



# HARTLAND *Village* HAMPSHIRE

DISCOVER A VILLAGE FOR LIFE



## COMMUNITY PLAN

*for the residents and neighbours of Hartland Village*

**St Edward**  
Designed for life





## VISION FOR HARTLAND VILLAGE

*Our vision for Hartland Village  
is a community built upon four key pillars:*

- Young families
- Resident led activity
- Health and wellbeing
- The great outdoors

*The overarching aim being:*

- To build a strong community that is maintained in perpetuity
- To offer an enriched quality of life to residents and the local area
- To create a forum in which residents can foster their own ideas and concepts to provide a lasting legacy

*“It will be renowned for offering residents a great quality of life in a beautiful setting, with the great outdoors literally on your doorstep.”*







## ABOUT HARTLAND VILLAGE

*Hartland Village will take 15 years to build.  
When it completes in 2035, it will be a new  
community, home to thousands of people.*

At its heart will be a lively village centre with shops, cafes and places to stop and chat. Nestled alongside it will be a new primary school for over 400 pupils.

The houses will be made up of several different character areas, clustered around residential streets with traditional architecture inspired by the local towns of Fleet and Farnborough.

Woven in between the houses are footpaths and cycle links to connect the community to a breath-taking 70 acre country park.

Inspired by the past, yet designed for contemporary living, the village will feature landscaping and art that honours the site's historic contribution to British aerospace engineering.

*“The new village will be connected  
to a breath-taking 70 acre country park.”*







## NEEDS AND ASPIRATIONS

*To help shape the plan, we wanted to find out the potential needs and aspirations of the local community*

The vision was initially formed by looking at demographic data from nearby and similar areas to find out what sort of community future residents may want. This has more recently been tailored based upon the initial customer survey data that has been received.



## SOME RESULTS FROM NEIGHBOURING AREAS:



The area has a higher proportion of **children aged 0 - 14** and **lower proportion of people over 90**.



There is a **higher likelihood of renting** (private and social).



There is a high proportion of people working in the **information, communication and financial industries**.



The population is made up of **urban professionals and families**.



It is likely that residents in this area are more likely to live in **detached or semi-detached properties**.

## RESULTS FROM CURRENT OCCUPIERS:



The **current age range of occupiers** is between **17-30** and **31-45** year olds.



The **majority** of people use their property to **work from home**.



Residents are **willing to volunteer** to assist in the development of a community, with a **variety of skills** being able to be drawn upon, from **cooking to music to sports**.



Residents are **willing to contribute a reasonable amount** to participate in events, allowing the nature of what is offered to be expanded.



Residents **preferred communication methods** are **email, WhatsApp and letter**.





## 2021 RESIDENT SURVEY RESULTS

*In summary, the survey results were as follows:*

### *Safety First*

Residents feel that safety and security, along with outdoor spaces should be the key focus within a new community. They prioritise these over getting to know their neighbours and taking part in events, clubs and classes.

### *Initiatives Deemed Important*

Neighbourhood Watch Groups and a Residents Association received high results, as well as access to a farmers' market.

### *Relaxation*

Calm, focused clubs and classes received high results, such as yoga and meditation, over art related clubs.

### *Keeping Up To Date*

All residents would like to attend developer update meetings.

### *Happy To Contribute*

Residents would be happy to contribute to events, clubs and classes they have an interest in.

### *Big Events*

Residents prioritised larger events, such as seasonal parties and outdoor performances over small events such as Hartland in Bloom and Den Building.







## OPPORTUNITIES AND CHALLENGES

### *Opportunities*

- Early development of the relationship between the managing agent and the residents
- Strong pre-existing local groups such as the Fleet Pond Society
- Community spaces where events can be hosted, including the Marketing Suite, commercial space, school, country park and landscaped flexible areas
- A compact neighbourhood which can support residents' clubs and societies
- A unique selling point of a real sense of community for new buyers

### *Challenges*

- Ensuring integration with the surrounding area
- Getting residents involved in leading and developing community events
- Generating funding for events and activities through the community itself to make it self sustaining
- The dissemination of information to all residents
- Encouraging people to use sustainable modes of transport



# EVENTS ON OFFER TO THE RESIDENTS AT HARTLAND VILLAGE

*The below events are a selection of items we are planning to offer prospective and new residents.  
These are currently being reviewed based on feedback from our early residents.*



*Forest School*



*Hartland In Bloom*



*Farmers Market*



*Live Outdoor Performances*



*Summer BBQ*



*Themed Arts And Crafts*



*Photography  
Competition*



*Guided Walks*



*Nature Surveys*



*Seasonal Parties*





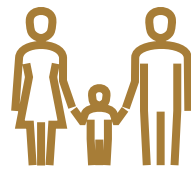
## CLUBS & CLASSES

*There are currently no clubs and classes. Below is a suggestion of clubs and classes that may suit the new community, that we intend to offer over the coming years.*

*Trial classes could be subsidised at the beginning to increase numbers*



*Running Club*



*Parent & Toddler Club*



*Yoga*



*Bike Care Workshops*



*Neighbourhood Watch Group*



*Meditation*







### *Community Liaison Officer*

- We have employed a Community Liaison Officer who will be responsible for building a vibrant community at Hartland Village.
- The CLO will be responsible for regular communications with residents, community initiatives, offering guidance on funding and organising events, in order to develop a community led association.

### *Communication*

- Events can be promoted on the Residents Portal, which is managed by the managing agent.
- Once the CLO has been recruited they can publish information via the dedicated 'Hartland Life' website for all community related items, for a wider audience to see.
- The current residents have set up a Facebook page, which can also be utilised to distil information, for which a set of user rules has been created and published.
- Information can also be shared at the quarterly residents meetings that are organised and have thus far been attended by the resident group, the managing agent and a representative from Berkeley.
- The quarterly newsletters can alternatively be used as a source of information or a forum to promote activities.







## MEASURING SUCCESS

*The following key performance indicators would be used to monitor success and provide feedback about the Community Plan:*

| Area of measurement  | Key performance indicator  |
|--|--|
| Events and social committee  | <ul style="list-style-type: none"> <li>• Participation at committee meetings</li> <li>• Initiatives that are proposed</li> <li>• Number of outputs (events and clubs organised)</li> <li>• Attendance numbers at events</li> </ul>   |
| Representation of tenure and diversity   | <ul style="list-style-type: none"> <li>• Log of committee members to be held</li> <li>• Sign in sheets to be used at resident meetings</li> <li>• Feedback to be obtained from affordable housing provider</li> <li>• Engagement with commercial entities</li> </ul>             |
| Empowerment of local residents   | <ul style="list-style-type: none"> <li>• Number of resident-led activities and events (benchmarked against the future year(s))</li> <li>• Contribution made to influence what occurs in the local area</li> </ul>  |
| Uptake and interest from the local community   | <ul style="list-style-type: none"> <li>• Attendance at events</li> <li>• Use of the community hall</li> <li>• Number of visitors to the country park</li> <li>• Footfall within the commercial entities</li> <li>• Use of the shuttle bus service</li> </ul>                     |
| Annual resident's survey which includes a portion of questions set by the residents' committee | <ul style="list-style-type: none"> <li>• Priorities for residents and how well these are being met</li> <li>• Whether the events being held met their needs</li> <li>• Overall satisfaction with living at Hartland Village and whether they would recommend a friend</li> </ul> |







# RESPONSIBILITY AND GOVERNANCE

## *Responsibility*

The majority of events are currently being organised by the Marketing team. This includes:

- Bonfire Night
- Roundabout design competition
- Road Name competition

To increase awareness of the development they have also sponsored or had a presence at:

- Farnborough Air Show
- Fleet Carnival

The managing agent will organise the remaining events and clubs funded by the Community Plan. This includes:

- Seasonal events, such as an Easter egg hunt or Christmas carols
- Cycle repair workshop
- Sports Day
- Wildlife Day
- Arts and Crafts
- Clubs and Classes

Both the CLO and Priya Rawal (Senior Property & Estates Manager) will monitor and oversee delivery of the community plan.

Once we have completed all of the development, it will become the responsibility of the managing agents and residents to continue what we hope will be a well established (circa 15 year old) community plan.

## *The Residents' Committee*

Further discussions will need to be had with the Residents' Committee, to obtain their support towards the plan. It is proposed that a subcommittee for social clubs and events is created.

The Committee's membership should be diverse and inclusive, ensuring that it is truly representative of Hartland Village's residents and there is representation from all phases.







## BUDGET

Berkeley St Edward will provide a provisional £53,500 over four years, to be drawn down by the estates team / CLO, and once fully established, the residents event committee.

It is noted that the aim is to have a self funded community plan, and to achieve this:

- The CLO will build relationships with local businesses, councillors, school and charities and create support and sponsorship for events.
- Revenue generating initiatives, such as upcycling or income from licence agreements will be explored.
- Once more residents are present on the development, consideration will be given to looking at ticketed events or allowing residents to donate an amount of their choice to larger events.

For any funding that is to be made available, this will be agreed through a formal sign off process, so that expenditure can be monitored and be subject to review.







## NEXT STEPS

### *Internal meetings*

We will hold a quarterly meeting with staff from the following departments to make sure the plan continues to evolve:

- Estates Management
- Land and Planning
- Sustainability
- Communications
- Sales & Marketing

### *Relationships with external stakeholders*

Over the next 24 months we will continue to meet with external stakeholders to explore potential partnerships for the community.

This includes, but is not limited to:

- Hartland Wildlife Trust
- Forest School
- Park Run
- Fleet Pond Society
- Fleet Carnival



POTENTIAL TO BE SUPPORTED BY

