



Summary :	First phase of larger mixed-tenure and mixed-use 'land-led' redevelopment scheme on prominent 'brownfield' site within town centre. The affordable homes comprise 11 houses and a block of 18 apartments, set within a mixed tenure development.
Context :	<ul style="list-style-type: none"> This 'gateway' site, formerly in use as a cattle market, had lain derelict and vacant for many years. Adjacent Stratford-upon-Avon Conservation Area. Highly accessible location immediately adjacent to Railway Station and bus interchange. Site located opposite existing Orbit Extra Care housing scheme at Briar Croft.
Description :	<ul style="list-style-type: none"> Overall scheme provides a total of 198 homes, of which 131 are affordable. Also includes a 100% affordable 102-apartment Extra Care Housing complex, opened March 2020 (<i>see separate Case Study</i>), along with 58 flats and houses for outright sale. An excellent example of a 'land led' urban regeneration scheme in a prominent 'gateway' location on the edge of Stratford-upon-Avon town centre, built to a contemporary design. The site has excellent sustainability credentials, justifying its high density design. Good connectivity to a range of facilities (e.g. adjacent doctor's surgery). Overall site also includes pocket park and retail unit. Site of a previous failed project by a private-sector house-builder.
Developer :	Orbit Group
Date of practical completion :	March 2018 (<i>this phase only</i>)
Affordable housing yield :	69% (<i>overall scheme</i>)
Planning status :	<ul style="list-style-type: none"> Unallocated brownfield site. Planning permission granted October 2016. S106 Agreement applies, securing affordable and Extra Care housing.
Planning reference(s) :	13/00157/FUL
Neighbourhood Plan :	Stratford-upon-Avon
Site area / density :	1.60 ha / 133.75 dwellings per hectare (<i>whole site</i>)
Affordable housing stock :	<ul style="list-style-type: none"> <i>General Needs</i> housing comprises: 16 x 1 bed flats, 4 x 2 bed houses and 7 x 3 bed houses. <i>Extra Care</i> housing comprises: 52 x 1 bed flats & 50 x 2 bed flats, plus associated communal facilities and on-site care provision (<i>see separate Case Study</i>).
Affordable housing tenure profile :	<ul style="list-style-type: none"> <i>General Needs</i> housing comprises: 16 x flats & 3 x houses for Affordable Rent; 8 x houses for Shared Ownership sale. <i>Extra Care</i> housing comprises: 30 x flats for Affordable Rent; 72 x flats for Shared Ownership sale (<i>see separate Case Study</i>).
Funding :	Housing association own funding (including proceeds from outright sale homes) plus use of recycled grant and Government grant from Homes England.

Affordable Housing Development Programme

2018 – 19

CASE STUDIES



1

General Needs Housing: Arden Quarter,
Stratford-upon-Avon

Part B

Illustrative Photographs



Site prior to redevelopment



Houses



Block of 18 x 1 bed flats for affordable rent



Apartments for market sale

