
Lawford Fields Planning Benefits

Land south of Lawford Road, Rugby

INTRODUCTION

Greenvolt Development Ltd. submitted an Outline Planning Application to Rugby Borough Council (RBC) for up to 351 new homes, a new Country Park, land for Education uses and associated infrastructure and landscaping in May 2020.

Following detailed post-submission discussions with Rugby Borough Council and Warwickshire County Council, the proposals have been revised.

This document summarises the planning benefits associated with the revised proposals at Lawford Fields.



THE SITE

The Site extends to approx. 30 hectares and is located to the south of Long Lawford, approximately 2.5km to the west of the centre of Rugby.

Long Lawford provides a range of local services and facilities to serve the day-to-day needs of the local community, whilst Rugby town provides significant further opportunities within 5km of the site to meet the employment, retail and social needs of the local area.

Existing bus stops connecting the site to Rugby and beyond are situated immediately to the north on Long Lawford Road (A428).

The site is located within the Green Belt where Very Special Circumstances (VSCs) are required to support the proposals.

The following therefore highlights the significant planning benefits or VSCs in favour of the proposed development.

- | | |
|--|--|
| ● Primary / Nursery School | ● Leisure |
| ● Secondary School | ● Employment |
| ● Retail | ⚡ Railway Station |



NEW EARLY YEARS, CHILDCARE AND COMMUNITY SERVICES

The proposals now include provision for an Early Years and childcare facility (approx. 1,250 sqm) and supporting Community space (approx. 900 sqm).

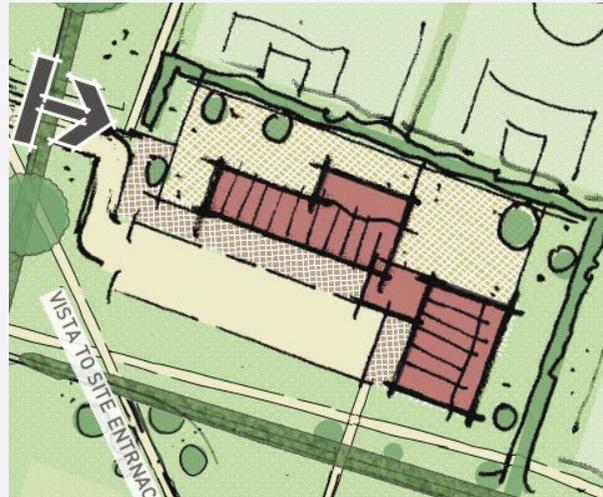
Warwickshire County Council's (WCC) consultation response to the Application confirms that there exists an acute need for additional Early Years & Childcare facilities within the Borough, with a particular geographical pressure at this location given the consistent and above average birth rates experienced in the Lawford area.

WCC therefore consider this site to be an "ideal location" for the provision of Early Years and Childcare facilities.

In consultation with WCC, the proposals also now include provision for linked Community space to facilitate additional local services such as: GP drop-in and mid-wife services, speech and language classes, and/or community group uses such as family outreach work.

To ensure long term flexibility for user needs, the two facilities are to be linked internally, with securable access routes to enable the premises to be joined if required in the future. Sufficient car parking is proposed (circa 40 spaces) for staff and to serve visitors and users of the adjoining sports pitches and Country Park.

The education and community facilities are to be built to WCC specifications by the developer at an estimated cost of **£2.5million**, to be secured via the S106 Agreement. Future management of the facilities is also open to agreement with WCC via the S106.



NEW SPORTS PITCHES

RBCs Open Space, Playing Pitch & Sports Facilities Study (2015) identifies a lack of range of sports facilities to cater for different age groups, parking issues and absence of changing facilities in the Parish of Long Lawford.

Long Lawford Parish Council further identify the need for new sports pitches and associated facilities at this location in their consultation response to the Application.

The revised proposals now include provision of 4no. Playing pitches and associated changing/sports equipment storage facilities to meet identified local needs and designed to Football Association age-group specifications, comprising:

- 2no. U11/12 football pitches (73m x 46m);
- 1no. U13/14 football pitch (82m x 50m);
- 1no. U17/18/Senior football pitch (100m x 64m).

In respect of car parking, RBC's guidance requires 24 spaces, however the proposals provide for some 40no. car parking spaces to provide additional capacity for visitors to the adjoining Country Park. It is not anticipated that the Early Years/Community facilities will be operational at the same time as the sports pitches.

The Applicant proposes to implement the sports pitches at an estimated cost of **£323,000** and changing rooms at an estimated cost of **£225,000** and gift these facilities to the Parish Council alongside a further contribution of **£75,000** towards future management / maintenance of the facilities, to be secured via the S106 Agreement.



NEW COUNTY PARK

There exists in Long Lawford an identified need for approx. 5.27 hectares of natural and semi-natural open space and a further 1.04 hectares of formal parks and gardens (RBC, Open Space Study, 2015). The proposals include the provision of a new 13 hectare Country Park, bringing Green Belt land into beneficial public use, providing enhanced opportunities for outdoor recreation, improved landscapes and visual amenity and biodiversity net gain, including:

- New pedestrian and cycle routes, providing a 'fitness loop' linking different areas of the Country Park and connecting the new neighbourhood to the west with the existing community to the north and south by connecting to RBC's 'Park Connector Network';
- Informal kick-about areas to complement the formal sports pitch provision and new fitness stations;
- Wildflower meadows comprising species-rich mixtures to enhance ecological value;
- Woodland planting and walking routes providing new opportunities for walking and adventure for children via trim-trails and play-on-the-way;
- Earthscape features such as an Earth Amphitheatre with electricity connection point to the east of the proposed Early Years/Community facility for outdoor education and public events;
- A Community Orchard incorporating fruit trees of local varieties and seating to relax.

The Country Park further links with RBC's Green Infrastructure Network, providing improved opportunities and habitats for wildlife and delivering biodiversity net gain.

The Country Park is estimated to cost in the region of **£840,000** to implement, which is to be secured via the S106 Agreement, along with a further fund of **£250,000** towards future management / maintenance.

The Country Park is proposed to be gifted to RBC upon completion of the implementation works to secure public guardianship and enjoyment in perpetuity.

In addition, 2no. existing farm buildings are to be gifted to RBC for conversion to a Ranger Station and/or to provide potential for future additional car parking to serve the Country Park.





HOUSING DELIVERY

Central to the Government's National Planning Policy Framework (NPPF) is the objective of significantly boosting the supply of homes to address the acute housing crisis in England.

Delivery of this site will contribute towards the RBC's significant housing needs and will assist the Borough to maintain a positive rolling 5 year supply of housing land and positive delivery rates. The site will also provide a contingency against such housing targets in the event that any strategic sites allocated in the Local Plan should fail to come forward as envisaged.

The proposals will deliver a mix of dwelling types, sizes and tenures in line with identified local housing needs as set out in the Borough's Strategic Housing Market Assessment.

The proposals also deliver policy compliant 30% Affordable Housing (105 Affordable homes), providing a significant and valuable contribution to affordable housing provision in the Borough.



ECONOMIC BENEFITS

The proposals will generate significant economic benefits for the local economy as summarised below:



Construction impact in the supply chain:

An estimated **103 further jobs** would be supported in the supply chain and through multiplier effects during the construction phase.



Direct construction employment:

The proposed development would support in the region of **264 job/years** (59 jobs per year) over an estimated 4.5-year build programme.



Growing labour force:

Approximately **432 economically active** and employed residents would be estimated to live in the new dwellings once the site is fully built and occupied.



Increased Council Tax income:

The construction of the new homes could generate around **£680,000** per annum in additional Council Tax revenue for Rugby Borough Council, once fully developed and occupied.



Occupational profile of residents:

If residents show a similar employment profile to the existing working age population of Rugby, around **50%** would be working in high value occupations.



First occupation expenditure:

The dwellings are estimated to generate approximately **£1.75m** in first occupation expenditure within 18 months.



Household spend:

Once built and fully occupied, the new households would be estimated to generate expenditure of over **£9.1million** per annum.



Contribution of the construction phase to economic output:

The proposed development could generate an additional **£42 million** of gross value added (GVA) during the construction period.

MASTERPLAN VISION

The Planning Benefits identified above have informed the Vision for the site.

The Masterplan Vision is to create a sustainable, high-quality place to live and enjoy through the delivery of a new neighbourhood that complements and improves service provision for existing and future residents by:

- Delivering much-needed new Early Years & Childcare facilities and Community spaces, formal playing pitches for various age groups and associated facilities to address identified needs in the local area;
- Creates a development that enhances the natural environment through delivery of a comprehensive Green Infrastructure Strategy, including formal and informal open space and the delivery of a new 12 hectare Country Park, bringing Green Belt land into public use for recreation and addressing identified shortfalls in natural and semi-natural space whilst also providing improved opportunities for local wildlife both onsite and by connecting into the wider Green Infrastructure Network;

- Provision of mixed-tenure homes and house types including homes which are genuinely affordable to ensure a mixed and balanced community;
- Designing a network of streets and spaces aligned to frame views towards proposed landmark buildings to create a safe and legible scheme with a clear sense of place; and
- Encouraging sustainable modes of travel, providing enhanced opportunities for walking, cycling and public transport use.

The overall Vision for the site therefore effectively delivers the social, economic and environmental aspirations of sustainable development to create a high-quality place to live and enjoy through significant investment in local social and environmental infrastructure.

Planning Benefit	Estimated Investment (£)
New Nursery & Community Facility	£2,500,000
Sport Pitches	£323,000
Changing Rooms	£225,000
Changing Rooms (management / maintenance fund)	£75,000
New Country Park (implementation)	£840,000
New Country Park (management / maintenance fund)	£250,000
TOTAL	£4,213,000

Indicative Layout



OUR OFFICES

GROUP SERVICES

E enquiries@pegasusgroup.co.uk
T 0333 0160 777

BIRMINGHAM

E Birmingham@pegasusgroup.co.uk
T 0121 308 9570

BRACKNELL

E Bracknell@pegasusgroup.co.uk
T 01344 207 777

BRISTOL

E Bristol@pegasusgroup.co.uk
T 01454 625 945

CAMBRIDGE

E Cambridge@pegasusgroup.co.uk
T 01223 202 100

CIRENCESTER

E Cirencester@pegasusgroup.co.uk
T 01285 641 717

DUBLIN

E enquiries@pegasusgroup.co.uk
T +353 (0) 1526 6714

EAST MIDLANDS

E EastMidlands@pegasusgroup.co.uk
T 01509 670 806

LEEDS

E Leeds@pegasusgroup.co.uk
T 0113 287 8200

LIVERPOOL

E Liverpool@pegasusgroup.co.uk
T 0151 317 5220

LONDON

E London@pegasusgroup.co.uk
T 020 3897 1110

MANCHESTER

E Manchester@pegasusgroup.co.uk
T 0161 393 3399

NEWCASTLE

E Newcastle@pegasusgroup.co.uk
T 0191 917 6700

PETERBOROUGH

E Peterborough@pegasusgroup.co.uk
T 01733 666 600

SOLENT

E Solent@pegasusgroup.co.uk
T 023 8254 2777

PEGASUSGROUP.CO.UK

Pegasus Group is a trading name of Pegasus Planning Group Limited (07277000) registered in England and Wales
Registered Office: Pegasus House, Querns Business Centre, Whitworth Road, Cirencester, Gloucestershire, GL7 1RT

