

# WELCOME

Welcome and thank you for visiting our drop-in event on plans for land north of Swindon Road and west of Gardners Lane, known as The Folley.

We are keen to hear your views and discuss our proposals with you. Any comments received will be used to help shape our final proposals before we submit a planning application to Cheltenham Borough Council.

We are on hand to listen to your ideas and answer your questions. Please share your views in writing by filling-in a feedback form. You can fill it in straight away and give it to one of the team or take it away with you and post or email it back to us.



## Contact us

Email: [hello@thefolley.co.uk](mailto:hello@thefolley.co.uk)

Phone: 0117 441 4004

Website: [thefolley.co.uk](http://thefolley.co.uk)

Freepost: Freepost CRATUS COMMUNICATIONS

(no further address details or stamps required)

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# SITE CONTEXT

The site measures just over 6 hectares (approximately 15 acres). In recent years, the site has been used as playing fields associated with the sport activities of the University of Gloucestershire, but this use and requirement has now stopped meaning the land is available for redevelopment. The site also contains dilapidated changing facilities, a pavilion and small parking area. The site is adjacent to Swindon Road to the south, residential dwellings including Stanwick Gardens to the west; and Gardners Lane, Gardners Lane Primary School and Cheltenham Animal Shelter to the north and west.

## Planning Context

The Borough of Cheltenham is highly constrained by nationally designated areas including the Cotswolds Area of Outstanding Natural Beauty and the Green Belt. As a result, the town is currently failing to deliver enough new homes to meet local housing needs. Opportunities for development of brownfield sites and urban infill developments such as this proposal, therefore provide a vital opportunity to deliver much needed new homes for the town.

Land at The Folley presents an appropriate location for development as the site is located outside of any national or local landscape designations, is not in a conservation area and is not at risk of flooding. The site is also positioned directly adjacent to a primary school whereby safe walking to/from school can be promoted, therefore also helping to reduce peak hour traffic impacts on Swindon Road.

Over the past five years, identified housing need in Cheltenham has outstripped the supply of affordable housing by almost three times, keeping many local people from the security and stability of a home. The development presents a unique opportunity to deliver a significant quantity of new, modern affordable homes to help address a significant shortfall in the Borough itself.

This is your opportunity to have your say on our proposals. We will compile and analyse all the responses we receive and use them to help shape our final proposals, which will be submitted as a planning application to Cheltenham Borough Council later in the year.



# OUR PROPOSALS

The emerging proposals include:



Around 125 new family homes of a range of types and sizes, with an emphasis on affordable home ownership, known as shared ownership, as well as homes for rent



Provision of a new sports pitch, with new changing facilities and a larger dedicated parking area. The intention is for the new sports facilities to be provided for a club within the local community, for whom a need is identified



Measures to ensure homes are modern and energy efficient in response to the declared climate emergency, including renewable heating technologies & electric vehicle charging provision



A sensitive approach to the boundaries of the site, protecting the amenity of our adjacent neighbours with the inclusion of buffers and sensitive lighting



Maximum 2 or 2.5 storey dwellings



New areas of useable public open space and tree planting, whilst retaining existing boundary trees



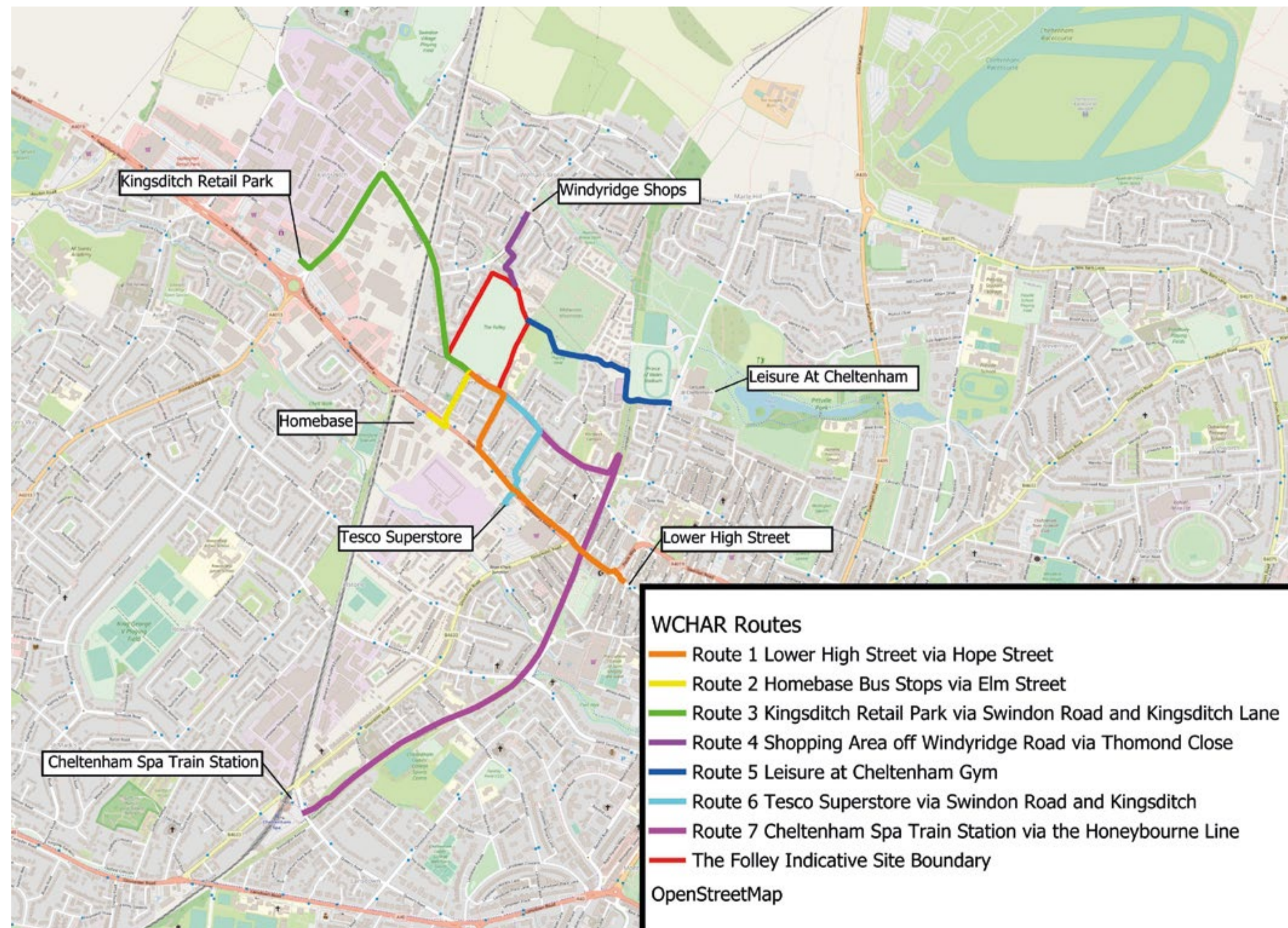
Pedestrian and cycle connectivity to local services & amenities, parks & Town Centre routes



# TRANSPORT AND ACCESS

The development has been designed to:

- Provide excellent walking and cycling connections for future and existing residents within the area via multiple dedicated walking / cycle connections
- Ensure that the shortest route to access facilities is by walking and cycling, to Windyridge Road Shops, Elmfield Park, Leisure at Cheltenham and Pitville Park
- Provide separate vehicle entry points with the residential development served by a new access off Swindon Road, and the new sports facilities & parking served from the existing access off Gardners Lane
- Provide all new homes with EV charging points



## Transport Measures

Our planning application will be accompanied by:

- A Transport Assessment to detail the development proposals, transport impacts, trip generation and ways to improve the existing highway network
- A Residential Travel plan to set measures to reduce travel by vehicles
- As part of the transport assessment and travel plan measures will be sought to attempt to reduce the forecast number of vehicle trips

## Parking

- Each home will be provided dedicated off-road car parking and cycle parking in accordance with Gloucestershire County Council Highway guidance
- A dedicated parking area to the sports facilities for approx. 40 cars, an increase to the existing provision, to ensure users do not park on surrounding roads
- A desire for the new parking area to be made available for Gardners Lane Primary School in school/term times

# SUSTAINABILITY, BIODIVERSITY & LANDSCAPING

**Energy** – Cheltenham Borough Council have declared a Climate Emergency which is acknowledged within these proposals via the design, building fabric and services. The development will not connect to the gas network, and instead will incorporate renewable heating via air source heat pumps, together with other renewable technologies including electric vehicle charging points.

**Biodiversity** – The development will incorporate measures which support and enhance the sites biodiversity, protect habitats and species, and will deliver at least a 10% net gain in biodiversity. A range of ecological surveys have already been completed and will be submitted with the Planning Application.

**Flood Risk** – The development is located in Flood Zone 1 and is therefore at the lowest risk of flooding. The development will incorporate a sustainable drainage system and attenuation will be provided to account for storm events plus climate change.

**Water** – The development will reduce water consumption via a range of measures such as low flow fixtures and fittings and rainwater harvesting. During construction, water use will be monitored and where required, techniques to reduce waste implemented.

**Landscaping** – The development will retain and protect all existing trees on site except where the new access is to be formed. The development will provide a significant increase in trees, together with useable public open spaces.

**Construction** – A Construction Management Plan will be submitted with the Planning Application which will set out how the construction of the development is to be managed in an environmentally and socially acceptable way. All deliveries, parking and storage are to be contained within the site boundary, and no road closures are proposed.



# ABOUT ASTER

## Everyone has a home

We're a housing association providing quality, affordable homes to thousands of people across the south of England and London. But many more new homes are needed to tackle the housing crisis. Our properties include family-sized houses, homes for single people and couples, and accommodation specifically for customers aged 55 and above. We're committed to listening to and working with customers to make sure they receive a good service, first time.

We provide:

- Social and affordable rent homes - customers are selected by the local council, usually through a choice-based letting scheme
- Market rent homes – properties available to rent from us privately
- Shared ownership - an alternative to private renting and traditional home ownership. Ideal for those who want a secure home and a step onto the property ladder, based on what they can afford
- Open market sale - homes available to purchase on the open market, delivered in partnership with other housebuilders.

All profits made from open market sale and shared ownership homes are reinvested to support the development of more affordable homes.

Central and Cecil Housing Trust (C&C), East Boro Housing Trust (EBHT) and Enham Trust form part of the Aster Group. For further information visit: [www.aster.co.uk](http://www.aster.co.uk) where you can also read our Customer Annual Report.

## Housebuilding

We plan to invest £2.3 billion to deliver over 10,000 new homes in the next seven years.

Our sites come from:

- Land acquisitions
- Joint ventures / partnerships
- Regeneration of our own estate
- Section 106 agreements
- Community Land Trusts (CLTs).

Further information on our housebuilding programme can be found here: [www.aster.co.uk/about-us/housebuilding](http://www.aster.co.uk/about-us/housebuilding)

## The Aster Foundation

We're working to enable the better lives of one million people by 2030 through combatting the biggest causes and effects of poverty.

We do this in three ways:

1. Our work in the community focuses on the three biggest causes and effects of poverty: mental wellness and social connections, employment, and financial inclusion
2. Our social incubator includes work with those who want to tackle the root cause of poverty in creative and innovative ways
3. Our social research gives a voice to those experiencing poverty - so we know what to do, where and how to do it.

To find out more, visit: [www.aster.co.uk/foundation](http://www.aster.co.uk/foundation)

# SHARED OWNERSHIP

We are hoping to bring over 100 new affordable home ownership and rented homes to Cheltenham.

## How does it work?

Through shared ownership, you buy a share of a property based upon your affordability and pay rent on the remaining share to us, at Aster. Depending on the terms of the lease and your affordability you can usually initially buy a share between 25%-75%. Deposits are also far more achievable with shared ownership as opposed to buying on the open market, as you usually only need a 5% deposit based upon the share of the property you are buying, as opposed to the full market value.

## Am I eligible?

- You must be 18 or over
- Your household is bringing in no more than £80,000 income a year (or £90,000 if you're in London)
- You don't own a home already
- You're able to show you can afford to maintain the costs of buying your own home
- You may be in the process of selling a home, however, to be able to buy a shared ownership home from us, the property sale must have an offer accepted before we will accept your application.
- You're a British or EU/EEA citizen or have indefinite leave to remain

## What if I want to move?

Ready to move onward, upward or buy another home from us? With shared ownership you can. Just contact our dedicated resales team who will help sell your property on your behalf.



If you have any further questions about shared ownership following this event, please get in touch with our sales team: [homeownership@aster.co.uk](mailto:homeownership@aster.co.uk)

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# NEXT STEPS AND BENEFITS

## Thank you for attending this drop-in event.

We will take away all your comments and suggestions, review them and where possible incorporate them into our plans.

We will then submit a planning application to Cheltenham Borough Council later this year.

If you have any further questions after this event, please:

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### Timeline



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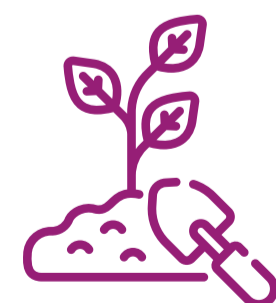
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