

GARDEN COMMUNITY  
**SHAPLEY  
HEATH\***

VISION DOCUMENT

NOVEMBER 2018



IN PARTNERSHIP WITH

**GALLAGHER  
ESTATES** Part of the  
L&Q Group

  
**LIGHTWOOD**

# SHAPLEY HEATH GARDEN COMMUNITY

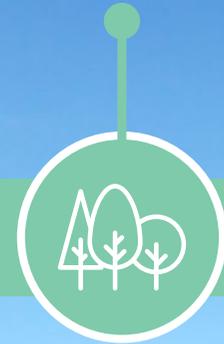
Up to 5,000 homes over and above local requirements with developer work demonstrating room to grow



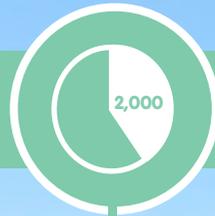
Strategic location within 1 hour of London from its own existing railway station (Winchfield Railway Station)



Over 200ha of woodland, country parks and opens spaces



40% affordable homes equating to at least 2,000 affordable homes



Over 2,500 FTE jobs plus over 8,000 construction jobs



“FIRST LIFE, THEN SPACES, THEN BUILDINGS  
– THE OTHER WAY AROUND NEVER WORKS.”

JAN GEHL

Corporate priority of Hart District Council and locally supported by Hart residents and stakeholders



Deliverable proposition with limited constraints and land assembled by experienced developers



Limited intervention required from Garden Communities programme to achieve significant gains



## HART

The site is in a relatively unconstrained location with excellent links to other key centres including London and Basingstoke.

### PROSPEROUS ECONOMY

Hart currently has a prosperous economy with some of the highest economic activity rates and qualification levels in the UK, with some 40,000 workplace jobs.

### POPULATION GROWTH

The population in Hart district is expected to continue to increase by around 8.2% throughout the submitted Plan period to 2032.

### AFFORDABILITY

The Hart Housing Strategy 2015-2020 recognizes the acute housing affordability issues in Hart which has high average house prices that have been increasing faster than in other parts of the South East.

### FUTURE EXPANSION

The proposed Shapley Heath Garden Community is projected to provide housing within and beyond the Plan period of 2032 providing a means of meeting long term housing and other needs.

# WHY HERE?

## HIGH DEMAND AREA

Voted best place to live in the UK for 5 of the last 6 years of the Halifax Quality of Life Surveys.

## IMPROVE AFFORDABILITY

Opportunity to improve the significant local affordability pressures. Hart has a very high house price to earnings ratio at 14.43 making it less affordable than Oxford, Cambridge and the rest of Hampshire as well as adjacent areas such as Wokingham

## LIMITED CONSTRAINTS

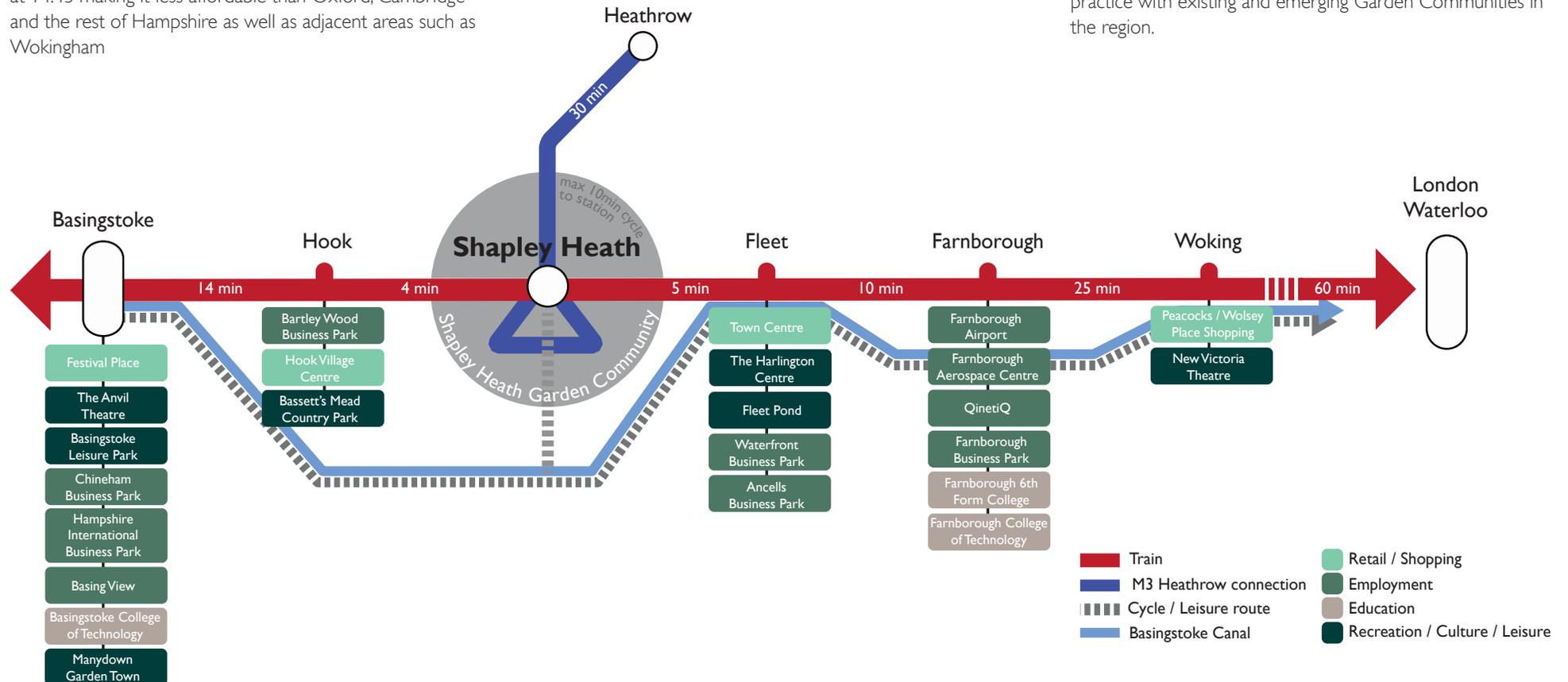
Located outside of AONB, Green Belt and National Park.

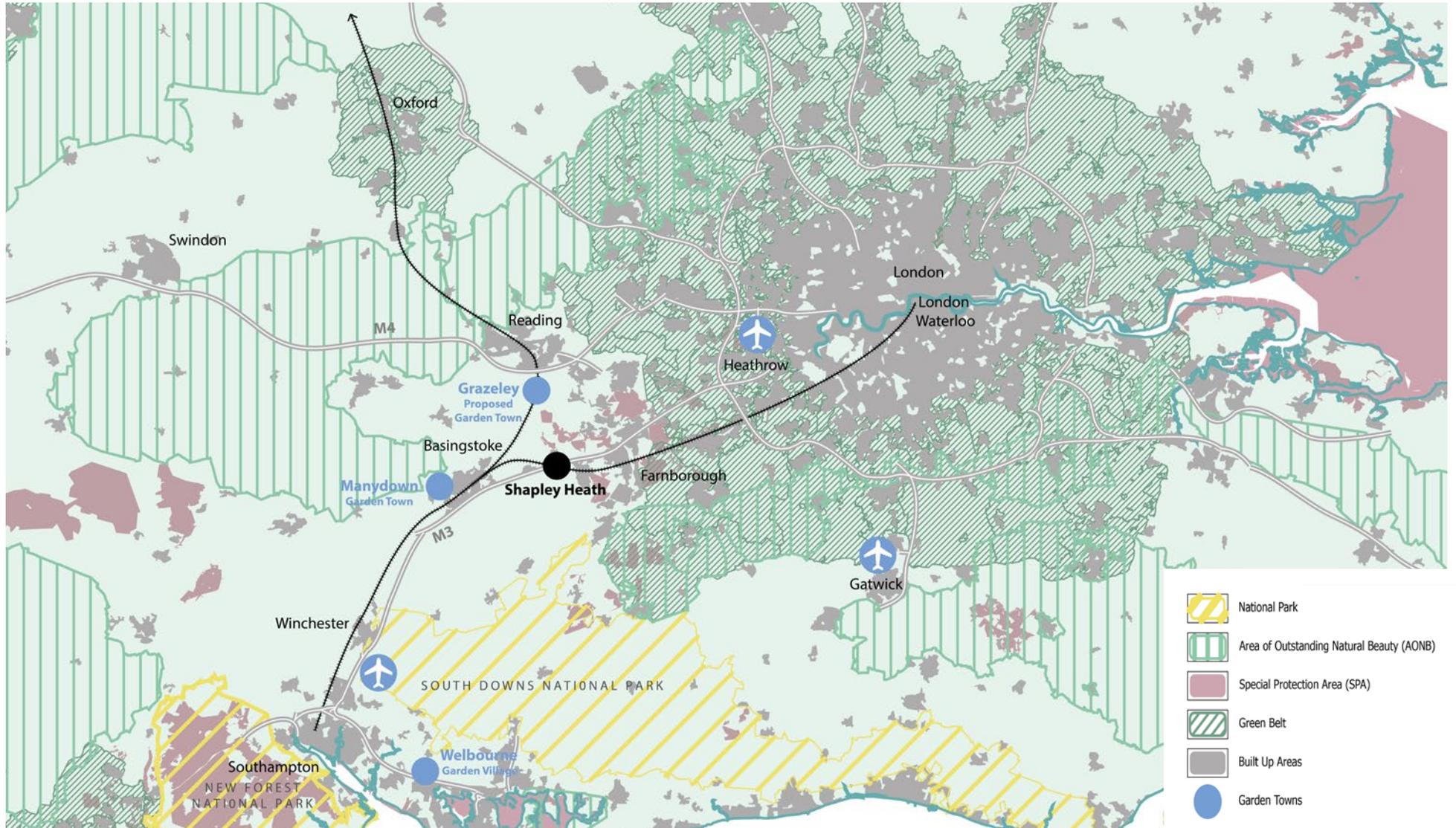
## HIGHLY ACCESSIBLE

Excellent connectivity to air (Heathrow and Gatwick) road (M3/A30), rail (London Waterloo to Southampton main lines), cycle (National Cycle Network and local links) and pedestrian travel.

## STRATEGIC FIT

Aligned to the economic priorities of the M3 Enterprise LEP located between Basingstoke and Farnborough that are both identified as economic growth areas. It also has a strong relationship to the major centres of London and Reading as well as other Hampshire garden communities including Manydown, Welbourne and Grazeley. Being part of the Garden Communities programme will help us to share best practice with existing and emerging Garden Communities in the region.





Strategic context plan

# READY TO DELIVER

*THE PROMOTERS CONSIDER THIS TO BE A HIGHLY DELIVERABLE DEVELOPMENT AND IT IS THE LOCAL PLANNING PROCESS WHICH WILL DICTATE THE DELIVERY TIMELINE. THE PROVISION OF ADDITIONAL CAPACITY TO ASSIST THE PLANNING PROCESS WILL THEREFORE HELP TO ENHANCE DELIVERY.*

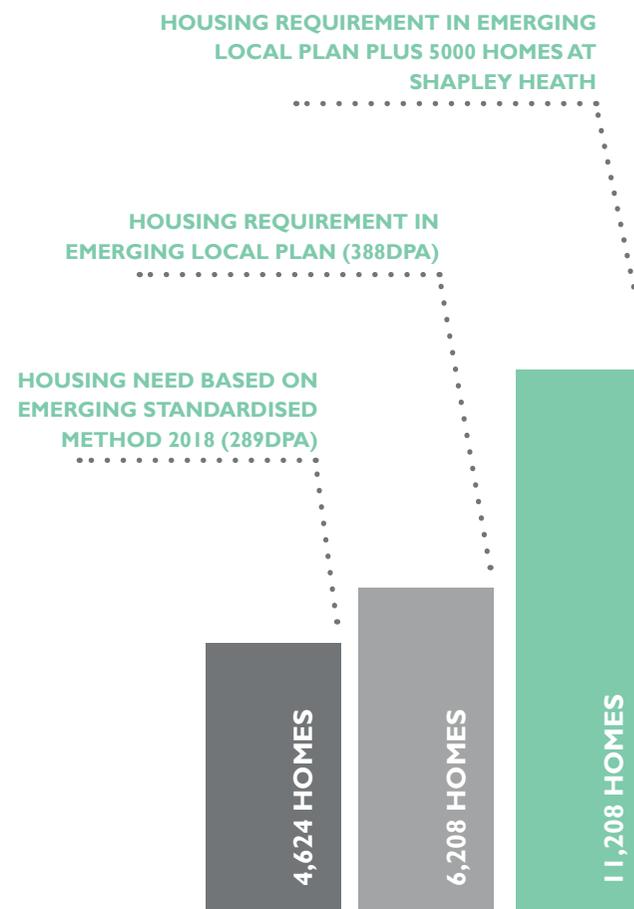
Lightwood, Gallagher Estates and Barratt Homes have been working to develop proposals at Shapley Heath for more than 7 years. During this time, they have secured agreements with landowners to ensure that this is a deliverable proposition without ransom strips or showstopper infrastructure. It does not need to rely on a strategic road or railway station to be built it already has them.

They have engaged positively with the Council and other stakeholders over this prolonged period. This means there is an in depth understanding of the technical constraints and infrastructure requirements that this proposition is based upon. Significant infrastructure upgrades are needed that will have wider benefits including delivery of a secondary school, new sewage pumping station and improved local junctions, all of which can be paid for by the development.

The promoters have provided a viability appraisal that demonstrates 40% of the new community can be delivered as affordable homes, with all planning policy requirements met alongside significant infrastructure improvements.

Gallagher Estates are owned by L&Q Group, which is one of the UK's largest housing associations, whose vision is that everyone has a quality home that they can afford. This vision will be embedded in the approach at Shapley Heath. Gallagher Estates have also teamed up with housebuilder Barratt Homes to deliver one of the early phases and ensure that this can be delivered quickly avoiding a time lag in bringing on board a delivery partner for phase one at a later date. Gallagher Estates are experienced at acting as master developer delivering infrastructure early and serviced land to de-risk and accelerate delivery post-planning. Lightwood are also at an advanced stage in bringing on a delivery partner for an early phase that can act as a market disrupter.

Together this ensures that diversity, quality, affordable homes and infrastructure can be delivered quickly at Shapley Heath. Support from this bid will provide the Council with capacity and expertise to accelerate delivery of the planning framework and of new homes.

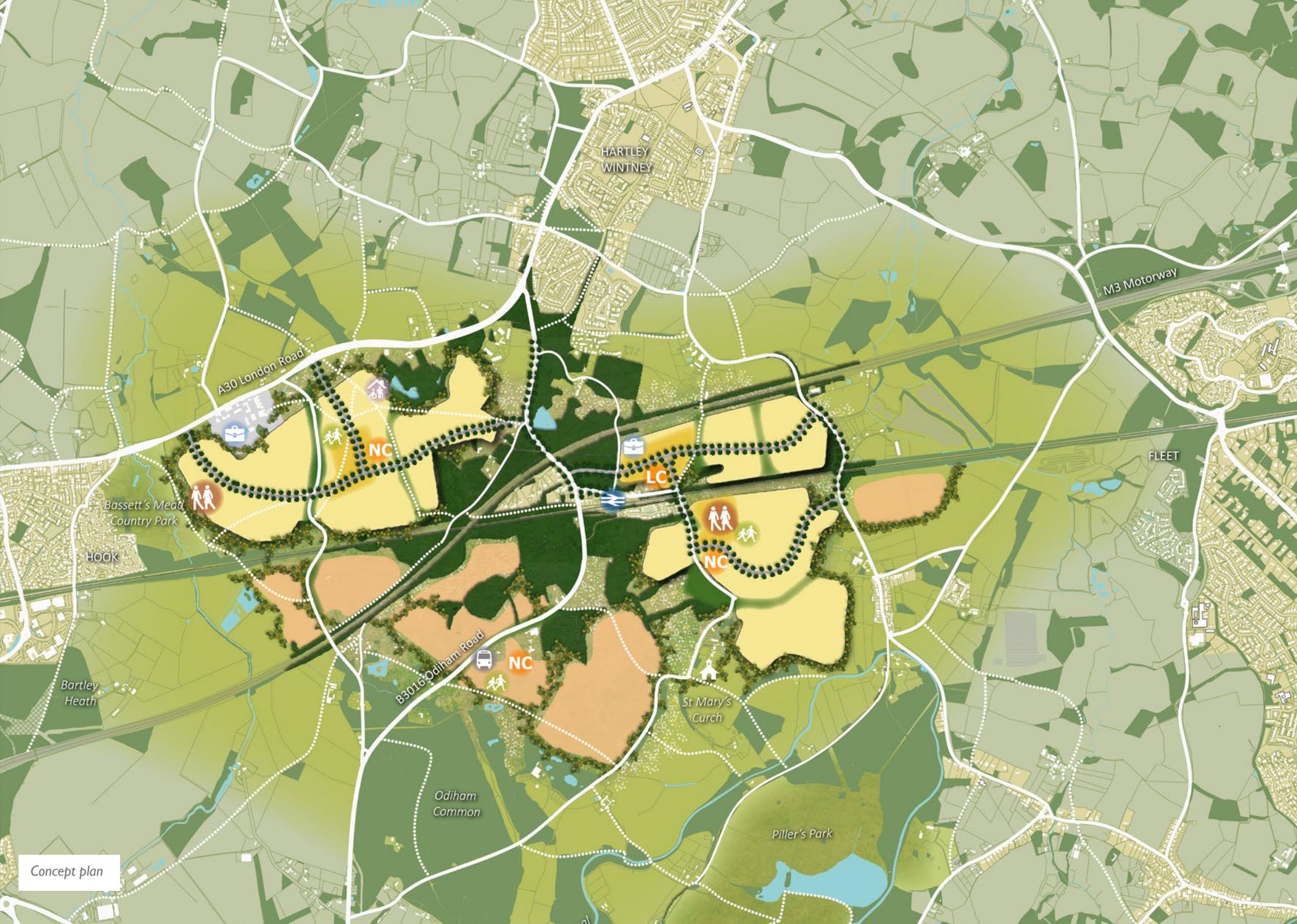




# SHAPLEY HEATH VISION

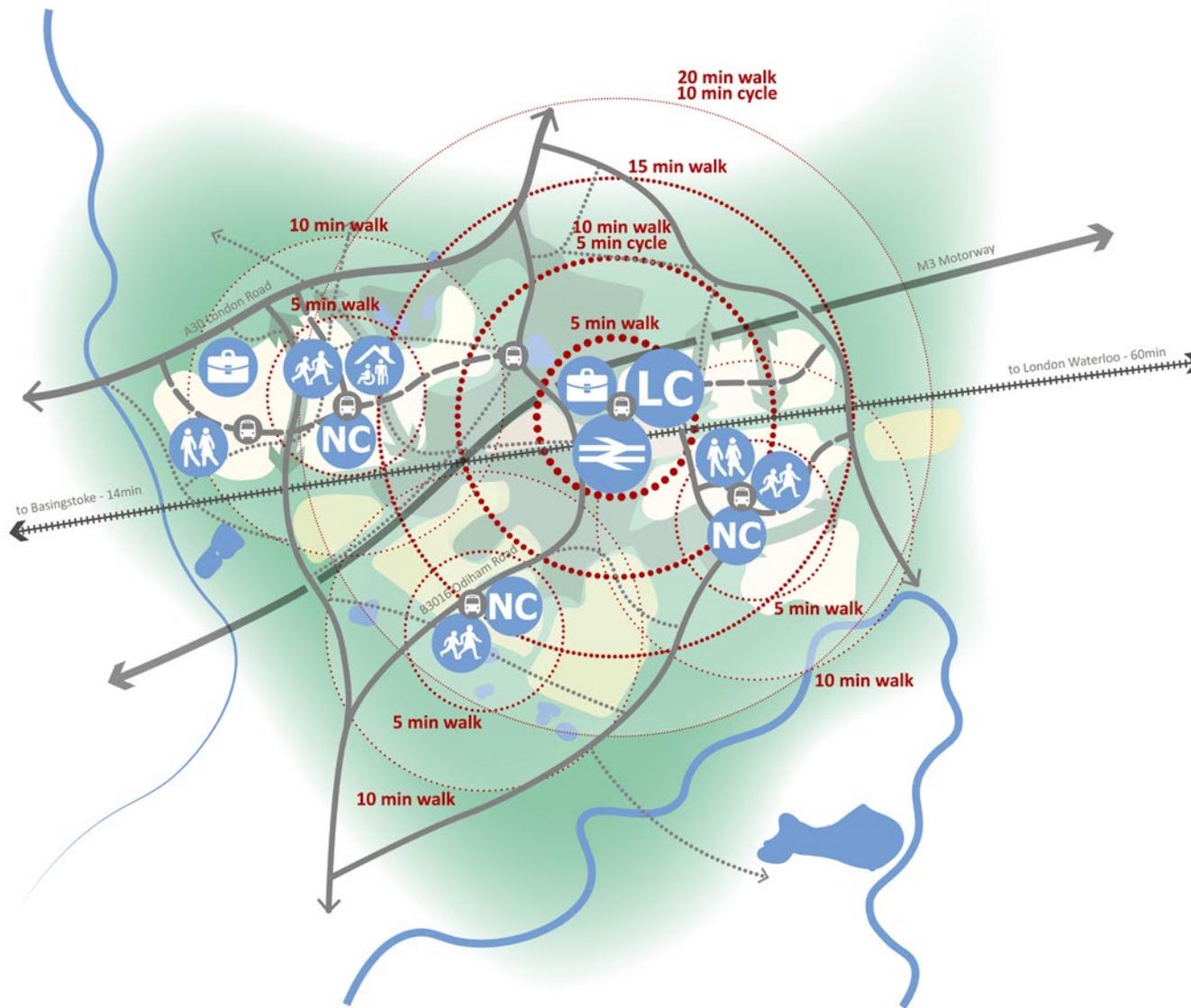
*FROM THE OUTSET SHAPLEY HEATH HAS BEEN LANDSCAPE LED, PROVIDING A MATURE, FREE-STANDING HART VILLAGE FROM THE EARLIEST PHASES.*

This is an unusual opportunity to create a place with character and maturity from the very start. This is not an area consisting of large featureless fields, which when developed for housing resulting in a hard landscape that requires the passage of time to soften into the surrounding landscape. Instead the patchwork of fields, small copses and sprawling woodland centred around a Victorian railway station within an undulating landscape naturally provides pockets of developable areas, each unique in character, connected through a network of green corridors. This coupled with the exceptional connectivity and a focus on quality and innovation enables a truly successful place to be crafted. This is also a real opportunity to provide biodiversity net gain and a Country Park that is truly a destination in its own right for people and wildlife alike.



Concept plan

# COHESIVE PLACE



- Primary School
- Secondary School
- Local Centre
- Neighbourhood Centre
- Employment
- Care Village
- Enhanced Railway Station
- Bus Stop
- Development
- Potential Future Development

We want to create a place that is healthy, sustainable and cohesive. As such, we aim to follow the principles within the recently published healthy new towns programme, promoting empowered residents, active lifestyles, healthy homes and leisure.

Exceptional quality will be delivered through a focus on exceptional green infrastructure, building on the high quality management of the Council's own award winning open spaces, and ensuring that green corridors will be the preferred choice for pedestrians and cyclists to access community facilities, including the mainline station, leisure facilities and country parks.

The locally distinctive and diverse landscape setting will inform all elements of this place including diversity in design of the spaces and buildings within the community. High quality design will be embedded in the bespoke plan process for the new settlement and delivered through detailed design codes and design review panels which will be required through each stage of the development.

Green infrastructure and community diagram



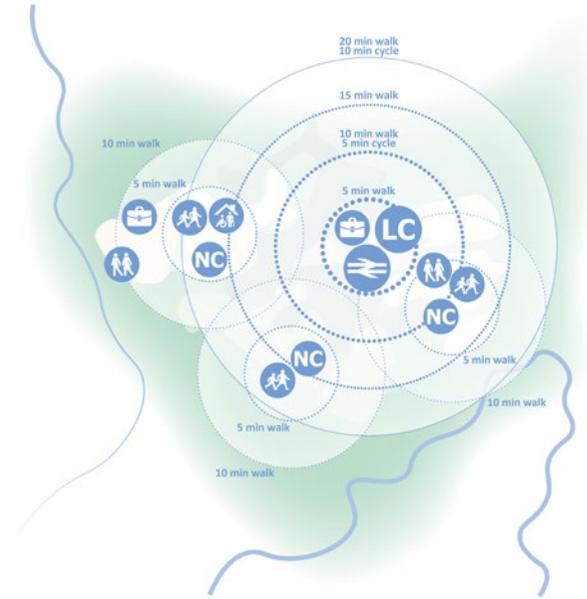
## HIGHLY CONNECTED

At least 12,500 people living within 10 mins walk/cycle of a mainline railway station and its own strategic green and blue network. The new community will also be 30 minutes from Heathrow, benefiting residents and business that locate here. The internal transport network will provide viable bus transport to benefit the new residents as well as existing neighbouring communities.



## LANDSCAPE LED

a unique opportunity to provide a distinctive landscape led development with a country park, heathland and open spaces. Opening up the existing lakes to the public and providing additional access to the canal has a significant benefit for the wider area not just the new community. This presents a key opportunity to promote healthy lifestyles with health gardens, country walks and more formal spaces. It also has benefits for protected species by providing a destination in itself and a real alternative to the International protected Thames Basin Heath SPA, thus releasing pressure from and offering protection benefits for that special area.



## INCLUSIVE

a comprehensive range of social, educational, retail, health and recreational facilities accessible to all parts of the community together with the provision of a full range of housing that respond to the needs of families, children and older generations. This will include a mix of house types and tenures including, genuinely affordable homes, adaptable homes and a care village to support a mixed and thriving community that respond to the needs of families, children and older generations. This coupled with investment in the stewardship and ownership of land, assets and facilities to help ensure their management and maintenance for the long-term.

An aerial photograph showing a winding river through a vibrant green landscape. The river is dark blue and flows from the bottom left towards the top right. The banks are lined with dense trees, some of which are showing autumnal colors of yellow and orange. The surrounding area consists of large green fields and patches of woodland. In the far distance, a residential area with houses and a tall water tower are visible under a clear blue sky.

# EXCEPTIONAL QUALITY

THE COUNCIL AND  
DEVELOPERS FOR  
SHAPLEY HEATH  
ARE COMMITTED  
TO DELIVERING  
EXCEPTIONAL  
QUALITY.



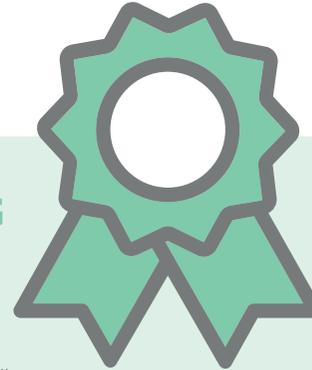
## EXCEPTIONAL GREEN AND BLUE ASSETS

The unique selling point of Shapley Heath is that we are not trying to create a place from scratch. Shapley Heath is already rich in character, and we are simply adding homes to create a 'community of gardens' where a community can flourish.

Shapley Heath's mature undulating landscape setting, which includes fields, lakes, small copses, canal and sprawling woodland centred around a Victorian railway station, provides natural pockets within which development to take place. Each pocket has its own distinctive character that will inform the character of the built environment. These will be connected through a green and blue network of spaces and open up over 200ha of private landscape to be publicly accessible.

It is not only the garden community that will benefit. Shapley Heath is at the heart of the District and the ambition is that the green corridors created will be extended across the District. The garden community will act as a catalyst to improve the quality of life across the rest of the District.

## ENSURING QUALITY DESIGN HAPPENS



This new settlement will have its own bespoke Development Plan Document design policies and framework plans coupled with its own design review panel to ensure the vision is delivered on the ground.

Design tools including coding and other mechanisms will also be put in place to ensure an exemplar development is designed and implemented.

The Council has expressed an interest in the Government's Design Charette pilot and would seek support in terms of ensuring best practice is delivered.

## DIVERSITY AS WELL AS QUALITY IN CONSTRUCTION

Another innovation that we wish to explore through the development of the garden community is modular building and other construction methods to help accelerate the build programme whilst maintaining quality of design.

Serviced parcels of land could be provided for small and medium housebuilders to purchase. This could help deliver a more varied type of home, providing variety in the market. A design code could be placed on some of the self build plots and smaller sites to allow for diversity in delivery and enable local builders and individuals to deliver more traditional homes such as thatched cottages. Design competitions will also be used to attract innovative and high quality design ideas.



# FUTURE PROOFED

*THIS PLACE WILL BE DESIGNED WITH AN EYE TO THE FUTURE BOTH IN TERMS OF TECHNOLOGY BUT ALSO TO ENSURE IT IS RESILIENT WITH FUTURE PROOFED INFRASTRUCTURE THAT CAN ALLOW THE SETTLEMENT TO GROW.*

Early conversations have taken place with Bosch and other potential partners to explore the use of smart technologies in supporting this including discussions on the use of autonomous vehicles.

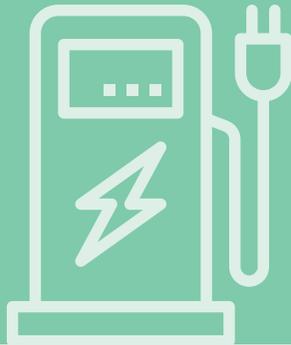


## ADAPTABLE INFRASTRUCTURE

Infrastructure is also being future-proofed. This community has significant room to mature and as such the infrastructure planned in at the beginning is able to grow with the community.

## INTERLINKED MOBILITY

The masterplanning of the site will ensure that the garden community enables the latest technology and innovations to be accommodated embracing vehicle-charging infrastructure, 5G communication networks as well as advanced traffic management systems from the beginning. Given the proximity to Winchfield station, there is a unique opportunity to use new technologies to link together transport modes.



## SMART TECHNOLOGIES

The use of technology to create 'smart' homes, enabling flexible working arrangements could be an important part of this approach. 90% of Hart's businesses are micro businesses and the new settlement will be expected to harness and support the development of these. We would welcome support through this bid to progress this ambition.



## DELIVERING AFFORDABLE HOMES FOR THE FUTURE

There is a need for over 300 affordable homes per year. On average only 25% of the housing supply over the next 5 years will be delivered as affordable homes. Therefore, the delivery of the new settlement providing 40% affordable homes, approximately 2,000, provides a significant boost to affordable homes for the area in terms of meeting current needs but also ongoing future needs. In addition, the significant boost in housing supply to the market from the new community will help to address affordability pressures.



## DELIVERING LONG TERM STEWARDSHIP

We want our innovations to go beyond the bricks and mortar. As part of this we want to explore with our community a range of innovative ideas that can build active communities, promote citizenship, and reduce inequality and social isolation, through exploring initiatives such as Time banking, Community Media and Swap Shops. We will explore how to embed this from the start by promoting long term stewardship of this new community through maximising its strategic assets with the potential to generate income to be able to recycle receipts into the community over its life to help with long term stewardship for example through a mechanism like a local community land trust.

# ABILITY TO GROW

*THE LAND HAS BEEN ASSEMBLED BY 2 EXPERIENCED PARTIES AND IS DELIVERABLE. THERE IS LAND LEFT OVER WITHIN THE SITE THAT DEVELOPERS HAVE IDENTIFIED COULD ALLOW THE NEW COMMUNITY TO GROW TO 10,000 HOMES OVER TIME WITH SUPPORT FROM THE GARDEN COMMUNITIES PROGRAMME.*

Technical studies undertaken to date suggest that 5,000 homes can be provided and could be delivered through the Local Plan and DPD process. The developers have identified that around 10,000 homes could be delivered at Shapley Heath. Being part of the Garden Community Programme will enable us to carry out further testing through the DPD process and any subsequent Local Plan review to meet the longer-term needs of the District.

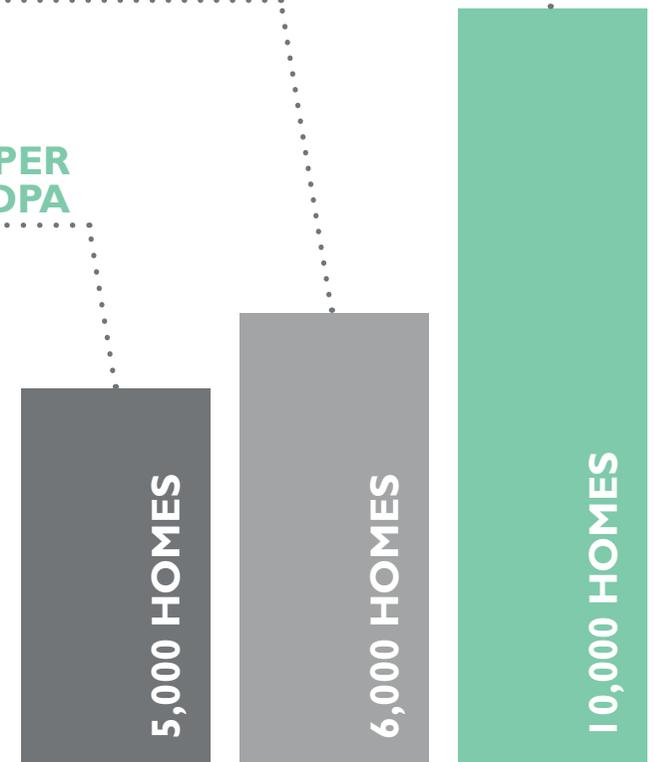
The land that has already been assembled equates to approximately 67% of the whole site. At a conservative 30dph the promoters' land can accommodate 5,000 homes and future proofed infrastructure. However, at 35dph this would increase to 6,000 homes plus the care village.

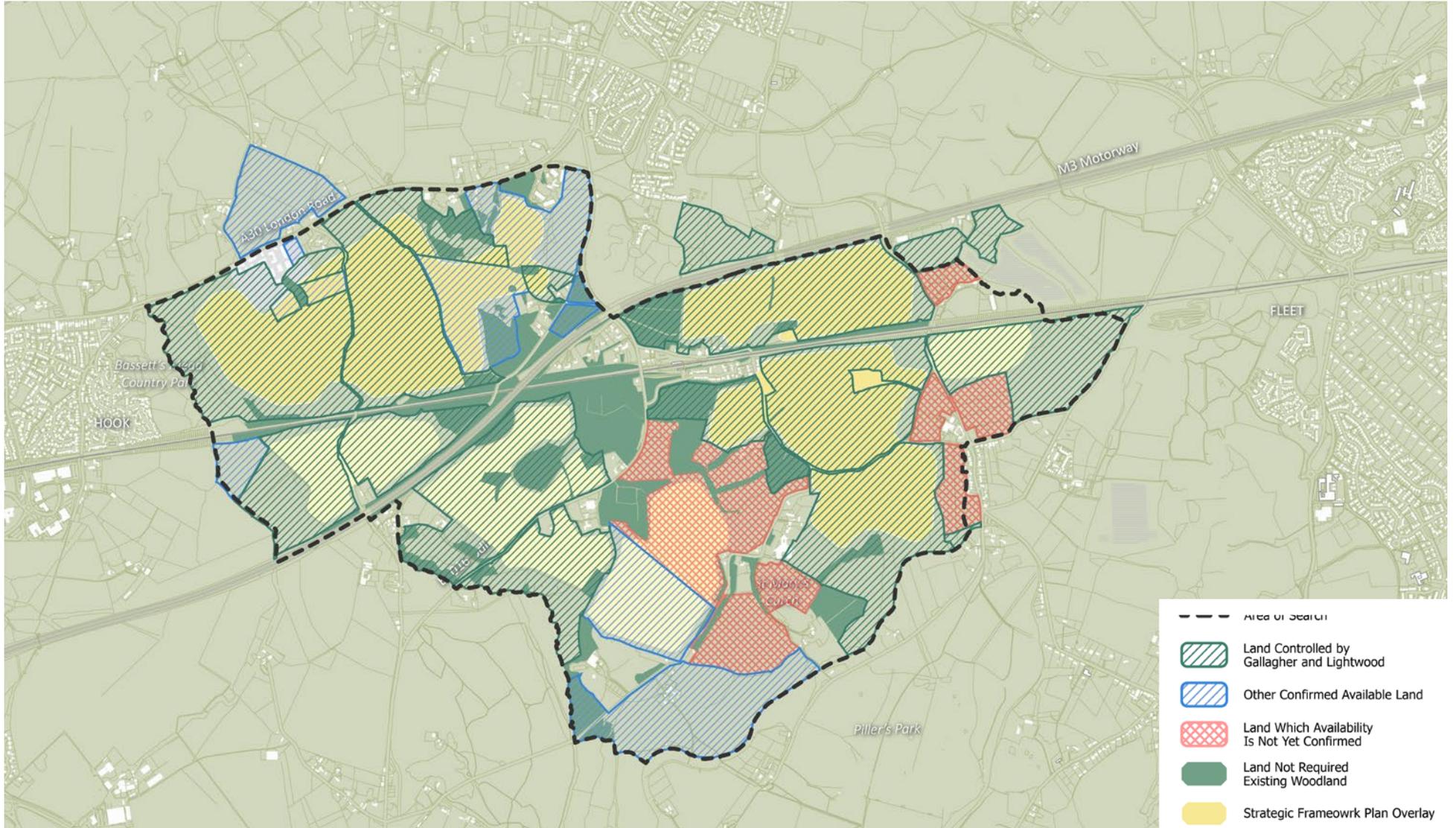
The land assembled is not reliant on the final 33% of the site and instead this land represents the opportunity for the settlement to grow to a larger scale than currently proposed. Based on densities of around 35 dph the promoters have undertaken a landscape led masterplanning process which indicates that there is capacity across the whole site for a development of around 10,000 homes and associated infrastructure.

**LAND WITHIN DEVELOPER CONTROL PLUS ADDITIONAL LAND AT 35DPA**

**LAND WITHIN DEVELOPER CONTROL AT 35 DPA**

**LAND WITHIN DEVELOPER CONTROL AT 30 DPA**





Map of land ownership

# LOCAL LEADERSHIP

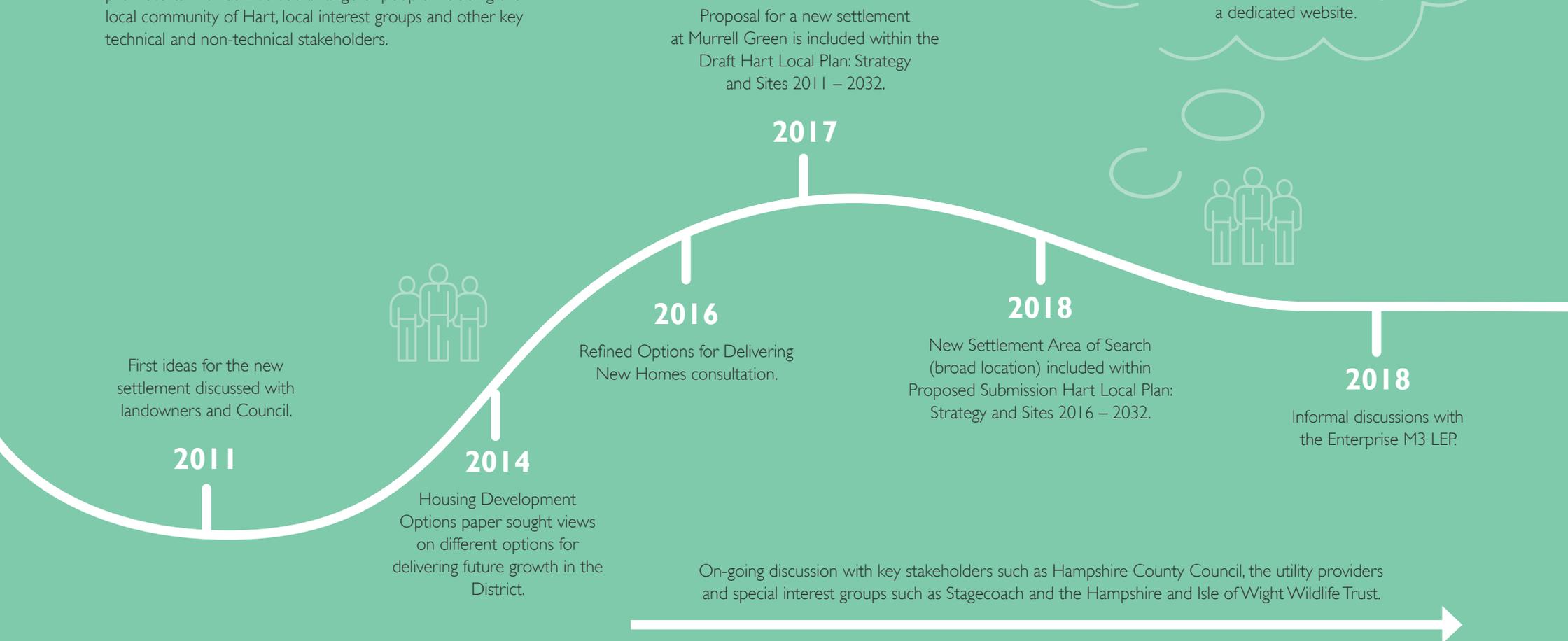
This is a Corporate priority for the Council with the joint Chief Executive as Project Sponsor and a new dedicated team being established using a combination of existing and new resources. Governance arrangements have been agreed to enable this to move forward quickly.

This proposal has evolved over time and has informed active and on-going engagement by both the Council and the land promoters. This has involved a range of people including the local community of Hart, local interest groups and other key technical and non-technical stakeholders.

### FUTURE ENGAGEMENT

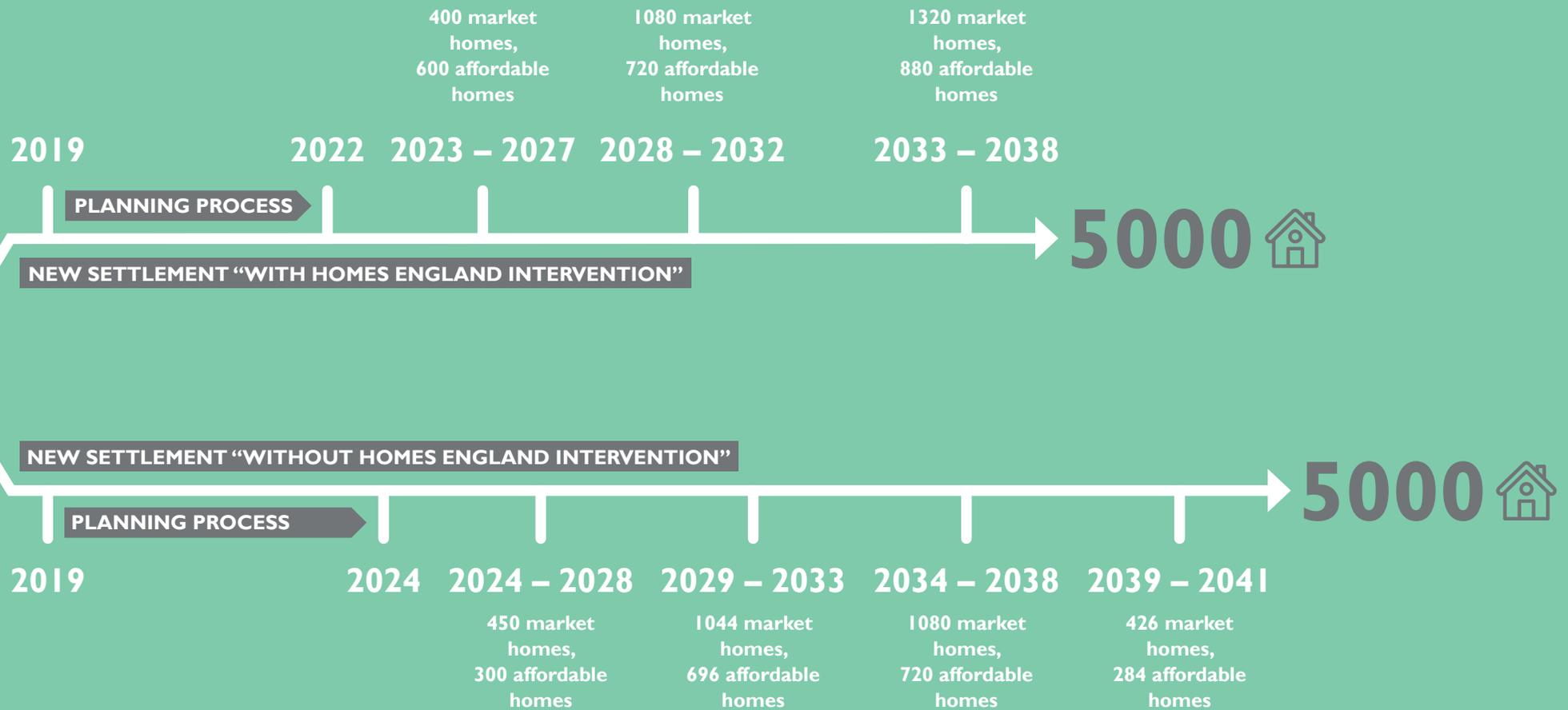
Council to support the setting up of the relevant elements of the governance structure including the Community Forum.

Range of interactive, on-going and collaborative opportunities for stakeholder engagement as well as measures including a dedicated website.



# HOUSING TRAJECTORY

We believe that the speed of delivery could be accelerated through the Garden Communities programme by providing a range of support to the Council to enable the proposal to be progressed quickly.



# ASK

*THE SUPPORT REQUESTED FROM THE PROGRAMME IS RELATIVELY MODEST, PARTICULARLY WHEN COMPARED TO THE SIGNIFICANT GAINS GENERATED FROM THIS PROPOSAL.*



## RESOURCE FUNDING

Resource funding for the Council to accelerate the planning process

Currently a small planning team that would need additional resource to bring forward the proposal. Plus the proposal would warrant specialist project management as a Corporate priority that it currently does not benefit from.



## TECHNICAL SUPPORT FOR CONSULTATION AND ENGAGEMENT

To ensure engagement uses innovative techniques which will reach as wide a range of stakeholders as possible and this is therefore likely to be resource intensive.



## BROKERAGE SUPPORT

It will be important to ensure that the programme and priorities of agencies that affect this proposal are aligned and that open communication is maintained so that it does not cause delays to delivery. This would include Highways England and Network Rail.

# OFFER



## HOUSES

- **Accelerated delivery of up to 5,000 homes including a Care village** that are not relied upon to meet local housing need and so directly contribute to the significant boost needed to meet National Housing Targets
- Commitment to 40% of new settlement to be affordable homes – **approximately 2,000 affordable homes**



## COMMUNITY INFRASTRUCTURE

- **Health Centre** with anticipated provision for 7 GPs and pharmacy
- **Community Hub**
- **1 x Local Centre and 2 x Neighbourhood Centres**



## GREEN & BLUE INFRASTRUCTURE

- **Over 200ha** of landscape that is not currently accessible to be provided as publicly accessible Green Infrastructure including Country Parks, sport facilities play parks, cycle and walking networks interwoven with an existing and enhanced blue infrastructure network



## TRANSPORT

- **Approximately £20m** package of off-site highway improvements will be funded by the development
  - Road junctions in Hook, Hartley Witney and Fleet and at Junction 5 of the M3.
  - Cycling improvements on the A30 (London Road) and B3016 (Odiham Road).
  - Railway Station and carpark improvements



## EDUCATION

- **Early Years Provision, 4 x Primary and 1 x Secondary** with space for expansion



## ECONOMY

- **10 hectares of employment** including care village aligned to expansion of existing successful business park
- **6,390 economically active residents in new settlement** - large local labour force, creating opportunities for businesses to locate at the new settlement
- In addition will be other employment generating uses including education, retail and leisure. **Over 2,500 FTE** jobs in addition to on site and construction jobs.
- **£789 million GVA** generated during construction and from residential development plus an annual GVA generation from jobs of **£146.9m**
- **£134.5m** of retail expenditure per annum





## **SUPPORTED BY:**

**Gallagher Estates and Barratt Homes**  
**Lightwood Land**  
**Enterprise M3 LEP**  
**Hampshire County Council**  
**Rushmoor Borough Council**  
**Surrey Heath Borough Council**  
**East Hampshire District Council**  
**Basingstoke & Deane Borough Council**  
**Bracknell Forest Council**

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