

## 9.0 – CONCLUSION AND RECOMMENDATIONS



Footbridge over the River Stour between Hawthorn Avenue and Rolls Bridge Way

### CONCLUSION

The town of Gillingham is by no means unique in terms of its built environment. However, features exist such as the open countryside aspects, density, layout and style that are important to residents and need to be safeguarded in future developments, especially given the indicated growth potential for the Town over the next 30 years. In addition, developments need to allow sufficient space to promote sustainable activities, for example to improve cycle and pedestrian links to other areas of the Town, sufficient space within plots for cycle storage, washing lines and recycling storage bins. Accepting that cars and lorries are required, access must be simple and allow easy permeability, otherwise resulting in inefficiency whilst navigating or manoeuvring around complicated layouts or parked vehicles.

**Above all, new development needs to be sympathetic with the Town, rather than be a copy of a template used by a developer elsewhere.**

### RECOMMENDATIONS

In the course of preparing the Town Design Statement, the following recommendations have been developed:

- Installation of a footway along the north side of Newbury between the Rose Court and King John Road (has been implemented).
- To extend the area currently covered by the Conservation Area to include green elements and historic areas important to the character of the Town (under review by NDDC).
- The need to provide a co-ordinated brief for the future redevelopment opportunities of the Station Road/Le Neubourg Road junction area (ongoing).
- To develop and implement further riverside access corridors, cycleway and pedestrian accesses, as well as green infrastructure within the Town.
- A pre-application public consultation phase for medium and large developments is recommended.

10.1 – APPENDIX 1



St Benedict's Church

## **APPENDIX 1 - FIRST PUBLIC CONSULTATION RESPONSES**

**The Public Consultation took place over three days:**

**Thursday 4 February 1pm – 8pm**

**Friday 5 February 1pm – 8pm**

**Saturday 6 February 10am – 3pm**

### **Publicity**

- There was an editorial piece in the Blackmore Vale Magazine of 15/01/2010 entitled *Public to have say in design statement*.
- An editorial piece appeared in the Western Gazette on 04.02.10.
- A poster ad was placed in the BVM under 'Events' for the weeks 22/01/2010 and 29/01/2010.
- A large poster was placed in Travel Angels.
- There were A4 posters around the town in shops and on the Town Council notice boards.
- There were A5 posters on counters in various places such as Broad Robin Stores, Lloyds TSB staff room, Shreen Vets, Winning Smiles, Peacemarsh Surgery, Barn Surgery and Gillingham Photographic opposite Somerfields.
- The Chairman, David Beaton, spoke on Mid-West Radio, on the hour, for much of the morning of 04.02.10, the first day of the Public Consultation.
- The Town Crier walked up and down the High Street on Saturday 06.02.10 publicising the event.

**208 individuals visited over the three day period.**

**Most of the visitors lived in Gillingham.**

**130 households in the town were represented.**

**123 questionnaires were filled in.**

### **Questionnaire**

Five questions were asked:

**(1) In a few words, what do you like about Gillingham?**

**(2) What areas or aspects of Gillingham do you particularly like (for example, building materials, design, road layout)?**

**(3) Is there anything you don't like about Gillingham?**

**(4) Are there any areas or aspects of the Gillingham town design or layout that you don't particularly like?**

**(5) Are there any particular design features or layouts that you would like to see in future developments?**

*N.B. Figures after each response represent the number of individual people who responded with that particular comment. Comments attracting the largest number of responses have been placed at the top of the list, and so on in descending order.*

### **What do you like about Gillingham? elicited the following responses:**

Friendly people 49  
Railway link 39  
Good access to open countryside 17  
Exceptional educational facilities 16  
Old Gillingham red brick 16  
Supermarkets 16  
Historic areas, e.g. St Mary's Church and The Square 14  
Developments that have green spaces/river walks, e.g. Prowting/Persimmon 13  
Walking routes/easy access to footpaths 13  
Areas of local character 13  
A303 link 11  
Small town, retaining a character 9  
Good area to live 9  
Quiet 9  
Low crime rate 8  
Old stone buildings 8  
Mixture of building materials in older parts of the town 7  
Has a local identity and community 7  
Retail variety 7  
Central position 6  
Green areas 6  
Some new buildings are sympathetic to old 6  
Compact layout without encroaching on open countryside 5  
Waitrose & Library layout 5  
River features 5  
Listed buildings 4  
Few traffic jams 4  
Open spaces 4  
Reconstituted stone dwellings 3  
Mixture of design in general 3  
Convenient 3  
Commuting belt 2  
Nice houses 2  
Finger posts in town centre 2  
Gillingham School design 2  
Good sport and leisure 2  
Library 2  
Development at Wyke behind the Buffalo Inn 2  
Prospect of a new leisure centre 2  
Roundabouts 1  
Straight roads 1  
Children's play areas 1  
Can access other towns and cities quite easily 1  
Bus services 1  
Broad Robin shops 1  
Footbridge at Hawthorn Avenue 1  
Attractive roads at the entrances to town 1  
Relief road 1

**From the other four questions common themes emerged and the responses have been arranged under various headings:**

**Retail/Shopping**

- Lack of good quality shops, national and independent 38
- Too many charity shops/boarded-up shops 21
- High Street looks run down – air of decay 11
- High quality landscaping/flowers needed, e.g. hanging baskets 8
- Too many estate agents 8
- No free car parking 8
- The Square needs more signing – it’s a nice area 5
- Lack of local signs 5
  
- No definite centre to the town 4
- Don’t like congestion in the High Street 4
- High Street shops are ugly 3
- Better link between Waitrose and High Street needed 3
- Encourage toy shops/craft shops 3
- Lack of pavements (should be on all roads within the town) 2
- No design to present layout – it’s a hotch potch 2
- Better pedestrian access generally needed 2
- Traffic free zones needed 2
- Lack of trees 2
- High Street units too small to attract big names 1
- Ghost town in the evening 1
- Public toilets an eyesore 1

One writer’s suggestions went further than any others, proposing a radical re-think. The suggestions are worth quoting in full:

“Gillingham has wonderful educational and employment facilities. What I feel it lacks are the leisure [*see comments under Leisure*] and shopping facilities appropriate to a town of its size. Like many market towns Gillingham has a small number of very good shops interspersed with charity shops and boarded up shops strung out along an overly long High Street. I suspect that very few people are prepared to walk the entire length of the High Street these days. The shop units in the High Street are mostly too small for efficient contemporary retail function. I feel that what the town needs is larger units which are actually packed much closer together so that people who have made a journey to visit one shop can more easily be tempted to pop into other shops. These units should have convenient FREE car parking. It is obvious that the present High Street is incapable of transformation into such a development so I feel that Gillingham should now think outside the box and endeavour to build itself anew. This begs the question of what should happen to the current High Street. I feel that any applications to turn existing shops into restaurants, offices or domestic dwellings should be looked upon very favourably. What size of centre could Gillingham support? I would think it quite possible that Gillingham could support a development of around the size of the development at the foot of Babylon Hill as you go into Yeovil. The sort of outlets which we might be able to attract might be New Look (who have a business strategy of locating in small to medium size towns), possibly a discount shoe retailer, a Mothercare type retailer, a Matalan type outfit, a WHSmith or John Menzies and a discount children’s retailer. With a number of ‘main brand’ national retailers on site sufficient shoppers could hopefully be drawn in to support a number of smaller specialist units such as delicatessens, fishing tackle shops, arts and crafts shops etc..”

Another writer wrote:

“Build a town centre worthy of the population size. Bite the bullet! Use some vision. Lack of vision is what has allowed the town to be the hotch potch it is.”

**Leisure**

- The town needs a community centre/theatre 6
- More needed for 18 – 25 age group 5
- Lack of facilities 5
- Improved leisure facilities for younger children needed 4
- More needed for teenagers 3
- Not enough cafés/restaurants 3
- Problem group to satisfy is 11 – 18 year olds 2
- Cinema/bowling needed on a brownfield site with parking 1
- More up-to-date play equipment needed 1
- The town needs a hotel 1

The first writer quoted above had this to say about Leisure:

“Improved leisure facilities could be provided on the same site as the new town centre. A cinema and a bowling alley would provide entertainment for all generations. There is no good low cost family restaurant for miles around. A child-friendly pizzeria would complement both the shops and the cinema. Health clubs often thrive on the same sites as cinemas and bowling alleys so perhaps this might be a possible option too.”

## Housing

Some of the recent estates/developments have mazes of narrow streets – clogged with cars, difficult to find an address – confusing road layout 14  
Density of housing is too great 9  
Infrastructure before housing 9  
Some didn't like 3 storey houses 9  
Use sympathetic materials in all developments 6  
Some new developments do not blend in 5  
Regretted indefinite closure of footpath beside River Stour owing to subsidence 3  
More parking spaces needed 3  
In places you cannot move for parked cars on pavements 3  
Should be more than one way in to housing estates to avoid 'rat run' effect for those who live at or near the entrance 3  
New buildings should be brick and/or stone and not have wood facings, in character with the older designs in the town 3  
Disliked no front gardens 3  
Suggest using county place names for new areas 2  
Disliked use of 60s and 70s materials 2  
More gardens needed 2  
Gardens too small 2  
Provide homes with real open fires 2  
More trees needed to soften the streets 2  
In future development would like to see 2 storey/ low roofed housing 2  
Affordable housing for young people is needed 2  
Would like to see new developments along Poundbury lines 2  
Regretted loss of detached feel to dwellings where infill has taken place 1  
Lack of trees & grass verges on some estates 1  
With the diminishing size of streets (reducing as you go further in) becomes impossible for anyone driving a van/lorry/ambulance/fire engine to get to place and turn around 1  
Contrary to comment about 3 storeys above, another suggested, if you have to pack more people in, build up 3 storeys and leave more space at ground level 1  
Conversely, someone liked winding roads in Prouting and Wyke estates 1  
Suggest designing space for wheely bins 1  
Would like to see more infill development 1  
Would like to see straight, tree-lined streets 1  
Windows in some houses too small 1

## Open Spaces

Plant more trees 14  
Keep the green spaces we have, and provide more in future development 13  
Generally lack of enhancement of rivers and walks 7  
River corridors to be included as community features 6  
Small central park needed in town bridge area 6  
Town meadow should be developed into a dedicated area for functions 4

Footpaths are important/more needed 4  
Town meadow not attractive – does not enhance the town 3  
Regret loss of some hedges 3  
Lack of wild flowers 2  
More allotments needed 2  
Would like to see clearance of rubbish along river banks behind Focus 1  
Better maintenance of planted areas required 1  
Should never build on Chantry Fields 1

## Transport

Don't like so many traffic lights 9  
Lack of cycleways 8  
Don't like speed humps in town 6  
Poor parking provision 6  
Would like to see mini-roundabout at Waitrose junction to ease getting in and out 5  
More free parking needed 5  
Recommend one-way traffic through High Street 4  
Complete the by-pass 4  
Lack of direction signs to the town centre 3  
Lack of direction signs within the town, e.g. no fingerpost signing the Town Hall 2  
Better public transport needed 2  
More bus stops and bus shelters needed 2  
Lack of enforcement of traffic regulation/ speed limits 2  
Poor pavement provision between King John Road and railway bridge 2  
Too much on street parking in Newbury and Wyke Road 2  
Poor pavement provision in Bay Road 1  
Peak times traffic flow is poor 1  
Poor street lighting 1  
Rough unlit path from railway station to Shaftesbury Road 1  
No public car park on Shaftesbury Road end of town 1  
Traffic flow poor at Shaftesbury Road end of town 1  
A better welcome to the town, with tubs and troughs of flowers 1

### Industrial

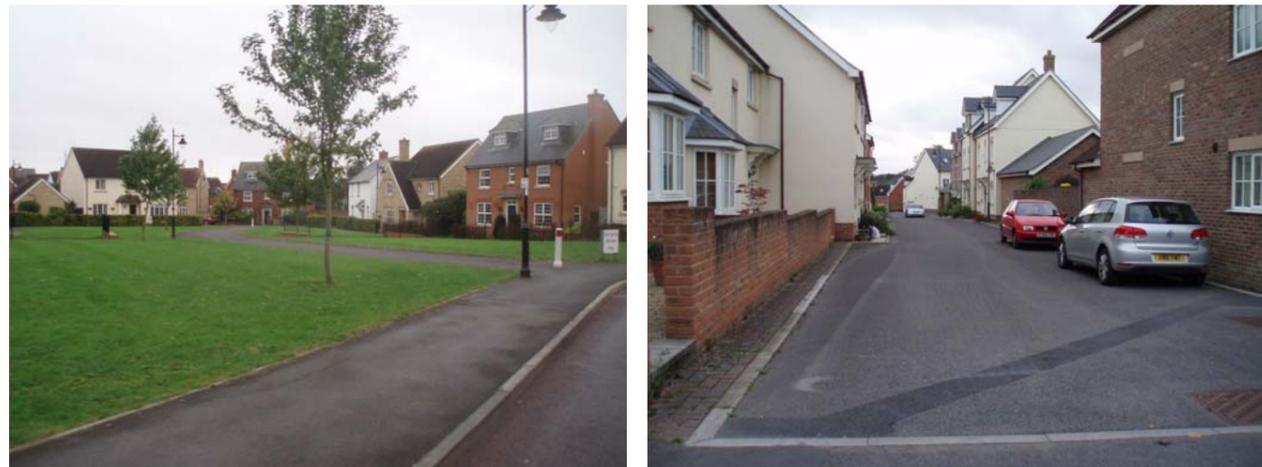
- Lack of landscaping on industrial estates to soften impact of developments 6
- Dextra should have been green, not blue 3
- If any more industrial to come would prefer to see low scale industrial 2
- Neal's Yard ugly (should have been green, not blue) 2
- Ugly flats opposite Dextra 2
- No recycling centre in Gillingham, except for glass, plastic bottles, paper, etc – you have to go to Shaftesbury for everything else 2
- Business parks need to be away from town centre 1
- Lack of commercial opportunities for work 1

### Developments not liked or considered inappropriate in design

A number of people identified 'eyesores' in the hope that buildings of these designs would not be repeated in the future, and that waste ground would be subject to sensitive development.

- Barn Surgery
- Neal's Yard
- Dextra
- Justin development (opposite Olive Bowl)
- The rubble area around the Factory Shop
- Slow development of Royal Hotel site
- Station Road cross roads area
- New houses near station opposite Chantry fields
- Ham development
- Prowting/Persimmon estate at Peacemars
- Terraces without facilities for wheelie bins
- Town meadow
- Public toilets
- Electricity sub-station by 'Constable's' bridge in centre of town
- Frontage of the jewellers is not in character
- New developments all of different styles and characters
- Relief road

With reference to the new Prowting/Persimmon development at Peacemars, the two photographs below illustrate contrasting areas of the development which substantiate the strong like/dislike view depending on which part is being compared.



### Developments that people liked

- Phoenix House in the High Street
- New building in School Lane (behind Lidl)
- Prowting/Persimmon estate at Peacemars
- Development at end of Barnaby Mead
- Wider roads on the estates
- Trent Square
- Freame Way
- Waitrose and Library layout
- Queen Street and the Square
- Kings Court
- Broad Robin estate (stone built, interesting roof lines)
- Edwardian shop fronts
- Barn Surgery
- Neal's Yard
- Justin development (opposite Olive Bowl)
- Relief road

The two photographs below have been taken at the same point along Le Neubourg Way, simply facing in opposite directions along the road and illustrate the need for a uniform approach to the future development of the Town.



## Summary of Questionnaire Responses

A common theme emerges that, though many Gillingham residents like the mix of materials throughout the Town, there is no overall design to the present layout. What people would prefer to see is a more unified approach to planning so that the features that people like in existing development may be repeated in any future development.

It came across strongly the extent to which the people of Gillingham appreciate the countryside setting of the Town and its proximity to green areas, open spaces and riverside walks. The people want to see that openness reflected in future development.

### Retail/Shopping

It was felt that there is no definite centre to the Town, that there is a lack of good quality shops (national and independent) and that there are too many boarded-up shops and charity shops. Some regretted the lack of free parking, and hoped for improved pedestrian access, particularly a better link between Waitrose and the High Street. People like the old part of the Town (The Square and St. Mary's Church) but feel that it is not adequately signed, with the result that many visitors to the Town do not realise that it is there. The Town Hall is not signed from the High Street, and it was felt that this too should be remedied.

In general it was felt that the High Street looks run down and does not give a good impression of what this country Town has to offer. A central park would enhance the look of the Town, as would more trees, high quality landscaping and flowers. Some would like to see a better welcome to the Town, with tubs and troughs of flowers.

### Housing

A recurring comment on the questionnaires was that people like the housing development in Peacemarsh (formally Prowting, now Persimmon). This is because there is easy access to the countryside, there are green spaces within the first part of the development, these streets are tree-lined, there are riverside walks nearby, the houses are pleasant and distinctive and there are some playgrounds for small children.

What is not liked about this development (and others) is that there is only one way in and out so there tends to be a 'rat run' at the entrance/exit. Some like the winding roads in Peacemarsh and Wyke developments but others commented that they twist and turn so much that the street layout becomes confusing and you can lose your way. Some mentioned that it can be difficult to find an address, and that this is not helped by the streets being clogged with cars. Several felt that there need to be more designated parking spaces and that the streets need to be wide enough for free flow of two-way traffic. The further you get into a housing development the narrower the streets become – a concern for some was that in these circumstances access for larger vehicles (vans, lorries) becomes increasingly difficult, and a real danger is that emergency services (fire, ambulance) would not have enough room to manoeuvre, or in extreme cases might not be able to reach the site of the emergency at all.

A feature of the housing developments universally disliked is the density of housing, one aspect of which is that the gardens are too small and that there are often no front gardens. It is recognised that the core strategy projections are for even greater density of housing, but the feeling in Gillingham is that the reverse should apply so that there is a greater sense of space consistent with the Town's countryside setting.

Some reactions to housing were direct opposites. A case in point is the Justin Homes' flats opposite Brickfields Industrial Estate, which two liked, but a few others felt that they do not fit in with the character of the Town and would not wish to see such designs in any future development.

### Transport

People recognise that Gillingham's many traffic lights are needed to keep traffic flowing but would not wish to see any more. Several people commented that they appreciate the roundabouts in the Town and would like to see them installed in future developments, where traffic needs access to housing, business parks and retail space. A prime example of where this would have been sensible is the junction with Le Neubourg Way and the service road to the Library and Waitrose.

There is no public car park at the Shaftesbury Road end of Town, which is also the end of Town that experiences poor traffic flow. It was felt that there needs to be provision of cycleways in future developments.

### Open Spaces

For many Gillingham people the open spaces are what they value most. They would like to ensure that the open spaces that we have at the moment are retained, and that more are provided in future development. River corridors need to be included as community features, trees need to be planted, and the importance of a good network of footpaths cannot be overstated. Section 106 provision footpaths need to be particularly closely monitored to ensure that proper maintenance agreements are in place, with the aim of avoiding a repeat of the situations that has arisen regarding the Persimmon (formally Prowting) Stourside footpath linking the estate with Wavering Lane.

Several commented that the Town Bridge Meadow is unattractive and needs to be developed into a dedicated area for functions, which could include a town band stand. Some would like to see a small central park in the Town Bridge area.



Church View



Maple Way

## Leisure

The people of Gillingham appreciate the efforts of RiversMeet in providing the excellent new Leisure Centre. The importance of having a Community Centre was underlined and people recognise that the RiversMeet organisation is doing its best to raise funds for this.

However, it was felt that the town does not provide enough to do for the younger age groups. Improved facilities for toddlers are needed, teenagers are not well enough provided for, nor is the 18 – 25 age group. It was felt that more up-to-date play equipment should be provided and that the Section 106 agreements for provision of play areas on larger estates should be closely monitored, to make sure that the right equipment is installed.

## Industrial

If there are any more industrial sites to come to Gillingham, residents would like them to be small scale in keeping with a small market town. It was felt that there is a lack of landscaping on industrial estates to soften the impact of developments.

At two of the five entrances to the town you are greeted by large, blue industrial buildings (Neal's Yard and Dextra) and it was felt that careful thought needs to be given to the siting and colouring of future industrial development, so that the approaches to the town are not further compromised.

A facility that would be appreciated is a recycling centre for Gillingham, like the one on the Wincombe Industrial Estate in Shaftesbury. It involves a ten mile drive for Gillingham people for anything other than glass, plastic, bottles and paper.



Brickfields Business Park



Kingsmead Business Park

## Conclusions

A number of conclusions arise from the responses to the Public Consultation questionnaires. The people of Gillingham would like to see:

- Rejuvenation of the town centre
- More quality shops
- Fewer boarded-up and charity shops
- High quality landscaping/flowers
- Small central park
- Town Bridge Meadow smartened up and made into dedicated area for functions
- Better pedestrian access, especially between Waitrose and High Street
- Infrastructure agreed with developers before housing development begins
- Housing development that provides a good quality of life
- Use of sympathetic materials
- Not too great a density of housing
- Houses with larger rooms, bigger windows and bigger gardens
- More than one entrance/exit to housing developments to avoid 'rat runs'
- Tree-lined streets that are wide enough for free flow of two-way traffic
- Adequate access for larger vehicles/emergency services
- Adequate provision of parking
- Provision of play areas
- Cinema/bowling on a brownfield site with adequate parking
- Hotel
- Retention of open spaces and provision of more open spaces in future
- Access to the countryside via footpaths and riverside walks
- Landscaped industrial parks
- Light industry appropriate for a small market town
- Recycling centre

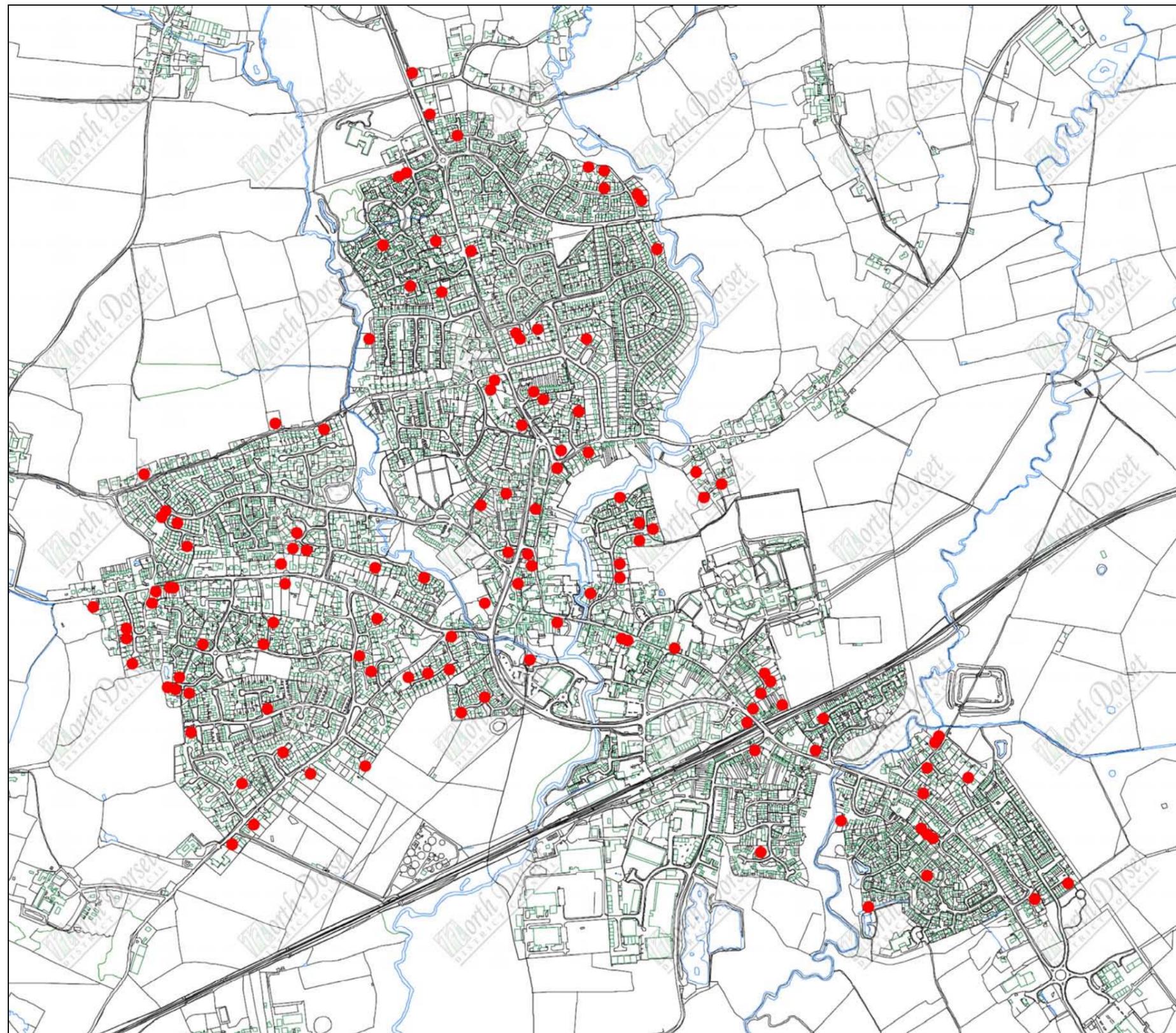


High Street



The Oaks

### FIRST CONSULTATION ATTENDANCE MAP



The map to the left is a voluntary record of attendees to the initial Public Consultation held 4, 5 and 6 February 2010 in Gillingham Town Hall. Some examples of the display are included below:



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## SECOND CONSULTATION SUMMARY

The Second Public Consultation took place over two days:

Friday 4 November 2011 2pm – 7pm

Saturday 5 November 2011 10am – 4pm

### Publicity

- A poster ad was placed in the BVM under 'Events' for the weeks 28/10/2011 and 04/11/2011.
- 50 A4 posters were placed on lampposts throughout the town.
- There were A4 posters in shops and on the Town Council notice boards.
- The Chairman, David Beaton, spoke on Mid-West Radio, on the nine o'clock news on Friday morning. There was a news flash each hour, on the hour, throughout Saturday morning.
- The Town Crier walked up and down the High Street on Saturday 05.11.11 publicising the event.
- There were two large A-board posters, one outside the Town Hall and one outside the Co-op in the High Street.
- There was a large poster on Peter Crocker's garden fence.
- A sign indicating 'TOWN HALL' was placed on a large, wooden arrow attached to the finger post in the High Street at the bottom of School Lane.

**288 individuals visited over the two day period (111 on Friday; 177 on Saturday).**

**Most of the visitors lived in Gillingham.**

**179 households in the town were represented.**

**62 questionnaires were filled in, of which 49 provided answers to the questions posed. The remaining 13 gave contact details only.**

**44 people provided contact details.**

### Questionnaire

Two questions were asked:

**(1) Is there any design comment that we have left out which you think should be included in the finished statement?**

**(2) Is there any design comment that we have included that you think should be omitted? Please give your reasons.**

**Plenty of space was allowed on the form for further comment.**

*N.B. Figures after each response represent the number of individual people who responded with that particular comment. Comments attracting the largest number of responses have been placed at the top of the list.*

### Traffic, Roads and Pavements

Roads leading to/from Gillingham have reached saturation point (Bay Road was singled out for particular mention) 2

Wyke Road very dangerous – parked cars hamper traffic flow, lorries mount pavement and mothers with young children have nowhere to retreat 2

No more traffic lights please – they contribute to tailbacks to Sydenhams at rush hour 2

More roundabouts needed, especially at Waitrose. Do we have to wait for a serious accident? 2

Traffic not helped by speed bumps 1

Pavements leading to Leisure Centre up Hardings Lane, and lighting, both inadequate 1

Road infrastructure in general is poor 1

New Road – not enough parking, pavements narrow and in poor condition – old people in buggies have to use them – difficult for drivers too. 1

### Signage

"WELCOME TO" signage needs improving to be more specific to Gillingham 1

Signage to Leisure Centre – it's only signed once, from main road. Needs signing again at Hardings Lane 1

High time "Magistrates Court" sign was removed and replaced with a "Town Hall" sign 1

### Green Spaces, Trees, Rivers, Hedges

River walks important 5

Please protect the fields by the rivers 5

Once the countryside is gone, it's gone for ever 5

Need even more emphasis on green spaces 3 ... and historic rural character of Gillingham 1

Preserve all existing hedges and trees 3

Maintain local roads/lanes/footpaths – lots of character and important for walking/cycling 3

Have reservations over Wyke conservation area – more explanation needed 2

Beware of spoiling our lovely views 2

More trees needed – "please" protect our trees 2

Please protect green spaces near Town Centre 2

Town Bridge meadow – either develop as permanent site for annual fair or develop as a beautiful open space 2 ... or a public park? 1

What is the situation regarding possible development on Chantry Fields? 2

Trees/hedges important – beautiful, plus home for birds, mammals, insects 2

Shield industrial areas, e.g. with tall shrubberies/hedging – sensitivity needed by builders 2

Conservation areas mustn't be created "on a whim of residents" 1

Don't build right next to a beautiful rural area (e.g. Bay) and destroy its character 1

Reference needed to Environment Agency and Rivers Authority re impact on rivers/streams of development (pollution) and impact on wildlife of increased public access 1

Would support more cycle-ways 1

Time Persimmon/Council sorted themselves out and repaired the dangerous path Rolls

Bridge/Peacemarsh 1

Include riverside walks with cafés and small shops 1

[Barnaby Mead] Ballot existing householders before creating footpaths affecting their homes 1

### Future Development

Schools and infrastructure must increase alongside developments 5

Urgent need for a refuse tip 3

No more eyesores!! 3 Specific mention was made of:

- Modern flats opposite Brickfields Industrial Estate (“they detract from character/beauty of Gillingham”)
- “Monstrous” ventilation pipe outside Chinese restaurant at Town Bridge
- Tudor Newsagents – “maximum pressure needs to be exerted on owner to clear this up”

Will the existing sewage works be adequate? 2

We need a hospital 2

Will we need a new cemetery? 1

“Conservation areas, sites for new business development, and regeneration of town to form a ‘heart’ or centre, need to be considered jointly in next phases of local planning” 1

Increase footage of new houses, especially bedrooms, to allow space for small garden, wheelie bins etc. 1

Maze of twisting streets in new estates – people get lost 1

Curving streets are more interesting than straight ones; Hawthorn Avenue is excellent 1

High density of building = poverty of living 1

2,300 new homes, a vastly excessive number, would mean more concrete and more flooding 1

Not enough consideration to possible flooding, including the “once-in-a-blue moon” situation.

This is a wider risk than the plan suggests 1

New business park should be alongside existing one 1

More work needed to restore non “character” parts of town to former status 1

Consider all ages, not just the young with families, in future developments 1

Community Centre – there’s not enough space adjacent to RiversMeet to accommodate a community centre large enough to serve the needs of the people of Gillingham properly 1

Please, no more cheap discount stores 1

Parking at station needs increasing – there’s a rumour that it will be decreased 1

Any industrial buildings in Station Road must be kept in scale with the town 1

Use Station Road as a shopping precinct 1

Don’t use Station Road as a shopping precinct (too far to walk from Town Centre!!) 1

Provide examples of good design from all over N. Europe for developers/individuals to aspire to (“heaven forbid we end up like Yeovil”) 1

Housing to be of good quality suitable to Gillingham’s status as an historic market town 1

### Town Centre

Free town centre parking needed, to encourage visitors 2

Nothing about how High Street/St Mary’s Square should be linked and redeveloped 2

Not enough emphasis on redeveloping the Town Centre and its facilities 1

View along High Street to public toilets is not pretty 1

More shops needed with greater variety of goods, making High Street more interesting while preserving character 1

Too little for young people – could Town Council fund 1 or 2 free evenings per week at RiversMeet out of council tax? 1

RiversMeet out of council tax? 1

Town Council has done/is doing an excellent job 1

Is there any design comment that we have left out which you think should be included in the finished document?	Is there any design comment that we have included that you think should be omitted? Please give your reasons.	Steering Group Response	Steering Group Action
No.	No.	Noted.	No action.
Only about how the High Street & St Mary's Square end should be re-linked & developed – possibly more the Town Planners remit, but worth stressing! Also that buildings (industrial) need to be kept in scale to the Town in the area earmarked around Station Road, etc.	Very thorough & comprehensive design plan!	Although not within the Town Design Statement remit, the comments will be passed to the Neighbourhood Plan Steering Group and Town Centre Regeneration Action Group. Design Guideline 11 considers scale and seeks to address the residents concern in relation to industrial buildings.	Disseminate comments. No change to Town Design Statement.
If possible keep all hedges and mature trees intact, and preserve right-of-ways.	<i>No comments stated.</i>	Design Guideline 14 considers the importance of boundaries and specifically seeks to retain hedges and trees where they make a positive contribution to the character of the area.	No change to Town Design Statement.
Will there be enough jobs for all the people who occupy these houses?		Although not within the Town Design Statement remit, the comments will be passed to the Neighbourhood Plan Steering Group.	Disseminate comment. No change to Town Design Statement.
Mature trees in Iris Gardens alongside Common Mead Lane to be reviewed. Several oaks no longer exist.	No comments stated.	Information noted. The Tree Officer at North Dorset District Council will be informed.	The map can only be based on published information at the time. It will be as up to date as available at time of preparation.

Is there any design comment that we have left out which you think should be included in the finished document?	Is there any design comment that we have included that you think should be omitted? Please give your reasons.	Steering Group Response	Steering Group Action
Brilliant! – Let's hope it has real teeth.	<i>No comments stated.</i>	This document is to be offered to North Dorset District Council for adoption in the interim as an evidenced Planning guidance document. It will then also become an integral part of the Neighbourhood Plan.	To proceed with completion of the document in its original scope, then adapt as necessary for the Neighbourhood Plan.
A very detailed document, however conservation areas, sites allocated for development (business) and regeneration of the Town to form a heart or centre will need to be most carefully considered jointly when next phase of local planning are up for discussion.	No.	Although not within the Town Design Statement remit, the comments will be passed to the Neighbourhood Plan Steering Group and Town Centre Regeneration Action Group.	Disseminate comment. No change to Town Design Statement.
<i>No comments stated.</i>	I think you've done a good job in pulling this together. I don't recognise the "How far people travel to work" figures! Most people I know commute a long way. Graduate/professional jobs are thin on the ground!	The data noted has been taken from The Dorset Data Book 2008 (DCC 2008), but the Town Design Statement Steering Group is not able to corroborate or confirm this published information further.	Review and update Part 2 Page 6 with more recent published information.
Not sufficient time to read & digest all the material.	No comments stated.	To be effective the document has to cover many facets of the Town, which has led to its large size.	No change to Town Design Statement.

Is there any design comment that we have left out which you think should be included in the finished document?	Is there any design comment that we have included that you think should be omitted? Please give your reasons.	Steering Group Response	Steering Group Action
I do not know if you have considered “New Road”. It is very difficult for traffic on the bend there, also the parking is not good, as there is no room for people to park their cars. Also the pavements need seeing to, and made much wider, due to more older people using electric buggies.	<i>No comments stated.</i>	The Town Design Statement is not able to retrospectively change or impose on existing development. The characteristics in most areas that people stated they prefer include good layout, formal footway provision and sufficient parking, which are promoted within the Town Design Statement.	No change to Town Design Statement.
And yes!, the new houses are full of twists & turns, I have been lost many times.		Covered within the Town Design Statement.	No change to Town Design Statement.
It is a pity Station Road could not be used for a shopping precinct and also a great pity the Old Mill was burnt down, as that would have been a great “focal point” (museum/library/restaurant/etc.).		Noted, however the remit of the Town Design Statement does not cover allocation of new development. Comments will be passed to the Neighbourhood Plan Steering Group.	Disseminate comment. No change to Town Design Statement.
Yes we need our trees, and we need more for the younger people.		Trees – noted; and the young people comments will be passed to the Neighbourhood Plan Steering Group.	Disseminate comment. No change to Town Design Statement.
I see Hardings Lane has been resurfaced, but the pavements up to the Leisure Centre need to be in a better condition, also good lighting.		Comments on surface condition and lighting levels passed to DCC Highways for information.	Disseminate comment. No change to Town Design Statement.

Is there any design comment that we have left out which you think should be included in the finished document?	Is there any design comment that we have included that you think should be omitted? Please give your reasons.	Steering Group Response	Steering Group Action
<i>No comments stated.</i>	I feel the road infrastructure is unsatisfactory to accommodate future growth as the traffic tails back to Sydenhams roundabout at rush hour. I am surprised that the parking allocation at the Rail Station is not being increased to accommodate more rail travellers. I note that some plans are being considered to reduce the parking at the Rail Station.	Although not within the Town Design Statement remit, the comments will be passed to the Neighbourhood Plan Steering Group.	Disseminate comment. No change to Town Design Statement.
I think it is important to emphasise the need for high quality developments appropriate to a small rural Town. It would be dreadful if Gillingham became like Yeovil. We do not need more cheap discount stores, even in the current economic climate – there are plenty of those reached from Gillingham.	<i>No comments stated.</i>	The character of the Town has been mapped, and characteristics recorded to promote good and sympathetic future development through the identified Design Guidelines. Although not within the Town Design Statement remit, the comments will be passed to the Neighbourhood Plan Steering Group and Town Centre Regeneration Action Group.	Disseminate comment. No change to Town Design Statement.
Need for a hospital and a community tip.	<i>No comments stated.</i>	Although not within the Town Design Statement remit, the comments will be passed to the Neighbourhood Plan Steering Group.	Disseminate comment. No change to Town Design Statement.

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<ul style="list-style-type: none"> <li>The design guidelines should include a continued commitment to the Railway Station.</li> <li>I would support future developments of cycle paths.</li> </ul>	<i>No comments stated.</i>	<ul style="list-style-type: none"> <li>Although not within the Town Design Statement remit, the comments will be passed to the Neighbourhood Plan Steering Group.</li> <li>Design Guideline 7 promotes to incorporate high quality new cycle and pedestrian links to improve permeability around the Town.</li> </ul>	<ul style="list-style-type: none"> <li>Disseminate comment. No change to Town Design Statement.</li> <li>No further action.</li> </ul>
More shops – High Street more interesting but keeping original character.	<i>No comments stated.</i>	Although not within the Town Design Statement remit, the comments will be passed to the Neighbourhood Plan Steering Group and Town Centre Regeneration Action Group.	Disseminate comment. No change to Town Design Statement.
Balloting of existing householders regarding creating public footpaths affecting their homes.	<i>No comments stated.</i>	Changes to public footpaths already follow a formal consultation process, as do new developments.	No change to Town Design Statement.
Folly’s End – 1760 Rosebank – 1870 Should be pre 1886 in ‘Periods of Construction’.	<i>No comments stated.</i>	Noted and the map will be updated accordingly.	Update the Periods of Construction map.
Well presented.	<i>No comments stated.</i>	Noted.	No further action.

Is there any design comment that we have left out which you think should be included in the finished document?	Is there any design comment that we have included that you think should be omitted? Please give your reasons.	Steering Group Response	Steering Group Action
If more new housing is added to Gillingham, what about the capacity of the present sewage works? Would it be adequate for further development?	Good comments from the last time – I agree! Very well presented exhibition – very informative.	The Water Utility is regulated by the Environment Agency to ensure standards of effluent quality are maintained. As the population increases, they are obligated to ensure processes are improved or replaced to meet the greater demands.	No change to Town Design Statement.
Riverside walk with cafes & small shops should be included.	<i>No comments stated.</i>	Design Guideline 4 River Corridors seeks to protect and enhance all river corridors, but the location of shops is not within the remit, the comments will be passed to the Neighbourhood Plan Steering Group and Town Centre Regeneration Action Group.	Disseminate comment. No change to Town Design Statement.
St. Martins Residential Home in Queen Street is not marked on the map of Land Use within the Town as a Care Home. As the Manager, this is of concern to me as St. Martins is a well established and vital part of the Gillingham Community.	<i>No comments stated.</i>	Noted and the map will be updated accordingly.	Update Land Use map.

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Very comprehensive plan.	<i>No comments stated.</i>	Noted.	No change to Town Design Statement.
<p>Re 5.0 Building Form – It would be good that the joined photographs were labelled 1, 2, 3, 4, 5, 6 as it is misleading that they appear as only 3.</p> <p>Part 6 Page 3 – Traffic is <u>not</u> free flowing at the top of Wyke Street, as most do not have off-road parking. The photographs do not reflect the normal state of the roads, with many cars parked in some of the areas.</p>		<p>The intent of Part 5 Page 1 is only that of a chapter front page illustration.</p> <p>The comments regarding Part 6 Page 3 are correct, however this area represents only a 100 metre section of an otherwise free flowing road. The intention was to promote sufficiently wide carriageways through evidence from the majority of the Town, which in the main has off-street parking.</p>	<p>No change to Town Design Statement.</p> <p>No change to Town Design Statement.</p>
	Part 10 Page 7 – A good presentation – let us hope that many of the conclusions come to fruition, in particular the first 7 listed; but the plan of 2300 new homes is vastly excessive and even more green productive land would be lost for ever – more concrete – and more flooding. This applies also to new business park – this should be sited adjoining the existing business park.	The location and size of future development is not within the Town Design Statement remit, the comments will be passed to the Neighbourhood Plan Steering Group.	Disseminate comment. No change to Town Design Statement.

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<i>No comments stated.</i>	Within the recommendations “to extend.....Conservation Area..... important to the character of the Town”. Will this be at the whim of its residents. Hopefully not. It must be a structured and well thought out plan relative to other areas of the Town, i.e. not done in isolation. More work needs to be done to restore the non character parts of the Town to their former status, this will take time. Overall, the Town Council has done, and is doing, a good job in difficult times.	The management of Conservation Areas is not within the Town Design Statement remit, the comments will be passed to North Dorset District Council who administer this function.	Disseminate comment. No change to Town Design Statement.
No. I think that countryside character of the Town is the most important to me and the keeping of the riverside areas.	No.	A large number of the Design Guidelines seek to protect and enhance the countryside feel of the Town and its riverside areas.	No change to Town Design Statement.
The display is too fragmented to allow a proper response to be made.	<i>No comments stated.</i>	The display was laid out in the sequence of the proposed document. There is a significant depth and volume of information in order to provide a comprehensive document which is unavoidable given the size and nature of the Town.	No change to Town Design Statement.

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Increase the square footage of houses (especially bedrooms), allow sufficient space for a small garden & space for wheelie bins, etc.	<i>No comments stated.</i>	Part 5 of the Town Design Statement considers density and mix and Design Guidelines 9 and 10 seek to restrict density and promote the need for sufficient space.	No change to Town Design Statement.
Curving streets are more interesting than straight ones.		We concur that gently curving streets are more preferable to straight, as reflected in Design Guideline 5.	No change to Town Design Statement.
Maintain oversight of new buildings to fit in with overall vision of the Town.		The Town Design Statement provides a template for the whole of the Town.	No change to Town Design Statement.
Very modern square flats opposite Brickfields Estate do <u>NOT</u> add to the character/beauty of Gillingham.		The flats identified are out of character with the Town, and future development in this style is discouraged.	No change to Town Design Statement.
Trees & hedges most important – lovely in themselves & providing food & shelter for birds/animals/insects.		The importance of trees and hedges has been incorporated in Design Guidelines 2, 13 and 14.	No change to Town Design Statement.
Avoid high density buildings if possible = poverty of living.		Design Guideline 10, identifies high density as undesirable and out of the Towns character.	No change to Town Design Statement.
Please maintain local roads/lanes/footpaths – lots of character & enjoyable for walking/cycling.		Design Guideline 7 identifies existing footpaths and cycleways and seeks to improve permeability.	No change to Town Design Statement.

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<i>(continued from table on left)</i>			
The lower (2 <sup>nd</sup> ) half of Hawthorn Avenue winds gently & provides privacy to the residents by the angled position of the houses. EXCELLENT DESIGN FEATURE.		Although out of character with the existing Town, this development layout and density does work well given the small number of units and simple layout. There are numerous other recent examples of good design that the document size prohibits featuring.	No change to Town Design Statement.
Please protect the lovely countryside views currently existing when considering new development. When the countryside has gone – it has gone permanently.		This concurs with the findings of the previous consultation, and Design Guidelines 1 and 3 seek to safeguard these aspects.	No change to Town Design Statement.
No consideration seems to have been given to the spiritual side of life in Gillingham. There is little note made of Churches other than building materials but little thought to size, areas, locations – particular the RC church St Benedict (consider effect of population on new church).	<i>No comments stated.</i>	Although not within the Town Design Statement remit, the comments will be passed to the Neighbourhood Plan Steering Group.	No change to Town Design Statement.
Please preserve the open spaces and leave plenty of green space in any future development.	<i>No comments stated.</i>	Design Guideline 6 on Open Spaces is intended to protect existing and promote future quality open spaces.	No change to Town Design Statement.

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<p>No – very comprehensive – impressive piece of work.</p> <ul style="list-style-type: none"> <li>River corridors very important (Chantry Fields area affected by Recycling unsatisfactorily).</li> <li>Improvement to ‘Welcome to Town’ signage to be more individual to Gillingham.</li> <li>High Street needs rejuvenation/ saving! Consider FREE Council car park nearest to High Street, preferably Chantry Fields also.</li> <li>Traffic management not assisted by speed humps.</li> </ul>	<p><i>No comments stated.</i></p>	<ul style="list-style-type: none"> <li>Refer to Design Guideline 4 as this seeks to protect all river corridors. However, the location of sites for recycling facilities is not within the remit of the Town Design Statement, the comment will be passed to the Neighbourhood Plan Steering Group.</li> <li>The comment will be passed to the Town Council.</li> <li>Although not within the Town Design Statement remit, the comments will be passed to the Neighbourhood Plan Steering Group and Town Centre Regeneration Action Group.</li> <li>Although not within the Town Design Statement remit, the comments will be passed to the Town Council.</li> </ul>	<p>No change to Town Design Statement.</p>

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(continued from table on left)			
<ul style="list-style-type: none"> <li>Mention of not enough facilities for young people – agreed. Can Town Council fund FREE for U16’s @ RiversMeet for Specific sports/times in conjunction with Youth Club, even 1 or 2 evenings a week? (pay for from Council Tax).</li> <li>The monstrosity of the ventilation pipe outside Chinese Restaurant by Town Meadow – we must do something to correct this in addition to pressure the owner of Tudor Newsagent to improve this part of Town.</li> </ul>		<ul style="list-style-type: none"> <li>Although not within the Town Design Statement remit, the comments will be passed to the Town Council and Neighbourhood Plan Steering Group.</li> <li>Although not within the Town Design Statement remit, the comments will be passed to the Neighbourhood Plan Steering Group and Town Centre Regeneration Action Group.</li> </ul>	<p>No change to Town Design Statement.</p> <p>No change to Town Design Statement.</p>
<p>Maybe more emphasis on Town centre and facilities.</p>	<p>Reservations over Wyke conservation area.</p>	<p>The Town Design Statement identifies character areas in the Town and that the structure, character pattern and shape of the Historic Town Centre (Area 1) has been analysed. Comment on the conservation areas to be passed to North Dorset District Council.</p>	<p>No change to Town Design Statement.</p>

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<p>There's not a lot of emphasis on green space and in particular, a proper park which Gillingham is sadly lacking at the moment.</p> <p>More recognition of the potential for flooding near some river areas, even the 'one-in-a-blue-moon' scenarios.</p>	<p>We are very dubious of the idea that Lower Station Road should be developed into a significant retail area. Many people walk in and out of Gillingham for their shopping and this extra area will involve walking much further. There is also the question whether the local population could sustain such enterprises and whether the High Street "names" would consider the potential business to be viable.</p>	<p>The Town Design Statement does clearly value and recognise the importance of green space; Design Guideline 6. With respect to a park, the comments will be passed to the Neighbourhood Plan Steering Group.</p> <p>It is not within the remit of the Town Design Statement to direct or discourage development in flood zones, but these have been shown as being important to the Town. This is the role of the Environment Agency.</p> <p>Although not within the Town Design Statement remit, the comments will be passed to the Neighbourhood Plan Steering Group and Town Centre Regeneration Action Group.</p>	<p>No change to Town Design Statement.</p> <p>No change to Town Design Statement.</p> <p>No change to Town Design Statement.</p>

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<p>A more sympathetic approach to shielding industrial areas, e.g. tall shrubbery/ hedging.</p> <p>The area of 'walk through' from Town centre to Waitrose, either to be developed to be able to be used by fair, etc. annually or that to be re-sited and used properly.</p> <p>Not relevant maybe to this design statement, but where will the Community Centre be when and if Gillingham can afford it. Space will not be large enough by Leisure Centre, if we get one that will benefit the Town properly.</p>	<p>Traffic lights – no more in Gillingham – they are a nuisance now – roundabouts would make more sense and stop the hold-ups at peak times.</p>	<p>A requirement for well planned significant landscaping to new industrial areas is identified in Design Guideline 12. Design Guideline 1 requires sensitive rural edges. Design Guideline 1 also requires all new development adjoin or close to the rural edges of the Town should be planned and designed to maintain the sensitive transition between Town and countryside.</p> <p>Although not within the Town Design Statement remit, the comments will be passed to the Neighbourhood Plan Steering Group and Town Centre Regeneration Action Group.</p> <p>Although not within the Town Design Statement remit, the comments will be passed to the Neighbourhood Plan Steering Group.</p> <p>The traffic engineering design aspects of new developments are not within the Town Design Statement remit, the comments will be passed to Dorset County Council Highways.</p>	<p>No change to Town Design Statement.</p>

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<p>I saw nothing about preserving any Green Land. If even more hideous houses are built where are they to work and where are the Doctors, etc.</p> <p><u>Please</u> leave the fields by the rivers, they are under water most of the winter anyway.</p> <p>Families are not the only people, we have been here since we were young with families, so are not selfish to the exclusion of others. Now I am an OAP so know what I am talking about.</p>	<i>No comments stated.</i>	<p>The Town Design Statement recognises the importance of open spaces and the river corridors. Protection and enhancement of riverside corridors is covered by Design Guideline 4.</p> <p>Protection of particular green spaces is an issue that a Neighbourhood Plan can pursue so this comment is to be passed to that Steering Group.</p> <p>Although not within the Town Design Statement remit, the comments will be passed to the Neighbourhood Plan Steering Group.</p>	<p>No change to Town Design Statement.</p> <p>No change to Town Design Statement.</p> <p>No change to Town Design Statement.</p>
<p>I cannot take in all of the information. I would love to have a hard copy to read carefully rather than pushed around a circus following &amp; leading others.</p> <p>If the watermark "Draft" was placed on it as a read only document no one could change it and I could read it sensibly, with no cost to the Council.</p>	<i>No comments stated.</i>	<p>A draft paper copy was available for people to review. The Town Design Statement will form part of the evidence gathered for the Neighbourhood Plan which will be subject to further public consultation.</p>	No change to Town Design Statement.
<p>What is the proposal for the 30+ acres in Chantry Fields?</p>	<i>No comments stated.</i>	<p>The allocation of land and specific policies for sites is not part of the remit of the Town Design Statement.</p>	No change to Town Design Statement.

Is there any design comment that we have left out which you think should be included in the finished document?	Is there any design comment that we have included that you think should be omitted? Please give your reasons.	Steering Group Response	Steering Group Action
<p>What is the situation with regard to possible development in the Chantry Fields area?</p> <p>Will the sewage works need enlargement to cope with future development in the Town?</p> <p>Will there be any need in future for a new cemetery?</p>	<i>No comments stated.</i>	<p>The remit of the Town Design Statement does not cover land allocation, the comments will be passed to the Neighbourhood Plan Steering Group and Town Centre Regeneration Action Group.</p> <p>The Water Utility is bound by environmental regulation, and will adapt, update or enlarge as necessary to maintain its consent.</p> <p>Although not within the Town Design Statement remit, the comments will be passed to the Neighbourhood Plan Steering Group.</p>	<p>No change to Town Design Statement.</p> <p>No change to Town Design Statement.</p> <p>No change to Town Design Statement.</p>
<p>Signage:</p> <ul style="list-style-type: none"> <li>Amazingly there is no sign to the Town Hall! How much civic pride do we have?</li> <li>The RiversMeet Leisure Centre is only signed from the main road – when you get to Hardings Lane, you lose it – they must lose custom. Again, aren't we proud of our Leisure Centre?</li> </ul>	<i>No comments stated.</i>	<p>Although not within the Town Design Statement remit, the comments will be passed to the Town Council.</p>	No change to Town Design Statement.

Is there any design comment that we have left out which you think should be included in the finished document?	Is there any design comment that we have included that you think should be omitted? Please give your reasons.	Steering Group Response	Steering Group Action
<p>There doesn't seem to be any place here (<i>on the form</i>) for suggestions! I think we very much need:</p> <ul style="list-style-type: none"> <li>• A mini roundabout near the Waitrose entrance ("There haven't been any serious accidents yet" isn't a good reason for not installing one!).</li> <li>• Its high time the dangerous footpath between Rolls Bridge Meadow and Peacemarsh along the river was repaired – the Town Council and Persimmon need to sort this out, and fencing it off is not the answer!</li> <li>• Not enough mention has been made of the efforts of the Lady Gardener whose floral displays have cheered up our urban landscape so much in the last couple of years.</li> </ul>	<i>No comments stated.</i>	<ul style="list-style-type: none"> <li>• The detailing of traffic engineering is not within the remit of the Town Design Statement the comments will be passed to Dorset County Council Highways.</li> <li>• Although not within the Town Design Statement remit, the comments will be passed to the Neighbourhood Plan Steering Group.</li> <li>• Although not within the Town Design Statement remit, the comments will be passed to the Town Council.</li> </ul>	<p>No change to Town Design Statement.</p> <p>No change to Town Design Statement.</p> <p>No change to Town Design Statement.</p>

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<i>(continued from table on left)</i>			
<ul style="list-style-type: none"> <li>• It would be good to collate ideas for the future of Town Bridge Meadows – public park? Large shop? (not another supermarket!) This all relates to the "built environment".</li> </ul>		<ul style="list-style-type: none"> <li>• Although not within the Town Design Statement remit, the comments will be passed to the Neighbourhood Plan Steering Group and Town Centre Regeneration Action Group.</li> </ul>	No change to Town Design Statement.
<p>Landscaping. Should make Brickfields plant trees or shrubs to hide the ugly barbed wire.</p> <p>The entry from St. Mary's Church leads into the High Street view needs a face lift. The view of the public toilets is not pretty.</p>	<i>No comments stated.</i>	<p>The Town Design Statement is not able to retrospectively enforce such actions, however Design Guidelines 1, 2 and 12 provide direction against these issues in respect of new development.</p> <p>Although not within the Town Design Statement remit, the comments will be passed to the Town Council, Neighbourhood Plan Steering Group and Town Centre Regeneration Action Group.</p>	<p>No change to Town Design Statement.</p> <p>No change to Town Design Statement.</p>
<p>Sorry but time has not permitted a detailed study of the statement. I look forward to its publication and then we can all browse through it at leisure and then make more considered judgements.</p>	<i>No comments stated.</i>	Noted.	In the interim, it is intended to post a draft electronic copy on the Town Council Website.

Is there any design comment that we have left out which you think should be included in the finished document?	Is there any design comment that we have included that you think should be omitted? Please give your reasons.	Steering Group Response	Steering Group Action
My property was built in 1760, not as appears on the 'Periods of Construction' plan as 1939 – 1970. It used to be Gillingham Work House.  Character Area boundaries – I agree with the designation of Area 1 – but the impact on that area by building outside area 1 but directly visually impacting on the historic centre (area 1) should be further stressed.  As should the importance of keeping green areas within and immediately around the centre (area 1). <ul style="list-style-type: none"> <li>Keep the green areas within area 1 (the area identified as the historic centre).</li> <li>The roads to and from Bay would not tolerate any further intensity of traffic.</li> </ul>	<i>No comments stated.</i>	Noted and the map will be updated accordingly.  Covered within the Design Guidelines 11 and 12.  The remit of the Town Design Statement is not to determine the location of new development. However it recommends the creation and improvement of green buffer zones and riverside corridors through Design Guidelines 4 and 6. The comments will be passed to the Town Council, Neighbourhood Plan Steering Group.	Update the Periods of Construction map.  Review comments and guidelines for cross Character Area visual impacts.  No change to Town Design Statement.

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<i>(continued from table on left)</i>			
<ul style="list-style-type: none"> <li>Also those areas which remain rural outside area 1, i.e. Bay – which have an individual character should be maintained – rather than subsumed into a creeping sprawl, which dilutes its historic rural “nature”. I think you do identify this but again would stress the importance of this more.</li> </ul>		The remit of the Town Design Statement is not to determine the location of new development. However it recommends the creation and improvement of green buffer zones and riverside corridors. The comments will be passed to the Town Council, Neighbourhood Plan Steering Group.	No change to Town Design Statement.
<ul style="list-style-type: none"> <li>If population is to increase, schools &amp; infrastructure must be increased.</li> <li>More shops required with a greater variety of goods.</li> <li>Free parking at Town car park to encourage visitors.</li> </ul>	<i>No comments stated.</i>	Although not within the Town Design Statement remit, the comments will be passed to the Neighbourhood Plan Steering Group and Town Centre Regeneration Action Group.	No change to Town Design Statement.
There is far too much info to take in, in one go. The print size, map size and lighting is substandard and it would be easier to sit and read the words.	<i>No comments stated.</i>	Noted - given the size of the document, it was not possible to print in a larger format and contain the overall consultation within a reasonable area. A bound paper copy was available during the consultation for those who expressed their difficulty in reading the mounted display.	Prepare and publish an interim draft electronic copy of the Town Design Statement.

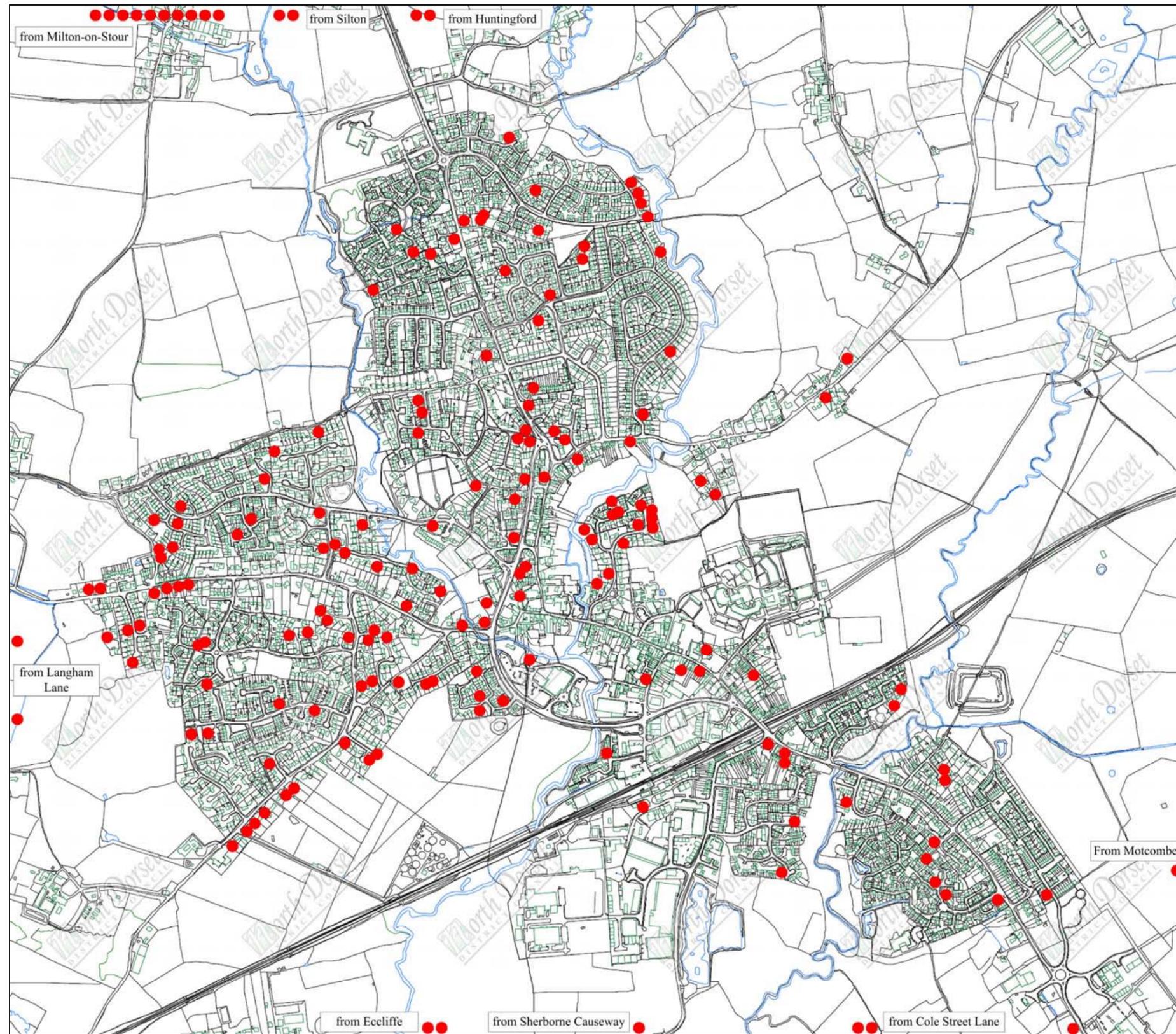
Is there any design comment that we have left out which you think should be included in the finished document?	Is there any design comment that we have included that you think should be omitted? Please give your reasons.	Steering Group Response	Steering Group Action
<p>Environment Agency – Rivers Authority</p> <ul style="list-style-type: none"> <li>Impact on rivers &amp; streams (pollution).</li> <li>Increase in public access &amp; its impact on wildlife.</li> </ul>	<i>No comments stated.</i>	<ul style="list-style-type: none"> <li>Safeguards and custody against pollution are within the statutory remit of the Environment Agency. As such they are consulted on new developments.</li> <li>Increasing public access to open areas will risk being detrimental to wildlife, which is why it is important that such areas enlarge with need.</li> </ul> <p>Design Guideline 2 seeks to protect existing trees and encourage the planting of trees in new developments to retain the rural landscape setting, the character of particular areas and the amenity value for residents. Design Guidelines 4, 6, 13 and 14 all consider the benefits of landscaping. The green infrastructure of the town is seen as important and will be of benefit to the local wildlife.</p>	<p>No change to Town Design Statement.</p> <p>No change to Town Design Statement.</p>
<p>Please note that a group TPO (<i>Tree Preservation Order</i>) at Newbury Gardens has very recently been rescinded and replaced by a new TPO covering a larger area.</p>	<i>No comments stated.</i>	<p>The information is noted and the Tree Officer at North Dorset District Council will be informed.</p>	<p>Check for updates, otherwise no change to Town Design Statement. Forward comment to North Dorset District Council.</p>

Is there any design comment that we have left out which you think should be included in the finished document?	Is there any design comment that we have included that you think should be omitted? Please give your reasons.	Steering Group Response	Steering Group Action
<p>Important: The exhibition did <u>NOT</u> allow the report to be easily understood because the lighting was poor and the displays were not at eye level.</p> <p>How can anybody be expected to take in more than 50 pages of A3 type &amp; pictures??</p> <p>A lot of effort (&amp; expense) went into this report yet few towns people will understand it all.</p> <p>Put the report on the internet &amp; have ‘headlines’ above each section so that the reader can quickly understand what they are about.</p> <p>The conclusions are meagre and therefore will have little affect!</p> <p>Surely the way to “improve” Gillingham is by demanding good design in all aspects of townscape. Provide examples of good design (from all over northern Europe) that developers (and individual householders) can aspire to.</p>	<i>No comments stated.</i>	<p>A bound paper copy, desk and chairs were available throughout the period of the exhibition for any who expressed problems with the display.</p> <p>The Town Design Statement covers a large range of issues, hence its size.</p> <p>The Steering Group have strived to keep terminology simple, and no other such comments were made.</p> <p>The Town Design Statement is split into distinct sections which combine to describe the existing built environment of the Town, from which the Design Guidelines are developed.</p> <p>The Design Guidelines based upon the existing Town are the purpose of the completed document.</p> <p>The Town Design Statement’s principal aim is to identify the structure, character pattern and shape of the Town such that future development is in keeping.</p>	<p>No change to Town Design Statement.</p>

Is there any design comment that we have left out which you think should be included in the finished document?	Is there any design comment that we have included that you think should be omitted? Please give your reasons.	Steering Group Response	Steering Group Action
Please include refuse disposal site as a major need for the Town.	<i>No comments stated.</i>	Although not within the Town Design Statement remit, the comments will be passed to the Neighbourhood Plan Steering Group.	No change to Town Design Statement.
Is there any thought going into the roads that come into Gillingham. The present situation is becoming untenable, especially the road leaving Gillingham and going through Wyke. How many accidents have to happen before something is done? People are in danger on this road. I have watched lorries mount the footpath being used by mothers and children who have had to retreat into someone's garden. Also the road going into Cucklington is very dangerous on the bend. This road is too narrow for 2 lorries to pass.	<i>No comments stated.</i>	The detailing of traffic engineering is not within the remit of the Town Design Statement. The comments will be passed to Dorset and Somerset County Council Highways.	No change to Town Design Statement.
More detail to describe and create a common theme to the street furniture would be helpful.	Whilst the preference for avoiding the winding streets of recent development is to be commended, sterile straight building lines should equally be avoided. The layout, landscaping and density of the Wilcon Estate (Milestone Way, et al) is a great example to follow.	Elements of street furniture to be expanded in conjunction with the Town Council.  Covered within the Town Design Statement.	Update the street furniture page to provide some focussed direction.  Review guidelines to consider including example sites.

Is there any design comment that we have left out which you think should be included in the finished document?	Is there any design comment that we have included that you think should be omitted? Please give your reasons.	Steering Group Response	Steering Group Action
<b>Comments from North Dorset District Council</b>			
Part 2 Page 4.	Suggest that photographs and arrows are numbered instead of coloured to aid recognition.	Noted.	The Town Design Statement is to be updated accordingly.
Part 2 Page 6.	Suggest that the figures are updated from the 2010 Dorset Data Book.	Noted.	The Town Design Statement is to be updated accordingly.
Part 3 Page 1.	Suggest that a map is included in the corner of the page showing where the photograph was taken from.	Noted.	The Town Design Statement is to be updated accordingly.
Part 3 Pages 4 to 14 inclusive.	Suggest that photographs and arrows are numbered as Part 2 Page 4.	Noted.	The Town Design Statement is to be updated accordingly.
Part 7 Pages 18 and 19.	Suggest that photographs and arrows are numbered as Part 2 Page 4.	Noted.	The Town Design Statement is to be updated accordingly.
Part 9 Appendix.	Update the record of consultation.	Noted.	The Town Design Statement is to be updated accordingly.
General.	If the document is to be made available electronically, then all maps need to be watermarked.	Noted.	The Town Design Statement is to be updated accordingly.

## SECOND CONSULTATION ATTENDANCE MAP



The map to the left is a voluntary record of attendees to the Public Consultation held 4 and 5 November 2011 in Gillingham Town Hall. To the right shows a poster advert outside the Town Hall, and below are photographs of the displayed document.



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**GILLINGHAM TOWN DESIGN  
STATEMENT**

**PUBLIC CONSULTATION**

**Exhibition of  
Gillingham's Town  
Design**

Thursday 4 February 1pm – 8pm  
Friday 5 February 1pm – 8pm  
Saturday 6 February 10am – 3pm

**Town Hall, School Road,  
Gillingham, SP8 4QR**

- You can play a part in how Gillingham will look in years to come
- It's your town – we need your input
- Help us plan this important statement for Gillingham's future
- Let us know what you think
- Even if you don't live in Gillingham, come along – we value your opinion

**GILLINGHAM  
TOWN DESIGN STATEMENT  
ON DISPLAY**



**2pm to 7pm Friday 4th November  
10am to 4pm Saturday 5th November**

## RECORD OF CONSULTATION

6 May 2009 Jubilee Room	Invitation from Cllr Ian Stewart to attend an open evening hosted by the Town Design Statement (TDS) Working Party of Gillingham Town Council to assess public interest with the aim of forming a TDS Steering Group. Volunteers were identified and the Steering Group was formed.
21 July 2009 Jubilee Room	First full meeting of Steering Group: Discussed Funding and Main Mechanisms (Technical analysis; map on the ground and Public Consultation).
26 August 2009 Conference Room	Second full meeting: Mainly administrative; Draft pro forma to be produced by Ian Stuart and Susi Calder for next meeting.
4 September 2009 Conference Room	Third full meeting: David Beaton appointed Chair; Draft pro forma produced; Historical mapping begun by Paul Slade.
20 October 2009 Conference Room	Fourth full meeting: Finance & Fundraising discussed; estimate of costs; Town Council has agreed to put aside £5,000 for the use of the Steering Group, ideally to be matched funding; Steering Group will make a funding application to CEPEND.
11 November 2009 Conference Room	Fifth full meeting: Steering Group viewed Sturminster Newton TDS in detail to help decide what aspects to be retained and what rejected in Gillingham TDS.
17 November 2009 Conference Room	Sixth full meeting: NDDC Policy Officers present to see what Steering Group had achieved so far; Plan of action to be linked up with NDDC timetable, establishing time scale, in particular date for First Public Consultation.
25 November 2009 Conference Room	Seventh full meeting: Representatives of Gillingham Local History Society and Photo Group invited to attend. Both groups will contribute to the final Statement, providing a potted history and photos of character areas.
2 December 2009 Conference Room	Eighth full meeting: Dates for Public Consultation fixed (4, 5 & 6 Feb 2010).
12 December 2009 Conference Room	Ninth full meeting: Decision to go ahead with an application to CEPEND for funding. Mick Lodge appointed Treasurer. Budget headings discussed.
13 January 2010 Conference Room	Tenth full meeting: Plan of action for Public Consultation (display boards, publicity, stewarding, etc.).
27 January 2010 Conference Room	Eleventh full meeting: Consolidate arrangements for Public Consultation.
2 February 2010 Conference Room	Twelfth full meeting: Final briefing for Public Consultation.
3 February 2010 Civic Hall	Set up display for Public Consultation.
4 – 6 Feb 2010 Civic Hall	Public Consultation in Gillingham Town Hall.
12 February 2010 Conference Room	Thirteenth full meeting: Debrief Public Consultation.
23 February 2010 Conference Room	Fourteenth full meeting: Sorted responses to 82 questionnaires.
9 March 2010 Conference Room	Fifteenth full meeting: Drew up draft budget for application to CEPEND; sorted responses to remaining 41 questionnaires.
23 March 2010 Civic Hall	Sixteenth full meeting: Discussed questionnaire responses document; finalised budget for CEPEND application.
29 March 2010	Grant application to CEPEND emailed as one of three attachments to Pauline Figg, Administrative Assistant, Blandford. The two other attachments were a Draft Budget and an update of the Steering Group's activities.
7 April 2010 Conference Room	Seventeenth full meeting: Divided questionnaire responses' headings amongst Steering Group members to enable production of text for first draft of Draft Design Statement.
5 May 2010 Conference Room	Eighteenth full meeting: Review text of Draft Design Statement headed sections.
14 May 2010 Jubilee Room	Nineteenth full meeting: Review of first draft of text. Plan second Public Consultation.
25 May 2010 Jubilee Room	Twentieth full meeting: Review of first draft of text with Sarah Jennings present. Second Public Consultation postponed to some time in the Autumn.
3 June 2010 Jubilee Room	Twenty-first full meeting: Further tweaking of first draft statement subsequent to Paul Slade's meeting today with Trevor Warrick and Sarah Jennings.

15 June 2010 Conference Room	Twenty-second full meeting: Review of first draft statement which has been supplied to NDDC on two CDs.
7 July 2010	Afternoon: David Beaton meeting with Bisi Adunkele.
12 July 2010	Afternoon (1.45 – 4.30): Chairman attends DCA 'Fundraising Skills' Workshop at Digby Hall, Sherborne, led by Chris Carman. Evening: Chairman and Paul Slade review Draft TDS before Steering Group meeting with Trevor Warwick and Sarah Jennings.
4 August 2010	Morning: David Beaton meeting with Bisi Adunkele and Sarah Dyke to process funding application to Sowing Seeds.
9 August 2010	Morning: David Beaton meeting with Bisi Adunkele to draw up fast track application to Sowing Seeds.
10 August 2010	Afternoon (1.00 – 4.00): Chairman attends DCA 'Running A Community Group' Workshop at The Regent Centre, Christchurch, led by Susi Calder.
13 August 2010	Afternoon: David Beaton meeting with Bisi Adunkele to finalise fast track application to Sowing Seeds.
31 August 2010 Jubilee Room	Twenty-third full meeting to discuss NDDC recommendations for TDS.
3 September 2010	Morning: Meeting with Bisi Adunkele, Sarah Dyke and Paul Slade to discuss presentation to Sowing Seeds Local Action Group (LAG) in Dinton Village Hall on 9 September 2010.
9 September 2010	Evening: Presentation to Local Action Group (LAG) in Dinton Village Hall with a view to receiving a grant from funding organisation Sowing Seeds. Presentation prepared by Paul Slade, Bisi Adekunle and Brian Millichamp and presented by Paul and Bisi. Announcement of grant of £4,800 awarded to TDS Steering Group.
23 September 2010 Jubilee Room	Twenty-fourth full meeting to discuss the way forward with regard to meeting with NDDC to agree format of TDS.
14 October 2010 Jubilee Room	Twenty-fifth full meeting plus representatives of NDDC (Sarah Jennings, Nicola Laszlo, Kevin Morris) to agree format of TDS.
2 November 2010 Jubilee Room	Twenty-sixth full meeting to debrief meeting with NDDC.
16 November 2010 Jubilee Room	Twenty-seventh full meeting to review redraft of Peacemarsh character area.
14 December 2010 Jubilee Room	Twenty-eighth full meeting to review redrafts of Ham, Peacemarsh and Newbury.
13 January 2011 Jubilee Room	Twenty-ninth full meeting to review all 7 revised character areas.
1 February 2011 Jubilee Room	Thirtieth full meeting to go through the new draft TDS to make sure that NDDC guidelines were being adhered to.
24 February 2011 Jubilee Room	Thirty-first full meeting to review draft TDS to date.
22 March 2011 Jubilee Room	Thirty-second full meeting to review draft TDS to date.
12 April 2011 Jubilee Room	Thirty-third full meeting. Included discussion of the Sigma-Aldrich project to design a new flagship UK headquarters building in Gillingham.
3 May 2011 Conference Room	Thirty-fourth full meeting. On-going review of draft TDS.
24 May 2011 Jubilee Room	Thirty-fifth full meeting. Make plans for display at the Town and Country Fayre at Gillingham & Shaftesbury Showground on Sunday 12 <sup>th</sup> June 2011. Compose response to Sigma-Aldrich's proposal for new flagship HQ office at Brickfields Business Park.
12 June 2011	Town & Country Fayre, Gillingham & Shaftesbury Showground. TDS had a stand in the 3RP tent.
14 June 2011 Jubilee Room	Thirty-sixth full meeting. Discussed projected costings of printing of TDS and publicity for public consultation in November.
7 July 2011 Chantry Fields	Thirty-seventh full meeting. Sowing Seeds Financial Monitoring and Budget.
19 July 2011 Chantry Fields	Thirty-eighth full meeting. Venue: Chantry Fields. Number of items discussed including Wyke Conservation Area and projected printing costs.

23 August 2011 Chantry Fields	Thirty-ninth full meeting. Venue: Chantry Fields. Updated Work/Action Plan and discussed three printing costs quotes.
12 September 2011 Council Offices, Blandford	Meeting with NDDC and other community groups currently preparing Town and Village Design Statements about the implications of changing national policy.
22 September 2011 Chantry Fields	Fortieth full meeting. Venue: Chantry Fields. Town Clerk, Sylvia Dobie, attended meeting to sign Sowing Seeds contract. Decision to proceed with Public Consultation in November as planned.
5 October 2011 Chantry Fields	Forty-first full meeting. Venue: Chantry Fields. Plan public consultation.
12 October 2011 Chantry Fields Present: Tim Rose, Mark Hebditch, Mick Lodge, Mike Gould, Diana West, Michelle Watling, Paul Slade, David Beaton, Mark White, Steve Joyce	First joint meeting of TDS and Town Plan Steering Groups. Agenda: To plan the way forward in the light of government proposals re National Planning Policy Framework and, in particular, how the two steering groups will collaborate in a New Neighbourhood Plan. The TDS steering group will continue with progress towards publication of the TDS in its present form, but the two groups agreed that for the Neighbourhood Plan they should concentrate on the whole GTC area including Milton on Stour (but excluding the strategic site allocation to the south of the town which has already been agreed by NDDC in cabinet on 8 June 2011). Gillingham will be seen as a front-runner in the New Neighbourhood Plan pilot scheme.
21 October 2011 Chantry Fields	Meeting of David Beaton, Bisi Adekunle and Sarah Dyke to ensure (1) that the TDS Steering Group complies with all the Sowing Seeds contractual obligations and (2) that the TDS Steering Group is fully aware of the correct procedures for providing progress reports, filling in forms and making claims. We need to use five logos (Defra, EU flag, Leader, Sowing Seeds and Wilts CC) on all future publicity and on the TDS itself.
4 November 2011 2pm – 7pm 5 November 2011 10am – 4pm Civic Hall	Public Consultation in Civic Hall, Town Hall, School Road, Gillingham. Over eighty pages of draft Town Design Statement were on display. An advertisement was placed in the Blackmore Vale Magazine for two weeks, there were 60 laminated posters on lampposts in and around the town, and there were many more in shops. It was a news item on Midwest Radio in their 1 o'clock news on the Friday and they gave it a plug each hour on the hour on the Saturday. 111 visitors attended on Friday 4 November and 177 visitors attended on Saturday 5 November. There was a questionnaire for people to fill in and on a map visitors recorded which part of Gillingham they were from or whether they were from outside the town boundary. Attendance at this consultation was up by 38% on last year's although it was only over two days compared with three days on the previous occasion. The logos recommended by Sowing Seeds were incorporated on the front cover of the document.
17 November 2011 Chantry Fields	Forty-second full meeting. Deal with consultation questionnaires.
24 November 2011 Chantry Fields	Second joint meeting of TDS and Town Plan Steering Groups.
1 December 2011 Chantry Fields	Forty-third full meeting. Planning Policy Officers Sarah Jennings and Nicola Laszlo in attendance to give us guidance on how to complete TDS in line with NDDC and government policy.
21 December 2011 Chantry Fields	Forty-fourth full meeting. Meeting to look at the follow-up to the Public Consultation questionnaires. Paul has collated all the responses and is in the process of preparing the cross-referencing of the TDS response and action.
10 January 2012 Chantry Fields	Forty-fifth full meeting. Looked at completed response to second consultation questionnaires and planned for the final stages in the publication of the draft TDS.
23 February 2010 Chantry Fields	Forty-sixth full meeting. Review final draft TDS before submission for adoption by NDDC.
12 April 2012 Chantry Fields	Forty-seventh full meeting. Discuss minor revisions re acknowledgements, water marks and some aspects of layout that need to be made on the two CDs provided by NDDC (one for printing and one for the NDDC website).
16 April 2012 Council Offices, Blandford	Bisi Adekunle meets with Sarah Jennings, NDDC Planning Policy Officer at NDDC, Nordon, Blandford, to discuss the minor revisions that need to be made on CDs. It was agreed that Paul Slade would make the final revisions.

## SOURCES OF INFORMATION

*The Dorset Data Book 2008* published by Dorset County Council.  
Dorset For You on line mapping service.  
*Dorset For You Fact Sheet* published by Dorset County Council dated March 2011.  
*Dorset Historic Towns Project – Gillingham – Historic Urban Characterisation Draft for Initial Consultation – September 2009.*  
Flood mapping information from the Environment Agency website.  
Geological map reproduced with the permission of the British Geological Survey © NERC.  
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*National Character Area 133* defined by the Countryside Agency in 1999.  
*North Dorset District Landscape Character Assessment* published by North Dorset District Council 2008.  
*The New Plan for North Dorset* dated March 2010.  
*North Dorset District-wide Local Plan (1<sup>st</sup> Revision) Adopted Plan to 2011* and with references to earlier versions dated October 1993 and January 2003.  
*The Three Rivers Partnership – Open Spaces Group Report for Gillingham Dorset 2005.*