



Case Study:
Residential Sector

Kenilworth Warwickshire

Key Benefits

- 125 new homes including a comprehensive mix from starter homes through to larger family accommodation
- 40 of the total units as affordable housing
- A significant Community Infrastructure Levy contribution towards strategic infrastructure across the District
- Financial planning contributions towards highway infrastructure and local bus service improvements
- Contributions towards local education, sports, libraries and healthcare facilities
- New children's play facilities within the site
- Approximately 5 acres of public open space and green infrastructure

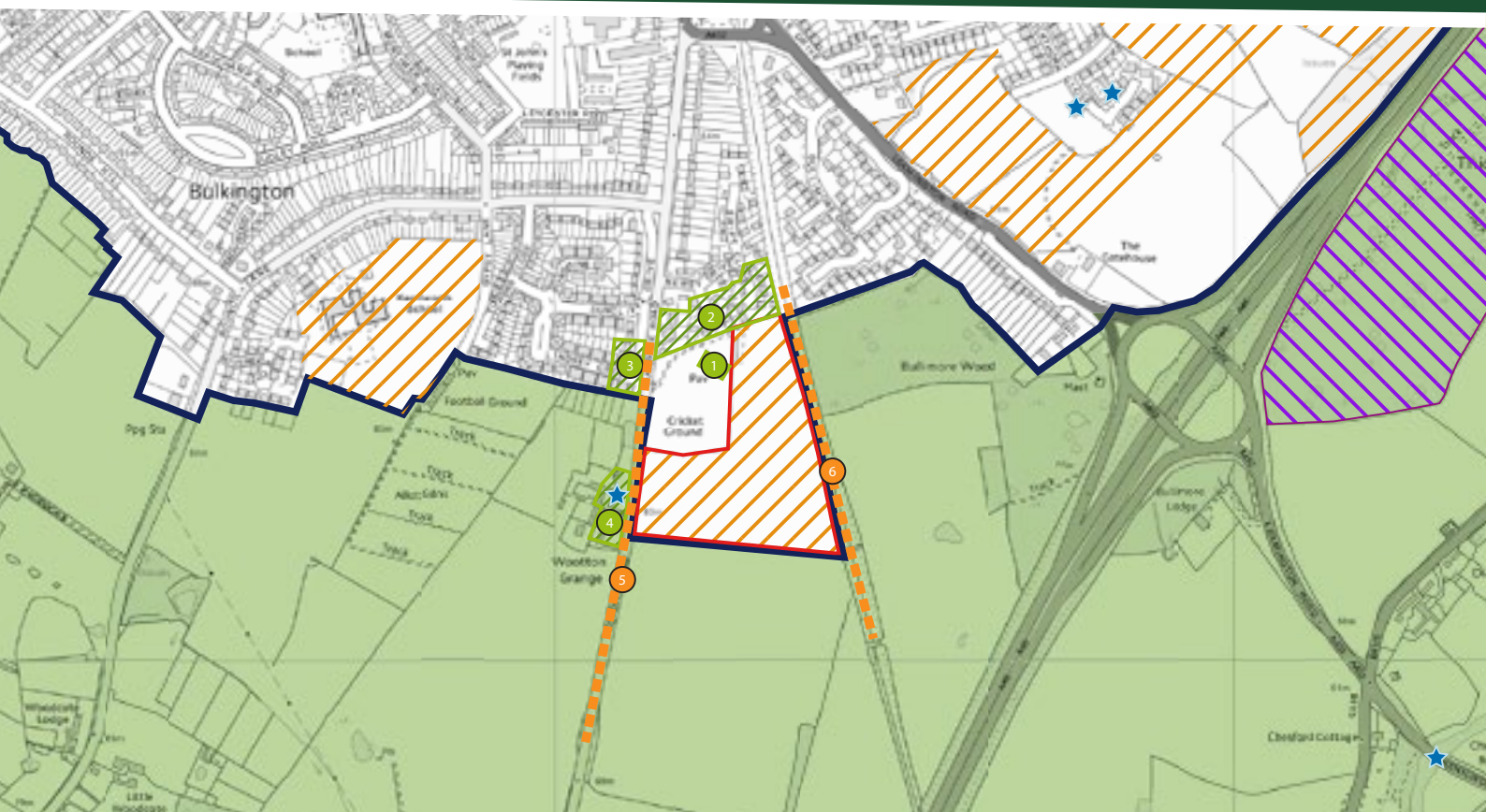
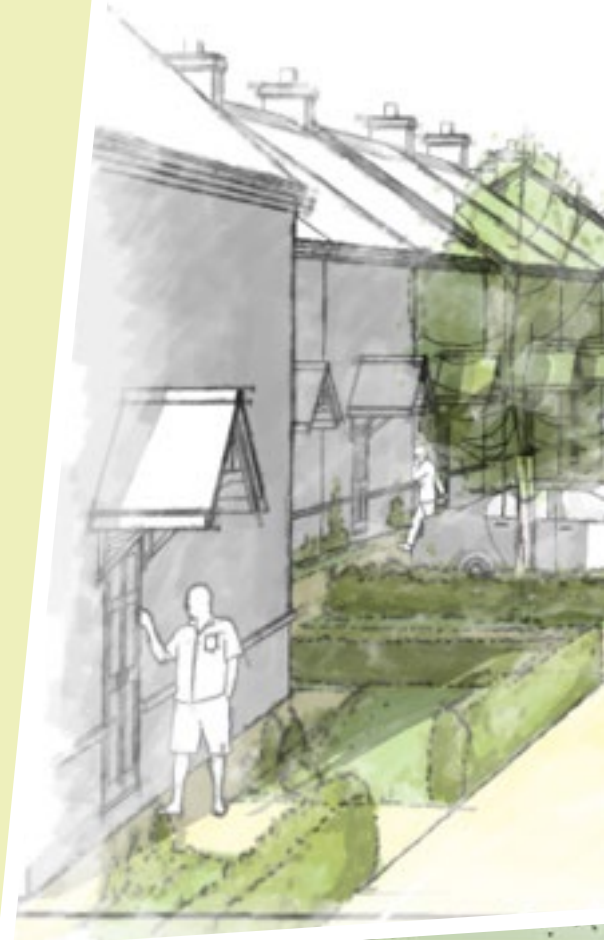


The Project

- Richborough Estates commenced promotion of this Green Belt site in 2014 and in July of that year submitted a comprehensive vision document to Warwickshire District Council (WDC). This document articulated the vision for the development and addressed key technical and design constraints allowing the Council to consider the merits of the site in the context of the emerging Warwick District Local Plan 2011-2029. The document also had to respond to the fact that the site was assessed within the Council's Local Plan evidence base as part of a much larger Green Belt parcel.
- In order to secure the residential allocation it was important that the proposals demonstrated that the site could deliver new/replacement sports facilities for the town. This was achieved through careful scheme design and a holistic and sensitive landscape strategy that was sympathetic to the creation of a new Green Belt boundary whilst incorporating the Council's vision for new sports facilities south and east of the site.
- The Council's initial draft policy linked new housing with delivery of the sports facility. Richborough worked in cooperation with key stakeholders to demonstrate that the residential element of the project could be delivered independently and in advance of the sports facilities. Richborough highlighted that this strategy would allow the Council to recognise housing completions at an early stage of the Local Plan period.
- The proposals also had to respond positively to consider the impact upon a Grade II listed farmhouse opposite the site, approximately in line with the position of the proposed new access into the development off Warwick Road. A sympathetic design approach involved the addition of green infrastructure as an off-set to new homes.

The Approach

- Richborough Estates carefully selected and funded a number of specialists to provide advice, data and drawings through the promotion of the site.
- Consultation is important to the business so the project was discussed with the planning officers of Warwick District Council (WDC) as part of the pre-application engagement process. Discussions were also held with representatives of Kenilworth Town Council, Kenilworth Cricket Club, Sports England and the local community. It was clear that the cricket club was going to remain in situ post development and the scheme had to be designed with their ongoing needs in mind.
- A detailed master planning approach was adopted to establish the potential capacity of the site to accommodate new homes. The master planning process considered the outcome of a range of technical and environmental surveys and assessments related to, amongst other matters, housing need and demand, landscape, heritage, biodiversity, transport, topography, noise, air quality, utilities and drainage.



The Result

The master planning features included:

- Approximately 2 hectares of green infrastructure including a play area, structural planting and other landscaping. Open space is utilised as a buffer between the proposed housing and Kenilworth Cricket Club
- Biodiversity enhancements, especially adjacent to the railway and other boundaries. The intention is that the green infrastructure will be maintained by a private management company. Vehicular access from Warwick Road will be in the form of a priority junction with a further pedestrian and cycle access
- Footway/cycleway link within the site parallel with Warwick Road providing access to the outdoor sports uses to the south.

The site (reference H41) was allocated for 100 new homes and was removed from the Green Belt following the adoption of the Warwick District Local Plan 2011-2029. Accordingly, the principle of the proposed housing development on land to the east of Warwick Road, Kenilworth was established.

A detailed outline planning application was submitted to WDC in late 2017 immediately following adoption of the Local Plan.

Outline planning permission was granted by the Council in 2018 for the erection of up to 125 new homes including 40% affordable properties. The permission achieved included an additional 25 dwellings compared to the initial allocation, thereby fully maximising the development potential of the land.

In 2018 Bovis Homes was appointed as development partner for the site following a very competitive marketing process which was undertaken in conjunction with Strutt & Parker.

