



Knoll House Hotel
Statement of Community Involvement
October 2022

Knoll House Hotel, Ferry Road,
Studland, BH19 3AH

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on behalf of Kingfisher Resorts Studland Ltd

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SECTION 1

Introduction

1. This Statement of Community Involvement (SCI) has been prepared on behalf of Kingfisher Resorts Studland Ltd – referenced hereafter as ‘Kingfisher Resorts’.
2. This SCI forms part of a comprehensive package of documents submitted in support of the planning application for the redevelopment of Knoll House Hotel, Ferry Road, Studland, Swanage, BH19 3AH and should be read alongside them.

Application Overview

3. The redevelopment of Knoll House Hotel is fundamental to ensure it can continue contributing positively to the local area and economy in the long term.
4. A previous application for the redevelopment of Knoll House was submitted in October 2018 and refused by Dorset Council in February 2022. Since then, extensive work has been undertaken to amend the proposal to address concerns raised at the Local Planning Authority, the local community and key stakeholders.
5. Community engagement has been essential throughout the entire application process to ensure the proposal is robust and informed by proactive input from a range of sources. Knoll House Hotel has a rich heritage and is cherished by many as a staple asset in Studland, so it is Kingfisher Resorts’ intention to be as transparent and collaborative as possible when considering its future development.
6. This revised proposal has been approached as a continuation of extensive public and stakeholder engagement completed over a period of more than five years and through the previous planning application. Kingfisher Resorts has used these inputs to a high degree to shape a fresh approach to the revised planning application.

SECTION 2

Historic Engagement (February 2018 – January 2022)

1. Thorough and comprehensive engagement was undertaken during the pre-application stages of Kingfisher Resorts' initial proposal.
2. Throughout the preparation and determination of the refused scheme Kingfisher Resorts worked closely in collaboration with its consultant team to deliver the following:
3. Pre application
 - a. Various meetings with the National Trust, including a design workshop and subsequent feedback sessions
 - b. Meetings with Natural England and the Dorset AONB Partnership regarding landscape and environmental considerations for development
 - c. A meeting to obtain pre-application advice from key stakeholders including planning and conservation officers from Purbeck District Council, Dorset County Council, Dorset AONB Partnership, and consultants for Kingfisher Resorts
 - d. A meeting with Studland Parish Council in February 2018, discussing the redevelopment as a principle and presenting initial designs
 - e. Several press releases issued to the Bournemouth Echo and Swanage and Wareham Advertiser announcing the application, and advertising a public consultation event
 - f. A separate public consultation event in February 2018 with local residents
 - g. Key take outs included:
 - i. 87% of feedback form respondents considered the proposal to be a good opportunity to ensure the future of Knoll House Hotel
 - ii. 85% of respondents agreed that existing facilities at Knoll House Hotel would benefit from investment and enhancement
 - iii. 87% of respondents said they thought plans for training and employment opportunities for the local community were an important part of the proposal
 - iv. Common concerns were raised around:
 1. Character of the main house not being maintained
 2. The building designs not being in-keeping with the location

3. Amount, density, and location of onsite parking
4. Increased traffic
5. Size of the redeveloped hotel

4. Post-submission

- a. A written brief sent and/or in-person meetings arranged with members of Purbeck District Council, Dorset County Council, Dorset LEP, Dorset Chamber of Commerce and Visit Dorset
- b. A meeting with MP for South Dorset, Richard Drax to brief him on plans
- c. Attendance at a Studland Parish Council meeting in December 2018 to present plans and answer questions
- d. Two rounds of letters sent to local residents and businesses with further information on plans, plus changes as they occurred, and encouraging further feedback
- e. Formation of a Community Liaison Group including 5x residents, Kingfisher Resorts, and consultants, with three meetings held in June, July, and August 2019
- f. An independent economic report issued to key stakeholders in Dorset Council
- g. Various meetings with local schools and colleges to discuss training and work experience opportunities
- h. Joining various trade associations and community groups including the Swanage Chamber of Trade, the Swanage Rotary Club, and the Bournemouth Accommodation and Hotel Association
- i. A meeting at Knoll House Hotel with Studland Parish Council and members of the public to further discuss application details and Knoll House Hotel's business model in January 2022, prior to the Dorset Council Planning Committee Meeting in February 2022

SECTION 3

Scope of Engagement

a) Political Engagement (February 2022 – present)

Dorset Planning Committee – initial proposal decision

1. The Dorset Planning Committee Meeting to discuss the initial application took place on 9th February 2022. Verbal feedback was captured by consultants to supplement a subsequent written report of the meeting for the benefit of application reviews thereafter. As such, it has been a key objective of this revised proposal to respond to matters raised previously and to address them.

2. Key points which were raised and noted included:
 - a. Acknowledgement of Knoll House Hotel being in declining condition and in need of enhancement
 - b. Concern over the design drawings proposed a more robust built form than was thought to be appropriate within Studland
 - c. The need for a design that reflects the historic character of the area, with a more sustainably led approach and open layout
 - d. Job creation leading to increased traffic, parking, and pressures on Sandbanks Ferry; and,
 - e. Proposed C3 units at Knoll House Hotel at risk of being used as second homes

Ward Councillors

3. Kingfisher Resorts and the team of consultants preparing the planning application have been liaising directly with Ward Councillors, setting up virtual and face-to-face meetings since the pre-application stages of the refused proposal.

4. Communication has remained consistent throughout the new scheme's application process, with meetings continuing to be held post-refusal of the initial application to discuss next steps and showcase amended plans.

5. Kingfisher Resorts has ensured to remain respectful of political engagement protocol, aligning with views of Ward Councillors when determining the best means to communicate with key political stakeholders throughout the application process.

Studland Parish Council – presentation

6. Following extensive revisions to the initial application, Kingfisher Resorts organised a dedicated event to showcase the new proposal to the local council and community, and gauge initial feedback prior to submission.
7. All 10 members of Studland Parish Council were invited to a presentation at Knoll House Hotel at 12pm on Wednesday 12th October 2022.
8. 4x Parish Councillors attended the presentation, with other key stakeholder consultees also in attendance.
9. Other attendees included:
 - a. Chairman of Kingfisher Resorts
 - b. Hotel Director of Knoll House Hotel
 - c. Consultants:
 - i. AWW Architects
 - ii. Black Box Planning
 - iii. Liz Lean PR
10. Consultants presented a visual deck to councillors which explained the new plans and changes, in line with feedback from the previous proposal.
11. Visual boards were also placed around the room with key headlines and facts about the new application. A 3D model of the proposed development was also available to view, helping attendees visualise the topography of the site, as is observable in Figure 2 on page 13 of this document.

12. Various comments were raised and discussed between parties:

- a. The Parish Council acknowledged the significant changes that had been made regarding the reduction of scale and visual impact
- b. The Parish Council enquired as to how the scheme has changed specifically in density
 - i. Consultants advised that buildings have lowered in height compared to the previous scheme
 - ii. The number of keys (a lettable unit of accommodation) has also been reduced by 15 units
- c. The Parish Council enquired about the residential use of the proposal
 - i. Consultants confirmed the villas would have a C3 use but would be controlled, through the planning process, by way of planning condition or obligation to ensure that they would not become primary residences. Kingfisher will operate the villas and apartments in an integrated manner alongside the hotel, as a single luxury resort
- d. Concerns were raised by Councillors about implications for traffic and the reduction in parking causing issues
 - i. Consultants reiterated that most of the parking allocation would be below ground, and only a narrow catchment of non-hotel guests would use the leisure facilities (considering the circa 150 permanent residents in the surrounding area)
 - ii. Visits to the hotel would be in small batches rather than in one large volume at a time, and not everyone would likely use a car to visit the hotel
 - iii. An electric shuttle bus would also be in use to transport staff to the site, with no staff accommodation or parking availability on site
 - iv. The reduction in the scale of the proposal and the retention of 79 car parking spaces will increase parking ratios when compared with the previous scheme, which did not draw any objection from the Highways Authority. This is also a better ratio than the existing hotel
- e. Councillors queried how the new development's more sustainable practices could compete with those in the surrounding area, such as a hotel with a walled garden
 - i. Consultants advised that Knoll House Hotel has a different offering to other hospitality businesses in the area. Its proposed sustainable features, such as

its green roofs and planted terraces with ornamental and native planting would provide visually unique and stand-out qualities

- ii. The proposal will be targeting net gains in biodiversity through a package of renewable energy and sustainable travel measures. Sustainable delivery has been a key component of the revised scheme
- iii. All buildings would be designed with a highly efficient building envelope to reduce heat loss, with renewable energy used wherever possible

13. Other key stakeholders separate to the Parish Council highlighted appreciation for the investment that had been put forwards into making the significant changes. They noted that the model looked “great” and that they were pleased with what had been developed

14. Studland Parish Councillors advised that the plans would be discussed in the next public meeting on Monday 17th October 2022, with feedback gauged from the wider community.

15. Following the event day, an email was issued to the Parish Council thanking all those who attended and asking them to pass on thanks to their constituents – noting that an update will be shared once the application goes live.

Studland Parish Council – meeting

16. The Hotel Director at Knoll House Hotel attended the Studland Parish Council public meeting on Monday 17th October 2022 to understand further feedback on the proposal following the presentation.

17. It is understood that the discussion was productive, based on the information presented. Kingfisher Resorts has offered to continue to engage with the Parish Council following submission of the planning application.

b) Public Engagement (February 2022 – present)

Public Exhibition

1. 258 A5 postcard invitations were sent to local residents, inviting them to a Public Exhibition at Knoll House Hotel on Wednesday 12th October between 3pm and 7pm. Invitees were asked to RSVP via a dedicated email address if possible, allowing for ease of follow up communications. A post was also published on the Studland Village Community Facebook Group to boost awareness of the event.
2. The event was hosted in a drop-in format to accommodate for different working hours and availability.
3. Visual boards were available around the room for attendees to view, with key headlines and facts about the development, as is observable in Figure 1 below.

1 Introduction

Welcome to this exhibition. We would like to present our emerging ideas for the redevelopment of Knoll House Hotel at Studland.

Since the refusal of a previous proposal in February 2022, we have taken on board feedback raised from key stakeholders and come up with a new plan which we believe addresses common matters of concern. Kingfisher remains committed to finding a long term sustainable future for the hotel.

A new design team has been appointed and a landscape led masterplan has been created for the site. We believe that our plans are an opportunity to improve the built environment in this key destination in Studland Bay.

The current proposals are for:

- a 30 bedroom hotel;
- 22 holiday apartments;
- 26 holiday villas;
- a new restaurant, bar and on-site spa facilities.

Together, the new accommodation and facilities will function as a single luxury resort, providing a level of quality service that Dorset can be proud of and delivering significant job growth.

Listening to local people:

We have already engaged with some important stakeholders to help guide our proposals to this point and we will submit a planning application to Dorset Council very soon. But first, we want to hear local people's views – good and bad – about our ideas.

Have your say:

Liz Lean PR has been appointed as an independent facilitator to organise this exhibition on behalf of the project team.

We would value your feedback by:

- Discussing the proposals with our project team who will be available throughout the exhibition;
- Emailing Donovan, our hotel manager with your views after the exhibition:
donovan.van.staden@knollhouse.co.uk



1. Existing view of Knoll House
Other Kingfisher projects;
2-3. Hotel Meudon, Cornwall
4. Gara Rock, Devon

2 What is the site like now?

The Site

The site is in a prominent location and is a key destination within Studland. There is dense woodland surrounding the site to the north and west and views to the sea to the east

The original building has an interesting history- built in the early 1800s as a private summer retreat, it was turned into a hotel in 1931 and was an immediate success. During the Second World War it was re-purposed and provided accommodation for troops working locally. In 1946 it re-opened as a key holiday destination within Studland

The original building has been modified significantly and a large number of ancillary buildings have been added to the site

The ancillary buildings generally have little architectural merit, are in a poor state of repair and do not meet current building regulations. There is limited landscaping and ecology on site with much of the site covered with surface parking



Aerial view of existing site

TripAdvisor reviews for the current hotel highlight the following common customer perceptions:

Louise M – "This is the worst hotel I have ever stayed in. Its dilapidated and incredibly old-fashioned to a point it should be knocked down"

Bethany R – "The whole hotel needs a complete overhaul. I don't know how it will survive if it isn't updated."

The proposed redevelopment presents a unique opportunity to optimise the potential of the site by providing a landscape led, sustainable and sensitive hotel resort in this key location.

Existing site images

1. Existing hotel building.
2. Existing staff accommodation.
3. Ancillary buildings on site.
4. North wing of hotel.
5. Existing car parking on site.

3 Development Principles



Proposed site plan
Masterplan Concept

- Since project inception, we have recognised the importance of the local context and its sensitivities. We viewed these as opportunities for the design team to fully explore a scheme with a landscape led strategy that complements the site's unique setting
- The historic significance of the main house facade and colonnade of local stone has been recognised and will be preserved and celebrated, complemented with contemporary but sensitive additions
- The proposed redevelopment of Knoll House will be focused around a new green central space at the heart of the scheme. Existing surface car parking will be removed to create space for new trees and wildlife planting. The proposed landscaping will soften the edge of development, forming a gradual transition and natural edge to the countryside and extension to the existing landscape



Proposed redevelopment at Knoll House Hotel

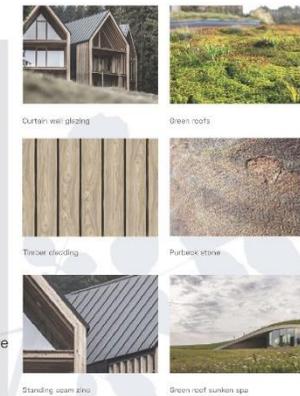
4 Our vision for scale and design



Artist's impression of proposed scheme from Ferry Road

The scale and form of the buildings consider far reaching site views and respond to the surrounding context, with floor levels set to suit the existing topography and external cladding using local materials.

Proposed Material Palette



Key Principles

- Retain part of the existing facade and stone colonnade;
- Predominantly 1-3 storeys above ground with low level building at the south of the site, greater height to the north of site which is screened by trees;
- Development to be integrated into the surroundings with new planting and green roofs;
- Buildings designed in response to the local context and climate with pitched roof and gable building forms with robust and sustainable materials, including local stone;
- Extensive landscaping including a central green with wildlife friendly planting and ecology

Proposed redevelopment at Knoll House Hotel

5 Landscape

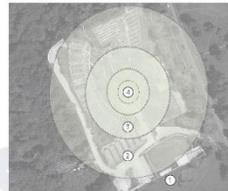


Proposed landscape concept

Our plans provide an opportunity to improve the landscape and ecology on site. The diagram to the right identifies the proposed key character areas within the scheme based on a concentric arrangement. This concept blurs the edges between the surrounding heathland scrub features and the more formal landscape arrangement in the heart of the site.

Key landscape features

1. Retention of all quality existing trees supplemented by new tree planting and ongoing management.
2. Introducing wildness of the semi wooded and undulating nature of the Dorset Heathland to the edges of the site blurring the boundary with the countryside.
3. Swathes of heathland scrub will form the main plant communities within the open spaces. This provides an ecological and visual continuity with the surrounding host landscape, increases biodiversity within the site, and enables active wildlife corridors across the development.
4. Areas of maintained lawn are punctuated by existing trees. On the fringe, the wild grasses provide a link to the native wildflower and heathland planting in the zones beyond.
5. A series of planted terraces contain a mixture of ornamental and native planting that step down to meet the entrance to the hotel and blend into the adjacent landscape ring.



Proposed redevelopment at Knoll House Hotel

6 What has changed?

What has changed?

The previous planning submission provided valuable feedback, and has been very constructive in helping to identify some of the key challenges the team needs to address in developing this site.



Previous submission site plan



Proposed site plan

Key comments raised:

1. Form and design. The previous scheme was predominately built form. The new proposals reduce the built footprint, introducing larger spaces between buildings for landscape and planting.
2. Visual impact and scale. The new proposals have been designed to be integrated into the landscape with green roofs and new planting providing continuity with the surrounding landscape and reducing the visual prominence of the scheme from long distance views.
3. Parking and vehicle routes within the site. The new proposal removes the majority of surface parking and redistributes this at basement and within split levels with new planting. Vehicle access has been restricted to create extensive landscaped areas with pedestrian access.



1. Artist's impression showing new landscaped areas between buildings
2. Long distance view from Agglestone Rock
3. Landscape plan showing surface car parking reduced

Proposed redevelopment at Knoll House Hotel



7 Sustainability



Biodiversity



Habitat: Graylings @Dorset Wildlife Trust



Invertebrate plants, flowers for pollinators, and seeds, berries for birds @Dorset Wildlife Trust



Green roofs



Renewable technology

Sustainability

Sustainable design and promoting biodiversity is at the heart of the scheme. Reduction of carbon impacts, promotion of sustainable travel/working environments and visitor wellbeing are all key considerations.

Adopted sustainable strategies:

- Highly insulated building fabric to reduce energy use
- Photovoltaics to generate energy on site
- Good day-lighting design (including the integration of brise soleil as solar shading)
- Green roofs will help to develop visually delightful, ecologically valuable, and relatively low maintenance landscapes
- Building materials selected for their suitability for this unique coastal environment as well as durability and end of use recyclability
- Timber cladding is a carbon neutral product and will be sourced from sustainable plantations

Proposed redevelopment at Knoll House Hotel

8 Transport



Proposed vehicular access strategy



Electric shuttle bus



Cycle parking



Parking interspersed with planting

Vehicular Access

- Vehicle access for guests and delivery vehicles to the site will be via the existing entrance on Ferry Road
- A service route extends to the south of the site leading to a concealed undercroft service yard
- A total of 79 car parking spaces will be provided on site
- 36 cycle spaces will be located within a secure covered cycle storage area
- An electric shuttle bus will enable guests and members of staff to access the site via the main route with one stop adjacent to the main hotel entrance and one in the below podium service yard. This will be delivered as part of an innovative, but robust Travel Plan. The principles of this have previously been agreed with the Council

What happens next:

Our formal application is in the process of being finalised, with an aim to submit at the end of October 2022. We believe it is important to maintain an open dialogue with our community and we intend to keep our neighbours updated on the progress of our application. We always welcome the opportunity to discuss your views in a format of your choice, so please do not hesitate to contact us with any questions.

Proposed redevelopment at Knoll House Hotel

4. A 3D model of the proposed development was also available to view, helping attendees visualise the topography of the site.



Figure 2 – 3D model to show topography of the site

5. Representatives from AWW Architects, Black Box Planning, Knoll House Hotel, Kingfisher Resorts and Liz Lean PR proactively approached attendees to explain the plans, gauge feedback, and answer any questions.



Figure 3 – Public consultation event (October 2022)

6. 60x individuals attended in total, including a mix of local residents, current hotel guests, Parish Councillors, and media. It was a well-attended event.
7. Key points raised at the event:
 - a. The majority of attendees were very supportive of the new scheme, noting how:
 - i. “It’s much more considered and nuanced compared to the previous scheme”
 - ii. “It blends effectively into the landscape”
 - iii. “The last scheme was good, but this one is even better”
 - iv. “It looks fantastic”
 - b. Some queries were raised about:
 - i. The heritage of the building and changes to its historical character
 1. Consultants advised the historic significance of the main house facade and colonnade of local stone has been recognised and will be preserved and celebrated, complemented with contemporary but sensitive additions
 - ii. Lack of parking
 1. Consultants reiterated what was said to councillors (see page 7)
 - iii. Accommodation being used for second homes
 1. Consultants reiterated that planning controls would be used to prevent permanent occupation and that the proposal would be operated as a resort (see page 7)
8. A journalist from Swanage News attended and captured key take outs from the event, with subsequent publication of a news article on 14th October 2022: <https://www.swanage.news/new-plans-to-redevelop-studland-hotel-proposed/>
9. 10x email addresses were captured from attendees willing to be kept updated on the application progress.
10. A ‘thank you’ email was issued to all those who shared contact email addresses, with a note to reiterate how the application live date will be communicated to them in due course.



Next steps

11. Once the application goes live, a letter will be distributed to all 258 resident addresses to ensure all members of the community have an opportunity to comment on the application. Further feedback and direct correspondence will be welcomed, and ongoing liaison will be maintained throughout the application process.

c) Technical Engagement (February 2022 – present)

1. AWW Architects set up consultations with key stakeholders throughout the pre-application timeframe to discuss specific technical details of the new application.
2. These consultations involved presenting design drawings in their early stages. Initial feedback has been productive, with various considerations raised – for example:
 - a. Highlighting visible elements from Ferry Road
 - i. Presentation information, alongside input from the Landscape Visual Impact Assessment have been considered in detail to introduce primary mitigation and a ‘landscape led’ approach to present a scheme which is appropriate and respectful of its setting
 - b. Collaborating with relevant third parties on planting and ecology work to ensure a more favourable landscaping plan
 - i. A concentric ring landscape structure has now been included within the scheme
 - c. Demonstrating mitigation for high levels of illumination
 - i. A sensitive lighting strategy has since been developed
3. Further information on technical engagement can be found in section 4.7 of the Design & Access Statement.

SECTION 4

Summary

1. Kingfisher Resorts has remained consistent with its level of communications with stakeholders across the political and public realm.
2. Kingfisher Resorts recognised the high value from engaging with key stakeholders in the early stages of its initial application, therefore a similar approach has been taken for the new proposal.
3. All comments have been taken on board and applied, wherever possible, to the new proposal. As a result, Kingfisher Resorts is confident that its new proposal will be favourable to the local community. The responses received to date have provided an indication that the revised approach has been positively received, which was the intention of adopting a fresh approach.