

SP BROADWAY

Building Relationships



Statement of Community Involvement
Land North of Common Hill, Cricklade

Spring 2026

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1. Introduction

This Statement of Community Involvement has been prepared to support Mac Mic Strategic Land's outline planning application to Wiltshire Council for the development of up to 315 new homes and public open space on land north of Common Hill, Cricklade.

Mac Mic Strategic Land instructed SP Broadway to organise a public consultation for the land north of Common Hill, prior to submission of the planning application, to notify local residents and councillors and provide them with an opportunity to give their feedback. The consultation has taken the form of a consultation website, <https://www.landnorthofcommonhill.co.uk/>, advertised by a notification letter posted to 2,140 addresses within the vicinity of the site.

SP Broadway and Mac Mic Strategic Land also sought to engage with local councillors, meeting with representatives of Cricklade Town Council Planning Committee as well as the representative of Cricklade & Latton division (Cllr Nick Dye).

This document summarises the consultation process undertaken to date and should be read in conjunction with the other documents supporting the planning application.

2. Context to the Community Engagement and Public Consultation Process

National planning policy

Paragraph 40 of the National Planning Policy Framework (2024) states that:

'Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre- application discussion enables better coordination between public and private resources and improved outcomes for the community'.

Additionally, Policy DM1 of the December 2025 draft National Planning Policy Framework states that proposals for major development should:

"Be informed by early engagement with neighbours and the local community, as well as with the local planning authority, statutory consultees and other relevant bodies where appropriate, to identify and seek to resolve key planning matters prior to the submission of a planning application. This pre-application engagement should be proportionate to the nature of the scheme and those likely to be affected by it".

Section 122 of the Localism Act (2011) states that:

'Where (a) a person proposes to make an application for planning permission for the development of any land in England, and (b) the proposed development is of a description specified in a development order, the person must carry out consultation on the proposed application'.

Local planning policy

Page 23 of Wiltshire Council's Statement of Community Involvement (2020) states that:

'We also encourage developers and applicants to engage with local people and communities including Town and Parish councils and with neighbours, when appropriate, before submission of a planning application'.

3. Engagement with Local Councillors

SP Broadway sought to engage with and facilitate discussions between Mac and Mic Strategic Land and a number of local councillors. These stakeholders included:

- Cllr Nick Dye, Wiltshire Council member for Cricklade & Latton, Cricklade Town Council member and Cricklade Town Council Planning Committee member.
- Cricklade Town Council Planning Committee.

3.1. Meetings with Cricklade stakeholders

In January and February of 2026, SP Broadway contacted local councillors representing Cricklade at parish and unitary authority level, with the intention of briefing these councillors on Mac Mic Strategic Land's emerging proposals for the land north of Common Hill prior to undertaking an online consultation for residents.

- On 5th January 2026, SP Broadway sent an email to Cllr Nick Dye and Cara Watson, (Cricklade Town Clerk) requesting meetings to brief Cllr Dye and town councillors on the emerging plans for public consultation on the land north of Common Hill.
- On 9th February 2026, a meeting was held with Cricklade Town Council Planning Committee and Cllr Dye to brief them on the emerging proposals for the land and understand their views.
- Following a request by town councillors' an exhibition display board was placed in the Town Council library and ground floor offices showing the proposed new homes masterplan, along with printed copies of the consultation website and feedback forms. The feedback forms could be sent back to SP Broadway by 1st March 2026 to be included in the overall consultation responses.

4. Community Consultation

4.1. Display Board at Cricklade Town Council Offices and Library

Following the town council briefing SP Broadway produced and delivered an exhibition board showing the new homes masterplan, printed copies of the consultation website and feedback forms, which could be posted back to SP Broadway.

The exhibition board was displayed in the library and council offices.

The image below shows the exhibition board and feedback forms displayed prominently in the town council offices (*see Appendix 1 for more images*).



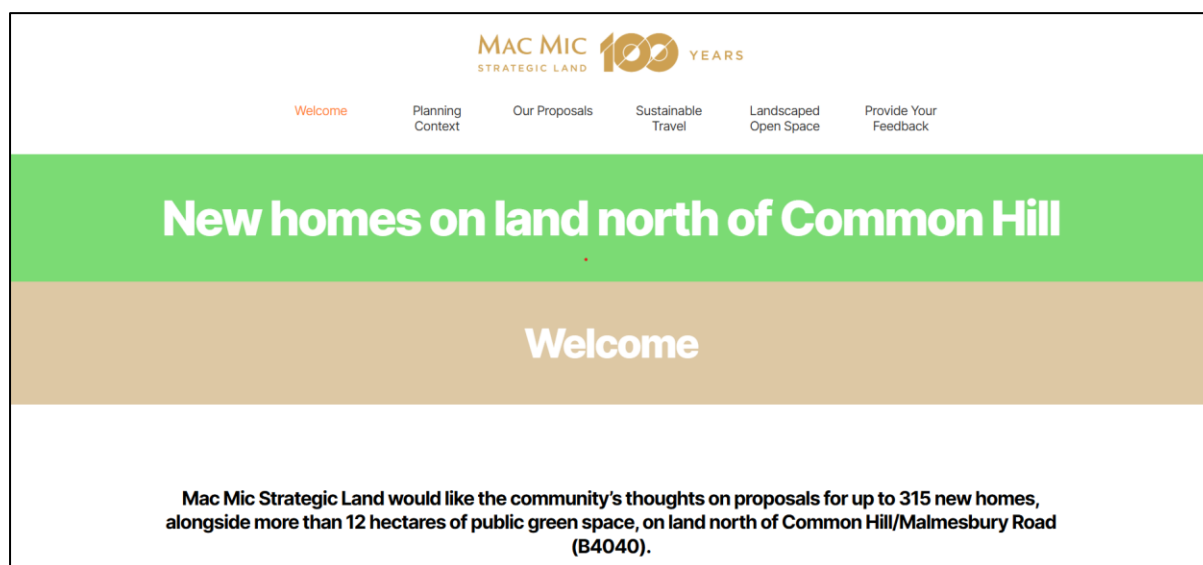
The exhibition new homes masterplan board at the Town Council offices (below) was also featured in the below Swindon Advertiser (see Appendix 2 for the full article)



4.2. Cricklade Residents' Consultation Website

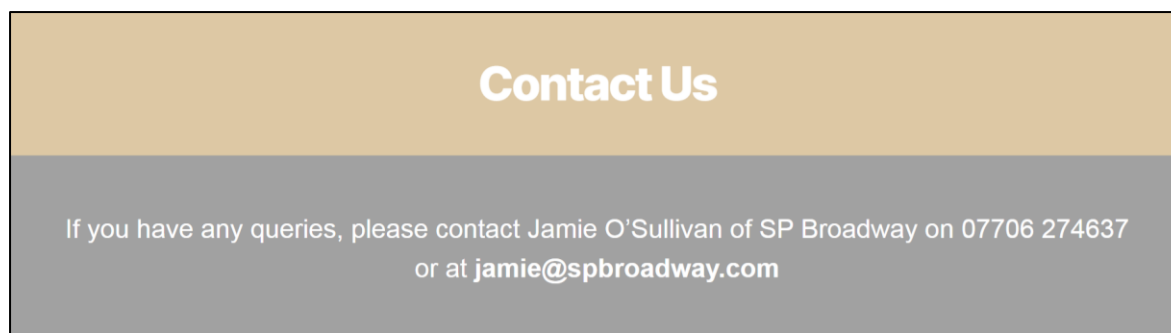
A public consultation website, <https://www.landnorthofcommonhill.co.uk/> was created by SP Broadway and launched on 9th February 2026. This website provided information about the proposals across five pages (see Appendix 3):

- Welcome
- Planning Context
- Our Proposals
- Sustainable Travel
- Landscaped Open Space



A screenshot of the consultation website Welcome page (see Appendix 3 for full page)

Telephone and email contact details were provided for Jamie O'Sullivan of SP Broadway at the bottom of every page.



Contact details as they appeared at the bottom of every webpage

The centrepiece of the website was the proposed Framework Masterplan, showing how approximately 315 homes and green space could be provided on the land north of Common Hill.



The Concept Masterplan, as displayed on the consultation website

The website also provided a plan setting out the proposal to set aside 12 hectares as landscaped open space and the creation of a Suitable Alternative Natural Greenspace.



A plan of the proposed landscaped open space as displayed on the consultation website

The sixth page, 'Provide Your Feedback', contained an in-built feedback form that respondents could fill in and submit to SP Broadway with the click of a button:

The screenshot shows a feedback form with the following elements:

- Full name**: A text input field.
- Email Address**: A text input field.
- Phone Number**: A text input field.
- Address**: A text input field.
- Text Area 1**: A large text area with the prompt "Taken as a whole, what is your overall impression on the proposals for the land north of Common Hill?".
- Text Area 2**: A large text area with the prompt "As part of our proposals, we are proposing significant areas of green and open space. What kinds of things would you like to see in the green spaces (areas for play, benches, etc.)".
- Text Area 3**: A large text area with the prompt "We are keen to promote sustainable transport options into Cricklade as part of our proposal for new homes. Do you have any comments on ways to ensure easy and convenient travel for both new and existing residents?".
- Text Area 4**: A large text area with the prompt "Do you have any other comments about our proposal?".
- reCAPTCHA**: A checkbox labeled "I'm not a robot" and a reCAPTCHA logo with links for "Privacy" and "Terms".
- SUBMIT**: A red button with white text.

The feedback form provided on the consultation website

Respondents were asked to submit their comments by 6pm on 1st March 2026. Though fields were provided for respondents to provide their name, address, email address and/or telephone number, these did not need to be completed in order to submit the form.

4.3. Notification Letter to Cricklade Residents and Businesses

In order to make all Cricklade residents aware of the consultation website, a notification letter (see Appendix 4) was posted to 2,140 addresses in Cricklade and the area surrounding second-class on 6th February 2026.

The letter to Cricklade residents confirmed the details of the consultation website and provided contact details for Jamie O'Sullivan of SP Broadway, so that those without access to a computer could request a paper copy of the consultation material.

The letter also confirmed the three methods available for providing feedback on the proposals:

1. Filling in the online feedback form on the consultation website
2. Emailing feedback directly to Jamie O'Sullivan of SP Broadway
3. Posting feedback in an envelope marked 'Freepost SP Broadway'

The letter asked respondents to submit their comments by 6pm on 1st March 2026, in line with the consultation website.

The consultation notification letter was sent by Royal Mail. The letter was sent to approximately 2,140 addresses in Cricklade, within a radius drawn around Common Hill as below.



The consultation notification letter was posted second-class to all Cricklade addresses within the red line as above

4.4. Notification of Online Consultation to Stakeholders

A consultation notification email was sent to Cricklade Town Council and County Cllr Dye on 9th February 2026 via the Clerk, confirming the launch of the consultation website and suggesting councillors view the masterplan online at the consultation website.

5. Participation and Feedback

From the launch of the consultation website on 9th February 2026, residents of Cricklade were given almost three weeks to provide feedback, with the consultation closing at 6pm on 1st March 2026.

A total of 2,140 letters were distributed, with the 163 responses received representing a response rate of approximately 8%. All submissions were received via the online feedback form or were sent directly to SP Broadway via email or post.

Of the 163 feedback submissions, 63 / 38% were positive or neutral.

Main points raised

The main areas of concern raised in the consultation feedback can be summarised as follows:

- General concern
- Roads / traffic (61.4%)
- Facilities / infrastructure in the area (58.3%)
- Surface water management (36%)
- Loss of green field (27%)
- Wildlife/ecology (11%)

Other points raised

Other comments raised in the consultation feedback in smaller numbers can be summarised as follows:

- Information requested on housing types / affordability / design (9%)
- Management of proposed green space (6%)
- Suggestions for proposed open space
- Sustainable travel

Positive comments about the proposals

21 respondents provided positive comments about the proposals. These comments took the form of both direct positive feedback, as well as respondents who stated they had no objections to the principle of development on the site and only wished to highlight specific concerns. Examples of these comments include:

- *When I first reviewed the proposals, I was a little concerned about the impact on the existing local infrastructure. However, I can see that the majority of my concerns seem to have been included. In particular; drainage and services.*

- *We are badly in need of new homes in and around Cricklade so on the whole I support it as long as its built to a high standard.*
- *I am quite impressed by the design of the development. The aesthetics of the site and the provision of public spaces is good. I look forward to walking this site when it is completed.*
- *I feel it's a good idea if there is a high percentage of affordable housing, not part buy but affordable 2 bedroom properties!!! This would give our lower income families the chance to get on the property ladder and stay local.*

Main points raised – examples

Below is a summary of the concerns raised. At the end of each section a response is provided where appropriate.

- **Concern over the proposals**

100 respondents made comments indicating their concern over the proposals. Examples of these comments include:

- *I will object to any plans.*
- *I would be very opposed to this, Ridiculous to consider that Cricklade would support such a scheme.*
- *Overall, I am not in favour of this proposal.*
- *I, and other residents who I have spoken to do not, under any circumstances want any further building in or around Cricklade.*

- **Roads / traffic**

100 respondents highlighted traffic in the area and the condition of local roads. Many respondents indicated that the existing road system in the area – taken as a whole – is already struggling with the existing level of traffic and would not be able to absorb additional traffic. Examples of these comments include:

- *Traffic and road network can't cope with the current flow; the state of the road and potholes are evidence of this.*
- *The biggest issue facing Cricklade now is the traffic and access in and out of town through Calcutt Street, the High Street and the B4040.*
- *Traffic through Cricklade is already congested to get on to the A419 and the road surfaces are a disgrace and dangerous!*

Response:

The Transport Asesment has assessed the traffic generated by the development on the highways network and has concluded that “the impact on the operation or safety of the local highway network is not severe.”

- **Request for a roundabout on the B4040 at site access point**

9 respondents made comments about the proposed access point to the site, requesting that a roundabout be placed on the B4040 to reduce traffic. Examples of these comments include:

- *All of these houses will mean another 500 cars for Cricklade to deal with. If you do get permission, I hope you will be putting a roundabout on the B4040 for your access to the site because if you don't someone will get killed. The speed of the vehicles travelling down the hill will cause great problems.*
- *Speed of traffic on the Malmesbury road where access to the development would be (maybe include a roundabout?)*
- *Will there be a roundabout at the site entrance?*
- *To reduce speeding traffic on the B4040 towards Malmesbury or entering Cricklade from Malmesbury direction perhaps having a roundabout would help.*
- *They will inevitably choose to drive there so the access to Common Hill needs to include a roundabout. It is a fast road even though vehicles should be slowing down towards the speed limit. The danger posed by the access from this site will potentially be compounded by the road to the Bloor development. That needs to be taken into account.*
- *The estate entrance needs to be a roundabout, at peak times (1 hour) an expectation of 300+ vehicles should be assumed, trying to enter an already peak hours heavily used road (Tad Pole lane and West Swindon traffic now using Cricklade and B4040 via B4553).*

Response:

The proposed new junction on the B4040 has been assessed and it has been concluded that the scale of development does not give rise for the need for a roundabout. The speed limit along the road will be reduced and a gateway feature introduced to slow traffic down.

- **Infrastructure / facilities in the area**

95 responses highlighted infrastructure and/or facilities in the area, with many highlighting GP surgeries, schools, shops and bus services. Examples of these responses include:

- *I don't feel any consideration has been given to the overloading of existing infrastructure eg schools, doctors.*
- *Our school isn't big enough for more children, even our doctor's surgeries are struggling.*
- *Our doctor's surgery, small supermarket and post office can barely cope as it is, before 315 more properties are built and increase pressure on these services further.*

- *We already struggle with the extra houses already built or being built. The amenities can't cope as it is. The doctors, dentist, school, Thames Water, roads, parking.*

Response:

The development will be subject to the payment of the Community Infrastructure Levy as required by Wiltshire Council and as such infrastructure will be delivered through the levy.

- **Surface water management**

59 respondents suggested that the development would exacerbate existing problems, both on the site itself and in the surrounding area. Examples of these comments include:

- *The site is on a slope, and I am concerned it will increase the risk of surface water flooding at the Cricklade leisure centre and in reeds. What measures are being put in place?*
- *Concern about flooding given that this will result in rainwater being pushed elsewhere. North Meadow is already flooding significantly and for long periods.*
- *Flood risk is, in my opinion, a very real issue in Cricklade, as can currently be seen in the surrounding fields and North Meadow area, additional building will only heighten this risk and saying drainage will be put in place does not seem to be taking this risk too seriously.*
- *As mentioned in the proposal, there is already surface flooding on the site. The field currently in planning for Bloor also floods at the moment and I anticipate building more homes next to it will only make the matter worse and potentially flood our gardens in horsey down.*

Response:

The flood risk assessment and surface water drainage strategy for the site assesses the impact and the proposal will manage the water in an acceptable way and will not lead to flooding on or off site.

- **Green fields and space**

44 responses noted that the site was greenfield, with some of these noting countryside views and the town's rural identity. Examples of these responses include:

- *Totally out of character for a small country town like Cricklade. Totally destroy the quiet peaceful character of the surrounding countryside.*
- *Why can't you concentrate on building on brownfield sites first before digging up more of the countryside.*
- *This development is on a hill and will therefore be seen for many miles away that will potentially impact of the overall landscape of the countryside.*

- *Visual impact: Overbearing and overwhelming for Cricklade.*

Response:

A large area of the application site will remain as green open space.

- **Wildlife / ecology**

18 respondents made comments about wildlife. Examples of these comments include:

- *Having fields for nature to thrive is so important for the wildlife. It's also important for our wellbeing, physical health, and mental health as a community. I am concerned that more residential areas will reduce the wildlife.*
- *This is environmentally significant as 80% of the UK's Snakes Head Fritillaries live in North Meadow.*

Response:

The biodiversity on site will be protected and there will be an increase of over 10% achieved on site.

Other points raised: examples

- **Housing types / affordability / design**

15 respondents requested information on housing types, design, and affordability. Examples of these comments include:

- *Please design houses that at least blend in with the local "Cotswold" type landscape and enhance the rural feel of the area.*
- *I would like to see an emphasis on high quality design and build and a high proportion of housing for open market purchase.*
- *It's all very well proposing another 300+ dwellings, but how many of them are likely to be really affordable for local, young people?? We have plenty of 4/5 bed houses already in Cricklade, that are quite frankly unattainable for locals.*
- *To get more community favour you could offer more than the min 40% affordable homes.*

Response:

40% affordable housing including a mix of shared ownership, rented and first homes will be provided on site with a mix of sizes to meet local need.

- **Suggested features for the proposed open space**

Several respondents made suggestions for specific features within the proposed green and open space, prompted by the feedback form. While no one feature was suggested by a majority of these respondents, common suggestions raised included the addition of a children's playground, benches and dog bins. Examples of these comments include:

- *Safe space for children to play with suitable equipment for a range of ages, plus benches for seating, trees for shade, easily maintained planting and footpaths.*
- *Orchard, benches, children's play area. Improve footpaths and introduce cycle tracks.*
- *Yes to benches, dog bins and a well-equipped playground (not like the lucrative Hitchings development!) and small trees.*
- *A really good play area with plenty of space and swings, slide, climbing frame. not a token gesture play area like the one in the most recent development in Cricklade which was just a nod to planning. Somewhere for kids to also play ball games alongside the play park. Benches so people can sit and enjoy the green space.*

Response:

The suggestions for open space are welcomed and in all cases the suggestions are incorporated in the scheme.

- **Management of the proposed green space**

Several respondents made comments about the management and funding of the proposed green space areas. Examples of these comments include:

- *Who will manage these areas?*
- *Who will have long-term responsibility for this and how will it be funded?*
- *Who will be responsible for the upkeep of the play areas, and open spaces?*

Response:

The Town Council will be offered the open space to manage but alternatively it will be managed by a management company.

- **Sustainable travel**

Several respondents made suggestions for convenient travel options, prompted by the feedback form. While no one feature was suggested by a majority of these respondents, common suggestions include the addition of cycle paths, footpaths, and a bus stop on the site.

- *If there were to be anymore building - cycle paths would be a safe option, I was a keen cyclist but don't venture out anymore due to line of traffic and state of the roads.*
- *New cycle lanes should be established to avoid the need to use the B4040.*
- *The bus stops are nowhere near this site and would require walking or some other means of transport.*
- *I think a bus stop being part of the site would be a good idea.*
- *Footpaths and cycle paths linking the new development to the existing network of paths will enable easy access to the town centre, schools and leisure centre.*
- *Extend the bus route to the new estate and put in plenty of pathed pathways with bike lanes.*
- *More regular bus service, cycle path adjacent to footpath. Proposed bus stops on the site involve buses turning across B4040 relatively near the brow of the hill with a 60mph limit – not good.*

Response:

A new network of footpath and cycle routes are proposed.

6. Conclusion

SP Broadway has overseen an appropriate programme of consultation regarding Mac Mic Strategic Land's proposals for the land north of Common Hill, Cricklade. Residents have been consulted via a dedicated website, <https://www.landnorthofcommonhill.co.uk/>, providing information about the proposals. Meetings were also held with local representatives on Cricklade Town Council and the Wiltshire member for Cricklade & Latton, Cllr Nick Dye.

From the launch of the consultation website on 9th February 2026, residents of Cricklade were given almost three weeks to provide feedback, with the consultation closing at 6pm on 1st March 2026.

A total of 2,140 letters were distributed, with the 163 responses received representing a response rate of approximately 8%. All submissions were received via the online feedback form or were sent directly to SP Broadway via email or post. 63 / 38% of the comments received were positive or neutral.

The consultation process has provided the project team with an opportunity to consider issues raised by respondents including a perceived lack of local infrastructure, concerns about traffic, and the principle of development on a greenfield site.

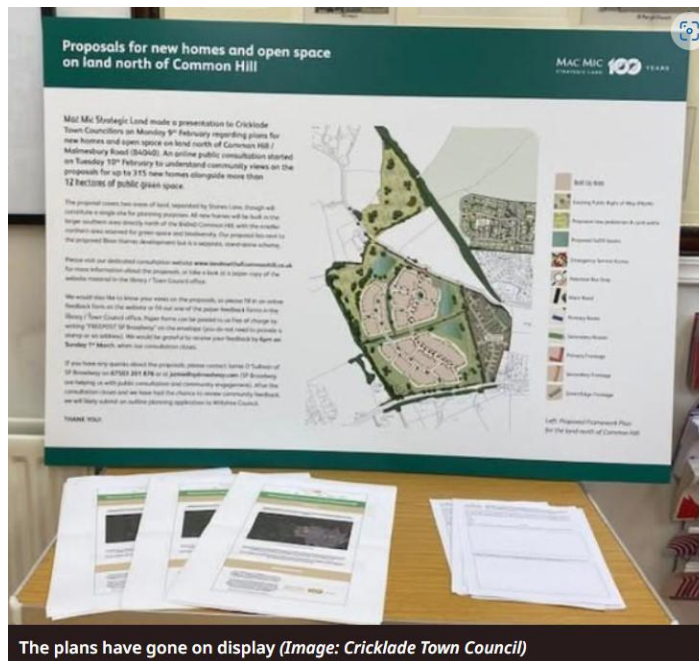
The project team would like to thank all residents and councillors who have taken part in the consultation process to date.

7.1. Appendix 1: Public Exhibition New Homes Masterplan Board Displayed in Cricklade Town Council Library



7.2. Appendix 2: Article in the Swindon Advertiser on the Exhibition in Cricklade Town Council offices (Available at: <https://www.swindonadvertiser.co.uk/news/25851648.plans-350-homes-cricklade-put-display-council/>)

Plans for 350 homes in Cricklade put on display at council



Plans for a major housing development have gone on display at the Council Offices.

Cricklade Town Council is now displaying a map and detailed plans for a proposed development of up to 315 homes on land north of Common Hill, promoted by Mac Mic Strategic Land. The proposed site sits north of the B4040 on two parcels of land divided by Stones Lane, with all housing to be built on the larger, southern portion. The smaller, northern area would be set aside for public green space and biodiversity improvements.

More details can be found at: www.landnorthofcommonhill.co.uk.

Cricklade Town Council said: "We now have a display in the Council Offices that members of the public are welcome to view.

"This comprises of a map and detailed plans.

"We also have hard copies of the feedback forms, which people can fill in if they are unable to access the electronic version.

"You can either complete them here, or take them away and return them to us; we will collate them and send them back to the company on your behalf."

The developer has said it is seeking "what residents need from a new neighbourhood" so the plans deliver "benefits to Cricklade in terms of new homes and facilities."

An outline planning application will be submitted "in due course."

7.3. Appendix 3: Cricklade Residents' Consultation Website

MAC MIC100 YEARSSTRATEGIC LAND

[Welcome](#)[Planning Context](#)[Our Proposals](#)[Sustainable Travel](#)[Landscaped Open Space](#)[Provide Your Feedback](#)

New homes on land north of Common Hill

Welcome

Mac Mic Strategic Land would like the community's thoughts on proposals for up to 315 new homes, alongside more than 12 hectares of public green space, on land north of Common Hill/Malmesbury Road (B4040).



The land north of Common Hill (outlined in red)

The proposal covers two areas of the land, separated by Stones Lane, though will constitute a single site for planning purposes. All new homes will be built in the larger, southern area directly north of the B4040 Common Hill, with the smaller, northern area reserved for green space and biodiversity. Our proposal lies next to the proposed Bloor Homes development, but is a separate standalone scheme.

We will be submitting an outline planning application to Wiltshire Council in due course. Please take a look around the website to find out more about our proposals, and click on the 'Provide Your Feedback' page to fill in a feedback form. We would be grateful to receive your feedback by 6pm on Sunday 1st March, 2025, when our consultation closes.

About Mac Mic

Mac Mic Strategic Land was established as a housebuilder in Scotland in 1925, and has been operating for over 100 years. Mac Mic Strategic Land's development team are experts in the delivery and promotion of strategic land and planning for new homes.

We work with communities and local authorities to progress and promote land through the planning system and deliver the best outcome. We want to understand what residents need from a new neighbourhood, ensuring our proposals deliver benefits to Cricklade in terms of new homes and facilities, while demonstrating best practice in placemaking and sustainable development.

You can discover more about Mac Mic by clicking [here](#)

MAC MIC100 YEARSSTRATEGIC LAND

The Site

Land north of Common Hill is located on the western edge of Cricklade, across two areas of land separated by Stones Lane.

The southern area, which is where all of the new homes will be positioned, is made up of 3 connected fields. It is bounded by the B4040 (also known as Common Hill or Malmesbury Road) to the south, by fields to the west, a proposed Bloor Homes scheme to the east, and the single-track Stones Lane to the north. The land is divided by and bounded by a series of hedgerows and tree belts, and wherever possible these shall be retained and integrated into the development. The land slopes gently from its high point in the south west corner down to the north eastern corner, and the new homes will be set back from the high point to help minimise the visual impact of the proposed development.

The second, smaller, area of land lies to the north of the first, on the other side of Stone's Lane. The second area is bounded to the south west by Stones Lane, and the north east by a disused railway line, that is now a public footpath. It is bounded on its other sides by fields.

All four fields are currently used for pasture, and total to 20.72 hectares or 51.2 acres

There is an existing ESSO high pressure oil pipeline which runs along the eastern boundary of the site. Esso have been consulted and they have confirmed that a 6m clearance will be required either side of the pipe and this has been factored into the layout of our proposal.



Why new homes?

In recent years there has been a growing national recognition of the scale of the housing crisis in the UK, which has driven a national house-building mission spear-headed by the Government. Wiltshire and the Cricklade area are not immune to this situation, and Wiltshire Council has seen its housing target increased significantly in recent years.

Wiltshire Council's 'Local Plan Review', which seeks to guide development in the County over the next 10-15 years is still under examination by the national Planning Inspectorate. A letter from the Planning Inspectorate to Wiltshire Council in December 2025 highlighted several major concerns with the Review.

In the meantime, there is an urgent need for new homes, with Wiltshire Council currently unable to demonstrate an adequate housing land supply. Our proposals will help to address these issues in a sustainable and logical location. Both the current Local Plan and emerging Review identify Cricklade as a 'Local Service Centre' with a good range of facilities and services, with the current Plan acknowledging *"Some housing development is necessary in Cricklade to help facilitate the delivery of improvements to the retail offer and other facilities in the town"*.

As part of gaining planning consent, any housebuilder that develops the site will pay a sum of money known as a 'Community Infrastructure Levy' (CIL) to Wiltshire Council, as well as entering into a 'Section 106' agreement. Both of these will ensure that funds raised from the new development are reinvested into infrastructure and community facilities in the area around Cricklade.

Our Proposals

Below, you can see the framework masterplan for our proposals for new homes and green space on land north of Common Hill



Although the site comprises circa 51 acres of land, just less than 20 acres (less than 50% of the total) will be built on, with the remainder providing plenty of green and open space for both new and existing residents. To read more about the new publicly accessible green spaces, please visit the "Landscaped Open Space" page of this website.

At least 40% of the new homes will also be affordable – in line with Wiltshire Council's requirements for Cricklade. This will likely include a mix of shared ownership, social rent and affordable rent, although the exact type and mix will be decided in conjunction with Wiltshire Council at a later stage.

The proposed building heights and scale of the proposed development have been informed by the character and scale of the existing housing in Cricklade. This includes 3 distinct frontages, appropriate to the main road, other primary routes, and the periphery of the development.

The proposed new homes will be predominantly two storeys in height, though certain buildings at key locations will be 3 storeys to help create character. The proposal will have a maximum density of 40 dph (dwellings per hectare), which is reflective of other recent development in Cricklade.

The New Homes

We will be seeking planning consent for a range of housing types and sizes, in line with Wiltshire Council's housing mix policies, to help address local housing need.

All new homes on site will include air source heat pumps, and be designed to enable electric vehicle charging. The homes will also include high fabric standards for thermal efficiency, and solar panels may also be installed on appropriately orientated roofs.

Drainage

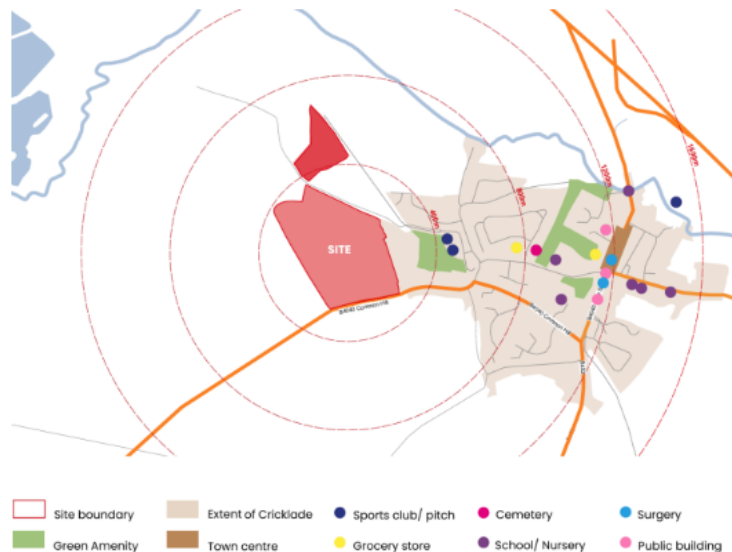
The site is in the lowest risk zone for flooding – Zone 1. Surface water flooding has been identified as a potential risk due to the presence of areas within the site at a low to high risk of surface water flooding, however this will be mitigated through the use of Sustainable Drainage Systems (SuDS). These contain surface water in above ground basins before it is transferred away at a controlled rate into an existing watercourse. This will be done through two pumping stations on site.

The SuDS will also link into our strategy to increase biodiversity on the land, and will include multiple safeguards to ensure water quality in the wider water system is protected. There will be no new flood risks to any other properties as a result of our proposals.

Sustainable Travel

Our proposed new homes would be well placed to link into the existing travel network, ensuring easy and convenient travel by car, bus, cycle and on foot.

Many local amenities are located within an easy walking distance, such as St Sampson's Primary School, the Post Office, and several convenience stores. Cricklade High Street is within a 10 minute walk of the proposed new homes, and Cricklade Leisure Centre with its sports pitches, park, swimming pool and gym is located within a 5-minute walk.



Our proposals are designed to encourage travel on foot and by bicycle, with pedestrian access into the neighbouring Bloor Homes scheme and onto Stones Lane, facilitating easy access into the town centre. The network of foot and cycle paths on our development will also link into the existing Public Right of Way onsite (known as CRIC 30) which will be retained. Stones Lane leads to the National Cycle Route 45 to the north, a long distance cycle route connecting from Chester to Salisbury.

Public Transport

In addition to the above, bus services 53 and 51 connect to Swindon, Cheltenham and Cirencester – this is a regular service which takes around 30 minutes to an hour. The nearest bus stop is 5 minutes walk along the B4040 (Common Hill), however there is also the opportunity to accommodate a bus loop/stop within our proposed development.

Access by Car

Regular vehicle access to the site will come from the B4040 (Common Hill) only, though emergency vehicles (as well as cyclists and pedestrians) will be able to enter the site from Stones Lane. Traffic surveys are being undertaken, and a full transport assessment will be submitted alongside our planning application.

Landscaped Open Space

We are proposing more than 12 ha of green space as part of our plan for new homes, over 50% of the total site area.



This will include the provision of a new "SANG" (Sustainable Alternative Natural Greenspace), which will provide publicly accessible open green space for both current and existing residents. This will be integrated into our network of pedestrian and cycle paths, and will also include areas for play.

Surveys have been completed to confirm the habitats present, and any protected and notable species that these habitats support. As part of our plan, we will be proposing measures to ensure that any impacts on protected and notable species will be minimised and where possible avoided entirely.

Furthermore, there is an opportunity to provide enhancement through habitat creation, habitat enhancement and provision of a range of species specific enhancements including bat and bird boxes, hibernacula and log piles. It is envisioned that implementing the proposed mitigation and enhancements will result in an increase in opportunities for a range of species. We are confident in delivering a Biodiversity Net Gain well in excess of the standard 10% requirement.

We are also proposing a green buffer, particularly around the northern and western boundaries. This will set new homes back from the open countryside and reduce their visibility from surrounding areas.

Provide Your Feedback

We would like to know what you think about our proposals for new homes and green space, and would be grateful if you would please fill in the form below by 6pm on Sunday 1st March, 2026. We will review all the feedback received prior to submitting our outline planning application to Wiltshire Council.

You can choose whether to give feedback anonymously or to share your name and contact details with us. We will only use your contact information to: 1) follow-up on any queries you raise on the form; 2) follow-up on specific points you make, which we may wish to explore further with you; or 3) understand where you live in relation to the proposed development. We will never use your information for marketing purposes.

Full name

Email Address

Phone Number

Address

Taken as a whole, what is your overall impression on the proposals for the land north of Common Hill?

As part of our proposals, we are proposing significant areas of green and open space. What kinds of things would you like to see in the green spaces (areas for play, benches, etc.)

We are keen to promote sustainable transport options into Cricklade as part of our proposal for new homes. Do you have any comments on ways to ensure easy and convenient travel for both new and existing residents?

Do you have any other comments about our proposal?

☐ I'm not a robot



SUBMIT

7.4. Appendix 4: Consultation Invitation Letter sent to Cricklade Residents and Businesses

6 February 2026

Hello,

**Invitation to online public exhibition to view proposals
for new homes on land north of Common Hill, Cricklade**

I am writing to you on behalf of Mac Mic Strategic Land, who are seeking to understand community views on new homes including affordable homes on land north of Common Hill, Cricklade. SP Broadway is helping Mac Mic Strategic Land with public consultation and community engagement.

A dedicated consultation website, www.landnorthofcommonhill.co.uk is now online, explaining the proposals and providing a feedback form that you can fill in to let us know your views. If you do not have access to the website and would like to view the proposals, please give me a ring on 07503 201 876 and I will arrange for a paper copy of the website to be posted to you.

If you would like to provide feedback on the proposals, there are three ways you can do so:

- By filling in the online feedback form on the consultation website, **www.landnorthofcommonhill.co.uk**
- By emailing your feedback directly to me at jamie@spbroadway.com
- By posting your feedback to me in an envelope marked 'Freepost SP BROADWAY' (you do not need to provide a stamp or an address on the envelope)

I would be very grateful to receive your feedback by **6pm on Sunday 1 March 2026**.

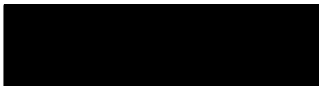
I very much hope you will look at the proposals for the new homes on the consultation website and let us know your views. After the consultation closes, we will review the feedback received before submitting a planning application to Wiltshire Council.

If you have any queries about this consultation, please do not hesitate to contact me by phone or email using the details below.

Yours faithfully,



Jamie O'Sullivan





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BROADWAY
Building Relationships

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Plan showing the location of the land north of Common Hill, Cricklade (in red):

