed development on existing foul drainage issues on their site. They previously indicated no objection, provided that our development would not exacerbate these drainage problems.

Our response:

- 4.22 Foul flows from the development will be directed to pumping stations within the Site and pumped to the existing public foul sewer in Maddoxford Lane to the west. Under statutory duty, Southern Water is required to accept the connection, regardless of existing capacity constraints within the network. Southern Water has confirmed the connection location and advised that local upgrades will be required to ensure sufficient capacity for the new development. These improvement works represent a positive intervention, as they will enhance the performance of a system that is currently operating above its intended capacity, thereby benefiting both the new development and existing residents.
- 4.23 Our proposal would not add any additional flows to the pumping station serving the neighbouring site.

5.0 Post-Consultation Amendments to Proposals

- 5.1 Following consultation with the local community, statutory consultees, and local authority officers, the proposals have been carefully reviewed and refined. The amendments have been developed in direct response to feedback received, with the aim of addressing local concerns and enhancing the overall quality, accessibility, and environmental performance of the development. The key changes are summarised below:

- **Cycleway Enhancement:** A dedicated cycleway is proposed allowing direct connections to surrounding developments promoting sustainable travel.
- **Reinforcement of Landscape Features:** The proposed development will establish a cohesive green and blue infrastructure network across the site, designed to align with the local landscape character. In response to stakeholder feedback, the design strategy reinforces existing landscape elements and uses high-value features as a structural framework for a new system of recreational and ecologically focused spaces. These spaces will be integrated with the broader landscape context through strategic connectivity. Vegetation removal, including hedgerow loss, will be minimised, and any unavoidable losses will be compensated through targeted replacement planting.
- **Drainage Strategy:** The drainage strategy has been enhanced through additional attenuation basins and two pump stations, increasing resilience to surface water flooding and addressing concerns regarding water management.
- **Tree Protection:** Primary vehicle routes within the site have been realigned to be located in the optimum position, in agreement with officers, minimising tree loss and protecting valued landscape features.
- **Development Parcel Layout:** Minor adjustments to the layout of development parcels improve integration with attenuation features, provide an appropriate buffer to the Site of Importance for Nature Conservation (SINC), and create practical, well-designed parcels that better relate to the surrounding environment.
- **Pedestrian and Vehicular Separation:** Shared surface areas have been removed in response to feedback, providing clearer separation between pedestrian and vehicular movement and improving safety and legibility within the site.

- 5.2 These amendments demonstrate a collaborative and responsive design approach, ensuring that the development maximises benefits for the local community, respects environmental sensitivities, and delivers a well-considered, high-quality scheme.

6.0 Conclusion

- 6.1 This Statement of Community Involvement demonstrates the applicant's commitment to an open, inclusive, and responsive approach to engagement throughout the preparation of the Land to the south of Maddoxford Lane outline planning application.
- 6.2 From the outset, the applicant has sought to engage proactively with political stakeholders and the local community, ensuring that a broad range of voices were invited to contribute. The applicant has worked closely with Eastleigh Borough Council, including direct consultation with the Lead Local Flood Authority, as well as with Hampshire County Council, to undertake a thorough pre-application consultation process. This proactive engagement aimed to

identify and address key issues at an early stage, ensuring a well-informed and collaborative approach to the proposal.

- 6.3 Feedback was actively sought through multiple channels, including stakeholder meetings, a dedicated consultation website, and a newsletter distributed to 415 local residents. This approach allowed the applicant to gather valuable insights, which informed the development of the proposal. The process helped to identify both the concerns and aspirations of the local community, ensuring that these considerations were integrated into the planning strategy.
- 6.4 Bloor Homes has actively listened to the feedback received during the consultation process and has taken steps to address the points raised wherever possible. The majority of feedback was supportive, though residents expressed concerns regarding the cumulative impact of new housing on local infrastructure, particularly traffic and road safety. Additionally, there was concern over the potential loss of the rural character of Maddoxford Lane and its effect on community wellbeing. Concerns were also raised about drainage, which have been fully addressed in the application. Assurances from the applicant's consultants, alongside the involvement of Southern Water, ensure that the foul pumping station will be managed and maintained for long-term reliability.
- 6.5 This consultation process has not only met but exceeded the requirements set out in the National Planning Policy Framework (NPPF) and the Localism Act.
- 6.6 The consultation process demonstrates engagement from local residents, with consistent themes emerging around development, infrastructure, environmental protection, and community wellbeing. The feedback reflects a desire to preserve the character and quality of life in Boorley Park while ensuring any future development is sustainable, considerate, and aligned with the needs of existing residents.

7.0 Appendix

Appendix 1: Public Consultation Newsletter



Public Consultation Newsletter

Land South of Maddoxford Lane, Boorley Green

Shaping the Future of Boorley Green



Bloor Homes is bringing forward proposals for a new residential development on land south of Maddoxford Lane, Boorley Green. The proposals would provide around 260 new homes, set within a carefully designed landscape that incorporates accessible green spaces, and strong walking and cycling connections.

Our vision is to create a development that both responds to the needs of the local community and respects the existing character of Boorley Green. This newsletter sets out our vision for the site, explains the key design principles, and highlights the benefits for local people. We want to hear your views before we submit an outline planning application to Eastleigh Borough Council.

You can also view the information presented in this newsletter and submit your feedback at
southofmaddoxfordlane.co.uk

About Bloor Homes

Established in 1969, Bloor Homes is a respected private family-run national housebuilder with strong local experience, including our work at the nearby site, Boorley Park.

We are committed to delivering high-quality new homes that not only meet the needs of homebuyers but also help to shape vibrant, well-connected communities and help to support local housing need.

Our developments are carefully planned to provide convenient access to essential local

amenities, making them ideal for individuals, couples, families, and retirees alike.

We offer a range of homes to suit different lifestyles—from first-time buyers and growing families to those looking to downsize—each built to the highest standards of design and craftsmanship.

As a Housebuilder Federation recognised five-star rated housebuilder, we're proud of our reputation and remain dedicated to creating places people are proud to call home.



Our Vision

We want to create a **sustainable neighbourhood** that delivers new homes in a way that respects and enhances its setting. Our vision is based on four core principles:

- **Homes for All:** A mix of housing types and tenures will be provided, including affordable housing, family homes, and smaller properties for young people and downsizers. This will ensure the development supports a wide range of community needs.
- **Green and Sustainable:** Our approach is landscape-led, retaining and enhancing existing trees, hedgerows, and natural features wherever possible. We are proposing to deliver new areas of natural green space, play areas, and wildlife habitats. Floodplains and watercourses will be safeguarded and enhanced to support biodiversity.
- **Connected Living:** A safe and attractive network of walking and cycling routes will be created, allowing access to Boorley Park and nearby schools, shops, and community facilities.
- **Characterful Design:** Homes will take inspiration from the traditional houses located in Boorley Green and the surrounding villages. Building heights will be limited to two storeys in sensitive areas, protecting views and character.

About the Site

The proposed site is located **south of Maddoxford Lane**, opposite the south-eastern edge of Boorley Park. It is currently made up of **four open fields** of varying sizes, with surrounding trees and hedgerows that provide natural containment. Some small residential and commercial buildings are also located within the site.

The site is well placed in terms of local services and accessibility:

- Within a **15-minute walk**, residents can reach a primary school, community centres, and sports facilities in Boorley Park, while bus stops are only a few minutes away.
- Within a **20-minute cycle**, residents can access a wider range of shops, services, and jobs in Botley, Hedge End, and the Waterloo Industrial Estate.
- **Botley Train Station** is just 1.9 km away and can be reached by bike, bus, or car, offering direct services to London Waterloo and Portsmouth Harbour.

The site is well contained by development and landscape features:

- To the east, existing farms, tree belts, and hedgerows provide a strong boundary.
- To the south, woodland, farmland, and the River Hamble's tributaries create a natural edge.
- To the west and north, the site sits alongside recent and ongoing development at Boorley Park and Boorley Gardens, ensuring integration with the wider community.



Key Considerations

We have carefully assessed the opportunities and constraints of the site to ensure that the proposals are both deliverable and sensitive to the local environment. Key considerations include:

- **Flood Risk & Drainage:** The lowest parts of the site, particularly near the tributaries of the River Hamble, will be left undeveloped. These areas will form part of a green corridor and incorporate features such as attenuation basins and sustainable drainage systems (SuDS) to manage surface water safely while creating attractive natural spaces.
- **Heritage & Setting:** The site adjoins farmland linked to Newhouse Farm (Grade II listed). Sensitive design, including landscape buffers, low building heights and careful siting of new homes, will ensure the heritage of the area is respected.
- **Ecology & Biodiversity:** Existing hedgerows and mature trees will be retained wherever possible. New planting will strengthen wildlife corridors and habitats. The eastern part of the site will be restored to a natural green environment, promoting biodiversity gains and creating a better setting for the existing public right of way.
- **Utilities & Infrastructure:** Easements for the Esso oil pipeline, underground gas pipelines, and water mains will be protected. These corridors will be designed as part of green open spaces, integrating necessary infrastructure with the wider landscape. Overhead power lines will be accommodated within recreational or natural areas or will be grounded to maintain safety and visual quality as part of the development proposals.
- **Access & Movement:** Vehicular access will be provided from Maddoxford Lane, with an additional emergency access point also planned. Safe pedestrian and cycle links will connect the site to Boorley Park, helping new residents to reach nearby facilities without relying on cars.
- **Landscape Character:** The site is well enclosed by surrounding development and natural features. Building heights will be limited to two storeys at sensitive edges, ensuring that the development blends with the wider character of the area. Tree planting along streets and open spaces will reinforce the green character of the area.

By carefully addressing these considerations, we aim to deliver a scheme that is sensitive, sustainable, and well-integrated with its surroundings.

Proposal

The concept masterplan has been carefully shaped by the opportunities and constraints of the site. It includes:

Main vehicular access from Maddoxford Lane, designed as a safe and welcoming gateway into the development. An emergency access is also proposed.

A **loop road** through the site, supported by secondary and tertiary streets, to ensure good circulation and clear legibility.

A **Local Equipped Area of Play (LEAP)**, a kickabout space, and smaller natural play areas spread throughout the development, all designed to be safe, accessible, and overlooked.

Green corridors created by retaining existing hedgerows and tree belts, supplemented by new planting, to form wildlife habitats and attractive pedestrian routes.

Residential parcels designed as perimeter blocks with clear distinctions between public and private space, ensuring security and community cohesion.

Street planting and landscaping throughout, ensuring the development feels green, welcoming, and well-integrated with its surroundings.

