



Community Update Broadsheet

July 2024

Introduction

This broadsheet provides an update on the emerging masterplan and how we have used your feedback to prioritise community aspirations throughout the Homes England site.

To find out more about Homestead View please visit www.homesteadview.co.uk

Alternatively, you can contact us via info@southwestrugby.co.uk or;

Call 01214835705

What Homes England will bring to South West Rugby

Homes England land sits within the wider South West Rugby Sustainable Urban Extension and will provide a number of benefits that will complement the current landscape and needs of south-west Rugby, including:

- Up to 1600 high quality homes, including affordable housing
- Multifunctional public open space
- Integration of mature trees and hedgerows throughout the site
- Vibrant mixed-use Local Centre
- Active travel routes that connect areas of the site and encourage walking and cycling.
- Primary and Secondary Schools
- Safe, pedestrian priority (non-car) routes within the local centre and around the schools.
- Retention of existing public rights of way and existing farm buildings to reflect the area's history and retain the area's sense of place.

Site Updates

Since the Community Design Event in July 2023 numerous site surveys and assessments have been undertaken; including studies on landscape, heritage and archaeology, air quality, trees and hedgerows, agriculture and farming, and drainage. Key findings about the site include:

- Within 100m of the site there are:
 - 63 listed buildings
 - 2 registered parks and gardens
 - 1 scheduled monument
- The site sits within the Rugby Air Quality Management Area.
- A full tree survey to the British Standard has been carried out and notes the trees along the southern part of Alwyn Road and National Cycle Route 41 are protected by a Tree Preservation Order.
- Grade two listed agricultural land.
- Fox Covert and Cawston Spinney Local Wildlife Site is adjacent to the site.
- Sits within flood zone 1.

Further to the surveys undertaken, planning applications and development within the wider allocation have also made progress.

Notably, Homes England's application for the Homestead Link Road was approved by Rugby Borough Council Planning Committee on 6th March 2024. More details of this application can be found [here](#).





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Further progress within the wider allocation has been made by Tritax Symmetry. Symmetry Park located west of the Homes England allocation will extend to 11 acres and deliver 2million sq. ft of logistics floor space. A number of the buildings proposed are now completed, or under construction.

Community engagement key theme outcomes

Following engagement sessions we have undertaken with the local community and stakeholders, including the Community Design Event held in July 2023, we have identified key themes that are considered important in the emerging masterplan. Key quotes, which we feel encompass previous feedback, are given below, alongside how we envision incorporating these aspirations into the masterplan.

Landscape led design – “Dunkley’s Farm area especially existing pond-expansion, clean-up, wildlife conservation, possible public fishing”.

- Retain the ability to access nature via routes to existing destinations beyond the site boundary, as well as to new open spaces for all ages within the site.
- Create greenways that serve different functions for wildlife and residents.
- Set homes within an attractive landscape network while remaining a distance away from the cherished landscape of Cawston Spinney.
- Quality trees and hedgerows are to be retained and incorporated where possible.

A vibrant local centre – “Space for the community to spend time rather than just a row of shops”.

- Create the Local Centre as a hub for the new and existing community with varied, and independent shops, that encourages

temporary installations such as pop-up stalls.

- A broad range of housing, including bungalows, affordable housing and senior living.
- Increase footfall to support independent businesses.

Active healthy community – “A safe & pleasant pedestrian and cycle route [and] a highway infrastructure future proofed for bus services”

- Design for people and wildlife first by making local journeys easy to cycle and walk.
- Create attractive, enjoyable, accessible routes, with safe crossings, that connect key destinations for all users, including horse riders.
- Incorporate existing public rights of way.
- A good quality bus service that links the new community with existing facilities and new amenities.

A sense of community and pride – “Design for how we will live in the future”.

- Design should combine protecting, enhancing, and interpreting the site’s history and features.
- A place which people are proud of, with communal meeting spaces, a variety of development styles and new homes that reflect the areas character.
- Adaptable homes that are low carbon and low energy.

The Masterplan - Design principles

The following diagrams illustrate design principles that have been used to guide the emerging masterplan. These have been developed using our evolving understanding of the site, the needs of the wider area, and allocation requirements within the Rugby Local



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Plan; as well as the key themes identified from stakeholder and community engagement.

A network of publicly accessible green spaces



Previous engagement with existing residents has identified open space as a priority with specific desires including limiting private drives and cul-de-sacs in order to free up land for more green space and enhancements to the public realm. Integration of smaller parcels of green space within the residential areas has also been shown to be of importance to the community.

A series of green networks have been integrated into the emerging masterplan to provide an opportunity for new and existing residents to gather as well as move throughout the site and beyond to the wider area. Key accessible green spaces which connect and provide high quality open public space are:

- **Homestead Link Road greenspace:** a series of footpaths, and habitat areas will provide a link from Cock Robin Wood towards Northampton Lane and Coventry Road.
- **Dunkleys Green:** linking Cawston Spinney to Homestead Link road greenspace, the green will act as a central park for the

community and an important ecological connection.

- **Bilton Open Space:** a wetland area incorporating existing public rights of way that connects north south.

A dynamic way linking the key community areas.



Central to the developing masterplan are the community services and infrastructure to access essential resources. Within the site education facilities, sport facilities, healthcare, retail and more will be connected to the new residential areas and those beyond the site boundary via several routes.

Acting as a central green thread the existing bridleway, that has been renamed 'Dunkley's Way', will be a car free route that connects from the edge of the site at Alwyn Road to Northampton Lane and is easily accessible for new and existing residents along the entirety of its route. Along its route the bridleway will connect with the Local Centre and primary and secondary schools creating a safe, family friendly route for walking, cycling and horse riding.

In efforts to care for the site's history, we are reviewing possibilities to retain and repurpose some buildings along the bridleway in

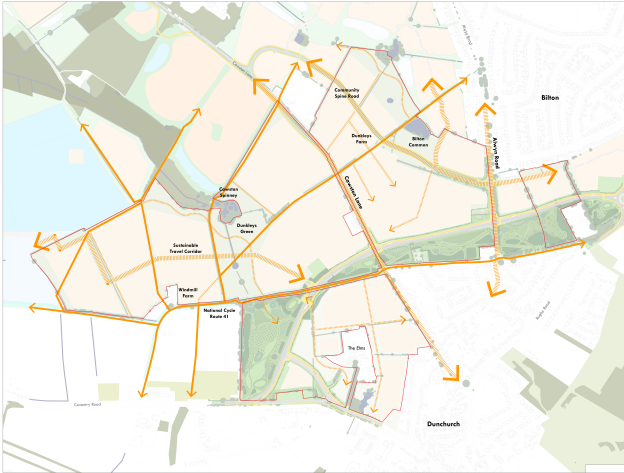


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Dunkleys Farm and Windmill Farm to create local landmarks.

An active travel network.



The masterplan will be underpinned by a network that prioritises active travel and allows residents to live within a short walk of high-quality greenspace, promoting healthier lives and improved wellbeing.

This network is designed through key routes, such as Dunkley's Way, so that active travel can be used to move around all residential areas, the local centre, new schools and beyond the boundary. These routes will be segregated from vehicles wherever possible, and where they do intersect such as crossing points, pedestrians and cyclists will have priority.

Existing public rights of way and bridleways will be retained, alongside new routes added to create a network for walking, cycling, horse riding or any other non-car methods of transport.

Sustainable travel has also been integrated throughout the masterplan resulting in nearly all homes being within approximately 400m of a bus stop, serviced by a new regular service, and 800m walk of local facilities.

Alongside routes designed to allow movement between destinations, a series of circular routes will be created for activities, such as dog walking, that also connect to existing routes beyond the site boundary.

Distinctive neighbourhoods that embed a sense of place



The existing surrounding communities of Bilton, Dunchurch, Cawston and Thurlaston each have an important and individual character which will be reflected in the masterplan. The masterplan will respond to the existing context, neighbourhoods, and site characteristics through a series of distinct neighbourhoods. Each area will have a clear purpose and identity that instils a strong sense of belonging connected to each other through green infrastructure and green open spaces.

A Vibrant Local Centre

As a priority identified in public engagement, the proposed Local Centre is positioned in the centre of the Homes England masterplan and sits either side of the existing bridleway, providing a car free route that connects existing areas of Rugby to the site via Dunkleys Way and National Cycle route 41.

This Local Centre could be the heart of the community, providing a public space for gathering, resting, and meeting. Through a



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mix of uses including retail, community uses, healthcare, flexible workspace and generational residential developments the Local Centre will provide immediate day-to-day facilities for new and existing community members.



Education

Also designed to sit along Dunkley's Way, a 2-form entry Primary School and 6-form entry Secondary School are co-located with the Local Centre. The Primary School will sit to the south of the bridleway with vehicle access provided via Cawston Lane.

Also sitting south of the bridleway, the Secondary School will have vehicle access from a new road, known as the Sustainable Transport Corridor. The sports provision will sit to the north of the bridleway and will be a shared community facility available for public use outside of school hours.



Next Steps

We are pleased to confirm that we will be holding a Community Update Exhibition on **Friday 13th September 2024 at the WI Hall, Southam Road, Dunchurch.**



We hope this event will provide an opportunity for the community to see how your feedback has influenced the emerging masterplan, and act as an opportunity to comment on the plans.

The event will be open all day, with representatives and experts from Homes England, AtkinsRéalis, LDA Design, Levitt Bernstein and Planning for Real to answer any questions you have and listen to comments and suggestions about the emerging masterplan. If you have any questions in the meantime, please do use the contact information provided within this broadsheet.

We hope this broadsheet provides an informative update on the work being undertaken within the Homes England team and we look forward to seeing and hearing from many of you at the Community Update Exhibition.



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Time and date of Community Update Exhibition

The event will take place on the following date and times.

Friday September 13th

Dunchurch & Thurlaston WI Hall, Mill House, Southam Road, Dunchurch, Rugby, CV22 6NW

08:30 – 13:00

Morning Session

14:00 – 19:00

Afternoon Session

To find out more about Homestead View please visit www.homesteadview.co.uk

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