



Land South of

LONG ITCHINGTON

SITE PROMOTION DOCUMENT

May 2021

Bellway

The Tudor House, Long Itchington



savills

Bellway

Publication

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for Bellway Homes.

Savills (UK) Ltd
55 Colmore Row
Birmingham
B3 2AA

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INTRODUCTION



This Site Promotion Document provides a concise overview of the development benefits associated with the Site identified as Land West of Southam Road, Long Itchington. The Site is promoted by Bellway Homes who have over 70 years of homebuilding experience, growing from a family-owned business to one of the UK's largest housebuilders.

At Bellway our aim is not just to build new houses, it is to create attractive and sustainable communities that leave a positive legacy for residents and the wider society. Our commitment to this is demonstrated by being awarded the coveted five star housebuilder award by the Home Builders Federation as a result of emphasis on build quality, customer care and health and safety.

Bellway recognise that successful developments must meet the needs of not just potential residents, but also of existing neighbouring communities. We therefore consult on new developments through tailored engagement with local communities and stakeholders, incorporating feedback into our plans to ensure local people have the opportunity to help shape developments within their community.

Bellway ensure that positive, long term 'placemaking' is at the heart of every development opportunity and strive to deliver well considered schemes that respond to local context and make a positive and lasting contribution to existing neighbourhoods. We consider that the Site, located to the west of Southam Road, provides a sustainable development opportunity, capable of providing an attractive, valued and sensitive addition to the village of Long Itchington.

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THE SITE



1.1 The primary Site comprises two areas of land to the south of Long Itchington with a total combined area of 4.17ha / 10.31ac (North Site - 1.9ha/4.7ac and South Site - 2.27ha/5.61ac). The Site is intersected by an unnamed tributary to the River Itchen and sloping, grazing fields. Bellway also control 11 ha / 27.5 acres of land south of the Grand Union Canal (hereafter referred as 'the canal'), in between the canal and Model Village.

1.2 The northern boundary of the Site is defined by existing properties along Shepherd Close. To the east, Southam Road (A423) provides the opportunity for convenient vehicular and pedestrian access to the Site, as well as access to existing bus services. The southern boundary of the Site is defined by the canal and tow-path.

1.3 The towpath aligning the canal also makes up part of the National Cycle Network (Route 41). Together, the canal environment provides a valuable asset for future development, offering a leisure outlet for future residents to enjoy. Similarly, future development on the Site can increase leisure usage along the canal network, as well as offering the opportunity to contribute towards environmental and material enhancements.

1.4 Existing paths and public rights of way (PRoWs) that exist both within and around the Site offer additional amenity. The Millennium Way (PRoW) diagonally intersects the Site, connecting the village with the canal. Therefore, the opportunity exists to provide meaningful pedestrian connectivity within the village by forming a 'Village Walk' network that all residents of Long Itchington can continue to enjoy.

1.5 A small brook and associated flood plain runs west to east through the centre of the Site to form two development areas, identified by the red line boundary (Fig 01). The land in the centre of the Sites is also within Bellway's control (green boundary on Fig 01), and pedestrian links between the two sites could be delivered.

1.6 The centre of the village and majority of the village's community facilities, including Long Itchington Primary School, are within 5 minutes walking distance from the Site.



— Site Boundary

— Land in the flood plain
within Bellway control

— Public Right of Way

— Adjacent Land in
Bellway Control

AI01 - Fig 01. Site Location Plan

PLANNING



National Planning Policy Framework 2019

1.7 The National Planning Policy Framework (NPPF) promotes sustainable development through the pursuit of economic, social and environmental gains via the planning system. The Framework makes clear that every effort should be made objectively to identify and then meet the housing, business and other development needs of an area, and respond positively to growth. The Framework seeks to deliver a wide choice of high quality homes and to boost significantly the supply of housing. Planning authorities should ensure that all policies are underpinned by relevant and up-to-date evidence.

Stratford-on-Avon Core Strategy 2016

1.8 The Core Strategy (adopted July 2016) sets out strategic policies for the District for the plan period ending in 2031. Through Policy CS.16, it makes provision for at least 14,600 additional homes over the plan period. The strategic approach to locating development is one of 'balanced dispersal', making best use of the largest and most sustainable rural settlements. Long Itchington is not within the Green Belt or a Special Landscape Area and is identified as a "Local Service Village", one of four Category 1 Local Service Villages (the most sustainable), which are required to contribute towards the overall housing requirement. All new development at existing settlements is expected to protect and enhance the character of the settlement involved and its setting.

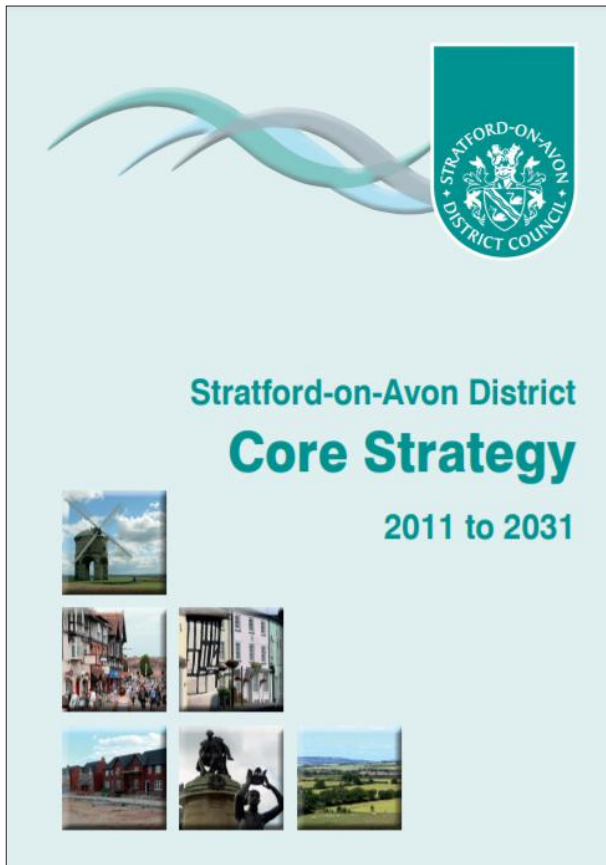
Emerging Site Allocations Plan

1.9 The Council is currently producing a Site Allocations Plan (SAP). Once adopted the SAP will form part of the development plan with the adopted Core Strategy. In 2019, the Council consulted on a Submission version of the SAP which identified specific non-strategic sites for development to meet the residual housing figure over the plan period and it proposed settlement boundaries for the Local Service Villages.

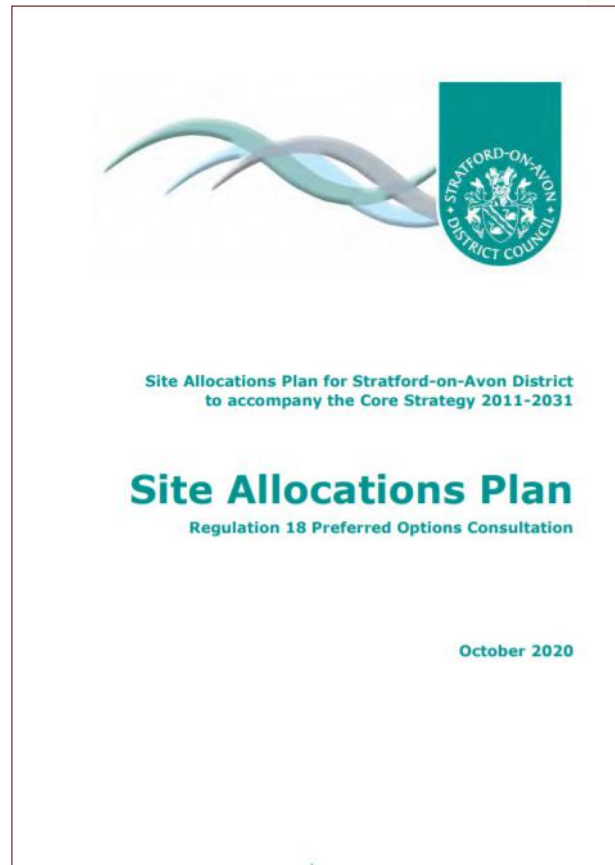
1.10 In the 2019 Submission document, no Reserve Housing sites were proposed in Long Itchington due to limited capacity at Southam College. The Council have since received additional evidence which establishes that there is capacity at the school and have subsequently had to re-consult on their SAP. The Preferred

Options SAP (December 2020) included additional allocations within Long Itchington and the rest of the catchment area of Southam College.

1.11 Following the Preferred Options consultation, the Submission version of the SAP is expected to be consulted on in late 2021.



Stratford-on-Avon Core Strategy 2016



Stratford-on-Avon Site Emerging Site Allocations Plan

Emerging South Warwickshire Local Plan

1.12 Stratford-on-Avon and Warwick District Councils are working together to prepare the South Warwickshire Local Plan (SWLP). The SWLP is expected to replace the strategic policies of the adopted Stratford-on-Avon Core Strategy and Warwick District Local Plan (adopted September 2017) which both cover the plan period up to 2031. The SWLP will set out a long-term spatial strategy for housing, jobs, infrastructure and climate change for both Districts. Subsequent Part 2 Plans will be produced to provide detailed policies and specific site allocations for each District.

1.13 A Scoping and Call for Sites consultation is being undertaken in May/June 2021. Long Itchington is identified as an existing Local Service Village on the 'Key Diagram' in the consultation document. A 30 year plan period up to 2050 is currently proposed.

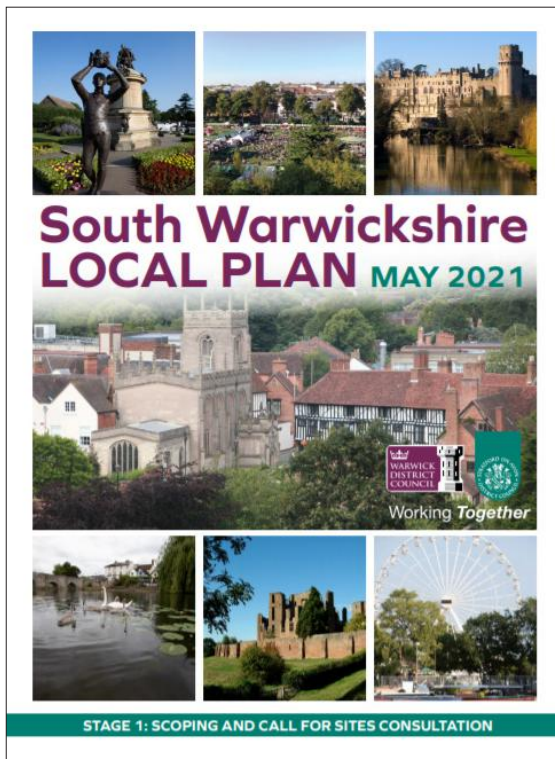
1.14 At this stage, the consultation document does not specify a proposed housing requirement but states that the minimum housing need is 1,230 dwellings per annum and suggests that the housing requirement will be in excess of 35,000. In accordance with the Planning Practice Guidance (PPG), the Government's standard methodology identifies the minimum annual housing need which should be used as a starting point (reference 2a-002-20190220). A housing requirement figure should be established separately and other factors, including ambitions to support economic growth or deliver affordable housing should also be considered by the Council (PPG reference 2a-001-20190220).

1.15 Stratford-on-Avon District is part of two Housing Market Areas (HMA) (Coventry & Warwickshire and Greater Birmingham) with an existing shortfall of housing up to 2031. The Government has also recently confirmed that the minimum housing need for Coventry, Birmingham and Wolverhampton will increase by 35%. This will result in these authorities having to plan for almost double the amount of housing they are currently planning for within their adopted plans. These 3 authorities previously could not meet their housing need, therefore it is expected that surrounding authorities in the HMA, such as Stratford and Warwick Districts, may need to accommodate additional growth to assist the 3 authorities in meeting their increased housing needs.

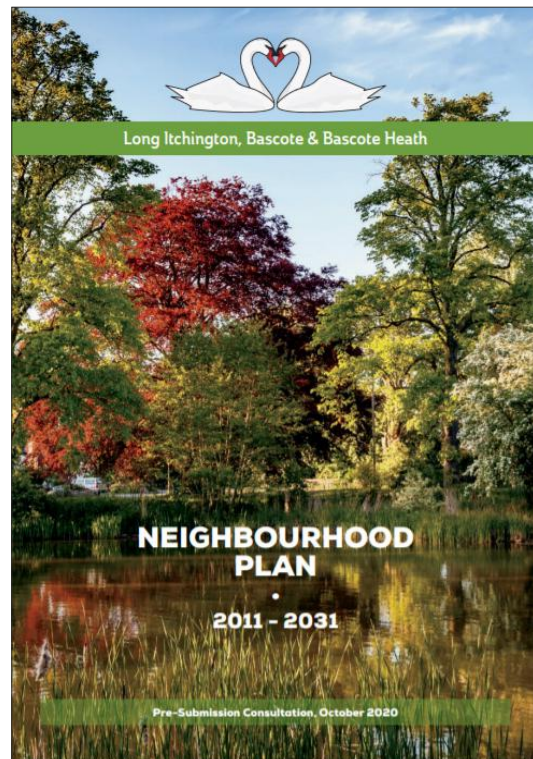
1.16 Although there are no time-scales for the production of the SWLP going forward, the next stage of the plan is expected to be an Issues and Options consultation.

Neighbourhood Planning

1.17 The Site falls within the designated Long Itchington Neighbourhood Plan Area (October 2014). A Long Itchington Neighbourhood Plan is currently being prepared by the Parish Council and a Draft Neighbourhood Plan (Regulation 14 version) was consulted on between October and November 2020. Once 'made', the Neighbourhood Plan will form part of the Development Plan.



Emerging South Warwickshire Local Plan



Long Itchington, Bascote and Bascote Heath Neighbourhood Plan

Local Facilities

1.18 Figure 2 illustrates the location of local facilities in Long Itchington. The Site has access to a range of services that residents would typically use on a day-to-day basis, all within 400-800m distance. Walkable neighbourhoods are typically characterised by a range of facilities within 10 minutes (800m) walking distance of residential areas. The site is located in a sustainable location where walking and cycling can replace local car trips.

1.19 There are seven public houses, two local shops, a primary school, cricket club, recreation ground, allotments, a restaurant and a diner within walking distance of the Site. With the nearest Post Box at the Co-op on Church Road and nearest Post Office to the South in Southam. The settlement of Southam is 1.5 miles from the Site which also has a secondary school, GP Surgery, Pharmacy, larger shops, banks and civic facilities such as the local library.

Legend

- Site Boundary (4.17ha / 10.30 ac)
- Woodland
- Grassland
- Shrubland
- Sports Field
- Farm
- Educational Facility
- Nurseries
- Sports Facility
- Places of Worship
- Pub / Restaurant
- Community Centre
- Local Shop
- Public Right of Way
- Cycleway
- Bus Stop



0 100m 200m SCALE 1:7500



A102 - Fig 2. Site Facilities Plan

Opportunities & Constraints

1.20 The Site comprises of several parcels of grazing land with a brook that runs to the River Itchen crossing in between the Site in a roughly east-west direction. It is well screened with the vegetation along Southam Road, the broadleaved plantation and the vegetation to the canal all providing good cover and restricted intervisibility.

1.21 Both Site areas generally slope down towards the brook. A footpath crosses the Site connecting Thorn Way to the Grand Union Canal crossing the brook via a small footbridge. The Site is also crossed by an existing track from Southam Road to the canal bridge.

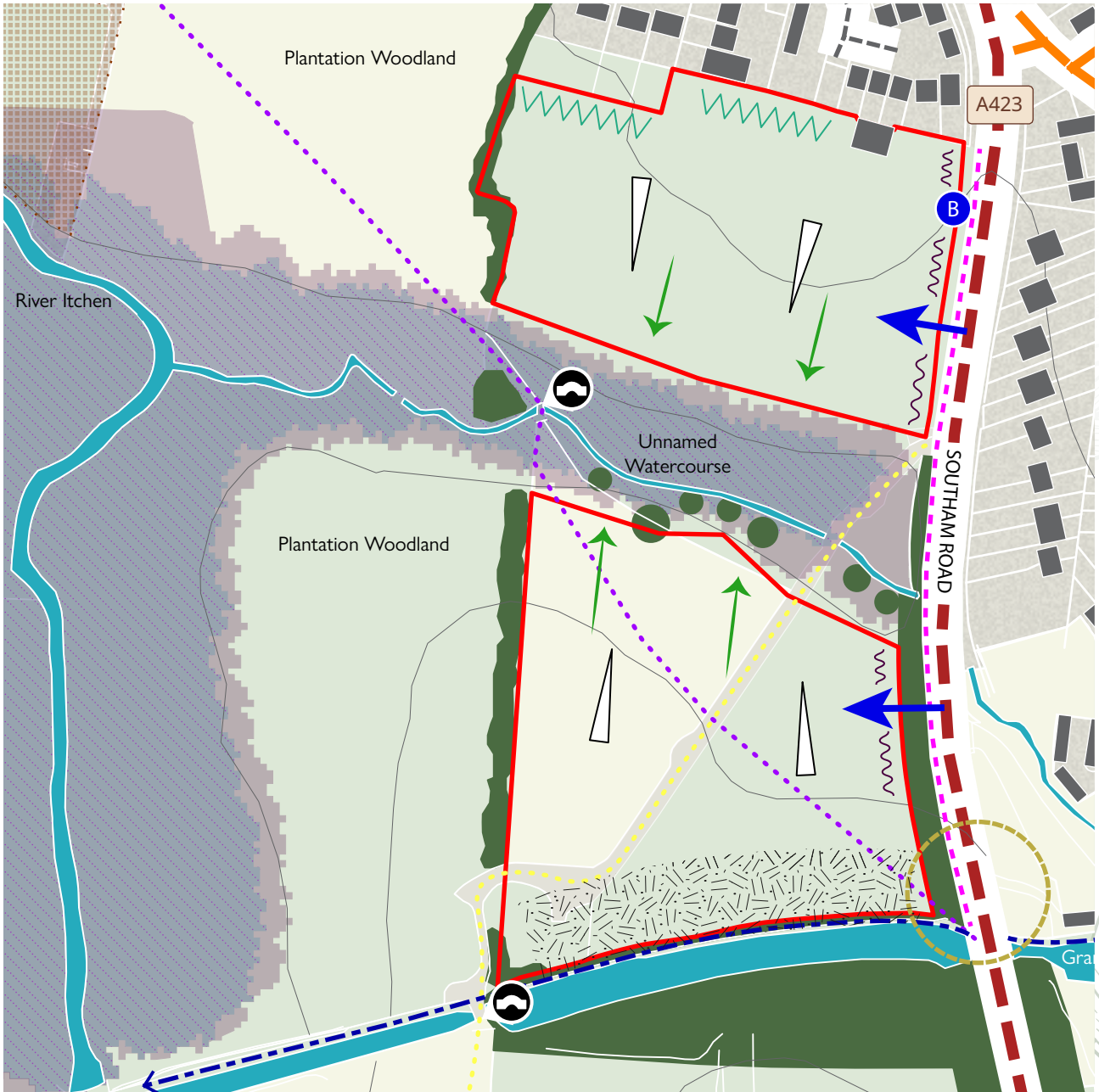
1.22 The village centre comprises of a central village green with a large feature pond. There are around 18 Grade II or Grade II* Listed Buildings, including and a distinctive Grade II* listed Tudor House, within the Long Itchington Conservation Area.

Legend

-  Site Boundary (4.17ha / 10.30 ac)
-  Flood Zone 2
-  Flood Zone 3
-  Long Itchington Conservation Area
-  Primary Road
-  Minor Road
-  Local Road
-  Indicative Site Access
-  Existing Footpath to Village Centre
-  Potential Relocation of Bus Stop
-  Existing Public Right of Way (The Millenium WWay)
-  Existing Public Trackway
-  National Cycle Path 41 /Grand Union Canal Towpath
-  Existing Footbridge
-  Potential for Landscape Improvement Fronting the Canal
-  Views Toward Green Corridor / Watercourse
-  Potential Need to Provide Frontage onto Southam Road
-  Exposed Boundary to Existing Rear Gardens
-  Potential Gateway to Long Itchington
-  Existing Land Slope



SCALE 1:2500



A103 - Fig 03. Site Opportunities & Constraints Plan

VISION



Emerging Concept

1.23 Bellway's vision for Long Itchington is to produce a new living environment of a high standard which reflects the character and vernacular of the village. Land under Bellway's control has the potential to deliver between 45 – 100+ dwellings depending on the scale of opportunity that is directed to Long Itchington.

1.24 It is our understanding that the Councils are considering their approach to the number of sites allocated in each location which will be dependent on the availability of land and planning constraints. As already stated, Long Itchington is one of the few sustainable settlements in the District that is not constrained by Green Belt or Special Landscape Character Areas. We therefore consider that growth should be directed to this settlement.



-  Green Brook Corridor
-  Public Right of Way
-  Attenuation Ponds
-  Boulevard Tree Planting
-  Canalside Corridor
-  Hedgerows
-  Perimeter Buffer Planting
-  Gateway Area

Fig 04. Emerging Landscape Strategy (IDP Masterplanning)

1.25 When allocating sites in Long Itchington, a flexible approach can be taken to the delivery of Bellway's sites determined by the approach taken by the Council and the number of dwellings directed to the sustainable settlement. The options for delivery of the site and the scale of opportunity have been set out below:

- Option 1 - Northern site only - Circa 45 – 55 dwellings (30 – 35dph).
- Option 2 – Northern and Southern sites - Circa 80 – 100 dwellings (30 – 35dph).
- Option 3 – Northern and Southern sites as well as land to the south of the canal – 100+ dwellings as well as potential community uses and / or school.

1.26 Bellway will work with Stratford-on-Avon Council, the Parish Council and local community through the SWLP process to develop a scheme which assists in meeting the needs of the local community, District and wider HMAs.

1.27 Alongside the proposed development options, improvements to footpath routes will allow new and existing residents to enjoy the natural attributes of the Site and adjacent public open spaces. Particular 'green' enhancements will be made around the watercourse, trees and hedgerow networks to create enduring and enjoyable landscapes encouraging growth in biodiversity and pleasurable visual amenity. If Option 2 or 3 is pursued, there is also the potential opportunity to connect onto the canal towpath and provide contributions towards towpath improvements.

1.28 Bellway's offering will ultimately provide the right ingredients for a balanced and sustainable extension to the village, with high quality homes and publicly accessible open space that will both meet demand for new homes and provide new residents with an exceptional living experience, well integrated within an established community.

Option 1

Option 1 supports a small-scale addition to the village, that would deliver circa 45 – 55 dwellings (30 – 35dph). The proposals are underpinned by the following principles:

- Development will have a contiguous relationship with the existing edge of the village;
- A single access point is provided from Southam Road;
- Development will back onto existing properties at Shepherds Close;
- A traditional perimeter block structure is proposed;
- Existing trees and hedgerows will be retained where possible, and an informal landscape edge provided to development.

1. Northern Vehicular Access
2. Clear Hierarchy of Streets
3. Houses Backing onto Existing Gardens
4. SUDs and Attenuation Ponds
5. Private Driveways
6. Southern Vehicular Access
7. Enhanced Public Footpath

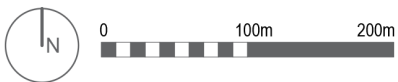


Fig 05. Masterplan Option 1

Option 2

Option two supports a medium-scale addition to the village across two sites. The proposals would deliver circa 80 - 100 dwellings (30 -35dph). The proposals are underpinned by the following principles:

- Development would provide a logical extension to the village along the Southam Road, formed around a northern and southern site;
- Development would provide a development frontage and surveillance onto the canal and include potential connections and improvements to the towpath;
- Two access points would be provided from Southam Road;
- A traditional perimeter block structure is proposed;
- A new open space is proposed between the development areas;
- Existing trees and hedgerows will be retained where possible, and an informal landscape edge provided to development.

1. Northern Vehicular Access
2. Clear Hierarchy of Streets
3. Houses Backing onto Existing Gardens
4. SUDs and Attenuation Ponds
5. Private Driveways
6. Southern Vehicular Access
7. Enhanced Public Footpath
8. Hedgerow Lined Footpaths
9. Children's Play
10. Secure Private Gardens
11. Frontage to Canal
12. Increased Footpath Connectivity
13. Retained & Enhanced Buffer Planting
14. Rear Parking Court



Fig 05. Masterplan Option 2

Option 3

Option three includes land south of the canal, where proposals could deliver in excess of 100 dwellings alongside community use facilities and/or a school, in line with future discussions with local stakeholders and dependent on local requirements.

1. Northern Vehicular Access
2. Clear Hierarchy of Streets
3. Houses Backing onto Existing Gardens
4. SUDs and Attenuation Ponds
5. Private Driveways
6. Southern Vehicular Access
7. Enhanced Public Footpath
8. Hedgerow Lined Footpaths
9. Children's Play
10. Secure Private Gardens
11. Frontage to Canal
12. Increased Footpath Connectivity
13. Retained & Enhanced Buffer Planting
14. Rear Parking Court
15. Potential for community uses and/or a school



Fig 05. Masterplan Option 3

Benefits of De LONG ITC



SUPPORTING SUSTAINABLE GROWTH

1.29 The Land to the west of Southam Road is afforded direct access to public transportation links connecting the site to nearby Royal Leamington Spa, Rugby and Daventry. It is envisaged that development will increase usage and demand for existing rural services.

1.30 Enhanced connections between the Site and existing village amenities via safe walkable routes, will reduce the need for vehicular movements, thus helping to create a more sustainable and environmentally friendly neighbourhood.

velopment For HINGTON



PROVIDING IMPROVED ACCESS & LEISURE OPPORTUNITIES

1.31 Ecologically vibrant and sensitive public open spaces for both new residents and the existing community will be provided alongside high quality new homes, accessible via a retained Public Right of Way and complemented with additional routes and improved rural outlooks.

1.32 The development of any of the three options could create enhanced connection to the canal and National Cycle Route 41 which runs along the canal's northern edge. This could potentially assist local cyclists, ramblers and dog walkers in gaining access to the canal, and will all stand to benefit from drawing the canal location into the village.

Benefits of De LONG ITC



SUPPORTING THE LOCAL ECONOMY

1.33 Unlocking development on land to the South of Long Itchington will help to support and grow the local economy by enhancing the viability and vitality of the existing village facilities. If Option 3 is pursued then additional community facilities could also be provided to enhance existing facilities and support the proposed development of Bellway's sites. The Sites proximity to the heart of the settlement will encourage new residents to utilise and enjoy local amenities, thus providing a benefit to the wider community.

1.34 The increased number of residents within the village will help to support local businesses through increased patronage and with the increase in new business connections to the area. Long itchington has a large number of Public Houses, several restaurants, a village shop, garages, a variety of canal industry companies and some professional services.

velopment For HINGTONG



CREATING A STRONG SETTLEMENT EDGE

1.35 For each of the options, the existing trees and vegetation will be retained where possible, with opportunities to enhance landscape character through the introduction of a sensitive landscape strategy. This strategy will provide an opportunity to provide distinctive and high quality features to create a well-defined settlement edge with strong legible connections to the urban fabric. This will be further complemented by active frontages and natural surveillance along footpaths, landscaped spaces and Southam Road on the approach to heart of Long Itchington.

1.36 The Development of Options 2 or 3 will positively address the canal and the brook corridor by fronting onto these spaces. This will create a degree of containment to the settlement edge. Along the brook corridor new SUDs and attenuation areas will provide opportunities for landscape and biodiversity enhancements which will further soften these edges.



Bellway