

# WELCOME

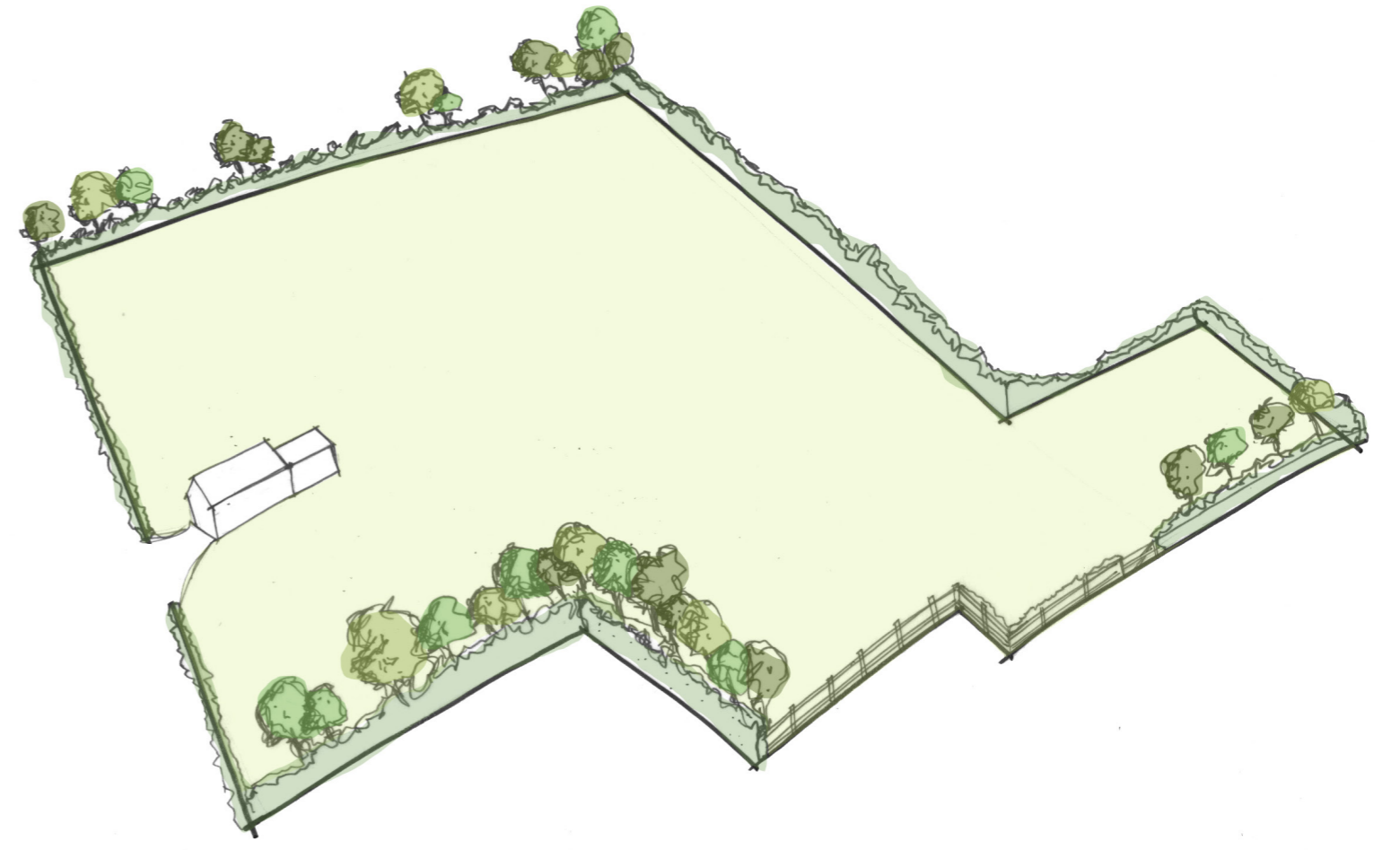
Thank you for attending the exhibition today. We are here to introduce some initial thoughts regarding a new housing and community benefits led development on land between New Road and Pershore Road, Eckington. We are keen to hear your views about the concept and assuming that this moves forwards, to learn about what specific community benefits you would be keen to see delivered as part of the overall plan.

Please understand that this is not a developer-led proposal. These proposals are the thoughts and beliefs of a long-term resident and stakeholder in Eckington who wants to see the village prosper and improve and not just receive ad-hoc housing without any real, tangible community benefit. This is about giving Eckington a secure long-term future, some stability whereby businesses and amenities can prosper whilst also encouraging a range of families to live here.

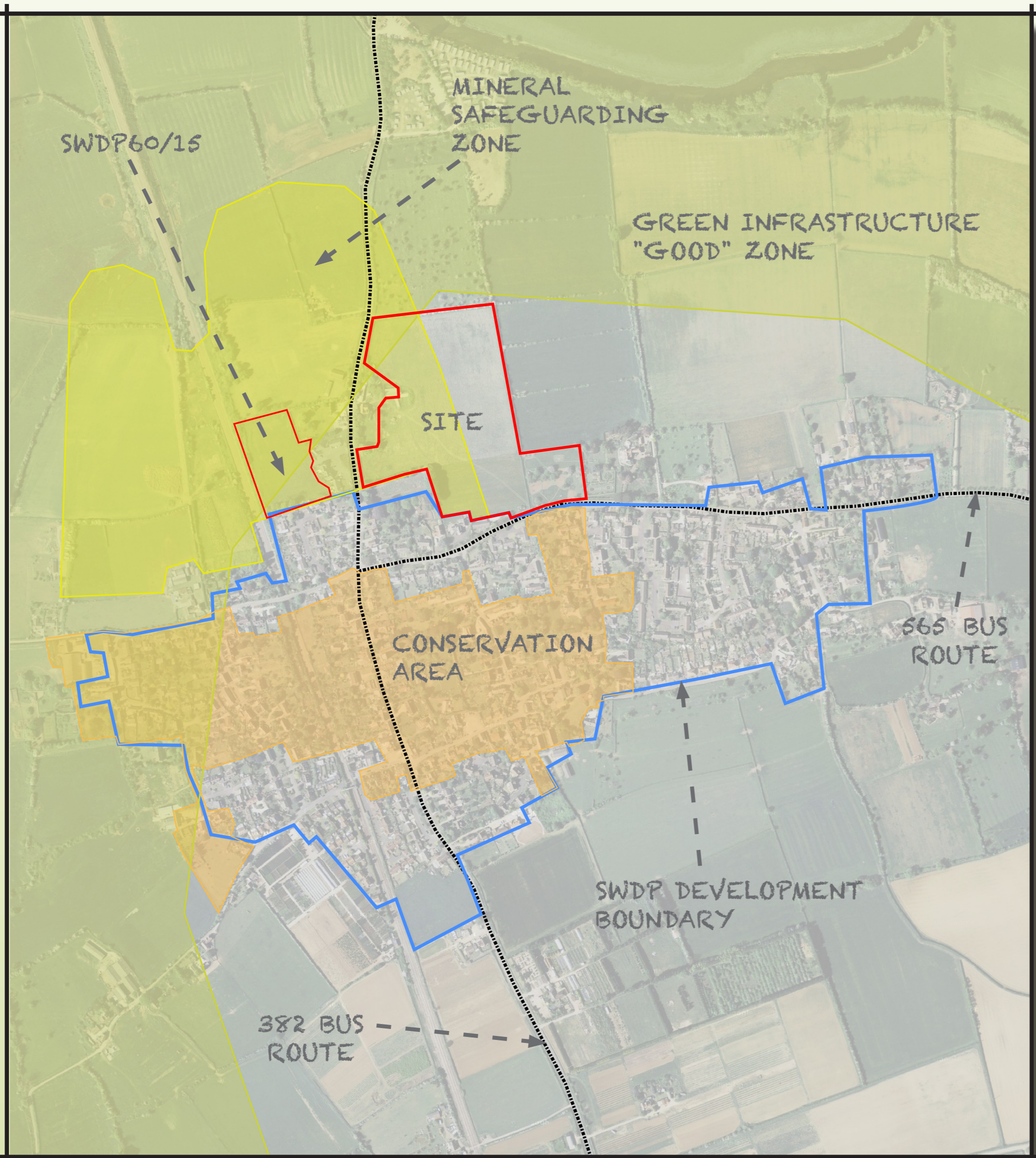
We will be holding a further exhibition at the beginning of September to add further detail following today's feedback.

*Please feel free to ask as many questions as you like and to provide feedback via the forms provided.*

# SITE PLAN



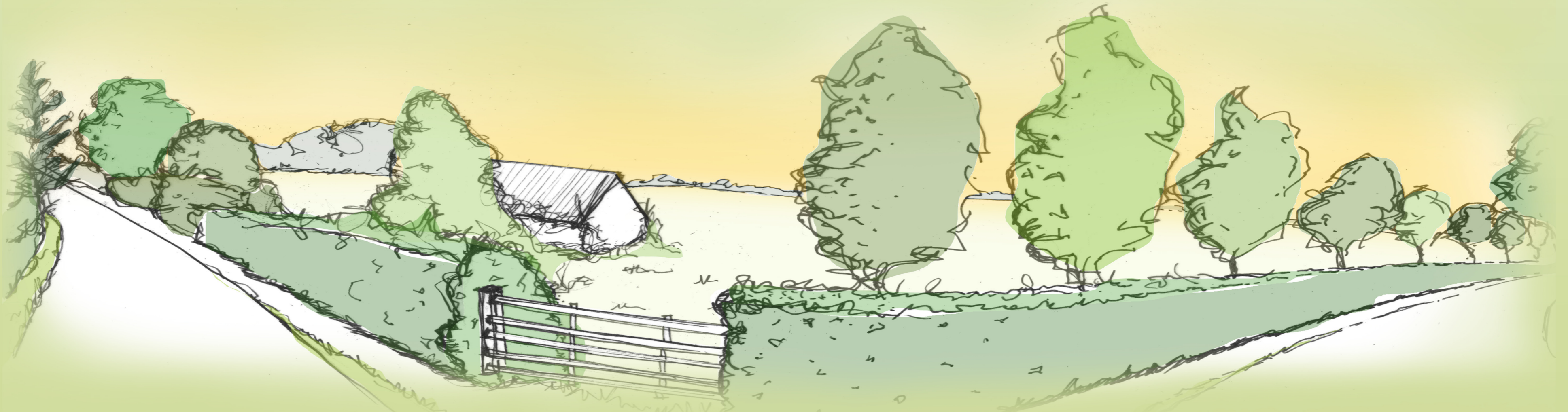
# LOCATION PLAN



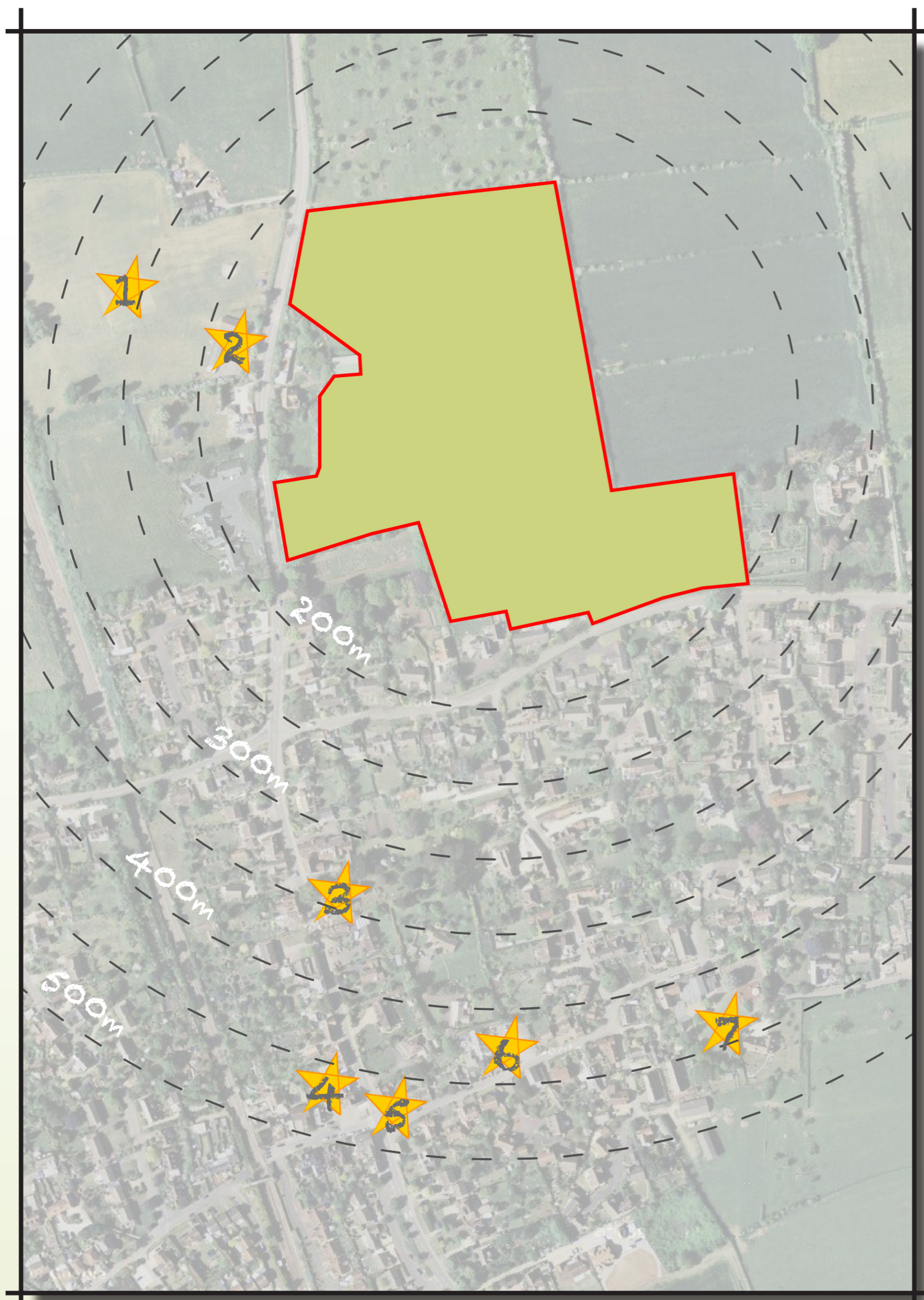
## KEY

-  GREEN INFRASTRUCTURE "GOOD" ZONE - The overall spatial strategy for Green Infrastructure outlines this surrounding area, partially crossing the site, as "Good". This means it is worthy of protection and support, due to its contribution to the wider area. The majority of the site is outside of the area.
-  MINERAL SAFEGUARDING ZONE - This area has been identified as holding mineral deposits of sand and gravel. Their extraction potential will need to be agreed with the Local Planning Authority prior to development.
-  SWDP DEVELOPMENT BOUNDARY - The SWDP outlines what is considered to be the development boundary of each built up area, based on existing built form. As one would expect, the site lies outside of this boundary, but borders it along its south edge, indicating its connection to the existing village.
-  SWDP60/15 - Site allocated for development in the submitted South Worcestershire Development Plan. Cala Homes currently have an application under consideration for the site (Ref: 14/01171)
-  BUS ROUTES - Two main bus routes pass through the village, from the east connecting to Evesham, and from north to south, connecting to Pershore and Bredon respectively.
-  CONSERVATION AREA - The historic centre of Eckington is designated as a Conservation area, and carries protective privileges as a result. The site is outside this area, but borders closely enough to draw inspiration from it.

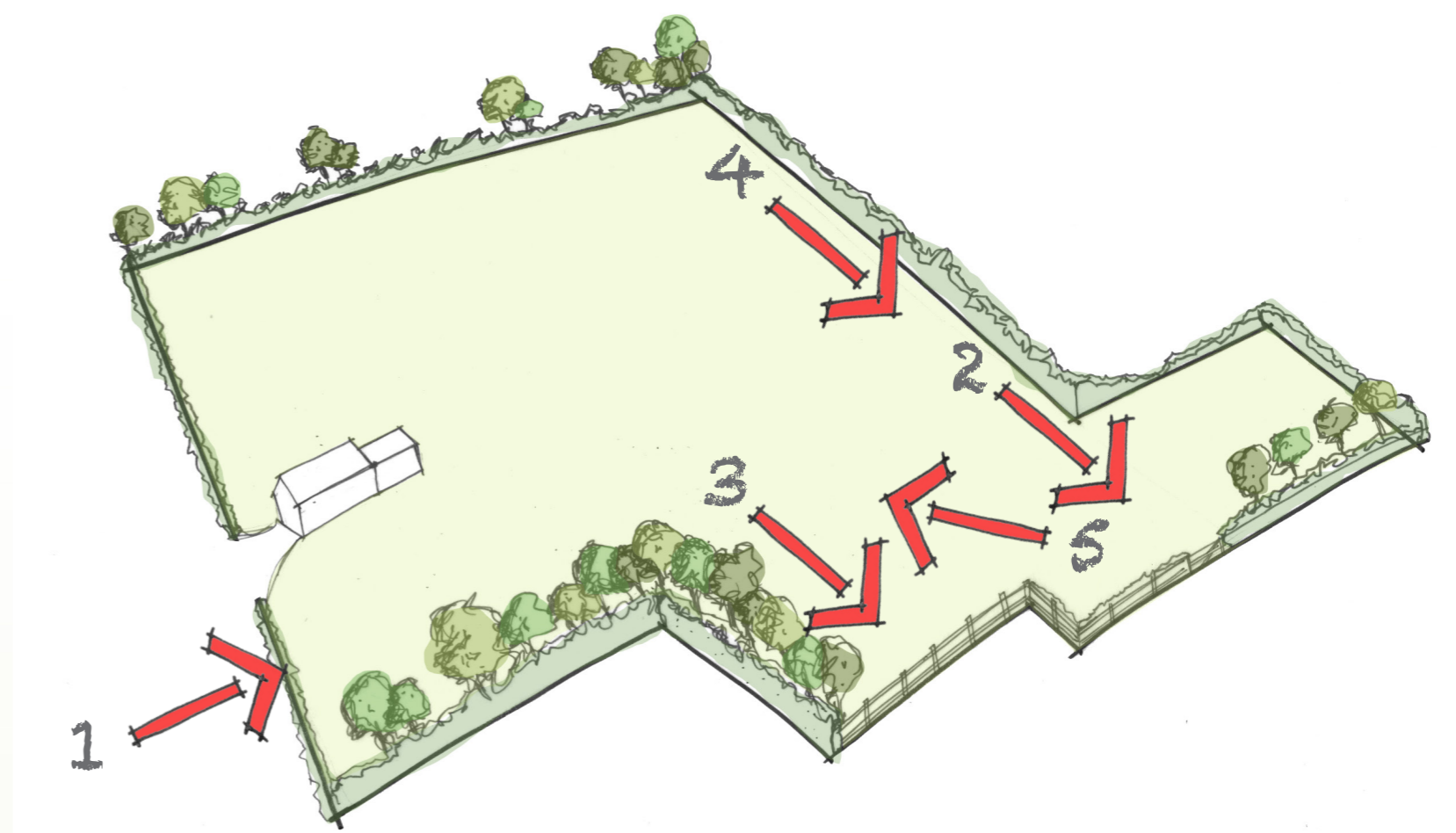
# EXISTING SITE



# SITE AND IMMEDIATE CONTEXT



THE SITE



VIEWS



## KEY

- 1** PLAYING FIELDS - Approximately 2.8Ha (7.0 Acres) of open space given over to sport and leisure.
- 2** SCOUT HUT & SPORTS PAVILION - Basic but well used facilities hosting multiple community clubs and groups.
- 3** HOLY TRINITY CHURCH - 12th Century, Grade II\* listed church, hosting a variety of community groups and meetings.
- 4** THE BELL - Successful local pub, restaurant and bed and breakfast in the centre of the village.
- 5** SHOP - Local newsagent & grocers reducing the need for out of town journeys.
- 6** THE ANCHOR INN - A second local pub, restaurant and bed and breakfast.
- 7** SCHOOL & VILLAGE HALL - Eckington CofE First School, a well performing local primary school, and the adjacent Village Memorial Hall, hosting further community groups and events.

## PLANNING STATEMENT

These draft proposals have been worked up in light of the undersupply of land for market and affordable housing within Wychavon District. There are not enough homes to meet demand. In particular, affordable homes being developed within the wider District to meet historic and future demand and the local authority continues to be under pressure to say yes to sustainable development proposals.

We believe these proposals are sustainable – located adjacent to a Category 2 village with a range of services and facilities which would benefit from additional housing growth. The site is located in close proximity to key facilities such as the village hall, playing fields, school, pub and shop where the residents can walk or cycle. These are landscape-led proposals which include a significant amount of new public open space, play space and formal sports pitches, which are in great demand within the village. We are looking to 'blend' the edge of the scheme into the rural surroundings.

There is also a significant amount of more specific landscaping to be included within the scheme design. The scheme will incorporate biodiversity gain: an opportunity to, over time, increase the level and quality of habitats for wildlife within the site and Eckington itself.

There will be a range of energy efficient market and affordable homes on offer. These will incorporate bungalows for the mobility-impaired and older people; first time buyer homes; family homes and homes for those looking to downsize. Of the affordable homes, some will be for rent and some for shared equity. It is our preference to prioritise local people for the affordable homes where they have a local link to Eckington and the wider Parish.

***We would welcome your feedback on the types of new homes you would like to see on the site – the scheme proposals are not yet fixed and will be subject to change as a result of today's exhibition.***



# LANDSCAPE-LED CONCEPT

- KEY**
- SITE BOUNDARY
  - OPEN GREEN SPACE
  - AREA FOR RESIDENTIAL DEVELOPMENT
  - COMMUNITY PAVILION
  - OUTDOOR EDUCATION SPACE
  - LAND GIFTED
  - LOW DENSITY, SINGLE STOREY DWELLINGS



CONCEPT DIAGRAM

- KEY**
- - - - - VEHICULAR ACCESS
  - - - - - PEDESTRIAN ACCESS



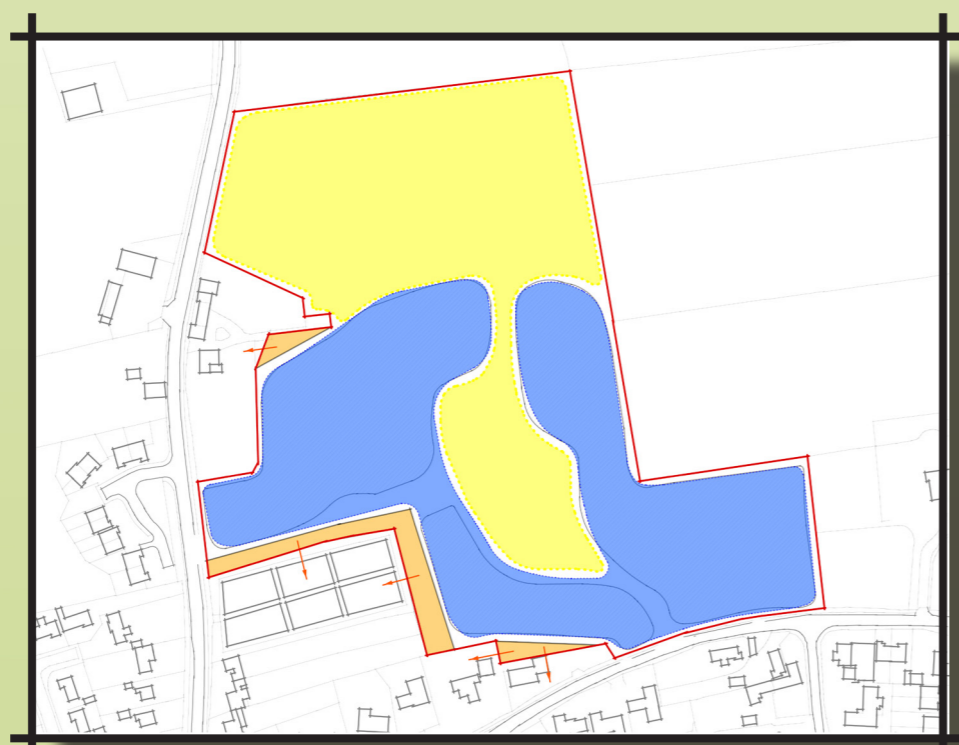
ACCESS DIAGRAM

- KEY**
- - - - - VIEWS THROUGH SITE



VIEWS DIAGRAM

- KEY**
- PRIVATE ZONE
  - PUBLIC ZONE



PUBLIC / PRIVATE DIAGRAM

## DESIGN CONCEPT

The existing site is largely open in nature, and is partially crossed by the line one of the SWDP's "good" green infrastructure zones. In addition, the emerging requirement for 40% green infrastructure in such locations added weight to the need for a landscape-led concept for the site, prioritising and enhancing the existing landscape to ensure maximum benefit for the local community.

Towards the north of the site, land is given over entirely to open green space, available for a variety of community & leisure uses. Included specifically in this area is a community pavilion and a dedicated, outdoor education zone. Additionally, a number of portions of land around the edge of the site are gifted to surrounding owners to improve their amenity.

The south of the site is then considered for development, being closer to the existing developed boundary of the village. Still, in order to maintain an integrated landscape proposal, the open green space is pulled down into the centre of the development zone, providing a more formal "green" around which development can be arranged. Furthermore, sensitive areas to the rear of existing properties are proposed as low density, single storey development to minimise any impact on residents.

Vehicular access is suggested from two logical positions, although it is suggested that they do not connect, to avoid the site being used as a possible "shortcut" route. Additionally, pedestrian-only routes are planned through and around green spaces, to ensure adequate connectivity to the surrounding area.

The result is a low intensity, sensitive development, well integrated into the landscape. Public and private space bleed into each other to ensure the site feels a part of the existing village community, whilst careful arrangement of development zones and densities retains key views into and through the site, enhancing the local area.



# OUR VISION FOR ECKINGTON

One of the highest priorities for the potential development, in connection with it being landscape-led, is that it is highly sustainable. For this reason it is intended that all houses will meet a minimum of Level 4 in the Code for Sustainable Homes, above national standards. Also, this scheme is not developer led, so there will be no "stock designs". Instead, we want to create something that is truly unique; something that really belongs in Eckington.

The images below represent a range of traditional styles that partly reflect some of Eckington's character, but shouldn't be considered prescriptive at all - consider them more as a springboard of ideas to work with -

*What do you think? What would you like to see in Eckington?*

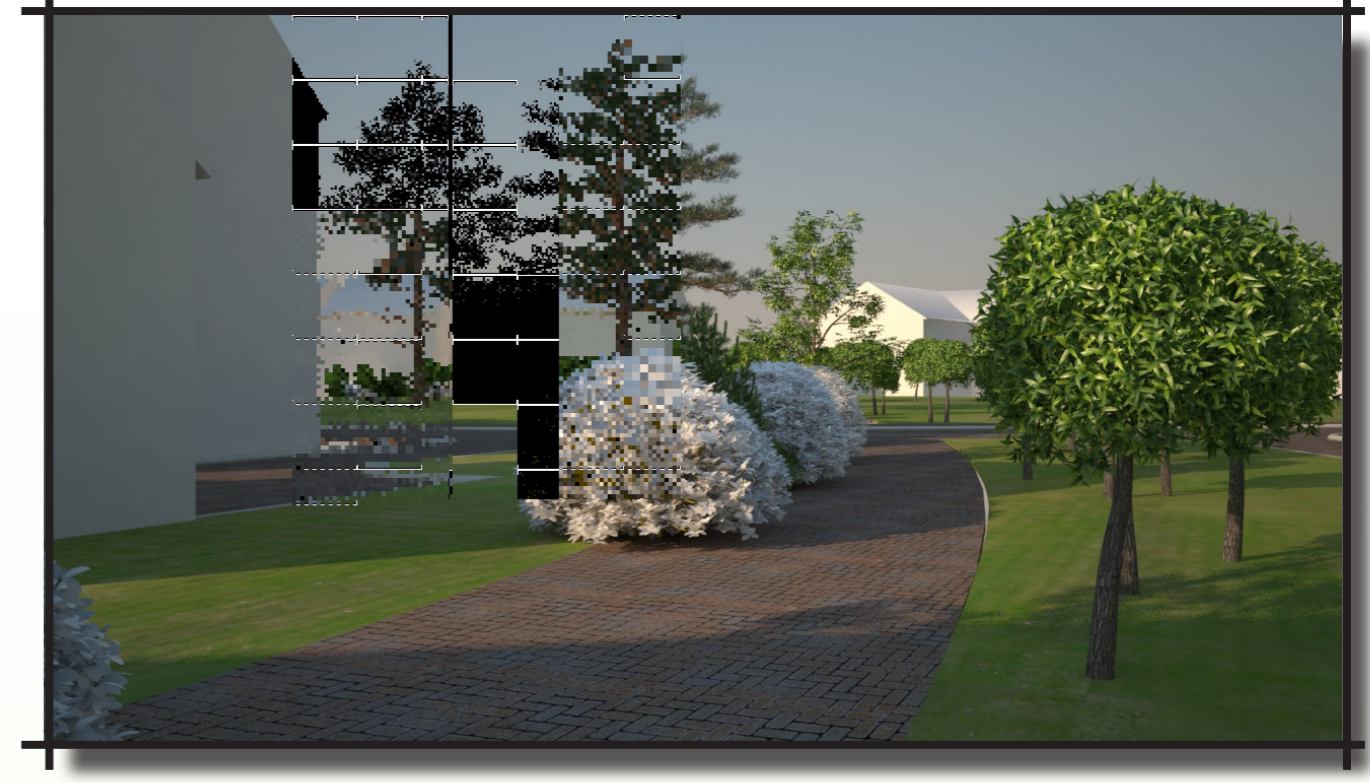


ARCHITECTURAL INFLUENCE

*We would welcome feedback on the types of materials that could be used to ensure this scheme fits in well with the wider rural aesthetic – whether its types of boundary; roofing, bricks and elevational treatments, types of windows, planting and so on.*



# INITIAL SKETCH SCHEME



New community pavilion

Forest school

Land gifted to parish council  
For the community

Green corridors offering  
Footpaths and new tree planting



Learning centre for  
Forest school

New landscaped  
Boundary

Courtyard arrangement  
To encourage a strong  
Community

Gateway buildings  
Create a sense of  
Arrival

Land gifted to the  
Cemetery

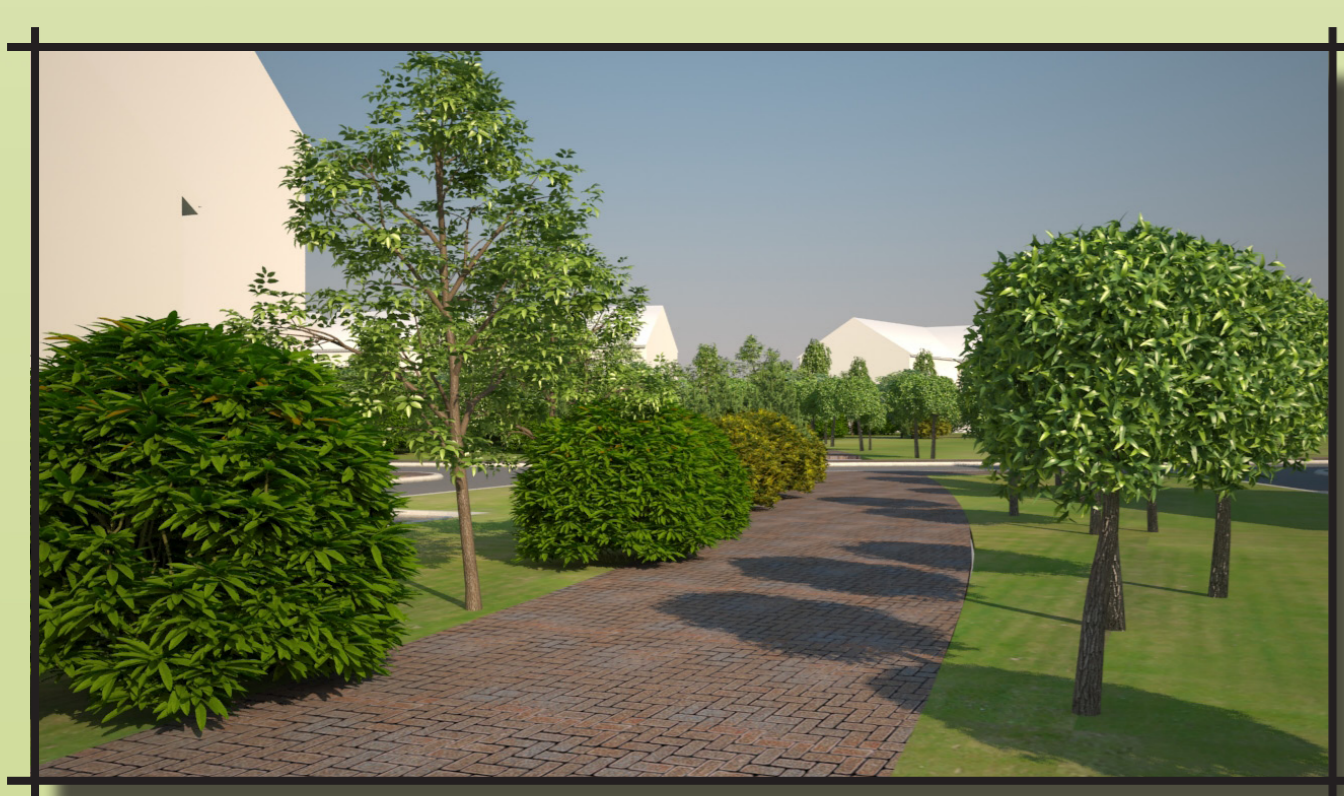
Low density dwellings with  
Informal rural boundaries  
Such as native hedge with  
Post and rail fence

Gateway buildings  
Create a sense of  
Arrival

Courtyard arrangement  
To encourage a strong  
Community

'Village green' at the heart,  
Offering recreation space,  
Community orchards and footpaths

INITIAL SITE PLAN

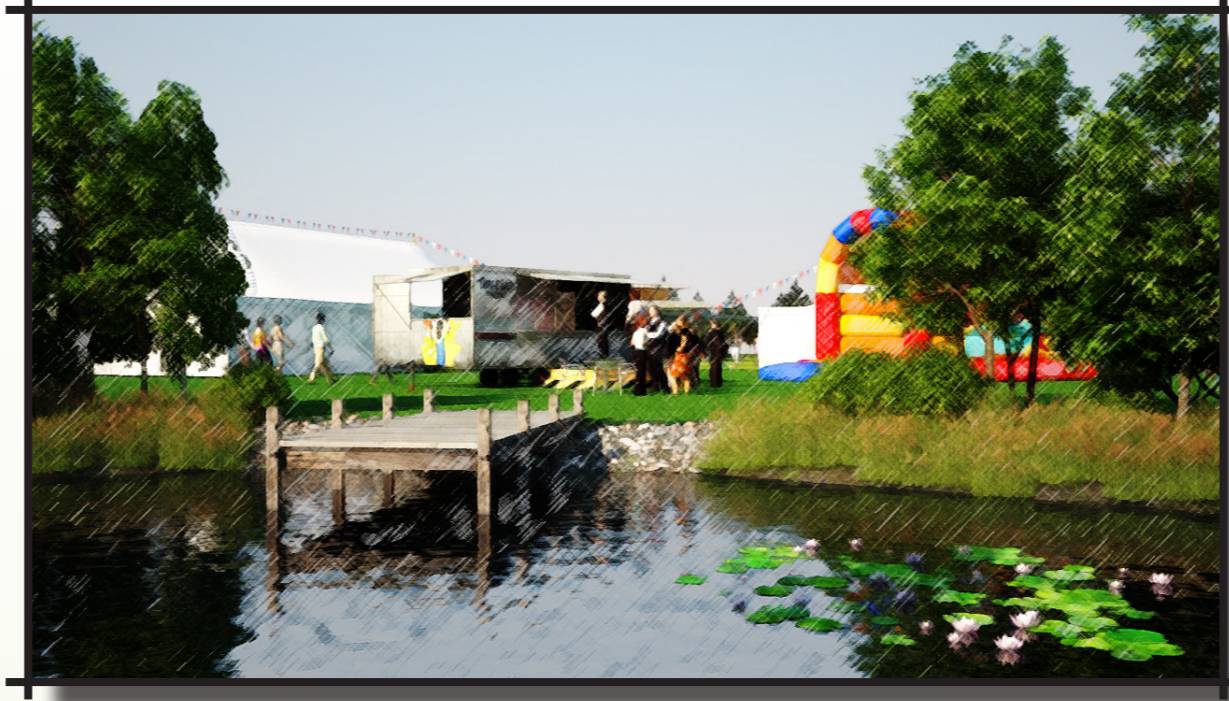


# COMMUNITY-LED CONCEPT

## BENEFITS:

- Landscape-led development
- 4 acres of land gifted to Parish Council for a wide range of community activities
- Bespoke housing
- Over 40% of green infrastructure
- Affordable housing provision
- Range of family housing, including bungalows
- Additional land for future cemetery expansion
- Land gifted to immediate neighbours to respect privacy
- Protection from future volume house proposals
- Forest school and learning centre provision
- Strong connectivity to existing village
- Homes designed to be sustainable

## FOREST SCHOOL:



## COMMUNITY PAVILION:



## WHAT DO YOU WANT FOR YOUR COMMUNITY?

- Eckstock music festival
- Car boot
- Recreational playing field
- Wedding venue
- Sports pitches
- Village fete
- Walking and cycling paths
- Food festivals
- Community orchards



We want to hear your views

Please use this as an opportunity to tell us what is important to you and what you would wish to see in this development

