

2<sup>nd</sup> August 2017



Hart District Council  
Harlington Way  
Fleet  
Hampshire  
GU51 4AE

Dear Sirs,

### **Representations in support of Land at Murrell Green, Hook**

Following the recent Draft Hart Local Plan: Strategy and Sites 2011-2032 Regulation 18 Consultation ending in June 2017, Crest Nicholson would like to express our strong support for the proposed Allocation at Murrell Green (SHLAA Site Reference STR 011) which is being promoted principally by Lightwood Strategic.

Hook is a sustainable location for housing growth within Hart District, with its designation as 'Primary Local Service Centre'. This is due to its excellent strategic transport connections with the rest of the District by both road (M3, A30, and A287) and rail (station on the South Western Mainline). Hook offers substantial opportunities for employment, retail and leisure, which enhances the sustainability credentials of the town even further.

Hart's need for new housing is clear, with the 2016 Strategic Housing Market Assessment (SHMA) setting out an Objectively Assessed Housing Need (OAHN) of 382 new homes per annum, equivalent to 8,022 new homes over the plan period (2011-2032). We support the Council in their positive step to include an additional uplift to these figures to help them meet their priority need for subsidised affordable rented homes which generates a revised figure of 10,185 new homes over the plan period. As part of the Duty to Co-operate however, it is highly possible that unmet needs may arise from Surrey Heath Borough Council (SHBC) and this situation should be monitored closely in case Hart is required to assist SHBC in any way.

We understand that Hart District has built or granted permission for 5,304 homes over the plan period meaning that there is an outstanding requirement to deliver 4,591 homes.

Crest Nicholson firmly believe that this outstanding requirement should be met in sustainable locations through well-planned, high quality developments with placemaking at their heart, which deliver new communities that have a genuine sense of place.

We are therefore pleased that the Council has identified Land at Murrell Green as a key pillar of their growth strategy through Policy SC2: Murrell Green and Policy 18: SANG.

#### **Crest Nicholson Strategic Projects**

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Policy SC2 proposes a new settlement at Murrell Green of approximately 1,800 homes and 3.5ha of employment provision to support growth of the existing Business Park. The proposed scale of the development offers Hart a unique opportunity to deliver significant infrastructure which benefits not just the development but the wider local community as well. This will be in the form of new schools, a local centre, public open space and equipped play areas, allotments, green corridors, and SANG.

Lightwood Strategic has demonstrated the proposal to be technically robust, and that there are no showstoppers to development. The Council has acknowledged the site to be 'Suitable, Available and Achievable' and consequently deliverable through their most recent SHLAA.

Crest Nicholson has been in detailed discussions with Lightwood Strategic to form a partnership to create and, most importantly, deliver a visionary and unique new settlement which meets the objectives set out in the Draft Allocation Policy.

### **About Crest Nicholson PLC**

Crest Nicholson is a FTSE-250 company, locally based in Surrey, which has acquired a top level reputation for developing high quality housing within well-conceived masterplans for over 50 years across the south of England.

Our driving ambition is to be the market leader in the design and delivery of sustainable housing and mixed use communities. We aim to improve the quality of life for individuals and communities, both now and in the future, by providing better homes, work places, retail and leisure spaces within which they aspire to live, work and play.

What sets us apart from the competition is our model of adding value to developments through a quality design approach which delivers communities that have a true sense of place. Through careful masterplanning we arrange streets, open spaces, landscaping and buildings to generate the look and feel of an established community and place. Our core focus on sustainable design ensures that it will remain as such for generations to come.

By being awarded the accolade of "Sustainable Housebuilder of the Year" and "Large Housebuilder of the Year" two years running (2015/16) at the Housebuilder Awards, we have proven that such objectives are backed up by our actions.

Furthermore, for the last four years we have come either first or second in the Next Generation benchmark, the only independent sustainability benchmark of the 25 largest homebuilders in the UK.

Our track record in delivering high quality places is further reinforced by the fact that we have more "Building for Life" Gold Standard Awards than any other developer.

Crest Nicholson are therefore best placed to partner with Lightwood to ensure a lasting and positive legacy is achieved at Murrell Green. The images below best illustrate our value-adding approach to design and placemaking.





**Using infrastructure as a landscaping feature at Monksmoor Park, Daventry**



**Matured bespoke housing delivered in the early phases of our Bolnore Village development in Sussex**

## **Design Codes**

A key Crest Nicholson process is the establishment of succinct but effective Design Code from the outset. It is our preference in delivering new communities to be the lead developer and to work with third party developers, who have a shared belief and commitment to quality, to assist in the delivery of the community. In order to ensure that the initial stages of a community are delivered with placemaking at its heart, we would always seek to deliver the first stages of any residential development and deliver all community infrastructure such as public realm, schools and local centres. Crest Nicholson seek to deliver at least 65% of the residential units within the development.

It is essential to us that in delivering upon the vision, we have effective controls upon third party partners to ensure that the design and delivery across the whole site is coherent and of a consistently high standard. It is important that all parties including the Council are involved in the Design Code as it will create the guiding principles of development and the character and design quality of a scheme with its distinguishing factors. We believe that a Design Code should not be a rigid set of rules but should be, where appropriate, flexible and capable of evolving as the community flourishes.



**Design Code for Tadpole Garden Village**

## **Garden Village Principles**

Policy SC2 sets out the objectives for the new settlement at Murrell Green. These are summarised as being to:

- Provide a mix of housing with broad tenure types which meets local needs
- Enhance biodiversity and ecological habitats
- Take a landscape-led masterplanning approach that considers distinctive landscape features and avoids adverse visual impacts
- Create new SANG and ensure its integration with new and existing green infrastructure
- Respect physical and visual gaps between the new neighbourhood and Phoenix Green
- Respect the setting and significance of listed buildings
- Provide appropriate vehicular access
- Facilitate safe and convenient access to local schools (new and existing) by sustainable transport modes (e.g. walking and cycling)
- Ensure areas at risk of flooding are considered in the design proposals
- Use SUDs to manage surface water drainage

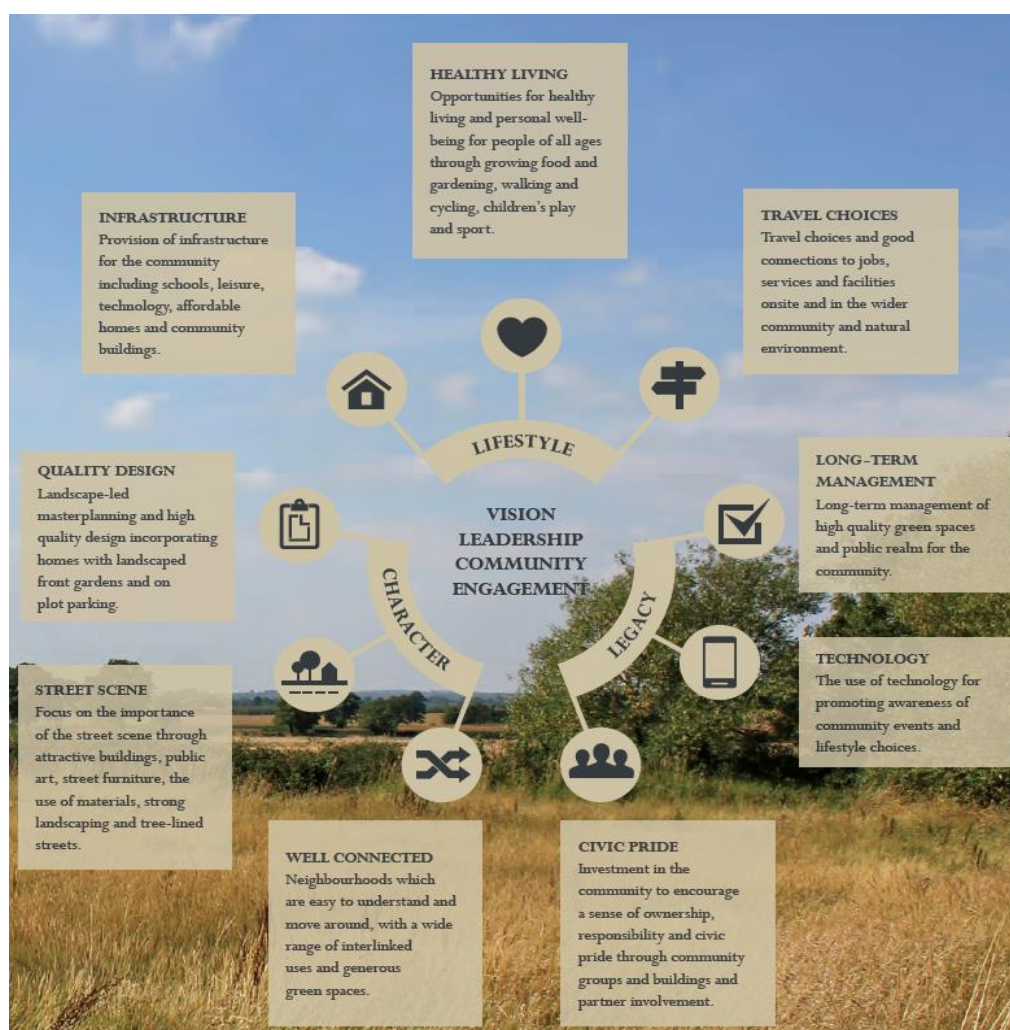


- Mitigate for any noise or visual impacts for future residents from nuisances such as the M3 and railway line

Crest Nicholson has a proven and demonstrable track record in delivering major developments with all of the above objectives being successfully achieved, including the provision of new SANG land.

We currently have 12 active Major Projects delivering in excess of 8,000 homes, giving us market leading expertise to partner with Lightwood, to ensure the above objectives are met in the new settlement at Murrell Green.

One of these is our landmark Longcross Garden Village development in Surrey, which has recently been selected as one of fourteen new Garden Villages announced by DCLG. For suburban, greenfield locations our pioneering approach is to deliver sites in accordance with 21<sup>st</sup> Century Garden Village Principles and these are illustrated in the below diagram.



Crest Nicholson's 21<sup>st</sup> Century Garden Village Principles revolve around Character, Lifestyle and

## Delivery

Crest Nicholson are in discussions with Lightwood Strategic to be a Delivery Partner for Murrell Green. With Hart District's continued support for the site through the emerging Local Plan, we have the ability to ensure the first residential dwellings can be completed as early as 2019, assuming a planning application is submitted at the same time Examination of the Local Plan takes (anticipated next year).

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With a value-adding housebuilder on board, Hart District should take comfort from knowing that the new settlement will be delivered as a high quality scheme with placemaking and Garden Village principles at its heart.

Crest Nicholson are significantly ahead of the competition in the optimisation of delivery rates and have a proven track record on our large scale developments in achieving this. We focus in detail on:

- Phasing of infrastructure and housing delivery
- Broadening tenure types – e.g. Private Rented Sector (PRS), Elderly Care, and Custom-build
- Masterplanning to enable multiple outlets through differentiating product types and character areas
- Creating a diverse mix of land uses
- Creating a site wide brand
- High quality scene setting which increases demand for new homes
- Early delivery of community infrastructure and commercial uses to enhance early sales and occupier rates, as well as to assist in legacy objectives

Crest Nicholson has a proven ability to deliver in excess of 180 units per annum on strategic sites. We are achieving this on a number of developments including:

- **Oakgrove, Milton Keynes:** 225 units delivered last financial year from two outlets. Crest Nicholson have further plans to increase product range to enhance speed of delivery.
- **Tadpole Garden Village, Swindon:** Crest Nicholson delivered 180 units last financial year from two of our own outlets (Arts & Crafts phase as well as Contemporary phase). In addition to this, three third party developers are building out phases alongside Crest Nicholson which is further enhancing delivery rates and improving cash flow position.
- **Arborfield Garden Village, Berkshire:** Since grant of planning consent, Crest Nicholson has opened two outlets and sold a parcel externally to a third party developer which will ensure delivery from three outlets right from the outset. We are forecasting over 200 units delivered from these first phases this financial year.

Similar delivery rates are entirely possible at Murrell Green, and this will enable the site to make a significant contribution to Hart District's 5 year land supply early in the emerging Local Plan period.

Crest Nicholson is investing significant resource into research and development to establish how we can take advantage of incorporating modern methods of construction into our developments. Particularly on large new settlements, modern methods of construction could be used to speed up delivery rates and improve quality. This work-stream within our technical teams is tasked with ensuring Crest Nicholson are an industry leader in bringing housebuilding into the 21st Century.

### **Infrastructure Delivery**

Our specialist in-house technical team ensure that infrastructure is delivered in good time, to an optimal budget, and to the highest quality. As a housebuilder, we are able to streamline the delivery of infrastructure with the delivery of housing, allowing us to maximise efficiency and return maximum value to landowners as early as possible. We also have the capability to deliver all the requirements for design, obtaining consents, and developing phasing strategies ourselves, with the assistance of expert consultant teams where necessary. This all further enhances the delivery credentials of the Land at Murrell Green with Crest Nicholson on board as a Delivery Partner.



Our trademark is to use key infrastructure such as SUDs attenuation basins as landscape features. This contributes greatly towards achieving placemaking objectives.



**Access roundabout on the A264 to enable development at Kilnwood Vale, Horsham**



**SUDS attenuation basin at Monksmoor Park, Daventry used as a landscape feature**

Crest Nicholson finance most infrastructure delivery for major projects directly from our existing committed borrowing facilities, and as a FTSE 250 company we remain in a very strong financial position, with a healthy balance sheet and positive cash position.

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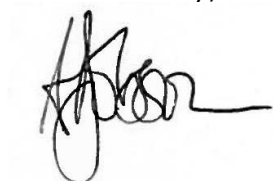
## **Conclusions**

Crest Nicholson welcome Hart District's ongoing commitment to the delivery of a unique new settlement at Murrell Green, Hook. This represents a logical and sustainable solution to meeting the Council's objectively assessed housing needs within a well-planned, high quality Garden Village. Along with new, much needed housing, the development can also deliver significant community infrastructure such as schools, green spaces and a local centre which will greatly benefit the local community.

With Crest Nicholson on board as a Delivery Partner, Hart District can be confident that a high quality development with placemaking at its heart will be delivered at optimal speed. Our proven track record is demonstrated by the case studies set out in the below appendix.

We look forward to further discussions with Hart District and Lightwood Strategic to turn this exciting vision into a reality.

Yours faithfully,

A handwritten signature in black ink, appearing to read "A. Dobson", with a long horizontal flourish extending to the right.

**Andrew Dobson MRICS**  
**Managing Director**  
**Crest Nicholson Strategic Projects**



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## **Appendix 1 - Case Studies**

Tadpole Garden Village, Swindon

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Longcross Garden Village, Surrey

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Bolnore Village, West Sussex

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Finberry, Ashford

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Arborfield Garden Village, Berkshire

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Oakgrove, Milton Keynes

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Selected Others:

Monksmoor Park, Daventry  
Park Central, Birmingham  
Mulberry Grove, Wokingham  
Bath Riverside, Bath

## **Tadpole Garden Village, Swindon**



Tadpole Garden Village is a functioning example of how a Garden Village is delivered in the 21st Century. The vision for Tadpole was to create a settlement based on Ebenezer Howard's model of a garden city, characterised by lower density family housing with front and rear gardens, on-plot parking and generous streets and open spaces.

Crest Nicholson secured Outline Planning Permission in 2012 to develop a new sustainable community with Garden Village principles embedded at its heart. It signifies Crest Nicholson's ability and passion to both plan and deliver high quality, carefully designed infrastructure and housing. This is exemplified by our approach to ensuring collective

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acceptance and commitment to the vision by all stakeholders and third party developers, ensuring a holistically and coherently planned community.

When Tadpole was in its infancy, the principles in design were influenced by a belief that high quality and placemaking would genuinely lead to an uplift in sales prices. Tadpole Garden Village is now widely regarded as a success by residents, planners and councillors within Swindon and it has been shortlisted for several awards. The ability to deliver value creation with placemaking at its heart in Swindon demonstrates that the principle should be replicable elsewhere.

Tadpole Garden Village is an excellent working example of Crest Nicholson's ability to nurture a site through the planning process from Local Plan promotion, securement of outline planning permissions, site wide design codes, detailed planning permissions, management of discharging conditions, and S106 obligations in order to facilitate works to commence on site.

Throughout the promotion process, Crest Nicholson engaged consistently and regularly with local councillors, ward members and Swindon Borough Council, leading to an implementable planning permission which is favourable to both Crest Nicholson and the external parties. The phase of promotion that really built relationships and trust around the Garden Village followed the grant of planning consent when the statutory obligation fell away and Crest Nicholson maintained the commitment to engagement through preparation of design codes Reserved Matters applications. Tadpole Garden Village is now touted as an exemplar development by local stakeholders.

Crest Nicholson are delivering the site in accordance with an innovative Garden Village concept model, capturing character, quality of design, an interesting street scene, connectivity, and legibility as important elements of the development.

As well as delivering 1,850 homes, it will offer a wide range of services and facilities which will make the village highly sustainable, including local shops, a primary school, a secondary school, community facilities, public open space, allotments and a new nature park.

The strategic infrastructure including roads, open spaces and Sustainable Urban Drainage Systems are being funded and delivered by CSP, providing serviced parcels for delivery by Crest Nicholson's South West housebuilding region and for sale to third party developers.

A site wide Design Code with planning status was established and is an essential tool to safeguarding the Tadpole Garden Village vision and principles. Our approach ensures a collective acceptance and commitment to the vision by all stakeholders and third party developers, ensuring a holistically and coherently planned community. This has allowed for housebuilder engagement and enhanced delivery, whilst ensuring timely planning consent at Reserved Matters stage.

Tadpole Garden Village has sought to use semi-mature planting to establish the development at an early stage. Several community assets have already been delivered including the 2FE primary school, which has enhanced the sense of ownership and identity.

A Community Interest Company has been established as the long term stewardship and management model and this has been awarded "Best Community Initiative" at the Housebuilder Awards 2015/16.

Crest Nicholson currently has three active sales outlets with a fourth in the final stages of a Reserved Matters Application. There are also four external developer sales outlets. The site is currently achieving approximately 10% higher sales values than other comparable new build sites in Swindon.



Tadpole Garden Village is a true example of how quality design coupled with a desire to deliver can create a sustainable community that significantly enhances return on a large residential development.



Delivery Strategy



Character Areas

## Testimonials

"Crest Nicholson has made a significant effort to engage with the community and local members through the design and development of Tadpole Garden Village which represents a real change to the normal level of engagement from developers"

**Councillor Vera Tomlinson**  
Lead Member of St Andrews Ward

"Once the planning permission was granted there were at least six Design Code meetings, to which the Parish Council and residents were invited and discussions on changes and improvements were noted and amended. A good example of this was the parking provision for the new school, which the Parish Council initially considered was inadequate, Crest Nicholson made changes to improve it.

Where many developers relinquish any contact with residents subsequent to the grant of planning permission Crest Nicholson have continued their consultations and acted on recommendations and ideas from the community".

**Stuart Boyd, Liaison Officer**  
Blunsdon St Andrew Parish Council.

"The collaborative relationship we have with Swindon Borough Council, specifically their development team, has made the discharge of conditions and submission of successful reserved matters applications continuous and timely in support of sustained delivery at TGV. The pre-app service has provided a forum to discuss the details of individual applications and the opportunity to iron out any concerns raised in relation to an array of specialist areas, including highways and urban design. A shared vision has enabled the successful design and submission of detailed applications, facilitating this becoming reality"

**Emma Geater, Senior Planning Manager**  
Crest Nicholson South West

"The local community desperately needed (3 year old) nursery classes and additional Reception places and would have meant children being bussed or driven from this area into North Central Swindon - this is never an ideal way to begin your education. Crest Nicholson recognised this and has made provisions for the school to open off site earlier than required, in order to support the community development and allow children to be educated within their local area. Crest Nicholson agreed to loan us a shop unit which we used to meet and develop links with children and parents. This would not have happened without the support we received from Crest Nicholson, in finding a community space to begin those relationships.

The concepts that encapsulate Tadpole Garden Village are echoed in the school and Crest Nicholson has positively encouraged the involvement of the school in building the new community at Tadpole Garden Village. Without their support, we would not have been involved in the Community Interest Company and our children would not be looking forward to the opportunities that this will bring. Already, because of the forward planning by Crest Nicholson Strategic team, we have built links with the Wiltshire Wildlife Trust and the children have already taken part in Forest Skills workshops which will lead into the more expansive outdoor education that has been planned for next year as part of the CIC provision. The children will be out and about in the community and will be part of supporting its growth and development.

They will learn about construction from the resources that Crest Nicholson are providing in the outdoor play areas and will be part of the vision that Crest Nicholson has for a community shaped by all members, even those who are only young.

The concept of social spaces where appreciation of nature and wildlife are important, shared community spaces to gather family and friends are encouraged and supported and the foresight of an early build of the school to provide a heart to this new community, for me, illustrate the focus of the team at Crest Nicholson that this should be a community with a vibrant future."

**Jane Leo, Principal, Tadpole Farm,**  
Primary Academy

"Crest Nicholson's collaborative approach to ensure that we all deliver a high quality new Garden Village for Swindon is admirable, and we are proud to have played a key role in the process".

**Councillor David Renard**  
Leader of Swindon Borough Council



## **Longcross Garden Village, Surrey**



Longcross is a 300 acre former Defence Evaluation and Research Agency site abutting the Wentworth Golf Course and straddling the M3 near Virginia Water, Surrey. The site, which is in the Greenbelt, was first constructed during and immediately after the Second World War as a major research and development facility for the advancement and testing of British armour and armoured vehicles. The site was acquired by Crest Nicholson in 2005 in conjunction with Aviva and is held within a 50/50% Joint Venture. Pending redevelopment, it is currently let for filming and other temporary uses.

The site offers a unique opportunity to create a new Surrey Garden Village, having recently been announced by DCLG as one of fourteen new towns. As well as delivering 1,500 much needed homes, it will also encompass a new Business Park comprising 1m sqft of commercial space.



The site has excellent transport connections to London and Heathrow/Gatwick airports including a direct rail link at Longcross Holt, a station situated within the site that benefits from direct access into London.

The emerging design will focus on Garden Village Principles and provides services and facilities on site which will make it highly sustainable including walkable local shops, employment, community facilities and leisure provision together with a new country park. The development will provide a high value backbone site to both the Regeneration and Southern housebuilding divisions.

### **Planning & Vision**

The whole site is allocated as a Major Development Site in the Green Belt. The site was identified within the South East Plan for the development of over 2,000 dwellings and over 60,000m<sup>2</sup> of office development. The northern parcel was granted outline planning permission for just over 90,000m<sup>2</sup> of B1 offices and supporting uses in 2011.

Detailed planning permission for a new main entrance and roundabout was obtained in December 2012. A further outline planning application was submitted in July 2013 for significant mixed use development on the northern site including 80,000m<sup>2</sup> office development and 200 dwellings, 108 of which have been submitted in detail. This revised planning consent, through further negotiation has been supported by Runnymede Borough Council (RBC) and was granted consent in summer 2014.

The Southern site was first allocated for residential development in the South East Regional Spatial Strategy in 2008 and has subsequently been retained by Runnymede Borough Council in its draft Core Strategy forming part of its LDF as a site to deliver a further 1,300 dwellings and associated physical and community infrastructure.

### **Delivery**

Construction of 200 homes on the northern site commenced in April 2016, with first homes to be completed and occupied by summer 2017. The remainder of the village comprising of 1,300 homes on the Southern site will likely commence in 2018/19 once the Local Plan has been adopted. The Southern housebuilding division of Crest Nicholson will deliver significant elements of the southern parcel, creating another outlet from which sales can be realised early on, thus increasing delivery rates. The development will support an element of PRS as well as 25% Affordable Housing. With a total potential GDV of between £750-£900m, it is a significant component of Crest Nicholson's strategic land portfolio.

Longcross is a flagship example of Crest Nicholson's ability to enter into complex and flexible deal structures to ensure the timely delivery of the site, maximising returns for the landowner in the process.

## **Bolnore Village, West Sussex**



Conceived as an urban extension in the prime Mid Sussex commuter belt, Bolnore Village has both the benefit and environmental challenges of being set against a beautiful, mature woodland backdrop.

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Outline planning permission was initially granted at Bolnore Village for a new residential community of 1,300 dwellings to be set within a rural landscape. The initial design, free of prescriptive density and parking standards, was evolved to create distinctive character areas to supply different markets and help drive aspirational sales rates.

Bolnore Village has since evolved into a high quality Garden Village with distinctive housing set in excellent public realm, supported by a vibrant local centre and a great new primary school. Whilst conceived on a grand scale, Bolnore Village is designed to capture the intimacy of a small rural community and a traditional English country village. Well established streets, an active village centre, parks and public areas combine to create a fine example of the high quality, sustainable housing communities for which Crest Nicholson is renowned.

Securing planning permissions of this nature requires a sensitive approach to the environment and ecology. By making a virtue out of a necessity, Crest Nicholson has time and again delivered enhanced consents on sensitive sites in a timely fashion.

Crest Nicholson added value at Bolnore Village by setting the scene, designing the main entrance and building out the first phases of the Village to a high quality standard. This significantly increased land values above and beyond the local market rate for sales onto the open market.



## **Finberry, Ashford**



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Finberry is a new village in Ashford, Kent and is being delivered in partnership with the Church Commissioners. It provides residents and homeowners a place they are proud to call home, and everything about Finberry is based on 'community'. From the well-designed layout of the development to the look and feel of the properties themselves, Crest Nicholson have created a place which is truly welcoming.

Significant infrastructure and technical challenges have been overcome and the scheme will provide 1,100 high quality new homes in an area traditionally difficult to source land. Finberry has been carefully designed to combine neighbourhood amenities with green space and easy access to the countryside. The village centre will be home to a new primary school, community centre, sports facilities and play areas.

In addition, imaginative landscaping ensures that the development feels open and connected to the surrounding rural environment, which includes Captain's Wood and the picturesque Stour River and meadows.

As well as everything within the development itself, Finberry is also conveniently located for easy access to the M20 at junction 10, Ashford town centre, Ashford Designer Outlet and Ashford International for direct links to London St Pancras in just 38 minutes or Paris in just under two hours.



## **Arborfield Garden Village, Berkshire**





Crest Nicholson was appointed as lead developer to design and deliver this new Garden Village in Berkshire where the overarching strategic aim of the project is to achieve best value for the Defence Infrastructure Organisation (part of the Ministry of Defence), and therefore the public purse.

The Development Management Agreement has ensured that the interests of both parties are wholly aligned in pursuit of the key ambitions which are to maximise financial returns whilst creating a high quality new settlement adhering to Garden Village Principles. Shortly after being appointed, the Project Executive Group (PEG) was formed. This is effectively the Board of Directors for the development and comprises senior individuals from the DIO and Crest Nicholson.

The PEG is the forum in which all major project decisions are made, including but not limited to decisions in respect of programme, delivering infrastructure, and selling development land. The PEG meets monthly, but in reality the various members of the Board remain in contact with each other on a daily basis to ensure progress. Maintaining regular communication between the partners has been a very important step in facilitating the delivery of Arborfield Green. In addition, so has establishing a strong PEG team with the skills and ambition to unlock and deliver this complex site.

Initially Crest Nicholson was able to unlock the site for development via the planning process with Outline Planning consent achieved in April 2015 for up to 2,000 dwellings, a district centre, secondary school and primary school, as well as vast areas of open space provision and sports facilities.

Crest Nicholson used its expertise to design a brand new garden village for the 21st century, adhering to the principles that the company advocates on its major sub-urban sites.

As the DIO's Development Manager, one aspect of Crest Nicholson's role is to enable parcels of land for the development of housing through the provision of infrastructure. Once this is achieved, the PEG is then able to sell parcels to housebuilders, deriving revenue from land receipts.

Crest Nicholson has facilitated the delivery of a new secondary school and a country park before the occupation of any dwellings at Arborfield, and this commitment will ensure that a place is created from the outset, encouraging prospective purchasers to move to the new settlement early on.

Crest Nicholson's placemaking and value-adding agenda means that we are a very effective partner for the DIO. Our expertise in, setting-the-scene and delivering the early infrastructure required (such as the country park and the new school), ensures that the PEG is able to achieve best value for the land, and also that a high quality new community is created.

## **Oakgrove, Milton Keynes**



Oakgrove is a new community in Milton Keynes incorporating residential, retail, community and education uses in a generous landscaped setting. Oakgrove has been a highly successful development, winning support from local residents, the council and the landowner – the Homes and Communities Agency. Oakgrove is providing:

- 942 houses and apartments across 5 phases
- A successful neighbourhood centre including a Waitrose supermarket, Metro Bank, Costa Coffee and dentist
- New primary school
- Variety of character areas and unit types including bespoke homes to create a unique sense of place
- 30% Affordable Housing
- Density ranges from 15d/ha to 65 d/ha (where there are 4 to 6 storey apartment blocks)
- Extensive landscaping, wildlife corridor and country park

Dual outletting has increased build and sales rates, realising landowner returns faster than anticipated. Crest Nicholson delivered 225 units last financial year from two outlets and have further plans to increase product range to further enhance delivery speed on site.

Oakgrove is a flagship example of how Crest Nicholson has used its commercial knowledge and expertise in masterplanning and organising appropriate retail and commercial spaces together with new homes. This has attracted 'anchor employers' to the community and has driven both residential and commercial values significantly upwards.

The development caters for all price points in the market from first time buyers looking for their first apartment, to executive homes within private and exclusive parcels within the site. It is an example of how exceptional design and place making can contribute to driving up sales rates and land values.

## **Selected Others:**



### **Monksmoor Park, Daventry**

Also inspired by Garden Village Principles, Monksmoor Park is delivering up to 1,000 new homes set in an abundance of open space and managed by a Community Interest Company. A new primary school, shops, sports pitches, healthcare and community space are all part of the bigger picture.

### **Park Central, Birmingham**

This residential development has taken place around 8 acres of established open space in the centre of one of Britain's busiest cities. It offers an urban village lifestyle within easy reach of all that Birmingham offers, and is a major estate renewal project. It is a true example of how to transform and regenerate an area into a characterful, well-designed and vibrant new neighbourhood.



### **Mulberry Grove, Wokingham**

A strategic extension to the sought after Berkshire town of Wokingham, Mulberry Grove is a 500 unit residential-led development. This is another classic example of our ability to promote a site effectively and deliver returns for the landowner quickly. With traditional arts and crafts style architecture, Crest Nicholson has designed homes that enhance and complement the surrounding vernacular, including early provision of open space and a country park for local residents to enjoy.

### **Bath Riverside, Bath**

Set on the banks of the River Avon close to the historic centre of Bath, a World Heritage City, this is a stunning collection of new homes. Working in partnership with Bath and North East Somerset Council, Somer Housing Trust, and the Homes and Communities Agency, Bath Riverside is providing over 2,200 units as well as other mixed uses. Bath was recently granted winner of 'Best House Design' at the Sunday Times British Homes Awards 2016.





