

Representations to Rugby Local Plan Preferred Options Consultation

In relation to:
Land North of B4109, Wolvey, Rugby

On behalf of Places for People

May 2025



CONTENTS

1	INTRODUCTION.....	1
2	COMMENTS ON THE PREFERRED OPTIONS LOCAL PLAN.....	4
3	A DELIVERABLE SITE.....	13
4	VISION AND MASTERPLAN.....	20
5	DELIVERABILITY.....	24
6	KEY BENEFITS.....	26
7	CONCLUSIONS AND RECOMMENDATIONS.....	28

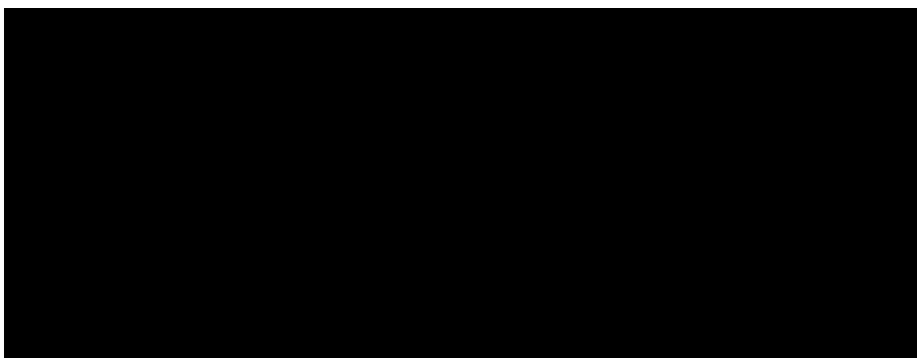
APPENDICES

APPENDIX 1: Site Context Plan

APPENDIX 2: Constraints and Opportunities Plan

APPENDIX 3: Illustrative Masterplan

APPENDIX 4: Proposed Site Access



1 INTRODUCTION

- 1.1 This submission has been prepared by Asteer Planning LLP (“Asteer”), on behalf of Places for People (“PfP”) in response to the Rugby Local Plan Preferred Options Consultation, running from the 24th March 2025 until 19th May 2025.
- 1.2 PfP are developers of private and affordable housing, assisted retirement living, care homes, student accommodation and build to rent tenures. They are one of the UK’s largest Registered Housing Providers of affordable housing and are committed to creating genuinely mixed and sustainable communities with high quality developments for future residents and existing communities.
- 1.3 Placemaking is central to PfP’s approach, ensuring that new developments are not just about building homes, but about creating vibrant, inclusive, and resilient places where people want to live, work, and thrive. Through thoughtful master planning, community engagement, and integrated design, PfP prioritise walkable neighbourhoods, accessible green spaces, local facilities, and social infrastructure that support long-term wellbeing. This holistic focus on placemaking enables PfP to deliver high-quality environments that reflect the needs of both new residents and the existing community, fostering a strong sense of place and belonging from the outset. As a Registered Housing provider, PfP remain embedded in the communities they create through the management of the affordable housing, creating a stable platform for the delivery of new and successful communities. This strength puts PfP in a unique position to be able to assist in the delivery of developments and gain support from local stakeholders as PfP have a vested interest in the legacy of the development.
- 1.4 Our long-term approach to delivery, presence in the community, and legacy with the homes we build, ensures that we do the right thing by our customers in terms of management standards and have regard to delivering the necessary infrastructure at the earliest opportunity so that our communities and buildings have longevity.
- 1.5 The emerging Local Plan for Rugby provides a unique opportunity for the Borough to holistically plan for its strategic growth, including its housing and employment needs, and to capitalise on its intrinsic strengths over the next Plan Period and beyond, by planning for the type, quality and scale of land that will meet identified needs, and support its economic and social growth over the next 25-30 years.
- 1.6 These representations provide PfP’s response to the Preferred Options Consultation and seek to inform the emerging Local Plan spatial strategy, strategic policies and land allocations, by reinforcing the potential of the land to the north of B4109, Wolvey, which is proposed to be allocated for residential development of 150 dwellings under Strategic

Policy S6, reference 309 (“the Site”). PfP fully supports the principle of allocating the Site and is committed to demonstrating its deliverability and suitability as the emerging Local Plan is progressed.

- 1.7 The Site comprises approximately 7.1 hectares (“ha”) of agricultural land within single ownership and under control by PfP, forming a natural and logical extension to the north western edge of Wolvey, between the existing residential area and the River Anker Valley. There is a further 17.1 ha of land within the same landownership to the north of the River Anker, that is not proposed for development but offers an opportunity to support the enhancement and improved accessibility to the Green Belt at Anker Meadows, and the potential for enhanced Biodiversity Net Gain (“BNG”). The Site is situated to the north western edge of Wolvey, broadly to the west of Temple Hill and to the north of B4109, as illustrated in Figure 1 below.

Figure 1: Site Context Plan



- 1.8 The Site represents a logical and appropriate extension to Wolvey, with the ability to provide a defensible northern boundary to the settlement. It is in a sustainable location with access to a range of existing services and facilities, while providing an opportunity to deliver at least 190 high quality family and affordable homes, as demonstrated in the masterplan later in this submission, to meet the critical housing needs of the Borough. The Site can deliver development that meets the highest standards of sustainable design,

whilst supporting significant enhancement to biodiversity and accessible community open space in the Green Belt as part of the wider Site.

1.9 The remainder of this submission provides:

2. **Comments on the Preferred Options Plan:** providing comments on the strategic and spatial policies;
3. **A Deliverable Site:** assessing the site context, site surroundings and accessibility / sustainability; and providing a summary of key technical and environmental considerations relevant to the Site;
4. **Vision and Masterplan:** setting out the overarching vision and a high-level masterplan for the Site;
5. **Deliverability:** a review of the deliverability of the Site – demonstrating it is suitable, achievable and available in the context of the NPPF; and,
6. **Key Benefits:** a summary of the social, economic and environmental benefits of the Site.

1.10 PfP has assembled a professional design and technical team to prepare a deliverable and landscape led masterplan that will underpin the deliverability of the Site and demonstrate that the Site is available, suitable and achievable to support a residential development that will help to meet the needs of the Borough over the next Plan Period.

1.11 PfP would welcome ongoing engagement with the Council as the consultation responses are considered and the preparation of the new Local Plan is progressed. PfP would be happy to discuss any feedback in relation to these representations, or in relation to the Site specifically.

2 COMMENTS ON THE PREFERRED OPTIONS LOCAL PLAN

- 2.1 This section provides comments on the emerging spatial strategy, strategic policies and land allocations in the Preferred Options plan, as they relate to the national policy context.

National Context

- 2.2 On 12th December 2024, a new National Planning Policy Framework (“NPPF” or “the Framework”) was published, with immediate effect. This builds on the Government’s housebuilding and delivery manifesto pledges, and seeks to support the delivery of land and sites across the country.
- 2.3 The new NPPF includes significant changes with regards to housing delivery and the Green Belt. The key implications of relevance for Rugby and the Site are as follows:

Housing Requirement

- 2.4 Rugby’s housing requirement has risen from 525 dwellings per year (using the previous standard method) to 618 dwellings per year (using the new standard method) – an increase of 93 dwellings per year. The new local housing need now applies with immediate effect to both Rugby’s 5YHLS (as the adopted Local Plan is more than 5 years old) and as a minimum requirement in plan-making – as has been accounted for within the Local Plan Preferred Options.

Green Belt / Grey Belt

- 2.5 The updated Framework has introduced circumstances where development in the Green Belt may not be regarded as ‘inappropriate’, where:
- a. The development would utilise grey belt land and would not fundamentally undermine the purposes (taken together) of the remaining Green Belt across the area of the plan;
 - b. There is demonstrable unmet need for the type of development proposed;
 - c. The development would be in a sustainable location, with particular reference to Paragraphs 110 and 115 of the Framework; and
 - d. Where applicable, the development proposed meets the ‘Golden Rules’ requirements set out in paragraphs 156 and 157.
- 2.6 In terms of criterion a), Grey Belt is defined as land comprising of previously developed land in the Green Belt and/or does not strongly contribute to any of the purposes: (a) to check the unrestricted sprawl of large built-up areas; (b) to prevent neighbouring towns

merging into one another; (d) to preserve the setting and special character of historic towns. National Planning Practice Guidance (“NPPG”) published in March 2025 provides further clarity on the definition of Green Belt land and confirms that Green Belt Assessments should consider the Green Belt / Grey Belt as part of the plan making process. A review of the Site in the context of the Green Belt definition is provided later in this section.

Comments on the Spatial & Strategic Policies

Policy S1 – Settlement Hierarchy

- 2.7 Policy S1 sets out three-tier settlement hierarchy for Rugby in order of the Rugby Urban Area, Main Rural Settlements and Other Rural Settlements. Wolvey is identified as the second tier of the settlement hierarchy, as a main rural settlement which will accommodate development, including development allocated through neighbourhood plans. The settlement strategy seeks to direct development to these sustainable locations that have good access to a range of services and facilities.
- 2.8 PfP fully supports the settlement hierarchy and the identification of Wolvey as a main rural settlement within the secondary tier of the hierarchy under Policy S1.

Policy S2 – Strategy for Homes

- 2.9 Policy S2 sets out that 12,978 new homes will be delivered within the plan period 2024-2045, or 618 new homes per year in accordance with the new Standard Method Local Housing Requirements set by the Government.
- 2.10 The proposed spatial strategy for delivering those additional homes represents a balanced strategy, moving away from a strategy with a sole focus on Rugby, and supporting a range of deliverable sites across sustainable locations within the Borough’s main settlements, including Wolvey, Long Lawford and Brinklow.
- 2.11 This strategy seeks to avoid RBC having an overreliance on large complex sites and further urban extensions to Rugby, which would place further strain on the existing infrastructure in the town and may impact the delivery of Rugby’s allocated major strategic sites. Furthermore, a dispersed strategy will deliver proportionately more affordable housing more quickly, and offer an opportunity to utilise existing infrastructure in villages where services, facilities and school rolls are dwindling, enhancing their sustainability.

- 2.12 PfP supports a strategy based on a more balanced spatial approach to growth across the Borough, by allocating sites in sustainable locations, particularly in the north of the Borough in locations such as Wolvey. This will result in more readily deliverable housing, enhance the vitality and viability of main settlements and offer an opportunity deliver affordable housing earlier in the Plan Period.

Policy S6 – Residential Allocations

- 2.13 The Local Plan Preferred Options sets out a need to allocate land for an additional 3,500 homes across the Borough until 2045. Policy S6 identifies the residential allocations that will contribute to delivering the new homes required over the plan period. The Site is proposed to be allocated under reference '309 – Land north of B4109, Wolvey' for 150 dwellings under Policy S6.
- 2.14 PfP fully supports Policy S6 and the principle of allocating the Site; and is fully committed to demonstrating the deliverability and benefits of this Site as the Local Plan progresses. More detailed comments on this policy are provided later in this section.

Policy H2 – Affordable Housing

- 2.15 Policy H2 sets out the requirements for affordable housing across new housing developments of ten or more homes to be 30% outside of the Rugby Urban Area. This also specifies a tenure mix of 82% Social Rent and 18% Affordable Home Ownership.
- 2.16 PfP strongly supports Policy H2 and will seek to provide in excess of the policy requirement with an aspiration to provide 50% affordable housing on the Site in Wolvey, based on its model of affordable housing delivery and long term management. This is a significant benefit of the proposed allocated Site which will contribute to meeting the need for affordable housing across the borough. As a Registered Provider, PfP will be responsible for the long-term management of the affordable homes delivered on Site, and therefore they have a vested interest in the communities they create. PfP are also able to provide the affordable homes based on the tenure mix set out in Policy H2.

Draft Allocation 309 (Land North of B4109, Wolvey)

- 2.17 The Site is proposed to be allocated for residential development within the Rugby Local Plan Preferred Options Consultation, under Site ID 309 which is proposed for 150 homes. The Site is referred to as 'Land north of B4109, Wolvey' and extends to 7.1 ha. The draft allocation extent is shown in Figure 2.

Figure 2: Draft Allocation Site 309, Rugby Local Plan Preferred Options Consultation



2.18 The Preferred Options allocation 309 includes the following development requirements:

- Compliance with the Wolvey Village Expansion Design Code.
- Pedestrian and cycle access to Hall lane.
- The existing Public Rights of Way ('PROW') must be maintained, and the design of the development must ensure that they are pleasant to use. Wherever possible PROW should be routed through public open space, be segregated from roads, and be well overlooked. PROW should be maintained on their existing lines, with diversions only occurring where this is not practicable. PROW should be accessible to as many people as possible, including those who are disabled or less mobile.
- Contributions to improved public transport provision.

2.19 PfP supports the principle of the allocation of Site 309 and the development requirements as set out above, which have been incorporated into early development proposals for the Site and will continue to inform the progression of these proposals. PfP are happy to discuss appropriate transport contributions as part of more detailed work to support an allocation or application.

- 2.20 However, as set out in Section 4 and the Illustrative Masterplan at Appendix 3, PfP consider that the Site could accommodate at least 190 homes (85 market and up to 85 affordable), which would make effective use of the Site, reflecting its constraints and the emerging policy requirements.
- 2.21 It is noted that the Wolvey Village Expansion Design Code has not yet been drafted but PfP would welcome ongoing engagement with the Council and/or their consultants as the design code is prepared.

Comments on the Emerging Local Plan Evidence Base

Housing and Economic Land Availability Assessment ("HELAA")

- 2.22 The HELAA (March, 2025) provides a technical assessment of the sites considered available to meet the need for housing and employment land by RBC.
- 2.23 The HELAA included an initial assessment of the wider land associated with the Site, under reference 137 (Land north and east of the B4109, Wolvey) as per the Figure 3 below.

Figure 3: Site Reference 137, HELAA March 2025



2.24 The assessment of Site 137 found it to be unsuitable due to settlement character and flood risk. As such, a smaller section of the site was re-assessed under reference 309, which represents the Site that is the subject of these representations.

2.25 The HELAA assessed Site 309 to be available, achievable and potentially suitable for residential development of around 150 units across a site area of 7.1 ha. The suitability commentary noted that it is a Green Belt site, adjoining the settlement boundary. PfP supports the HELAA assessment of Site 309 and is committed to demonstrating the availability, achievability and suitability of the Site for residential development as the Local Plan progresses.

Stage 2 Site Assessment Report

2.26 The Stage 2 Site Assessment Report (March 2025) provided a more detailed technical assessment of constraints and opportunities of the sites identified in the HELAA as not being developable without changes to policy (as applicable to Site 309). The Stage 2 assessment evaluated the Site as follows:

- **Transport** – the Site is accessed from Bulkington Road and National Highways did not provide any comments on this Site.
- **Ecology** – an initial ecological assessment indicated that the Site was not within an Impact Risk Zone or a Site of Special Scientific Interest, nor a Local Wildlife Site, nor was it comprised of more than 20% medium to high distinctiveness habitat.
- **Landscape** – the overall landscape sensitivity of the Site was Medium / Low as the Site was identified to be enclosed by hedgerows on all sides and a concentration of trees along the boundary with the River Anker to the north. Limited sensitivities are likely to arise from its intervisibility with nearby dwellings, its natural value (particularly as a setting for the River Anker), and the recreational value of its PRow.
- **Heritage** – there were no designated heritage assets identified within 50 metres of the Site.
- **Opportunities / Benefits** – identified for residential development (with policy compliant affordable provision) and open space.

2.27 The outcome of the Stage 2 Assessment was the identification of Site 309 as a potential site option. The reasoning was summarised as:

A medium-sized site comprising four agricultural fields on the edge of Wolvey. The surrounding road network has medium levels of congestion, accessibility by non-car modes is assessed as generally weak but the site is walkable to the services and facilities in Wolvey including the school opposite. Site is well-related to settlement edge with good connectivity. Site doesn't flag ecology or heritage constraints. The site is within the Green Belt and landscape sensitivity assessed as Medium/Low.

- 2.28 PfP generally agrees with the Stage 2 Assessment evaluation of Site 309 and supports the outcome of it being identified as a potential site option. The assessment demonstrates that the Site is well related to the settlement edge of Wolvey, is in a sustainable location with good connectivity and has no insurmountable constraints that would preclude the development of the Site. However, PfP consider the Site has a limited contribution to the purposes of the Green Belt, and should be considered Grey Belt, as set out later in these representations.

Landscape Character Assessment

- 2.29 RBC commissioned Lepus Consulting to undertake a Landscape Character Assessment ("LCA") (January 2025) to support the preparation of the emerging Rugby Local Plan.
- 2.30 The LCA assessed Site 309 to have an overall Medium / Low landscape sensitivity with mitigation potential, comprising of maintaining the existing hedgerows, setting development back from the River Anker and maintaining and enhancing the PRoW. PfP supports this assessment and has sought to incorporate these potential mitigation measures into development proposals for the Site (as set out in Section 4).

Sustainability Appraisal

- 2.31 RBC commissioned AECOM to undertake an Interim Sustainability Appraisal ("SA") of the Rugby Borough Local Plan Preferred Options in March 2025. The SA provides an analysis of the site options progressed from the HELAA in combination by sub-area, to explore how sites might be allocated in order to deliver on strategic objectives for individual settlements.
- 2.32 The SA explored two growth scenarios for Wolvey, comprising A) the emerging Preferred Options of three allocations for 710 new homes, and B) a lower growth option involving two allocations for 210 new homes. Site 309 was included as a proposed allocation in both of the growth scenarios.
- 2.33 **The SA described Site 309 as "arguably the best performing site because it is subject to limited constraint and is well-contained in landscape / Green Belt terms. However, the site**

would deliver limited benefits beyond new homes (river corridor enhancements should be explored)”.

- 2.34 PfP supports the findings of the Interim SA Report, particularly in the identification of Site 309 as being the best performing site in Wolvey with regards to the well-contained nature of the Site and the limited constraints. PfP consider that the Site can deliver significant benefits which are set out in more detail in Section 6 of this report, including overprovision of affordable housing, enhancements to the River Anker Corridor and Meadows, enhanced PRoW, improved Green Belt access and public open space provision.

Grey Belt Assessment

- 2.35 As set out earlier in this section, the NPPF has introduced the concept of ‘Grey Belt’, where development in the Green Belt may be regarded as ‘not inappropriate’. The Government also released additional detail underpinning its approach to Green Belt and Grey Belt Assessment in the Green Belt Assessment NPPG. Based on the NPPF and NPPG, we consider that the Site does not strongly contribute to any of the Grey Belt criteria, and as such, is considered ‘Grey Belt’ land, as detailed below.

- **Purpose A**, to check unrestricted sprawl: this purpose only relates to the sprawl of large built-up areas, and villages should not be considered large-built up areas. Wolvey would be considered a village (not a town) and therefore the Site cannot be considered to strongly contribute to Purpose A. Furthermore, the Site provides a natural extension to Wolvey that is enclosed by Makins Fishery to the west, and Anker Meadows to the north, which could contain the development and provide a robust Green Belt boundary to the settlement of Wolvey.
- **Purpose B**, to prevent neighbouring towns merging: As above, this purpose relates to towns, not villages and therefore would not be applicable to Wolvey. Nonetheless, the Site is on the edge of Wolvey and forms part of the gap between Wolvey and Gamecock Barracks, however there are physical features including the M69 and Makins Fishery between, therefore it is considered that the Site only forms a small part of the gap, without making a contribution to visual separation of Wolvey and Gamecock Barracks.
- **Purpose D**, to preserve the setting and special character of historic towns: The Site is not in close proximity to any historic town and therefore has no contribution to Purpose D.

- 2.36 In terms of the remaining Green Belt purposes:

- **Purpose C** relates to assisting in safeguarding the countryside from encroachment. As the Site is well enclosed on all sides by residential development to the south and east, Anker Meadows to the north, and Makins Fishery to the West, it is considered that the Site has a limited contribution to safeguarding the countryside from encroachment. The proposed development of the Site presents the opportunity to reinforce the boundaries of the Site and provide a robust Green Belt boundary for the settlement of Wolvey.
- **Purpose E** relates to assisting urban regeneration, by encouraging the recycling of derelict and other urban land. It is considered that all Green Belt sites have an equal contribution to this purpose.

2.37 On this basis, it is considered that the national policy updates within the NPPF and PPG should be fully considered within Rugby's forthcoming Green Belt Contribution Study, including a granular review of Green Belt sites across the Borough including this Site.

Summary

2.38 PfP fully supports the Rugby Local Plan Preferred Options and the proposed allocation of Site 309. As set out in later sections, PfP consider the Site to be fully deliverable and will generate significant benefits.

3 A DELIVERABLE SITE

The Site and Its Surroundings

- 3.1 The Site is approximately 7.1 ha of agricultural land located to the north west of Wolvey in the Rugby Borough Council ("RBC" or "the Council") Authority Area.
- 3.2 The Site is currently in arable use and has been heavily farmed, forming three distinct land parcels. The Site is bound by the B4109 to the south; the built settlement of Wolvey to the east, by a mature tree line and hedgerow to the north, beyond which flows the River Anker within Anker Meadows, and by Makins Fishery to the west. These features provide a significant sense of enclosure to the Site and minimise its openness and contribution to the wider Green Belt.

Figure 4: Site Location Plan



Wider Land

- 3.3 The Site sits within a wider parcel of land under the same ownership, extending to a further 17.1 ha, which is not promoted for development but can offer the opportunity for biodiversity enhancement and improved access to the Green Belt in association with the proposed development. The wider land covers the land to the north up to the River Anker and adjoins the B4109 (Church Hill) to the east, wrapping around the established residential area to the south of this.

Strategic Context

- 3.4 When considering Rugby's strategic context, it is important to recognise the current sub-national geography, with Rugby forming part of a major functional economic geography that includes the Coventry and Warwickshire Local Enterprise Partnership, the 'Golden Triangle' employment region and the West Midlands Combined Authority. This is a region of significant economic growth potential at the heart of the country and it is essential that the Rugby Local Plan and its spatial strategy is not considered in isolation, but in the context of this economic potential. The synergy between economic growth and housing is well established and RBC and the wider region have an opportunity to catalyse growth by providing the type, quality and quantity of housing that is required to underpin a generational change in the regional economy.
- 3.5 Wolvey is strategically located in the north of the Borough and is in a location that can support the economic growth of key employment nodes in the region, including Coventry, Hinkley, Nuneaton and Rugby, as well as the West Midlands conurbation.

Technical and Environmental Considerations

- 3.6 PfP is assembling an expert technical team to analyse and assess the Site, and to demonstrate its deliverability. The following provides a desktop summary of the key technical and environmental considerations that have influenced an assessment of the Site.

Highways and Access

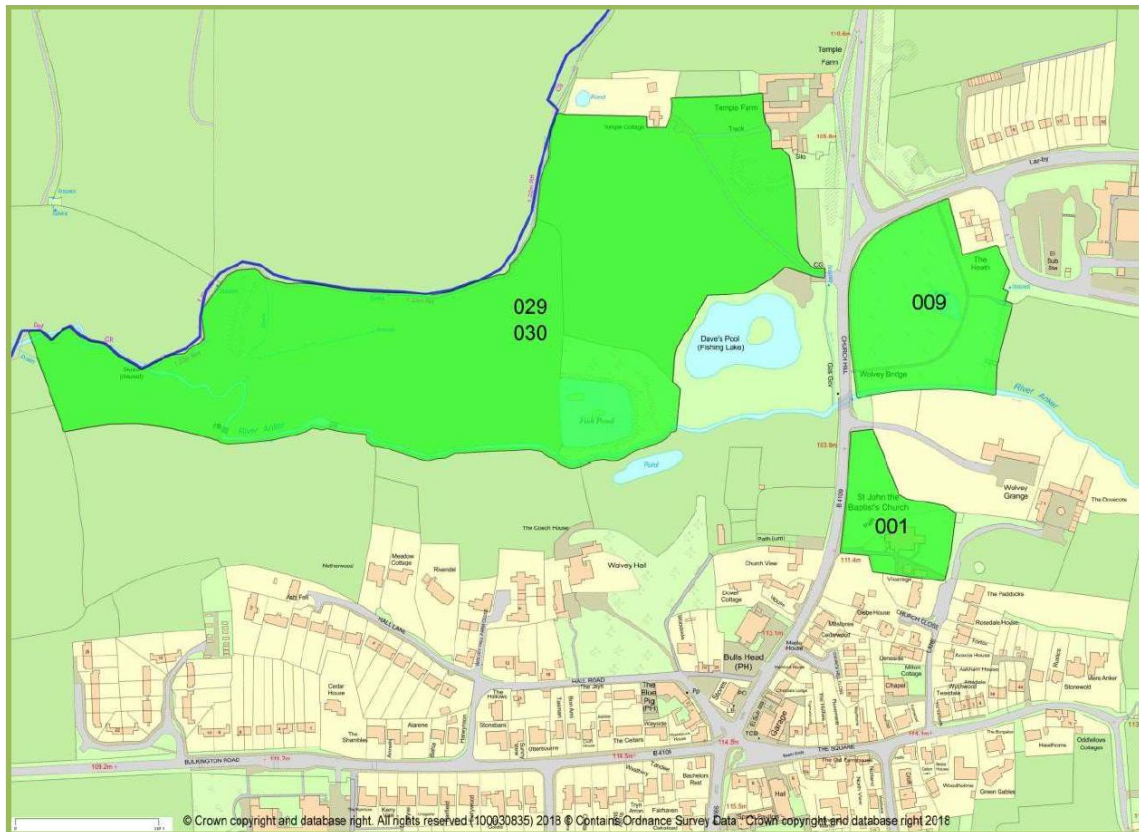
- 3.7 PfP have commissioned Eddisons to advise on the access and transport matters relating to the Site. This confirms that there is scope to provide a single vehicular access and an emergency access off the B4109 Bulkington Road to the Site. This would comprise a formal right-turn lane on the B4109 which requires a slight widening on Bulkington Road but does not necessitate the acquisition of third party land to implement, as all additional land is within the existing limits of the adopted highway. The running lanes on Bulkington Road will be 3 metres wide with a 3 metre wide right turning lane.
- 3.8 As part of the potential vehicular access it is proposed that the 30mph speed limit to the east be extended to cover the site frontage. The proposals to extend the speed limit are common practice for schemes such as proposed and would be discussed with highways officers at Warwickshire County Council.

- 3.9 In addition, a pedestrian footway would be achieved between the access and the existing footway provision to the east which appears to be achievable within the adopted verge to the north of the carriageway, based on preliminary investigations.
- 3.10 Based on the above, Eddisons concluded that vehicular access into the Site can be provided for 200 units. Further and more detailed highways work will be undertaken to support the progression of development proposals as the Local Plan progresses.
- 3.11 PfP are also committed to supporting sustainable modes of travel and will seek to work collaboratively with the County Council and local transport operators to explore opportunities to enhance public transport provision in the area. This may include measures to improve the frequency, accessibility and connectivity of local bus services, as well as investment in digital infrastructure such as real-time service information displays, integrated ticketing options, and mobility hubs. By improving public transport infrastructure and promoting modal shift away from private vehicles, PfP aim to deliver a well-connected, future-ready community that supports net zero ambitions and improves access to employment, education and services for future residents.
- 3.12 PfP are also open to working collaboratively with landowners, stakeholders, and the highway authority to consider minor adjustments to the proposed access arrangements along the site's highway frontage, where appropriate. This flexibility could support a more coordinated approach to access and movement should further growth in the locality come forward. By safeguarding the potential to accommodate additional connections or shared infrastructure, PfP are committed to enabling strategic, integrated development that aligns with the wider spatial vision for the area.

Ecology and Trees

- 3.13 There are no statutory ecological designations identified within the Site or the wider landownership. However, the made Wolvey Neighbourhood Plan identifies an area known as Anker Meadows within the wider land, which is a "Location of Local Greenspace" identified in Figure 4 below (ref: 029/030).

Figure 5: Location of Anker Meadows Local Greenspace, Wolvey Neighbourhood Plan



3.14 The Neighbourhood Plan describes Anker Meadows as follows:

"A contiguous area, previously two parcels, of flood-plain pasture. Access via footpath R287 directly from Temple Hill and the village; used for informal recreation and enjoyment. Effectively this is a relic of the medieval landscape of the parish and is valued for its beauty and tranquillity. Includes the river, its banks and a tributary stream, with associated riparian habitats and species, old hedgerows and trees, also important earthworks and other earthworks providing evidence of manorial and village habitation and river management. Part of the site includes Warwickshire Historic Environment Record (HER) site MWA3574: Medieval settlement site, possibly religious, fishponds and probable Manor House site, all visible as earthworks."

3.15 PfP is not proposing to promote Anker Meadows for development, but an opportunity may exist to improve the accessibility and biodiversity of, and protection for, this part of the Green Belt within any scheme to develop the draft allocation; which would provide significant benefits to the existing community through environmentally-conscious planning for the enjoyment and public use of this Site.

Trees

- 3.16 An investigation and assessment of existing trees will be undertaken in relation to the proposed allocation land; however, mature trees will be largely confined to the River Anker valley, hedgerows and site boundaries; and the intention has been to incorporate any mature trees into the masterplan for the Site.

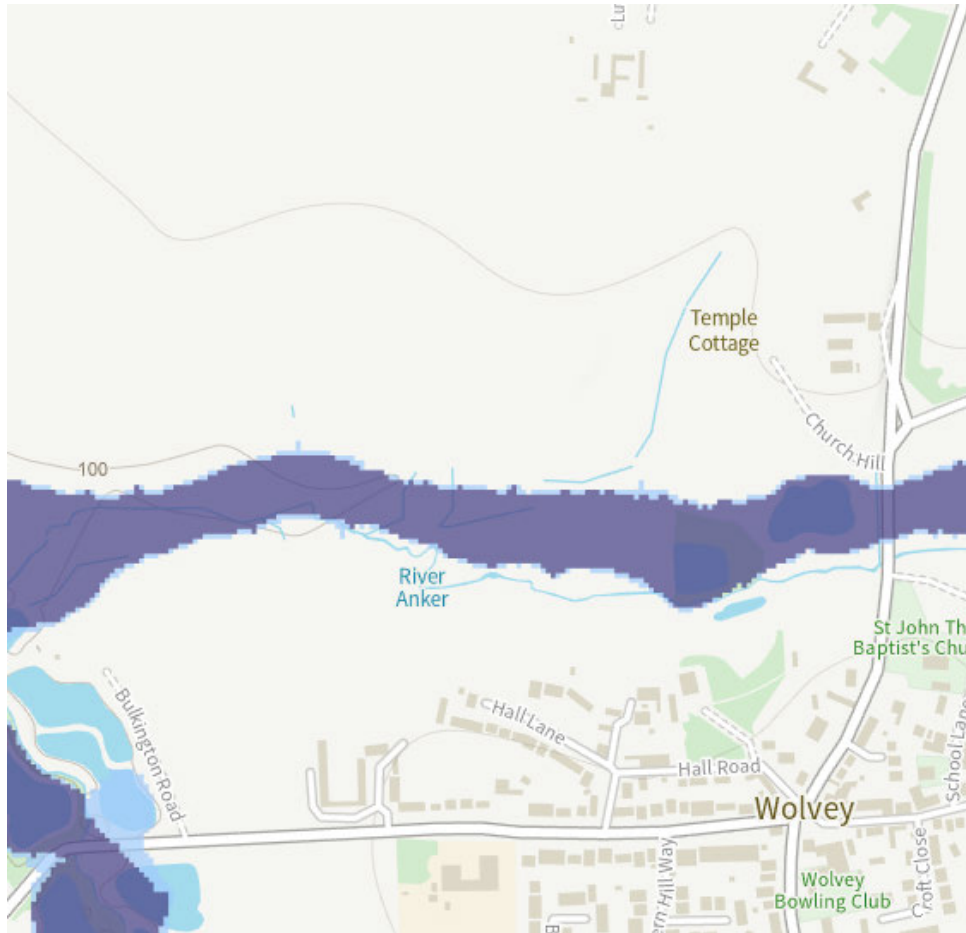
Heritage

- 3.17 There are no statutory heritage designations within the Site or the wider land. The closest heritage designation is the Grade 2* Listed St John the Baptist Church which lies c.100m to the south-east of the Site (although it is c.300m from the closest developable area of the site). Grade 2 Listed Wolvey Hall lies c.170m east and c.80m south of the Site. As such, and subject to sensitive design, it is not anticipated that there are any heritage constraints that would prevent the development of the Site.

Flood Risk and Drainage

- 3.18 The Site is within Flood Zone 1, which has the lowest risk of flooding, defined as land having less than 1 in 1000 years' annual probability of flooding. The wider land (within the same ownership but not promoted for development) is bisected by an area of Flood Zone 3, which follows the route of the River Anker. The Site is free of surface water flooding but the wider land (not promoted for development) has small areas of surface water flooding to the north. PfP will commission a Flood Risk Assessment to understand the impact of development on the River Anker Flood Zone, including any mitigation required.

Figure 6: Flood Map for Planning



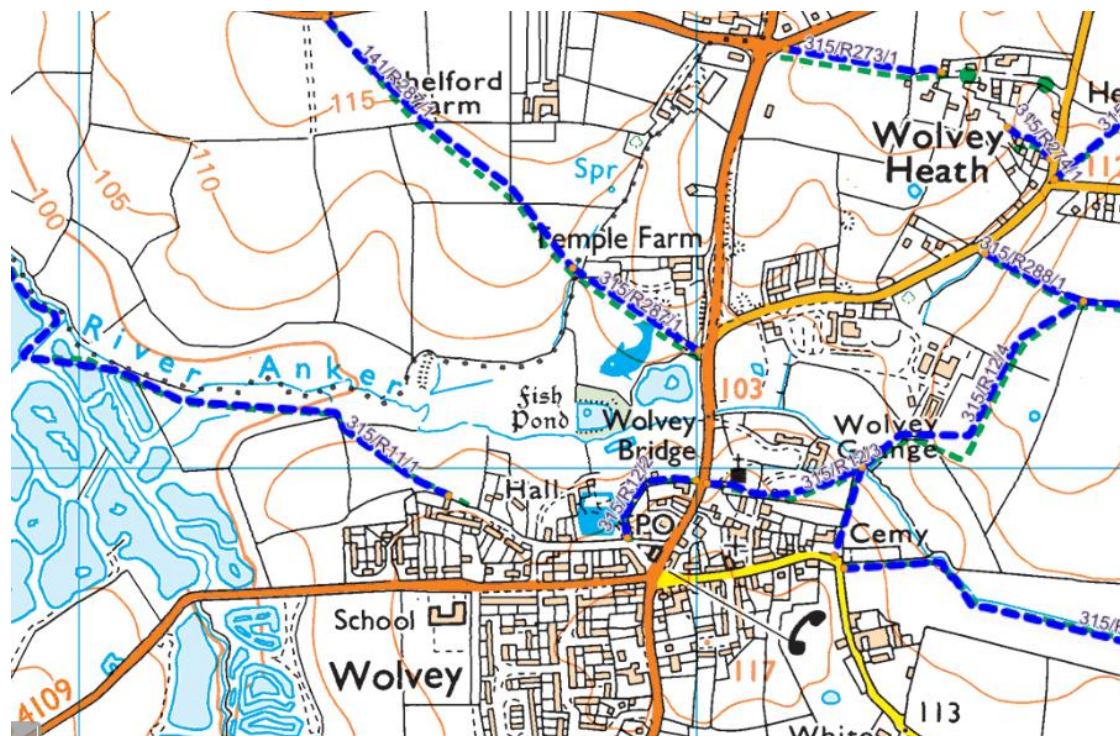
Landscape & Visual Impact

- 3.19 The Site is visually and physically contained by prominent physical features and visual receptors, including River Anker valley to the north (which is bounded by existing trees and vegetation), established residential uses to the east, the B4109 highway to the south and Makins Fishery to the west.

Public Rights of Way ("PRoW")

- 3.20 There is a PRoW running through the Site which travels in a north-west direction from near Hall Lane to the north-west corner of the Site (ref: 315/R11/1), which has been retained and incorporated as part of an Illustrative Masterplan for the Site. Another PRoW runs through the wider land, to the north of the Site, which follows the private road identified as Church Hill, branching off the B4109 towards the B4114.

Figure 7: PRoW Map



Summary

- 3.21 In summary, the Site is considered to be wholly suitable for development. It provides a deliverable opportunity for new residential development on the northern edge of Wolvey and could be supported by improvements to the biodiversity and accessibility of the wider Site for the benefit of the local community.

4 VISION AND MASTERPLAN

The Vision

- 4.1 A masterplan for the Site provides an opportunity to create a high-quality, landscape-led residential area that integrates sensitively with its surroundings. Around 190 new homes could be delivered within a walkable, green network that promotes active travel, connects to the village, and enhances biodiversity.
- 4.2 A clear street hierarchy, accessible multi-functional open spaces, and sustainable drainage will support a resilient, attractive and inclusive community – a natural and logical extension to Wolvey that respects local character and creates lasting value.

Constraints and Opportunities

Figure 8: Constraints and Opportunities Plan



- 4.3 The Site north of the B4109 in Wolvey, Rugby, presents a range of opportunities that support sustainable development and landscape-led design. Strategically located, the Site offers potential for direct vehicular access from Bulkington Road at the western edge of

Wolvey. Pedestrian and cycle connectivity is a key strength, with the opportunity to retain and enhance access from Hall Lane, providing a direct link to the village core. The existing Public Right of Way (PROW), which crosses the Site, can be retained on its current alignment and set within a landscaped corridor, ensuring continuity of local walking routes while maintaining landscape integrity. Overall permeability can be improved through the creation of additional footpath and cycle routes between Bulkington Road and Anker Meadows, strengthening local green infrastructure and promoting sustainable travel choices.

- 4.4 The existing landscape structure is an asset that will be retained and enhanced wherever possible to reinforce local character and deliver ecological benefits. New landscape buffers can be introduced at sensitive edges to soften views of the development from key public viewpoints and mitigate visual impacts. The wider land ownership also offers the potential to improve access to the adjacent Green Belt, enhancing recreational value and supporting biodiversity and habitat connectivity.
- 4.5 In terms of drainage, the Site's topography provides the opportunity to incorporate Sustainable Drainage Systems (SuDS) at low points near the northern boundary, contributing to a robust and sustainable surface water management strategy.
- 4.6 Overall, the Site demonstrates strong potential for a well-connected, landscape-led development that respects existing constraints while capitalising on its strategic location, environmental assets, and opportunities for Green Belt integration and biodiversity enhancement, including the adjacent River Anker corridor.

The Illustrative Masterplan

- 4.7 The Illustrative Masterplan sets out a landscape-led proposal for a high-quality residential development of at least 190 dwellings across 4.8 hectares. The design responds directly to the Site's context and characteristics, prioritising green infrastructure, permeability, and integration with the village of Wolvey.

Figure 9: Illustrative Masterplan



- 4.8 Access is proposed from Bulkington Road (B4109), with a clear and legible primary route forming the main spine through the development, terminating in views across new greenspace. A network of secondary streets complements this spine, creating a permeable layout that supports safe movement for pedestrians, cyclists, and vehicles. The existing Public Right of Way, which runs through the Site, is retained on its current alignment within a green corridor that broadens into a wider area of public open space, reinforcing local walking connections. Proposed pedestrian and cycle routes enhance permeability and connect the Site to the wider village and nearby greenspaces, including Anker Meadows, improving access to nature and local amenities.
- 4.9 Public open space and green infrastructure form an integral part of the layout. Landscape buffers are proposed along sensitive boundaries to soften visual impacts and create a sympathetic transition to the surrounding countryside. These green spaces will support biodiversity, provide informal recreational opportunities, and contribute to a strong sense

of place. A centrally located play area ensures that the needs of families and young children are met, both within the development and the wider community. Housing is arranged to face outward and overlook public spaces, ensuring natural surveillance and a safe environment. Sustainable Drainage Systems (SuDS) are integrated at low points within the public open space network to manage surface water, enhance ecological value, and contribute to the Site's character.

- 4.10 PfP are committed to working proactively with Rugby Borough Council, and local stakeholders to refine the masterplan where appropriate, ensuring the development delivers maximum benefit to the existing and future community. This may include exploring adjustments such as relocating the proposed play area or other community infrastructure closer to existing homes, enhancing accessibility and community cohesion. The flexible and landscape-led nature of the masterplan allows for these kinds of positive refinements, supporting the shared ambition of creating a development that integrates meaningfully with Wolvey and enhances local quality of life.
- 4.11 Overall, the proposed development represents a sustainable and sensitively designed extension to Wolvey, combining new housing with meaningful landscape, biodiversity, and movement benefits.

5 DELIVERABILITY

- 5.1 The NPPF seeks to ensure that deliverable sites are provided in appropriate locations to meet housing needs and supporting economic growth. To be considered deliverable, sites should be available, suitable, and achievable and should be available to be brought forward within a realistic timeframe once a Local Plan is adopted.
- 5.2 PfP is fully committed to the Site and consider that it could be brought forward immediately on allocation, or earlier if an acute need is established, to meet the housing and employment needs of the Borough.

Available

- 5.3 PfP has control over the entire Site and has the track record in housing delivery to bring the Site forward as soon as the Local Plan is adopted. PfP is an experienced land promoter and developer and has an extensive track record in delivering a diverse range of high-quality new housing developments across the UK – with a particular focus on affordable housing delivery. In the past year, PfP have created 2,680 new homes across the country in sustainable, innovative, and attractive new neighbourhoods. These are places where people want to live, work and play, with the supporting social and physical infrastructure to thrive into the future.
- 5.4 As the UK's leading social enterprise, PfP differ from typical developers primarily because their aims prioritise social impact and community benefit. PfP are a Registered Provider of affordable housing and therefore have a vested interest in their developments as they have a long-term involvement in managing the affordable units. PfP are committed to creating genuinely mixed and sustainable communities with high quality developments for future residents and existing communities.

Suitable

- 5.5 The Site is entirely suitable for a residential development for the following reasons:
- It was identified within the Council's evidence base (Interim Sustainability Appraisal) as the most suitable site for growth in Wolvey, described as 'arguably the best performing site [in Wolvey] because it is subject to limited constraint and is well-contained in landscape / Green Belt terms'.
 - It offers a sustainable location for development on the edge of Wolvey, with access to a range of services and facilities.

- It is a natural and logical extension to the northern edge of Wolvey with durable boundaries, while being visually and physically contained by prominent physical features and visual receptors, including River Anker valley to the north (which is bounded by existing trees and vegetation), established residential uses to the east, the B4109 highway to the south and Makins Fishery to the west.
- It should be considered to be a Grey Belt site, in line with recently published national policy and guidance.
- There are no environmental or technical constraints that are considered to prevent the development of the Site, subject to suitable mitigation and the sensitive approach to design set out in Section 4.
- It can deliver immediate vehicular access to the strategic highway via the B4109.
- It offers the potential for significant accessibility and biodiversity improvements to the Green Belt, as part of the wider land under PfP's control.

Achievable

- 5.6 An assessment of the Site constraints illustrates that delivery of the entire Site is achievable, and a professional team of technical experts will be retained to support the detailed design of the Site moving forward. Where any potential constraints have been identified, PfP will consider the necessary mitigation measures and required investment in order to overcome any deliverability barriers. PfP has reviewed the economic viability of the scheme in terms of land value, attractiveness of the locality, level of potential market demand and projected rate of sales in Wolvey; as well as the cost factors associated with the Site, including site preparation costs and site constraints. PfP confirms that the development of the Site is economically viable in accordance with the NPPF.

6 KEY BENEFITS

- 6.1 The development of the Site will support new housing in an appropriate location and ensure that a quantity, quality and mix is provided that supports economic growth in Wolvey and the north of Rugby Borough. The delivery of the Site will provide significant benefits to the Borough, to Wolvey and the existing community. These are summarised as follows:

Economic Benefits

- 6.2 The development of the Site will have significant economic benefits, both from its construction and occupation, and in the catalytic impact it would have within Wolvey. Key economic benefits include:

- Generating investment during the construction phase of development through construction cost, Full Time Equivalent ("FTE") construction jobs and an increase in Gross Value Added ("GVA"). The scheme will generate construction investment and sustain construction jobs for the length of the construction programme, offering a recognised pathway into employment for registered unemployed residents in Rugby.
- Providing long term occupation benefits including new resident expenditure, attracting new and high earning residents to RBC, generating flow on and supported jobs and, overall, generating increased economic output in the Borough.
- Generating significant revenue for the Local Authority, with a development of c.190 homes generating significant annual Council Tax revenue, and a New Homes Bonus.
- Being a catalyst to the growth of North Rugby and other employment nodes by providing the quality of housing that will underpin the retention of skilled workers and support high value jobs in knowledge-led industries.

Creating Social Benefits and Social Inclusion

- 6.3 The delivery of the Site will have clear social benefits for existing and future residents, by providing greater choice for housing and amenities, improving access to amenities and meeting a variety of identified housing needs. The key social benefits include:

- Delivering high quality market homes to meet the needs of the Borough's existing and future employees.
- Delivering viable and deliverable affordable homes to address the Borough's acute affordability crisis and support the housing of key workers and first time buyers. The

Site will seek to provide 50% affordable housing which is significantly in excess of the policy requirement in the emerging plan, which would be 30%. PfP will solely deliver and be responsible for the long term management of its affordable housing.

- Delivering new and accessible multifunctional open space, amenity space and green infrastructure to benefit existing and future residents and to improve connectivity to amenities at Wolvey.
- Providing new residents to sustain demand for good quality public services and local social infrastructure in Wolvey. This increase in housing and inflow of investment will further encourage the retention of a working-age population in Wolvey which will encourage the realignment of the demographic disparity, providing long-term security for the settlement.

Environmental Benefits

6.4 The Site is currently arable farmland with limited biodiversity or recreational value. The development of the Site has the potential to significantly uplift the biodiversity, accessibility and overall enjoyment and environmental value of the Site. In addition, the Site has the potential to strengthen the quality and accessibility of the adjacent local greenspace of Anker Meadows and provide significant value to the local area in doing so. Key environmental benefits include:

- The Site is extensively farmed and has limited ecology value at present, which provides an opportunity to create new habitats for a range of species and deliver an uplift in biodiversity to meet Government targets.
- The provision of multi-functional green infrastructure and open space that will benefit existing residents and create new, high-quality green corridors and open greenspace through the Site.
- The protection and enhancement of existing features on the Site that add value, including mature trees, hedgerows on the Site boundary, and specifically, the Anker Valley and Anker Meadows.
- Exploring the potential for improved accessibility to the Green Belt and biodiversity enhancements to the wider Site, including Anker Meadows; to provide benefits for existing residents.
- Embedding energy efficiency and zero carbon ready by design into the fabric of the development, and employing cutting edge new net zero technologies.


7 CONCLUSIONS AND RECOMMENDATIONS

- 7.1 In summary, PfP have full control over the Site to the north of the B4019 which is proposed to be allocated for residential development in the Rugby Local Plan Preferred Options Consultation. PfP strongly supports the principle of allocating of the Site and the spatial strategy as set out within the Preferred Options Consultation and is committed to bringing forward the Site for development in accordance with the requirements within the emerging Local Plan.
- 7.2 Our key comment in relation to the proposed allocation of the Site is in relation to its capacity. As set out in Section 4 and the Illustrative Masterplan at Appendix 3, **PfP consider that the Site could accommodate at least 190 homes, which would make effective use of the Site, reflecting its constraints and the emerging policy requirements.**
- 7.3 In summary, PfP consider that the Site:
- Is the most suitable site to accommodate growth in Wolvey as identified in the Council's evidence base, and therefore is critical to deliver either growth option considered by the Council.
 - Is a logical and natural extension to the settlement of Wolvey, which has the ability to provide a defined and defensible northern boundary to the settlement.
 - Will contribute to enhancing the sustainability of Wolvey village by providing much-needed market and affordable homes for new and existing residents, which will support local services, facilities and schools, in line with RBC's spatial strategy.
 - Can be considered as 'Grey Belt' in accordance with national policy;
 - Is available, achievable and suitable, and therefore, wholly deliverable in the context of the NPPF; and,
 - Can deliver a range of social, economic and environmental benefits in the north of the Borough.
- 7.4 PfP would welcome further engagement with the Council on the Site, and are committed to robustly demonstrating the merits of the Site as the Local Plan is progressed. We would be happy to provide further information or a meeting on the Site, which can be facilitated via Asteer.

APPENDIX 1 – SITE CONTEXT PLAN

KEY:

 Site boundary

 Wider land ownership offering potential to improve access to the Green Belt and deliver Biodiversity Net Gain



Land north of B4109,
Wolvey, Rugby

Site context plan

Drwg No: 1129-01

Drawn by: NJ

Rev by:

QM Status: Checked

Scale: 1: 10,000 @ A3

Date: 09.05.25

Checker: NJ

Rev checker:

Product Status:

Issue





Scale 1:10,000

0m 100 200 300 400 500m 1000m

APPENDIX 2 – CONSTRAINTS AND OPPORTUNITIES PLAN



KEY:

-  Site boundary
-  Wider land ownership offering potential to improve access to the Green Belt and deliver Biodiversity Net Gain

 **Places for People**

Land north of B4109, Wolvey, Rugby

Constraints and opportunities plan

Drwg No: 1129-03	Date: 09.05.25
Drawn by: NJ	Checker: NJ
Rev by:	Rev checker:
QM Status: Checked	Product Status:
Scale: 1: 2,500 @ A3	Issue

APPENDIX 3 – ILLUSTRATIVE MASTERPLAN



Land Use Schedule	
Site Boundary	7.1 ha
Development Area	4.8 ha
Public Open Space (including SUDS and incidental open space)	2.3 ha
Potential residential yield	Approximately 190 dwellings

KEY:

- Site boundary
- Existing PRow
- Potential pedestrian/ cycle routes
- Primary road
- Secondary road
- Development cell
- Public open space
- Existing vegetation
- Existing hedgerow
- Proposed landscape buffer
- Indicative tree planting
- Potential SUDS
- Potential play space



**Land north of B4109,
Wolvey, Rugby**

Illustrative Masterplan

Drwg No: 1129-04A
Drawn by: DA
Rev by: NJ
QM Status: Checked
Scale: 1: 2500 @ A3

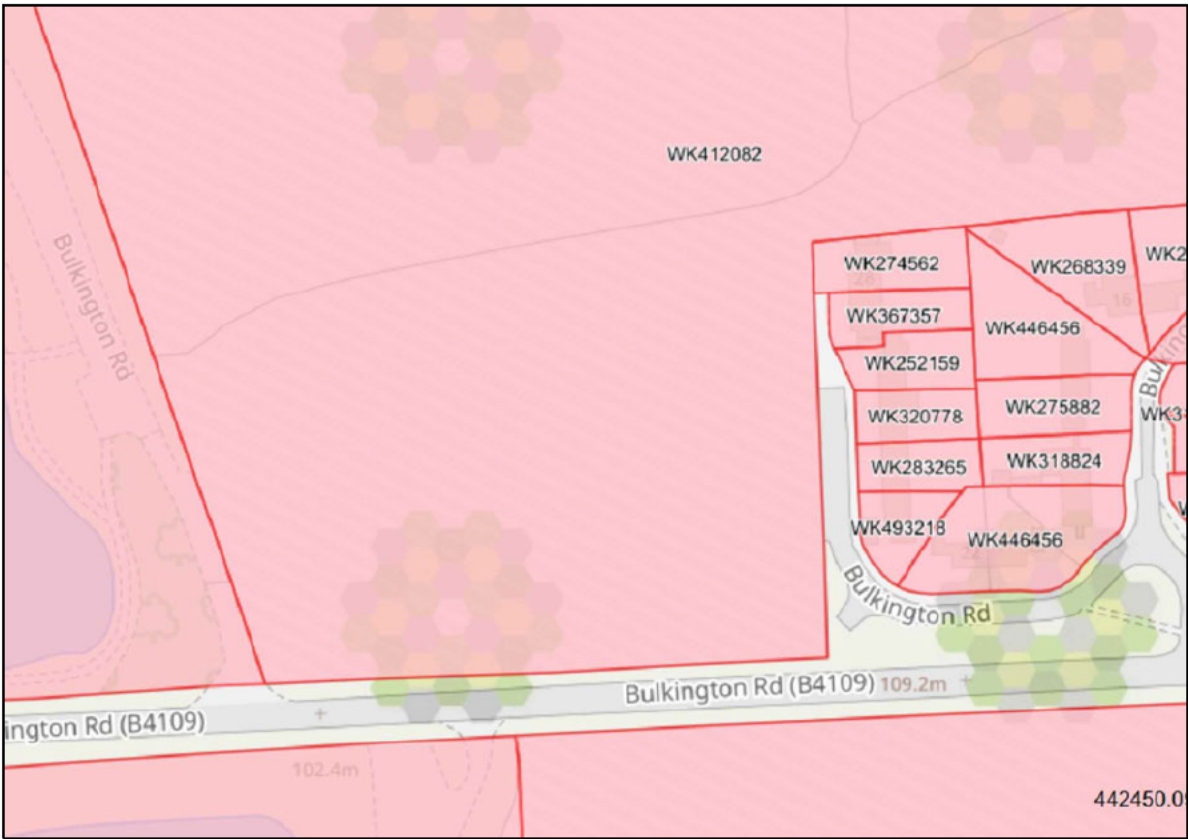
Date: 12.05.25
Checker: NJ
Rev checker: NJ
Product Status:
Issue

APPENDIX 4 – PROPOSED SITE ACCESS

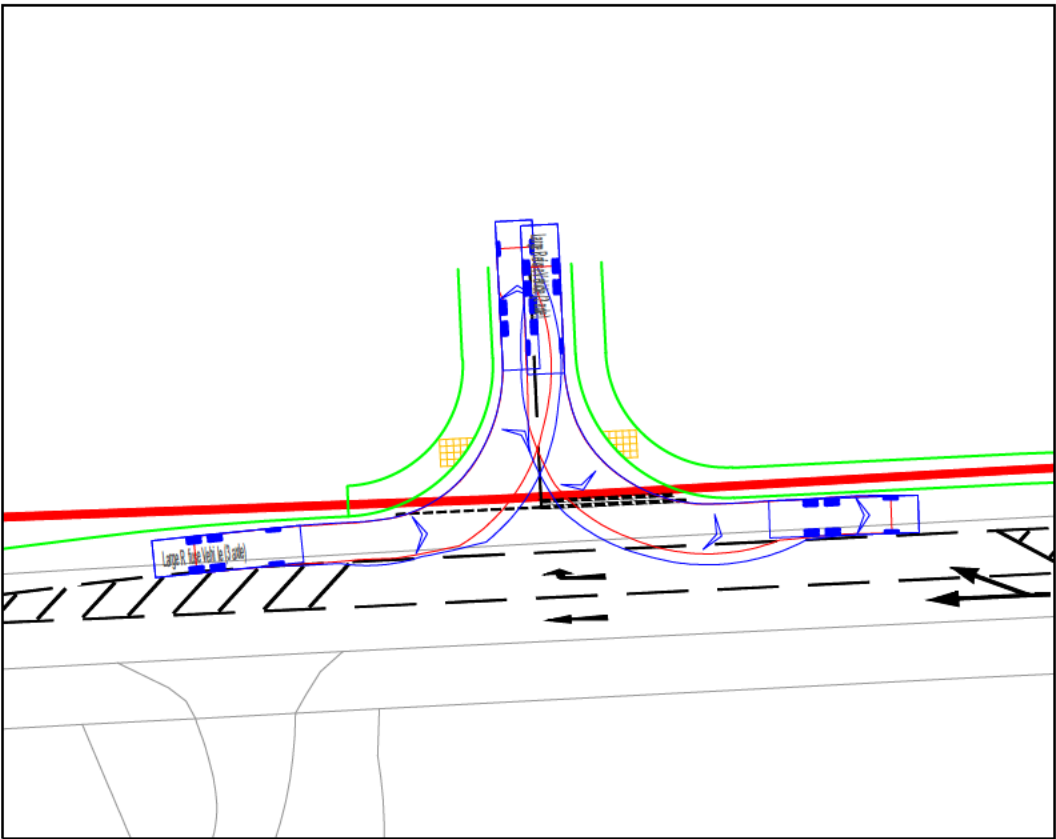
Z:\projects\4718 Land North of Bulkington Road, Wolvey\CAD\EDDISONS DRAWINGS\4718-F01 (Proposed Site Access - GIRT).dwg



NORTH SOUTH AERIAL VIEW (NTS)



LAND REGISTRY PLAN (NTS)



SWEPT PATH ANALYSIS - REFUSE VEHICLE - LEFT IN / LEFT OUT

NOTES

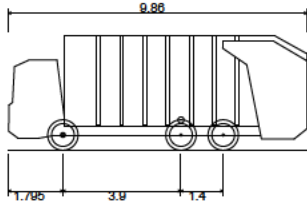
THIS IS NOT A CONSTRUCTION DRAWING AND IS FOR INDICATIVE PURPOSES ONLY.
THE DRAWING WILL BE SUBJECT TO CHANGE FOLLOWING LOCAL AUTHORITY REVIEW AND CONFIRMATION OF PUBLIC HIGHWAY AND THIRD PARTY LAND BOUNDARIES.

- INDICATIVE SITE BOUNDARY
- DENOTES NEW KERBS

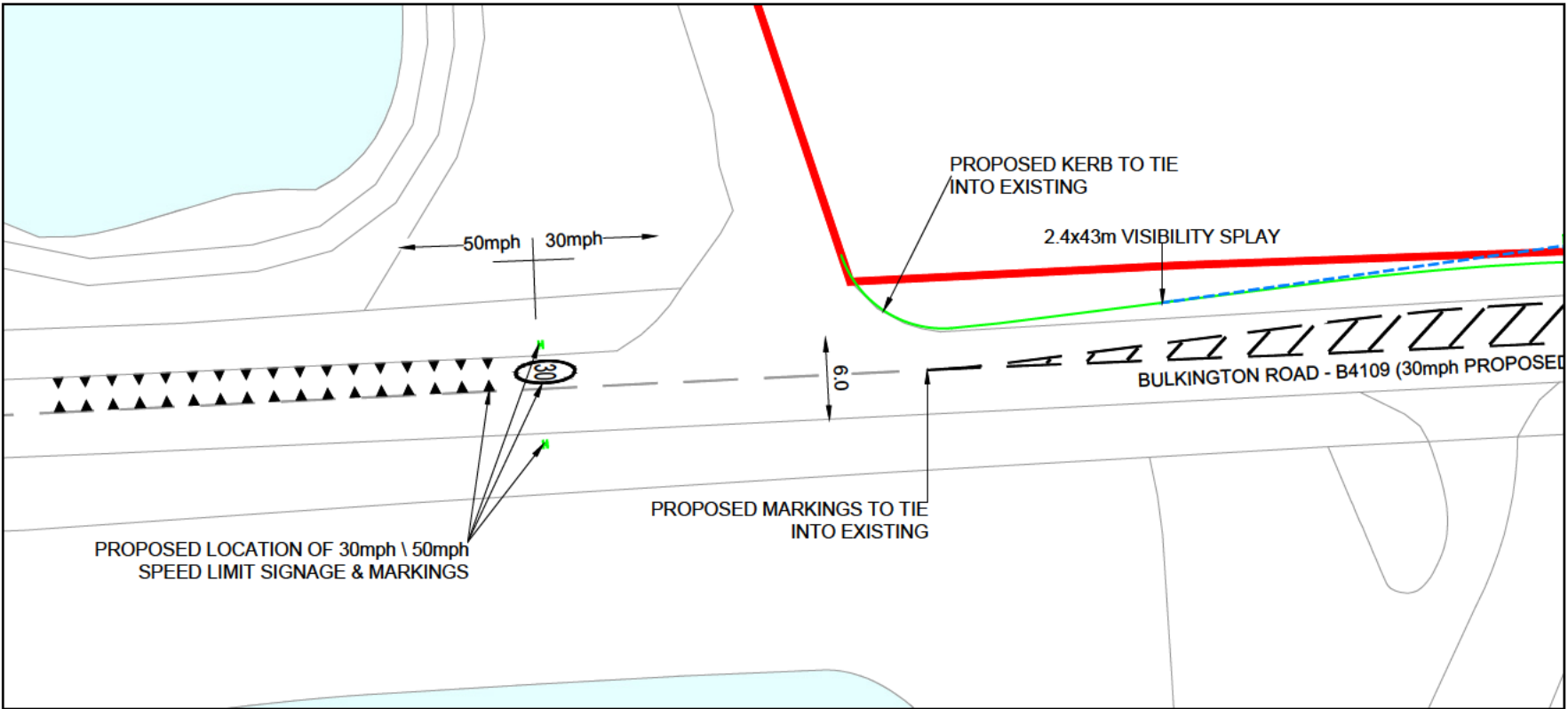
LOCAL AUTHORITY: WARWICKSHIRE COUNTY COUNCIL
TOTAL AREA OF SITE: 13.9 HECTARES (APPROX)



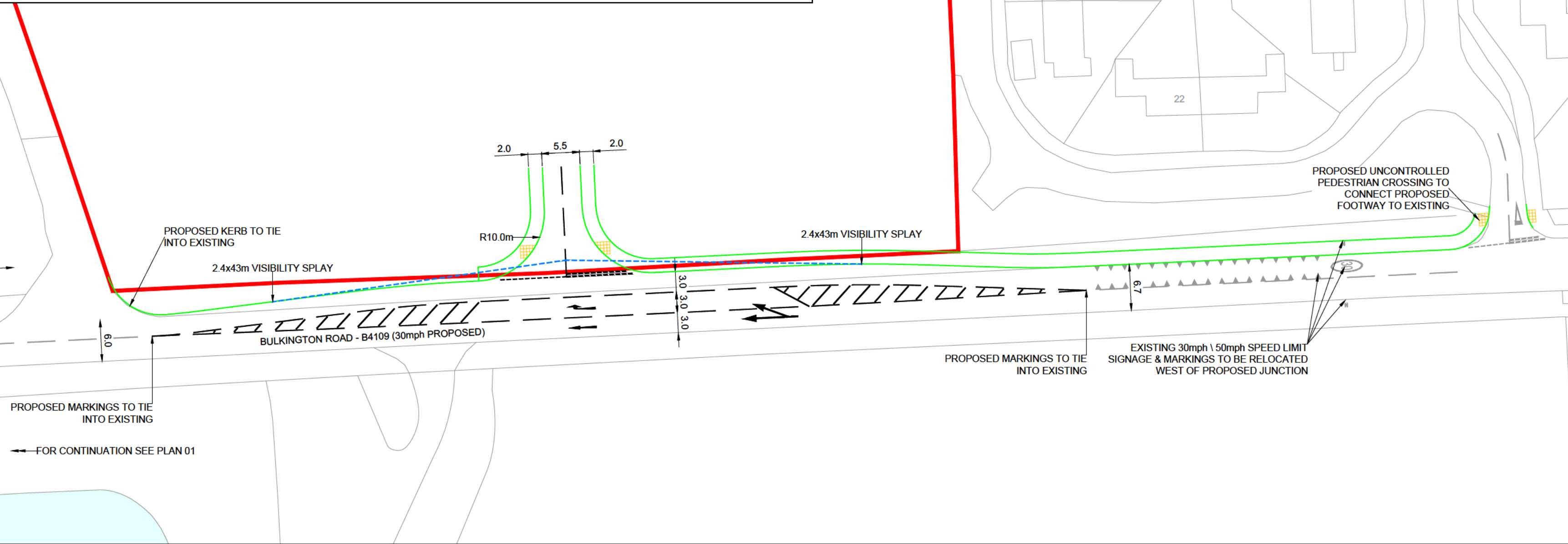
SITE LAYOUT (NTS)



Large Refuse Vehicle (3 axle)
Overall Length 9.860m
Overall Width 2.450m
Overall Body Height 3.814m
Min Body Ground Clearance 0.366m
Track Width 2.450m
Lock to lock time 4.00s
Kerb to Kerb Turning Radius 9.500m



PLAN 01 - CONTINUATION



REV	DETAILS	DRAWN	CHECKED	DATE
-----	---------	-------	---------	------

CLIENT:
PLACES FOR PEOPLE

PROJECT:
LAND NORTH OF BULKINGTON ROAD, WOLVEY

DRAWING TITLE:
PROPOSED SITE ACCESS (GHOST ISLAND RIGHT TURN)

SCALE:
1:500 @ A2

DRAWN: SL	CHECKED: TB	DATE: FEB 2025
-----------	-------------	----------------

Eddisons
340 Deansgate
Manchester
M3 4LY
Email: info@eddisons.co.uk
Tel: 0161 837 7380
Web: www.eddisons.com/services/transport-planning

DRAWING NUMBER: 4718-F01	REVISION: -
------------------------------------	-----------------------

Eddisons