



Codsall South Staffordshire

Case Study: Residential Sector

The Project

Staffordshire County Council contracted Richborough Estates to promote a site on Watery Lane for residential use. Within its emerging Site Allocations Plan, the Council had identified the 18.9 acre Greenfield site as a suitable location for development. Centred around a historic village centre, close to a Conservation Area, the site is close to schools and other key services. As a way of securing best value for the taxpayer, Staffordshire County Council felt that entering into a Promotional Agreement was the most effective way to achieve planning permission and a subsequent high-value sale to a housebuilder.

The Approach

- An assessment of the site's landscape character, including an Ecological Mitigation Strategy, was undertaken to ensure that any development would successfully integrate within the existing environment
- A public consultation was held with local stakeholders to discuss their concerns. This resulted in high-quality public realm being included within the masterplan, including green spaces and children's play areas
- New footpaths and cycle paths were also included, as well as a pedestrian link to the existing community allotments
- A planning application for up to 180 residential units, including 40% affordable housing, was submitted. This included a mix of house types and styles

The Result

- Planning permission for up to 180 residential units, including 40% affordable housing was granted
- Following a competitive tender process, the site was sold unconditionally to Taylor Wimpey in May 2016



Case Study:
Residential Sector

Codsall South Staffordshire

Key Benefits

- Approximately 180 residential units
- New green spaces and children's play areas
- Preservation of natural habitat
- New footpaths and cycleways, including a new permanent pedestrian link to the existing community allotments
- Sustainable Urban Drainage System (SUDS)

