



IMPNEY ESTATE

Realising a Sustainable Future

2021

Public consultation report  
(pre-planning application submission)



Greyfort Group  
Impney Limited  
10/9/2021

## Objective

To enable those with an interest in Impney Estate to be part of the process and have the opportunity for their views to be heard and considered prior to making a full planning application in 2021.

## Executive summary

**Out of the 163 feedback forms received, there was not a single outright objection to the proposed masterplan.**

**Feedback was provided in relation to a variety of topics raised by the consultees, ranging from style/design features of the proposed development, sustainability/environment and biodiversity, public access / other community consideration and traffic management on A38/B4065.**

**In response to the feedback received as part of the public consultation process, we can confirm the following will form part of the planning application:**

- **Orientation/information boards along the John Corbett Way (PROW)**
- **Allotment space**
- **Play space for children**
- **Circular walks around the eastern field of the proposed development**
- **Wildflower meadows and native trees, plants and shrubs**
- **The houses have been designed to National Space Standards and will be tenure blind**
- **The proposals will utilise air source heat pumps for both heating and hot water provision.**

## Introduction

We are currently in pre-application discussions with Wychavon District Council and undertaking a variety of consultation activities, before looking to make a full planning application later this year. We want those who have an interest in Impney Estate to be part of the process and have the opportunity for their views to be heard and considered.

As such a public consultation, prior to making a planning application submission, to run from 11 July 2021 to 11 August 2021, was announced to the public on 11 July 2021 by Tristan Harris, through an article in the Droitwich Standard, which coincided with the launch of our website [www.impneyestate.co.uk](http://www.impneyestate.co.uk).

The public consultation was also promoted by way of a story in the Worcester News (article by Sam Greenway on 14 July 2021) and through a local social media posting (Spotted Droitwich). Discussions were also had with BBC Hereford and Worcester but these were not fruitful.

As part of the public consultation process, we provided opportunities for interested parties to attend a consultation visit to Impney Estate. These visits to Impney Estate were held every day between Monday 2 August 2021 to Saturday 7 August 2021 on an appointment only basis and were managed in a COVID safe manner.

There was good attendance from a mixture of local residents and interest groups (as discussed below).

This report provides further detail of how the public consultation was conducted and the feedback received.

**Website** [www.impneyestate.co.uk](http://www.impneyestate.co.uk)

The website provides information about the Impney Estate and our proposed masterplan. Our vision is to see the restoration, enhancement and rebirth of: Impney Hall, its parkland setting and the wider Impney Estate. Our mission is to realise a sustainable future for the estate as a whole.

### Impney Estate site visits

Consultation visits were held between Monday 2 August 2021 and Saturday 7 August 2021. To welcome as many people as possible to Impney Estate, (capacity for up to 440 attendees), there were several consultations running throughout the various days, during the following time periods:

Morning – between 9am and midday

Afternoon – between 1pm and 4pm

Evening – between 6pm and 8pm (except Wednesday 4 August 2021 and Saturday 7 August 2021).

The visits were outside only and comprised of a drive around the Impney Estate in a golf buggy whilst receiving information about the proposals. Every tour was conducted by Rod Spollon, Managing Director and owner of the Greyfort Group (owner and operator of the Impney Estate), to ensure consistency of information. During the tour individuals were encouraged to ask questions.

In total, 39 tours, each lasting approximately 1 hour, were conducted over the six day period.

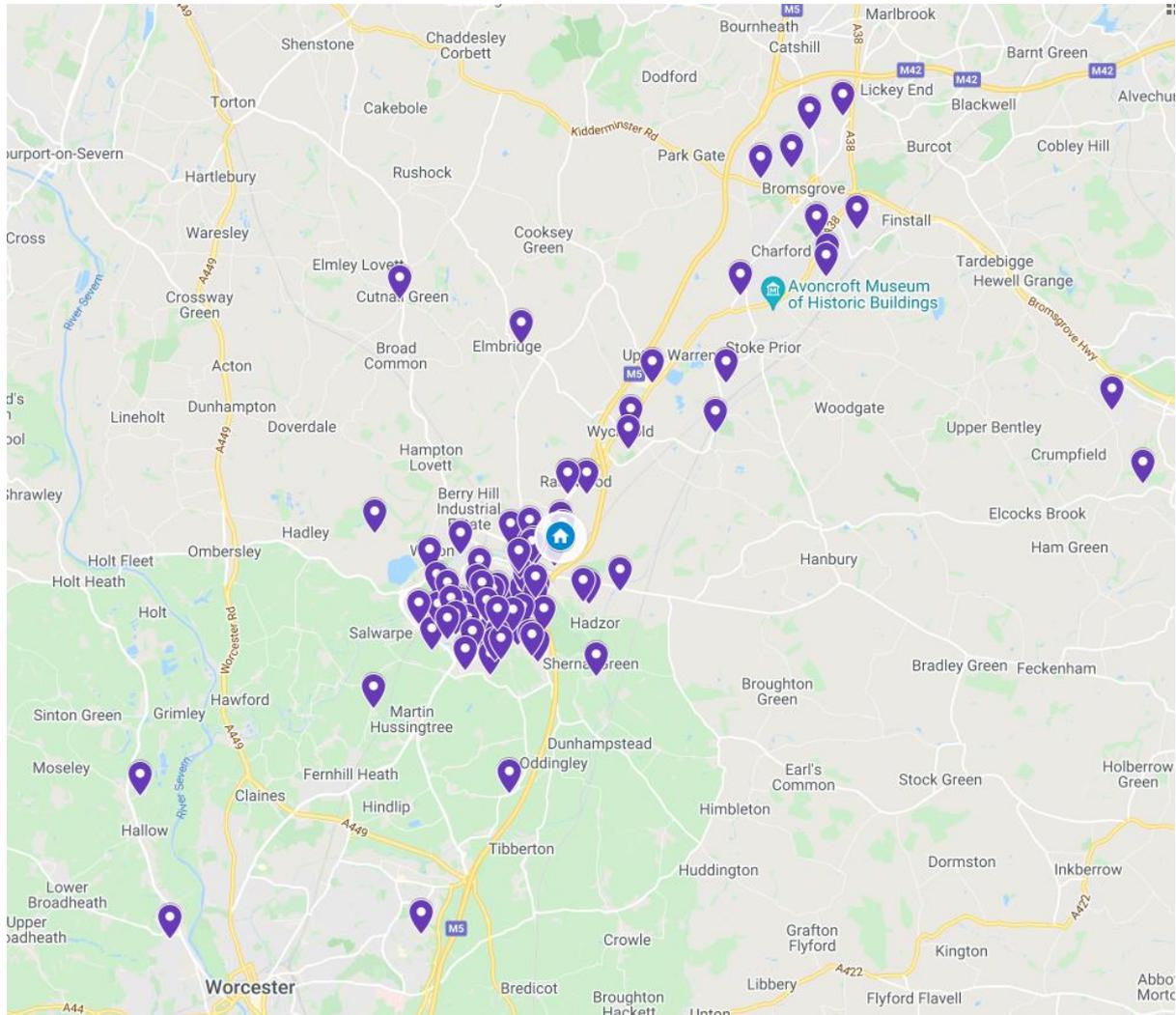
The table below details further information in relation to site visits:

Number of enquiries	101
Number of bookings	199
Number of attendees	177
Number of consultee feedback forms received*	163

\*Please note, in some instances couples completed one form as opposed to two separate forms which accounts in the main for the difference in number of forms compared to attendees.

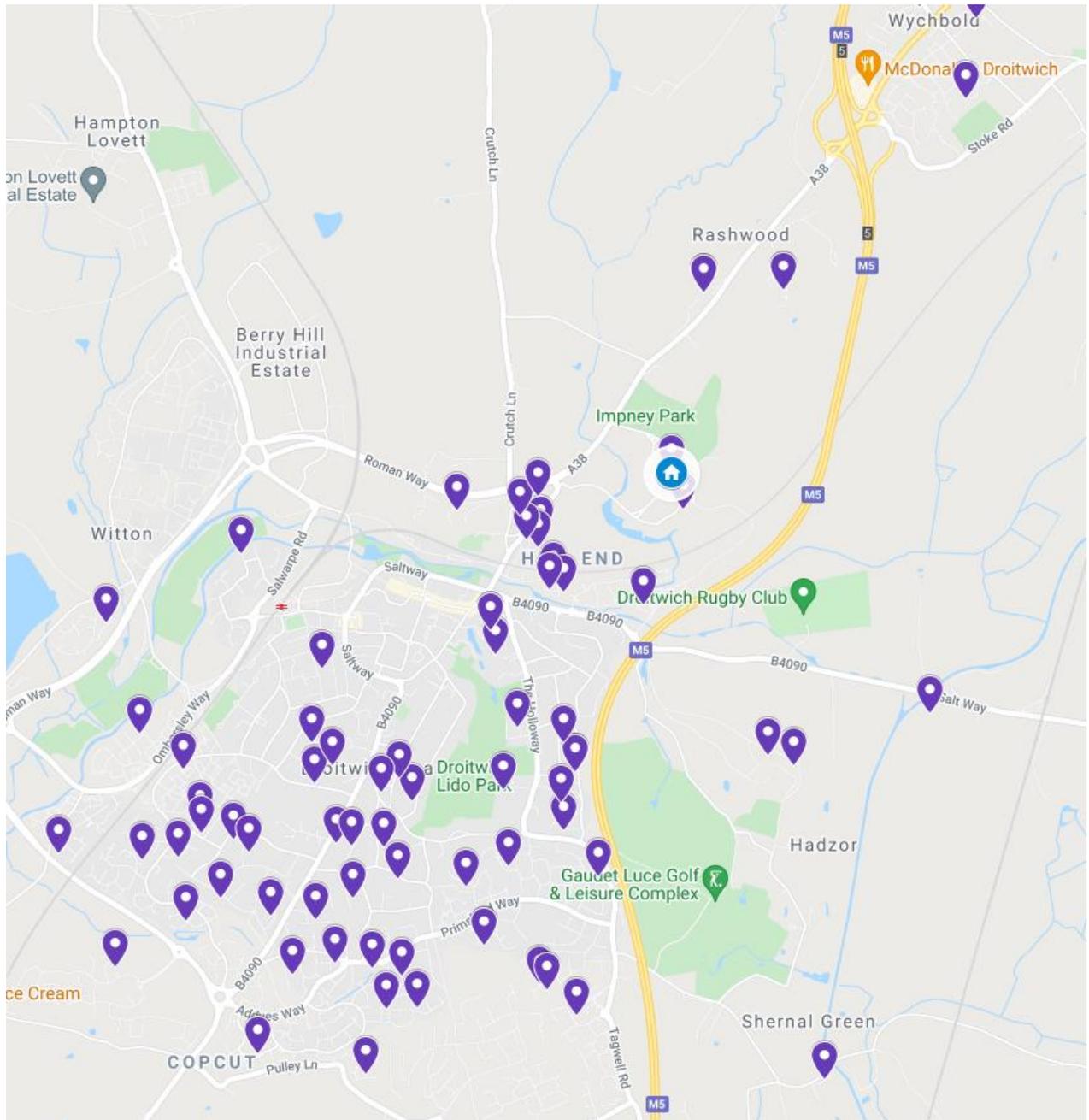
## Demographic of attendees

The map below shows the attendees highlighted purple, in comparison to the location of the Impney Estate (shown with a blue house).



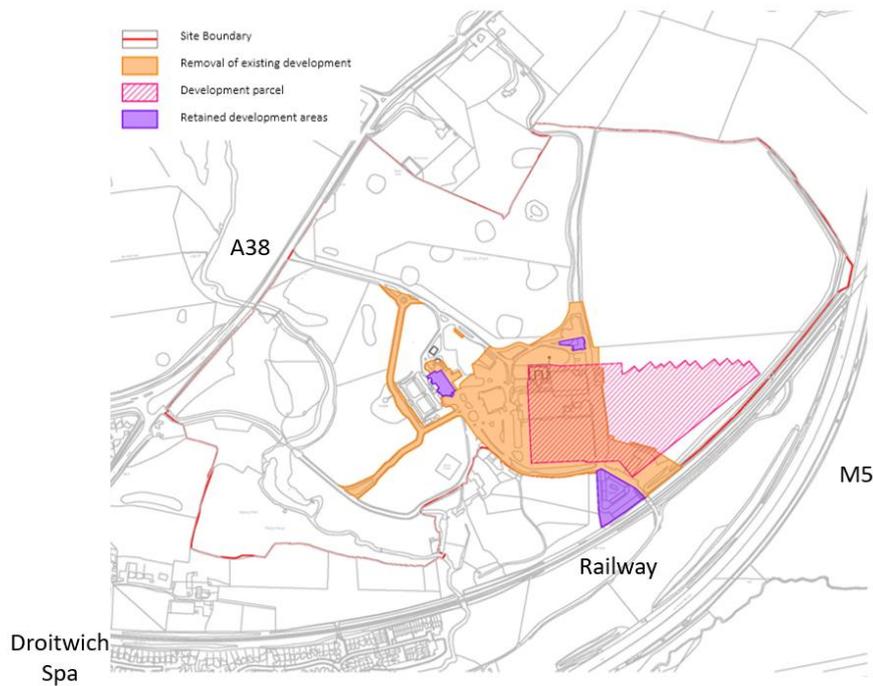
Individuals travelled from as far north as Bromsgrove, outside Redditch (east of the estate), north of Worcester (south of the estate) and Lindridge (not seen on map) (west of the estate).

The overwhelming majority of consultees were local to the Impney Estate and resident in Droitwich Spa, south of the estate, as can be seen in the more detailed map below.



## Impney Estate consultation site tours

On arrival, all attendees were handed a plan of the Impney Estate, see below, so they could orientate themselves and better understand where the proposed development would be located, in relation to Impney Hall.



The map below shows the buggy route taken for all public consultation tours. The locations marked 1 – 8 show the various stops on the tour, where various elements of the masterplan were explained in more detailed.

A summary of the narrative of the various locations (as written by Rod Spollon who completed the tours) follows thereafter.



Impney Limited  
Registered Office Impney Hall, Impney Estate, Droitwich Spa, Worcestershire WR9 0BN  
Registration Number 13065951, VAT Registration 365324791

## Narrative and illustrations of locations on consultation site tours

### Locations 1 and 2 – at entrance and rear of Impney Hall



### Introduction and consultation purpose

I briefly introduced myself, emphasising how passionate I was personally about seeing Impney Estate realise a sustainable future. I encouraged all consultees to ask questions and make comments, particularly as we wanted feedback to assist us in refining our proposals, before submitting a planning application.

### **Proposal overview**

I outlined how the proposals are intended to move Impney Hall, and its parkland setting, a step closer to John Corbett's original creation, by demolishing as much of the 1970s/1980s additions as possible. I clarified what are proposed to be the specific areas of demolition to Impney Hall, as well as the restoration to its external elevations. I pointed out the proposed areas of wider existing development to be removed and replaced with parkland reinstatement, incorporating sympathetic landscaping around the hall itself.

I highlighted the fact:

- It was our intention to repurpose the demolished built volume for new redevelopment further to the east. This redevelopment would strip existing development from higher elevated and more visible locations in the west and north, close to Impney Hall, and move development into a lower elevated, less visible location to the south and east. The redevelopment of no more than 200 residential dwellings and commercial premises would be mainly outside of the original parkland and further away from Impney Hall, providing the opportunity for the hall to breath and benefit from taking a step closer to its originally intended setting.

### **Impney Hall's future use**

I confirmed the intended future use of Impney Hall is to remain as a hotel, but for there to be a change of operating model. A change from its previous large events business model to a boutique operation, concentrated within the original footprint of the hall. I provided further detail as follows:

- The previous large events model had suffered as a consequence of a mismatch between customer expectation and customer experience. Many former customers had expected to experience the grandeur of Impney Hall itself, but had experienced the more functional, late 20th century conference/banqueting facilities or bedrooms. If a visitor was a transient guest, more often than not, they would experience the basement restaurant with no views or innate grandeur, as the ground floor of the hall was retained for event space.

I stated how the proposed works are pre-requisites to creating a sustainable model for Impney Hall by aligning customer expectation with customer experience. A boutique operation concentrated within the original footprint of the hall would play to Impney Hall's strengths – its unique architectural grandeur. It would require the removal of much of the existing development, restoration of external elevations where extensions were removed and reinstatement of the hall's parkland setting to meet customer expectations.

I explained to consultees that Impney Hall's interior was generally in good condition and any work undertaken to the interior, prior to reopening, would be cosmetic and therefore there is no interior work included as part of the planning application proposals.

### **Location 3 – Regent Centre car park**



#### **Green Belt and heritage**

I explained, whilst standing in the Regent car park, the fact that: the entire Impney Estate sits within Green Belt, Impney Hall is a Grade II\* listed heritage asset and there are other associated heritage assets within the estate. I made it clear that we proposed to redevelop the pre-existing development on the estate, i.e., take existing volume, demolish it and replace it with new redevelopment, which would be more sympathetic to its setting with regards to its size, style and location.

#### **Repositioning redevelopment**

I was explicit about the fact we did not wish to redevelop exactly where existing development was situated, but to reposition built volume in a field further to the east and the south – to reposition built volume further away from Impney Hall, mainly outside the original parkland and in a lower elevated/less visible area of the site. Plans were provided (see above) which showed that the overall development area was the same size as the existing development area, but merely repositioned – taking areas from the west and north and repositioning it to the south and east. I stated that, were our proposals to be implemented, there would be no greater building volume on the estate than exists today - in fact, we are anticipating a volume reduction.

#### **Sympathetic, heritage-led redevelopment**

I highlighted the sterile landscape of the Regent Centre and associated car park (the car park alone is approximately 2.5 acres of tarmac without a single shrub or tree within it). I explained this area was historically a walled garden and that whilst our proposals were not to reinstate the garden, we did intend to redevelop it into sympathetic residential housing with a layout and form that contained mirroring features of the historic form. I gave some examples, including: having a relatively hard boundary of housing and brick walls to gardens around the outside, along the approximate lines of the walled garden; reintroducing site lines down through the walled garden from the old stables (now Impney Apartments), which are currently obscured by the Regent Centre, placing lower height

houses in the middle of the area with grass roofs and introducing high quality green landscaping into the currently sterile environment.

### **10% + net biodiversity gain**

I expressed our desire to achieve in excess of 10% net bio-diversity gain, through: the reinstatement of parkland on previously developed land; the introduction of private gardens, public spaces, green roofs and associated planting etc. within the currently sterile developed area of the Regent Centre and car park; as well as the proposed biodiversity enhancements and green private/public spaces within the proposed development of what is currently a green field containing no hedgerows or trees (with the exception of 1).

### **Heat pumps, water butts, reusing demolition materials and grass roofs**

I said we were considering the sustainability of the proposed new properties' specification, with potential options including the use of air source heat pumps for heating/hot water and utilising grass roofs on some of the houses. I also outlined our intention to include things like water butts on many of the plots so rainwater from the roofs could be collected and repurposed for watering the garden etc. I emphasised how there were other benefits to our proposals to reduce the environmental impact of a development of such a size, including: repurposing a lot of the demolition materials, rather than, as would usually be the case, importing/exporting materials from site.

### **Surface water drainage – impact on River Salwarpe**

I touched on the fact that the proposals would improve the surface water drainage of the site and as such reduce the surface water runoff on the downstream catchment compared to the current situation. I explained the current developed area has large areas of impermeable hardstanding and roof areas running rainwater straight into drains and out into the river, but the proposed plans included, amongst other things: private and public green spaces, individual property water butts, rainwater gardens, planted attenuation ditches and a net increase in planting across the site, etc.

### **Affordable housing**

I elaborated on our affordable housing proposals which are to exceed the national requirement of 10%, but to utilise vacant building credit to deliver less than Wychavon's 40% requirement. I intimated our proposals were likely to put forward between 12-15%, but this would have to be agreed with the Local Authority in any event, as would the entire planning application.

### **Noise**

I conveyed how we have undertaken noise monitoring testing to assess the impact of the A38, M5, railway and other ambient noise within the proposed development area. Consultees were informed, that with the assistance of specialist consultants, we were confident we could achieve national standards through simple, but effective mitigation measures on those properties nearest the noise sources. For example, triple glazing and plot layout – placing the property between the outdoor private amenity space and the noise source.

#### Location 4 – overlooking staff accommodation block



#### Visibility of existing development

I asked consultees to look towards Impney Hall (picture above right) and notice the position of an unattractive building in an elevated position, overshadowing the hall, obscuring views to and from the hall itself, as well as being highly visible from the wider landscape to the west of the estate. I was pleased to confirm this building, amongst other visible buildings were proposed to be demolished.

I directed consultees' attention towards a white/cream rendered building (above left), the top of which could be glimpsed over the brow, looking from position 4 into the proposed redevelopment area. This building, I explained, was formerly the old stables and is now 9 flats. It would be retained, being the most elevated, northerly and westerly building within the development area, i.e., all new redevelopment would be to the east, south and either be at the same level or lower. I pointed out that no built form would be closer to Impney Hall than that existing building.

#### A38 – traffic

Following detailed analysis by our consultants, I was able to share with consultees that the proposals, considering the estate as a whole, would have no greater overall impact on the A38 than the extant uses. I recognised the fact that the A38 is a busy road, but reiterated that the proposal would have no greater overall impact on the A38 than the estate had before the COVID-19 pandemic.

#### Access to the site

I described our proposals for access roads, outlining the existing arrangement would remain with 2 entrances – South Drive (exiting on to B4065) and Middle Drive (exiting on to A38), but South Drive would be exclusively for Impney Hall and two existing residential dwellings, whilst all other estate traffic would use Middle Drive. This proposal is based upon the fact South Drive was historically Impney Hall's main entrance, provides picturesque views of the parkland and breath-taking reveals of the hall's principal elevation.

## Location 5 – John Corbett Way



### **Public right of way and landscape enhancement**

I explained our proposals included the enhancement of the southern portion of the John Corbett Way, through planting, surface treatment and sign posting, as well as improvement to the overall landscape setting. I detailed how our proposals include transformational change of this area, by removing the sterile hardstanding, demolition of many of the unattractive commercial buildings and replacing them with a coherent development of sympathetically styled properties within a richly landscaped environment. I mentioned how the field currently contains only grass and one tree, but the proposals include the introduction of substantial areas of planting and public amenity space for residents and visitors to enjoy, providing walking circular routes around the redevelopment. In addition to these, I described the green lanes we wish to include running north to south across the redevelopment, which would offer pedestrian priority routes and are to be richly landscaped, including wild-flower planting.



### **Retention of employment uses**

I explained how all buildings with active employment uses would be retained, with the exception of one large storage barn.

### **Location 6 – bottom of eastern field**



From within the field to the east, which forms part of the proposed development area, I explained there would be housing – repositioning the existing built volume from the west and north. I pointed out that there is already substantial development visible along the ridge line to the west and that the ground drops as you come into the field. I also emphasised the fact that the northern most building on the estate is visible on the top of the ridge. None of the proposed redevelopment extends that far north. The proposal is to reposition development from the north and the west to the south and the east.

### **Location 7 – new pedestrian/cycle route**



#### **A new pedestrian/cycle route through the parkland**

I was delighted to announce our intention to offer an additional, publicly accessible, pedestrian and cycle route along South Drive, offering enhanced connectivity to Droitwich, linking to the existing John Corbett Way and providing beautiful views of the parkland and Impney Hall to be enjoyed.

### **Location 8 – South Drive – bridge over River Salwarpe**



#### **Feedback**

I was delighted at the level of positive feedback and enthusiasm for our proposals from consultees who attended site. I hope that we are able to make it a reality, working with the Local Authority to navigate the planning process successfully.

#### **Potential timelines**

Many asked how long we anticipated the project to take. Whilst I emphasised that there is no certainty how long this will take, given the planning process etc. I did anticipate it to be in the region of 3-5 years work, with the support of people like Wychavon District Council, statutory consultees and local interest groups, before Impney Hall reopens and the redevelopment is complete.

## Consultee feedback form

Consultees were provided with forms for completion at the end of the tour. Of 177 attendees, 163 consultee forms were received, albeit it should be noted, in some instances couples completed one form as opposed to two separate forms which accounts in the main for the difference in number of forms compared to attendees.

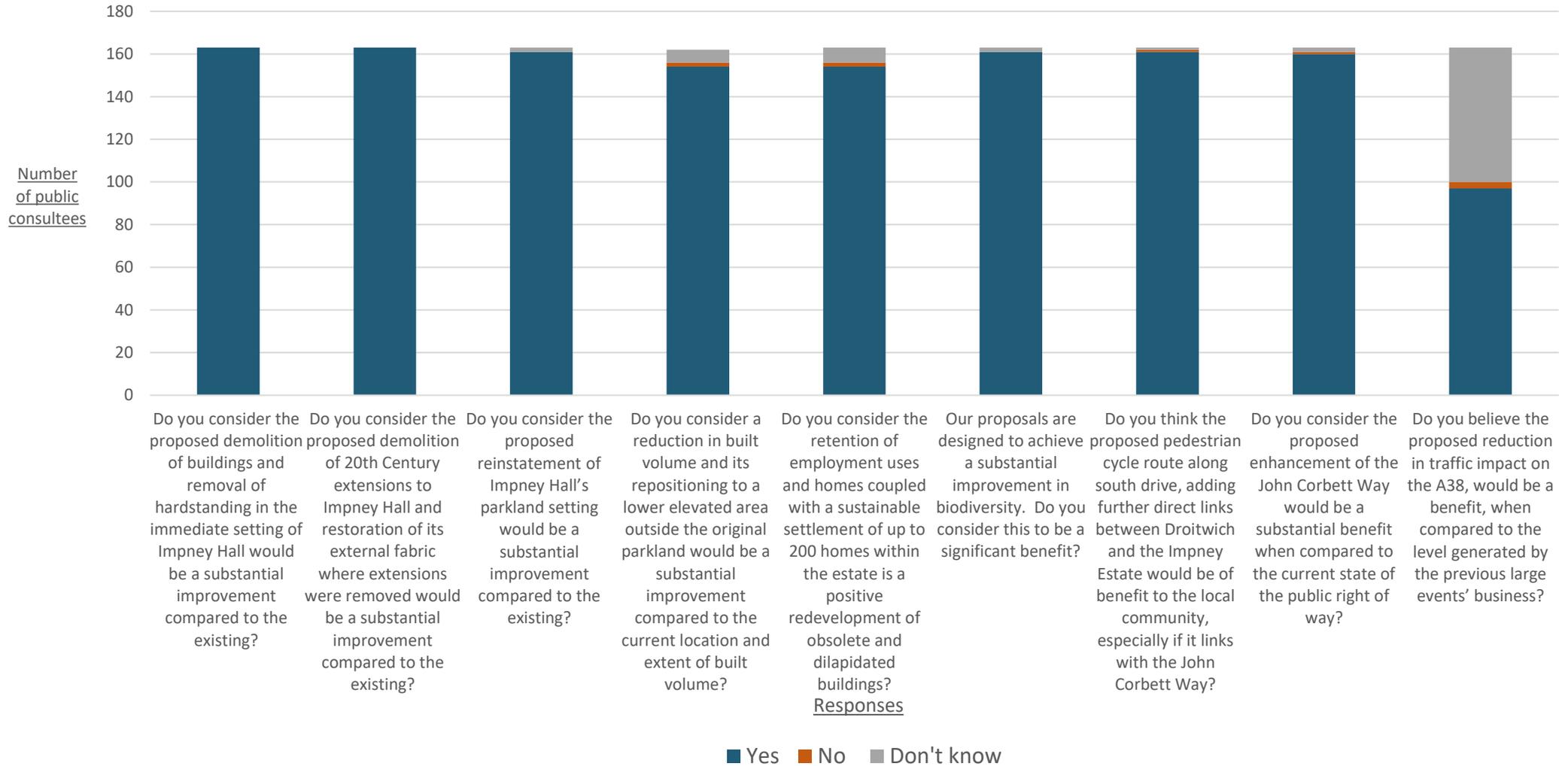
### Out of the 163 feedback forms received, there was not a single outright objection to the proposed masterplan

The questions on the consultee form are set out below:

1. Do you consider the proposed demolition of buildings and removal of hard standing in the immediate setting of Impney Hall would be a substantial improvement compared to the existing?
2. Do you consider the proposed demolition of 20th Century extensions to Impney Hall and restoration of its external fabric where extensions were removed would be a substantial improvement compared to the existing?
3. Do you consider the proposed reinstatement of Impney Hall's parkland setting would be a substantial improvement compared to the existing?
4. Do you consider a reduction in built volume and its repositioning to a lower elevated area outside the original parkland would be a substantial improvement compared to the current location and extent of built volume?
5. Do you consider the retention of employment uses and homes coupled with a sustainable settlement of up to 200 homes within the estate is a positive redevelopment of obsolete and dilapidated buildings?
6. Our proposals are designed to achieve a substantial improvement in biodiversity. Do you consider this to be a significant benefit?
7. Do you think the proposed pedestrian cycle route along south drive, adding further direct links between Droitwich and the Impney Estate would be of benefit to the local community, especially if it links with the John Corbett Way?
8. Do you consider the proposed enhancement of the John Corbett Way would be a substantial benefit when compared to the current state of the public right of way?
9. Do you believe the proposed reduction in traffic impact on the A38, would be a benefit, when compared to the level generated by the previous large events' business?
10. Is there anything you would like to change in the current proposals, or do you have any further comments? Please provide further information.

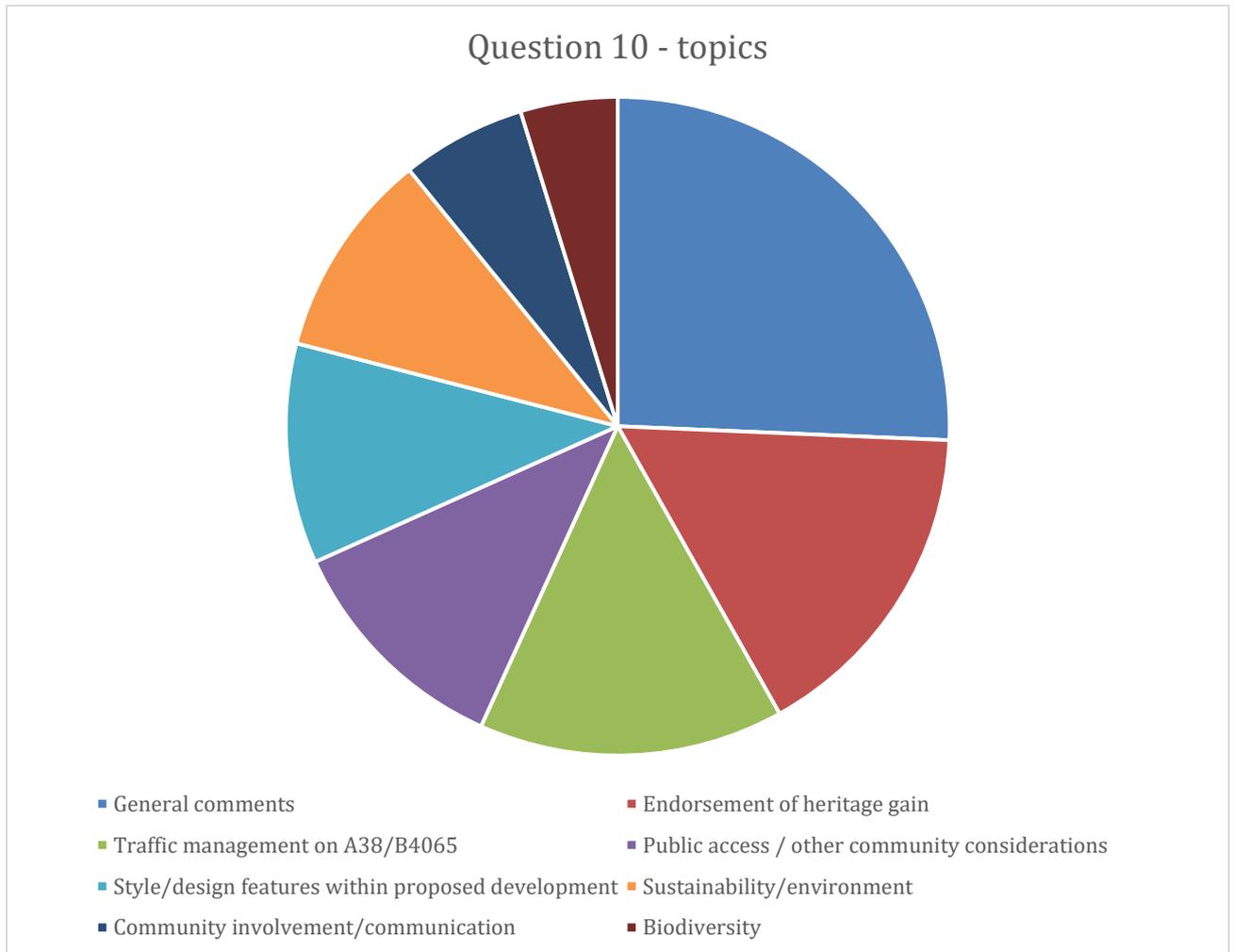
The table below summaries the responses to Questions 1 to 9.

## Public Consultation Questionnaire Responses



## Summary of consultation feedback

The following chart shows the topics covered in responses to question 10, (is there anything you would like to change in the current proposals, or do you have any further comments? Please provide further information.)



The feedback received for the various topics, in order of priority as raised by the public, are set out below. Where possible, we have provided responses to the consultee feedback.

### Anything you would like to change/general comments

**"All sounds very impressive. Good luck."**

**"No. Excellent proposal. Good luck"**

**"I would like to see these proposals accepted and work to be carried out as soon as possible."**

**"Fully support"**

**"A really positive development which would enhance and booster the Impney Estate. As well as supporting additional sympathetic housing developments and small-scale industrial units to support the ongoing protection of the hall."**

**"I think this would improve the local area and bring in more trade to the area and we should retain the hotel in its traditional style."**

"Really pleased to hear the plans for the hall, I think it will be an asset to our town and I am positive it will be a huge success, I know it has the right makings. I hope to return here one day as an employee again."

"I think the development proposed is a positive move. Starting as a boutique hotel sounds good but leisure facilities may enhance the proposal more."

"Everything sounds great. Hope it all goes well."

"Seems very good plans well thought out."

"Looks good plans and no objections. Nice to see the hall back in use."

"Very happy with development."

"1) Do work on biodiversity & improve the perspective of the hall. 2) Bit concerned about traffic volumes at peak hours (an inevitable challenge).3) **The site needs a commercially sustainable future.** 4) **Make the hotel/restaurant of a standard matching the grandeur of the site.**"

"Delighted to learn that plans for the Impney Hall (Chateau) are to transform it into a boutique hotel. I hope it will be like the 'Paradores' established in Spain. The estate was known for having rare breeds (Jacob sheep) so I am pleased there will still be animals on site."

"Brilliant idea!"

"First class proposals if nothing changes."

"I have been very impressed with the proposed development plans which will greatly enhance the site and surrounding parkland. I am 100% in support of the proposals."

"It all looks very positive."

"I think that the proposed development sounds very exciting and that the benefit to the local community would be wonderful."

"No - hope all goes well."

"I am in agreement with the proposals as it is in keeping with the origins of the estate."

"This proposal would guarantee that Impney Hall has a future, together with improvement of Droitwich area. The alternative of being sold for total housing development would be awful. These proposals should be commended."

"A perfect proposal - this must go ahead."

"I think it is fantastic and would be a vast improvement. Thank you Rob."

"No"

"Besford Court near Pershore is a housing development with parkland."

"I think the proposals would benefit Droitwich. I think the vision is wonderful. It has my full support!"

"Proposals are very good and I would not change any of them."

"Very impressed - the sooner it's done the better."

"I wish you luck."

"Very positive plans for the current site. Keeping business and residential use in an attractive and mixed setting will be a great addition to the area."

“Not at the moment thank you - all questions answered.”

“Appears to be carefully thought-out proposals taking into account a holistic view of the site and its potential for income generation and impact on the local community. Very articulate and considerate presentation. Thank you.”

“I fully understand the commercial aspects of the development is essential in the retention of the Chateau and is very sympathetically considered. I support this application in the form it has been explained.”

“I am delighted to hear these proposals which offer such a positive future for the estate after its chequered history in recent decades.”

“Very interesting hour outlining all the current proposals.”

“Extremely interest! It would be amazing if it was all approved for you guys. Well done!”

“Is there a guarantee that the Impney Hall will be completed. Would money be put aside to make sure the Impney Hall is completed.”

### Endorsement of heritage gain

“The plan to restore the Chateau to its former grandeur, removing the ugly later additions, and to make the estate accessible to the public is excellent. There may be objections raised to the 200 houses, but this seems to be very good use of the land between the Hall and the railway, and is sensitively designed, at a respective distance from the Hall itself, and together with the commercial development will make this worth-while project viable. Thought needs to be given to the management of traffic emerging from the estate onto the roads, congested at peak times and when there are problems on the M5. Reverting to the original name Impney Hall rather than Chateau Impney (pre-1949) is a shame. The presence of a French chateau in Worcestershire UK is remarkable and 'Chateau Impney' really 'puts it on the map'. Then the whole estate could be named the Chateau Impney Estate.”

“Use of native trees & shrubs & plants to improve biodiversity along footpath/bridleways. **Great to know historical garden to be reinstated.** Comments on behalf of DSCS - Civic Society are sick and tired of bland development - don't want a 'bog standard' development. Want to see local distinctiveness eg Corbett's motifs of raven. Social housing should not be slums for the future.”

“The aim to make the hall a sustainable and traditional space is laudable and if the housing allows this to happen, it's a good thing. Improving access (outside an understandably restricted area for hotel guests) is a huge benefit for the town.”

“It is essential that progress is made to ensure the viable retention of the historic parts of the Chateau.”

“Believe the transformation of the Chateau is long overdue and would be beneficial to local communities and a welcome addition to the area. The plans appear to be sympathetic. Possibly register local neighbour website and may receive more responses to consultations”

“I really like what you've proposed and know that the retention of the Hall for the public is the right thing to do.”

“This is a company which knows how to develop a scheme to benefit the whole area and sustain the areas heritage whilst supporting and enhancing the environment.”

“This is a very sensible plan to utilise the estate. The removal of the ugly extensions to the hall are an excellent move. The areas to be demolished are eyesores. The new build proposals sound very thoughtful.”

“This is a very well thought out scheme and a massive benefit to very many. The sympathetic approach to Impney Hall should have everyone's support & the town would be best to support this. Putting Droitwich Spa on the map!”

“I believe the proposals as described will substantially enhance the appeal and reputation of Droitwich Spa. The fact that it is restoring assets created by Corbett in the first place is a wonderful aspect. Well done!”

“Overall very positive to remove the modern extensions and huge parking areas.”

“Very sensible plans to restore the hall.”

"It appears that a huge amount of time has been spent considering the proposals. On the face of it the works have been approached in a sympathetic manner. Chateau Impney is well known and to return it to its former glory has to be a positive."

"To restore the hotel and rid of add on will bring the building back to its natural beauty. These proposals will be excellent for the area and raise the area's profile. A focal point is needed in this area and this is it! Also bring more housing to the area is what is needed. Glad to be involved."

"Want to see the beautiful hall restored."

"The enhancement of the Hall and parkland coupled with the proposed sensitive additional development sounds very positive and beneficial to the town. I look forward to seeing the Hall restored to its former (as much as is possible) glory!"

"This is a sympathetic and wide reach of positive development of a unique asset. This company is planning to make a viable use - to benefit them and balance this with benefits to the local community, employment and surrounding area of Droitwich. I hope that planning is granted and would do anything to support this including writing a letter of support if required. Thank you for taking the time to include and consult with local people."

"To reinstate the Chateau to its former glory would be amazing - it is a beautiful landmark in Droitwich. The housing away from the Chateau would also work well and certainly better than the buildings at present. Good luck and look forward to you gaining planning. Any help required then please let us know."

"Great to see that finally the hotel and grounds will be redeveloped in a caring way. Very impressed with the planning. Good luck with your application."

"A very thorough & informative tour - all aspects from social housing to new residential build supporting the business plan was evident. Returning the Chateau to its former glory is an absolute must & still the big picture supports Droitwich & its community."

"Keeping Impney to its full charm, glory and landmark, not just to locals, the whole of the Midlands/UK. Keeping history alive, thinking outside the box, keeping with the current nature should be encouraged. My grandfather, Ralph Edwards owned it after the war until '60s, my mother lived here and married here also."

"The vision has been given tremendous thought and consideration to the history of the land/site. I look forward to its development and its restoration of life back to the area and the employment opportunities. Thank you."

"The Chateau symbolises Droitwich and to see it returned to its former glory/guaranteed a sustainable future **would be most beneficial**. Traffic issues would have to be carefully considered to avoid congestion/accidents. I like the idea of the parkland/JC way being accessible/clearly identifiable to non-residents. I do support the proposals. Good luck."

"Excellent proposal. The changes to Impney Hall are first class. We cannot lose this fabulous community venue which is crucial to the history of Droitwich."

### **Traffic management on A38/B4065**

"The plan to restore the Chateau to its former grandeur, removing the ugly later additions, and to make the estate accessible to the public is excellent. There may be objections raised to the 200 houses, but this seems to be very good use of the land between the Hall and the railway, and is sensitively designed, at a respective distance from the Hall itself, and together with the commercial development will make this worth-while project viable. **Thought needs to be given to the management of traffic emerging from the estate onto the roads, congested at peak times and when there are problems on the M5.** Reverting to the original name Impney Hall rather than Chateau Impney (pre-1949) is a shame. The presence of a French chateau in Worcestershire UK is remarkable and 'Chateau Impney' really 'puts it on the map'. Then the whole estate could be named the Chateau Impney Estate."

"Not sure about traffic on A38. A busy road, but difficult to get out anywhere between here & Webbs! No doubt with no big events, the normal flow of traffic will work. Very impressed with Rod & his total commitment to this project. Will keep following development. Thank you."

"Ground source heat, **Access to A38**, local facilities (doctors, schools)"

"1) Do work on biodiversity & improve the perspective of the hall. **2) Bit concerned about traffic volumes at peak hours (an inevitable challenge).** 3) The site needs a commercially sustainable future. 4) Make the hotel/restaurant of a standard matching the grandeur of the site."

**"The only comments I would make is the impact on the A38. I know research has been undertaken, however it is currently a very busy road at times and coming out and turning right could be an issue."**

**"Traffic - not sure that 200 houses x 2 cars per house would be a reduction.** New homes - this isn't, strictly speaking, a redevelopment of obsolete and dilapidated buildings. If the question was is the redevelopment of the walled garden plus new development on the field in the east worth the other benefits, I can see some justification in that view."

**"I understand that calculations have been made but I do have concerns about traffic/access onto A38.** This proposal has been carefully designed to ensure the future of the Chateau in a sustainable way. I cannot consider anything that has been missed. A very positive application by passionate people."

**"View the proposals as positive generally but do have some reservations re traffic flow from site. Understand the point re historic volumes but the recent business to the site prior to closure was much lower than historically the case.** Well done on the engagement with the community."

"I enjoy seeing the farm animals helping to maintain acres of the estate. **I worry about access onto the A38 but you have said the general route would be the south route.** Please keep us neighbours informed of any future changes. Thank you for the tour."

**"A38 very busy road. I would like to see left turn only out of the estate, and maybe the traffic lights just below replaced by a roundabout enabling north bound traffic access to A38."**

**"Hopefully all the proposed work wouldn't impact too much on traffic whilst the work is going on."**

**"Left turn only onto A38 would make a safe & easy exit. Alternatively use traffic lights if a right and left turn was needed."**

**"Left turn only onto A38 - the road is rather dangerous, always accidents outside to the left, so adding extra constant traffic would cause more accidents."**

**"My only concern would be the impact of traffic leaving the estate under the current road layout. Many thanks for your time today."**

**"Find it hard to believe a reduction in traffic with the proposed level of housing predicted but am willing to be proved wrong."**

**"Traffic - whilst reduced overall, traffic emerging onto A38 at rush hour from 200 homes could be problematic. There is not patience in road users at the lights prior to the Impney exit/entrance."**

"The Chateau symbolises Droitwich and to see it returned to its former glory/guaranteed a sustainable future would be most beneficial. **Traffic issues would have to be carefully considered to avoid congestion/accidents.** I like the idea of the parkland/JC way being accessible/clearly identifiable to non-residents. I do support the proposals. Good luck."

"Very supportive of the overall proposal. **Some further consideration potentially needed of the impact on the A38.** Development of housing needed for the local area. Would like to see the affordable housing element to be higher than the 10-15% suggested."

**"Very pleased that the Chateau will remain as a hotel/dining venue. I think more needs to be thought about with regards to the A38 access. Excellent presentation and knowledge."**

**"Concerned around access. Excellent speaker - very informative."**

**"Concerned about access from B4065."**

"The proposals as described should significantly enhance the Impney Estate to the benefit of the wider community. My suggestions would be: a) partnering with a volume house builder who would not dictate standard house types such as Berkeley Homes. b) All new dwellings to be built to zero carbon standards plus Nationally described Space Standards, c) **Any s106 monies to be prioritised to Highways improvements"**

## Public access / other community considerations

**"Space port' or other adventurous scheme! Make your own cider! Vineyard, orchard, pigs. Bikes, tram, punting on the river! Alpacas, llamas, deer, pygmy goats :-)"**

"The aim to make the hall a sustainable and traditional space is laudable and if the housing allows this to happen, it's a good thing. **Improving access (outside an understandably restricted area for hotel guests) is a huge benefit for the town.**"

**"Pedestrian route to Droitwich comes to a halt when it reaches South Lodge - no pavement along A38 and very difficult to cross. Put pressure on Local Authority to improve!"**

**"Orientation board on routes through. Provision of allotments would be nice."**

**"Not too sure about cycle route."**

**"Parks for children. Look after the site. Love it."**

**"My only concern is local facilities (doctors, schools etc) will not cope with all increased housing not just Chateau."**

**"Ground source heat, Access to A38, local facilities (doctors, schools)"**

**"Consider flood mitigation in town as I believe you will have a greater impact than you first imagine. Consider country walk/circular fitness trail as part of winning over the locals."**

**"Agree with the overall scheme and from a personal point of view like the cycle way proposal. If I were to be interested in the houses I would want to understand how the motorway noise is to be minimised."**

**"The overall scheme is good. The cycle walking route is a very good idea. The housing development is good, but motorway noise could possibly be an issue."**

**"The proposals are well thought out to consider many ways to improve and enhance the area, extremely eco-friendly, and give valuable recreational facilities to the area. Very impressed and very much in favour of plans as explained."**

**"I believe that a biannual party in the park would be beneficial, maybe include a small entrance fee. Also any other events, such as a classic car or other motor vehicles. Good luck with the proposal!"**

**"It all sounds very well thought out showing consideration to the local community, new potential residents, local business. Environmental issues have been discussed in great depth. The local people genuinely care about the Chateau and the parklands. Good luck for the future"**

**"A creation of a circular walking/cycle route 'The Impney Way?' would be fabulous addition allowing the public some access and ownership of this iconic local landmark."**

**"To be able to walk and see the front of Impney Hall."**

**"The Chateau symbolises Droitwich and to see it returned to its former glory/guaranteed a sustainable future would be most beneficial. Traffic issues would have to be carefully considered to avoid congestion/accidents. I like the idea of the parkland/JC way being accessible/clearly identifiable to non-residents. I do support the proposals. Good luck."**

## Style/design features within proposed development

**"Use of native trees & shrubs & plants to improve biodiversity along footpath/bridleways. Great to know historical garden to be reinstated. Comments on behalf of DSCS - Civic Society are sick and tired of bland development - don't want a 'bog standard' development. Want to see local distinctiveness eg Corbett's motifs of raven. Social housing should not be slums for the future."**

**"Really informative tour. Thank you. Perhaps include 'the bird' motif used in local Corbett cottages"**

**"I think the layout of new development will be crucial to the overall appearance of the site. The facilities within the hotel will also be crucial to the development."**

**“Will be interested to see result of planning application have reservations about new development sounds good with many green areas but definitely need restriction of numbers; would prefer to see bungalows/retirement village.”**

**“I think 10% of social housing on this site would be quite adequate.”**

**“Agree with the overall scheme and from a personal point of view like the cycle way proposal. If I were to be interested in the houses I would want to understand how the motorway noise is to be minimised.”**

**“The overall scheme is good. The cycle walking route is a very good idea. The housing development is good, but motorway noise could possibly be an issue.”**

**“I favour the outline pre plans. Nothing can stay the same for ever & this seems to provide for the historic Chateau to be retained while providing housing in the immediate vicinity of Droitwich town. I would hope that the proposed homes would be modern in design and NOT harking back to an earlier age.”**

**“Strive to keep the residential development sympathetic and timeless.”**

**“No it would be a great improvement. Problem is Droitwich/Wychavon planning. Also social housing should be more in guidelines with government 10% - 20% acceptable.”**

**“I believe a traditional style of build for the new property would be an expectation for the development.”**

**“The site nearer the motorway is very noisy, but we understand that steps will be taken to mitigate this. Pity there won't be any bungalows!”**

**“Proposed housing to be interesting in style - not uninformed building style as some other housing estates in town. Make the hotel a spa.”**

**“I agree with the proposals for the hotel - any thoughts on links with Droitwich's salt baths/spa history? Housing - would like assurance of sustainability (not just water) - insulation, quality of shared space, size of garden, parking for housing? Bin storage?”**

**“Very supportive of the overall proposal. Some further consideration potentially needed of the impact on the A38. Development of housing needed for the local area. Would like to see the affordable housing element to be higher than the 10-15% suggested.”**

**“The proposals as described should significantly enhance the Impney Estate to the benefit of the wider community. My suggestions would be: a) partnering with a volume house builder who would not dictate standard house types such as Berkeley Homes. b) All new dwellings to be built to zero carbon standards plus Nationally described Space Standards, c) Any s106 monies to be prioritised to Highways improvements”**

## **Sustainability/environment**

**“Consider carefully the drainage both foul and surface water from the new estate”**

**“Ground source heat, Access to A38, local facilities (doctors, schools)”**

**“Consider flood mitigation in town as I believe you will have a greater impact than you first imagine. Consider country walk/circular fitness trail as part of winning over the locals.”**

**“The proposals are well thought out to consider many ways to improve and enhance the area, extremely eco-friendly, and give valuable recreational facilities to the area. Very impressed and very much in favour of plans as explained.”**

**“This is a company which knows how to develop a scheme to benefit the whole area and sustain the areas heritage whilst supporting and enhancing the environment.”**

**“Would like to see carbon neutral housing or greater emphasis on energy conservation of site.”**

**“It all sounds very well thought out showing consideration to the local community, new potential residents, local business. Environmental issues have been discussed in great depth. The local people genuinely care about the Chateau and the parklands. Good luck for the future”**

**“Keen to see eco-housing, community gardens & allotments. Very keen to see this proposal go through: preserves beautiful Impney Hall, provides much needed housing & leisure space.”**

“I understand that calculations have been made but I do have concerns about traffic/access onto A38. **This proposal has been carefully designed to ensure the future of the Chateau in a sustainable way. I cannot consider anything that has been missed. A very positive application by passionate people.**”

“Have you liaised with Droitwich Historical Society? They have much information on the history of the site. Before the visit I thought the aim of the scheme was largely to make money from building 200 houses. **I now realise that Greyfort's business model is one of long term sustainability of the estate.** This should be made public. My neighbours were against **200 houses but they didn't understand the long term benefits of a profitable and sustainable estate.**”

“I agree with the proposals for the hotel - any thoughts on links with Droitwich's salt baths/spa history? **Housing - would like assurance of sustainability (not just water) - insulation,** quality of shared space, size of garden, parking for housing? Bin storage?”

**“All was very informative today and especially pleased to hear about biodiversity and sustainability!** Impney Hall needs to continue to be recognised as a valued and magnificent Chateau in our adorable town of Droitwich Spa.”

“The Chateau symbolises Droitwich and to see it returned to its former glory/**guaranteed a sustainable future** would be most beneficial. Traffic issues would have to be carefully considered to avoid congestion/accidents. I like the idea of the parkland/JC way being accessible/clearly identifiable to non-residents. I do support the proposals. Good luck.”

**“I strongly support the proposals especially if the development means the long-term sustainability of this valuable and unique building. What would Droitwich be without Impney Hall. Many thanks for the tour - most informative and insightful.”**

“The proposals as described should significantly enhance the Impney Estate to the benefit of the wider community. My suggestions would be: a) partnering with a volume house builder who would not dictate standard house types such as Berkeley Homes. b) **All new dwellings to be built to zero carbon standards** plus Nationally described Space Standards, c) Any s106 monies to be prioritised to Highways improvements”

## **Community involvement/communication**

**“Impressive tour - use local media & social to keep people updated.”**

**“Would like to see continuing communication as the plans develop, not just regarding housing but also how biodiversity is to be improved and which local groups can be involved (or individuals where appropriate)”**

“Believe the transformation of the Chateau is long overdue and would be beneficial to local communities and a welcome addition to the area. The plans appear to be sympathetic. **Possibly register local neighbour website and may receive more responses to consultations”**

**“No change, but am willing to help in any attempt to create support within local community.”**

**“A brilliant idea to involve the local population in this project by running these tours. I wish you every success with the project.”**

“View the proposals as positive generally but do have some reservations re traffic flow from site. Understand the point re historic volumes but the recent business to the site prior to closure was much lower than historically the case. **Well done on the engagement with the community.**”

“Have you liaised with Droitwich Historical Society? They have much information on the history of the site. Before the visit I thought the aim of the scheme was largely to make money from building 200 houses. **I now realise that Greyfort's business model is one of long term sustainability of the estate. This should be made public.** My neighbours were against 200 houses but they didn't understand the long term benefits of a profitable and sustainable estate.”

“I enjoy seeing the farm animals helping to maintain acres of the estate. I worry about access onto the A38 but you have said the general route would be the south route. **Please keep us neighbours informed of any future changes. Thank you for the tour.**”

**“Very impressed with what is proposed. The passion for the project created by Rod, should be encouraged and put in the public domain to gain trust from locals.”**

## **Biodiversity**

**“Use of native trees & shrubs & plants to improve biodiversity along footpath/bridleways.** Great to know historical garden to be reinstated. Comments on behalf of DSCS - Civic Society are sick and tired of bland development - don't want a 'bog standard' development. Want to see local distinctiveness eg Corbett's motifs of raven. Social housing should not be slums for the future.”

**“Note comment number 6 - Worcestershire Wildlife Trust is an obvious source of advice on significant increases in biodiversity”**

“Would like to see continuing communication as the plans develop, not just regarding housing but also **how biodiversity is to be improved** and which local groups can be involved (or individuals where appropriate)”

**“1) Do work on biodiversity & improve the perspective of the hall.** 2) Bit concerned about traffic volumes at peak hours (an inevitable challenge).3) The site needs a commercially sustainable future. 4) Make the hotel/restaurant of a standard matching the grandeur of the site.”

**“Would be nice if development includes areas of wildflower meadow & areas of pollinator friendly planting within gardens.”**

**“The proposals will make a huge difference to the estate, which has been very neglected over time. Please ensure works done remain sympathetic. Please ensure parklands increase biodiversity in terms of native tree planting, wildflower planting (significant) and bodies of water. It is important to always consider impact on wildlife.”**

**“All was very informative today and especially pleased to hear about biodiversity** and sustainability! Impney Hall needs to continue to be recognised as a valued and magnificent Chateau in our adorable town of Droitwich Spa.”

## Responses to consultation feedback

As a consequence of the feedback provided in the topics identified above, we have the following responses:

### General comments/endorsement of heritage gain

We really appreciate all the positive feedback in relation to the proposed redevelopment of the Impney Estate.

With regards to guaranteeing Impney Hall will be completed, the proposed demolition works to Impney Hall, restoration of external elevations where extensions have been removed and the reinstatement of parkland will form part of the planning application and it is understood the completion of which will form part of any planning consent, such that the works will be completed.

### Traffic management on A38/B4065

We are committed to working with Wychavon Local Planning Authority and the Highways Authority to ensure traffic management on the A38 and B4065, specifically in relation to access to/from the Impney Estate, is appropriately considered.

### Public access / other community considerations

Based on feedback from the public, the following can be confirmed will form part of the proposals for the Impney Estate (in addition to the items discussed previously in the consultation)

- Orientation/information boards along the John Corbett Way (PROW)
- Allotment space
- Play space for children
- Circular walks around the eastern field of the proposed development.

Wychavon District Council has an obligation to ensure a set local housing supply materializes. Consequently, houses will be built locally, regardless as to whether they are built on the Impney Estate and, wherever they are built, the Council will need to give consideration to local facilities such as schools/doctors. We will work with the Council to ensure we satisfy any obligations to make contributions to these local facilities.

### Style/design features within proposed development

There were no house styles shown at the public consultation site tours, however we did invite comments. The comments received were broad, such as 'modern', 'sympathetic and timeless', 'interesting' or 'traditional'. For the project we have engaged Proctor & Matthews Architects, award winning architects who are committed to producing imaginative solutions that respect historical contexts and cultural identities. We are committed to ensuring the proposed typologies provide local distinctiveness, are appropriate/sensitive to their location within the Impney Estate and are creative in their response to matters such as sustainability, parking, noise mitigation and storage. The houses have been designed to National Space Standards and will be tenure blind.

With regards to affordable housing we intend to deliver the national requirement of 10%, but to utilise vacant building credit to deliver less than Wychavon's 40% requirement. This would have to be agreed with the Local Authority.

### Sustainability / environment

Further to the feedback received as part of the public consultation process, we are pleased to confirm that the proposals will utilise air source heat pumps for both heating and hot water provision.

**Community involvement / communications**

We are committed to keeping the community involved in the proposals for the Impney Estate and will continue to keep you updated through the planning process.

**Biodiversity**

Wildflower meadows and native trees, plants and shrubs are incorporated into the proposals.