

Woking Community Stadium regeneration proposals

Statement of Community Involvement
November 2019

Prepared for
Woking Football Club



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1.0 Executive Summary

Woking Football Club and their development partners (the joint applicants) are bringing forward exciting proposals for a modern stadium for professional football at Kingfield, with multi-purpose facilities for retail, business, community and leisure activities. This will provide Woking Football Club with the facilities and amenities it needs to secure its long-term future at Kingfield, the Club's home since 1922.

To make Woking Community Stadium a reality, we propose building a new neighbourhood at Kingfield called Cardinal Court. Woking Community Stadium will be at the heart of this new neighbourhood, creating a social hub for the whole community and making Cardinal Court a vibrant destination for people to live, work and play.

David Lloyd Leisure has agreed to relocate from Kingfield to Egley Road, behind Wyevale Garden Centre and Hoe Valley School, where they will provide a new health and racquet club offering a broader range of high-quality facilities. Family homes will also be provided at Egley Road.

This Statement of Community Involvement (SCI) outlines the steps and engagement taken by the Applicants to seek the views of the local community and political stakeholders to help shape the final planning application.

In recognition of the scale and strategic significance of this project and the importance of Woking Football Club as a community asset and heritage institution, the Applicants adopted a collaborative approach in engaging with residents and stakeholders on the proposals.

Between April and November 2019, the Applicants ran an extensive programme consulting with local stakeholders including residents, community groups and Woking FC supporters, through a range of traditional and digital methods.

Through this consultation programme, the Applicants delivered the following:

- A project website (<https://cardinalcourtwoking.co.uk/>) with information on Cardinal Court and Woking Community Stadium, available online from April 2019
- Fans Forums with Woking FC supporters at the Laithwaite Community Stadium in April and July 2019
- A Woking FC supporters' survey on the new stadium design, available online through April and May 2019
- A presentation to Woking Borough Councillors at the Council offices in July 2019
- Four public consultation events in July 2019, with three held at the Laithwaite Community Stadium and one at Mayford Village Hall
- An online consultation feedback form, available to the public from July to September 2019
- A presentation to council members on 27th November 2019
- A presentation to the Cards Trust on 28th November
- A public exhibition in Woking Shopping Centre on 29th November 2019
- An updated project website (<https://whynotwoking.co.uk/>) with information on the revised proposals, available online from November 2019

Around 350 people attended the Fans Forums and over 300 people participated in the supporters' survey, with 75% of respondents supporting the Club's vision for Woking Community Stadium.

Four pre-application public consultations were held between 12th and 18th July 2019 at both the Laithwaite Community Stadium and in Mayford village. Invitations were delivered to over 6,000 households and around 1,000 people attended the consultation events. Over 600 individual responses were received by the Applicants through the consultation activities.

After carefully reviewing the consultation feedback the Applicants responded to the comments received by incorporating changes into the final designs to address a number of key concerns raised. These include increased parking provision at Cardinal Court alongside measures to reduce car usage and encourage cycling and walking. Space for a new medical centre with a GP surgery and dental practice has also been introduced into the plans to improve health services for the community.

In November 2019, the Club presented its revised proposals to local stakeholders via a presentation to council members; a meeting with the Cards Trust; and a public exhibition held at Woking Shopping Centre.

The Applicants is committed to ongoing dialogue with all residents and stakeholders and a further statutory consultation period will arise once the applications are submitted. The Applicants welcomes the opportunity to meet with local stakeholders to discuss the proposals and communication channels will be maintained as they progress through the planning process.

2.0 Introduction

The Applicants is bringing forward a planning application for a modern professional sports stadium for Woking Football Club at Kingfield, with multi-purpose spaces and facilities designed for retail, business, leisure and community activities.

To make Woking Community Stadium a reality, a new neighbourhood with 1,048 new homes is proposed to be built at Kingfield, called Cardinal Court. Woking Community Stadium will be at the heart of this new neighbourhood and will serve as a vibrant social hub for the whole community.

To facilitate this, David Lloyd Leisure has agreed to relocate from Kingfield to Egley Road, where they will provide a new Health and Racquet Club offering a broader range of high-quality facilities. 36 family homes will also be provided at Egley Road.

Woking FC has been looking to make much-needed improvements to its ground to enable the Club to generate the revenue it desperately needs to become self-sustaining in the long term. Woking Community Stadium is a once-in-a-generation opportunity to secure the future of Woking FC for the next 100 years.

This document sets out the consultation approach adopted by the Applicants to engage with local residents and stakeholders. It details the extensive engagement programme with residents, stakeholders and Woking FC supporters throughout 2019, and the feedback received through these activities.

Finally, this document will provide details of the changes that have been incorporated into the final proposals in response to the issues raised during the consultation process.

2.1 Development Sites

Kingfield

The Cardinal Court development site is located in an urban, residential area 1,000m south of Woking town centre. It is a 6-minute drive and a 15 to 20-minute walk from Woking train station. The site is approximately five hectares in size. Kingsfield Road lies to the north, residential properties to the east, a footpath to the south and Westfield Avenue to the west.

The current site sits on top of the current Kingfield Stadium as well as the David Lloyd Leisure Centre and low-rise buildings such as Woking Gymnastics Club, Woking Snooker Club and associated parking. Overall, the site has an approximately 50:50 split between buildings and green spaces.

Egley Road

The Egley Road site is located within the village of Mayford, less than 2 miles to the south-west of Woking town centre. The proposed site has boundaries with Hoe Valley School to the north, Woking

Garden Centre to the east and the South Western Railways trainline between Woking and Guildford to the west.

Existing woodland covers approximately 1/3 of the site and will be retained to act as a buffer between both the proposed David Lloyd Leisure Centre and new homes and the existing residential houses to the south.

2.2 Proposed Developments

Woking Community Stadium

The primary objective of this project is to deliver a new stadium for Woking Football Club at Kingfield. The Club has played at Kingfield since 1922, almost 100 years ago. Woking Community Stadium, designed by specialist stadium architects Holmes Miller, will contain multi-purpose facilities for retail, business, leisure and community activities that will enable the Club to generate additional revenues throughout the year.

Woking Community Stadium has been designed for football (with the ability for rugby to also be played on the playing surface), providing both seated and standing accommodation for around 9,000 spectators.

The stadium plans have been developed by Woking Football Club and have been designed to deliver their vision for the future of the Club.

Woking Football Club's vision:

- **A Sustainable Future**
Help Woking FC become financially resilient and sustainable to secure the Club's long-term future.
- **Compete in the EFL**
Provide the foundations we need to fulfil our ambitions to play professional football in the English Football League.
- **Improve Matchdays for Supporters**
Improve comfort, convenience and choice for our loyal supporters and attract a new generation of Cards fans to grow our Club.
- **Create a Social Hub for the Whole Community**
Establish a vibrant destination through new multi-purpose facilities for business, community and leisure activities to create a social hub in the heart of Hoe Valley.
- **Create Opportunities for All**
Deepen our roots in the community by expanding and enhancing the sport, education, health and wellbeing programmes offered by the award-winning 'Cardinals in the Community'.
- **At the Heart of Woking's Future**

Match the ambitions of our growing town and secure our place in the heart of the community.

The stadium will also include 10,000 sq ft of space for a new medical centre that has the capacity to accommodate 14,400 patients.

Cardinal Court

To make the Woking Community Stadium a reality, a new neighbourhood with 1,048 new homes will be built at Kingfield, called Cardinal Court. Woking Community Stadium will be at the heart of this new neighbourhood, creating a vibrant social hub for the whole community. Affordable housing will comprise 20% of the total homes provided.

Cardinal Court will provide a mixture of studios, one, two and three-bedroom apartments, two-bedroom duplexes and family townhouses across five residential buildings, knitted together by a high-quality public realm. This will include an attractive arrival point and a new public central avenue through the site connecting the new neighbourhood with public parks to the north and south of the site. Existing trees along the site boundary will be preserved to provide a natural visual screening to the new residential development.

To maximise sustainability, Cardinal Court will include a community concierge building to manage site access and deliveries, including a cycle maintenance hub and car share club. A car sharing scheme has been agreed with an operator that will allow up to five vehicles in each apartment building to be rented by residents at Cardinal Court and the surrounding area. To encourage cycling, dedicated folding cycle storage will be provided in every apartment, in addition to cycle storage spaces being provided across the site. 840 parking spaces will also be provided on site for residents, all of which will offer electric vehicle charging infrastructure.

Cardinal Court represents a significant contribution towards delivering much-needed new homes that are required to meet Woking's housing needs, national targets and waiting lists, whilst reducing the pressures on the green belt.

Egley Road

To enable the redevelopment of the Cardinal Court site, the David Lloyd Leisure Centre will relocate to Egley Road. The new David Lloyd Leisure Centre will deliver a new and improved Health and Racquet Club in a more accessible location with a broader range of facilities, including a gym, an outdoor spa, leisure areas, a clubroom and facilities for children.

The proposed development will provide 36 high-quality homes. These traditional family houses are needed to help the viability of the overall project and to meet local families' housing needs.

Although the development is within the designated green belt, the proposed build area will be on previously developed land, with 95% of existing woodland in the area being retained. The visual impact of the new buildings for existing residents will be limited as this existing woodland will act as a buffer between current housing and the new development.

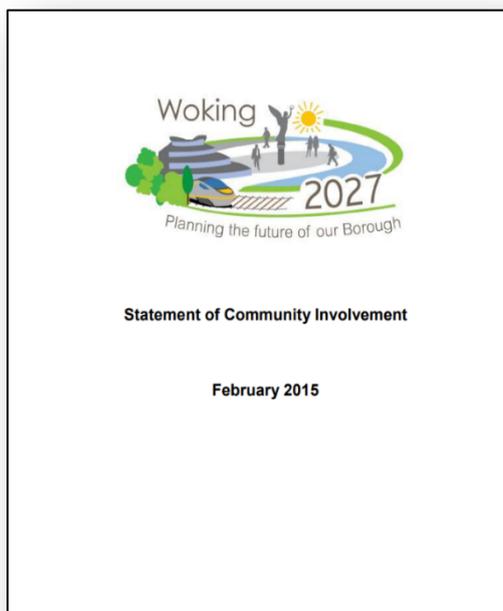
3.0 Policy context

3.1 Local consultation policy context

Woking Borough Council adopted its SCI in February 2015. The SCI sets out the Council's principles for community involvement in the consultation process. The key principle is to ensure that all local stakeholders have the ability to comment on proposals. All stakeholders should be provided with information on where, when and how they can get involved with the process.

Specifically, the Council expects applicants to adhere to the following:

“Stakeholders and community groups who should be involved in planning processes include statutory organisations that the Council must involve, local interest groups, service providers, local businesses and local residents.” (Woking Borough Council SCI, 2015)



Woking Borough Council's Statement of Community Involvement

Pre-application consultation policy

The Council offers a formal pre-application service for a fee. This is in line with other Surrey planning authorities. The fee charged depends on the scale of the proposed development.

The Council recommends obtaining pre-application advice to ensure a more efficient decision-making process. It will help to establish whether the principle of development is acceptable prior to the submission of a formal planning application and will help identify key issues at the early stages, giving applicants an opportunity to address them.

3.2 National planning policy context

The National Planning Policy Framework sets out consultation and co-operation with residents as one of the principles of sustainable development.

It states that developments should:

“be genuinely plan-led, empowering local people to shape their surroundings, with succinct local and neighbourhood plans setting out a positive vision for the future of the area. Plans should be kept up-to-date and be based on joint working and co-operation to address larger than local issues.”

4.0 Our approach

The Applicants have from the outset recognised the scale and strategic significance of this project and the importance of Woking Football Club as a community asset and heritage institution strongly linked to the civic identity of the Borough.

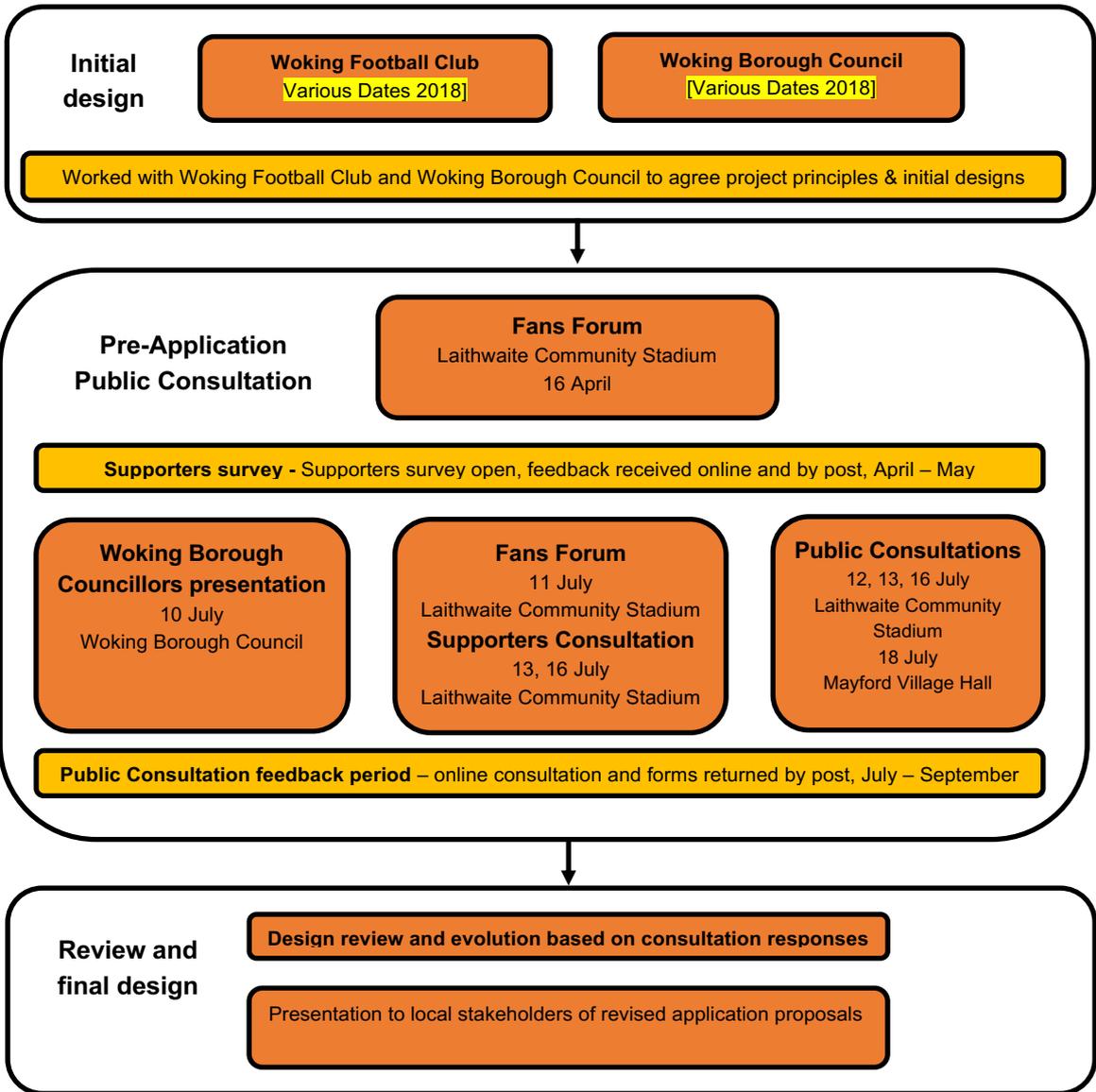
Our approach has been to work in partnership with key stakeholders to develop initial proposals followed by an extensive programme of consultation with community stakeholders. The consultation period was followed by a period of review to consider the consultation responses and incorporate appropriate changes into the final designs.

The Applicants have been working closely with stakeholders, including Woking Football Club, David Lloyd Leisure and Woking Borough Council, to develop viable and deliverable proposals which achieve the primary objective of providing a new community stadium to secure a sustainable future for Woking Football Club at Kingfield. The proposals have also been developed with the secondary objectives of providing David Lloyd Leisure with a new health and leisure facility and delivering a range of new homes that will contribute towards meeting the Borough's housing needs.

Following the completion of the initial designs, an extensive programme of pre-application public consultation and stakeholder engagement activities was organised to give local stakeholders, including residents, community groups, businesses and Woking FC supporters, the opportunity to provide their views on the proposals.

To allow the Applicants to consider the issues raised, a period of review followed the public consultation exercise and a series of design improvements were incorporated into the final proposals. The Applicants then presented the revised proposals to local stakeholders.

The diagram on the next page illustrates the approach taken by the Applicants to engage with stakeholders throughout the pre-application process and details the activity undertaken and methods used to engage with the public, including presentations, forums, online surveys and public consultations as well as online websites and surveys.



5.0 Engagement with Woking Borough Council

The Applicants have met with Woking Borough Council on multiple occasions through the planning process. The dialogue between the Applicants and Woking Borough Council can be split into three sections: pre-application meetings, Design Review Panels and presentations to councillors. Engagement with Woking Borough Council has informed the design process throughout.

5.1 Pre-application meetings

The Applicants held a series of regular pre-application meeting with Woking Borough Council planning officers to discuss the emerging design proposals.

5.2 Design Review Panel

Design Review Panels were held on 19 September 2019 at Woking Football Club to go through the plans in detail. The meetings were attended by the Applicants, their architects and Woking Borough Council.

Overall, the Design Review Panel was supportive of the proposals, both in terms of the design and the project's planning merits. The Panel made a series of recommendations that have been accepted by the Applicants and included in the final design proposals:

- More activity surrounding the stadium would benefit the local community through providing year-round appeal
- Pedestrian-scale analysis to ensure efficient and safe movement throughout the site both on match days and throughout the year
- Further consideration on the main boulevard entrance on Kingfield Road
- Further consideration into providing more uses around the outside of the stadium, including potential smaller workspaces or studio space for small businesses and groups

5.3 Presentations to councillors

On 10 July 2019, the Applicants presented the initial design proposals to Woking Borough councillors in the council chamber.

A series of presentations were made by the Applicants, masterplan architects LeachRhodesWalker and specialist stadium architects Holmes Miller.

Woking Football Club set out the history of the Club at Kingfield, the context surrounding the Club's need for new facilities and the vision that the new stadium has been designed to deliver. The masterplan architects then presented the Cardinal Court masterplan proposals. This was followed by a Q&A session where councillors had the opportunity to discuss the proposals with the professional team.

On 27 November 2019, the Applicants presented the revised design proposals to Woking Borough councillors in the council chamber. Again, a series of presentations were made by the Applicants, masterplan architects LeachRhodesWalker and specialist stadium architects Holmes Miller.



Woking Borough Councillors attend the Applicants' presentation

6.0 Engagement with Woking Football Club stakeholders

The primary objective driving this project is to deliver a new stadium for Woking Football Club that will enable the Club to secure a sustainable future at Kingfield, and a range of Woking Football Club stakeholders have been closely and actively involved in the development of these proposals from the outset.

As the joint applicants, Woking Football Club's supporters are key stakeholders, and their confidence and endorsement are essential to the success of the proposals. The ways in which the Applicants have worked with Woking Football Club stakeholders through the design development process are set out below.

6.1 Woking FC Board leadership

The board of Woking Football Club have led the development of the Woking Community Stadium design. The Club appointed a New Stadium Director and stadium consultants to drive the development of the Club's vision for the new stadium. The Club's new stadium team has worked directed specialist stadium architects Holmes Miller and stadium consultants Breen Associates to develop the detailed stadium design proposals.

6.2 Engagement with Woking FC supporters

The views of Woking FC supporters have helped to inform the design proposals throughout the process. The Club board set up stadium development groups, comprising Woking FC supporters and volunteers, to consider various elements of the stadium proposals, such as matchday experience, non-matchday uses and business planning.

6.3 Fans Forum – 16 April 2019

On Tuesday 16 April 2019, the Club held a Fans Forum to present its vision for the Woking Community Stadium, which was attended by around 200 supporters. At the Fans Forum, the Club launched the new project website, www.cardinalcourtwoking.co.uk and a supporters survey to ask Woking FC fans if they supported the Club's vision for the Woking Community Stadium.

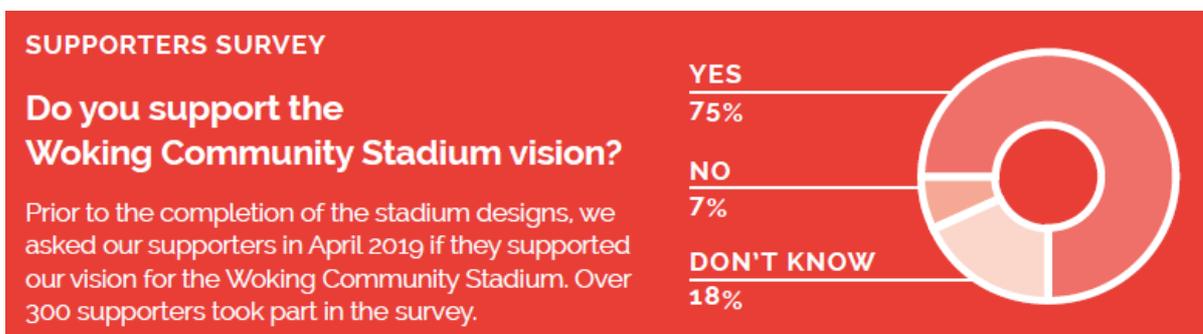
6.4 Supporters survey – April & May 2019

The supporters survey launched at the Fans Forum on 16 April 2019 ran until the end of May 2019. Information about the survey was emailed to the Club's mailing list. Feedback forms were available at the Club and fans had the opportunity to complete the survey on the project website. **75%** of those who participated in the survey said they supported the Club's vision for Woking Community Stadium.

Over 300 supporters took part in the survey, which asked fans for their views on the Club's vision for Woking Community Stadium. In the responses, fans told us that the new stadium should be designed

to help the Club grow the fanbase, deliver a vibrant destination that could be used by the community and enable the Club to generate new revenues to secure a viable future.

Supporters expressed their desire for facilities that would improve the matchday experience, such as better hospitality areas, more food and drink outlets, enhanced disabled facilities and greater accessibility to and in the stadium, to create a welcoming environment for all supporters.



6.5 Fans Forum – 11 July 2019

On Thursday 11 July 2019, the Club held a further Fans Forum to present the initial design proposals for Woking Community Stadium. Around 200 supporters attended the meeting.

The Woking Community Stadium proposals were presented by the stadium architects, Holmes Miller, and the Club's Stadium Development Director, Neill Morrison, a lifelong fan and Club board member. Peter Watts from stadium design consultants Rockvolt presented the results of the supporters survey and set out how the new stadium would deliver the vision supported by the fans.

The Fans Forum marked the start of the pre-application public consultation process. Feedback forms were available at the event and those present were informed about how they could participate.



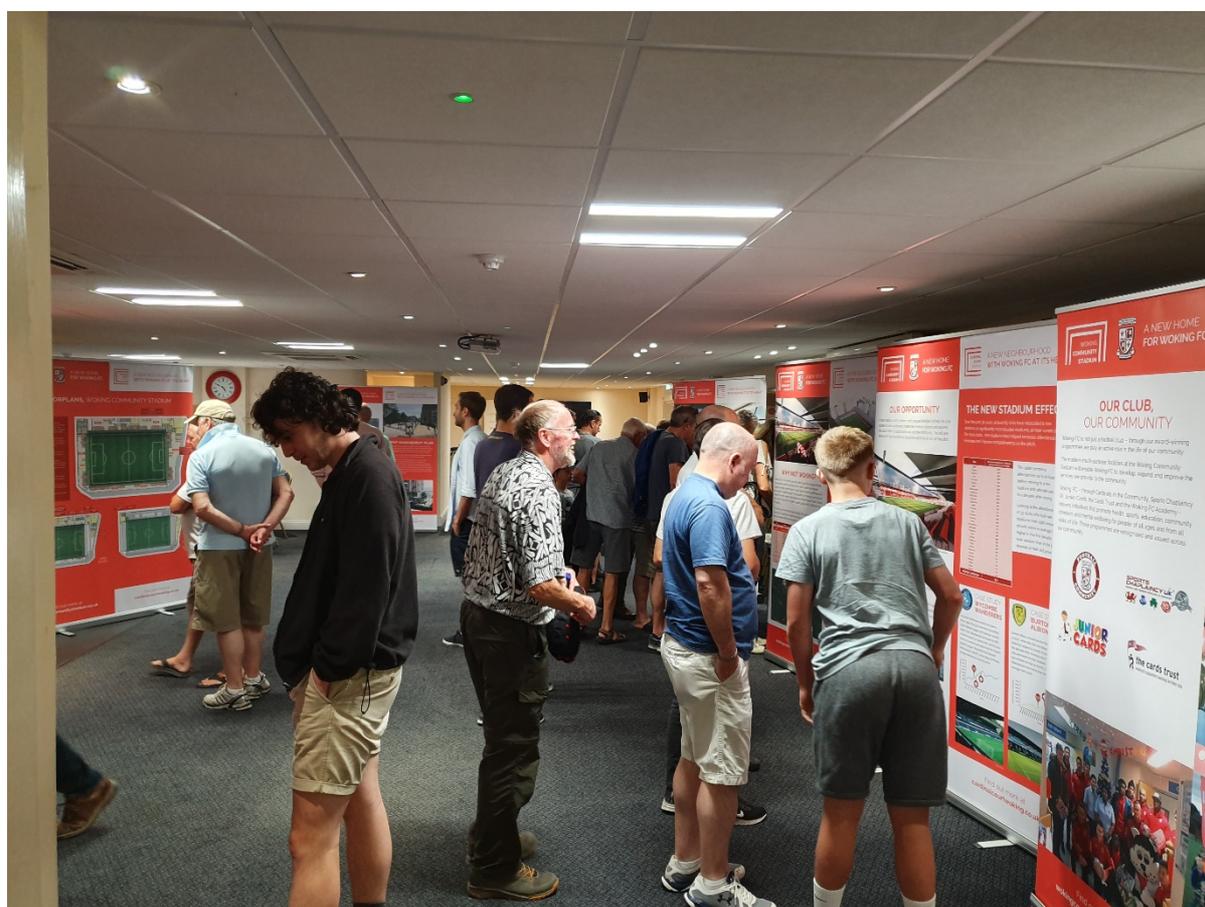
Fans Forum 11 July

6.6 Supporters consultation activities – 13 & 16 July 2019

As part of the pre-application consultation activities, dedicated sessions for Woking FC supporters were held at the Laithwaite Community Stadium on the following dates:

- Saturday 13 July, 2pm to 6pm, before and after the home fixture vs Oxford United
- Tuesday 16 July, 6.00pm to 10pm, before and after the home fixture vs Wycombe Wanderers

Supporters had the opportunity to review the consultation materials and to discuss the proposals with members of the project team and Woking FC representatives. Feedback forms were available for supporters to provide feedback on the proposals.



Public consultation event, 13 July

6.7 Presentation to the Cards Trust – 28 November 2019

The Cards Trust supporter's association owns 29% of the Club and has two representatives on the Club board. The Club also met again with Cards Trust members on Thursday 28 November 2019 to present its revised proposals and update supporters on the submission scheme.

7.0 Engagement with the local community

Recognising the strategic importance of these proposals and our commitment to engage with local residents and stakeholders, we arranged a week-long programme of pre-application consultation events.

The events, which included two dedicated sessions for Woking FC supporters, were held between 12 and 18 July. In total, these consultation events were attended by over 1,000 people.

Leaflets were distributed to over 6,000 households across south Woking, including Kingfield, Mayford and the wider Hoe Valley area. Every leaflet included a feedback form that could be returned by freepost, enabling those unable to attend the consultation events to provide comments.

The feedback form was available to complete online on the project website, cardinalcourtwoking.co.uk, throughout July and August 2019 and feedback forms were available for collection from Woking Football Club. In total, almost 600 feedback forms were submitted with comments on the proposals.

We held a further exhibition on 29 November at Woking Shopping Centre to share the revised submission scheme with the public.

7.1 Public exhibitions

Four public exhibitions were held between 12 and 18 July 2019. The consultations were held as close to the development sites as possible, with three events held at the Laithwaite Community Stadium – the site of the proposed Woking Community Stadium and Cardinal Court masterplan – and one at Mayford Village Hall, around 0.8m from the Egleby Road site.

The consultations took place on the following dates:

- Friday 12 July, 2pm to 8pm at the Laithwaite Community Stadium
- Saturday 13 July, 10am to 12pm at the Laithwaite Community Stadium
- Tuesday 16 July, 2pm to 6pm at the Laithwaite Community Stadium
- Thursday 18 July, 4pm to 8pm at Mayford Village Hall, Saunders Lane, GU22 0NN

Members of the project team and technical specialists were present to talk with attendees and answer their questions. Attendees had the option to provide feedback via forms available at the events. Attendees could also return the form by Freepost or complete the form online via the project website.

Around 1,000 people attended across the four consultation meetings. Over the course of the pre-application consultation period, 471 feedback forms were completed and submitted.

A further exhibition was held on 29 November at Woking Shopping Centre to share the revised submission scheme with the public, which was advertised in the Woking News and Mail. The location provided heavy footfall from shoppers and passers-by, enabling the Club to share the changes made with a substantial number of local people.

7.2 Public exhibition invitations

Leaflets were distributed to over 6,000 households across south Woking, including Kingfield, Mayford village areas and the wider Hoe Valley area. Every leaflet included a feedback form that could be returned by Freepost, enabling those unable to attend the consultations to provide comments. A copy of the invitation leaflet and a map illustrating the distribution area can be viewed below.

115 feedback forms from the invitation leaflet were submitted with feedback on the proposals.

Freepost RTUZ-GYYA-RVYB
Cardinal Court Woking Consultation
PO Box 997A
Surbiton
KT1 9ZA



WOKING COMMUNITY STADIUM

A NEW HOME FOR WOKING FC

OUR CLUB, OUR VISION

- A Sustainable Future**
Help Woking FC become financially sustainable and secure their long term future.
- Create a Social Hub for the Whole Community**
Create a social hub multi-purpose facilities for business, community and leisure activities.
- Create Opportunities for All**
Expand and enhance the sport, education, health and wellbeing programmes ofered by the award-winning Cardinals in the Community charity.
- Compete in the EFL**
Provide the foundations to compete in the English Football League.
- Improve Matchdays for Supporters**
Improve matchdays for our supporters and attract a new generation of fans.
- Be at the Heart of Woking's Future**
Enable Woking FC to match the ambitions of our growing town and secure our future in the heart of the community.

CARDINAL COURT WOKING

A NEW NEIGHBOURHOOD WITH WOKING FC AT ITS HEART

- A new community stadium for Woking FC
- A vibrant retail and leisure destination
- A social hub for the whole community
- New homes for a growing community
- Affordable housing for local people first
- New & improved David Lloyd Health and Racquet Club

PUBLIC CONSULTATIONS

Laithwaite Community Stadium, Kingfield, Woking, GU22 9A

Friday 12 July 2pm to 8pm **Saturday 13 July 10am to 12pm** **Tuesday 16 July 2pm to 6pm**

Mayford Village Hall, Saunders Lane, Mayford, Woking, GU22 0NN

Thursday 18 July, 4pm to 8pm

Come and meet the team and have your say. We hope you can join us.



Woking Football Club, in partnership with GolDev Woking, are bringing forward exciting proposals for a modern 10,000 capacity stadium for professional football at Kingfield with multi-purpose facilities for retail, business, community and leisure activities.

The Woking Community Stadium will give Woking Football Club the facilities it needs to grow on and off the pitch and create the foundations to secure the clubs long term future at Kingfield, where the club has played for almost 100 years.

To enable the Woking Community Stadium to become a reality, a new neighbourhood will be built at Kingfield, called Cardinal Court. This new neighbourhood has been planned with the club at its heart, with the Woking Community Stadium's multi-purpose facilities creating a social hub for the whole community and a new, vibrant destination for people to live, work and play.

David Lloyd Leisure have agreed to relocate from Kingfield to Egley Road, behind Wyevale Garden Centre and Hoe Valley School, where they will provide a new Health and Racquet Club for Woking that will offer a broader range of high-quality facilities. Family houses will also be provided at the Egley Road.



Our proposals concern the two sites highlighted in red above. Woking Community Stadium and Cardinal Court are proposed for the Woking Football Club site. The David Lloyd Health and Racquet Club and additional homes are proposed for the Egley Road site. We are holding consultations at Woking Football Club and Mayford Village Hall, see the front page for details.

ONLINE CONSULTATION
Following the public consultation events, you will have the opportunity to give us your feedback at cardinalcourtwoking.co.uk

FEEDBACK BY POST
You can also give us your feedback using the form attached to this leaflet. Simply fill in the form and post it back to us for free.

Find out more at cardinalcourtwoking.co.uk

Find out more at cardinalcourtwoking.co.uk

Find out more at cardinalcourtwoking.co.uk

HAVE YOUR SAY

Fill out and detach this short form and send it back to us by Freepost. If you would like to leave further feedback, please visit our website cardinalcourtwoking.com

About you

Name:

Address:

E-mail:

Postcode:

Do you support the Woking Community Stadium proposals? (Circle as appropriate)

Do you have any other comments on our proposals?

I am happy to share my contact details and a copy of my responses with Forty Shillings, acting on behalf of GolDev Woking.

I would like to be updated on the progress of this application.

*How will we use your data? Forty Shillings, acting on behalf of GolDev Woking, will use a 'word of mouth' database and use the aggregated data for marketing purposes. We will not share your personal data with any third parties and the database is for communication purposes only. *If you do not wish to be updated on the progress of the application, Forty Shillings will process your data on behalf of the Woking regeneration project, which is funded by the local authority, The Greater London Authority, The London Borough of Wokingham, and the Department for Communities and Local Government. You can opt out of any one of our marketing activities by emailing info@cardinalcourtwoking.co.uk

The invitation leaflet, including tear-off feedback form, which was issued to around 6,000 households



Invitation leaflet distribution area

The public consultations were reported in the local media, with news of the consultation programme confirmed on the front of the Woking News and Mail on 4 July 2019.

She said: "We have the best customers, who make it a real pleasure to work here, certificates. Picture by Len Walker

Public will be consulted on Cards' stadium plans

by Stuart Flitton

DETAILS of ambitious plans to transform Woking FC's ground to English Football League standards and build an estimated 1,000 flats on nearby land in a £10 million project are to be revealed to local residents in a series of public consultations.

The outline proposals were revealed in April last year when Woking Borough Council reached an agreement with property developer GolDev Limited.

In plans that have been discussed and developed behind the scenes since 2002, The Lathwaite Community Stadium would become a 10,000-seat facility that would allow the club to aim for promotion at least up to League One.

The ground currently holds a maximum of 6,000 fans, with 2,500 of those seated.

There are a number of other improvements, such as greater accessibility and media facilities that would be necessary to qualify the ground to host games in the upper tiers of the game.

The estimated £10 million cost would be financed by building nearly 1,000 flats and 10,000 sq ft of retail space creating a new neighbourhood at Kingfield, to be called Cardinal Court.

Further details were revealed to the council and approved in February this year.

It is understood that the larger stadium and residential development and shops would require improvements to current road infrastructure where Westfield Avenue meets Kingfield Road, and at the entrance to Woking Leisure Centre to avoid congestion.

David Lloyd Leisure will move from Kingfield to Egley Road, behind Wyevale Garden Centre and Hoe Valley School, where it will provide a new Health and Racquet Club. A number of houses will also be built at the Egley Road site.

Designs on show at forum

FOOTBALL fans are being invited to a presentation of the Woking Community Stadium design proposals.

The fans' forum will be held in the Cardinals Bar at The Lathwaite Community Stadium on Thursday 11 July.

● **FULL story on page 40.**

All these plans, along with images of the expanded stadium and Cardinal Court, will be shown to the public for the first time at a consultation held at The Lathwaite Community Stadium next Friday (12 July) from 2pm to 8pm.

There will be two more consultations at the ground next Saturday from 10am to noon and on Tuesday 16 July from 2pm to 6pm. A fourth consultation will take place on Thursday 18 July from 4pm to 8pm at Mayford Village Hall.

Members of the project team will be at the sessions where residents will have the opportunity to ask questions and give their views.

Rosemary Johnson, chairman of Woking FC, said: "We are looking forward to presenting the Woking Community Stadium proposals to the community. We want this project to work for our club, our supporters, and the community to which we belong, and we look forward to hearing your views on the proposals."

Wayne Gold, managing director of GolDev Woking, said: "Over the past year, we have been working with Woking Football Club and the project team on our proposals for the Woking Community Stadium and the enabling developments necessary to make it happen.

"As progress continues, we would like to share, consult and discuss the proposals with local residents, community groups and stakeholders. We look forward to meeting with the community and listening to your views."

Once the consultations have been held, the plans could then be altered and go through a series of planning applications with the council.

Deborah Hughes, a councillor for Hoe Valley, which includes Kingfield and Westfield, said she was concerned at the possible high density of housing planned. Cllr Hughes said: "This is likely to be more in keeping with a town centre rather than in a village location. They are likely to be one- and two-bedroom homes rather than family accommodation."

She said there was also concern about the pressure on local infrastructure such as schools and GP surgeries.

Cllr Hughes said she hoped the public consultations would be non-biased and not ask loaded questions of residents.

"We have to keep an open mind about it until we see what is being proposed. This is looking at preserving and enhancing the football club, which is a good thing and I hope this can be done without sticking up high-density housing," she said.

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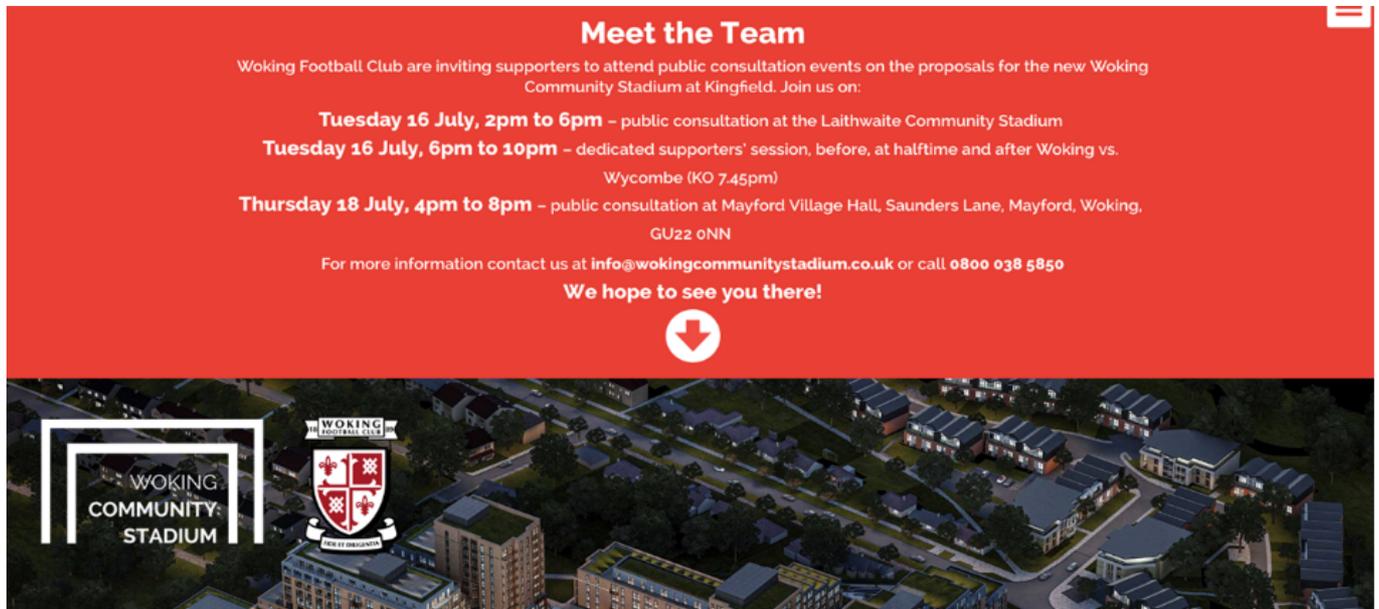
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Information about the public consultations was also advertised on the project websites: <https://cardinalcourtwooking.co.uk/> and <https://cardinalcourtwooking.co.uk/community-stadium2/>. As displayed beneath, both webpages included a description of the consultation and when and where the events were taking place.



Meet the Team

Woking Football Club are inviting supporters to attend public consultation events on the proposals for the new Woking Community Stadium at Kingfield. Join us on:

Tuesday 16 July, 2pm to 6pm – public consultation at the Laithwaite Community Stadium

Tuesday 16 July, 6pm to 10pm – dedicated supporters' session, before, at halftime and after Woking vs. Wycombe (KO 7.45pm)

Thursday 18 July, 4pm to 8pm – public consultation at Mayford Village Hall, Saunders Lane, Mayford, Woking, GU22 0NN

For more information contact us at info@wookingcommunitystadium.co.uk or call **0800 038 5850**

We hope to see you there!

↓

Woking Community Stadium

Woking Football Club

Webpage invitation

8.0 Feedback

Over 1,200 Woking FC supporters, local residents and stakeholders participated in the engagement activities between April and August 2019. Between the supporter's survey and pre-application public consultation feedback forms, almost 1,000 people provided feedback.

Over 300 people participated in the supporter's survey in April, with 75% of respondents positive about the vision for the Woking Community Stadium project, with Woking FC supporters recognising the Club's urgent need for a new stadium with modern facilities to secure a sustainable future.

Almost 600 people provided feedback to the public consultation. Respondents who supported the stadium proposals pointed to Woking Football Club's positive role in the town and felt that the development would have benefits for the wider area, in addition to being positive about the design. Some respondents approved of the provision for housing and retail space in the proposals, expressing the view that improved facilities would have benefits for the community. Regarding Egley Road, respondents felt that family homes were appropriate and in demand locally.

Of the negative comments received about Woking Community Stadium, most respondents questioned the necessity of a new stadium. Negative comments towards the Cardinal Court masterplan focused on concerns about the height, density and number of the residential proposals and their appropriateness for the location. Respondents also raised concerns about transport, services (such as healthcare provision) and infrastructure. This was also the case regarding Egley Road, with many questioning the appropriateness of the site for a new David Lloyd health club and new housing.

9.0 Consultation feedback comments

This section provides a summary of the comments received from respondents to the supporters survey and the public consultations, organised into categories based on the common themes identified in feedback received by the Applicants.

9.1 Positive consultation feedback

Woking Community Stadium

Respondents pointed to Woking Football Club as playing a key role in the town and saw the development as benefitting the area. Many respondents were positive about the proposed stadium design and felt it would benefit the Club, Woking FC supporters, the local community and the town of Woking.

'Woking Football Club is a major asset to the town. A new stadium would benefit the whole borough.'

'The plans for the new stadium are very good.'

'I think it is a fantastic idea and a great way to celebrate promotion. It will also be great for the community and improve the area dramatically.'

'I think this is an absolutely wonderful opportunity to re-develop the area which is highly needed and to create a football team which I can be proud to take my son to.'

'It all looks fantastic!'

'As someone who used to live in the area, I think this is a wonderful proposal.'

Cardinal Court

Some respondents approved of the inclusion of both accommodation and retail space for business and community uses within the plans alongside a new stadium. Many expressed the view the community would benefit from the improved facilities that would be available at the stadium, and the larger role Woking FC would be able to play in the area as a result.

'Great to see such fantastic plans for the Woking Football Ground. Really good with the flats and retail space.'

'Absolutely – there is no question that the area needs to better define its neighbourhood community, and this will go towards achieving that. I live on Westfield Avenue and consider this a great opportunity for my family in the future.'

'High density housing will not be to the liking of most in the immediate neighbourhood, but this is the only way to provide housing that is remotely affordable to the next generations that is also within reach of the excellent transport hub facilities that Woking provides.'

Egley Road

Respondents felt that family homes at Egley Road were appropriate and that high quality, entry level homes were needed in the local area. Respondents also felt that it was an appropriate place due to schools, infrastructure and amenities nearby.

'This is a good facility available to those who wish to use it. Housing is much required in the area. Egley Road is a great location.'

'I would like to see the housing plots at Egley Road provided for the self / custom or community build community. Woking, please copy the example of Graven Hill.'

'There is always a demand for high quality housing in Woking. I would not want developments to go beyond Mayford towards Guildford but as the other side of Egley Road has been fully developed for many years and the new Hoebridge School sits comfortably in its new location, I see no problems with this proposal.'

'This seems a sensible relocation of David Lloyd and the addition of housing is welcome. Would suggest perhaps some 1-2 bedroom houses in addition to/ instead of some of the 3-5 bedroom houses, as stock of entry level housing is what we are most in need of.'

Level Playing Field

Then commissioning team for the proposed football stadium met with Ruth Hopkins, General Manager and Head of Access and Development for Level Playing Field on Wednesday 27th November 2019.

Level Playing Field is a charitable organisation funded principally by the Premiership whose mission is to promote positive, inclusive experience for disabled sports fans.

Ruth Hopkins is accredited to the National Register of Access Consultants (NRAC). The purpose of meeting Ruth was to present her with the design of the stadium and take her through patterns of access and egress for disabled and partially ambulant spectators and the facilities by which they will be enabled and encouraged to enjoy safe and fully integrated participation as spectators, supporters and users of the wider facilities.

Ruth expressed her initial approval for the detail and quality of the proposals. Level Playing Field will now commit to studying the designs and prepare a full access audit.

9.2 Negative consultation feedback

Woking Community Stadium

Some respondents expressed doubts about whether Woking FC need a new stadium and questioned whether a 10,000-capacity stadium would be too big based on the Club's current average attendances.

'There is absolutely no need for a bigger stadium. Attendance are low, an amateur team is not going to 10,000 attendees. The proposals relating to the size/capacity of the stadium are completely inappropriate for the Club.'

'Why does WFC need a new ground? The existing ground only gets to half-full a few games a year.'

Woking Football Club

Several respondents expressed negative attitudes towards Woking Football Club, saying that the Club was not sufficiently important or valued by the community to warrant investment and development.

*'This is absolute crap... Who gives a f*** about a poxy football club.'*

'Woking are not good enough to warrant this much investment.'

'What is the point. Ridiculous, nobody gives a stuff about WFC.'

'WFC has never had any ambition or keen fans.'

Cardinal Court

Traffic, and pressure on public services and infrastructure, were the most frequently raised issues in the feedback received. Respondents felt that too little parking was being provided on site and expressed concerns about the impact of additional traffic on surrounding roads. Some respondents expressed their fears that the local infrastructure would not be able to cope. Some respondents were also critical of the height, density and scale of the residential proposals.

'Not in keeping with the area, no thought of doctors, schools, transport and traffic!'

'No infrastructure for this, increased traffic on existing roads will be a nightmare.'

'Don't want to see high-rise out of our garden, there will be more traffic and therefore more noise. What about schools, doctors and so on.'

'They are poorly conceived and will be extremely damaging to the area. We need development to infrastructure and amenities, not new one-bedroom flats. There is no demand for these either.'

Egley Road

Some respondents objected to the moving of the David Lloyd health club to a site currently allocated as green belt land and questioned if relocation was necessary.

'The land should remain as green belt - the proposed houses are too high (3 stories) given that they will overlook bungalows in Egley Drive - there should be no excuses for cutting down trees to accommodate the housing or sports facilities.'

'No need for a new David Lloyd. Houses, ok.'

Some respondents also raised concerns about the traffic impacts that would result from the new David Lloyd and housing on this site.

'Concerned about extra traffic on Egley Road.'

'Worried about traffic in Egley Road.'

Some respondents were concerned the new proposals would have a negative impact on the village character of Mayford.

'Egley Road is being eroded from a pleasant rural route between Woking and Mayford into an urban sprawl where the green belt has been taken with no thought of the current residents.'

10.0 Applicants response to consultation feedback

The Applicants have carefully reviewed the feedback received following the consultation activities and engaged in a detailed design review with the project team to prepare the final proposals for the planning applications. As part of this design review, changes have been made to address the key points raised by respondents during the consultation process.

In particular, the Applicants have incorporated a series of changes to the proposed scheme in response to concerns about the potential impact on traffic, parking, local roads, infrastructure and public services.

These changes include reducing the stadium capacity, reducing the height of one of the residential buildings, increasing the parking provision for residents at Cardinal Court, changes to the access and road layouts, introducing a concierge service and a zipcar-esque service, and allocating space within Woking Community Stadium for a new health centre, including GP surgery and dental practice.

The revised proposals were presented to Woking Borough councillors, Woking FC supporters and members of the public in November 2019.

An overview of the amendments can be found below in 10.2 – Changes to the proposals.

10.1 Woking Community Stadium

The responses of Woking FC fans during the consultation process assisted the Applicants in finalising the Woking Community Stadium proposals. The below table sets out how the final plans deliver upon what Woking FC supporters told us they wanted to see included in a new stadium.

Listening...

What people told us they wanted at a new stadium	What the Woking Community Stadium plans include
Standing terraces for supporters to be retained	Standing terrace with a total capacity of 4,660 will be provided behind both goals
Shelter from the elements to be provided	A roof and internal concourses will provide shelter to supporters on all four sides of the stadium
Improved facilities for supporters	Unobstructed pitch views and improved legroom for every spectator; better facilities for all spectators, including women, children and families, such as a sensory room
A supporter's bar like the Cardinals Bar	A new, larger, sports bar with modern facilities for supporters and non-matchday use
New Club shop and ticket office	A larger, glass-fronted Club shop and ticket office located in the north stand

Better disabled facilities	Dedicated seating areas and access for disabled supporters in accordance with the latest accessibility regulations
Better food and drink options	Food and drink kiosks will be conveniently located in every stand a short distance from the stadium bowl seating
Keep the unique character and atmosphere of Kingfield	A distinctive design and compact scale to retain the intimate atmosphere of Kingfield
Improved accessibility to the stadium	The roads around the stadium will provide a clear separation between pedestrians and vehicles and will improve access for disabled and elderly supporters

The Applicants have further provided responses to some of the main issues raised based by respondents below.

Dual football & rugby use

The stadium has been redesigned to allow the pitch to be widened to facilitate its use for both rugby and football. This enhances what the stadium will potentially be able to offer the community.

Reduction in stadium capacity

To allow the pitch to be widened so the stadium can be used for both football and rugby, the capacity of the stadium has been reduced from around 10,000 to 9,000 - a 10% reduction in capacity. Some respondents to the consultation were concerned that a 10,000-capacity stadium was too big for Woking FC. This reduction addresses these concerns and Woking FC believe this is the right capacity to futureproof the stadium and provide the potential for growth in the coming decades.

Respondents to the application expressed the view that a reduction in stadium capacity could result in a significant reduction in the overall cost of the stadium and, as a consequence, the scale of enabling development at Cardinal Court and Egley Road could also be reduced.

This, however, is incorrect. The 9,026 capacity is achieved through the provision of standing terraces behind the north and south stands in the proposed designs. If these standing areas were converted to seating, the stadium capacity would be reduced to 6,778. The major costs of the stadium construction concern providing access and amenities that comply with current stadium, football and building regulations, and in the providing multi-purpose facilities essential to deliver the Club's vision and the community benefits central to this project.

Traffic impacts

An Event Management Plan will be put in place for all events at the stadium. This will control and manage how people travel to and from an event, what measures are put in place to move people in the most efficient way – additional bus services / park and stride / car share, and appropriate stewarding and control of movement in and around the stadium.

The stadium car park will provide circa 60 spaces for use by players, officials and disabled supporters only. This will be the only vehicular movement to and from the stadium on matchdays, with the route / concourse around the stadium close to traffic before and after the match. All residential traffic will access via Kingfield Road only.

The latest survey data indicates circa 30% of fans drive to a match. A Stadium Travel Plan will aim to improve on this mode split and encourage more supporters to travel in a more sustainable way.

The analysis of the impact of matchday crowds on the highway network indicates that the level of increased delay is limited to short periods before and after a match, with an additional circa 700 vehicles on the local highway network on a typical matchday in the hour before or after a match.

10.2 Cardinal Court

Listening...

Local issues raised in consultation feedback by respondents	Design response incorporated into final application proposals
<p>Traffic impacts on local roads, including insufficient parking on site</p>	<p>We have redesigned the road layout to provide access through two separate entrances on Westfield Road, removing the single entrance on Kingfield Road, and a new concierge centre has been added to manage site access and deliveries. The new concierge centre will manage the car sharing club and serve as a cycle maintenance hub.</p> <p>A carsharing scheme has been agreed with an operator that will allow up to five vehicles in each apartment building available to rent by residents at Cardinal Court and the surrounding area.</p> <p>cycle storage spaces will be provided across the site and, to further encourage cycling, every apartment will include dedicated folding cycle storage.</p> <p>We have increased the parking provision for residents at Cardinal Court from to 840 spaces.</p> <p>As part of the application, we will almost make contributions of around £10m+ of payments towards highways and local services through the Community Infrastructure Levy (CIL) and S106 obligations.</p> <p>As well as increasing the parking provision at Cardinal Court, we are working with Surrey County Council and Woking Borough Council to investigate measures we can put in place to prevent inappropriate parking on local streets.</p>

Impact on local services and infrastructure, including additional demand on NHS services.	10,000 sq ft has been allocated within the Woking Community Stadium to provide a new doctors surgery with a capacity to accommodate 14,400 patients.
Concerns over the height of proposed residential buildings	We have reduced the height of the apartment building closest to residents to mitigate the visual impact.

After reviewing all the consultation feedback and considering the planning context of the development sites and proposals, the Applicants have provided responses to some of the main issues raised by respondents below.

Traffic impacts

We have worked in consultation with statutory authorities, primarily the County Council to develop our proposals, which now include revised road layouts, access and parking in response to the public consultation feedback.

Pressure on public services

We have amended our proposals to provide a dedicated health centre within the Woking Community Stadium.

Height, density and scale of residential

Woking Borough Council have adopted policy to deliver 4,964 net new homes between 2010 and 2027, or 292 new homes every year. Recent changes in how housing requirements are assessed could increase this target further. Woking Borough Council has the additional issue of being a relatively small borough, which presents big challenges in finding suitable locations for new development. This makes it essential that available sites are developed to their full potential.

The Cardinal Court proposal will make a significant contribution towards meeting the Borough's housing demand and help to reduce pressure to develop on the green belt.

10.3 Egley Road

Green belt

Whilst the Egley Road site is currently designated as green belt, the council has applied to change this designation as the site no longer serves this purpose.

Unnecessary Relocation of David Lloyd

David Lloyd Leisure have freely entered into an agreement with the Applicants to relocate to a new leisure facility at Egley Road. Their existing facility at Kingfield no longer meets their brand standards to deliver the quality of service they aspire to provide to their members. David Lloyd Leisure has developed the design proposals for the new leisure facility with their architects.

Traffic Impacts

The Egley Road proposals will result in the redistribution of David Lloyd trips from one location in Woking (Westfield Avenue) to another location (Egley Road). On the wider network the proposals will

be broadly trip neutral, and on the local network the access junction on Egley Road will be able to accommodate the forecast demand. The proposed residential element of the proposals will result in circa 25 additional vehicle movements on the local highway network, which will have no material impact on the character and performance of the network.

Impact on local character

The revised proposals for 36 two-storey family houses with front and back gardens are in keeping with the surrounding housing height and appearance of the housing and are in keeping with the character of Mayford village.

Ecological / environmental concerns

The proposals have been designed to preserve the existing woodland at Egley Road. In total, only six trees will be removed from the site to facilitate the development. As part of the proposals we will be submitting details of how we will protect the woodland and enhance biodiversity and ecology across the site.

11.0 Summary

The Applicants have engaged in an extensive public consultation with residents, stakeholders and the local community, and has made significant changes to the proposals in response to the feedback received prior to submitting planning applications.

Between April and November 2019, the Applicants ran a consultation programme that engaged with a range of stakeholders on proposals, which included the following activities:

- A project website with information on Cardinal Court and Woking Community Stadium, available online from April 2019
- Fans Forums with Woking FC supporters at the Laithwaite Community Stadium in April and July 2019
- A Woking FC supporters' survey on the new stadium design, available online through April and May 2019
- A presentation to Woking Borough Councillors at the Council offices in July 2019
- Four public consultation events in July 2019, with three held at the Laithwaite Community Stadium and one at Mayford Village Hall
- An online consultation feedback form, available to the public from July to September 2019
- A presentation to council members on 27th November 2019
- A presentation to the Cards Trust on 28th November
- A public exhibition in Woking Shopping Centre on 29th November 2019

In April 2019, Woking Football Club ran a supporters survey to give Woking FC fans the opportunity to provide feedback on the Club's vision for Woking Community Stadium. Over 300 supporters participated in the survey, which helped to inform the final stadium proposals. Feedback from supporters was overwhelming positive, with 75% of respondents supporting the Club's vision for the Woking Community Stadium.

Four pre-application public consultation events were held between 12 and 18 July 2019 at both the Laithwaite Community Stadium and in Mayford. Invitations were delivered to over 6,000 households across the south of Woking and the events themselves were attended by around 1,000 people. Throughout the course of the consultation, which included the opportunity to submit responses online, over 600 individual responses were received by the Applicants.

31% of respondents were either positive or neutral about the Woking Community Stadium proposals. Respondents' primary concerns focused on the Cardinal Court masterplan proposals, with 22% positive or neutral towards these plans. The proposals for Egley Road, however, were viewed more favourably, with 47% of respondents having positive or neutral views.

Respondents who supported the stadium proposals pointed to Woking Football Club's positive role in the town and felt that the development would have benefits for the wider area, in addition to being positive about the design. Some respondents approved of the provision for housing and retail space in the proposals, expressing the view that improved facilities would have benefits for the community. Regarding Egley Road, respondents felt that family homes were appropriate and in demand locally.

Of the negative comments received about Woking Community Stadium, most respondents questioned the necessity of a new stadium. Negative comments towards the Cardinal Court masterplan focused

on concerns about the height, density and number of the residential proposals, and their appropriateness for the location. Respondents also raised concerns about transport, public services (such as healthcare provision) and infrastructure. This was also the case regarding Egley Road, with many questioning the appropriateness of the site for the relocated David Lloyd health club and new housing.

After carefully reviewing the consultation feedback, the Applicants have responded to comments received by incorporating changes into the final designs to address a number of the key concerns raised. These include increasing the parking provision at Cardinal Court alongside measures to reduce car usage and encourage cycling and walking; minimising the height of the apartment building closest to residents; and reducing the stadium's capacity. In addition, a new medical centre has been introduced into the Woking Community Stadium plans to improve health services for the wider community.

In November 2019, the Club presented its revised proposals to local stakeholders via a presentation to council members; a meeting with the Cards Trust; and a public exhibition held at Woking Shopping Centre. The Club will engage further with Woking FC supporters about the revised proposals at upcoming home games.

The Applicants are committed to ongoing dialogue with all residents and stakeholders and a further statutory consultation period will arise once the applications are submitted. The Applicants welcome the opportunity to meet with local stakeholders to discuss the proposals and communication channels will be maintained as they progress through the planning process.

12.0 Appendices

Appendix 1 – For the exhibition boards, click [here](#).

Appendix 2 – For the Fans Forum on 16 April, click [here](#).

Appendix 3 – For the supporters survey, click [here](#).

Appendix 4 – For the presentation to councillors on 10 July, click [here](#).

Appendix 5 – For the Fans Forum on 11 July, click [here](#).

Appendix 6 – For a link to Woking Community Stadium website, click [here](#), for a link to the Cardinal Court website, click [here](#).