

# Rush Brook

## Stratford-upon-Avon

March 2023



Hallam Land  
Management



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# Introduction

## PURPOSE OF DOCUMENT

- 1.1 This submission has been prepared on behalf of Hallam Land Management Ltd (HLM), to support ongoing engagement with Stratford-upon-Avon and Warwick District in relation to the preparation of a new joint Local Plan.
- 1.2 The new Local Plan is being prepared "... to meet South Warwickshire's development needs to 2050 in a sustainable manner and responding to climate change." A central component of this will be the need to provide sufficient homes for current and future residents in suitable locations. (Vision - South Warwickshire Local Plan Part 1 Issues and Options consultation).
- 1.3 This vision document presents our plans for the land to the south of Trinity Way straddling the Rush Brook. It establishes the rationale for developing land to the south-east of Stratford-upon-Avon; and promotes a landscape-led scheme to deliver sustainable housing which is well-supported by a network of Green Infrastructure and sustainable travel routes. 'Rush Brook' provides an opportunity for the development of up to 800 homes alongside the provision of a primary school, wildlife discovery / education centre, extensive areas of public open space, habitat and improvements to the local footpath and cycle network.
- 1.4 We are seeking to develop and adapt these proposals through an iterative process of engagement with the local community, stakeholders and Council.

## THE SITE

- 1.5 The site is situated to the south of the river Avon adjacent to the Trinity Mead neighbourhood. Unlike locations to north and west of Stratford-upon-Avon, the Site is not constrained by environmental, physical or policy designations. The low landform restricts long views into the Site. Additionally, the Site sits within Flood Zone 1, and is therefore sequentially preferable to certain other locations around the town.
- 1.6 The Site measures approximately 58ha in size. It is defined by Trinity Way in the north, Banbury Road in the east, and a disused rail line in the south. To the west the land adjoins Bridgetown Woodland and Meadows. The land is crossed through its centre by the Rush Brook along which a Public Right of Way is routed.
- 1.7 The Site benefits from an existing green-blue corridor, public footpaths and access to existing facilities and bus routes within an easy walk, all of which collectively underpin its inherent potential for development.

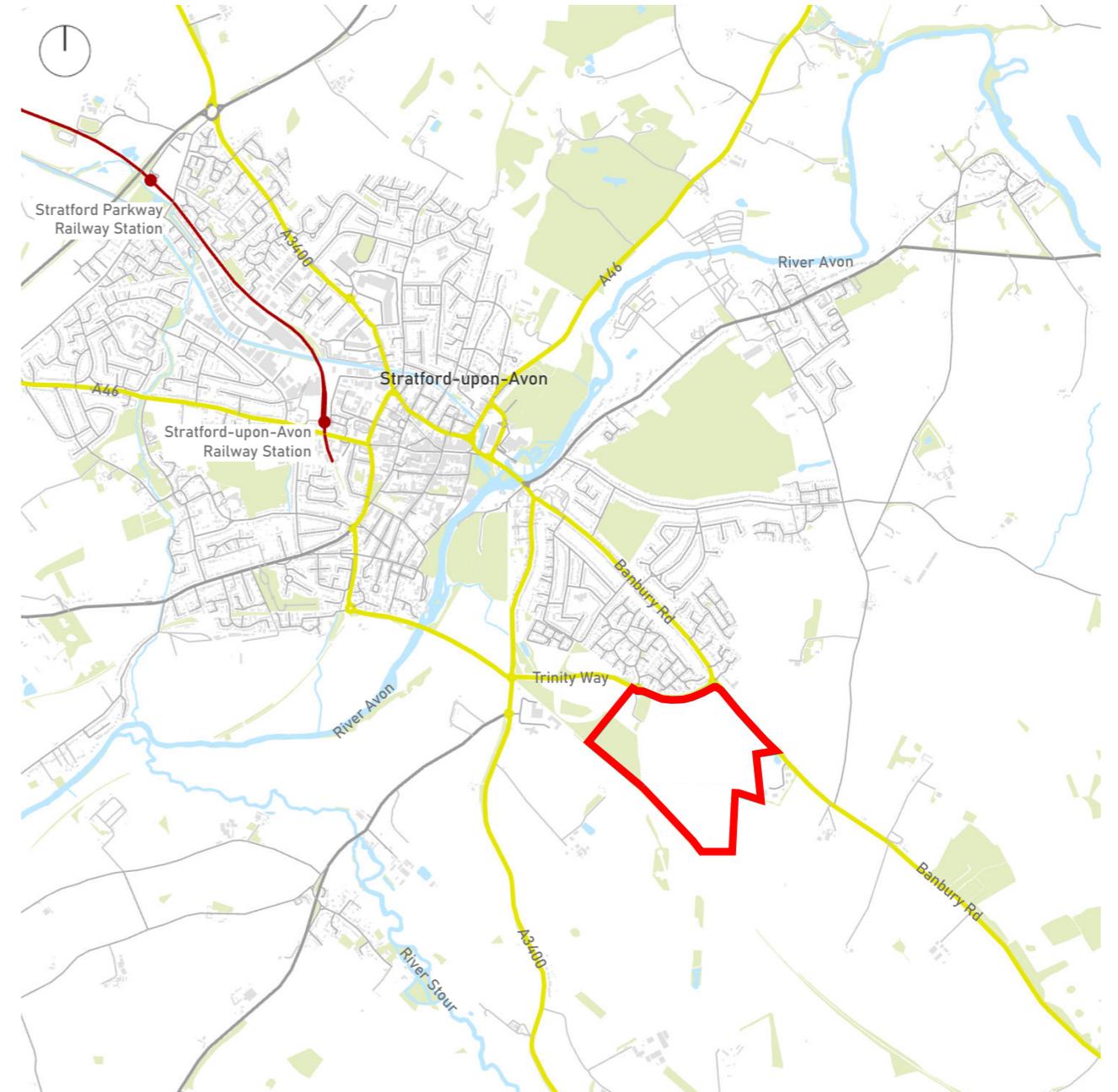


Fig.1 Site Location

## A STRATEGIC LOCATION

- 1.8 A spatial strategy to meet future development needs in South Warwickshire will focus growth at sustainable locations; locations which are well served by public transport, have a range of accessible services and facilities and which are close to existing employment opportunities.
- 1.9 Stratford-upon-Avon is the main town in the District and has a pre-eminent role. Successive strategies have afforded a primary role to Stratford-upon-Avon and it serves as a focus for new development.
- 1.10 Further growth at Stratford-upon-Avon is both desirable and necessary as part of a sustainable pattern of development.
- 1.11 The south east of the town is well-suited for new development and represents a strategic location. There are no overriding environmental or planning policy designations that preclude new development.

## A STRATEGIC SOLUTION

- 1.12 Rush Brook, to the south of Trinity Way and west of Banbury Road, is a location that benefits from a high degree of permeability and is accessible to local services and facilities by walking, cycling and public transport. New development here could achieve the widely held objective of a 20-minute neighbourhood.
- 1.13 Large scale development, set within a landscape and ecological framework with associated climate change mitigation and adaptation measures, would make a positive contribution to meeting the identified needs for new homes. Investment in community infrastructure and public transport will complement those already available locally.
- 1.14 Rush Brook represents a Strategic Solution to meeting future development needs in a sustainable manner at an accessible location.



Fig.2 Artists Impression - Proposed Wildlife Discovery / Education Centre

# Our Vision

2.1 “The purpose of the planning system is to contribute to the achievement of sustainable development... to support strong, vibrant and healthy communities, by ensuring that... homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment” (NPPF Section 2)

2.2 Development at Rush Brook will:

Create a sustainable, vibrant and well-connected new neighbourhood, within which all the services required to support daily life are available within a 20-minute walk. A neighbourhood embedded within generous Green Infrastructure and which is well connected into its context by a choice of sustainable routes. It will provide an attractive and engaging setting for homes, promote biodiversity enhancement, and deliver on the Government’s health and well-being agenda, whilst contributing to the economic prosperity of the town.

2.3 The Site is key to the delivery of sustainable development to the south east of Stratford-upon-Avon. It represents an important jigsaw piece that brings together both existing and proposed developments into a cohesive and functioning whole.

2.4 With Green Infrastructure being an overarching design focus, the Site links to the current and future GI network within which it presents an opportunity to create an exemplary housing scheme. A landscape led scheme would realise a development that can sensitively transition between the existing hard urban edge of Stratford and the wider countryside, whilst complimenting and extending both accessible open space and biodiverse habitat. Development would promote and support the Neighbourhood Plan’s aspiration of creating a broader Bridgetown Woodland and Meadows Local Nature Reserve, and can deliver a portion of the Green Necklace, helping to connect Shipston Road with Banbury Road for people and wildlife alike.

2.5 Alongside a comprehensive Green Infrastructure network development can promote a 20-minute neighbourhood. Linking existing facilities at the Rosebird Centre and south of Trinity Mead with new community infrastructure. This will help address the issues presented by Trinity Mead’s inward-looking development and will both complement, support and enhance facilities to the south of the river Avon.

2.6 Connectivity is key. Development can enhance existing public footpath and cycle connections and diversify these routes to ensure access to local facilities and beyond to the town centre. Similarly, development will support existing bus routes, contributing to real-time information and potentially supporting a greater service frequency.



**Key**

New high quality housing and school provision	New connected public open space	Community facilities - discovery education centre
Green Infrastructure links - wildlife corridors	Existing employment and proposed housing sites	Blue Infrastructure links - key movement corridor

Fig.3 Strategic Concept- The Site is an important piece.

# A Strategic Location

# A Strategic Location

3.1 Stratford-upon-Avon is the principal settlement in the District. It is designated as a main town and has been a focus for new development in successive Local Plans. This reflects the range of services and facilities in the town, local employment, and accessibility by bus and rail based public transport.

3.2 In considering a future spatial strategy for the emerging South Warwickshire Local Plan it is the only settlement that consistently features in the various options presented.

3.3 In the context of a strategy which prioritises sustainable travel, accessibility and supporting economic growth, Stratford-upon-Avon should have a strategic role in providing for future development needs.

3.4 This approach would have the following benefits:

- Aligns with the objective of reducing carbon emissions; the greater the degree of concentration at main settlements the lesser the carbon emissions;
- Capitalises on the availability of services and facilities and the promotion of active travel;
- Contributes to the vitality and viability of the town centre;
- Supports labour supply in the “Core Opportunity Area” in the context of an ageing population overall;
- Maintains the West Midlands Green Belt in the north of the plan area;
- Limits development in the Area of Outstanding Natural Beauty in the south of the plan area

- Avoids the negative effects of the dispersal strategy which run counter to the above benefits.

3.5 A strategy that promotes large scale development adjacent to Stratford-upon-Avon’s existing urban area could also achieve a commensurate scale of nature-based solutions and investment in renewable and low carbon energy generation to mitigate the effects of and adapt to climate change.

### SOUTH EAST STRATFORD

3.6 In evaluating the suitability of broad locations at Stratford-upon-Avon, a range of assessments commissioned by the District Councils illustrate the advantages of locating development to the south-east of the town.

3.7 It is the most suitable in terms of :

- Planning for anticipated levels of climate change (i.e., flood risk)
- Protecting, enhancing and managing the quality and character of landscapes and townscapes;
- Mitigating adverse impacts from existing air, water, soil and noise pollution and avoiding generating further pollution;
- Permeability and accessibility to services and facilities
- The comparative extent of designated and undesignated heritage assets.

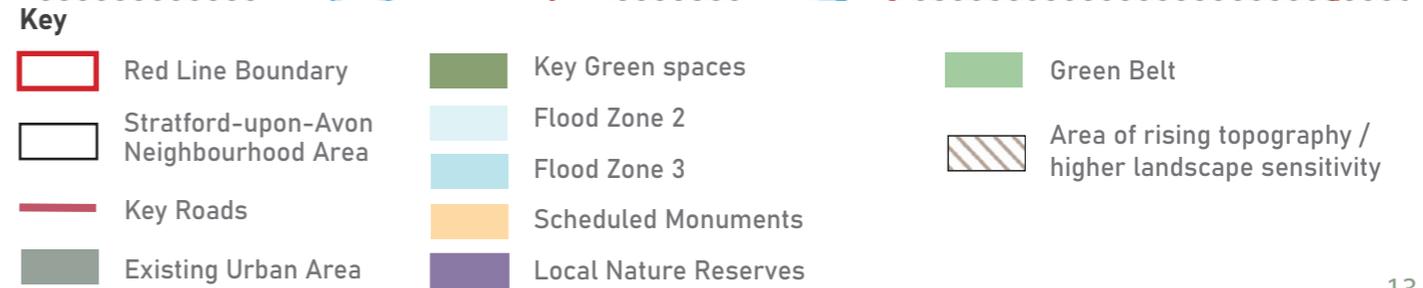
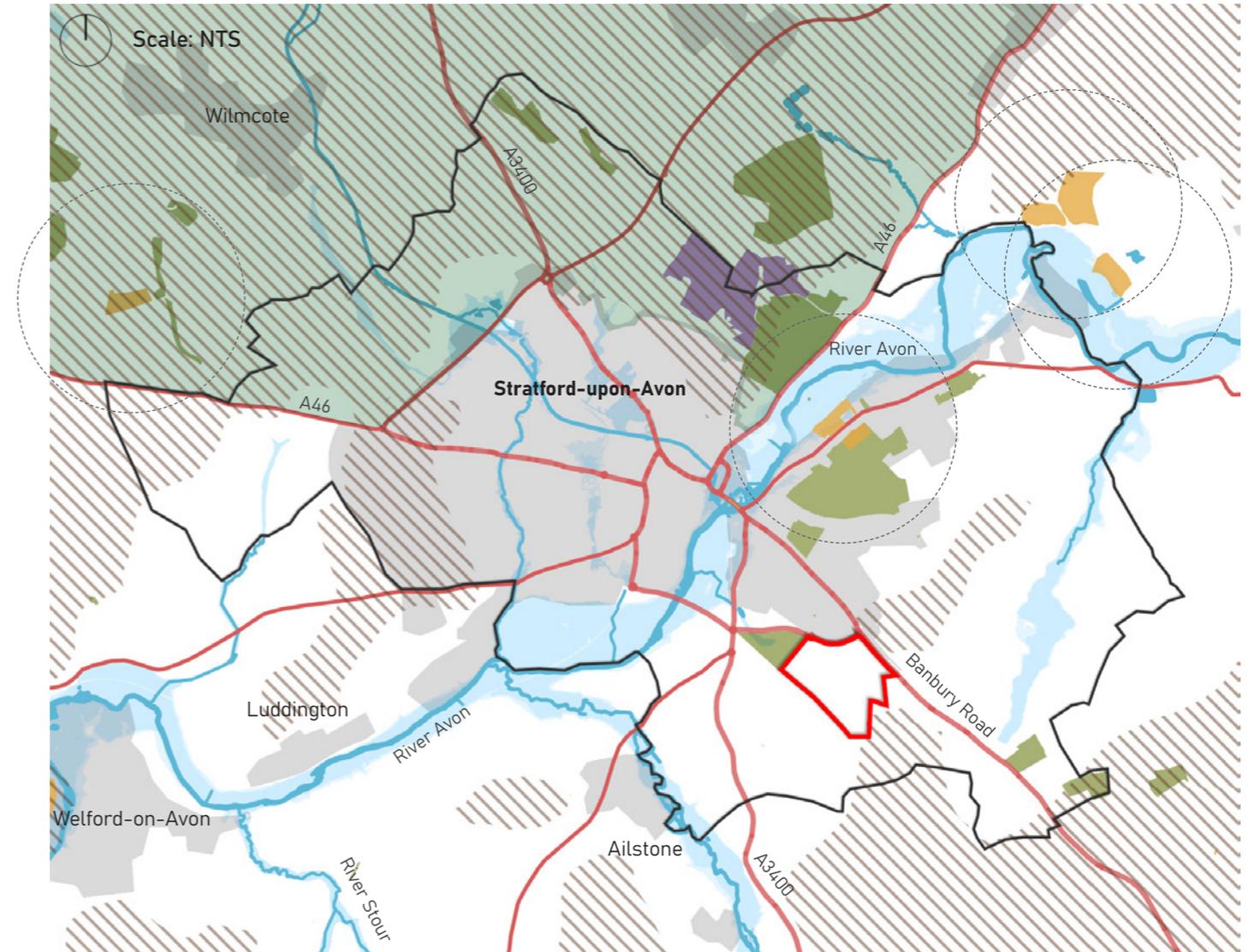


Fig.4 Development Constraints

3.8 Not only does the south-east perform best in these terms, but it is also free from the Green Belt designation that exists to the north of the town. In the context of the great importance afforded to Green Belt, locations subject to that designation would need to exhibit characteristics that are materially better than non-Green Belt locations in order to be preferred as future development locations. That plainly is not the case at Stratford-upon-Avon.

3.9 The suitability of land to the south-east of Stratford-upon-Avon has previously been recognised; land south of Trinity Way was considered as a potential Strategic Reserve Site in the Site Allocations DPD and land west of Banbury Road is in fact a proposed allocation in the most recent version of that plan. The Strategic Housing Land Availability Assessment does not identify any overriding environment or physical constraints to development in this location. More recently, planning permission has been granted for new housing adjacent to the Stratford-upon-Avon Business and Technology Park.

3.10 A significant quantum of development has already been consented further to the south and to the east within the Meon Vale, around Long Marston, Shipston-on-Stour and at Wellesbourne. Excellent public transport links make it possible to connect to Stratford town centre from these rural communities. Development at Rush Brook would further support and capitalise on these links.

3.11 Additionally existing employment at the Rosebird centre and the Stratford-upon-Avon Business and Technology Park, alongside employment opportunities within the Meon Vale, around Long Marston, Atherstone Airfield, Shipston on Stour, Gaydon and at Wellesbourne, make the south east of Stratford an attractive location for prospective homeowners.

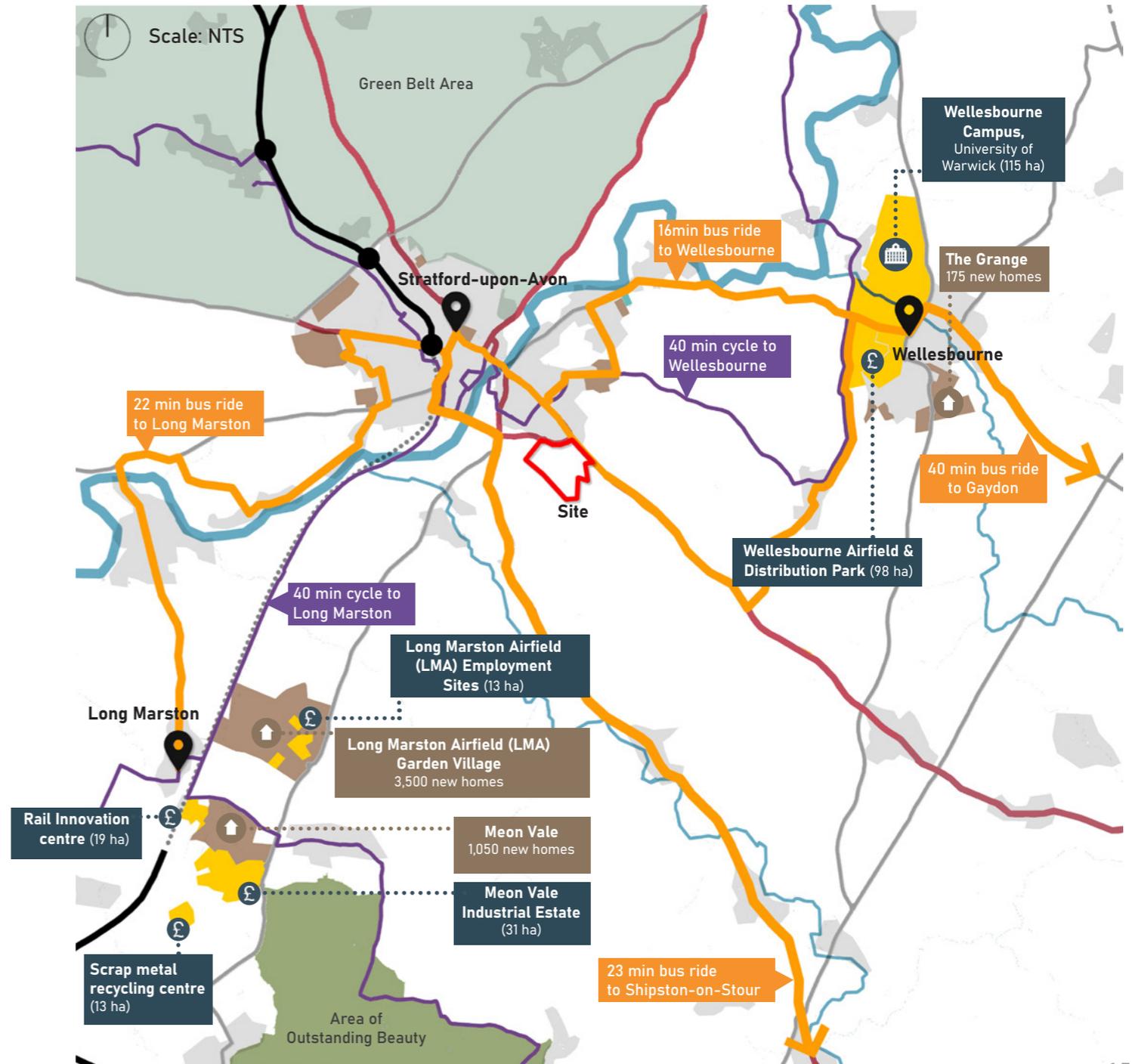


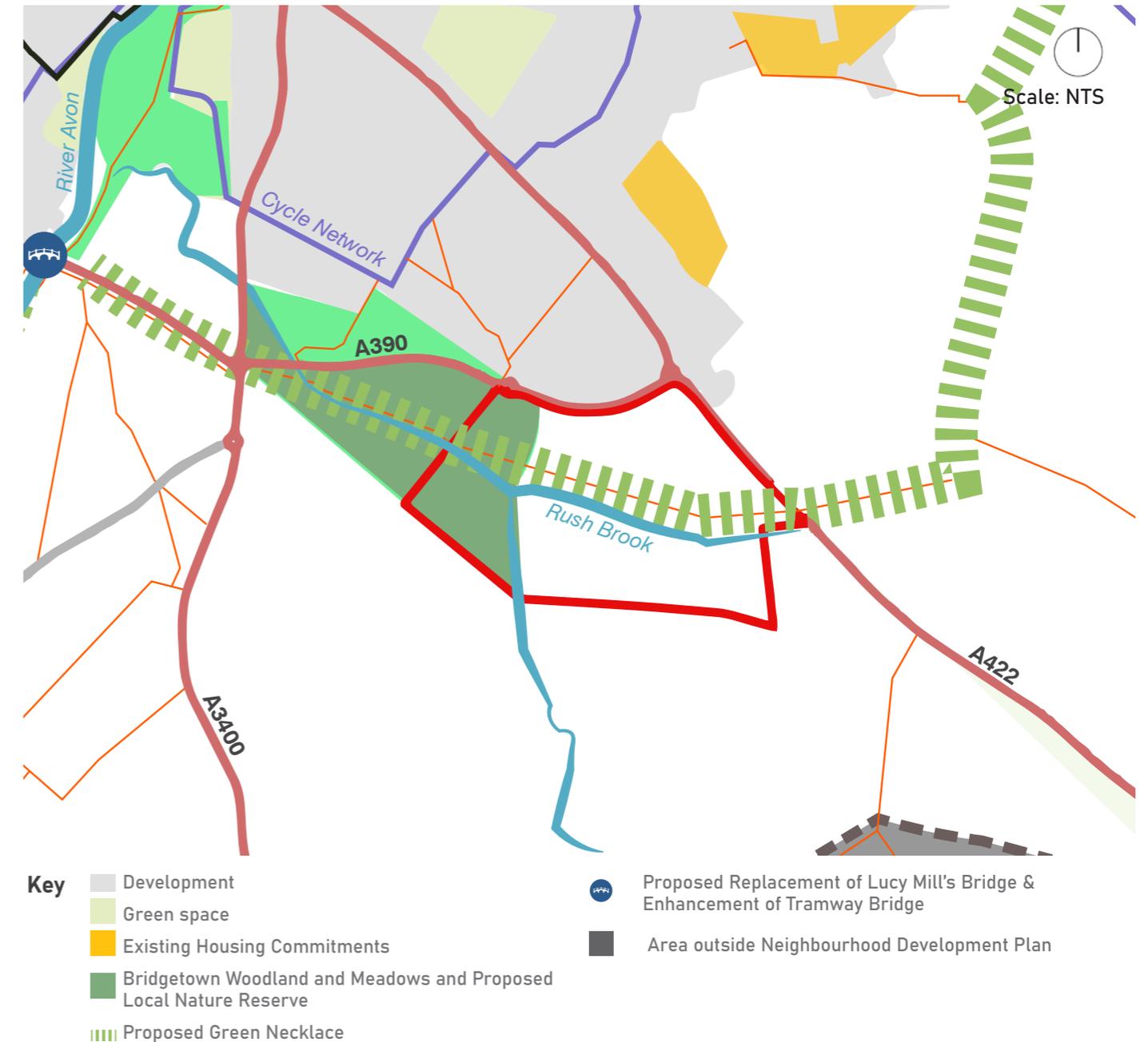
Fig.5 Stratford-upon-Avon Connectivity Map

## THE NEIGHBOURHOOD PLAN

3.11 Rush Brook can deliver a significant number of the spatial aspirations set out in the Stratford-upon-Avon Neighbourhood Plan for the south of the river Avon.

3.12 Additional facilities here are considered critical in order to reduce pressure on facilities to the north, to improve accessibility, and to alleviate congestion. Rush Brook provides the opportunity to deliver some or all, of the following:

- A new school serving the proposed new development and the wider community to the south.
- Dedicated pedestrian and cycle routes promoting active travel over car use, the integration and connection of developments, and permeability between green open space
- The green necklace - a proposed network of green infrastructure planned to encircle Stratford and incorporate footpaths and cycle routes that are connected and accessible to all users.
- Promoting the designation of Bridgetown Woodland and Meadows as a Local Nature Reserve.
- Increase in BNG to a minimum of 10% and integrated GI of the highest standard.
- A community woodland on the south of the Site, designed to the Woodland Trust's access standards.
- Allotments and growing space to serve an increasing interest in food growing.
- Renewable energy to be incorporated in the design.



# A Strategic Solution

# A Strategic Solution

4.1 When considering the Site location and the resulting masterplan, the design seeks to meet the goals of the South Warwickshire Local Plan in the following ways:

## LOCAL PLAN GOALS



Focus growth at locations which are well served by public transport, have a range of accessible services and facilities and which are close to existing employment opportunities.



Delivering housing that reduces carbon emissions and which mitigates the effects of climate change whilst being adaptive. Open spaces to include resilient species of plants, and products with a low embodied carbon.



Provide homes in different styles and sizes catering for first time buyers, families and which are capable of conversion for the elderly. Provide affordable homes to meet local need.



Ecological / human connections are central to the creation of successful places and should encompass the necessary infrastructure to deliver against a 20-Minute neighbourhood.



Provide interlinked accessible green space, well designed streets with natural surveillance and provide accessible routes for all.



New development must be distinctive and attractive. A design code will be developed to ensure a high standard of design is maintained.



Deliver a Biodiversity Net Gain, and extend the Bridgetown Woodland and Meadow.



Development will support a low-carbon economy through active and public travel and high-quality modern homes with digital infrastructure suitable for home working. Innovative mixed use development which provides local employment should be considered.

Fig.7 Broad Aims

## OUR APPROACH



Fig.8 Our Approach

## PLACEMAKING

4.10 'Project for Public Spaces' defines placemaking as a process that "... inspires people to collectively re-imagine and reinvent public spaces as the heart of every community." They go one to explain that "... an effective placemaking process capitalizes on a local community's assets, inspiration, and potential, and it results in the creation of quality public spaces that contribute to people's health, happiness, and well being."

4.11 Hallam are committed to working collaboratively with the local community, local stakeholders, the Parish Council and the Local Authority to create a place which integrates effectively into Stratford, which is climate resilient, and which fosters social networks

## A 20-MINUTE NEIGHBOURHOOD

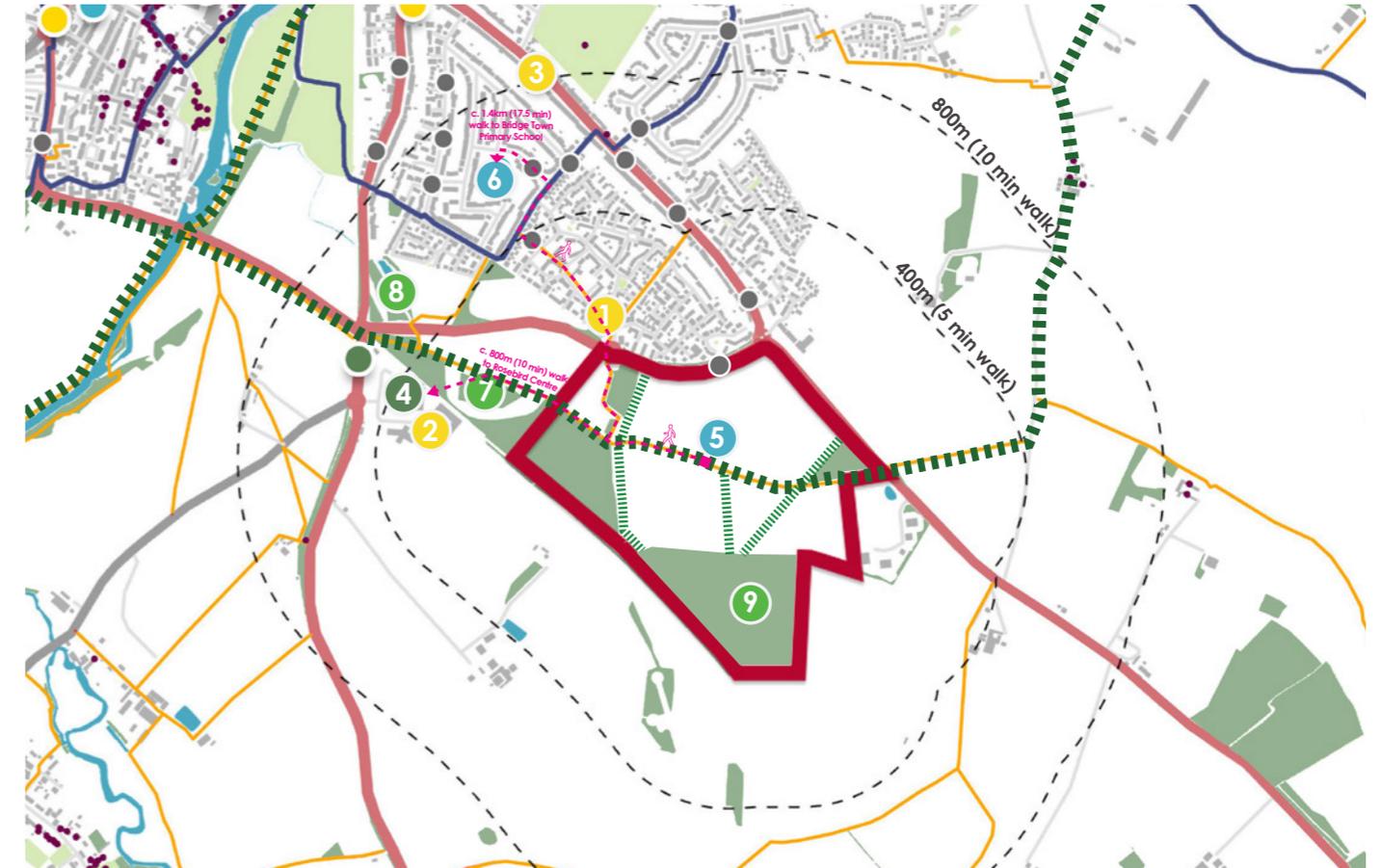
4.12 Guidance produced by the Town and Country Planning Association clearly sets out how the creation of 20-minute neighbourhoods lead to the healthier, active and prosperous communities. A 20 minute neighbourhood is defined as a 'complete, compact and connected' neighbourhood which includes the following elements:

4.13 The objectives of the 20-minute neighbourhood align very closely with those set out by the Stratford-upon-Avon Neighbourhood Plan and South Warwickshire Local Plan.

4.14 The Site aims to deliver diverse and affordable homes, that are well connected by footpaths, fostering a sense of community and inclusivity. The school sits at the heart of the community within an easy walk of all residents. The presence of existing shops to the south of Trinity Mead, alongside shops and healthcare facilities within the Rosebird Centre, provides residents with choice. Similarly, a choice of accessible green spaces encourages people to be more active thus improving health and well-being.



Fig.9 20-Minute Neighbourhoods - Guidance March 2021  
Town and Country Planning Association (page 5)



### Key

#### Shopping

- 1 Co-op
- 2 Rosebird Centre
- 3 Tesco

#### Health Facilities

- 4 Rosebird Centre Pharmacy

#### Education

- 5 Proposed School
- 6 Bridge Town Primary School

#### Green Space

- 7 Bridgetown Woodland & Meadowland
- 8 Green Open Space at Spring Lane
- 9 Proposed Greenspace
- Green Necklace
- Onsite Green Infrastructure

Fig.10 Creating a 20-Minute Neighbourhood at Rush Brook

## CONTEXT IS KEY

- 4.15 The proposals seek to deliver public open space, including habitat creation, and play space holistically, both wrapping around and penetrating through the development. These open spaces will seek to connect and extend the Bridgetown Woodland and Meadow to the west of the Site. As a consequence, all residents will have access to open space within 200m (less than a 5 minute walk) of their front door.
- 4.16 The proposals will also deliver against a commitment to help facilitate the green necklace (CLW Project 2 in the NPD), linking through the centre of the Site, the Rush Brook corridor will create a linear park along which a new pedestrian and cycle infrastructure can be routed. This corridor in turn links to the Bridgetown Woodland and Meadow to the west and a new 'gateway' park to the east.
- 4.17 Our plans promote the creation of a Gateway Park, comprising of an area of open space located on the Banbury Road. This space could serve as an attractive entrance to the town and will slow vehicles and provide a safer environment for walkers and cyclists along the green necklace.
- 4.18 In combination our proposals will serve to enhance site wide biodiversity and to promote people's connection with nature . A dedicated wildlife discovery / education centre is proposed to additionally promote environmental education and to provide a further resource to local schools.
- 4.19 Furthermore, opportunities for community growing space will be explored as will the provision of allotments.

## CONNECTIVITY

- 4.20 With access off Trinity Way and Banbury Road, the development has excellent links to the existing road network and local bus connections. Indeed, there are bus stops located to the immediate north of the Site.
- 4.21 Access is also taken to serve a proposed new wildlife discovery / education centre drawing visitors to the Bridgetown Woodland and Meadow area to the west. Linked to the proposed new school via footpath and cycle connections this building will offer a local community resource complimenting existing provision at the Rosebird Centre.
- 4.22 Existing walking and cycling routes to the Rosebird Centre in the west, to the Stratford-upon-Avon Business and Technology Park to the east and to the Co-op on Milton Road to the north could be readily enhanced, and additional routes provided.
- 4.23 These connections also link to wider routes north along the Tramway and River Avon into Stratford-upon-Avon town centre, to the west towards the Stratford marina and the Monarch's Way and Shakespeare's Avon Way, and to the east into open countryside.

Fig.11 Artists impression of the Green Necklace as it passes along the Rush Brook within the Site



## EMERGING PLAN

4.24 The design has developed through an iterative process taking into account site wide characteristics and opportunities. The resultant Illustrative masterplan (Fig.12) sets out the spatial parameters for the proposed development. The development delivers circa 800 new homes, including affordable housing and opportunities for specialist accommodation for the elderly. In addition, development enables the delivery of a new primary school at its heart.

- Site promoted by Hallam Land
- Ⓐ Development by Persimmon Homes recently consented at Appeal
- Ⓑ Indicative Layout for development on land adjacent to Banbury Road - Reserve Site (STR.D) in the Revised Preferred Options Sap June 2022
- Ⓒ Indicative Layout for development on land adjacent to the Rosebird Centre
- ① The Rush Brook corridor: Part of the Green Necklace (policy CLW2 in the Stratford-upon-Avon neighbourhood plan) the brook will comprise a linear park with foot and cycle routes, incidental play and Sustainable drainage.
- ② A new gateway arrival space signifying arrival to Stratford-Upon-Avon for motorists travelling north along Banbury Road. This space could include pedestrian crossings, open space and play.
- ③ Biodiverse open space to the west of the Site, identified as Bridgetown Woodlands and Meadows could be extended into the Site, incorporating existing woodland and the local wildlife area. A new environmental discovery / education building is proposed with a small area of localised parking accessed from Trinity Way.
- ④ Existing bus facilities along Trinity Way enhanced with new footpath connections, shelters and real time travel information.



Fig.12 Illustrative Masterplan

## Key

- Site Boundary: 58ha
- DEVELOPMENT**
  - 20ha High Quality Residential Development within Rush Brook red line- Circa 800 units at an average density of 37dph
  - Proposed 2FE Primary School 2ha
  - Proposed Wildlife Discovery / Education Centre 0.2Ha
  - Existing Commercial and Community Facilities
- ACCESS**
  - Indicative Primary Road Network
  - ↑ Proposed Vehicular Access
  - ↑ Proposed Pedestrian Access
  - ↑ Proposed Access to Discovery / Education Centre
  - Key Pedestrian / Cycle Connections
  - Existing PRoWs and Footpaths
  - Existing Bus Stops
- GREEN INFRASTRUCTURE**
  - Proposed Green Infrastructure 35.8Ha
  - Established Habitat Area (Offsite)
  - Existing Trees to be retained
  - Indicative Proposed Trees
  - Existing Hedge to be retained
  - Rush Brook and Feeder Tributary
  - River Avon
- 20 MINUTE NEIGHBOURHOOD**
  - Existing Community Uses
  - Open space and habitat creation
  - Existing and proposed employment
  - Existing healthcare
  - Proposed Schools
  - Potential Community Growing Space
  - Proposed Visitor Destination
  - Green Necklace

## EXEMPLAR HOUSING

- 4.25 The 58-acre Site has the potential to meet the sustainable development needs set out by the South Warwickshire Local Plan through the provision of circa 800 new homes. This figure is based on an average overall density of 37 dwellings per hectare; ensuring efficient land use and fostering mixed and inclusive communities.
- 4.26 The development will comprise of a variety of dwelling types from detached and semi-detached housing to small groups of terraces and some apartments. The main objective is for the development to offer a range of accommodation with a choice of houses to provide for single occupancy and for family accommodation.
- 4.27 In line with the Government's National Design Guide, it is anticipated that the proposed variety and quality of buildings will provide flexible, adaptable housing, which can both respond to demographic change and to the needs of individuals throughout the course of their lives. Housing will offer opportunities for home working and will cater for conversion to elderly accommodation.
- 4.28 Rush Brook will contribute to the provision of high-quality affordable housing, enabling people to either rent or purchase subject to their individual needs.

- 4.29 The spatial quality of surrounding residential areas will be considered, and the development will seek to reflect local distinctiveness whilst creating its own identity. Furthermore, the layout will aim to maximise solar gain, benefitting from a site with gentle south-facing slopes.
- 4.30 The provision of charging and storage of electric vehicles would enable the Site to lower its carbon footprint in terms of sustainable transport, further supported by its network of internal footpaths and cycleways. Additionally, opportunities for local community growing spaces within the development will foster a sense of belonging and encourage placemaking.
- 4.31 The opportunity for housing to be designed to Lifetime Homes standards or similar will be explored with the Council. The buildings will be designed to embody low carbon technology, energy and water efficiency and high levels of insulation.



Fig.13 Housing precedents - Top left: Lovedon Fields, Hampshire, Top right: The Lane, Saffron Walden  
Bottom Left: Abode, Cambridgeshire, Bottom Right: Elmsbrook, Bicester

## COMMUNITY FACILITIES

4.32 The proposed Wildlife Discovery and Education Centre off Trinity Way will provide a new facility for future residents and existing local communities in the wider context which will complement and not compete with the community hall at the Rosebird. The Centre will provide a focus for education and community activities related primarily to Bridgetown Woodlands and Meadows. Examples could include Woodcraft folk, the Scouts and other nature focussed activities for both children and adults. Provisions for an equipped natural play space will be explored to complement and enhance the relationship between the newly built facility and the Local Nature Reserve. Picnic areas, street furniture and shelters will be included to encourage users of public space around the Centre to stop and enjoy the environment.



Fig.14 Housing precedents - Top: Attenborough Nature Reserve and Centre, Nottingham. Bottom: Torvbråten School, Norway

4.33 A new primary school and early years will be provided as part of the development. The building would be constructed to the highest standards, utilising low-carbon materials and integrating sustainable features such as onsite renewable energy generation. Exemplary grounds and landscape spaces will be provided allowing for outdoor education and to integrate the school into the surrounding green network.

## GREEN INFRASTRUCTURE

4.34 The scheme has been developed within a comprehensive Green Infrastructure, ensuring efficient use of resource and a rich and stimulating residential environment. The Site has the capacity to deliver both formal and informal green spaces, play spaces and habitat creation.

4.35 The development will deliver a Biodiversity Net Gain within a well-connected landscape setting. Open spaces will comprise of a mosaic of grasslands, meadows, scrub and woodland. These areas will incorporate a network of informal footpaths and cycle routes to provide connections within the Site and to existing neighbourhoods. Seating will be located at regular intervals and incidental play and fitness features will be introduced in amenity areas, and riparian habitats.

4.36 Planting will be designed to soften the development, create intimacy, frame views and provide seasonal and sensory interest. Privacy will be provided through the structural planting of trees and hedges. Planting will be selected on the basis that it is predominantly native, hardy, suited to the ground conditions, attractive and contributes to the ecology and character of the area.



Fig.15 Housing precedents - Top: Harwoods Adventure Playground Watford  
Bottom: Wet Woodlands, Norfolk

# Our Track Record and Commitment

5.0

## Our Track Record And Commitment

5.1 Hallam Land Management Ltd (HLM) is the strategic land and planning promotion arm of the Henry Boot Group of companies. HLM has been promoting development since 1990 with a proven track record in promoting development with placemaking at its heart.

5.2 Hallam are committed to working collaboratively with the local community, local stakeholders, the Parish Council and the Local Authority to further explore plans for Rush Brook and would welcome the opportunity for further discussion. We believe that Rush Brook is eminently suitable for housing development, in terms of the Plan's spatial strategy, the Site's specific characteristics, and its ability to deliver wider community benefits and housing choice to meet local need.



# Rush Brook Stratford-upon-Avon

March 2023

Prepared for and on behalf of Hallam Land  
Management Limited by

