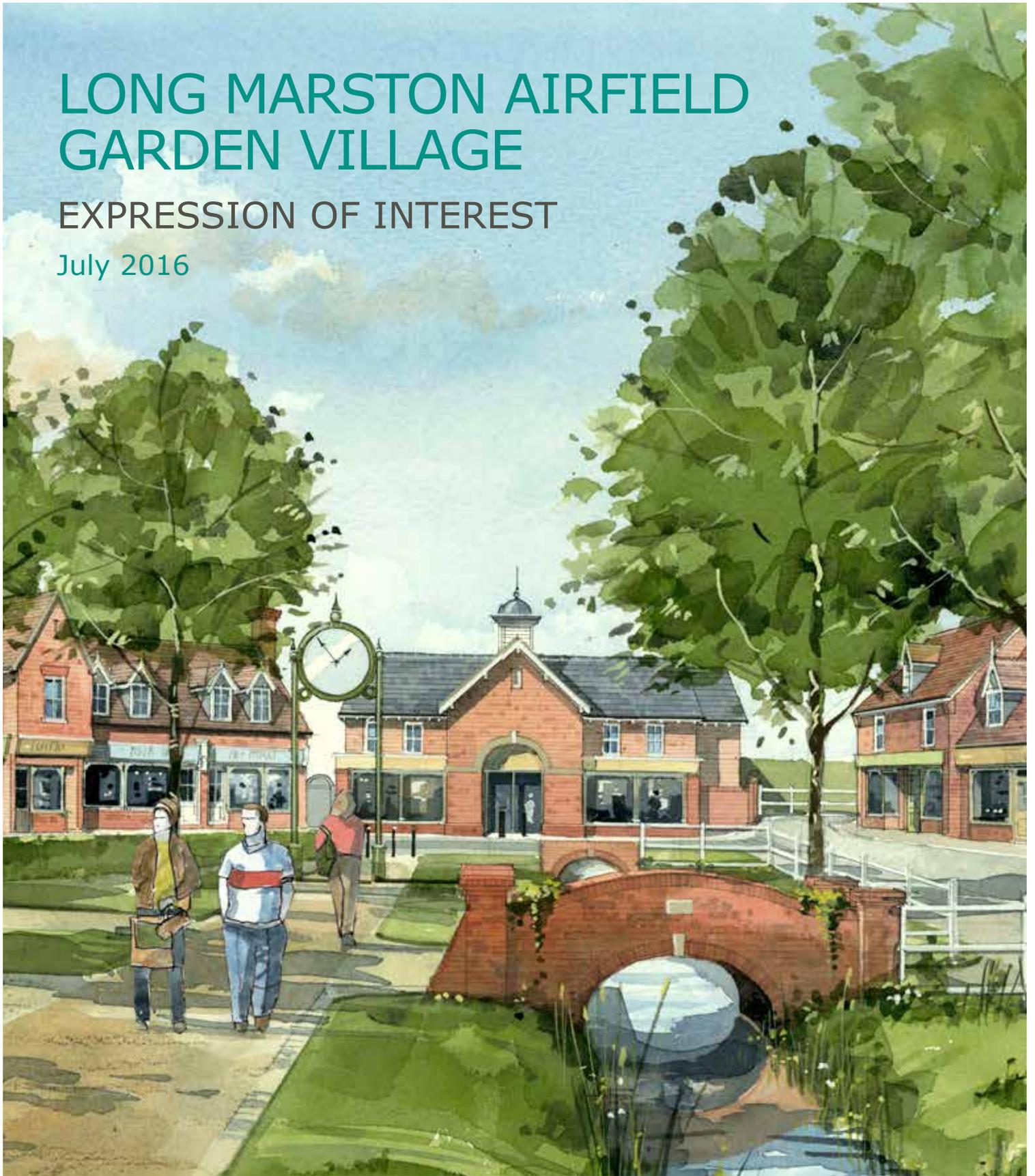


LONG MARSTON AIRFIELD GARDEN VILLAGE

EXPRESSION OF INTEREST

July 2016



EXECUTIVE SUMMARY

THE PROPOSAL

This Garden Village submission is for the redevelopment of Long Marston Airfield (LMA): a 205 hectare site, located approximately 3 miles (4.8km) south of Stratford-upon-Avon. This former Royal Air Force training station is an **underutilised brownfield site** and currently comprises a range of disparate uses. It provides a unique opportunity to meet long term development needs in a location close to Stratford-upon-Avon but in a self-sustaining form and without the sensitivities of developing in historic Stratford itself. A town synonymous with William Shakespeare, LMA will provide significant benefits to Stratford, supporting local objectives including providing local affordable housing and managing traffic in the town and act as a catalyst for the re-opening of the rail link between Stratford and Honeybourne.

The illustrative masterplan for Long Marston Airfield provides a framework for the delivery of sustainable mixed-use community comprising:

- 3,500 new homes with a mix of high quality modern dwellings and includes 35% affordable housing;
- Two primary schools and a secondary school;
- A new neighbourhood centre with shops, a community centre, a library and a GP Surgery, amongst other key local facilities;

- A 13ha employment area with modern offices and employment premises for businesses;
- Significant areas of formal and informal open space for recreation and leisure and growing food;
- Provision of new and integration into existing walking and cycling networks; and
- A potential new rail station on any re-opened Stratford-Honeybourne rail line, which could provide a new route to/from London.

The site is **allocated as a new settlement proposal** within the Stratford-on-Avon Core Strategy, which was adopted in July 2016 following extensive consultation and examination by a planning inspector, who commented in his report that *"it is not every day that there is such limited and muted opposition to a new settlement for 3,500 dwellings The fact is that the only local resident who addressed the 'LMA day' [at the Examination] ... is in favour of it"*. He also described the District as a **"trailblazer"** in its approach to work proactively with developers coming forward with proposals for new settlements in their area.

The site also benefits from a resolution to grant outline planning permission for an initial phase of 400 new homes which means it is well positioned to **deliver new housing by 2020**.



Long Marston Airfield Masterplan

KEY

Site boundary		Public footpaths	
Watercourse/ponds		Road	
Public open space		Land safeguarded for train station	
Neighbourhood centre		Trees/woodland	
Employment Parks			

MEETING GOVERNMENT'S AIMS

Government Expectation	LMA
Eligibility Criteria	
New settlement of 1,500-10,000 homes – LMA will deliver 3,500 new homes	<input checked="" type="checkbox"/>
Free standing settlement – LMA is free standing and not physically attached to any existing settlement	<input checked="" type="checkbox"/>
Local Authority led – This expression of interest is led by Stratford-on-Avon District Council, supported by Warwickshire County Council and CALA Homes	<input checked="" type="checkbox"/>
Prioritisation Criteria	
Local leadership and community support – LMA is allocated in the adopted Core Strategy (following extensive public consultation), and has the support of a wide range of local authorities and agencies	<input checked="" type="checkbox"/>
Quality and design – LMA will be a well-designed and attractive community, that draws on Garden City principles and will be built to an exceptionally high quality as demonstrated by CALA Homes elsewhere, in order to deliver the aspiration for a superb new place	<input checked="" type="checkbox"/>
Public sector and brownfield land – LMA is situated on an underutilised former airfield comprising predominantly brownfield land	<input checked="" type="checkbox"/>
Local demand – LMA is a core element of the strategy for meeting the objectively assessed housing needs of Stratford-on-Avon District delivering 14% of the overall housing target as well as providing policy compliant levels of affordable housing which is unique in terms of new settlements	<input checked="" type="checkbox"/>
Viability and deliverability – Feasibility studies for LMA demonstrate the deliverability of the new settlement and infrastructure although the costs and timing of certain aspects of infrastructure are challenging	<input checked="" type="checkbox"/>
Additional or accelerated delivery – LMA can start delivery quickly and, with Government support, can accelerate delivery by addressing infrastructure hurdles	<input checked="" type="checkbox"/>
Starter Homes – LMA will deliver a mix of new homes, including Starter Homes for first time buyers	<input checked="" type="checkbox"/>
Support for SME home builders – LMA will make parcels of development land available specifically for SME home builders	<input checked="" type="checkbox"/>
Innovation – Focused on a deliverable but aspirational vision LMA: will provide serviced plots for self-build and custom-build projects; potentially provide a district heat network; seek to embed innovation in how it delivers benefits through supply chains and construction skills training, and also deliver innovative infrastructure solutions for Stratford-upon-Avon	<input checked="" type="checkbox"/>
Infrastructure – The infrastructure needs associated with LMA have been fully assessed and can be met, with government support likely to expedite infrastructure and housing delivery. The proposals include £120m investment in local infrastructure	<input checked="" type="checkbox"/>

Our Asks

Our 'asks' of Government to support and expedite the delivery of new homes at Long Marston Airfield encompass:

Delivery enabling funding and support

1. Funding to support an Implementation Team to manage the delivery of the new settlement;
2. Funding for an additional senior planning officer post to input and support the planning application processes;
3. Funding to part finance the preparation of a Masterplan Supplementary Planning Document (SPD);
4. Support from the Homes and Communities Agency's ATLAS team in advising on the preparation of the Masterplan and progressing the scheme;
5. Funding for a GRIP level 4 assessment into re-instating the railway between Stratford-upon-Avon and Honeybourne;
6. Funding for additional staffing resources within the WCC Highways team;
7. Funding to provide additional resourcing of the District Council's legal service to secure complex s106 and other legal agreements;

Brokerage

8. Brokerage of support from central government to ensure timely education provision and there may be scope to draw on government support to facilitate discussions relating to other areas of delivery including transport (e.g rail) and housing (e.g direct delivery);
9. Brokerage to facilitate discussions between key stakeholders relating to delivery of the Garden Village;

Financial flexibilities

10. Cash flow funding of up-front infrastructure pinch points particularly in relation to constructing the South Western Relief Road (SWRR) and providing the first primary school; and
11. Funding to support the aspiration to potentially incorporate district heat networks.

“We want to create a new community worth caring about, invoking Garden City principles to create a superb place with opportunities to live, work and socialise, within 10 minutes of Stratford-upon-Avon.”





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1

FOREWORD

"We are excited by the prospect of this new village"



Councillor Chris Saint

Leader

Stratford-on-Avon District Council



"After six years of concerted commitment the District Council adopted its Core Strategy Development Plan on 11 July 2016. We now need to ensure it is delivered effectively.

One of the key components of the Plan is the new settlement at Long Marston Airfield. This scheme provides a great opportunity to create a new community with a wide range of homes, shops, facilities and jobs in an extensive landscape setting. The new settlement will relieve the nearby historic town of Stratford-upon-Avon from further development on its edges. It also provides a new road link so that the historic core of the town will be relieved of through traffic, including HGVs crossing the ancient Clopton Bridge.

But the implementation of this new settlement will come at a cost, with an infrastructure budget for the developer of nearly £120m. And it will be a challenge to the local authorities to provide sufficient resources to give the necessary consents in an expeditious manner and to ensure a high quality end-product. This is on top of the already significant pressure on the District Council's planning service.

This bid seeks support from Government to ensure it has the necessary skills and staff available to manage this significant development project.

It should also support the developer to provide the necessary infrastructure early on in the implementation process in order to create a successful community.

We are excited by the prospect of this new village and the support available through the Government's Garden Village prospectus will help to see it come to fruition."



Nadhim Zahawi

MP

Stratford on Avon

"I've been campaigning for many years on behalf of my constituents for a solution to the significant traffic problems experienced by residents of Stratford-upon-Avon. A new relief road is critical to being able to take traffic out of the town and the new settlement at Long Marston Airfield at last provides an effective way of doing this. We need to make sure it is constructed as quickly as possible for the good of the town."



Councillor Peter Butlin

Portfolio Holder for Transport & Planning

Warwickshire County Council



"Creating a new settlement is not just a matter of building new housing. It's about creating a community that is supported by the necessary infrastructure and services. The County Council, particularly in relation to traffic and transport, will be at the forefront of its implementation. Long Marston Airfield is a great opportunity but delivering it will be a challenge when resources are already stretched to the limit."



Jonathan Browning

Chairman

Coventry & Warwickshire Local Enterprise Partnership



"The new settlement at Long Marston Airfield will be an effective means of providing for economic growth and investment in the local area without significantly impacting the town of Stratford-upon-Avon. Such an approach is essential in order to protect the environmental and historic qualities of the town and for it to remain one of the top tourist destinations in the country, attracting visitors from across the world."

2

INTRODUCTION

Long Marston Airfield is a free standing new settlement proposal for 3,500 new homes on brownfield land, allocated in the adopted 2016 Core Strategy

Stratford-on-Avon District Council (SDC), in partnership with CALA Homes, is delighted to submit this expression of interest to Government seeking support for a locally-led Garden Village to be delivered on the Long Marston Airfield (LMA) site near Stratford-upon-Avon.

LMA is allocated for a **free standing new settlement** of 3,500 new homes in the adopted Stratford-on-Avon Local Plan (July 2016), meeting the eligibility criteria to be considered for Government support as a new Garden Village.

THIS SUBMISSION

The submission is structured as follows:

- **The Vision for Long Marston Airfield New Settlement** sets out an overall picture of the proposed development, the location, the site and the emerging masterplan;
- **Strategic Fit** sets out how the new settlement will meet Government's aims and how LMA as a proposal responds to the spatial plan and wider objectives for future development in Stratford-on-Avon District;
- **Local Leadership and Community Support** sets out the consultation and engagement undertaken to date and the commitment of the local authorities to the proposed new settlement;
- **The Benefits Case** sets out a summary of the economic and community benefits anticipated to accrue from the development of a new settlement at LMA;
- **Viability and Deliverability** sets out analysis undertaken on the feasibility of the scheme including the identified potential barriers to delivery on the proposed development trajectory alongside the known infrastructure triggers;
- **Next Steps** sets out the work already underway and the future work and advice anticipated to be required to kick-start the delivery of LMA new settlement;
- **The Role of Government Support** sets out our joint 'asks' of Government and how support will help accelerate delivery; and
- **Contacts and Further Information** provides the contact details for this bid and sets out where further detailed information on the new settlement can be viewed.

This submission has been prepared to respond to the Locally-Led Garden Villages, Towns and Cities prospectus and the Application Process Guidance published by the Department for Communities and Local Government.

WHERE CAN YOU FIND THE KEY INFORMATION?

The table below signposts where the key information requested in the guidance is included within this document.

Guide to key information

Requirement	Key Information	Page
Project Objectives, Scale and Planning Status		
1	Description of the Garden Village Project	5, 11-12
1	Alignment with government objectives	17-18
1	Fit with strategic growth plans	17-21
2	High level spatial plan	19-21
3	Garden Village location plan	7
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5	Sense of place	13-14
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7	Land ownership plan	9
8	Summary of local community support	23-24
9	Management and stewardship	30
Delivery		
10	Project delivery mechanism	27
11	Market commentary	17
12	Project timescales	35
13	Existing commitments	N/A
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Long Marston Airfield

3

THE VISION

A sustainable, mixed use new settlement occupying a brownfield site 3 miles south of Stratford-upon-Avon

THE PROPOSAL

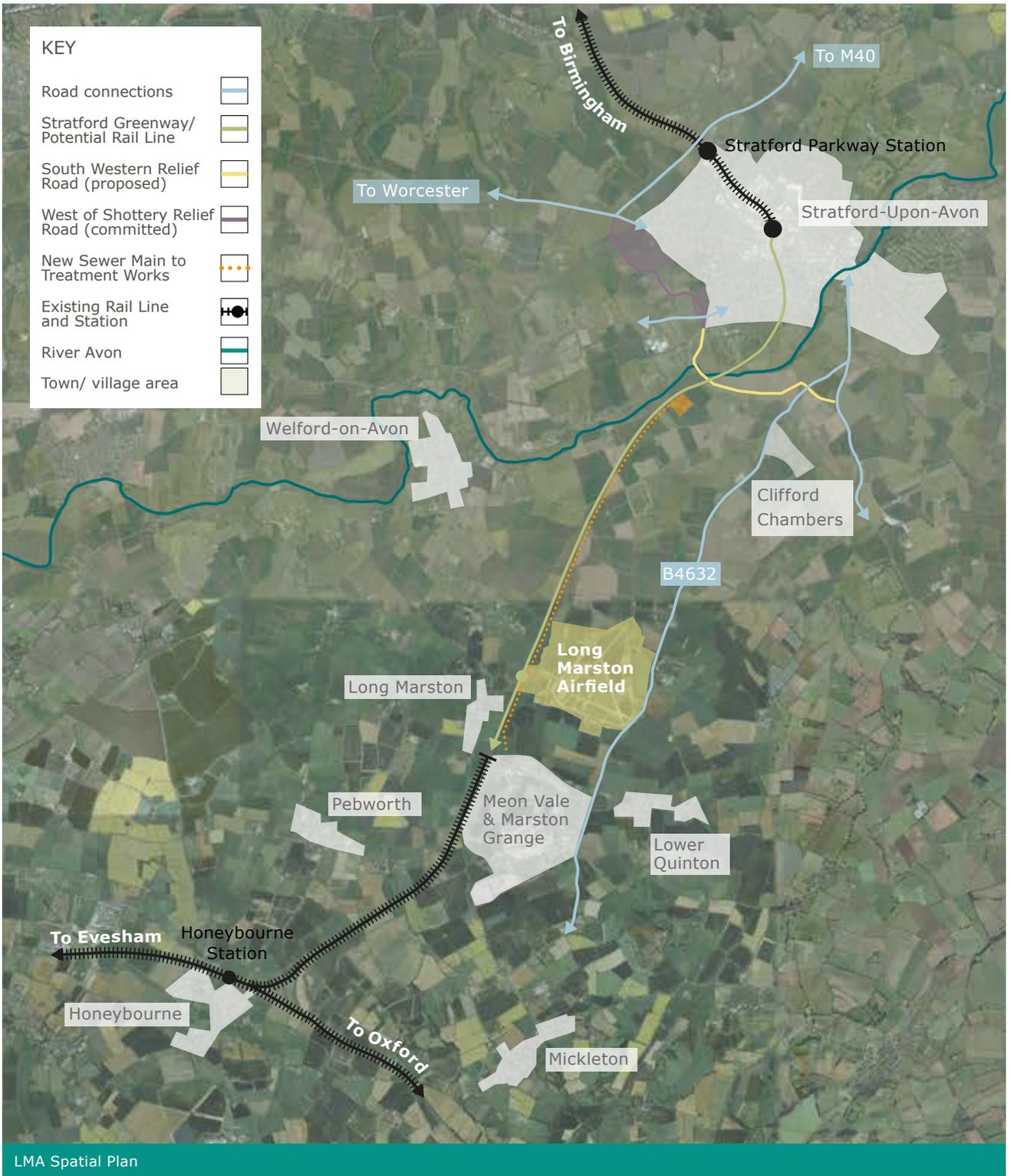
The vision for the Garden Village at LMA is for a sustainable, mixed use new settlement, located on this 205 hectare predominantly **brownfield site**. The proposed development will comprise of 3,500 new homes, including 1,225 affordable homes (equivalent to 35% of the total), two primary schools, a nursery, a secondary school, a new neighbourhood centre, a community centre, employment development and the provision of significant areas of open space. In total, the masterplan represents a net developable area of circa 127.5ha comprising 100ha residential, 13ha employment, 4ha local/neighbourhood centre uses and 10ha of education. The remainder of the site will be given over to substantial areas of open and green spaces.

The proposed development also involves delivery of associated infrastructure, including, most significantly, a relief road to Stratford-upon-Avon linking the A3400 Shipston Road and B439 Evesham Road to alleviate and mitigate traffic impacts on the centre of historic Stratford. There is also the potential for the site to support the re-opening of the former railway line between Stratford and Honeybourne, the route of which is safeguarded and runs immediately to the West of the site and could include a new station for the Garden Village. This is a long term aspiration and an initial study shows a heavy rail through route is the most appropriate and viable option for this line, opening up Stratford-upon-Avon, as an important tourist destination, to a vastly improved railway service.

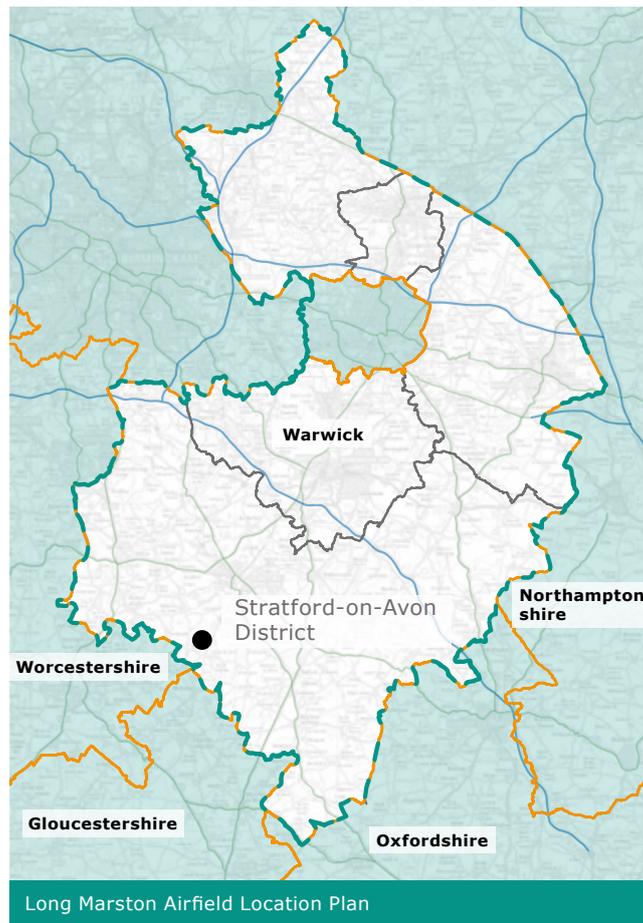
THE LOCATION

LMA is located approximately 3 miles (4.8km) south of Stratford-upon-Avon. It is within Stratford-on-Avon District, falling within the Warwickshire County Council area and the areas covered by the Coventry & Warwickshire Local Enterprise Partnership. The site itself is close to the boundary of Gloucestershire and Worcestershire.

The site is linked to Stratford-upon-Avon by the north-south transport corridors along the B4632 Campden Road and the 'Stratford Greenway' walking and cycling route which runs along the route of the former Stratford-Honeybourne railway line. The site is located between the existing settlements of Long Marston to the west and Lower Quinton to the south east. It is also a short distance north of Meon Vale, a former ministry of defence facility, which alongside an adjacent site at Sims Metals, is being redeveloped for c.1,400 new homes alongside the existing employment uses. However, whilst LMA sits within an area where there are existing communities, it is distinct and physically separate from other settlements.



This scheme includes the delivery of the proposed South Western Relief Road which will relieve traffic pressures in historic Stratford-upon-Avon



Key	
The Site	●
County Boundaries	▭
Local Authority Boundary	▭
Coventry & Warwickshire LEP Area	▭
Motorway	▭
A roads	▭

The proposals also involve the delivery of a proposed South Western Relief Road (SWRR) to Stratford-upon-Avon, which is fundamentally necessary to address traffic impacts in the town and has been rigorously tested as the best deliverable transport solution for LMA. The proposed route of this traverses farmland to the south of the River Avon, with a bridge over the river and the Stratford-Honeybourne rail corridor to the south-west of Stratford Racecourse. This will then connect into a section of new road being delivered as the West of Shotton Relief Road as part of the West of Shotton development proposals. This will provide a link to the A46 and onwards without funnelling traffic through the centre of historic Stratford-upon-Avon.

The former route of the Stratford-Honeybourne railway line runs to the west of LMA and is currently used as the 'Stratford Greenway' cycle route. There is growing support in the area for the reopening of the railway. It would both provide additional train services and different routes into Stratford-upon-Avon, but would also provide greater network resilience for Network Rail, providing an alternative route for trains into Birmingham in the event that the West Coast or

Chiltern lines became inoperable. The route is safeguarded for re-opening in the event that proposals do come forward. Although the Garden Village is in no way reliant on the re-opening of the railway line to mitigate the transport impacts of the development, it would nevertheless provide significant additional benefit to both the sustainable transport opportunities for the area as well as the attractiveness of the area as a place to live and work. The Council and its partners are actively investigating the feasibility of re-opening the line and the LMA new settlement would help underline the case and potential benefit of reopening the line, with a station at the Garden Village to serve the locality.

THE SITE

Long Marston Airfield

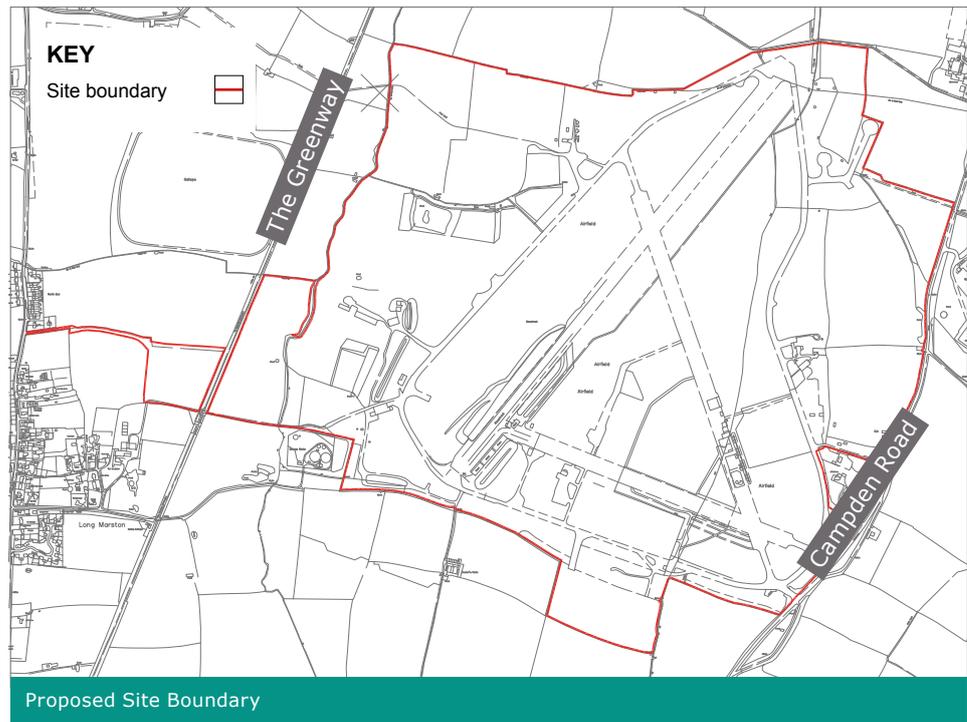
Long Marston Airfield was a Royal Air Force training station between 1941 and 1954, subsequently becoming a commercial airfield and motorsport venue. The current use of the site comprises a range of disparate employment, leisure and open storage uses. Flying activity on the site is limited, with the main runway now mostly taken over by a motorsport drag strip. In addition to permanent occupiers, the site is available for hire for outdoor events which brings in occasional and seasonal use to the estate, but has been in decline in recent years. In total it is estimated the 205ha site supports c.35-45 jobs in its current operation.

The central part of the site itself is largely featureless save for the runways, a few remaining aircraft hangers, buildings and cabins associated with the current uses and large noise bunds along the main runway, now a drag strip. Large parts of the site are hardstanding with much of the land within and around the airfield perimeter road filled with rubble. The western part of the site comprises some areas of woodland, a pond and, towards the stream which runs along the western boundary, some remaining hedgerows. On the eastern part of the airfield there is the site of a deserted medieval village, visible as a series of earthworks. Such features will be incorporated into and protected by the development. The airfield and its curtilage comprise the majority of the site and therefore the majority of the site is classified as previously-developed (brownfield) land.



Long Marston Airfield

The site is in single ownership and under the control of CALA Homes



The whole of the LMA site is within a **single ownership**, helping to avoid problems that can arise through fragmented ownership of land parcels. The airfield site is **under the control of CALA Homes** through a long term option agreement and existing businesses on the site have appropriate short term break clauses within their leases. This means, unusually for a privately held site of this scale, land assembly and availability issues are not a blockage to development.

The South Western Relief Road

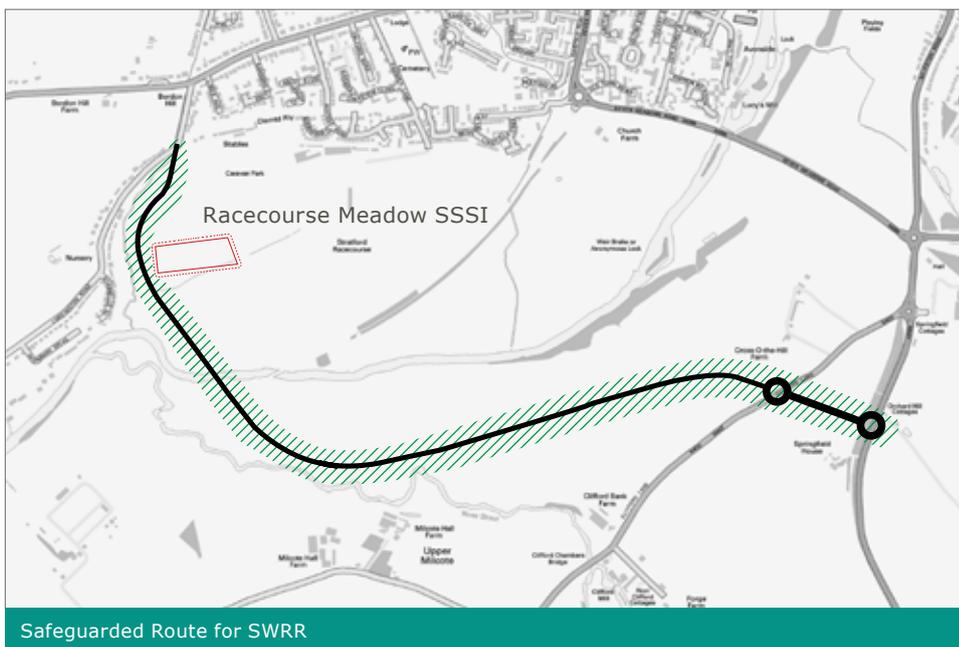
The safeguarded corridor for the SWRR encompasses an area that, to the south of the River Avon, is farmland and, to the north of the River Avon, is grassland meadow.

The road will link into the already secured West of Shottery Relief Road at the B3439 Evesham Road/Luddington Road in the north. At the eastern end it will link via two roundabouts to the B4632 and A3400. This will provide a direct through route to the A46 and on to the M40 from the south of Stratford-upon-Avon without needing to drive through the centre of the historic town, which provides the alternative crossing point of the River Avon. Delivery of this road is a key local objective though no funding sources have been allocated at this stage.

There are a number of features (notably flood plain and local wildlife features) in the area of the SWRR that presented challenges in delivering the road in a way that minimises overall impact. The proposed route is also near to the Racecourse Meadow SSSI, but will not directly affect the site. Detailed ecological work has been undertaken to show the SWRR can be implemented without causing unacceptable harm to wildlife features – a position accepted by the Local Plan Inspector. The bridge will need to span both the river and the Stratford-Honeybourne railway route at this point, in a form that continues to allow the reinstatement of the rail. The detailed design of the road will need to work within these constraints, however, an initial opportunities study which was tested under significant scrutiny as part of the Core Strategy examination and involved working with key stakeholders, including Natural England and the Environment Agency, confirms the proposals are deliverable.

The SWRR, whilst **fundamentally necessary to mitigate the impacts of the LMA** development, is only one strand of a strategy for sustainable transport. Other aspects include, traffic management within Stratford-upon-Avon town centre, managing journey demands at LMA through a mixed-use scheme with local facilities, bus-based initiatives and an aspiration to reinstate the railway line, which, whilst cumulatively could not replace the need for the SWRR, will complement its function.

The land for the SWRR is within five separate ownerships, but has been assembled under option agreements to CALA Homes for the purposes of delivering the road.



Our Vision:

We want to create a new community worth caring about, invoking Garden City principles to create a "healthy, natural and economic combination of town and country life". A superb place, our new community will provide opportunities to live, work and socialise, within 10 minutes of Stratford-upon-Avon.

THE EMERGING MASTERPLAN

Stratford-upon-Avon's new community at LMA is holistically planned; it will be set within parkland and wooded glades, tree lined avenues, squares, streets and greens which will be the framework for this Garden Village inspired new community. With some 3,500 homes supported by employment parks (in combination supporting 4,000 jobs), schools, healthcare facilities and day to day local services it will be a self-contained, sustainable place with local walking and cycling links and bus and rail services for longer journeys. LMA will also provide the catalyst to deliver much needed highway improvements via a new Western Relief Road and potentially integrate Stratford to the strategic rail network. This will have brought welcome benefits to the new and existing communities south of Stratford-upon-Avon as well as improving traffic management in the town, enhancing the historic environment for all who enjoy it.

At the new community's heart will be vibrant and thriving new local centres; with shops, restaurants and cafes, a primary school, community facilities, offices and attractive spaces providing opportunities for people to live, work and play locally. A secondary school, sports pitches, open spaces, trails and waterside spaces will complete the new neighbourhoods, each with access to the wider countryside, and within a short distance, access to Stratford-upon-Avon.

Few brownfield sites of this scale are as unconstrained as LMA, have the opportunity to deliver as wider benefits and can deliver much needed housing for Stratford-on-Avon. Its role supporting the prosperity of Stratford-upon-Avon as a place to live, do business and visit as an internationally celebrated tourist destination, places LMA apart from other development proposals.

OUR MASTERPLAN

Masterplanning work has been undertaken in order to understand the development capacity of the site and to illustrate how a mixed-use sustainable new settlement could be delivered. This emerging masterplan seeks to **respond to the constraints that exist** on the site whilst **drawing the surrounding landscape** into and through the site to provide a network of green corridors to structure the new place.

Our emerging masterplan will be further refined and developed through a SPD which will provide an overall framework masterplan to guide the development of the new settlement shaped by the local community.

It will make provision for a mix of uses to be accommodated on the site including:

- 100 ha residential area, accommodating 3,500 new homes of which 1,225 will be affordable;
- c.13 ha of employment land with a proportion of this delivering small business workshops to support rural businesses alongside high quality office and light industrial uses;
- 4 ha comprising a neighbourhood centre/ local centre with shops, a community centre, a library and a GP Surgery, amongst other local facilities, all positioned to be within walking distance of most residents and visible upon arrival into the new community;
- 6 ha secondary school and two 2 ha primary schools to meet the educational needs of the development and the south of Stratford rural area;
- 21 ha of formal open space including playing fields, outdoor sports, children's play areas, allotments and community gardens; and
- 56 ha of additional land on the site to be natural and semi-natural accessible green space enhancing the ecological value and biodiversity of the site. This is proposed to take the form of a country park.



Long Marston Airfield Masterplan



The masterplan will evolve and be shaped by the local community through the delivery of the SPD, underpinned by seven design principles with draw heavily on Garden City principles:

1. **'An identifiable Place'**. The development will seek to identify and establish a character that draws from that of the surrounding context and is informed the existing site features. Drawing out local character, views and distinctive features are an aid to legibility.
2. **'A mixed use community'**. Not only will the development deliver neighbourhood centres with a mix of uses, there will be accessible employment parks and opportunities for employment within the centres, primary schools and a secondary school which will result in a self-contained, sustainable settlement.
3. **'A Walkable Place'**. The employment parks, community facilities, open spaces and the day to day needs of the place will be within convenient and attractive walking distance of the residential areas creating walkable neighbourhoods that are vibrant and socialable.
4. **'Transport choices'**. An accessible place that addresses the need to accommodate the car and encourages the use of public transport alternatives and active commuting. Inherent measures include proximity to bus stops, convenient footpaths, cycle routes and connections to the Greenway cycle path route to Stratford-upon-Avon.
5. **'Multi-functional green spaces'**. The landscape framework of green corridors and areas of open space will offer the best elements of the country by providing a setting for the development, accommodating SuDs and providing a sport and recreation resource for new and existing communities. Open spaces – public and private - will also provide opportunities to grow food locally,. The intention is that public open space will be managed within a community land trust to preserve these in perpetuity.
6. **'Streets and landscape corridors designed as places'**. The legibility of the place will be informed by the experience of the street and landscape spaces which provide attractive vistas through the development and revealing townscapes. These will also ensure a positive relationship between necessary infrastructure, green spaces and built form.
7. **'Quality homes'**. Residential areas will benefit from the social and environmental infrastructure provided in equal measure helping to foster community cohesion and local pride of place. Densities will seek to achieve a range of between 25 and 50 dwellings per hectare (dph) with an optimum of 30 dph. Guided by locally agreed design and character parameters, new homes will be well proportioned, beautifully crafted and incorporate sustainable features.

The new settlement will provide a wide mix of new homes in respect of size, tenure and design to ensure delivery of houses for all. The mix will include apartments, bungalows and both smaller and larger houses in a range of designs (terraced, semi-detached and detached). This will respond to the range of housing needs identified within the Warwickshire Strategic Housing Market Assessment (SHMA). Whilst the dwelling mix is to be set through the forthcoming SPD, **the new settlement will deliver 35% of housing as affordable tenures**, which will include social/affordable rent, intermediate (shared ownership) and Starter Home products. This is almost double the proportion of affordable homes typically provided in other new settlements (e.g current planning permissions for Northstowe in South Cambridgeshire propose 20%). In addition, the new settlement will deliver specific housing to meet the needs of the elderly population, including Extra Care housing. It is also expected that a small proportion of serviced plots to accommodate self and custom build opportunities will also be made available within the new settlement.

Our key infrastructure needs

To successfully deliver the masterplan, we will need to ensure the necessary infrastructure is in place in a timely manner to support the delivery of new housing. Our key infrastructure needs can be summarised as follows:

- The delivery of the SWRR as part of the proposals and is identified in the adopted Core Strategy. This is essential to relieve the central area of Stratford-upon-Avon town and provide scope for traffic management and environmental enhancement to preserve the town as a **locally important business centre and an internationally important tourist destination**. Transport modelling indicates that due to the degree of pressure the existing network is under, this road will need to be in place before more than c.400 homes can be delivered on the site;
- Two primary schools and a secondary school are required to ensure sufficient schools places. **Existing secondary school provision is limited** in the area and a new secondary school in the settlement would both enhance capacity and fill a spatial gap in provision to the south of Stratford-upon-Avon. Our initial investigations also indicate a primary school will be needed very early, in order to create a community people will want to move to and enhance the delivery rates achievable in early phases of development. Discussions relating to timely provision of education are on-going and need to progress further, with brokerage support from Government.
- A high pressure gas pipeline traverses the site, which will need to be re-laid as a thick-walled pipe in partnership with National Grid to enable development;



Brokerage to facilitate discussions with the relevant partners and reduce the risk of delays will help to accelerate delivery



- Several utilities will need capacity upgrades and servicing of the site in a timely manner, with the site reliant on several utilities providers for this, including:
 - Upgrades to the Stratford (Milcote) Sewage Treatment Works, with Severn Trent Water planning to pump flows along a new rising main from the site to the works 4.7km north;
 - Connection to the gas and electricity networks, with potential need for upgrades to the existing gas main along the B3462 and an identified need for a new sub-station with a new 6-8km powerline to connect to the existing network; and
 - Superfast broadband to be rolled out to the site through BT Openreach enabling the community to be futureproof and to provide access to the internet for all. We would support the development of an online community for the Garden Village to promote community cohesion.

The Council and its partners are already in discussion with the relevant infrastructure delivery partners in respect of these infrastructure needs. However, delivery of these items at set milestones is necessary in order to ensure the ambitious delivery trajectory for LMA is met. Brokerage to facilitate discussions with the relevant partners reduce the risk of delays would help to accelerate delivery.

In addition to the above, the proposals will deliver a wide range of community, social and recreational infrastructure, from a GP surgery and library to sports facilities and green space to ensure the Garden Village grows in a sustainable and inclusive manner.

We are also actively exploring the potential for re-instatement of the railway between Stratford and Honeybourne which, whilst not a pre-requisite for the success of the new settlement, would be a key benefit for LMA and Stratford-on-Avon. A full list of our proposed infrastructure delivery and associated assumed costs is included in Section 8.0.



4

STRATEGIC FIT

Meeting Government's aims

Long Marston Airfield represents an exceptional fit with Government's aims and expectations for Garden Villages, illustrated as follows by reference to the prioritisation criteria within the Garden Villages prospectus.



Local leadership and community support

LMA is **allocated** in the Stratford-on-Avon Core Strategy, which was adopted in July 2016 following **extensive public consultation**. In April 2014, a consultation on options for meeting Stratford's local housing needs ranked LMA as a top preference among the 1,600 responses received from the community. The scheme has the support across a spectrum of bodies, including Warwickshire County Council and the Coventry & Warwickshire Local Enterprise Partnership. It also benefits from **substantial political support**, including local Councillors and the MP, Nadhim Zahawi, as demonstrated in the Foreword to this submission.



Delivering quality and good design

The parameters set out in the Core Strategy allocation will ensure the Garden Village will be mixed-use to create a sustainable place, where people can live, work and genuinely develop a community. The **Masterplan SPD** process upon which the Council is embarking will engage local people and local expertise to help shape the standards for achieving a high quality, well designed, place that is **influenced by Garden City Principles**. The Council is committed to producing the SPD as a core requirement of the Core Strategy allocation. It will be a delivery focussed document but will also provide the design parameters to ensure a visually attractive place is achieved. The Council is setting up an Implementation Team to oversee the delivery of major projects; this will allow SDC to play a proactive role in influencing the design of proposals.



Making best use of brownfield land

The site is an underutilised former airfield, comprising predominantly **previously developed ('brownfield') land**. The proposals would result in the clean-up of spoilt land and, with significant areas of natural open space and formal recreation areas to be provided, would result in no net loss of greenfield land. The Garden Village will be an effective use of the land bringing significant social, environmental and economic benefits to the site and area.



Meeting local housing needs and demand

LMA expects to provide 2,100 (14%) of the 14,600 new homes required in Stratford-on-Avon District by 2031 but Garden Village status and accelerated delivery could enable it to achieve more. In particular LMA is **an imperative part of a wider spatial strategy to meet the local development needs of Stratford-upon-Avon**, the largest town in the District, without placing additional and unsustainable pressures on the historic character of the town which is imperative to Stratford's success. LMA will act as a release valve whilst also delivering key infrastructure improvements.

LMA will deliver 35% affordable housing which is notably higher than achieved by many other new settlements elsewhere.



A viable and deliverable opportunity

The Council and its partners have undertaken feasibility studies which demonstrate that in headline terms new settlement and associated infrastructure **is deliverable and financially viable**. A wide range of other options have been assessed through the Core Strategy process and a specific package identified to ensure LMA is a sustainable and deliverable prospect. The land deal negotiated for the site factors in the high infrastructure burdens which the scheme will face and has some flexibility therein (for example allowing staged purchase). However, the costs and timing of certain aspects of infrastructure, particularly the SWRR and new schools are challenging particularly in terms of front-loading infrastructure delivery and accelerating delivery.



Providing support for SME home builders

The delivery of LMA will involve a range of home builders and provide opportunities for both large and small businesses, directly and indirectly through the supply chain. Whilst CALA Homes - a top 10 national housebuilder - will be master developer for the project, **the scheme will be split into development parcels**, with the anticipation that some will be made available **specifically for SME home builders**. A varied mix of housebuilders, with a range of products and outlets, will be a cornerstone to ensure fast delivery of new homes. CALA will ensure commitment to design principles by other developers who implement these parcels.



Accelerated delivery

LMA can start housing delivery quickly. A first phase of 400 homes has a resolution to grant outline planning permission with a decision due to be issued imminently. With reserved matters worked up concurrently with the wider masterplanning work to ensure a seamless and holistic approach to the whole scheme, this could mean houses delivered on site during 2017. However, early infrastructure hurdles are time sensitive and costly to overcome, with utilities, the relief road and schools all needing front-loaded investment. **Government support through Garden Village status can help address such hurdles** and would result in accelerate delivery of homes at the Garden Village.



Delivering innovation

LMA – alongside a further new settlement at Gaydon Lighthorne Heath - represents an original and inventive means of meeting Stratford-upon-Avon’s development and infrastructure needs, whilst benefiting the existing historic town. The spatial strategy of the District was described by an independent Inspector as “**trailblazing**”. LMA will include opportunities for innovative forms of housing delivery, with a small part of the Garden Village to be designed to include serviced plots for **self-build and custom-build projects**. LMA will also help to build skills in the construction industry with an on-site academy. There is an aspiration to incorporate a **District Heat Network** from the outset, subject to feasibility.



Delivering Starter Homes

The Garden Village will deliver a mix of new homes responding to the varied housing needs identified in the Coventry and Warwickshire SHMA. 35% of the new homes will be affordable housing and this will include a minimum of **20% of the new homes being delivered as Starter Homes for first time buyers**. This will particularly help young households in Stratford-upon-Avon into homeownership, with other types of new homes supporting those wishing to move up the housing ladder.



Clear evidence on infrastructure

The infrastructure needs associated with LMA have been fully assessed and tested through the Local Plan process and can be met. The package infrastructure required is set out within **the Council’s infrastructure delivery plan**. Assessments have confirmed the infrastructure requirements can be delivered. However, **government support will help speed up infrastructure and housing delivery** through reducing potential barriers which could affect the provision of time-critical infrastructure.

The new settlement can act as a catalyst for the re-opening of the rail link to Stratford which would improve the sustainability credentials of LMA and would better integrate Stratford into the strategic rail network and redress existing gaps.

"...it is not every day that there is such limited and muted opposition to a new settlement for 3,500 dwellings that is proposed in the open countryside. The fact is that the only local resident who addressed the 'LMA day' at the resumed Hearing is in favour of it... The relative absence of objection and the lack of justified reasons being advanced as to why LMA should not be allocated leads to the finding, for all the identified reasons, that the allocation of this site is sound."

Inspector's Report into the Stratford-on-Avon Core Strategy (June 2016)

DEVELOPMENT PLAN

The Stratford-on-Avon Core Strategy was adopted in July 2016, following an extensive period of development which included significant public consultation and independent examination by a Government appointed Inspector.

Within the Core Strategy, LMA is allocated as one of two new settlements within the District. This spatial strategy is seen as the most appropriate means of meeting the District's housing needs, whilst delivering the necessary infrastructure and acting as a balance against development in more sensitive parts of the District, including the Green Belt and historic Stratford-upon-Avon as the main town.

Through the Core Strategy process, the proposals for LMA came under significant scrutiny but the Local Plan Inspector concluded that **the scheme is 'sound'**. The Core Strategy process affirms Stratford-on-Avon District Council's commitment to delivering the new settlement at LMA and underlines the positive and proactive approach taken to meeting local housing needs.

The policy within the Core Strategy sets out the extent of the allocated development, but devolves the detailed design and delivery to a Framework Masterplan SPD. The SPD process is being formulated currently but will include significant input from the local community to help shape the Garden Village as the ultimate end users. The purpose of the SPD is to provide a guide as to how the policy requirements of the Core Strategy can be incorporated into the new community to ensure the social, economic, environmental and design objectives are achieved. It will build on the seven existing design principles that have informed initial masterplanning and it will be flexible to respond to changing circumstances as the scheme progresses by focusing on developing character areas. It is envisaged that the Council will play a pro-active role in the preparation of this document.

The Council has already resolved to grant outline planning permission for, what is now, the first phase of 400 homes on LMA. It is intended that the reserved matters would be worked up in conjunction with the SPD process. As part of this outline application, CALA Homes held several exhibitions where members of the public were able to discuss both the 400 home scheme as well as any questions on the wider new settlement proposals.

LMA is a critical component of the strategy for meeting Stratford-on-Avon's development needs. We consider through the Local Plan policy and the SPD a genuinely plan-led, design focused new settlement can come forward which the local community will have helped to shape.

STRATEGIC BENEFITS

LMA responds to a range of strategic challenges and opportunities that face Stratford-on-Avon District as well as the wider area. The Garden Village has been allocated within the local plan to respond to strategic factors including:

- **Addressing local housing need and affordability** – The Coventry & Warwickshire SHMA identifies Stratford-upon-Avon and its hinterland, including Shipston-on-Stour and Henley-in-Arden, as the most expensive and least affordable parts of the housing market area. In particular the area around LMA, south of Stratford-upon-Avon towards the Cotswolds, represents an area where house prices are high and affordability particularly acute. Many local people are priced out of Stratford-upon-Avon, with LMA providing new homes in an area where they are needed most to address affordability.
- **Delivering education capacity** – School place capacity, particularly in secondary schools, is limited in the District. LMA, uniquely amongst development sites in Stratford-on-Avon, will provide two primary schools and a secondary school, addressing both a spatial and capacity gap in the area's education provision.
- **Ensuring access to employment** – Stratford-upon-Avon is the main employment and economic centre in the district. In particular its tourism sector has a global reach as the home of Shakespeare. With 22,200 existing jobs within 15 minutes' drive-time of LMA and a further growth of 6,700 jobs in this catchment anticipated over the plan period, LMA is excellently located to support the continued economic success of the local area. The Garden Village itself will include employment generating uses, ensuring that people can live and work in the area and despite good rail-commuter links to larger cities, the place will not become a dormitory town.
- **Improving road connections** – Traffic within Stratford-upon-Avon is a major challenge for the town. Insufficient crossing points of the River Avon and a lack of alternative routes funnels much traffic through the town centre, detracting from the town's environment which is one of its major draws. To address this some localised junction works are being progressed through the Stratford Transport Package, but a holistic solution including a relief road to Stratford-upon-Avon with further river crossing is necessary and has local support. The proposed SWRR will provide this solution and is an integral part of the delivery of the Garden Village.

"The recent DCLG consultation anticipates a move towards a more supportive approach for new settlements, within locally led plans. It envisages LPAs taking a proactive approach to planning for new settlements where they meet the sustainable development objectives of national policy... It conceives of a world in which LPAs should work proactively with developers coming forward with proposals for new settlements in their area.

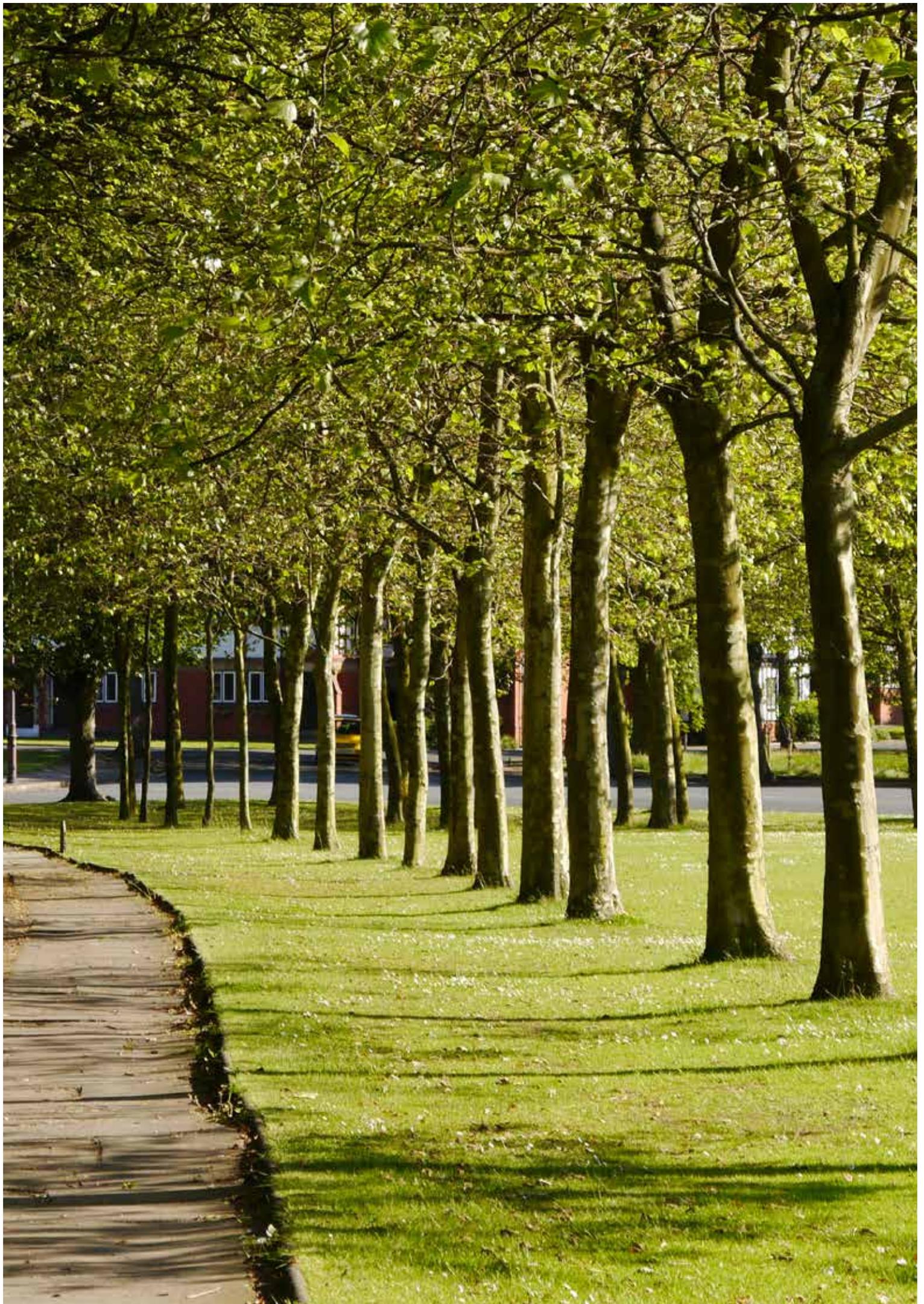
*If that is the direction of travel **this District could be seen as a trailblazer** as, pursuant to the public participation exercise, and notwithstanding local concerns, **it has re-affirmed that a new settlement, or now settlements, is the answer to meeting the District's housing requirement.**"*

Inspector's Report into the Stratford-on-Avon Core Strategy (June 2016)

Garden Village status could help unlock re-instatement of the Stratford to Honeybourne rail line

- **Supporting rail improvements** – The Garden Village underlines the potential for reinstatement of the Stratford-to-Honeybourne rail line, which would provide much improved access to Stratford by rail and could provide residents of the Garden Village regular rail services to a range of destinations. Initial feasibility work has looked at options for reinstating this missing link, with positive conclusions. Detailed feasibility work is to be progressed with the support of the Council and developers and the Garden Village would contribute towards costs capital costs if an appropriate transport scheme along the route can be brought forward.
- **Open space networks** – The size of the LMA site represents an opportunity to provide a substantial amount of formal and informal open space (77ha) for the enjoyment of local residents. Up to two fifths of the site will be open space, providing opportunities for recreation whilst also protecting and enhancing biodiversity and providing opportunities to grow food in line with Garden City Principles.

Our locally-led Garden Village responds to both the local and national drivers for the new homes, businesses and infrastructure that it would deliver. These strategic factors underpin why the new settlement at LMA is critical to a successful and prosperous Stratford-on-Avon.



5

LOCAL LEADERSHIP & COMMUNITY SUPPORT

We are committed to ensuring the community have a genuine role in shaping the Garden Village proposals

POLITICAL ENGAGEMENT AND SUPPORT

Preparation of the Core Strategy Development Plan has involved comprehensive consultation and engagement with a wide range of interested parties. To come to fruition, the plan-making process required the commitment and 'buy-in' of all the District Council as far as possible.

At the Council meeting on 11th July 2016, 30 members of the Council voted for the adoption of the Plan, and only 2 voted against, with no abstentions. This is proof of the extent to which the Council supports the provisions of the Plan and how it endeavours to manage future development in the District, including the new settlement at Long Marston Airfield.

CROSS AUTHORITY WORKING

Under the Duty to Co-operate, the District Council has engaged with all its neighbouring authorities in producing the Core Strategy. There has been specific communication with Cotswold and Wychavon District Councils and Gloucestershire and Worcestershire County Councils due to the close geographical relationship between Long Marston Airfield to these local authority areas.

While issues such as traffic and education require ongoing consideration with these authorities and the communities they represent, no objections were raised by any of them to the principle of a new settlement being created at Long Marston Airfield.

The District Council has an ongoing working relationship with Warwickshire County Council and the Coventry & Warwickshire Local Enterprise Partnership. Both are signed up to the benefits of the proposal and wish to see it delivered. This is evident from their contributions to the Foreword to this bid document.

COMMUNITY CONSULTATION

In producing the Plan, there have been three major stages of consultation relevant to the development proposal at Long Marston Airfield and the associated SWRR.

The District Council has consistently consulted in line with its published Statement of Community Involvement at each of the formal stages of the plan making process, i.e.

- Press Notice to local media
- Notification to all Parish and Town Councils
- Notification to all District Councillors
- District Council's Website - Core Strategy Examination page
- Documents made available for inspection in local libraries

General awareness of the proposal has also been aided by the actions taken by CALA Homes to promote the scheme. During 2014 and 2015 these have included public meetings and 'advertorials' in the local press.

Whilst there is concern about the impact of the SWRR on a small number of properties, the new settlement proposal itself has not been the subject of significant local objection. This is reflected in the fact that the councillors representing this area are supportive of the scheme.

Arguably, the consultation undertaken and the information available have provided a more detailed level of public information than might often be available at the plan-making stage. Further opportunities for interested parties to engage with and comment on the detail of the scheme will arise as a result of the SPD and application process. We are committed to ensuring the community have a genuine role in shaping the Garden Village proposals.

SDC'S ROLE IN DELIVERY

The District Council is committed to taking a proactive role in ensuring the delivery of the new village. It has already stated its intention to create an Implementation Team to oversee major projects such as this one, particularly from the perspective of its own services and responsibilities. It will comprise staff from various services within the Council who have expertise in a range of disciplines, as well as key Members of the Council such as Portfolio holders to provide political direction. However, there is likely to be a requirement to bring in external specialists to provide advice on delivery mechanisms.

The internal Implementation Team would provide a basis for the District Council to work co-operatively with the developers and the wide range of agencies that will be responsible for various aspects of infrastructure and services, including Warwickshire County Council, Severn Trent Water, education and leisure providers. This might involve the creation of some form of Management Board to oversee the implementation of the project.

The District Council intends to work closely with the developers of the new village to establish a set of design principles that will be applied across the entire development and provide a basis for individual planning applications. The Masterplan SPD will be an appropriate way of identifying these design principles and this will be prepared through engagement with local communities and other interested parties.

The District Council will continue to consider the most appropriate means of providing a democratic process in the management of the new community. This could be through the formation of a new Parish covering the physical extent of the new village, and the subsequent election of a Parish Council. However, some form of public/private management and governance body might be created if that is favoured by the residents of the new community.



6

THE BENEFITS OF LMA



EVALUATE HOUSING



3,500 New Homes including 1,225 Affordable Homes

3,500 new homes offers the opportunity to stimulate economic growth, help reduce the impact on local authority budget cuts and assist in meeting Stratford-upon-Avon's objectively assessed housing need. This infographic, drawn from a socio-economic assessment of the scheme illustrates those benefits.

01 CONSTRUCTION IMPACTS



465 Jobs

Direct Employment
[estimated to create 465 FTE construction jobs over the 20 year length of the build]



705 Jobs

Indirect/Induced Employment
[705 FTE jobs could be supported in the supply chain per year of construction]



Construction Value
[estimated total cost of construction including infrastructure]



Economic Output
[expected additional GVA p.a. from direct and indirect jobs]
£77.9m GVA

02 EXPENDITURE IMPACTS



First Occupation Expenditure on goods and services to make a house 'feel like home' a proportion of which would be captured locally



Estimated Additional Resident Convenience Expenditure within local shops and services [per annum]



New Operational Jobs supported by increased resident expenditure in the local area

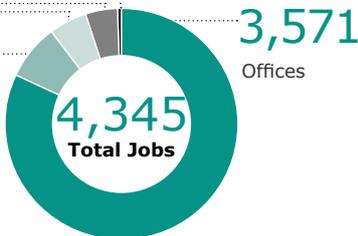
03 OPERATIONAL IMPACTS

13 Health

202 Community Uses

220 Education

339 Retail



Indirect/Induced Employment
1,912 FTE jobs supported in the supply chain



04 LOCAL AUTHORITY REVENUE IMPACTS



New Homes Bonus Payments to LPA [over a 6 year period] at current value



Additional Council Tax Revenues [per annum]



Additional Business Rate Revenue [per annum]



Community Infrastructure & Other Planning Contributions

01

LOCAL SHOPS & SERVICES AT THE HEART OF THE COMMUNITY

Shops, community centre, a library, a GP surgery and other key services to meet daily needs.



02

3 NEW SCHOOLS ON SITE

A secondary school, 2 primary schools and a nursery to provide new education capacity.



05

02

01

02

02

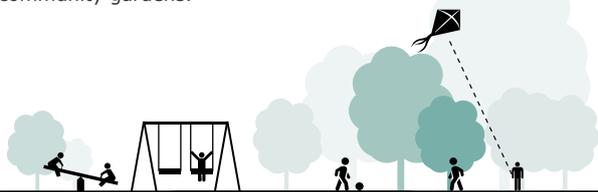
04

03

03

SPORTS & RECREATION PROVISION

21ha of formal open space including playing pitches, outdoor sports facilities, children's play areas, allotments and community gardens.



04

ROADS, GREENWAYS, BUSES & POTENTIAL RAIL

Western Relief Road to Stratford-on-Avon, and junction improvements to act as a solution to existing traffic congestion. **Sustainable transport** encouraging walking and cycling. Making best use of the **Stratford Greenway**.



05

GREEN INFRASTRUCTURE

56 ha of natural and semi-natural accessible green space and green corridors that provide amenity value and allow biodiversity to flourish, as well as:

- 2 culverted streams opened up
- Sustainable Urban Drainage system with ponds for wildlife
- Landscaped streets and homes with family gardens



7

VIABILITY & DELIVERABILITY

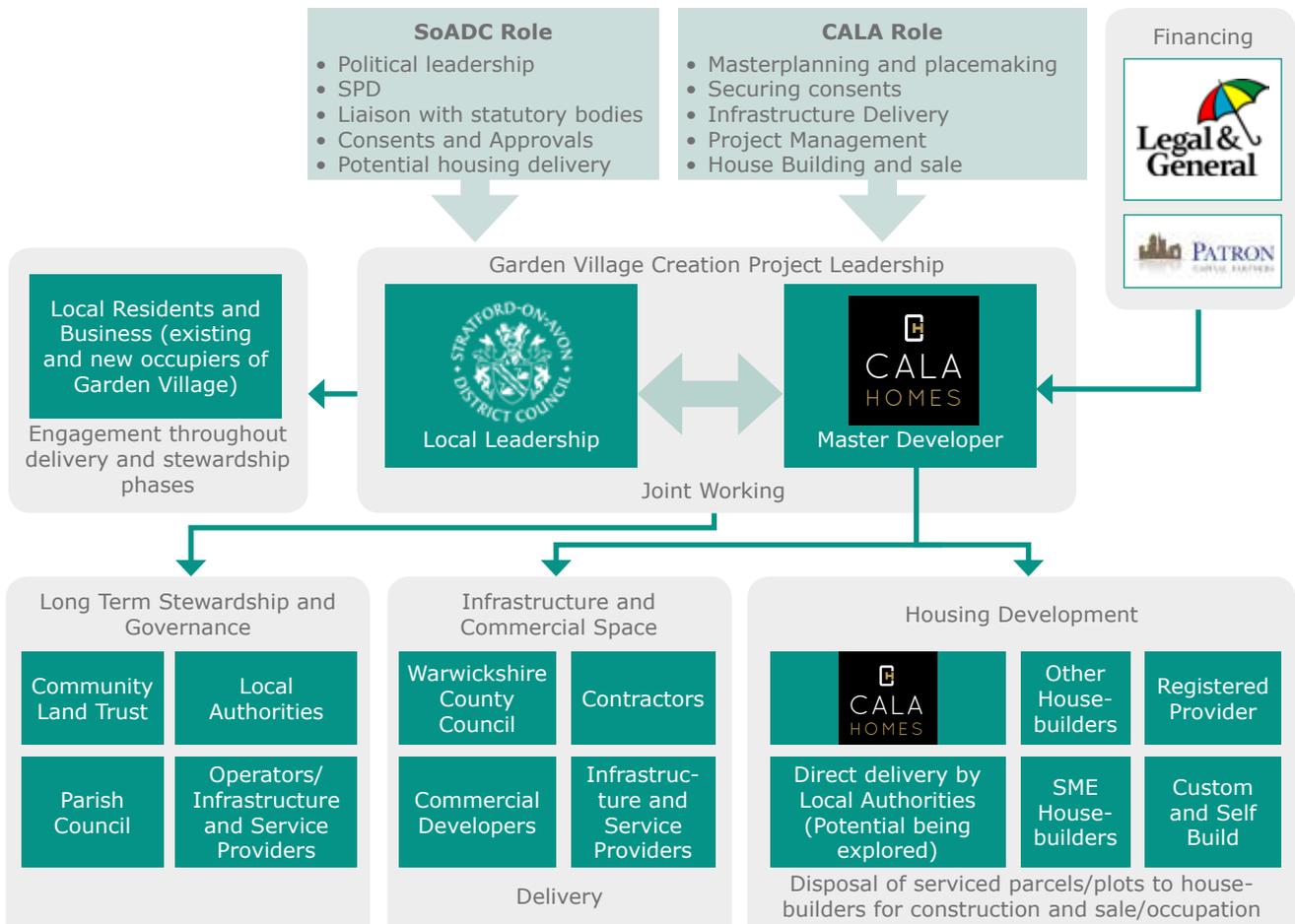
A deliverable and achievable prospect, which will provide new homes in a sustainable location over a twenty year period

SUMMARY APPROACH TO DELIVERY

LMA is a deliverable and achievable prospect, which will provide new homes in a sustainable location over a twenty year period. The site is within a **single ownership and is under the control of CALA Homes**, who is intending to act as a 'master developer' for the site. In addition, CALA has been assembling the land forming the route of the SWRR, with completed agreements in place with four of five land owners and contracts with the final landowner, the Stratford Racecourse, to be concluded imminently. The remaining land required is highway land owned by Warwickshire County Council.

As part of the examination of the Stratford-on-Avon Core Strategy, CALA produced a full feasibility assessment for the new settlement, which sets out how the development can be viably delivered whilst overcoming constraints.

The approach to delivery is summarised in the diagram below.



Approach to Delivery of Long Marston Airfield

CALA as 'master developer'

CALA Homes has over 40 years' experience of building new homes, giving it the expertise and strategic resources to deliver the new community at LMA. This is underlined by CALA's backing from Legal & General and Patron Capital Partners, providing a secure financial platform to achieve CALA's ambitions for the site.

CALA Homes' commitment to providing exceptionally well designed, beautifully constructed new homes in which people aspire to live is highlighted by its recognition as a 5 star home builder for customer satisfaction under the HBF star rating system. CALA's track record of quality housing schemes throughout the country demonstrates its ability to deliver vibrant new communities.

Such experience of bringing forward large-scale development includes the 1,300 home new community at Rugby Gateway ("Eden Park") and the 2,000 home King's Barton neighbourhood in Winchester. Both of these new communities involve delivering significant up-front infrastructure work, including highways works, new schools and community facilities and CALA has worked collaboratively with the respective Councils and communities to ensure exceptional development proposals have come forward. Both schemes are currently on-site and building out.

In partnership the Council and CALA will bring forward the SPD for the Garden Village. It is anticipated that CALA will then obtain outline planning permission for the Garden Village following the parameters set within the SPD. CALA will deliver some parcels and phases itself, but will similarly sell serviced parcels to other house builders and developers, who will bring forward reserved matters applications and ultimately deliver the new homes. CALA will retain responsibility for delivering on-site infrastructure and will also deliver the SWRR.

Role of other developers, the supply chain and innovation in delivery

The development of the Garden Village will involve a range of companies delivering different parts of the site. By introducing a number of outlets and sales frontages on site, it is envisaged the Garden Village will be capable of delivering **up to 200 new homes each year** once established. This will involve CALA as well as other developers delivering a wide choice in new homes. In particular the Garden Village will seek to implement **innovation** in its delivery including:

- Providing opportunities for **self-build and custom build** through provision of serviced individual plots for individuals on Stratford-on-Avon's self-build register;
- Supporting **SME builders** through provision of smaller development parcels suited for smaller home builders;

The Council's development partner – CALA Homes, a 5-star home builder – is backed by Legal & General and Patron Capital

The Council will use Garden Village support to establish an Implementation Team to deliver its trailblazing spatial strategy for the District

- Building **local supply chains** where possible to help benefit the local economy and minimise our supply chain footprint;
- Providing **skills training and apprenticeships** at the Garden Village through a construction skills academy in partnership with contractors and local educational establishments to help build capacity and skills in the construction industry; and
- Early delivery of **community infrastructure** to ensure a sense of community is fostered early and ensure the Garden Village is sustainable and attractive for residents at the outset.

The role of the Council

The Council intends to be a partner with CALA in overseeing implementation of the Garden Village. The Council is setting up an Implementation Team to oversee the delivery of major projects such as LMA. This will involve officers in various services who have experience and expertise in a range of disciplines but will also require input from external specialists. The Council's role in direct delivery of housing is also being explored.

Further, to ensure that the Council can adequately manage the delivery of the Garden Village and marshal the appropriate design quality through the planning process, it is proposed that a specific post within the Council's planning team will be created for the sole purpose of delivering the proposed new settlement through the Development Management process. This will ensure we can deliver consistency of approach and advice within the Garden Village's planning and help to ensure timely decision taking to minimise any delays.

In addition, specialist input will be invaluable to assist the design and placemaking concepts as the District Council has little experience of delivering such large-scale, complex schemes. It is proposed that ATLAS should be invited to contribute to this work. This service has assisted the Council and the promoters of another new settlement in the District at Gaydon/Lighthorne Heath, which is more advanced than the one for LMA.

Securing quality design

CALA strive to deliver the highest quality new homes and communities and, as lead delivery partners that is an expectation which the Council and CALA will seek to extend to all aspects of the Garden Village. To secure quality design within the development and across all forms of delivery, the SPD will include guidance on key design principles which will guide subsequent planning applications.

Long term stewardship and management

Long term stewardship of community facilities, open space and the urban realm is a defining principle of successful garden cities such as Letchworth. At LMA, the Council and CALA will retain a stake in delivery throughout the build period. However, at an appropriate juncture it is envisaged that the extensive public open spaces, and potentially community buildings and other buildings too, will be placed into a new organisation – perhaps a Community Trust – which would hold and manage the portfolio in perpetuity. If a Trust structure is chosen, it would be run by a partnership including members of the community and have levers available to it to generate income, enabling it to manage and maintain the assets in a self-sustaining manner.

Such an approach will provide an opportunity for residents of all ages to become actively involved in the community and will help to nurture a sense of local pride, ownership and shared identity. Although embryonic at the current stage, the Council will explore with the local community how this could be implemented in practice.

The Garden Village will deliver a significant scale of private sector investment that also includes a package of infrastructure measures worth circa £120 million

STRATEGIC VIABILITY CONSIDERATIONS

The viability of LMA has been rigorously tested within a Feasibility Assessment prepared for the examination of the Core Strategy. The Inspector was satisfied that the proposed Garden Village is a viable prospect.

The proposals for the Garden Village will deliver a significant scale of private sector investment that also includes a package of infrastructure measures worth **circa £120 million**. The list of infrastructure has been refined through the Council’s Infrastructure Delivery Plan (IDP) with Table 7.1 illustrating how this is broken down:

Supporting Infrastructure Costs

Infrastructure Item	Cost
Infrastructure On-site	
Schools & education (2 x primary with nursery & 1 x Secondary with post-16)	£31,700,000
Library & community buildings	£1,900,000
Police safer neighbourhoods post	£100,000
GP Surgery	£2,400,000
Other Infrastructure On-site/Off-Site	
CIL funded items including: - Stratford Transport Package highway works; - Other road safety improvements; - Acute health care provision (hospitals); - Emergency service provision; - CCTV provision.	£14,614,875
Rail contribution (or other)	£17,000,000

Table continues on the next page

The Garden Village will deliver significant areas of green infrastructure through open space, parks and recreational areas

Infrastructure Item	Cost
Transport	
Off-site Highway junctions (A3400 Shipston Road)	£1,100,000
Public Transport (Bus)	£2,800,000
2 Roundabouts (Site Entrances)	£1,000,000
Travel Plan	£300,000
Walking and cycling enhancements	£1,200,000
South Western Relief Road (SWRR)	£29,000,000
SWRR Land Costs (all inclusive)	£15,000,000
Total	£119,926,900

In addition to this infrastructure, the Garden Village will deliver as an integral part of its development significant areas of green infrastructure (77ha) through open space, parks and recreational areas.

There are a number of abnormal costs which need to be absorbed into the delivery of the development. Given the early stage of the proposals, substantive site investigation works have already been undertaken which have identified the main constraints and obstacles for delivering the garden city and the costs associated with overcoming them. These abnormal site works and any associated costs are summarised as:

- The SWRR which itself represents a £44m investment, with the need for a bridge structure and specific design mitigation measures to address ecological sensitivities;
- The re-laying of the high pressure gas pipeline that traverses the site, which investigations with National Grid has costed at £4m;
- Utilities upgrades, which for the electricity power lines National Grid estimate would cost c.£1.5m to access the site; and
- Ground-works which will involve addressing any potential contamination, unexploded ordnance and removing the sound bunding that exists as large mounds of inert fill.

For the Core Strategy examination the development components were brought together into a headline viability assessment using the HCA Development Appraisal Toolkit. The evidence supplied to the Core Strategy examination estimated the Garden Village would represent a total construction of **c.£470m** in direct costs, including build costs and infrastructure, with fees, contingency and other costs bringing this to a total investment of **c.£600m**.

On a residual land value basis, as shown in headline terms in the table opposite, this would represent a residual land value of c.£613,000 per hectare against a notional benchmark for Stratford-on-Avon of £600,000 per hectare as the appropriate return for a willing landowner. Even then, the existing use of the site is low value, and the return represents a significant increase for a willing landowner.

Headline Viability Assessment

Element	Input/Output	Value
Development values		
Residential (Market and Affordable)	Residential Value (GDV)	£745,541,250
Retail and Commercial	Commercial Value (GDV)	£125,998,666
	Gross Development Value	£871,539,916
Direct costs		
Residential (Market and Affordable)	Build Cost (incl. fees & contingency)	£365,684,540
Retail and Commercial	Build Cost (incl. fees & contingency)	£96,355,762
Infrastructure / s106 / CIL / Marketing	Other Costs	£137,031,700
	Total Direct Costs	£599,072,002
Indirect costs		
Finance	Finance/Interest	£34,568,036
Profit on residential and commercial	Profit	£161,628,037
Acquisition Costs	Agent & Legal Fees / Stamp Duty	£4,147,169
	Total Indirect Costs	£200,343,242
Residual land valuation		
RLV For Land	Residual	£72,124,673
	RLV / ha (Gross – 205ha)	£351,828
	RLV / ha (Net Developable: 127.5ha)	£613,827

The feasibility of the LMA development has been tested through the Core Strategy process and found to be deliverable

Overall, all work to date has indicated in headline terms that the Garden Village is a viable and deliverable prospect. The site further benefits from a willing landowner, meaning that the significant infrastructure costs have already been factored in to the land value, capturing uplift for the benefit of infrastructure delivery in the Garden Village. Notwithstanding the project is not without its acknowledged potential barriers to delivery.

POTENTIAL BARRIERS TO DELIVERY

The proposed package of infrastructure has been fully tested by a Government appointed Planning Inspector through the examination of the Core Strategy, including testing alternatives, with the current strategy confirmed as the most appropriate and deliverable. However, much of the infrastructure funding is required up-front or very early in the build period of the Garden Village, if delivery is to be maintained. The SWRR is a significant piece of infrastructure that needs to be in place before more than 400 dwellings can be in place. This cost will come on top of costs associated with opening up the site and delivering initial community facilities, including a primary school, as well as district heat networks. The provision of a primary

Garden Village programme support is needed to address the funding pinch-point early in the programme and to accelerate housing delivery

school early in the development of the new community is particularly critical to underpinning a strong demand for new homes. There is also an identified need for a secondary school to deal with existing capacity constraints in this part of the District. Therefore, early delivery of this will accelerate delivery of the Garden Village and the creation of a sustainable community.

This does, however, create a particular funding pinch-point early in the development programme and is one area where support from government, through delivery enabling bridge-funding, would help to accelerate delivery and ensure the Garden Village can provide new homes swiftly. This could include **access to low no interest finance to cashflow delivery** of items such as the relief road and schools before development value is realised.

In addition, the timely and sustainable delivery of the site relies upon delivery of works to the wider transport network, including new junctions and traffic management works in Stratford being delivered by third parties. This is to be funded through CIL receipts and delivery of these works by WCC will need to be prioritised.

Whilst the grant of an outline planning permission for a first phase of the site (400 dwellings) is imminent, the discharge of reserve matters for this will need to come forward having taken its lead from the SPD. If early delivery of the first homes is to be achieved, the SPD will need to be delivered in short timescales and therefore represents a potential barrier to delivery, which government funding and support could help unlock in the very short term.

A key constraint to progressing the project to delivery is the level of resources available to the District and County Councils in their respective development management and legal teams. Across the board, the volume of planning applications and other schemes having to be considered makes it impossible to devote the necessary attention to major projects such as a new settlement from within existing staffing levels.

To overcome this, both local authorities need to be able to identify existing experienced members of staff to focus almost exclusively on this project and backfill their posts, or create and appoint new members of staff with the necessary skills, or fund consultants to provide these services. Neither Council is currently able to specify which of these options is preferable, and it could be that a combination of them is applied depending on specific circumstances faced by an individual service.

DEVELOPMENT TRAJECTORY AND KNOWN 'TRIGGERS'

It is anticipated the Garden Village will take approximately 20 years to fully build-out to completion. This is based upon a start on site in late 2017 following grant of outline planning permission for the first phase of 400 homes in 2016 and reserved matters applications in 2017. The pace of delivery will be a function of a number of factors, including the number of outlets on site, the critical 'triggers' for infrastructure delivery and the demand for new homes in a brand new settlement.

At LMA it is anticipated that delivery will start with a small number of outlets, delivering between 60 and 120 dwellings per annum in the formative years. As a critical mass is built up at the new settlement, this will increase to peak annual delivery rates of 200 to 220 dwellings per annum. However the pace of delivery on LMA will be related to, firstly, the critical infrastructure triggers and, secondly, how quickly demand can be built up by creating a desirable place well served by community facilities.

On critical infrastructure, the key requirement is that the SWRR, at a total cost of £44m, must be in place before more than 400 new homes can be delivered, as established in a Strategic Transport Assessment. This represents a significant and early investment in infrastructure, alongside other utilities and opening-up works. However, market testing to date has concluded that getting a primary school and some community facilities into the Garden Village early is critical to kick starting demand and delivery. If this financial outlay comes at the same point as the SWRR it creates a cash-flow pinch-point for the scheme.

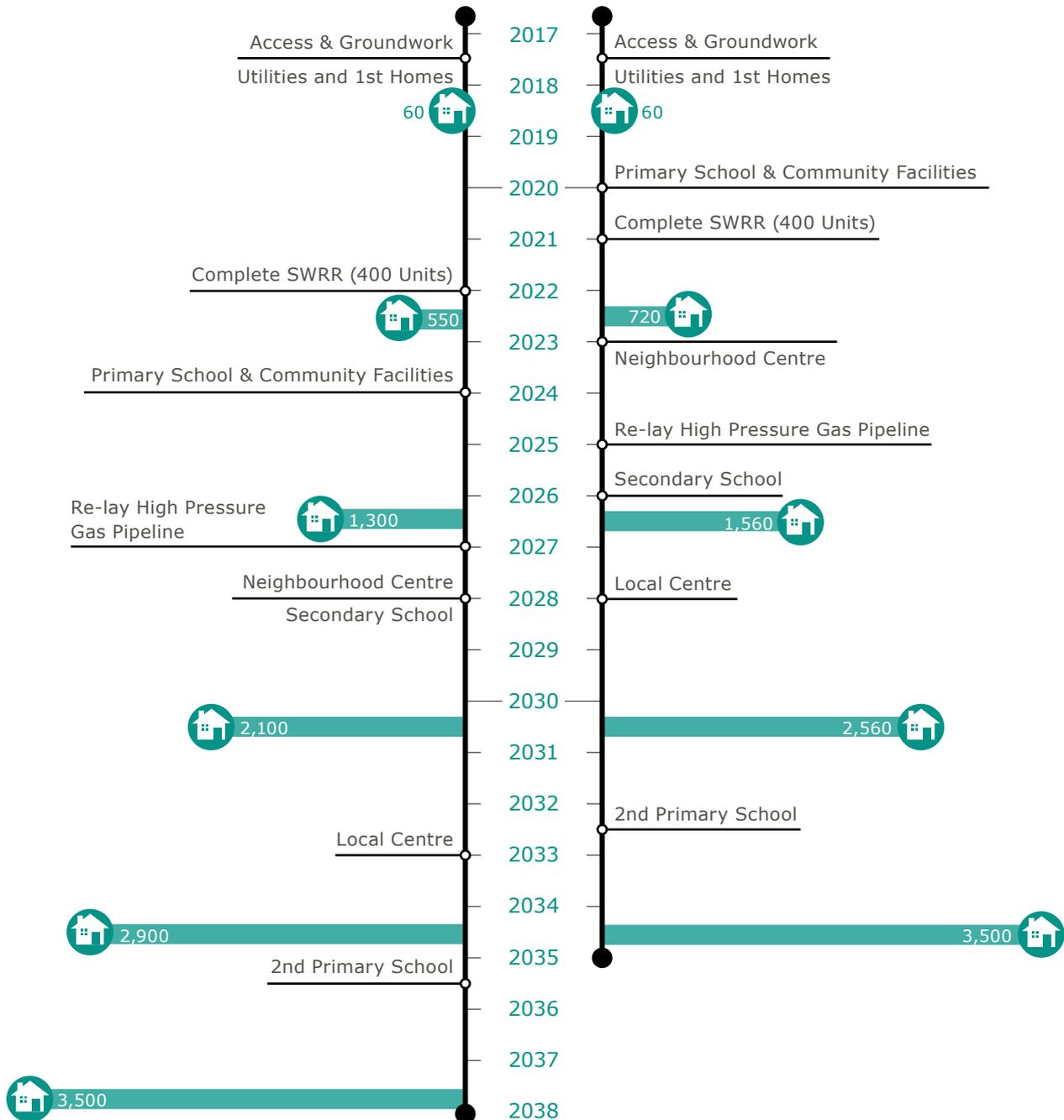
This is shown in Figure 7.1, which illustrates our potential delivery trajectory under two scenarios, one with up-front infrastructure delivery as preferred, and one with phased infrastructure delivery to better match cash-flow. This illustrates how up-front infrastructure delivery can kick start demand on LMA and help to achieve an accelerated delivery rate, compared to one which spreads out the infrastructure costs over the build period. This is one area where we believe government support can genuinely help to accelerate delivery and ensure better outcomes at LMA.

The £44m South Western Relief Road will help preserve historic Stratford-upon-Avon and must be in place before more than 400 homes can be delivered

INDICATIVE DEVELOPMENT TRAJECTORIES & INFRASTRUCTURE PHASING

Delivery Trajectories (Cash-flow Phased Infrastructure)

Accelerated Delivery Trajectories (Up-front Infrastructure)





8

WHAT MAKES LONG MARSTON AIRFIELD AN EXEMPLAR?

Brownfield Land, freestanding settlement

- Underutilised former airfield
- Allocated in a recently adopted Core Strategy
- Resolution to grant permission for first phase of 400 units

'Trailblazing' Spatial Strategy relieves development pressure on historic Stratford-upon-Avon

- District's Local Plan proposes two new settlements including LMA
- Delivers the SWRR to take traffic away from congested town centre

Transport Improvements

- Catalyst for re-opening of rail link between Stratford and Honeyborne
- Integrated sustainable transport: no home more than 5 minutes walk from a bus stop
- Integrated with existing walking and cycling connections
- Delivery of SWRR – a strategic solution linking to existing planned highways

New Schools

- Early years, primary and secondary provision
- Addressing existing capacity constraints
- Earlier delivery to create a community and accelerate build rates



Long Marston Airfield Masterplan

Community Support

- Allocated through Local Plan with what the Inspector described as "*limited and muted opposition... [and] relative absence of objection*".



Open-space

- 21 ha of formal open space including playing fields and play areas
- 56 ha Country Park
- Allotments and community gardens to support community and encourage local food production

Garden City Principles

- Community ownership of public open land and long-term stewardship of assets via Community Land Trust
- Combines the best of town and country
- Strong physical relationship between infrastructure, green space and built form

Housing

- Delivers 14% of SDC's objectively assessed needs for housing by 2031 increasing to c.40% in later phases of the Local Plan
- Delivers 35% affordable housing, complying with policy
- Addresses high affordability pressures

Community Facilities

- Creation of vibrant, social neighbourhoods
- Community focal points to facilitate social interactions
- Library, GP surgery and shops within walking distance
- Potential for incorporating a District Heat Network

Delivery

- Privately funded delivery model
- 'Shovel ready': no need for expensive or time consuming new structures
- Garden Village support will accelerate infrastructure delivery and rates of house building

Employment

- 13ha of employment land
- Provision of small business space, offices
- Networking space for rural businesses to support innovation
- Accommodates over 4,000 jobs within walking distance of homes

9

NEXT STEPS

Site Status:

The Site is allocated in the statutory development plan.

The Site has a resolution to grant outline planning permission for an initial phase of 400 new homes

PROGRESS AND WORK UNDERWAY

Significant progress has already been achieved on developing the proposals for the new community at LMA. This has included community consultation, meetings with relevant statutory consultees and bodies, scoping and feasibility studies, site surveys and initial masterplanning and design work.

This has been broadly arranged under three streams of work as follows:

1. **'LMA400'** which is the outline planning application for a first 400 homes on site. This was submitted in December 2014, following public consultation, and now benefits from a resolution to grant, with the Section 106 agreement currently being finalised before the decision is issued. Reserve matters will be worked up alongside the SPD to ensure it fits the vision for the overall Garden Village.
2. **'LMA3500'** which is the strategic policy work for the proposed new settlement. To date this has been focussed on justifying the allocation of the site through the Core Strategy. Following the plan's adoption, work has already begun on scoping for the Masterplan Framework SPD as a collaborative process which will also provide an opportunity for the Council and the local community to shape the detail for the new Garden Village proposals. To date we have not wished to prejudge this process as it is the means by which our proposals can genuinely reflect the aspirations of the local community in its detail and vision.



3. **'SWRR'** which is the work being progressed on the SWRR. Similarly work to date has focussed on establishing overall deliverability and the parameters for the detailed design. This work was used to justify the safeguarding of the route and allocation of the road through the Core Strategy.

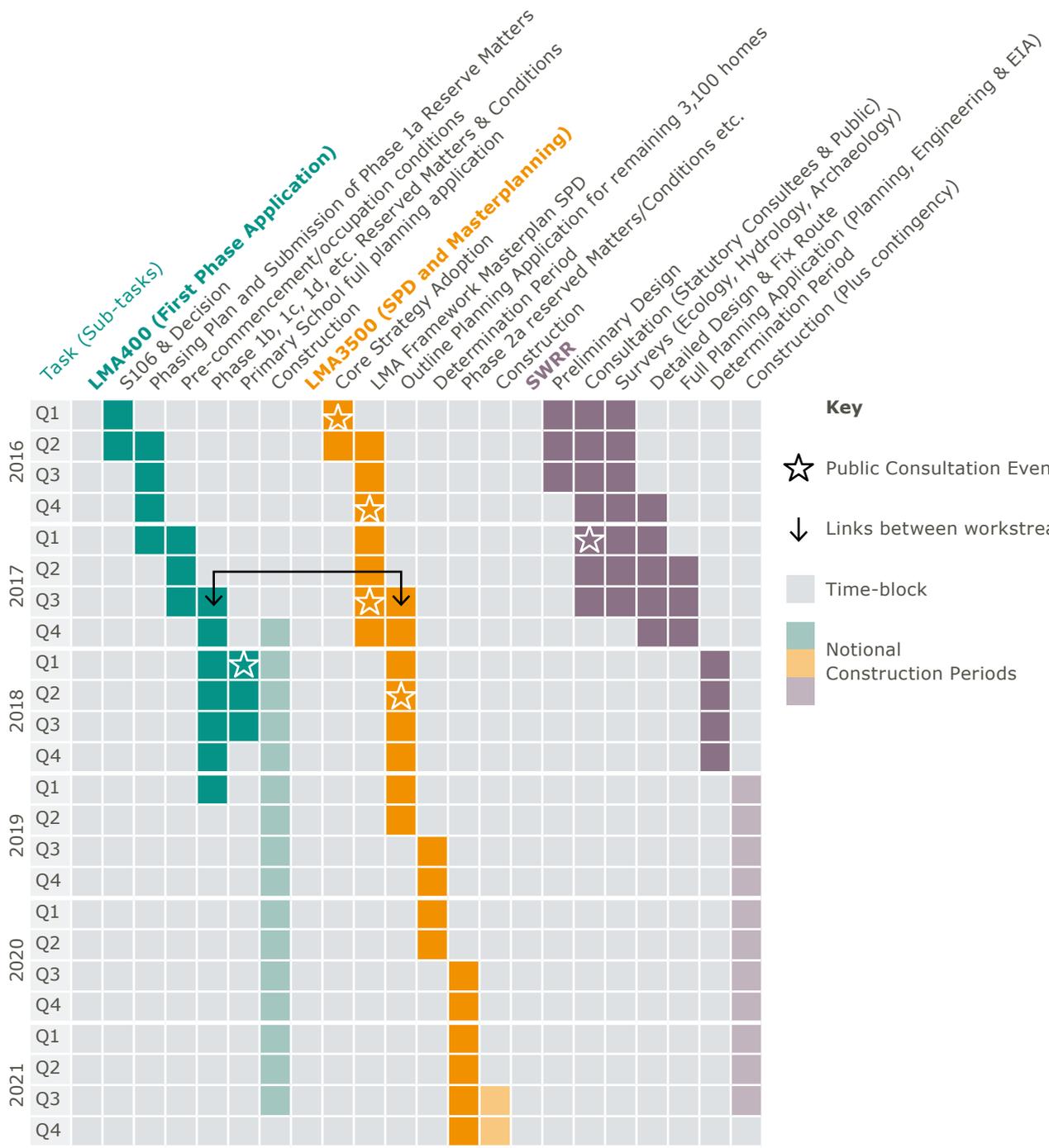
The LMA project already benefits from a significant level of momentum and can be described as 'shovel ready'. It is not currently stalled and there is already a good body of evidence and understanding behind the proposals (see Appendix 1). In that respect, government can be assured that LMA is a well-founded and advanced project, but is similarly one that would genuinely benefit from Government support to help ensure the ambitious vision for a new Garden Village is delivered in a timely manner.

FUTURE WORK AND ADVICE NEEDED

Looking to the immediate future, the chart on the following page illustrates the main work necessary to achieve first delivery of homes and to overcome the early infrastructure hurdles that are faced. In particular the future workstreams include the SPD which will provide the flesh on the bones of the Core Strategy allocation and will involve a substantial level of community involvement, enabling local people to shape the Garden Village. Support and advice from Government, including from ATLAS, will be very important to us in ensuring the SPD sets out an effective but flexible framework for the delivery of the new community.

Alongside the SPD, design work on the SWRR will need to be worked up if it is not to present a bottleneck in the delivery of new homes. This will need substantial investigation and design engineering and the input, advice and support of statutory consultees, including numerous Government bodies, (such as Environment Agency, Natural England and Network Rail), will be critical to the successful delivery of the relief road in the timescales envisaged.

The project will be managed by leads at the Council (through the assigned case officer and the Implementation Team in due course), County Council and CALA Homes, who will manage the process and oversee the development of the Garden Village. This group will also set up a stakeholder and steering group with representatives from relevant bodies and the community to ensure the smooth and collaborative delivery of the shared vision for LMA.



Timetable for Future Work



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THE ROLE OF GOVERNMENT SUPPORT

To enable the effective and expeditious delivery of the new settlement at Long Marston Airfield, the local authorities and promoters seek financial, technical and procedural support through the Government's Garden Village fund.

THE 'ASKS'

Ask	Purpose	Priority	Impact on Accelerated Delivery	Quantum of Support	Time-scales
Delivery Enabling Funding and Support					
Funding to support an Implementation Team at political and officer level that the District Council has already committed to set up to manage the delivery of major development and other projects, including the Long Marston Airfield new settlement	This team would benefit from having an additional financial resource to provide extra staffing and/or specialist input.	Medium	Fast track the determination of the planning application process for the remaining phases of LMA3500	£150,000	2016/17-2020/21
Funding for an additional senior planning officer post in the Development Management team	To provide capacity to input and support the planning application process including s106 and other legal agreements for this major scheme	High	Fast track the determination of the reserved matters and s106 agreement for LMA 400 and the planning application process for the remaining phases of LMA3500	£240,000	2016/17-2019/20
Funding to part finance specialist input from consultants to the preparation of the Masterplan SPD which will be produced in conjunction with CALA	To meet the Core Strategy policy requirements to prepare a Masterplan SPD	High	The SPD will focus on delivery as well as having a design component and therefore will provide a framework for delivery	£30,000	2016/17
Support from the Homes and Communities Agency's ATLAS team in advising on the preparation of the SPD/ Masterplan and related design guidance for the scheme	The District Council does not have the necessary in-house experience of such large-scale development proposals and expert input from this source will result in high-quality, sustainable development	High	Expedite the preparation of the Masterplan and the determination of the relevant planning applications	N/A	2016/17-2019/20
Funding for a detailed study (GRIP level 4 assessment) into the economic case for and environmental effects of re-instating the railway between Stratford-upon-Avon and Honeybourne. If the line is reopened there is the prospect of a station being provided to serve the new settlement	An initial level 3 study concluded that it is a 'promising candidate' and a GRIP 4 study is required to whether the scheme should be progressed Growth Deal funding for the study was unsuccessfully sought through the LEP	Medium	Rail connectivity would increase the sustainability credentials of the scheme. It would make the new settlement more attractive for new residents which could act to boost both take-up and delivery	N/A	2016/17

Ask	Purpose	Priority	Impact on Accelerated Delivery	Quantum of Support	Time-scales
Funding for additional staffing resources within the WCC Highways team	To provide sufficient capacity to accelerate the consideration of highway and bridge design in relation to the SWRR and related traffic management measures	High	The delivery of the SWRR is identified in the adopted Core Strategy and transport modelling indicates that this road will need to be in place before more than c.400 homes can be delivered on the site	N/A	2016/17-2018/19
Funding to provide additional resourcing of the District Council's legal service.	To ensure that complex s106 and other legal agreements relating to planning applications for the Long Marston Airfield new settlement can be dealt with expeditiously. Some of the funding, if secured, could be made available to the County Council to support their legal input to the process	High	Having the applicable legal agreements in place reduces delays in the development programme	£60,000	2016/17-2018/19
Brokerage					
Provide support from central government to ensure timely education provision and there may be scope to draw on government support to facilitate discussions relating to other areas of delivery including transport (e.g rail) and housing (e.g direct delivery)	Timely engagement with the relevant bodies and government department to deliver the schools, particularly secondary school provision early in the process. It is also likely that there will be a need to engage with relevant bodies and government departments to deliver other elements of key infrastructure	Medium	Provision of new schools is key for meeting education needs of the Garden Village and wider needs in the locality and will boost housing delivery rates. Similarly, early engagement on other infrastructure requirements will facilitate faster delivery	N/A	2017/18-2019/20
Brokerage to facilitate discussions between key stakeholders relating to delivery of the Garden Village	To agree an appropriate delivery framework for the Garden Village to ensure that decisions can effectively be made	Medium	Identification of the optimum model for delivery would help to facilitate accelerated delivery	N/A	2016/17-2017/18
Financial Flexibilities					
Financial flexibilities - cash flow funding of up-front infrastructure pinch points. This could include either access to capital funding streams, or alternatively CALA Homes would be interested in no/low interest financing options with payments phased over the build period to match cashflow	To address potential funding pinch points, particularly in relation to constructing the SWRR and providing the first primary school	High	The timely delivery of strategic infrastructure which is paramount to the later phases of the development coming forward will ensure that there are no delays in the development programme The provision of key community infrastructure is also essential to provide sufficient capacity for new and existing communities and will increase the attractiveness of the development which in turn boosts delivery rates	To be discussed	2016/17-2021/22
Funding to support the aspiration to potentially incorporate district heat networks into the development at the outset	District heat networks would provide a means of reducing the development's carbon emission levels and increasing its environmental attributes	Medium	Potentially increase the attractiveness and the sustainability of the settlement	To be advised	2017/18-2019/20

CONTACTS AND FURTHER INFORMATION

Contacts

Dave Webb

Executive Director

Stratford-on-Avon District Council

dave.webb@stratford-dc.gov.uk

Paul Harris

Senior Policy Planner

Stratford-on-Avon District Council

paul.harris@stratford-dc.gov.uk

Further Information

Should Government wish to see further information on the LMA proposals, the Council would be delighted to share the range of technical studies and evidence that has guided the identification and allocation of the site. Alternatively these are available publicly on Stratford-on-Avon District Council's website on the following link:

<https://www.stratford.gov.uk/planning/core-strategy-proposed-modifications-2015.cfm>

A list of the relevant evidence base documents is included in Appendix A.





APPENDIX

Relevant Background Documents

Stratford-on-Avon Core Strategy Evidence Base	
Stratford-on-Avon Core Strategy	July 2016
Inspectors Final Report	June 2016
Sustainability Appraisal of the Stratford-on-Avon Core Strategy	July 2015
Housing Implementation Strategy	October 2015
LMA Masterplanning and Technical Studies	
Long Marston New Settlement Vision	February 2014
Technical Statement: Feasibility Report	July 2014
Technical Statement: Feasibility Addendum Report	July 2015
Housing & Employment Alignment Technical Paper	June 2015
Bridge Opportunities and Constraints Study	June 2015
High Pressure Gas Pipeline Assessment	May 2014
Letter from Environment Agency re: Relief Road	July 2015
Planning Application for LMA400	
Design and Access Statement	December 2014
Design and Access Statement Addendum	July 2015
Planning Statement	December 2014
Environmental Impact Statement	December 2014
Statement of Community Involvement	December 2014



Nathaniel Lichfield
& Partners
Planning, Design, Economics.

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