



Hillmorton (Ashlawn Road) Warwickshire

Case Study: Residential Sector

The Project

In August 2014, Richborough Estates began the promotion of 11 acres of agricultural land off Ashlawn Road, Hillmorton, Rugby, Warwickshire. The site was promoted for 96 residential units as the Council could not demonstrate a sufficient housing land supply, and the land was in a sustainable location near to shops and schools.

The Approach

- Constructive pre-application discussions were held with Council officers
- A public consultation was held with the local community and key stakeholders to address any concerns and receive their feedback
- As a result of the consultation process an improved pelican crossing was proposed across Ashlawn Road to help new residents travel to the local primary school
- 40% affordable housing was also offered, as well as financial contributions to primary and secondary education and off-site sports pitches
- Richborough Estates agreed to sponsor the adjoining St Andrews RUFC rugby club, supporting the local community

The Result

- A planning application was approved in April 2015, by the Council's Planning Committee
- The site was sold to Bovis Homes in December 2015, representing a 16 month turnaround



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Key Benefits

- 96 new homes, in an area where there is not an identified five year housing land supply
- 40% affordable housing
- Financial contributions for primary and secondary education, as well as contributions to off-site sports pitches

