



JANUARY 2026

Statement of Community Engagement

Land North East of Great Ashby, Stevenage

Iceni Projects Limited on behalf of
Picture Estates Ltd

January 2026

ICENI PROJECTS LIMITED
ON BEHALF OF
PICTURE ESTATES LTD

Iceni Projects

Birmingham: The Colmore Building, 20 Colmore Circus Queensway, Birmingham B4 6AT

Edinburgh: 7 Alva Street, Edinburgh, EH2 4PH

Glasgow: 201 West George Street, Glasgow, G2 2LW

London: Da Vinci House, 44 Saffron Hill, London, EC1N 8FH

Manchester: WeWork, Dalton Place, 29 John Dalton Street, Manchester, M2 6FW

t: 020 3640 8508 | w: [iceniprojects.com](https://www.iceniprojects.com) | e: mail@iceniprojects.com

linkedin: [linkedin.com/company/iceni-projects](https://www.linkedin.com/company/iceni-projects) | twitter: [@iceniprojects](https://twitter.com/iceniprojects)

Statement of Community Engagement
LAND NORTH EAST OF GREAT ASHBY, STEVENAGE

CONTENTS

1. INTRODUCTION 1

2. SUMMARY OF THE PROPOSALS 2

3. CONSULTATION PROCESS..... 3

4. FEEDBACK RECEIVED..... 9

5. RESPONSE TO FEEDBACK..... 13

6. CONCLUSION 17

APPENDICES

- A1. WEBSITE STILLS
- A2. FEEDBACK FORM

1. INTRODUCTION

- 1.1 This Statement of Community Engagement (SCE) has been prepared by Icen Projects Limited on behalf of Picture Estates Ltd as part of their hybrid planning application for the Land North East of Great Ashby, Stevenage.
- 1.2 The adopted North Hertfordshire Local Plan 2011-2031 allocates the Land North East of Great Ashby off Mendip Way ('the Site') as a Strategic Housing Site for a new neighbourhood of approximately 600 homes. While the design team have been in constant dialogue and consultation with officers at North Hertfordshire District Council, further consultation has also taken place with the public and interested parties, detailed in this Statement of Community Engagement.
- 1.3 The design team also took part in an independent Design Review Panel, where the proposals were considered by other designers and planners, in order to test the solutions.
- 1.4 This report sets out a summary of the consultation that took place, with a peak of activity between Wednesday 8th May 2024 and Thursday 6th June 2024. The consultation that has taken place includes the following:
- A dedicated consultation website with an online feedback form - <https://shapingga2.co.uk/>
 - A leaflet delivered to 2618 local homes and businesses with an outline of the proposals, directions to the website and details about the consultation event.
 - A public consultation event, providing the community with the opportunity to speak with the technical experts on the project team about the proposals and give their feedback.
 - Engagement with local politicians and stakeholder groups.
- 1.5 The applicant has undertaken a consultation programme which sought to meet best practice and the prevailing guidance on pre-submission consultation, as set out in the revised 2024 National Planning Policy Framework (NPPF) and the 2016 National Planning Practice Guidance (NPPG), revised in 2024.

2. SUMMARY OF THE PROPOSALS

The Site

2.1 Picture Estates Ltd will be submitting a hybrid application for the residential led development at the Land North East of Great Ashby (and the 'Site'). The development is proposed to be known as Ashby Woods.

2.2 The description of development is as follows:

“Hybrid application for a residential-led development comprising residential (Use Class C3), educational use (Use Class F1), a community hub (Use Class F2) with associated new internal roads, access, parking, cycling infrastructure, landscaping and other associated infrastructure.

Full application comprises the construction of vehicle access and an active travel link via Mendip Way, with associated landscaping and drainage works.

The outline application, for which all matters are reserved except for means of access, comprises the erection of up to 640 dwellings (Use Class C3), a site for a primary school, further land reserved for educational use (Use Class F1), a site for a community hub (Use Class F2), with associated infrastructure.”

3. CONSULTATION PROCESS

- 3.1 The consultation process has been ongoing, with a peak in activity from Wednesday 8th May 2024 until Thursday 6th June 2024 as set out in detail below.

Dedicated Consultation Website

- 3.2 A website was launched to keep the community informed about the proposals, allow the public to complete a feedback form and contact the engagement team, and promote the in-person consultation event.
- 3.3 The website remains live and up to date, and can be accessed at: <https://shapingga2.co.uk/>
- 3.4 The website consists of the following tabs:
- *Welcome* – Provides an introduction to the proposals and to Picture Estates Ltd
 - *The Proposals* – Provides a detailed overview of the application
 - *Consultation* – Provides the opportunity to give feedback
- 3.5 Images of the website can be found in Appendix I.

Distribution of leaflets

- 3.6 A leaflet drop to 2618 local addresses surrounding the site took place during the peak of consultation activity.
- 3.7 The leaflet provided an outline of the proposal, directions to the website and details about the consultation event.
- 3.8 The leaflet is shown in Image 1 and Image 2 overleaf.

Image 1



DEAR RESIDENT,

Picture Estates Limited would like to invite you to a resident's drop in consultation event to hear about plans to create a new high-quality residential development in Great Ashby.

The site is allocated as a Strategic Housing Site for a new neighbourhood of around 600 new homes within North Hertfordshire District Council's Local Plan 2011-2031 (policy GA2).

THE PROPOSALS INCLUDE:

- New high-quality homes, including affordable homes
- A new primary school, as well as reserved land for educational use
- A new community centre
- Public open space
- Allotments

Image 2



**COME ALONG AND MEET THE TEAM AND
SHARE YOUR FEEDBACK**

Date: Thursday 23rd May 2024

Time: 4pm – 7pm

Venue: Great Ashby Community
Centre, Whitehorse Lane,
Stevenage, SG1 6NH

We look forward to meeting you
and hearing your feedback.

For more information about the
proposals, please visit the website
www.shapingga2.co.uk where you
can also view the proposals and leave
feedback, or contact us:

E: consultation@iceniprojects.com

T: 07795 614 307



Engagement with Stakeholder Groups

- 3.9 The project team met with a representative from Hertfordshire Badger Group / Hertfordshire Wildlife Monitors as part of a site visit on 22nd May 2025. The project team explained the range of surveys undertaken, how these influenced scheme design and identified mitigation measures, the strategy with regard to Biodiversity Net Gain and its justification.
- 3.10 The representative from the Hertfordshire Bager Group / Hertfordshire Wildlife Monitors expressed their objection to the scheme, with a wider desire to see more commitment to ongoing management of habitats for species such as badger, including how this would be funded and secured.
- 3.11 Meetings were held between the project team and Hertfordshire Badger Group / Hertfordshire Wildlife Monitors to discuss the proposals further.
- 3.12 In response to concerns raised, the prepared Environmental Statement (ES) Chapter on Ecology within the Planning Application sets out robust and professional assessment of the effects upon ecology with the scheme not expected to have significant adverse effects, subject to the implementation of mitigation, and with net gain in biodiversity predicted.
- 3.13 The mitigation presented within the ES chapter would ensure all legal protections relating to wildlife are adhered to. Whilst it is acknowledged there will be some the urbanising effects of development upon wildlife on the site, the existing settlement boundary is only a short distance away and therefore wildlife is likely to be able to adapt to the progressive development of the Site, subject to the protections relating to woodland within which the majority of setts lie.
- 3.14 The assessment set out within the ES chapter considers the effect of the bus route upon all identified ecological features, and concludes that overall, the scheme will not have significant adverse effects subject to the implementation of mitigation, with net gain in biodiversity predicted.

Public consultation event

Summary of the Public Consultation Event

- 3.15 The first public consultation event took place on Thursday 23rd May 2024, from 4pm to 7pm at Great Ashby Community Centre.
- 3.16 Members of the project team attending the consultation event included designers, architects, ecologists and engineers.

-
- 3.17 The project team spoke with members of the public, answering questions and providing detailed responses to various elements of the proposals.
- 3.18 The event was attended by 109 members of the public.
- 3.19 156 feedback forms were completed during the course of the consultation period, 26 of which were completed at the public consultation event, with 130 completed online. An analysis of all feedback can be found in the next section of this report.

Engagement with Councillors and Politicians

- 3.20 The project team carried out ongoing engagement with Great Ashby Community Council (GACC) across the design process.
- 3.21 Members of the design team met with GACC on 13th June 2024 to discuss the proposals and answer questions. The team shared the findings of their preliminary highways and transport assessments with the Council.
- 3.22 The key concerns raised by GACC related to highways capacity, and the lack of local services and facilities such as doctors and hospital places.
- 3.23 GACC emphasised the need for improvements to the local road network to accommodate development and questioned the County Council Highways response. They also emphasised the need for a doctor's surgery.
- 3.24 Feedback from GACC was recorded, with key concerns addressed in the Response to Feedback section in this report.
- 3.25 In October 2025, local councillors and politicians were updated on the progress of the proposals via email and invited to meet with the project team to discuss the proposals if they wished prior to submission of the planning application.

These were:

- Councillor Richard Henry, Leader of Stevenage Council
- Councillor Daniel Allen, Leader of North Hertfordshire Council
- Councillor Donna Wright, Cabinet Member for Planning on North Hertfordshire Council

-
- Councillor Nigel Mason, Planning Committee Chair on North Hertfordshire Council
 - Councillor Steve Jarvis, Weston and Sandon Ward Councillor on North Hertfordshire Council
 - Councillor Vijaiya Poopalasingham, Great Ashby Ward Councillor on North Hertfordshire Council
 - Councillor Laura Williams, Great Ashby Ward Councillor on North Hertfordshire Council
 - Councillor Ruth Brown, Royston West and Rural Division Councillor on Hertford County Council
 - Great Ashby Community Council
 - Weston Parish Council
 - Chris Hinchcliff MP for North East Hertfordshire
 - Alistair Strathern MP for Hitchin

- 3.26 The project team met with Councillor Laura Williams and Councillor Vijaiya Poopalasingham on 21st November 2025 to discuss the application.
- 3.27 The project team illustrated the proposals, the main principles of development, the main changes to the proposals since the master plan was approved in Nov 2024, the illustrative gateway park layout and the community hub, and further discussed and addressed some of the concerns raised in respect of traffic and construction impact on the local community, touching on the main mitigation measures that will be implemented.

4. FEEDBACK RECEIVED

4.1 156 feedback forms were completed during the course of the consultation period:

- 26 feedback forms were completed at the consultation event and 130 feedback forms were completed online.
- 92% of feedback forms were completed by people who stated that they were local residents.
- A copy of the feedback form can be found in Appendix II.
- Respondents were also offered the opportunity to be kept informed about the proposals by providing their email address.
- All 156 feedback form respondents chose to provide their email address.

4.2 A summary of the responses to the questions on the feedback form can be found below.

Question 1: Are you aware the site is allocated as a Strategic Housing Site for a new neighbourhood of around 600 new homes within North Hertfordshire District Council's Local Plan 2011 – 2031?

- Yes 91%
- No 9%

Question 2: Do you have any comments on the design approach outlined?

153 out of 156 answered this question. Over half the respondents mentioned traffic and transport related concerns with the proposed development, followed by the impact on local amenities and infrastructure.

The list below is in order of the number of times the themes were mentioned:

1. Traffic and transport congestion – 52%
2. Lack of amenities and infrastructure - 40%
3. Impact on community character and quality of life – 21%
4. Impact on wildlife – 21%
5. Public health and safety – 9%
6. Negative environmental impacts – 7%

Example feedback comments:

- *'The parking and congestion of the area is already out of control how it's allowed to keep building on green built land is shocking'*

- *'The road infrastructure in to and out of Great Ashby is extremely limited already. During peak times, the narrow roads and parked vehicles cause issues with traffic flow. Additional houses will only exacerbate this problem'*
- *'I am still concerned with the accessibility and impact to Mendip Way houses including parking. There is not enough GP and dental places too. It will also impact local green area and wildlife.'*
- *'I'm against this development because of the negative impact it will have on the local life and environment and lack of suitable infrastructure to accommodate the increase in the local population. There isn't a sufficient existing road network to the new houses and will lead to a significant increased traffic in the local area, and not enough parking space. Partial destruction of woodland and Green Belt that is used by many Not enough services like doctors or dental surgery with space, schools etc.'*
- *'Yes! Why only one road access??'*

Question 3: A new community centre will be delivered as part of the proposals for the benefit of the wider community. Do you have any thoughts on how this centre could be used by the community?

122 out of 156 respondents answered this question. Mixed responses were received with some stating a community centre isn't needed and/or should not be priority, with just over a quarter stating that a GP surgery was a priority for the space.

Feedback covered the following themes:

1. Opposition to a new community centre – 37%
2. Alternative use for the community space proposed – 26%
3. Specific needs and features of the community centre - 19%
4. Scepticism over delivery – 4%
5. Questions over need – 3%

Example feedback comments:

- *'This needs to house a GP surgery and a cafe for community living and providing a basis for the new residents.'*
- *'Yes ... a cafe, a social club for loneliness, a community cafe, as well as the usual community groups such as keep fit etc.'*
- *'Why build a second centre when the first centre has never been properly supported & not fully extended. Better spend funds on facilities in Serpentine Park, where there were plans for a "pavilion".'*
- *'I doubt it will be delivered- most promised amenities aren't. Focus on proper access & they can use the GA one.'*
- *'Youth club'*
- *'Co-working space. Community pub and cafe.'*
- *'There shouldn't be one. There is already a community centre in great ashby.'*
- *'I am strongly opposed to this development and as such do not want a community centre as this will increase traffic levels.'*
- *'Free to use by the community, community events, groups, classes etc'.*

- *'You need more than a community centre. You need shops, restaurants, cafes, pubs, doctors, dentists, etc. Learn from the mistakes of great Ashby'.*
- *'How will it work with existing centre nearby? Can it have space for medical/dental facilities?'*
- *'The provision is essential. It would be a good idea to provide this more as a pub/sport centre too. There is little provision for sports for such a large community. Tennis, cricket, rugby and football teams would help bring the community together. There seems little provision for such. Look at Letcombe Regis village hall and facilities. It fits many uses and is appealing. Not a mundane utility building like at Great Ashby. An awful eyesore.'*
- *'I would imagine the demand may be similar to that of the current Great Ashby community centre. This offers a nursery and sports and leisure activities for adults and for children. There used to be a community cafe which was popular but became a casualty of the pandemic and never reopened. Something similar might be useful.'*
- *'Need extra roads and amenities before community centre though community centres are good.'*

Question 4: Do you have any other comments for the team at this stage?

131 out of 156 respondents answered this question. Similar comments were received to question 2, with a large number of respondents citing traffic and transport concerns and local infrastructure. A small number of responses also questioned the consultation process, the affordability of the new homes and the economic impact of the proposals.

The list below details the number of times the themes were mentioned.

1. Traffic and transport congestion – 39%
2. Infrastructure and community facilities — 24%
3. General opposition to development – 19%
4. Loss of greenspace and wildlife – 19%
5. Environmental concerns – 10%
6. Healthcare and public services – 8%
7. Consultation process – 8%
8. Affordability of new homes – 4%
9. Economic impact — 2%

Example feedback comments:

- *'Building these houses won't solve local people's issues with housing. The green space you will take is used by many people for recreational purposes. The wildlife has lost a lot of habitats due to other new build projects. The roads won't cope with the traffic. Altogether a bad idea'*
- *'The area cannot cope with another 600 houses meaning at least 1200 more residents. Along with their cars and the problems that brings the roads can't cope now. The doctors' surgeries won't cope. Dentists won't take any new patients on NHS as it is. The Lister Hospital is not coping now. We have lost enough of our green spaces in this area as it is. This housing will not benefit local people and surrounding villages as the housing won't be affordable to these people. The wildlife has lost woodland and fields already. Many people use this green space for recreational purposes. The houses will have a disastrous effect on the area.'*
- *'How will the new site be accessed as I've heard it will be from Mendip way. I can't see how this will work with the amount of cars already parked along this road.'*

-
- *'I'm not happy to have the only access road outside my front door! Traffic will be constant; parking is already horrific and where are all these residents meant to shop? There's no supermarkets, doctors, dentists, pub/restuarants! The list goes on and on.'*
 - *'Environmental destruction of local countryside would be detrimental to the planet and the wellbeing of wildlife and local residents.'*
 - *'I don't want the development to go ahead where it is, but if it did, then the general design/look and feel do look good. I do have concerns that, like most new developments, the plot sizes seem small. Be generous with garden size as to not cram everything in. We do need more amenities to deal with such an increase in population and also that an additional point into the new estate should be reviewed so traffic is not pushed down a single entrance (down the bridleway on Fairfield way?). The pedestrian link to Back Lane goes nowhere, so a wider piece should be reviewing this link to other the paths to the North to make this useful.'*
 - *'I am opposed to the development. I don't believe that adequate consideration has been given to the increased resources that would be required by an expansion (and are arguably required even now). I think that the development will cause damage to our local area and quality of life.'*
 - *'No, very concerned we're going to lose our beautiful walking area and very concerned for our wildlife that lives there. There is an abundance of deer and badgers. What is going to happen to them?'*

5. RESPONSE TO FEEDBACK

- 5.1 The feedback received has been reviewed by the project team, with responses organised by theme and set out in the table below:

Key issue raised	Applicant response
Impact of proposals on local traffic conditions	Local highway surveys and assessments were completed ahead of the production of the final masterplan design. A transport assessment will be submitted with the application which will assess the impact of the proposal on local traffic. Initial work has indicated that the number of vehicles associated with the development would not have a significant adverse impact on the local highway network, and off-site mitigation would be incorporated where required.
Concerns on proposed access and public safety	The proposals aim to promote a sustainable development and the scheme has been designed to prioritise pedestrians, cyclists and public transport. New cycle routes and links will be designed into the layout, leading to areas that people may wish to go. These will be safe, overlooked and direct. Pedestrian links will also be provided through the site and to the adjoining areas. New footways will be provided alongside the majority of the streets within the development, and the smaller streets and lanes will be designed to be shared by pedestrians and cars, with pedestrians given priority.
Lack of existing amenities and infrastructure to support development	The proposals seek to deliver a new neighbourhood with new local provisions. The proposals will seek to make a contribution to North Herts District Council, which will assist with any demands that the development will have on local services.
Impact of proposals on local greenspace and wildlife	We are aware that badgers use the site, and our surveys indicate that the badger setts of importance are located within the woodland areas. Therefore, they will be protected alongside the woodlands, and also by the additional planted buffers around the woodlands. Other protected species that use the site include bats, which mostly use the woodland edges and some of the hedgerow corridors). The woodlands and vast majority of hedgerows will be retained within the development. Surveys for dormouse found no evidence of their use of the site.

	A wide range of bird species were recorded on site, and mitigation measures will be included within the proposals as needed. No reptiles were recorded on the site. eDNA testing found no evidence of great crested newts using ponds on or near the site. The proposed development includes much new native planting, including scrub, hedgerows, trees, and wildflower and long grassland meadows. The development will also include further off-site planting within the wider land within the control of the promoter, to enhance the landscape and ecological value of these areas, whilst also ensuring that the development delivers a net gain in biodiversity. Further ecological mitigation measures will be designed into the scheme to ensure that harms to protected species and habitats are minimised and mitigated. These include measures such as bird and bat boxes, as well as hibernacula, and the planting will be designed to maximise ecological benefits and opportunities for wildlife. The scheme will deliver a net gain in biodiversity through new planted and managed areas.
The need for a new community centre and suggestions for alternative uses	The proposals include an opportunity to provide a mixed-use community building, which could include a variety of indoor sports uses (table tennis, dance classes, yoga etc.), as well as meeting spaces, performance uses, and coworking space, for example. The building could include a café, or a small community shop. This building will be located close to the primary school, to create a central hub, or focus to the neighbourhood, around which daily life could be centred.
Questions on consultation process	The applicant engaged with 2,618 local residents as well as offering briefing meetings to a number of stakeholder groups. There will be further opportunities for the community to provide comments following the submission of the outline planning application.
During the consultation event, residents along the north-south spur of Grampion Place noted that that part of Grampion Place was within private ownership and that there was therefore no public right of way across that section of private drive into the Site.	The design team have since removed the pedestrian link from this part of Grampion Place into the site.
Access road – improvements needed to local road network	The design team shared the findings of their preliminary highways and transport assessments with the Community Council and will continue to respond to any queries ahead of the submission of the planning application.
The need for a doctor's surgery to be provided as part of the proposals	At the meeting with the Community Council, the design team noted that the use of the proposed

	community building was not fixed, and that it could be used as a medical centre, should the local NHS Trust deem it a suitable, necessary, and viable location
Opportunity for allotments to be delivered in phase 1	The design team have considered the potential to relocate the allotment alongside consultation with the Council, and it is now likely that allotments could be delivered during the early phases.

5.2 The submission follows an intensive and wide-ranging public consultation process undertaken over the past 24 months. This has included meetings and correspondence with local stakeholders and community groups, a public exhibition held at the local community centre, and a dedicated project website providing information and online feedback forms. The proposals have also been discussed at Project Board meetings with local members and officers, reviewed by a Design Review Panel of independent experts, and debated at Full Council, which subsequently approved the overall Master Plan for the site.

5.3 The project team have worked to address concerns and comments raised by community stakeholders in the revised proposals, with measures including:

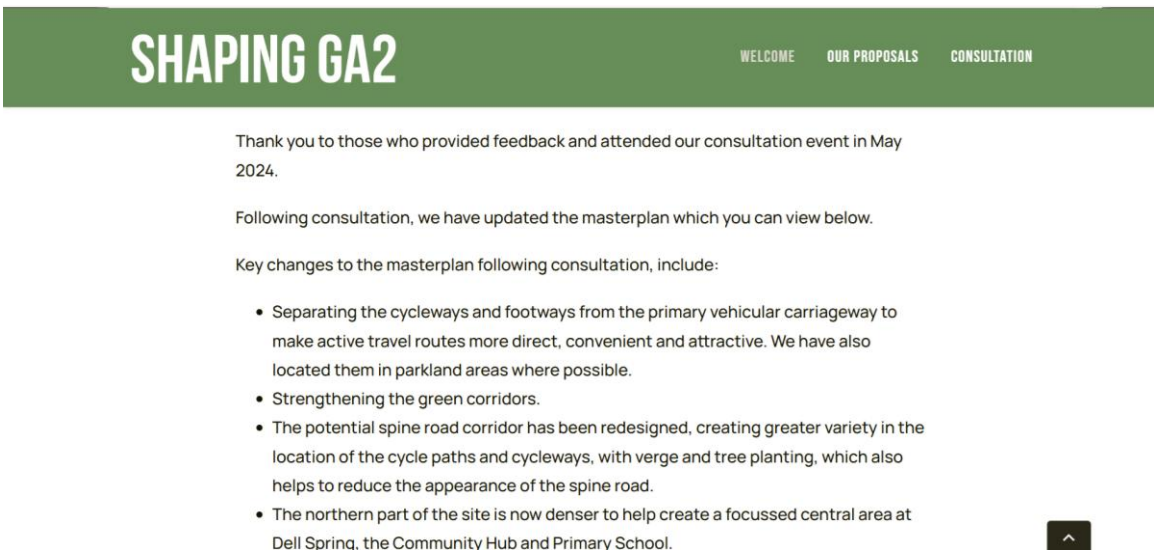
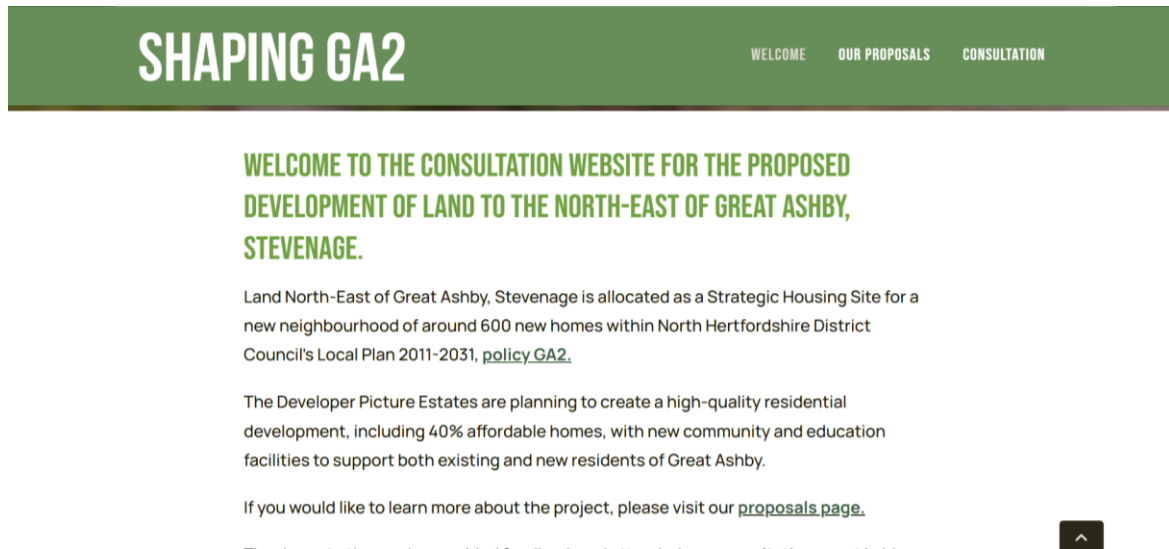
- Further traffic modelling and surveys to further analyse potential congestion issues, rat running and parking dislocation with identified mitigants – all shown in the traffic assessment that will accompany the planning application
- Offsite highway improvements with detailed list of off-site improvements to existing footpaths, cycleways and bridleways in the wider areas for the benefit of the wider community
- Means of access corridor – the gateway park concept has now made it a safe and enjoyable place with travel blended with attractive amenities and open space, preserving ecological connectivity
- Community Hub – relocation of allotments next to the Community Hub and preserving flexibility for the community building to host multiple functions from healthcare to retail and sports/recreation, to suit the future needs of the local community – positioned next to the primary school to create a focal point of the development
- Ecology and habitat mitigations – reiterate coordination between our ecologist and the local associations, with all possible impacts carefully addressed in the Environmental Statement.
- Retainment or strengthening of ecological corridors limiting intrusions to the strict minimum unavoidable

-
- Central open space running under existing overhead powerlines providing new habitat corridor in existing arable land, including orchard, trees, SuDS and scrub habitat
 - Landscape treatment of open spaces to make them usable and attractive, reformatting and redistribution of play areas, demonstrated in the updated Masterplan
 - Sustainability targets increased to make the development more environmentally sound and ambitious in adopting new technologies – as shown in the sustainability statement accompanying the planning application
 - A Construction Environmental Management Plan (CEMP) which will include detailed strategies for managing risks such as dust, noise, traffic and waste and provide a specific framework to follow during construction to protect the environment and the local community has been prepared, following concerns about disruption during the construction phase being raised by local residents.

6. CONCLUSION

- 6.1 Picture Estates Ltd has prepared a planning application for the Land North East of Great Ashby, Stevenage, supported by a comprehensive consultation strategy.
- 6.2 The planning application follows an intensive and wide-ranging public consultation process undertaken over the past 24 months.
- 6.3 Consultation has included meetings and correspondence with local stakeholders and community groups, a public exhibition held at the local community centre, and a dedicated project website providing information and online feedback forms.
- 6.4 The proposals have been discussed at Project Board meetings with local members and officers, reviewed by a Design Review Panel of independent experts, and debated at Full Council, which subsequently approved the overall Masterplan for the site.
- 6.5 The programme of public consultation sought to engage the local community and stakeholders and respond to their feedback where feasible, including regarding concerns with the impact of the proposals on local wildlife, existing local infrastructure and the local road network.
- 6.6 The project team remains committed to engaging with the local community and wider stakeholders.

A1. WEBSITE STILLs



SHAPING GA2

WELCOME OUR PROPOSALS CONSULTATION

Dell Spring, the Community Hub and Primary School.

- The proposed area for allotments has been relocated to the Community Hub, to be more accessible and create a greener heart to the development.
- The western SuDS basin has been redesigned to serve as an area of usable public open space, with amenity grass in the bottom of the basin.
- The potential emergency access point has been moved away from Dell Spring to protect the landscape character and setting of Tile Kiln Farm.
- The landscaping has been reconsidered, to create more usable amenity areas including areas where children can kick a ball.

The updated masterplan can be viewed [here](#).

The masterplan is intended to establish spatial frameworks and high-level design principles. A detailed design will be agreed during the next steps of the planning process and further engagement with the public and key stakeholders will take place as part of

SHAPING GA2

WELCOME OUR PROPOSALS CONSULTATION

KEY PRINCIPLES OF DEVELOPMENT

PEOPLE'S PLACE AS DISTINCTIVE PLACE



SHAPING GA2

WELCOME OUR PROPOSALS CONSULTATION

- Housing Variety
- Appropriate materials and design
- Social Infrastructure
- Recreation and Play
- Sustainable way of living
- Sustainable Movement
- Network
- Slow traffic speed
- Tree lined principle streets
- Respond to the desire lines
- Passive surveillance
- Rich local character areas
- Retention and enhancement of landscape features
- Connected green and blue infrastructure
- Ecological enhancements
- Appropriate treatment of heritage assets

— WELL INTEGRATED WITH GREAT ASHBY —



A2. FEEDBACK FORM

LAND NORTH-EAST OF GREAT ASHBY, STEVENAGE FEEDBACK FORM

Your feedback is important to us.

Please let us know your thoughts by completing a feedback form.

We would be grateful for comments back before 6th June 2024.

ABOUT YOU

1. Are you: ☐ Visitor ☐ Local resident ☐ Work locally ☐ Other (please specify)	2. Age Range: ☐ Under 18 ☐ 18 – 24 ☐ 25 – 44 ☐ 45 – 65 ☐ 65+ ☐ Prefer not to say
3. If you're prepared to, please also provide your postcode:	4. If you would like to be kept up to date please leave your contact details: Email:

FEEDBACK

1. Are you aware the site is allocated as a Strategic Housing Site for a new neighbourhood of around 600 new homes within North Hertfordshire District Council's Local Plan 2011 – 2031?

☐ Yes ☐ No ☐ Don't Know

Please explain your response to this question below.

2. Do you have any comments on the design approach outlined?

3. A new community centre will be delivered as part of the proposals for the benefit of the wider community. Do you have any thoughts on how this centre could be used by the community?

4. Do you have any other comments for the team at this stage?

Iceni are managing the consultation process on behalf of Picture Estates. At Iceni Projects we are committed to maintain the trust and confidence of those we engage through our consultation activities. In particular, we want to let you know that Iceni Projects does not sell, rent or trade any personal information with other companies or businesses. All information you provide is confidential and will only be used in connection with this project. We will use the information you provide to better understand your views and keep you informed about the project. You are entitled to view, amend or delete the personal information we hold. Please email your request to our data protection officer mmosiru@iceniprojects.com

You can scan your completed form and email it to: consultation@iceniprojects.com

Or post it to:

Engagement team
Iceni Projects
Da Vinci House
44 Saffron Hill
London