



Homes &  
Communities  
Agency

**Report of facilitated visioning workshop for the Long Marston  
Garden Village held on Thursday 15<sup>th</sup> June 2017.**

## **1.0 Introduction**

- 1.1 Long Marston Airfield is allocated as a new settlement in the Stratford-on-Avon Core Strategy, adopted in July 2016. Proposal LMA specifies that the development will comprise 3,500 homes, two primary schools, a secondary school, a new neighbourhood centre, 13 hectares of employment development and the provision of significant areas of open space. The Core Strategy is available at view at [www.stratford.gov.uk/corestrategy](http://www.stratford.gov.uk/corestrategy).
- 1.2 In March 2016 the Government published its 'Locally-Led Garden Villages, Towns and Cities prospectus' inviting Local Authorities to submit expressions of interest for the designation of a "Garden Village" for sites of 1500 to 10,000 homes. The prospectus was clear that it was for Local Authorities working with their communities to take the lead and establish a clear vision and identity innovative solutions to create attractive and well-designed Garden Villages. In response to the prospectus, Stratford-on-Avon District Council submitted an expression of interest with the support of CALA Homes. In January 2017 it was announced that Long Marston Airfield was one of the successful Garden Villages, which would receive government support.
- 1.3 The District Council has also committed to prepare a Framework Masterplan Supplementary Planning Document (SPD) for Long Marston Airfield which will include guidance on layout, design and the key parameters that any subsequent planning applications will have to adhere to. In addition the SPD will also contain an overall Vision and set of development objectives for the whole of the site.
- 1.4 To assist with this, Stratford-on-Avon District Council has asked the Homes and Communities Agency (HCA), as the national housing, land and regeneration agency, to facilitate a stakeholder workshop with elected representatives of the local area in order to formulate a vision and set of development objectives for Long Marston Airfield.
- 1.5 The main purpose of the workshop was to:
  - Gain a shared understanding and appreciation of the site;
  - Identify the broad aspirations and Garden Village principles for the site;
  - Explore the potential for the identification of specific development opportunities within the site;
  - Develop a spatial vision and set of development principles for the site, (i.e. explore what kind of place Long Marston Airfield Garden Village should become).

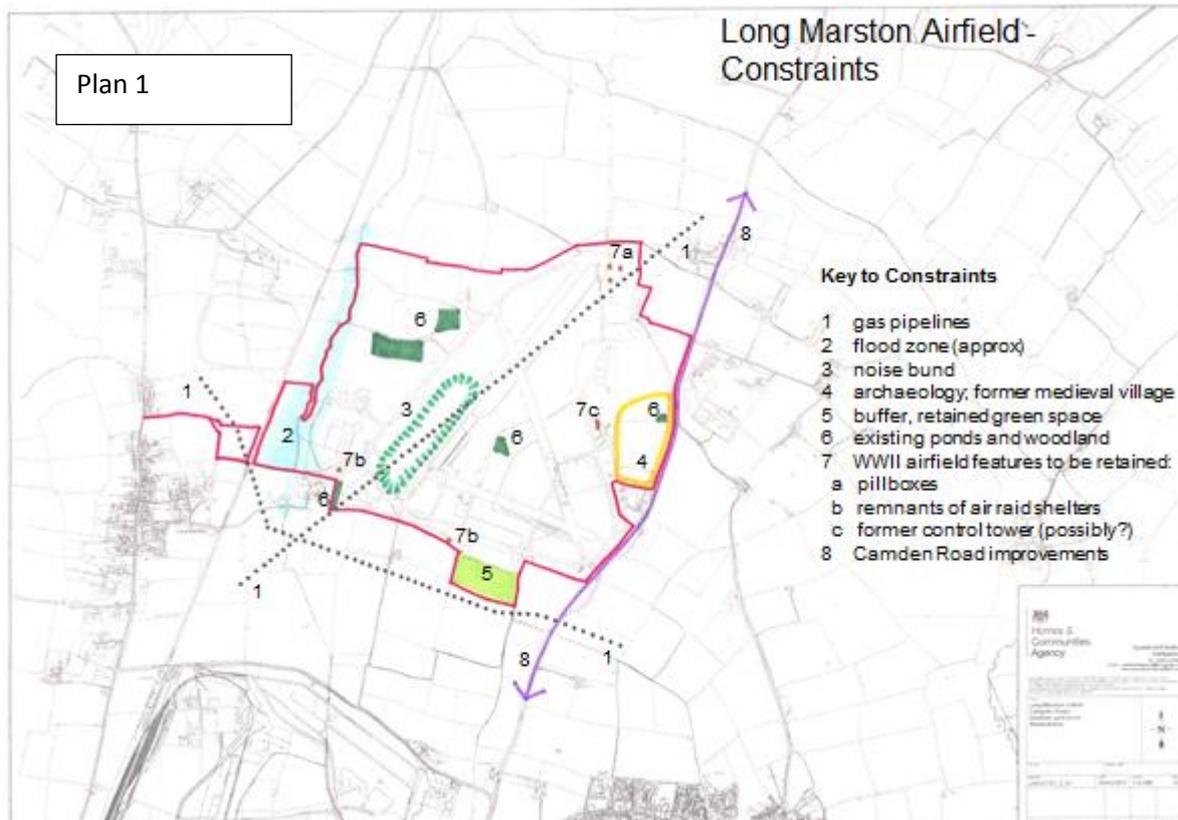
The agenda for the visioning workshop is provided in Appendix 1.

## 2.0 Vision and Development Objective setting

- 2.1 A presentation was given on the importance of having a vision and development objectives for any large scale development, and the need for high level master planning work to be undertaken to understand how the site could be delivered
- 2.2 In order to ensure that all of the constraints and opportunities for the site have been highlighted attendees of the workshop were asked to review two plans which had been prepared by officers previously, please see below. Plan 1: detailed the sites constraints with Plan 2: detailing the opportunities. Attendees were asked to confirm whether they agreed with the items listed and to comment whether or not there were additional items which needed to be taken into account.
- 2.3 Within the constraints plan (Plan 1) the following constraints were included;
- Gas pipeline
  - Flood zone area
  - Noise bund
  - Archaeology; former medieval village
  - Buffer, retained open space
  - Existing ponds and woodland
  - WWII airfield features to be retained
    - Pillboxes
    - Remnants of air raid shelter
    - Former control tower
  - Campden Road improvements
- 2.4 There was agreement that the existing ponds and woodlands should be retained as much as possible and the importance of the green space buffer down the western side of the site was acknowledged. In relation to the WWII features, given that the site was used as an operational training unit base, little affinity with the history or heritage of the site was expressed, the only feature that some participants felt should be retained if possible was the former control tower. The prevailing wind on the site was identified as an additional constraint, as this has an impact on surrounding areas due to noise.
- 2.5 There was a difference of opinion expressed in relation to the noise bund; some felt it should remain on the basis that some of the material that makes up the bund is landfill. It was suggested that it could form a prominent feature of the new development as a potential viewing/vantage point and could include picnic areas or some form of leisure facilities. Conversely, others felt it should be removed as it may have an adverse impact on the layout of the development. It is suggested therefore that the implications of keeping it on any layout, plus the costs/practicality of removing or reducing it need to be explored further to inform any final decision.
- 2.6 Road capacity for the site was also highlighted as a major concern. In addition concern was expressed that the development could effectively be a commuter settlement. The impact of commuters on the B4632 will be severe. Concern was

also expressed regarding the lack of a crossing point of the B4632/Campden Road, with the need for a roundabout junction serving Lower Quinton.

- 2.7 Long Marston village floods at present; the development of this site must not exacerbate the situation. The SW corner of the site has flooded in the past and the issue was raised as to how this affects the functioning of the sewerage works. (The landowner's representative commented that a pumping station was proposed in this location).



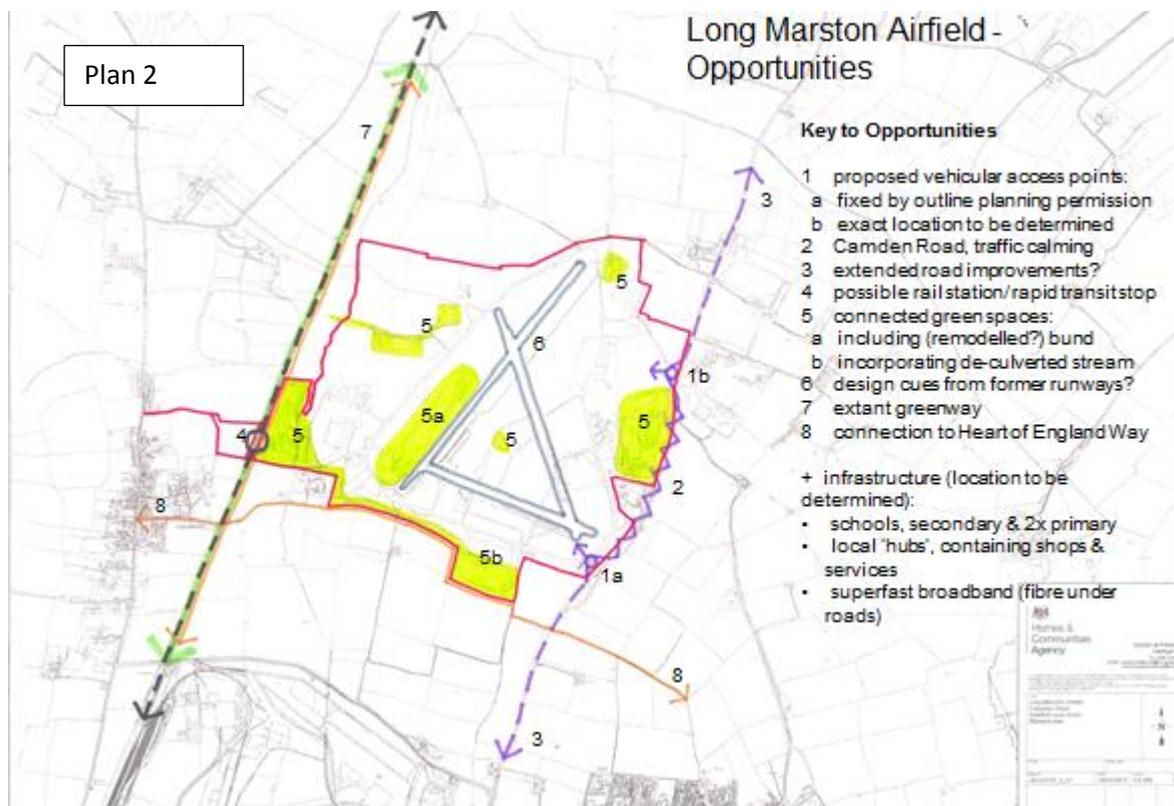
- 2.8 Attendees were then asked to review and give a steer on the opportunities plan (Plan 2) which included the following opportunities:

- Camden Road, traffic calming
- Extended road improvements
- Possible rail station/rapid transit stop
- Connected green spaces
- Design cues from former runways
- Extant greenway
- Connection to Heart of England Way and other regional and national footpaths.
- Superfast broadband

In addition to the opportunities detailed in Plan 2 the following opportunities were highlighted at the session:

- Cycle network route 41
- Provision of and capitalise on existing footway/cycle safe routes
- Creation of a healthy environment
- Using the different features on the site such as woodland, ponds, wet/flood areas to inform and create a wide variety of green spaces with different characters and maximise ecological interest.
- Improve and enhance the cycleway network to the wider area.
- Formulation of a parking strategy for the development as a whole.
- Location of schools should be identified from the outset.
- Bus provision for the site.
- Street design to negate speed and on-street parking.
- Use of quality materials.

There was a difference of opinion in relation to whether the design of the layout should reflect or take its cue from the former runways.



### 3.0 Developing a Vision

3.1 A presentation was given by the Homes and Communities Agency which focussed on the definition and components of sustainable communities, as set out in the Egan Report, and subsequently refined through the Excellence Framework<sup>1</sup> (see diagram below).



3.2 In the process of formulating a vision for the area/ site, attendees were invited to list the key opportunities for growth and or the key aspects/objectives that they thought should be developed as part of the vision for the area. A summary of the activity is recorded below. A full record of the comments made is provided at Appendix 2. The main outputs of the session were ideas on key development objectives and principles for the site. However, further work is required to be undertaken to prioritise and mould these into a draft vision for the site.

<sup>1</sup> <http://www.bre.co.uk/news/Excellence-Framework-now-part-of-BRE-734.html>

**ENVIRONMENTAL – well designed and built, well connected, environmentally sensitive**

The provision of high quality, safe footpaths and cycleways within the site and connecting to the surrounding area.

Good public transport provision

Provision of necessary infrastructure including adequate car parking for houses and within the site.

Homes to be built which can be adapted to individuals circumstances over time including homes for the elderly (bungalows; sheltered accommodation; nursing homes; respite care; extra care facility, dementia friendly etc)

High quality street scene – ratio of building heights to street width with the provision of a Town square/market to act as focal point for the development,

A range of house types with good sized gardens with sufficient car parking including the provision of plots for self-build and custom build.

Use of innovative design solutions and materials to maximise energy efficiency solutions along with the use of smart technology.

High quality landscape areas which are well maintained, provision of sporting facilities and opportunities which are integral to the overall well-being of residents living in the area including provision of allotments.

Development should be designed to reflect the natural environment

Generous gardens

Use of features outside the site to help inform and orientate design so that the development is connected to the wider context.

**SOCIAL – well run, well served, fair for everyone**

Education provision to be provided at the outset of the development to assist with community development

Provision of a range of sporting and recreation facilities catering for the needs of the whole population

Facilities and services to meet the day to day needs of the residents and which can also be a focal point for community activity, e.g. supermarket, health facilities, individual shops, restaurants, pubs, social clubs, satellite library.

Appropriate local governance models to be considered, e.g. Parish Council.

Provision of high quality homes to meet the needs of all sectors of the community with the necessary social infrastructure and services to meet the day to day needs of residents

Infrastructure to be delivered in a timely way to support new residents as they arrive.

Safeguard land for school expansion.

### **ECONOMIC – thriving, active inclusive and safe**

Superfast broadband essential for the site

Space for both local and national firms to locate here to create 'aspirational' jobs.

A mix of uses on the site to ensure it is as self-contained as possible.

Provision for flexible home working space.

Robust delivery strategy for economic and employment aspects so they actually happen.

Range of employment opportunities to be created on site

Provision of incubation units or small business start-up units

Range of shops within the local centre and the provision of a hotel.

## **4.0 Key issues arising and next steps**

4.1 The workshop highlighted a number of key development principles for the site and the high quality development that is expected to be delivered. There is a need, however, for further work to be undertaken to prioritise and mould these in order for a vision for site to be formulated. Once this has been done the vision and development objectives can inform the Supplementary Planning Document (SPD), that is currently being prepared in partnership between the Council and the Cala Homes the developers of the site. The SPD will include Vision and Development Objectives for the site, which will be able to be used in the determination of subsequent planning applications.

**Appendix 1. Agenda for the workshop session.**

<b>Time</b>	<b>Agenda</b>	<b>Lead / Facilitator</b>
16.45	Arrival - Teas and Coffees	
17.00	Welcome and introduction to workshop plus policy context	SDC
17.05	Outline of the workshop, including key objectives and implications of the Garden Village designation	HCA
17.15	Presentation: The importance of establishing a clear vision and development objectives	HCA
17.25	GROUP ACTIVITY 1: Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis of the site	HCA ALL
17.45	Components of sustainable communities	HCA
17.55	GROUP ACTIVITY 2: Developing a spatial vision and development objectives for the site	HCA ALL
18.35	Key issues arising and next steps: actions, responsibilities and timelines	HCA
18:45	Discussion on a name for the Garden Village	ALL
18.55	Summary and Any Other Business	HCA/ SDC
19.00	Close	

## Appendix 2. List of comments made at the event.

ENVIRONMENTAL
<p><b>Well connected</b></p> <p>Provision of public transport</p> <p>Broadband</p> <p>Provision of services on site to accommodate residents day to day needs</p> <p>Re-instate railway line/tram alongside Greenway</p> <p>Provision of access for HGV's.</p> <p>Provision of necessary infrastructure</p> <p>Good public access to country foot paths and pathways that link in well to the site.</p> <p>Corridors connecting neighbourhoods</p> <p>Cycle links and connectivity to greenway and Heart of England Way</p> <p>Rapid bus service</p> <p>Safe pedestrian links</p> <p>Ensure families can walk or cycle safely to and from school locations on dedicated routes with supporting crossings etc.</p> <p>Adequate provision and design of residential and amenity car parking to avoid on street parking</p> <p>Maximise non car connectivity to the wider area</p> <p>Potential car park for new railway station</p> <p>Public transport link into Stratford upon Avon</p>
<p><b>Well designed and built</b></p> <p>Mix of housing types but not high rise</p> <p>Homes for the elderly – sheltered accommodation- nursing homes, extra care facility</p> <p>Self and custom build plots</p> <p>Shared space/pedestrian feel/look</p> <p>High quality street scene – ratio of building heights to street width</p> <p>At least one third of homes suitable for home working, space and flexibility</p> <p>Town square/s</p> <p>Respite accommodation</p> <p>Electric vehicle charging points</p> <p>Market square</p> <p>Provision of bungalows</p> <p>Different house designs</p> <p>Fitness needs</p> <p>Design to encourage healthy lifestyle</p> <p>Provision of services on site to accommodate residents day to day needs</p> <p>Distinct neighbourhood with a good tenure mix of housing</p> <p>A place of choice</p> <p>Access for refuse, recycling and home deliveries</p> <p>A place of choice</p> <p>Access for refuse, recycling and home deliveries</p> <p>Decent sized gardens</p> <p>Innovative design</p> <p>Flexibly built homes</p> <p>Minimise Stratford brick</p> <p>Generous gardens</p> <p>More detail in Housing Design</p>

Mixed styles

Garages to be rear of houses not in front

Mixed materials

Homes to be flexible and future proofed

Name of the roads should reflect sites heritage

Historical character

Adequate provision and design of residential and amenity car parking to avoid on street parking

Smart technology for aging population housing

No fast food near schools

EMI/Dementia provision

Minimal unnecessary street signage

Enhance views of local facilities

Borrow concept from Arts and Crafts movement

### **Environmentally sensitive**

Allotments for food production

Minimise light pollution

Consider the impact on surrounding villages

Well maintained open spaces

Houses should have TESLA solar tiles

Houses should be carbon neutral

Interesting open spaces

Re-instate railway line/tram alongside Greenway

Development should be designed to reflect the natural environment

Tree planting early on in the development

Enhance as many features as possible

Cycle links and connectivity to greenway and Heart of England Way

Sense of openness

Self sufficiency

Tree lined streets

Sense of green throughout the development

Protect and enhance views of Wealdon Hills.

Retain ponds and Woodlands

Avenue streets

Dementia friendly environments

High quality public realm –

Linked green infrastructure

Central recycling areas

Consider alternative collection systems

Low level/trigger lighting

Imaginative open spaces

Properly landscaped areas

Landscaped sensory gardens

Colourful planting including some water features

Self-sufficiency in energy generation

Solar farms/panels

Innovative use of materials and technology to deliver energy efficiency

Meaningful open spaces not just small areas of LEAPS/LAPs

Greenway to the north and south

Allotments

Explore energy from waste

District heating if possible  
Tree lined streets  
Heavy emphasis on tree planting  
Minimise light pollution  
Houses to be built to high energy standards  
Development should be designed to reflect the natural environment

## SOCIAL

### **Active and Inclusive**

Flexible sites for Churches  
Nursery provision  
Primary schools  
Secondary schools  
Sports facilities  
Sports clubs  
Forrest schools  
Night time uses – restaurants, pubs  
Entertainment  
Scout and Brownie huts  
Community hub/ buildings/village halls  
Supermarket  
Health centre/facilities  
Pharmacy  
Hairdressers

### **Well run**

The possibility of the area having its own parish council needs to be explored  
Fire and police facilities

### **Fair for everyone**

Cater for accommodating the needs of the young  
Area for teenagers

## ECONOMIC

### **Thriving Economy**

Superfast broadband  
Promote employment locally  
Assess employment needs  
Location of show home should be at the front of the site  
Community facilities for business centre occasional use  
Outward facing community that has a positive relationship to Campden Road  
Infrastructure needs  
Aspirational jobs  
Incubation units or start up units

Technology park

Market space

Farm shop – outward facing

Provision of an area where people can sell local produce

Village stores

Provision of a village centre

Vet

Satellite library

Hotel

Market square

Bakery

Fish and chip shop

Butcher