

CLIENT

Major House Builder

PROJECT NAME

East Swindon

LOCATION

Adjacent to Swindon urban area

SOLUTIONS IN PLANNING FOR

Strategic Land Promotion

the problem

Our client controlled a strategic land holding to the east of Swindon between the A420 and A419. Previous promotion had resulted in a negative attitude from the local planning authority. The site included flood plain, Scheduled Ancient Monument and was perceived to be remote from the town and a threat to town centre regeneration.

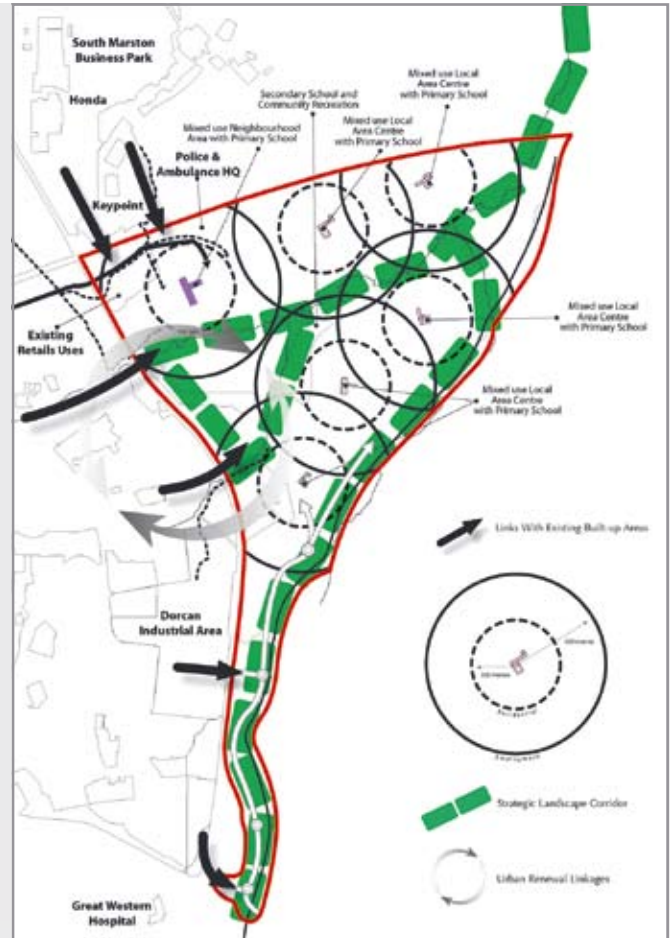
the solution

Hunter Page Planning identified the key strategic stakeholders who would need to be convinced that this was the most appropriate direction for growth and engaged with them.

The stakeholders included the Borough and County Councils, the Urban Development Company, Regional Development Agency, Highways Agency, Environment Agency, the Regional Assembly and local community and interest groups.

HPP identified strategic goals and led the client's project team of transportation, ecology, landscape, flood risk assessment and political advisors to produce evidence to satisfy those stakeholders requirements.

These included improved links to the town centre by public transport, using flood plain as community forest, improved access for neighbouring areas, self containment as a basis for a strategy of phased neighbourhoods and alternative route for the A420 to reduce impact on trunk road. These were articulated through a concept masterplan.



The site was also promoted through the development plan process with input to the Structure Plan through its EiP and the Local Plan through its Inquiry. These processes resulted in part of the site being identified as suitable for employment and removing the perception of its separation from the town.

It was subsequently promoted through the RSS process with the support of the Borough and County Councils, Highways Agency, Urban Regeneration Company, Environment Agency, Regional Assembly and Regional Development Agency.

Site identified within area of search for 12,000 dwellings in RSS.