

WELCOME

Welcome to today’s exhibition where we will be providing an update relating to our proposals for new homes at the Roman Meadow II & Pershore Road sites, Eckington.

These proposals include a range of community benefits and have been shaped by discussions with key stakeholders, Wychavon District Council and the Eckington Neighbourhood Plan Steering Group.

This exhibition is being held to provide the local community with the opportunity to view our proposals and provide feedback.

Members of the project team are here today to listen to your views and answer any questions that you may have.

SPITFIRE BESPOKE HOMES

Spitfire Bespoke Homes are an award-winning U.K. housebuilder with offices in Birmingham and Maidenhead.

Our aim is to be the leading, niche housebuilder, creating aspirational developments in desirable and sustainable locations.

We are passionate about design and quality of construction with our bespoke approach resulting in beautifully crafted homes with a real sense of individuality. As a business, we have a wealth of skills, experience and creative flair to make not just houses but homes for communities and places for people to be proud to live in.

Recognition of our commitment to good design has come in the form of multiple national awards, some of which are shown below.

In 2018, Spitfire were awarded the ‘What House’ winner for Best Development and Best Medium Housebuilder, as well as award winner of House Builder Awards 2018 Best Medium Housebuilder and Best Customer Satisfaction Initiative.

Spitfire Bespoke Homes most recent success came as a Highly Commended Award received at the Evening Standard New Homes Awards 2018, for Best Family Home.

Images from a selection of our developments completed within the local and wider areas are shown above and opposite.



Open Market Unit at Hillcroft - Gretton, Gloucestershire



Affordable Unit at High Cedars - Stratford-upon-Avon



Open Market Unit at Greenings - Long Crendon



Open Market Unit at Upper Arches - Ettington



Village Green at Highworth - Broadway, Worcestershire



BEST DEVELOPMENT &  
BEST MEDIUM HOUSEBUILDER



BEST MEDIUM HOUSEBUILDER AND BEST  
CUSTOMER SATISFACTION INITIATIVE



HIGHLY COMMENDED  
BEST FAMILY HOME



INTRODUCTION TO THE SITE

*The parish of Eckington lies in the south-east of the county of Worcestershire and is within the District of Wychavon. It is bounded by the River Avon on its northern and western sides and rises to 950 feet (290 metres) at the summit of Bredon Hill in the south-east. The whole of the parish has been determined as the Designated Neighbourhood Plan Area and measures some 2168 acres (877 hectares).*

*The closest towns to Eckington are Pershore (4 miles), Tewkesbury (7 miles), and Evesham (10 miles) with the nearest cities being Worcester (12 miles), Cheltenham (14 miles) and Gloucester (17 miles).*

Taken from the Draft Eckington Neighbourhood Plan 2018.

Roman Meadow II

The Roman Meadow II site is approximately 2.3 acres. It is located to the west of the B4080 to the rear of the existing Roman Meadow development and bounded by the Great Western Railway Line to the west. The Eckington Recreation Centre lies to the north of the site with existing residential properties on Russell Drive to the south.

Pershore Road

The Pershore Road site is approximately 4.3 acres. It is located to the east of the B4080 and is bounded to the north, south and east by open agricultural land, to the south-west is the property and outbuildings known as Cedar House.

The parcel to the south, within the landowner’s ownership, is intended to form part of the community land gift, totalling approximately 7.2 acres.

The nearest train stations are at Pershore (4 miles distant) to travel in an eastwest direction, or Ashchurch (7 miles distant) to travel in a north-south direction. For motorists travelling further afield, the M5 can be accessed at Junction 9 Ashchurch (8 miles distant) to travel south and east, and at Junction 7 Worcester (12 miles distant) to travel north.

Measured from the sites proposed entrances the distances to the nearest services and facilities are:

- » Eckington CE First School: Roman Meadows II 600m / Pershore Road 700m
- » Eckington Manor: Roman Meadows II 550m / Pershore Road 650m
- » Eckington Stores: Roman Meadows II 400m / Pershore Road 600m
- » Holy Trinity Church: Roman Meadows II 300m / Pershore Road 450m
- » The Bell Public House: Roman Meadows II 450m / Pershore Road 550m
- » Anchor Inn & Restaurant Roman Meadows II 550m / Pershore Road 650m

The sites are close (Pershore Road 300m, Roman Meadows II 200m) to the Church Street bus stop. The no. 53 connects Eckington with Worcester via Defford. The no. 54 connects Pershore with Worcester via Birlingham. The no. 564 connects Pershore with Evesham via Inkberrow.

As part of the South Worcestershire Development Plan process, villages were assessed for both their facilities and the public transport services. Eckington is classed as a Category 2 village.



Roman Meadow II - View from Pershore Road and within site to north



Pershore Road - View of site frontage from Pershore Road and within site to east

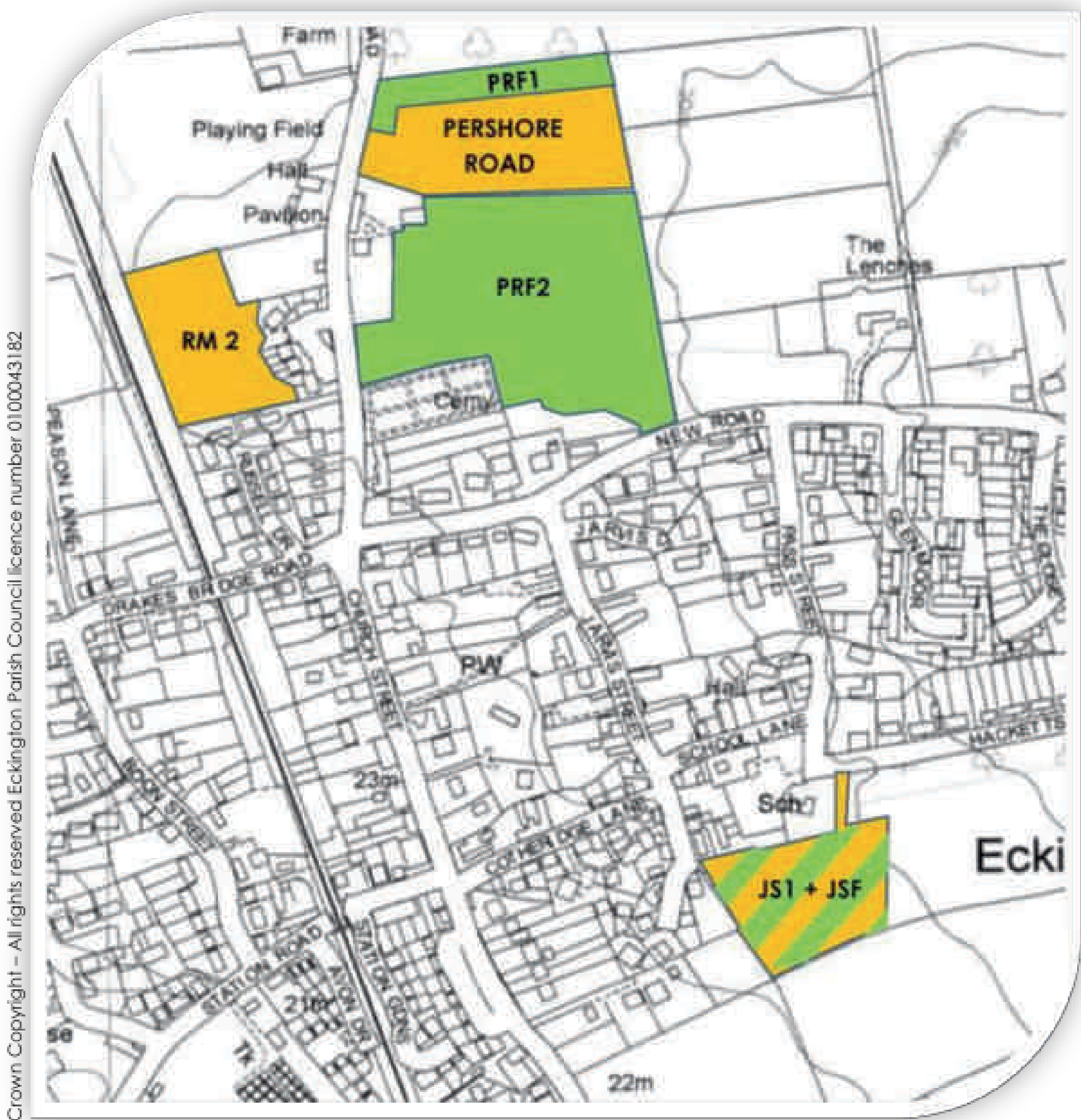




PLANNING CONTEXT



MAP 5 – ALLOCATION OF SITES



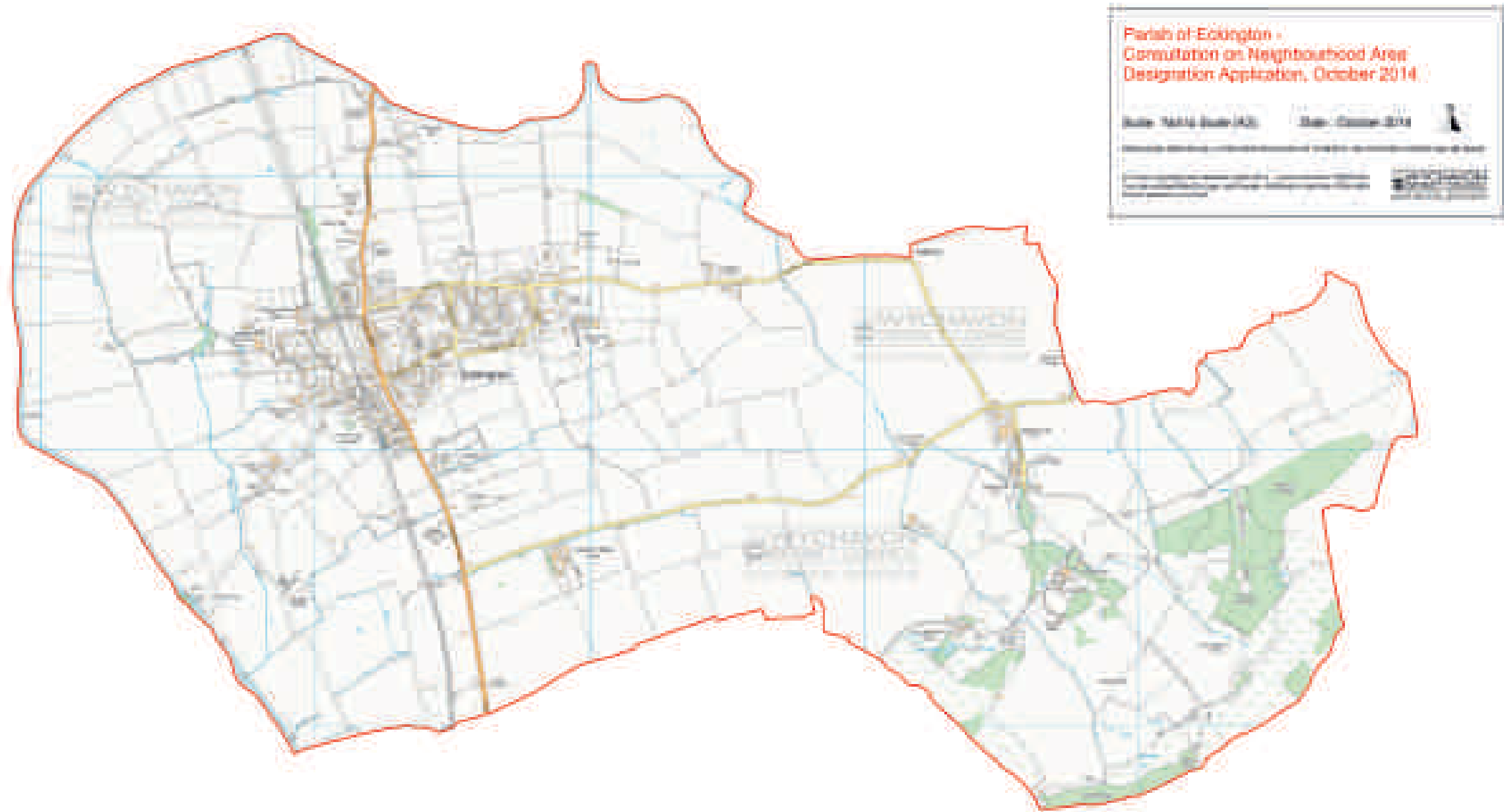
Eckington Neighbourhood Plan

In 2014 a community lead Neighbourhood Plan was commenced with the purpose of creating a framework that would guide the development and conservation of the Eckington Community up to 2030.

*Within the Pre-Submission NDP, the Steering Group have identified the communities preferred approach for delivering development in the parish which satisfies local needs in a way that is socially, environmentally and economically sustainable. The site allocations include the presented site(s):*

**Roman Meadow 2 and Perschore Road. Providing no more than 38 homes in total, including 8 affordable residential homes, 6 manageable homes and 5 open market retirement homes. In addition, these sites will provide a footway to allow access between the recreation ground and Roman Meadows 2, land to create a 'green buffer' north of the proposed development (PRF1), provision of land to extend the cemetery on Perschore Road (PRF2), the provision of land for an overflow car park for the Recreation Centre (PRF2) and provision of land for a potential future Community Building (PRF2)**

The planning application will run in conjunction with the Neighbourhood Plan.



Eckington Village Design Statement

The Eckington Village Design Statement was originally produced in 2008 to supplement the Eckington Village Plan. In support of the Neighbourhood Plan it was decided to update the original Design Statement to provide guidance and insight to the planners as to the current needs and requirements of the local residents of the Parish.

The scope and purpose of the updated Eckington Village Design Statement is:

- To support the development and implementation of the Eckington Neighbourhood Plan;
- To manage and guide the processes of change, not prevent it;
- Act as a local information source for planning guidance for Wychavon District Council;
- To provide residents and developers guidance which is acceptable to the community and in sympathy with the character of the village;
- To provide insight into the personality and wishes of the community to inform sympathetic design strategies to conserve and enhance the existing infrastructure.
- To identify and protect important buildings and open spaces

September 2016 - Outline Planning Consent Land to Rear of Roman Meadow

The site known as Roman Meadow II has an existing Outline Consent W/15/03029/OU for new residential development of 25 dwellings including 10 affordable dwellings with associated landscaping and infrastructure. The landowner is proposing to gift to the Parish Council and Community approximately 7 acres of land to the east of Perschore Road alongside a £200,000 financial contribution.

Despite being able to commence with this development the landowner instead made the decision to include the land in the Neighbourhood Plan. This approach has effectively resulted in the land being held in abeyance for 3 years whilst the Neighbourhood Plan has progressed through the various stages.

Our Proposals

We are proposing a high-quality, design led development that will comply with the existing village character in terms of density, rhythm, grain and materials to complement and enhance existing architectural styles. The proposals comprise of:

- A total of 38 new homes (19 open market and 19 affordable, manageable and retirement)
- Well designed, varied and diverse clusters of bespoke dwellings including thatch, timber clad, brick and render designs.
- Green public open spaces to both sites
- Landscape led layout to retain and enhance existing hedgerow and planted boundaries
- Landowner gift of 7.2 acres of land for community use along with a £200,000 financial contribution.



SITE LAYOUT



The rural village character has strongly influenced our approach



DESIGN RATIONALE

- 1 Primary access from Pershore Road
- 2 Primary access from Roman Meadow
- 3 Bus stop
- 4 Focal unit
- 5 Feature landmark dwellings
- 6 Residential frontage onto Pershore Road
- 7 Surface water detention basin
- 8 Existing recreation centre and sports pavilion
- 9 Land for future community and recreational uses, gifted by landowner
- 10 Open space / landscaping buffer
- 11 Visitor parking
- 12 Communal parking court
- 13 Small courtyard
- 14 Large farmstead courtyard
- 15 Low density development to reflect semi-rural character
- 16 Existing shrubs and vegetation
- 17 Residential link to recreational ground
- 18 Views towards village and open countryside beyond
- 19 Enhanced hedgerow to reinforce boundary planting





ARCHITECTURAL STRATEGY

Character Areas

In addressing Policy H11 of the Neighbourhood Plan (NDP) the layout of both sites has been carefully considered to seek to deliver a diverse cluster of dwellings with significant variation in the design and material specifications. As illustrated in the diagram below, the sub division of the sites will deliver a maximum of 6 dwellings into small clusters for the ‘village feel’ sought by local residents.

As defined in the NDP, the cluster of affordable units will be a total of 8 dwellings (Policy H5), however these will be well designed to ensure a uniform design.



Design & Layout

The Roman Meadow layout follows the principals established in the 2016 outline consented development of up to 25 dwellings; however, with the key variation, this parcel of land will deliver a reduced number of 17 dwellings. The layout design has been developed to form the continuation of the established pattern of existing residential development seen on Roman Meadow and Russell Drive. The new housing will be laid out to sit either side of the new access drive which will provide a varied streetscene on arrival. To the northern side of the site a small courtyard comprising of 4 'manageable' dwellings will ensure that a less dense, semi-rural feeling can be achieved.

The larger parcel of land forming the Pershore Road site will be set around a new carriageway designed to achieve a ‘country lane’ feel with family housing having southern views across the extensive area of green space gifted by the landowner to the community as part of the proposals. Beyond this new primary ‘lane’ to the northern side will be two ‘farmstead’ courtyard areas of up to 6 dwellings each to aid rural placemaking. Towards the Pershore road junction a smaller courtyard of 3 mixed tenure dwellings will provide a focal smaller cluster. To the Pershore Road frontage two impressive dwellings frame the new site access.

Scale of Development

The number of dwellings to both the Roman Meadow II and Pershore Road sites have been considered to achieve respective densities not exceeding 15 dwellings per hectare to ensure that the country character of the village and local resident’s wishes are respected.

A number of the dwellings will be single storey with the majority at two storeys in height. The use of lowered eaves will provide interest and variety in the street scene to reflect the village character being sought. In a similar way the introduction of dormer bungalows will equally provide variety and focal points along the street scene.



Typology

The proposed mix of dwellings across the combined two sites is envisaged to provide a combination of family and affordable housing alongside manageable properties (Low Occupancy Dwellings) and Retirement Housing to meet the clearly identified local needs.

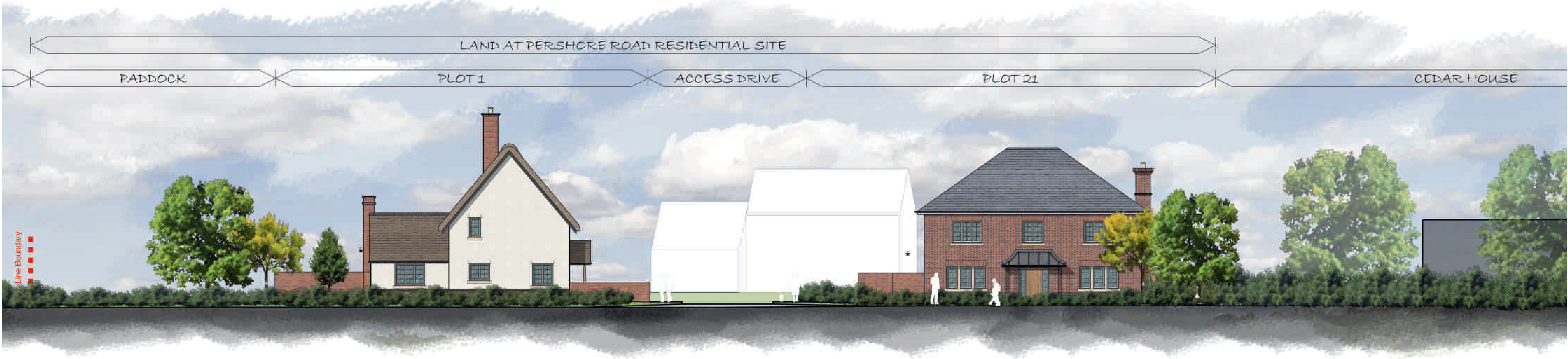
Off Street Parking

In accordance with the NDP all new housing will achieve the following parking standards as detailed on a later board. Additionally, to help deliver an inclusive development a number of visitor parking spaces have been incorporated into the designs to mitigate the effects of on-street parking in the village.





INDICATIVE STREET SCENES





Landscape Design

Pershore Road site:

- On plot landscaping with boundary planting;
- Field boundary vegetation and topography serves to limit long distance views;
- Settlement of Eckington limits views from the south and views from the Cotswolds AONB;
- Retain and enhance existing hedgerow boundaries, as per guidance found within the Principal Village Farmlands' Landscape Character Type (South Worcestershire Development Landscape Character Assessment) to further filter views from Pershore Road and network of footpaths to the north;
- Proposed new boundary hedgerow planting along southern and an offset development to filter potential views from New Road;
- Opportunities exist to enhance tree planting internally within any development as per guidance in Landscape Character Assessment; and
- Respect setting of adjacent buildings and provide suitable landscape mitigation.

Roman Meadow II site

- On plot landscaping with boundary planting;
- Field boundary vegetation and topography serves to limit long distance views;
- Settlement of Eckington limits views from the south and views from the Cotswolds AONB
- Trainline on western boundary serves to provide a buffer and existing hedgerow is substantial and should be retained and enhanced;
- Retain and enhance existing hedgerow boundaries, as per guidance found within the Principal Village Farmlands' Landscape Character Type (South Worcestershire Development Landscape Character Assessment);
- Retention of existing mature trees on southern boundary and offset development around these to allow for RPAs;
- Respect boundaries of adjacent properties and provide landscape mitigation for short distance direct views across the site;
- Retain and enhance existing hedgerow boundary on northern and western boundaries to provide buffer to SSSI; and
- Gap up hedgerow on north eastern boundary and offset development.

Local Character

Spitfire understand the importance of bringing forward high-quality developments that respond to the character of their surroundings. We have taken time to fully appreciate the rich qualities and architectural styling, the landscape fabric of the surroundings and the urban grain embedded within this part of Eckington.



Example house style being proposed

Types of Accommodation

New homes will be built at Roman Meadow II and Pershore Road offering a mix of accommodation types. This will include:

- 19 no. private sale dwellings comprising of 3, 4 and 5 bed homes;
- 8 no. affordable dwellings of 1 bed maisonettes, and 2 & 3 bed homes;
- 6 no. manageable properties comprising of 2 and 3 bed homes;
- 5 no. 2 and 3 bed retirement bungalows.



Access & Highways

Access is proposed directly from Pershore Road for the eastern parcel and via an extension from the existing Roman Meadow development for the western parcel.

The access roads will be 5.5m wide in line with the Manual for Streets, Eckington Neighbourhood Plan, and Worcestershire County Council's design guidance to allow sufficient width for vehicles to pass.

The 30/60mph speed limit on Pershore Road is to be relocated approximately 70m north of its existing position on Pershore Road.

Forecast vehicle trip generation:

- Western parcel: 11 two-way movements in AM peak hour (08:00-09:00) and 14 two-way movements in the PM peak hour (17:00-18:00)
- Eastern Parcel: 14 two-way movements in AM peak hour (08:00-09:00) and 17 two-way movements in the PM peak hour (17:00-18:00)
- Total: 25 two-way movements in AM peak hour (08:00-09:00) and 31 two-way movements in the PM peak hour (17:00-18:00). This equates to approximately one vehicle movement every two minutes during the peak hour periods.

The total number of new trips is likely to be within the range of daily variations of traffic on the local highway network and subsequently will result in no significant impact.

Car/cycle parking will be provided in line with the Worcestershire County Councils car parking guidance (as replicated below).

No. of Bedrooms	Vehicle Parking	Cycle Parking
1	1 Space	1 Space
2-3	2 Spaces	2 Spaces
3-4	3 Spaces	3 Spaces



Dormer bungalow at Ashford - Hockley Heath, Solihull



Ecology

- No sites with international statutory designation for nature conservation are located within 10km of the sites.
- There are two designated sites of Special Scientific Interest (SSSI) within 10km of the sites, Eckington Railway Cutting adjacent to the Roman Meadow II site and Bredon Hill SAC some 2.9km away. It considered that neither of these SSSI sites will be negatively impacted by the proposed residential developments due to the existing heavily dense scrub planting and tree cover to the Roman Meadow II western boundary, alongside the distance of the Bredon Hill SAC whihc form the sites.
- No suitable bat roosting sites or Great Crested Newts waterbodies were identified within either site. A range of bat & bird boxes will be provided across the two sites on suitable retained trees or on dwellings.
- In line with the NPPF recommendations that the development of a site should aim to result in a net gain in value for wildlife by incorporating ecological enhancement measures in and around the development. As such any soft landscaping will incorporate native species and/or non-native species of ecological value to enhance the site for local wildlife and provide some additional habitat diversity.

KEY BENEFITS OF THE PROPOSALS

Realising the Policies contained within the Draft Neighbourhood Plan insofar as the land at Pershore Road and Roman Meadow II is concerned will realise the following key significant benefits;

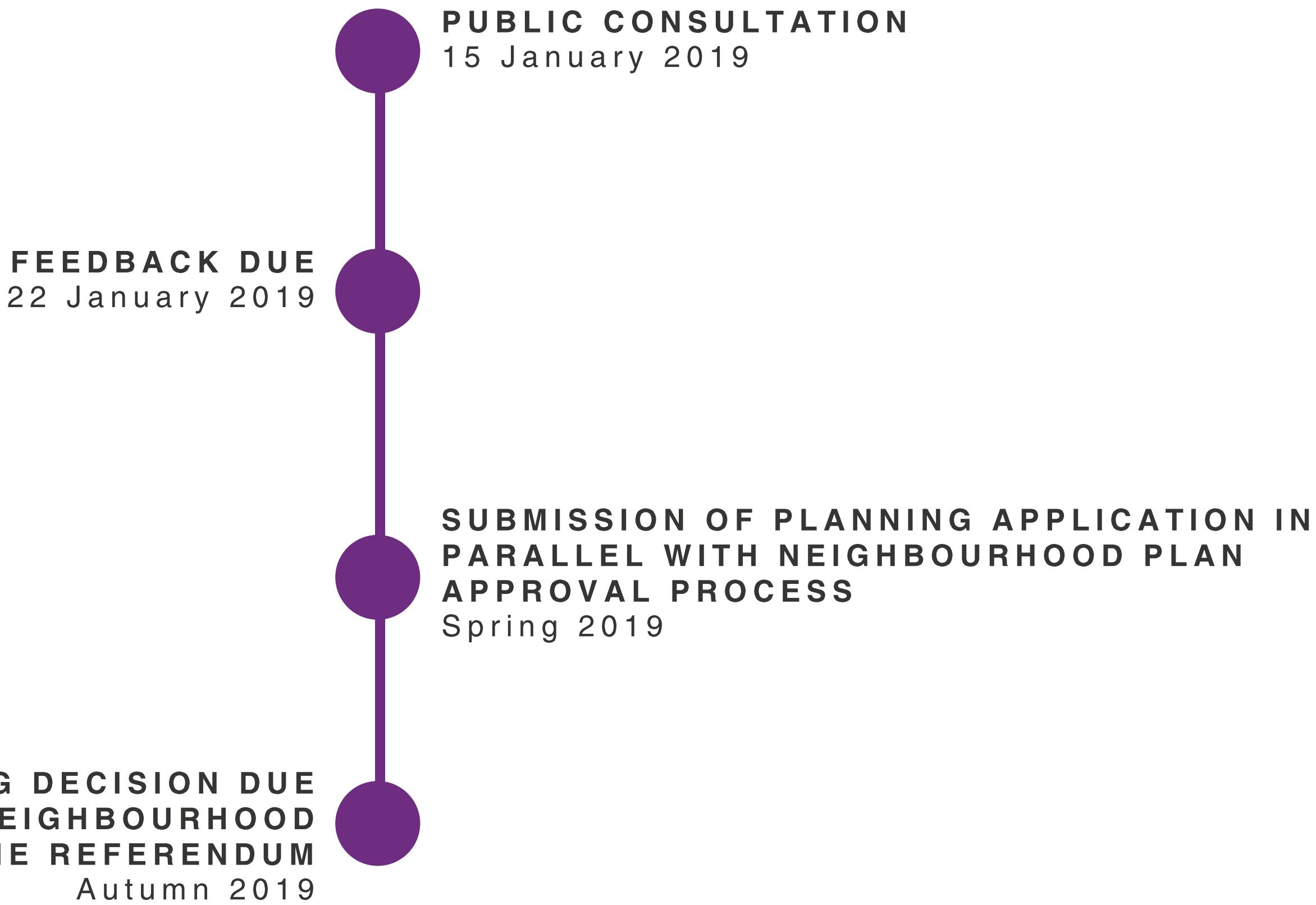
- The gifting of 7.2 acres of land to the Parish Council and Community for future community and recreation uses. This together with a £200,000 financial contribution will enable the Parish Council and community shape the use of this land in future years for things such as; graveyard extension, overflow car parking, open space provision, sport pitch provision etc., etc., this will be for the community to decide. This has been secured by way of legal agreement between the Parish Council and the landowner
- The provision of retirement and manageable dwellings that will attract young families and will enable people to trade down within Eckington thus freeing up existing family homes
- The provision of affordable dwellings for local people
- The provision of a range of open market housing that will encourage young families with children to want to live in Eckington.

Drainage & Flood Risk

- Both the residential sites put forward for development lie outside any existing flood zones, therefore neither site would be constrained.
- Furthermore, the surrounding land to both sites are set at similar levels it would be viewed that neither site would have flooding issues.
- Based on the calculations provided, the proposals would ensure there is no impact upon the current drainage across the site and within the surrounding area, including any consideration for urban creep or climate change.
- Both sites will have 2 SUDS treatment trains as part of the drainage strategy proposed, which are designed to assist in returning the storm drainage flows back into natural ground where achievable and to assist in the purification of the storm water.
- Run off rates will be maintained at an agreed restricted rate as agreed with Severn Trent Water and the Lead Local Flood Authority.
- Based upon calculations and subsequent discussions, the proposals for both sites would ensure that there is no impact upon the current drainage systems of flood areas across the sites and surrounding area.






TIMELINE



NEXT STEPS

We welcome your comments on the proposals shown here today. Please complete one of the Feedback Forms provided and place it in the feedback box.

Alternatively, you can contact us directly with your comments as follows:

-  will@snapdragonconsulting.co.uk
-  0121 516 5430
-  Will Savage, PLMR|Snapdragon, Alpha Tower, Suffolk Street Queensway, Birmingham, B1 1TT

Spitfire will continue to prepare information for our planning application for Eckington. We will then submit this application to Wychavon District Council where you will have further opportunity to submit comments on our final proposals.

The Council will make the final decision on our proposals after considering all information including the comments of technical, environmental consultees, and you the resident.