

Project Communications, Stakeholder Engagement and Social Value Strategy



**Land at Pavenhill,
Purton**

JUNE 2026

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1. Background to the Project

The land at Pavenhill Farm, Purton benefits from an extant outline planning permission (Ref: PL/2022/00395), which establishes the principle of residential development on the site.

Outline planning permission was granted on appeal (Ref: APP/Y3940/W/24/3349801) on 5 March 2025 for the erection of up to 60 dwellings, including a policy-compliant provision of affordable housing. The approved development includes vehicular access from Pavenhill, together with a shared pedestrian and cycle link and emergency access from Ringsbury Close. The outline consent also secures the delivery of associated infrastructure, including areas of public open space, sustainable drainage systems, landscaping, and other necessary works.

The appeal decision followed the Local Planning Authority's determination process and confirmed that the principle of development, together with the proposed access arrangements, is acceptable in planning terms. Accordingly, these matters are not revisited as part of this Reserved Matters application. All matters relating to layout, scale, appearance, and landscaping were reserved for subsequent approval.

Since the grant of outline permission, Lovell has acquired the site (November 2025) and has undertaken a comprehensive programme of design development and technical assessment to inform the detailed proposals now submitted. This has included initial engagement with the Local Planning Authority (Planning and Highways), the local community and the Parish Council to ensure that the scheme responds appropriately to the requirements established at outline stage.

The vision for this site is to provide a mixed tenure village development, which will create a balanced, strong and sustainable community in a safe and attractive environment. The development will comprise 60, 1, 2, 3 and 4 bedroomed homes for open market and affordable, offering a choice of tenures for local people depending on their individual circumstances.

Public open space will be high quality, vibrant, visually pleasing and integrated into the development to form a focus for all sections of the new community, in an environment with good natural surveillance. The development will be accessible and well connected to other important places in the area and the design will facilitate safe walking and cycling routes within the village itself and connecting the village with the rest of the amenities in the area, including Purton village centre.

2. Purpose of the Strategy

Lovell share the belief that communications are key to the success of the Project. This Communications Strategy aims to outline the approach Lovell will take to ensure the project is a great example of how collaborative working can benefit the local economy and communities. We want the development to be a great place to live, and this development will enable the provision of much-needed good quality mixed-tenure homes.

3. The Audience

Lovell recognises the value of identifying and understanding the audience in which it is communicating. This helps to determine what motivates them, when and how to communicate, as well as ensuring that messages are relevant to them. Internal and external audiences include but are not limited to:

- Housing Association Partner and their staff
- Future residents
- Existing local residents
- The Parish Council
- Surrounding neighbours and businesses
- The wider community
- Supply chain partners
- Local and statutory authorities
- The media
- Other third-party persons or organisations
- Members of the public
- Other developers building in the area

4. Strategy Aims and Objectives

Lovell agree to:

- Act as an ambassador/advocate when communicating the work of the project
- Celebrate the project's successes and milestones
- Deliver regular communications to keep all audiences up to date
- Ensure all communication is clear, concise, and comprehensive and accessible to all
- Ensure our communications are considered and consistent and reflect an agreed response
- Be responsive and timely
- Be professional at all times
- Outline how we will engage with the key stakeholders throughout the project life cycle (see key Stages below)
- Deliver a joint Strategy for the project
- Identify possibilities for stakeholder and community engagement through the project life cycle
- Set out ideas for and how the local community and other stakeholders can impact and shape the new developments within the partnership

Pre Reserved Matters Planning:

- Hold an Information Event prior to the submission of the Reserved Matters – this was held at the Village Hall on 3rd June.
- Comments/queries gathered from this event have been reviewed and incorporated into the RM planning submission where possible.
- A comprehensive response is currently being prepared and will be shared with the Parish Council as a representative of the community in due course. A follow up meeting is currently being arranged.

During Planning

- Regularly update the Parish Council/community with progress of the RM Planning application via email, teams meetings or in person meetings.

During Construction:

- Continue to liaise with the Parish Council and local community
- Register site and promote Considerate Constructors Scheme
- Manage community concerns regarding construction
- Advertise job opportunities / apprentice programme to local community
- Organise events on site for local community participation
- Ensure effective handover to post occupancy / customer care

Post Occupation/ Review:

- Promote community events on-site for new and existing residents
- Obtain feedback from the community as to the new development
- Ensure any lessons learnt on the next project

5. Key messages

- Quality of product
- Customer service
- Social responsibility
- Sustainability and Environmental Responsibility
- Investment in people
- Investment in the community

6. Principles of the Strategy

To focus on the **development lifecycle** and four key categories:

- **Corporate** – employee news, promotions, new starters, corporate milestones, awards, charity partnerships, CCS, training, and skills
- **Sales** – developments coming soon, case studies, development launches, plot focus, offers, events, milestones, homebuyer tips, awareness days etc
- **Partnership** – planning consents, cutting the sod/start on-site events, VIP events, official openings/completions, project case studies, awards
- **Community** – donations, sponsorship, site safety visits, health and safety talks, volunteer days, awareness day tie-ins

7. Stakeholder Engagement

WHO	WHAT	WHY
Local Schools and Colleges: Local Residents, Parish Council Local Businesses: Local MP's and Ward Councillors: Local Planning Authority and Statutory Consultees	Connection with the local community and understanding of their aspirations for the area	To be a trusted organisation known and supported by the local community
	Understanding the needs of the local community and/or other key interest groups	Provide transparency through the development cycle
	Any significant history relating to a site (with positive or negative connotations)	To demonstrate how development can work alongside community planning and contribute to place making and place keeping
	Opportunity to help local people and / or local projects	To galvanise support in relation to the overall Programme by incorporating and promoting community ideas
	Understand if there are amenities that are needed which could be funded with help from Lovell and our supply chain	Promote quality, add value to an area and share our social value proposals highlighting the benefit we intend to bring
	Platform for regular dialogue on the proposed development and long-term relationship going forward	Stimulate diversity and inclusivity
		Contribute to supporting the Delivery of the Development, generate a positive vibe and promote the partnership

Stakeholder Group	Purpose of Communication	Key Messages to be Communicated	Communication Method
Local Residents, Parish Council	Intro to development/ Information Event	Information about the development, timeline for pre-construction activities, contact numbers. Proposed development, no of units, tenure, design, access	Information Event – 3 rd June 2026, Village Hall (13:30-18:30) *Evidenced in Appendix
	RM Planning	Information regarding development plans, timescales, access, meet the team	via Purton Parish Council / Planning Consultant (Savills) – Detail uploaded via Planning Portal (Public Domain)
	Notification of works	Keep residents updated with start date, Keep residents updated with notification of specific works	via Purton Parish Council / Meet the Contractor Event prior to site start. Letter drop / newsletters/ notice board
Local Councillors and Ward Members	Introduction for site proposal	Information about the development, timeline for pre-construction activities, contact numbers. Proposed development, no of units, tenure, design, access	Information Event – 3 rd June 2026, Village Hall (13:30-18:30) *Evidenced in Appendix
	RM Planning	Information regarding development plans, timescales, access, meet the team Final proposals	via Parish Church Council / Planning Consultant (Savills) Detail uploaded via Planning Portal (Public Domain)
	Groundbreaking Ceremony	Official press release to mark the launch of the development	TBC Site visit, photographs, refreshments on site.

Lovell will ensure the following is carried out at every stakeholder engagement

- Promote any event as widely as possible linking into existing networks and social media channels
- Keep engagement techniques simple
- Records are kept as evidence of activities including events held publicly
- Plain English and jargon free language is used
- Document successes and lessons learnt from each engagement
- Provide feedback ensuring the community is kept up to date with progress via the Parish Council

8. Delivering Social Value and Community Benefits

Lovell are committed to promoting Social Value through its policies, strategies, and services, thus achieving the best value for money in the widest sense. The aim is to build stronger communities, reduce social exclusion and poverty and encourage the development of the economy.

Through the pursuit of Social Value and Community Benefits in this scheme, we are seeking to improve the economic, social, environmental, and cultural well-being of the community.

We are committed to delivering the following:

Targeted Recruitment & Training (TR&T)

We have a long history of successfully delivering Targeted Recruitment & Training (TR&T) opportunities adding value to the communities in which we work and develop.

Apprenticeships

- Apprenticeships (traditional and shared) to residents in the surrounding communities, in vocational areas including construction, construction management and civil engineering as appropriate, ensuring all individuals will have the opportunity to complete a full apprenticeship:
- We commit to creating apprenticeship opportunities prioritised for local people and will provide apprenticeship placements for the development. Apprenticeships in groundwork and carpentry will be given priority to allow the apprentices to begin completing their vocational programme early in the build programme. We will work in partnership to ensure we target opportunities at apprentices who have recently been displaced and hard to reach groups. We will utilise our supply chain partners to assist with providing apprenticeships and other TR&T opportunities.
- Our Training Manager, Stephen Lane will be responsible for working with the local colleges to successfully recruit, mentor and empower trainees through the programme.
- All apprentices will be provided with specific job-based training, which a written training plan leading to at least NVQ Level 2, health and safety training and transferable skills training such as interpersonal skill development including communication skills, time management and team working training.

Work Experience Placements

We will work with the local colleges and local secondary schools and other local agencies to offer general work experience and industrial placements. We will offer 6 weeks of work experience over the life of the project.

We will offer a range of placements including on-site training with the Lovell project team and / or our supply chain. Examples include:

- Summer or vocational placements or internships, usually aimed at penultimate year students.
- Formal insight weeks, usually aimed at first years (these are rare but becoming more common).
- Unpaid work shadowing where students follow a professional throughout their working day to gain an understanding of their job.
- Employment of disadvantaged groups including long term unemployed

We will provide employment opportunities throughout the project duration facilitating sustainable employment and/or training opportunities for designated disadvantaged groups. Targeted recruitment of unemployed people will create a local supply of construction labour required to deliver the programme providing people with new qualifications and careers in the construction industry.

Our strategy for employing long term unemployed people be:

- Offering work trials for unemployed people through local employability schemes
- Guaranteed interviews for all candidates being sourced from any of the above

We will make every effort to ensure employment opportunities are made accessible to those who have undertaken related training programmes and are seeking employment. Relevant subcontractors with appropriate contract duration and value will be contractually required to support our engagement with local employability schemes.

Community Initiatives

The ethos underpinning the delivery of the development will be to help local people by delivering meaningful community initiatives to make a positive impact.

We have a huge amount of experience in undertaking a whole variety of community projects. Previous projects include social events, arts and culture – mural painting, taking part in ‘Give and Gain’ activities, painting the interior/exterior, hosting a fun day, donating materials to community groups, kitchen improvements, improvement works to a local social club, a kitchen for a community centre. The list is endless. We will utilise our Lovell Volunteering scheme to support this which requires every member of staff working on the project to donate one day per year for community work.

Educational Initiatives

Lovell have a long history of successful partnerships with schools, further education colleges and universities to encourage young people into a career in construction. We have identified the following schools and colleges that we will commit to working with during the delivery of the Purton development:

- *Primary School* – St Mary’s CE
- *Secondary Schools* – Bradon Forest
- *Colleges* – New College Swindon

Our Social Value Manager Meriel Gough and Training Manager, Stephen Lane will be responsible for engaging with the local schools and colleges to produce a plan of engagement which will involve providing careers events, site visits, STEM initiatives etc.

We will use our national partnership with MOBIE (Ministry of Building Innovation and Education) to deliver innovative school engagement, challenges and activities with children from primary school upwards. MOBIE is an educational charity, founded by Architect and TV presenter George Clarke, that exists to connect young people into career and development opportunities in the build environment.

Above all MOBIE is about creating social mobility working with young people from disadvantaged areas or facing challenges in life to help them access the opportunities that regeneration and investment in their area can create for them and providing them with the support and guidance they need to realise their potential.

Our current schools challenge invites young people to ‘think circular’ and embrace the principles of the circular economy and design the homes we need for the future, in the most sustainable way.

In addition to the bespoke programme we will host inter-school workshops and activity days, site visits, career events (involving our supply chain and professional teams) and family events to build enthusiasm for the partnership and future careers in construction. Once we establish those young people who may be interested in a career in construction we will provide them with the mentoring and support as well as connecting them into our wider work experience and training offer.

9. Communications mix

Websites	We will promote the project on our websites and create internal and external links to help increase SEO (Search Engine Optimisation). Content to be current and updated regularly with news items, images, videos, case studies and relevant advertising campaigns. Feature website links on as many advertising channels to increase traffic to websites.
Frequency	<i>Weekly updates to websites to keep content fresh</i>
Social media	Active social media channels. We will generate posts relating to the project and tag in all partners so that we can share, like and retweet for maximum coverage. Respond to any comments or questions in a timely manner and gain relevant information from partners if needed.
Frequency	<i>A minimum of one post per social media channel per quarter</i>
Media coverage	Issue press releases with accompanying photographs where it is felt they will be picked up by the local media. Promote key events, community and training initiatives/events, sales messages/events, case studies etc. All press releases are subject to approval and inclusion of relevant partner quotes.
Frequency	<i>As and when needed to promote key events, messages, case studies etc.</i>
Marketing literature:	Brochures, flyers, leaflets, posters – used for the promotion of the development and partnership to bring in interest in the development. Clear messages, branding etc need to be used.
Frequency	<i>Sales Launch</i>

Newsletters

Issued at key stages of the project to keep residents and the surrounding community up to date with the progress of the project, future works and forthcoming events. These can be issued in a variety of formats including post and email

Frequency

Key Stages

Events

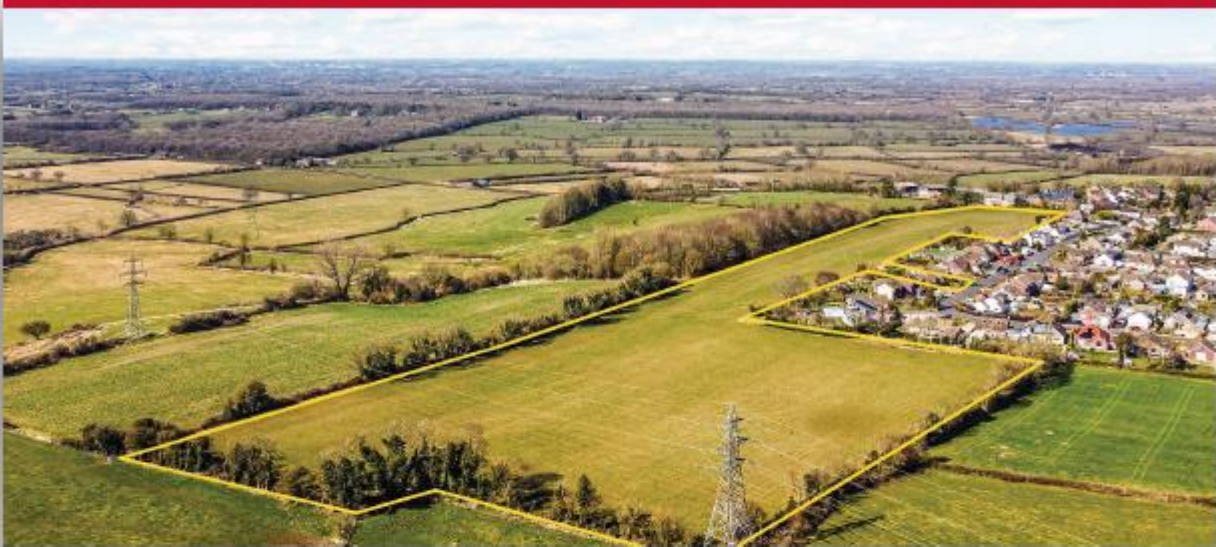
Introduce a programme of events that will be open to residents, stakeholders, and the wider community such as sales launches, VIP events, community events with schools and local businesses, training and employment events, careers fairs, house build projects schools, apprenticeship/graduate programmes, supply chain events such as 'meet the buyer', sponsorship and legacy projects.

Frequency

Adhoc

10. Appendix

Community Information Event



About the Project

Lovell has purchased the land at South Pavenhill Farm, Purton and is proposing to deliver 60 new homes at the site. Outline planning consent was secured via appeal on 11th February 2025.

The scheme will include a mix of tenures, comprising 36 open market homes (2, 3 & 4 bed homes), 14 homes for affordable rent (1, 2, 3 & 4 bed homes) and 10 shared ownership homes (2 & 3 bed homes)

We are currently preparing the Reserved Matters Planning Application which is required to confirm the detail of the scheme (appearance, landscaping, layout and scale) to the Local Planning Authority.

The principle of developing the site for housing and also details around Access have already been approved as part of the Outline Consent.

About the Event

We know that new housing developments can often cause concern within the existing community and we are very aware of the planning history of this site. As such we would like to meet with you to discuss any concerns/ queries you may have and provide an opportunity for you to meet with the Lovell team.

The Community Information Event offers a space for everyone to explore our proposals, engage with the project team, and share any concerns or queries you may have before we submit our Reserved Matters Planning Application.

The dedicated project team will be available to discuss the detailed development proposals, including proposed house designs, engineering, landscaping and site logistics.

Members of our Social Value team will be in attendance and will be happy to speak with local charities, community groups, and schools about how we can offer support community initiatives.

No advance booking is required, simply drop in at your convenience. We look forward to meeting you and hearing about your views about the proposals and hope that we can discuss ideas about how we can work with your community in the future.

Community Information Event

Date: Wednesday, 3rd June 2026

Time: 1:30pm - 6:30pm

Venue: Village Hall, 70 Station Rd, Purton, Swindon SN5 4AJ

 **If you are unable to attend, please feel free to contact our team for any information or assistance.**

Marketing.wales@lovell.co.uk

 **South Pavenhill Farm, Upper Pavenhill, Purton, Swindon**



