



Biddulph Staffordshire

Case Study: Residential Sector

The Project

In spring 2009 Richborough Estates entered into an agreement to promote a 16 acre industrial site for residential development. The site belonged to ribbon manufacturer Selectus Limited and its employment use and part greenfield foundations made for a controversial planning application. The Richborough Estates team carefully negotiated with the Local Authority, local community and a wide range of stakeholders in order to demonstrate that the site would benefit from a change of use.

The Approach

- Due to the site's size, ecological and environmental characteristics, an Environmental Impact Assessment was needed to determine how to preserve and enhance its natural habitat
- A public consultation with the local community provided feedback over concerns over loss of green spaces, traffic congestion, how the development would connect to the existing road network and deliver local community benefits
- Staffordshire Moorlands District Council was consulted to address their requirements and to deliver a planning application that would balance the loss of employment use with the need for housing and regeneration in the locality

The Result

- Approval for 200 residential units, including 40% affordable housing, in just 16 weeks from registration
- New public open spaces providing social areas for the local community
- The development of an internal highway network that would prioritise footpaths and cycleways, supported by traffic calming measures
- The site was sold to Bovis Homes in 2010



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Key Benefits

- An integrated residential development with no unsightly commercial buildings
- 200 residential units
- New public open spaces
- New footpaths and cycleways

