

Representations to Rugby Proposed Submission Local Plan Consultation

In relation to:

Land North of B4109, Wolvey, Rugby (Site 309)

On behalf of Places for People

March 2026



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APPENDICES

APPENDIX 1: Development Statement

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[REDACTED]

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1 INTRODUCTION

- 1.1 Thank you for providing an opportunity to comment on the Rugby Borough Council (herein referred to as “RBC” or “the Council”) Regulation 19 Proposed Submission of the Local Plan (“Proposed Submission Plan”). Asteer Planning LLP (“Asteer”) act on behalf of Places for People (“PfP”) in relation to land to the north of the B4109 (Bulkington Road), which is proposed to be allocated for residential development of circa 150 dwellings under Strategic Policy S6, reference 309 (“the site”).
- 1.2 These representations provide PfP’s response to the Proposed Submission Plan and seek to inform the emerging Local Plan spatial strategy, strategic policies and land allocations, by reinforcing the potential of 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.
- 1.3 Places for People (“PfP”) is the UK’s leading social enterprise, operating through more than twenty specialist companies to deliver homes and services that support thriving communities, aligned with the Rugby Borough Council Local Plan’s priorities for climate action, biodiversity, sustainable transport, and quality placemaking. Its unique value proposition for strategic sites is clear: a commitment to delivering high quality housing, ability to leverage grant funding from Homes England to deliver about policy requirements for affordable housing, long-term stewardship, and a proven record of working collaboratively with the public sector as a trusted partner.
- 1.4 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. A Site Context Plan is included in Figure 1 below.

Figure 1: Site Context Plan



- 1.5 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 circa 150 high quality family and affordable homes, as demonstrated in the Development Statement enclosed within **Appendix 1**, to meet the critical housing needs of the Borough.
- 1.6 These representations build upon the following material that has been submitted to RBC by PfP, including:
- A response to the Rugby Local Plan Review Issues and Options Consultation submitted in January 2024; and
 - A response to the Rugby Local Plan Preferred Options Consultation submitted in May 2025.
- 1.7 The remainder of this submission provides comment on:
- **Soundness and Legal Compliance** – providing overarching comments on the soundness and legal compliance of the Proposed Submission Plan.

- **Strategic Policies and Allocations:** providing comments on the spatial strategy and strategic policies, including residential allocations and particularly the proposed allocation of this site (Site 309);
- **Non-Strategic and Detailed Policies:** providing comments on the relevant detailed policies;
- **Proposed Submission Plan Evidence Base:** comments on any relevant evidence base documents;
- **Site 309, Land to the North of the B4109:** a review of the suitability and deliverability of the site; and
- **Conclusions and Recommendations.**

1.8 PfP has instructed a dedicated design and technical team to support the promotion of the site; and the Development Statement included at **Appendix 1** demonstrates that the site is wholly available, suitable and achievable to deliver a residential-led development to meet the needs of the Borough over the next Plan Period.

1.9 PfP welcomes ongoing engagement with the Council as responses to the Regulation 19 Local Plan and as the Local Plan progresses to Examination. **Asteer and PfP would like to formally request to appear at and participate in the Local Plan Examination.**

2 LEGAL COMPLIANCE AND SOUNDNESS

Legal Compliance

- 2.1 PfP consider that the Proposed Submission Plan is legally compliant. We consider that the key stages of the plan making have been followed, full consultation in accordance with the Council's Statement of Community Involvement has been undertaken and the relevant requirements of the Planning & Compulsory Purchase Act ("PCPA") and the Town and Country Planning (Local Planning) (England) Regulations 2012 (as amended) have been met. We also consider that the Council has positively engaged with neighbouring authorities and discharged its legal Duty to Co-Operate.

Soundness

- 2.2 PfP consider that the Submission Plan is positively prepared, justified, effective and consistent with national policy, in accordance with National Planning Policy Framework ("NPPF") Paragraph 36. PfP does, however, make some minor comments that may support and improve the soundness of the Local Plan through Examination and Main Modifications.

3 STRATEGIC POLICIES AND ALLOCATIONS

- 3.1 This section provides PfP's comments on the Proposed Submission Plan spatial strategy and strategic policies including residential allocations, particularly the proposed allocation of the site.

Policy S1 – Settlement Hierarchy

- 3.2 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.
- 3.3 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

- 3.4 Policy S2 sets out that 10,812 new homes will be delivered within the plan period 2025-2042, or 636 new homes per year in accordance with the new Standard Method Local Housing Requirements set by the Government through the 2024 National Planning Policy Framework.
- 3.5 The proposed spatial strategy for delivering those additional homes represents a sound 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.
- 3.6 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 to enhance their sustainability.

3.7 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

3.8 The Local Plan Submission Plan sets out a need to allocate land for an additional 2,886 homes across the Borough until 2042. Policy S6 identifies the residential allocations that will contribute to delivering the new homes required over the plan period.

3.9 The site is proposed to be allocated for residential development, under Site ID 309 which is proposed for circa 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



3.10 Part B of Policy S6 sets out that the proposed allocations include a range of development principles that the sites must accord with. The proposed allocation of this site (309) includes six development requirements that are set out in Table 1 below, demonstrating how a proposed scheme on the site would be in full accordance with each.

Table 1: Schedule of Policy Requirements for Site 309

Submission Plan Policy Requirements	Compliance with Proposed Scheme
<p><i>Vehicular access from the B4109. Pedestrian and cycle access to Hall Lane</i></p>	<p>The Illustrative Masterplan, informed by the Transport and Connectivity Strategy prepared by Ridge and Partners LLP, proposes a primary vehicular access from the B4109 either in the form of a priority junction or a priority junction with a right-turn facility, as per this policy requirement. There is pedestrian and cycle access to Hall Lane via the existing Public Right of Way (PRoW) R11 which will be maintained and enhanced.</p>
<p><i>The existing Public Rights of Way (PRoW) must be maintained, and the design of the development must ensure 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.</i></p>	<p>The existing PRoW R11 will be maintained along its original alignment and be enhanced to ensure it is pleasant to use and routed within and alongside green and public open space, segregated from the road but being well overlooked. This will include ensuring that the PRoW is accessible to as many people as possible, including disabled and less mobile people. There is a potential opportunity to upgrade the PRoW to a bridleway which would permit cycling, making it more accessible to more people.</p>
<p><i>Contributions to improved public transport provision.</i></p>	<p>Places for People (PfP) are committed to providing contributions to improved public transport provision. Early work</p>

	<p>undertaken as part of the Transport and Connectivity Strategy has identified that this could contribute to improving bus stop facilities and improving bus services which pass through Wolvey such as increasing the frequency of bus services to support future and existing residents with travel. PfP will seek to work collaboratively with the Council and local transport operators to explore opportunities to enhance the sustainability and accessibility of the site.</p>
<p><i>Delivery of a landscape buffer on the site's northern boundary to soften views from the Anker Valley and be the focus for ecological enhancements alongside the Anker Meadows Local Green Space and River Anker Floodplain.</i></p>	<p>The Illustrative Masterplan includes a landscape buffer along the site's northern boundary in accordance with this policy requirement which will soften views towards the proposed development and provides a transition to the Anker Meadows Local Green Space and River Anker Floodplain. The northern boundary also includes the provision of SuDS, public open space and play space, and proposed pedestrian routes linking to the Anker Meadows. PfP will retain the management of public open space, ensuring high quality, well-maintained and enduring neighbourhoods over the long-term.</p>
<p><i>Retention of hedgerow on the B4109. Outward facing frontage in the south</i></p>	<p>The Illustrative Masterplan retains the hedgerow boundary along the B4109 as</p>

<p><i>western edge of the site to provide an attractive entrance to the village.</i></p>	<p>per this policy requirement. Behind the hedgerow boundary are proposed development parcels which can be outward facing as design work progresses to ensure an attractive entrance to the village.</p>
<p><i>Deliver a convenient walking route through the site between the B4019 and the public footpath R11 which crosses the site and then to Hall Lane.</i></p>	<p>The Illustrative Masterplan provides a proposed pedestrian route directly linking the B4019 to the PRow R11, ensuring the design of the site encourages walking and provides direct and convenient routes for future and existing residents of Wolvey.</p>

Additional Comments on the Policy Requirements for Site 309

- 3.11 The following comments suggest minor changes to Site 309, which seek to improve the flexibility and intent of the policy:
- 3.12 It is considered that the second development requirement could be made clearer in that it relates to the PRow within the site. PFP seek a tweak to the wording to improve the flexibility of this requirement as follows (amendments in red):

*The existing Public Rights of Way (PRow) **within the site boundary** must be maintained, and the design of the development must ensure 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 **or where a preferred solution can be delivered**. PRow should be accessible to as many people as possible, including those who are disabled or less mobile.*

- 3.13 PFP request a minor tweak to the fifth development requirement to make it clearer, as follows (amendments in red):

*Retention of hedgerow on the B4109 **except to allow for access**. Outward facing frontage in the south western edge of the site to provide an attractive entrance to the village.*

Summary

- 3.14 PfP fully 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, as set out in the Development Statement enclosed at **Appendix 1**, and will continue to inform the progression of these proposals.

4 NON-STRATEGIC AND DETAILED POLICIES

4.1 This section provides PfP's comments on the non-strategic and detailed policies included within the Proposed Submission Local Plan.

Policy CL1 – Net Zero Buildings

4.2 Policy CL1 sets out that new buildings comprising of one or more dwellings must be designed and built to be net zero carbon in operation.

4.3 PfP support the Council's ambition to reduce carbon emissions from new residential development and recognise the important role that planning can play in addressing climate change. However, it is considered that the current wording of CL1 could benefit from greater alignment with the national framework and the forthcoming Future Homes Standard. This approach goes beyond the framework established at national level through the forthcoming Future Homes Standard, which is intended to provide a consistent and comprehensive route to decarbonising new homes via Building Regulations.

4.4 PfP therefore suggest that Policy CL1 be modified to require development to meet or exceed the prevailing national standard for energy efficiency and carbon reduction (including the Future Homes Standard as it comes into force), rather than mandating net zero carbon in operation. This modification would maintain the Council's climate ambitions while ensuring clarity, consistency, and deliverability.

Policy CL3 – Water Supply, Quality and Efficiency

4.5 Policy CL3 requires new development to be located where there is an adequate water supply; not have an adverse impact on the quality of waterbodies; demonstrate that new dwellings are water efficient and achieve full credits for category Wat 01 of BREEAM, unless demonstrated impracticable.

4.6 PfP support the overall objectives of Policy CL3 however, consider that Part C of the policy is unnecessary, as it repeats requirements already secured through Building Regulations. PfP therefore suggest that Part C be amended to place reliance on Building Regulations to secure appropriate water efficiency standards for residential development.

Policy CL4 – Climate Adaptation

- 4.7 Policy CL4 requires all developments to be resilient to and adapt to the future impacts of climate change by: minimising overheating and reducing the demand for air conditioning systems, designing green space to optimise urban cooling and minimising the vulnerability of the development to flood risk.
- 4.8 PfP is supportive of this policy and identifies climate resilience as a key theme of their Environmental, Social and Governance (“ESG”) Strategy, specifically building long-term resilience into the communities they create by improving how to identify, manage and support communities from the impacts of climate change. The Development Statement contained at **Appendix 1** demonstrates how the development of an illustrative masterplan for the site has taken into consideration work undertaken regarding the flood risk and drainage strategy (by Ridge and Partners LLP) and aims to create a layout which manages this through the use and appropriate siting of Sustainable Urban Drainage Systems (SuDS), in accordance with this policy.

Policy EN1 – Biodiversity and Geodiversity Protection

- 4.9 Policy EN1 sets out that national policy and legislation will be applied with regards to biodiversity and development likely to result in harm to or the loss of a Local Wildlife Site or Local Nature Reserve will not be permitted unless the need or benefits outweigh the harm, the proposed development could not be reasonably located on an alternative site and that the harm is minimised, mitigated and compensated for. Lastly, it requires proposals to contribute towards the deliver of the Local Nature Recovery Strategy.
- 4.10 PfP confirm that the site can fully accord with this policy. The Development Statement contained at **Appendix 1** has been informed by a Preliminary Ecological Assessment (“PEA”) and a Biodiversity Net Gain (“BNG”) assessment which ensures that national policy and legislation is applied in accordance with this policy. The nearest Local Nature Reserve is 7.55km from the site and as such, the development of the site will not result in any harm to this. The proposals seek to result in a 10% gain of all habitat types across the site.

Policy EN2 – Landscape Protection

- 4.11 Policy EN2 requires that development shall avoid significant adverse impacts on landscape character and significant adverse visual impacts. It states that proposals should be designed to respect scenic quality and maintain a distinctive sense of place.
- 4.12 It is considered that the site can accommodate a proposed development that can respect the surrounding landscape character in accordance with this policy. As set out in more detail in the Development Statement (at **Appendix 1**), the illustrative masterplan includes new landscape buffers along the northern and western edges of the site to provide visual and physical screening. The provision of public open space is also focussed towards the River Anker Corridor, ensuring a sensitive transition between development and the surrounding landscape, making the most of the area's natural qualities.

Policy EN5 – Biodiversity Net Gain

- 4.13 Policy EN5 requires Biodiversity Net Gain ("BNG") to be delivered in accordance with the Environment Act 2021. PfP confirms that the site can deliver BNG of 10% on-site, as demonstrated in the Development Statement at **Appendix 1**.

Policy EN7 – Flood Risk

- 4.14 Policy EN7 gives effect to national policy and guidance on planning and flood risk. PfP confirms that the proposals on the site fully accord with this. The site is within Flood Zone 1, which has the lowest risk of flooding. PfP have appointed Ridge and Partners LLP to prepare flood risk and drainage advice to underpin the development of an illustrative masterplan, which is detailed within the Development Statement at **Appendix 1**.

Policy EN8 – Environmental Protection and Amenity

- 4.15 PfP confirm that the site can fully accord with the requirements of Policy EN8. In respect of Part A, there are no known constraints that would give rise to unacceptable impacts on human health, living conditions or the natural environment. The site comprises agricultural land in arable use and is not subject to any significant sources of contamination, instability or existing pollution. Any future planning application will be supported by proportionate technical assessments (including, where necessary, noise,

air quality, contamination, drainage and lighting assessments) to ensure that potential effects relating to air, water, noise, light, vibration or other environmental matters are appropriately assessed and mitigated.

- 4.16 In respect of Part B, the site represents a logical extension to the existing settlement and can be designed to safeguard the amenity of existing residents on Bulkington Road and Hall Lane. The site is of a sufficient size to deliver a high quality internal layout that provides adequate levels of daylight, sunlight, privacy and security and usable private and public amenity space for future residents, consistent with best practice design principles.
- 4.17 As set out in the Development Statement (at **Appendix 1**), there are no environmental or amenity constraints that would prevent the development of the Site for residential use. Through careful masterplanning and embedded mitigation, the Site can be brought forward in full accordance with Policy EN8.

Policy EN9 – Air Quality

- 4.18 Policy EN9 requires that the site achieve or exceeds air quality neutral standards and addresses any impacts of poor air quality. PfP confirm that the site can fully accord with this policy and a proportionate air quality assessment will be prepared as part of any planning application on the site.

Policy H1 – Housing Mix

- 4.19 This policy requires new developments to contribute to meeting the housing needs of the borough as identified within the Housing Needs Evidence.
- 4.20 PfP is supportive of this policy and committed to providing a housing mix on the site which meets the needs of the borough, utilising the table set out within the Policy in the first instance.

Policy H2 – Affordable Housing

- 4.21 Policy H2 sets out the requirements for affordable housing across new housing developments of ten or more homes to be 40% on sites released from the Green Belt through this plan or other Green Belt permissions.

- 4.22 PfP supports Policy H2 and confirms that the site can achieve a policy compliant level of affordable homes. Furthermore, with the ability to draw on Homes England grant funding, there is the potential to deliver affordable housing in excess of the policy requirement. 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.
- 4.23 However, PfP consider that the requirement under Part B for a tenure mix of 70% Social Rent and 30% Shared Ownership is overly rigid and would benefit from greater flexibility. Whilst it is acknowledged that the proposed split may reflect evidence of need at a borough-wide level, housing markets and demand profiles can vary significantly between settlements and site locations. In this instance, characteristics of the area suggest that there is likely to be stronger demand for shared ownership homes. A more flexible approach would therefore better respond to local circumstances and improve deliverability.
- 4.24 Therefore, PfP respectfully request that the policy be modified to allow for a more flexible tenure split, informed by site-specific evidence, viability considerations, and engagement with Registered Providers. This could be achieved by expressing the 70/30 split as a starting point or guideline, rather than a fixed requirement, and by allowing alternative tenure mixes where justified. As a Registered Provider with access to Homes England funding, PfP is uniquely positioned to deliver significant levels of affordable housing on the site, supporting the Local Plan's objective of increasing affordable housing delivery across the Borough.

Policy H7 – Housing Standards

- 4.25 Policy H7 requires all new dwellings to meet Nationally Described Space Standards and the requirements for Category 2 accessible and adaptable dwellings as set out in Part M4(2) of Schedule 1 to the Building Regulations. The site would have to include 3.5% of all dwellings to meet the requirements for Category 3 wheelchair user dwellings set out in Part M4(3) of Schedule 1 to the Building Regulations. This also prescribes minimum garden sizes. PfP confirms that a development on the site can fully accord with these requirements.

Policy W2 – Open Space and Sports Provision

4.26 Policy W2 sets out the open space standards for residential developments. The illustrative masterplan included within the Development Statement (at **Appendix 1**) demonstrates that the site can accommodate the required levels of open space which includes a provision of 1.97 ha of open space (not including SuDS), compared to the policy requirement of 1.92 ha for this site. Therefore, PfP confirms that they can fully accord with Policy W2.

Policy D1 – Well-Designed Places

4.27 PfP confirm that the proposed allocation of the site for residential development can fully accord with the requirements of Policy D1. As set out in the Development Statement (**Appendix 1**), the Site offers a clear opportunity to deliver a high-quality, landscape-led extension to Wolvey that responds positively to its context and establishes a strong, defensible settlement edge.

4.28 In respect of criterion (i), development will respond appropriately to the character of Wolvey, reflecting its prevailing built form, grain and scale. Criteria (ii) and (iii) will be addressed through the creation of strong pedestrian and cycle connections into the existing settlement, ensuring integration rather than isolation. The Site's scale allows for a permeable and legible layout, with connected streets and high-quality public open space that prioritise walkability and natural surveillance. Opportunities also exist to enhance green infrastructure connections towards Anker Meadows and the wider countryside. In accordance with criterion (iv), existing natural assets – including mature trees, hedgerows and boundary vegetation – will be retained and incorporated into the masterplan wherever possible. These features will form part of a multifunctional green infrastructure network, strengthening biodiversity and reinforcing local character. The development will deliver visually attractive buildings and spaces (criterion v), with active frontages and a clear hierarchy of streets (criterion vi), ensuring appropriate enclosure and strong relationships between buildings and the public realm. Parking, cycle storage, servicing and utilities (criterion vii) will be sensitively integrated into the layout to avoid dominance of the street scene, in line with best practice placemaking principles.

- 4.29 The Site enables an efficient use of land (criterion viii) in a sustainable village location, supporting compact growth while embedding energy efficiency and water management measures within the design and construction of new homes. The proposed development will also create robust and adaptable buildings and spaces (criterion ix), designed with longevity and future maintenance in mind, particularly given PfP's long-term stewardship role as a Registered Provider. Finally, criterion (x) will be satisfied through a comprehensive masterplanning and design process, supported by technical evidence and stakeholder engagement, to ensure that high design quality is embedded from allocation through to detailed design and delivery.
- 4.30 Overall, the Site provides an excellent opportunity to deliver a well-designed, policy-compliant residential development that reinforces local character, enhances green infrastructure and creates a connected, attractive and sustainable extension to Wolvey, fully consistent with the objectives of Policy D1.

Policy D3 – Landscaping

- 4.31 The site can be delivered in full accordance with Policy D3 through a landscape-led masterplanning approach, as set out in the Development Statement (**Appendix 1**). Existing mature trees, hedgerows and boundary vegetation will be retained and integrated as key structuring elements of the layout, alongside new areas of public open space and green corridors.
- 4.32 Landscaping will respond surrounding context, using native and locally appropriate planting to reinforce landscape character and deliver biodiversity net gain. Opportunities exist to strengthen green connections towards Anker Meadows and the wider countryside, helping to reconnect habitats and enhance ecological value.
- 4.33 Street trees and soft landscaping will be embedded within the street design, and development edges adjoining open countryside will be outward-facing and landscape-rich to ensure a sensitive transition. Long-term management and maintenance of landscaped areas will be secured, ensuring enduring quality and compliance with Policy D3.

Policy D5 – Sustainable Drainage

- 4.34 The site can be delivered in full accordance with Policy D5 through the incorporation of a comprehensive Sustainable Drainage System (SuDS), as outlined in the Development Statement (**Appendix 1**).

Policy I1 – Transport

- 4.35 The site can be delivered in full accordance with Policy T1. The proposals will provide safe and suitable access from the B4109 and will be supported by appropriate transport assessment work to ensure that any impacts on the local highway network are fully mitigated. A permeable and well-connected street layout will be delivered, prioritising pedestrians and cyclists and providing direct, safe and convenient links to the existing settlement.

Policy I2 – Parking

- 4.36 Policy I2 sets out parking standards for new development. PfP confirm that they can accord with this policy as part of any planning applications on the site.

Policy I3 – Communications Infrastructure

- 4.37 This policy requires major residential developments to include full fibre broadband connections unless this is demonstrated not to be possible. PfP confirm that they will seek to provide full fibre broadband as part of the proposed development in accordance with this policy.

Policy I4 – Infrastructure and Planning Obligations

- 4.38 The requirements of Policy I4 are acknowledged and will be fully accorded with.
- 4.39 The proposed development will be supported by the necessary infrastructure and mitigation measures to ensure that no unacceptable impacts arise. Where upgrades or contributions are required, these can be secured through appropriate planning obligations, with clear mechanisms in place to ensure timely delivery.

5 PROPOSED SUBMISSION PLAN EVIDENCE BASE

5.1 This section sets out PfP's comments on the relevant evidence base documents.

Housing

Updated Housing Needs Evidence for Rugby Borough (September 2025)

5.2 The Council's evidence identifies a substantial annual requirement for 474 affordable homes, which is notably high when considered against the overall housing need of 636 dwellings per annum derived from the Standard Method. This demonstrates that affordable housing delivery must be a central component of the Local Plan strategy.

5.3 Importantly, the evidence highlights a clear and pressing need for rented affordable homes, which account for 71% of the total identified requirement. This strong weighting towards rented provision underlines the urgency of delivering schemes capable of providing significant levels of policy-compliant – and potentially policy-exceeding – affordable housing, particularly in the rented tenure.

Housing and Economic Land Availability Assessment ("HELAA")

5.4 The HELAA (March, 2025) provides a technical assessment of the sites considered available to meet the need for housing and employment land by RBC.

5.5 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



- 5.6 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.

- 5.7 The HELAA assessed Site 309 to be available, achievable and potentially suitable for residential development of circa 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

- 5.8 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.

5.9 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.

5.10 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

Landscape Character Assessment

- 5.11 RBC commissioned Lepus Consulting to undertake a Landscape Character Assessment (“LCA”) (January 2025) to support the preparation of the emerging Rugby Local Plan.
- 5.12 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

Sustainability Appraisal

- 5.13 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.
- 5.14 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.
- 5.15 **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)”.**
- 5.16 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.

Green Belt

Green Belt Contribution Study (October 2025)

5.17 The Green Belt Contribution Study identifies the site as Grey Belt land which is strongly supported by PfP. The study assesses the site against each of the Green Belt purposes as:

- Purpose A – weak / no contribution;
- Purpose B – weak / no contribution;
- Purpose C – strong contribution;
- Purpose D – weak / no contribution;
- Purpose E – Equal (same for all sites).

5.18 The study confirms that the site has a limited contribution to all of the purposes aside from Purpose C, for which the study confirms that the majority of Green Belt land within the borough performs strongly against this purpose. Crucially, when the purposes are considered taken together, the Study concludes that there is scope for the expansion of smaller settlements within this area without fundamentally undermining the overall function of the Green Belt. This aligns directly with paragraph 155a of the NPPF, which requires consideration of whether release would fundamentally undermine the purposes of the remaining Green Belt across the plan area.

6 SITE 309 (LAND TO THE NORTH OF B4109, WOLVEY)

- 6.1 This section provides an overarching summary of the site as a suitable, sustainable and deliverable option for growth at Wolvey. The Development Statement contained at **Appendix 1** sets out in more detail the merits of the site as a logical, appropriate extension to Wolvey which can be brought forward promptly to meet identified housing needs, while delivering clear economic, social and environmental benefits to the Borough.

Site Overview

- 6.2 The site comprises approximately 7.1 hectares of agricultural land located to the north west of Wolvey within the Rugby Borough Council administrative area. It is currently in arable use and is physically well contained by strong, defensible boundaries: the B4109 to the south, the existing built form of Wolvey to the east, a mature tree belt and the River Anker corridor within Anker Meadows to the north, and Makins Fishery to the west. These features create a clear sense of enclosure, limit wider landscape and Green Belt openness impacts, and provide a logical and defensible long-term settlement edge.
- 6.3 The site represents a natural and sustainable extension to Wolvey. It adjoins the existing settlement and offers convenient access to local services and facilities, thereby supporting the vitality and viability of the village in accordance with the Council's spatial strategy. The Council's own evidence base, including the Interim Sustainability Appraisal, identifies the Site as the most suitable option for growth in Wolvey, noting its limited constraints and strong containment in landscape and Green Belt terms. The RBC Green Belt Contribution Study also identifies the site as Grey Belt, given its limited contribution to the purposes of the Green Belt and its containment by permanent physical features.

Deliverability

- 6.4 The site is wholly deliverable, being available, suitable and achievable in accordance with the NPPF. PfP controls the entirety of the land and is fully committed to bringing it forward immediately upon allocation, or sooner should housing needs require. As a Registered Provider and the UK's leading social enterprise developer, PfP has a strong track record of delivering high-quality, mixed-tenure communities, including substantial affordable housing provision, and retaining a long-term management role.

- 6.5 The site is free from insurmountable technical or environmental constraints, benefits from the ability to achieve vehicular access from the B4109, and has been subject to proportionate technical and viability review. PfP confirms that the development is economically viable and capable of delivery within the early phases of the Plan period. Further detail on technical considerations, the overarching vision and illustrative masterplan for the site is provided within the Development Statement at **Appendix 1**.

Key Benefits

- 6.6 The site can deliver a range of substantial economic, social and environmental benefits for Wolvey and the wider Borough, as set out in **Appendix 1**. The delivery circa 150 dwellings, including policy-compliant affordable housing (and potentially exceeding the policy requirement with the ability to draw on Homes England grant funding) will directly address the need for housing and affordability pressures. As PfP will retain and manage the affordable homes, this ensures long-term stewardship and genuine mixed and balanced communities.
- 6.7 Development will also generate construction investment and jobs alongside long-term expenditure from new residents supporting local services, schools and facilities. It will increase Council Tax revenues and New Homes Bonus receipts, and support the continued vitality of Wolvey. Socially, it will broaden housing choice, support demographic balance and secure new accessible open space for existing and future residents. Environmentally, it will transform agricultural land into a well-designed residential neighbourhood embedded within green infrastructure and aligned with energy efficiency and net zero ready design principles.

7 CONCLUSIONS AND RECOMMENDATIONS

- 7.1 In summary, **PfP fully support the principle of allocating Land to the North of the B4109 under Policy S6, Site 309, for residential development.** PfP consider that the Submission Plan is legally compliant and sound.
- 7.2 The proposed allocation of Site 309 represents a sound and justified component of the Local Plan's housing strategy and will make an important contribution towards meeting housing and affordable housing needs in the Borough.
- 7.3 PfP have full control over the site and are committed to demonstrating its deliverability and suitability through the Local Plan process, as set out within the Development Statement enclosed at **Appendix 1**.
- 7.4 PfP would welcome ongoing engagement as the Local Plan is progressed to Examination and would be happy to discuss any feedback in relation to these representations and the attached Development Statement.
- 7.5 PfP would like to reserve the right to appear at the Local Plan Examination Hearing Sessions and would be grateful of confirmation of this once the Inspector(s) and Programme Officer(s) are selected.

APPENDIX 1 – DEVELOPMENT STATEMENT



DEVELOPMENT STATEMENT

MARCH 2026

Land North of B4109, Wolvey (Site 309)

The team

Applicant (Developer)



Masterplanning and Landscape



Planning



Arboriculture and Ecology



Drainage, Highways and Transportation

RIDGE

Randall Thorp Document Control

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01 Introduction

1 INTRODUCTION

This Development Statement has been prepared by Places for People (“PFP”) to demonstrate the availability, suitability and deliverability of land to the north of the B4109 (Bulkington Road), Wolvey (“the site”).

The site is proposed to be allocated for a residential development of ‘circa’ 150 dwellings within the Rugby Borough Council’s (“RBC”) Proposed Submission Version Local Plan 2025-2042 (“the Submission Plan”). It is identified as Site 309 (Land North of B4109) and presents a logical and appropriate extension to Wolvey that will deliver much needed market and affordable homes, supported by new green infrastructure, open space and a significant enhancement in biodiversity.

The site is under the full control of PFP, one of the UK’s largest registered housing providers, and does not have any technical or physical constraints that would prevent it from being brought forward for development early in the next Plan Period, to meet Rugby’s housing needs.

The Development Statement

This Development Statement has been prepared by PFP to demonstrate the suitability and deliverability of the site for residential development. The site represents a logical and natural extension to Wolvey, on grey belt land that has the ability to provide a clear and defensible northern boundary to the settlement. It is in a sustainable location with access to a range of existing services and facilities within Wolvey, that provides an opportunity to deliver ‘circa’ 150 high quality family and affordable homes (with the ability to draw on Homes England grant funding, it can deliver affordable housing provision above policy requirements) to meet the critical housing needs of RBC. The site can deliver development that meets the highest standards of sustainable design, delivers new local amenity for the existing Wolvey community and offers an opportunity to deliver a significant

enhancement in biodiversity and accessible community green space on additional land in the Green Belt that lies to the north of the site, and which is under the control of PFP.

The Development Statement should be read alongside PFP’s representations (submitted alongside this document), prepared by Asteer Planning. These representations provide detailed comment on the Submission Plan policies and fully support the deliverability of the allocation of Site 309 in line with the emerging Local Plan policies.

WOLVEY, RUGBY

Looking south across the site towards Hall Lane





01 Introduction



Places for People (PfP)

Places for People will be the delivery partner for the proposed development at Bulkington Road, Wolvey, drawing on over 50 years of experience as one of the UK's leading Social Enterprises, Registered Housing Providers of affordable housing and developers of private and affordable housing, assisted retirement living, care homes, student accommodation and build to rent tenures. Building over 2,500 homes each year across both open-market and affordable tenures, and managing a national portfolio of more than 250,000 homes. Places for People has the scale, expertise, and integrated structure to deliver a high-quality thriving extension to the community at Wolvey.

The Places for People approach translates our purpose, as a social enterprise, into practice. It ensures that design excellence, sustainability and social value are embedded in every stage of a project's life – from planning, construction and to long term management.

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 masterplanning, community engagement and integrated design, PfP prioritise walkable neighbourhoods, with access to green spaces, local facilities, and social infrastructure that supports long-term wellbeing. The 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 delivery and long-term management of 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, with PfP retaining a vested interest in the legacy of the development.



Content

This Development Statement has been prepared by a professional design and technical team to demonstrate that the site is wholly deliverable and entirely suitable for a residential development. In summary, this document includes:

- **Site Context** – a summary of the site in context, including its wider strategic positioning and a description of the site, surroundings and accessibility.
- **Policy Context** – a review of the planning policy context in the adopted and emerging Local Plan along with the national planning policy context.
- **Technical and Environmental Considerations** – analysis of the key technical and environmental considerations that will influence the development of the site and which have informed the preparation of an Illustrative Masterplan.
- **Vision and Illustrative Masterplan** – providing the overarching vision and key guiding principles which underpin an Illustrative Masterplan for the site.
- **Deliverability** – setting out the deliverability of the site in the context of the NPPF, including its availability, suitability and achievability.
- **Benefits** – articulating the key benefits that the site would deliver, in terms of economic, social and environmental benefits.



02 Site context

2 SITE CONTEXT

The site comprises approximately 7.1 hectares (“ha”) of agricultural land located to the north west of Wolvey, which is in single ownership and under the control of Pfp. The site forms a natural and logical extension to the north western edge of Wolvey, between the existing residential area and the River Anker Valley, with the ability to provide a defensible northern and western boundary to the settlement.

Figure 01 : Site Location



02 Site context

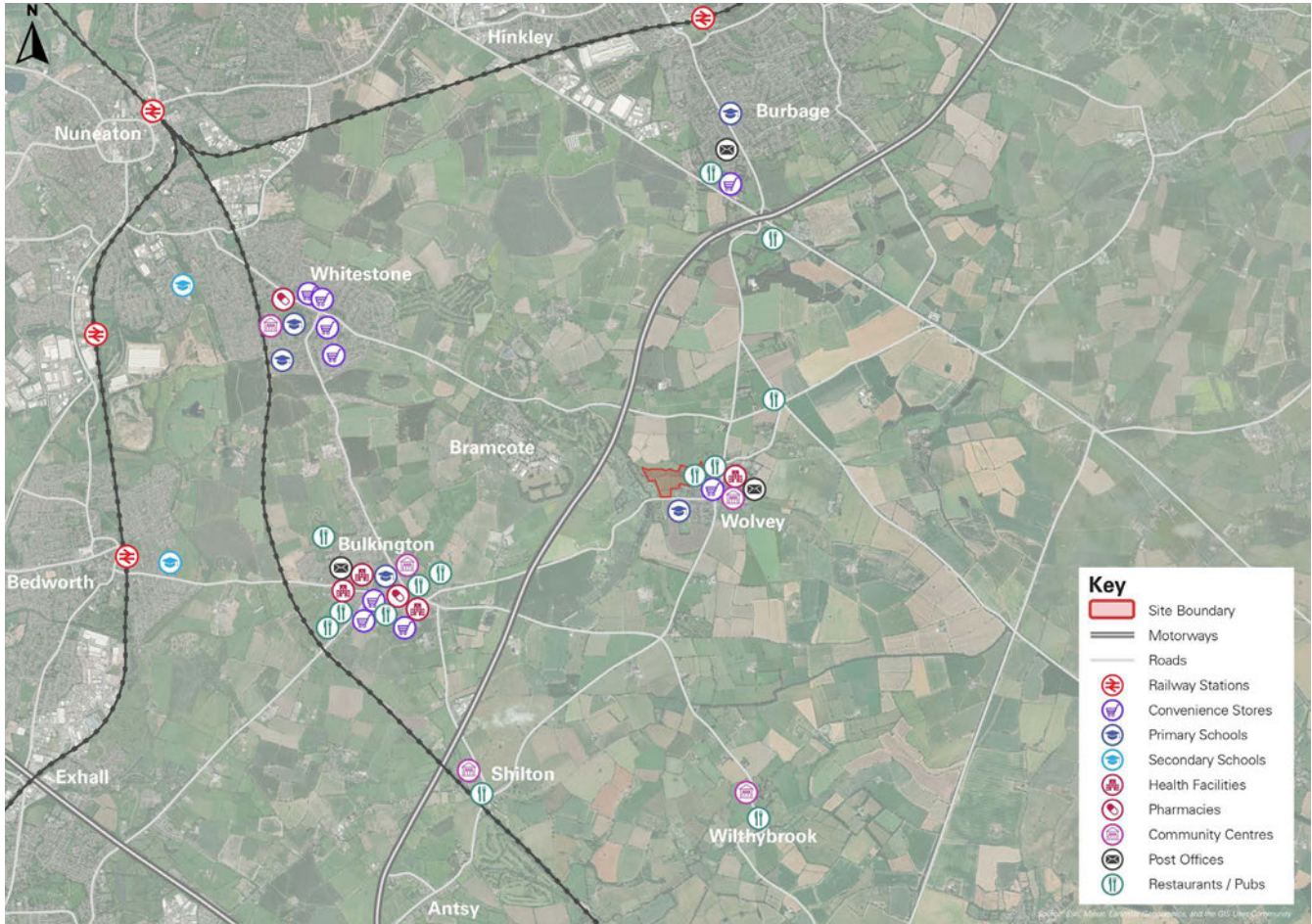
Strategic Context

Rugby forms part of the major functional economic geography encompassing the Coventry and Warwickshire Local Enterprise Partnership, the 'Golden Triangle' Logistics and Employment Region, and the West Midlands Combined Authority. This wider geography represents an area of significant economic growth potential, underpinned by strong transport connectivity, a diverse employment base and continued inward investment. It is therefore essential that Rugby's spatial strategy and Local Plan are considered within this broader regional context, recognising the established relationship between economic growth and the delivery of high-quality, well-located housing capable of supporting a generational step change in the regional economy.

Against this backdrop, Wolvey occupies a strategically important position within the northern part of the Borough. The settlement is well placed to support the economic growth of key employment centres across the region, including Rugby, Coventry, Hinckley and Nuneaton, as well as the wider West Midlands Conurbation, reinforcing its role as a sustainable settlement capable of accommodating growth while supporting the Borough's wider economic objectives.

Wolvey's strategic role is reinforced by its excellent accessibility to the strategic highway network. The settlement lies in close proximity to junction 1 of the M69, providing direct connections to the M6, M1 and the national motorway network, as well as access to the strategic A5 corridor. These connections place Wolvey within the heart of the Midlands' logistics and employment geography, enabling efficient movement to regional and national destinations while maintaining the settlement's distinct rural character.

Figure 03 : Strategic Location

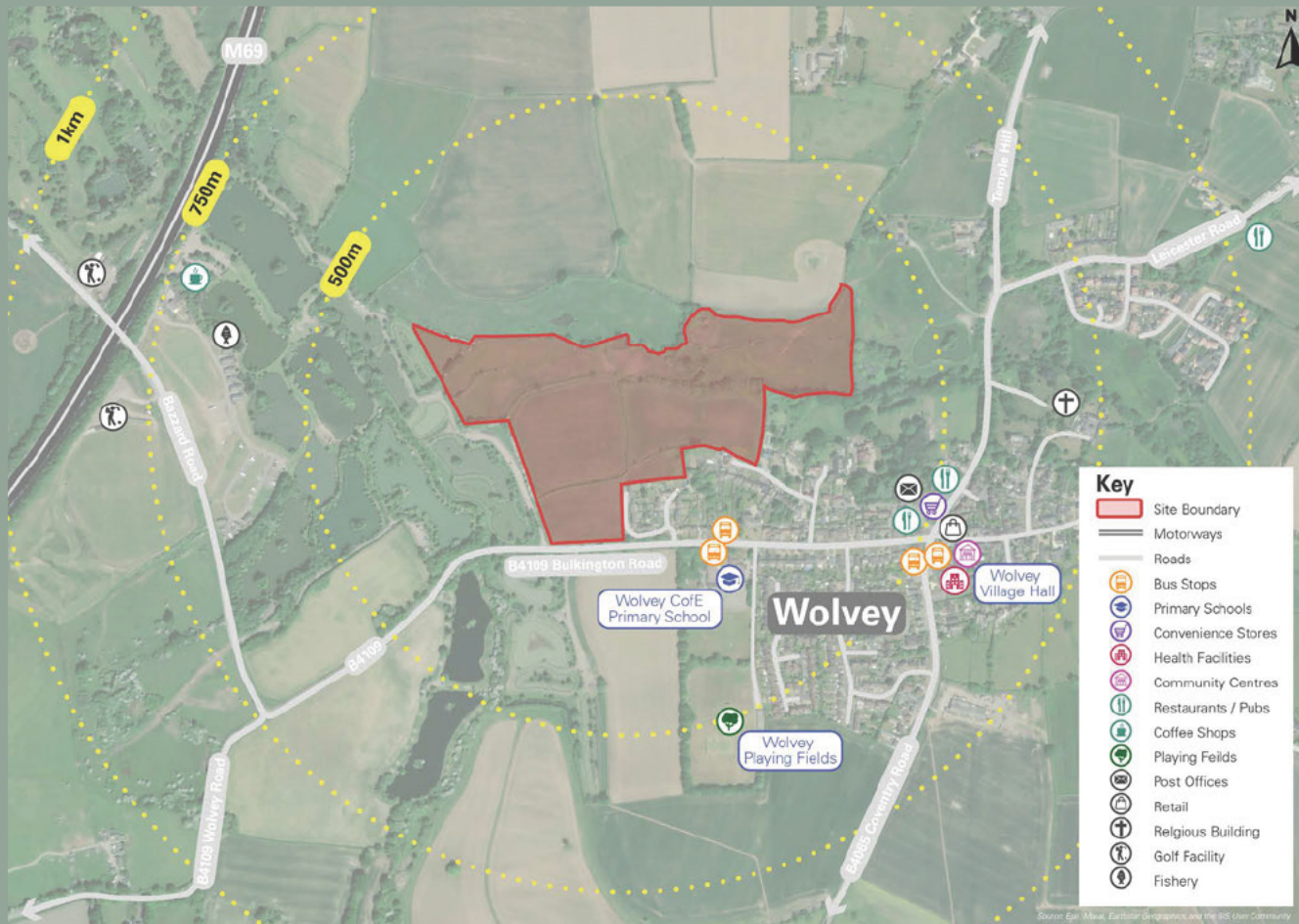


In addition, Wolvey benefits from established public transport connections, with bus services providing links to nearby urban centres including Nuneaton and Coventry. Rail connectivity is available from nearby stations at Rugby, Nuneaton and Hinkley, offering frequent and direct services to Birmingham and London via the West Coast Main Line. Planned and emerging investment in rail

infrastructure within the Borough will further enhance accessibility, supporting sustainable travel choices and strengthening Wolvey's role as a connected settlement at the northern edge of the Rugby Borough.

WOLVEY, RUGBY

Figure 04 : Local Facilities



Sustainability

Local Services and Facilities

The site is located within close proximity to a range of local facilities and amenities located within the village of Wolvey. Wolvey Village Centre is located approximately 700m from the site and can be accessed from the site within a 5-8 minute walk. Wolvey Village Centre includes a shop, post office, restaurants/public houses, doctors surgery, a community centre, and Wolvey bowling club.

Wolvey CofE Primary School, is located approximately 250m from the site, equating to an approximately 3-minute walk. The closest secondary schools to the site are located in Bedworth, to the west of the site, or on the periphery of Nuneaton, to the northwest of the site, which can also be accessed by bus services that serve Wolvey.

The Local Facilities Plan demonstrates that the majority of facilities are accessed by cycle and bus facilities, enabling future residents with the opportunity to travel sustainably to access day-to-day amenities. An increase in residents will also serve to enhance the sustainability and longevity of local services within the Village Centre.



02 Site context

Accessibility

Walking

There are existing footways provided along the B4109 on both sides of the road between Bulkington Road and Wolvey Village Centre. Whilst there is not currently any footway provision along the B4109 Bulkington Road, the proposed development scheme can provide a footway along the northern edge of the road, enabling improved pedestrian access into Wolvey along Bulkington Road. There is also an opportunity to explore the potential to deliver a new pedestrian crossing across the B4109 Bulkington Road, which will provide safe and enhanced pedestrian access to existing bus stops on the B4109 and the Wolvey CofE Primary School.

Public Right of Way ("PRoW") R11 is registered as a 'Public Footpath' and passes diagonally from southeast to northwest across the site. The PRoW provides a connection between Hall Lane to the south east and Bazzard Road to the north west.

ProW R11 allows future residents, and existing Wolvey residents, to access the countryside and the facilities located to the northwest of the site, including a golf course, fishery and café, which can be accessed within approximately 15 minutes' walk along the PRoW from the site.

There is an opportunity for the development of the site to improve the quality of PRoW R11 beyond the site boundary, within the wider land under the same ownership, with an opportunity to explore the potential to upgrade from a footpath to a bridleway to permit cycling accessibility.

Figure 05 : Walking Isochrone

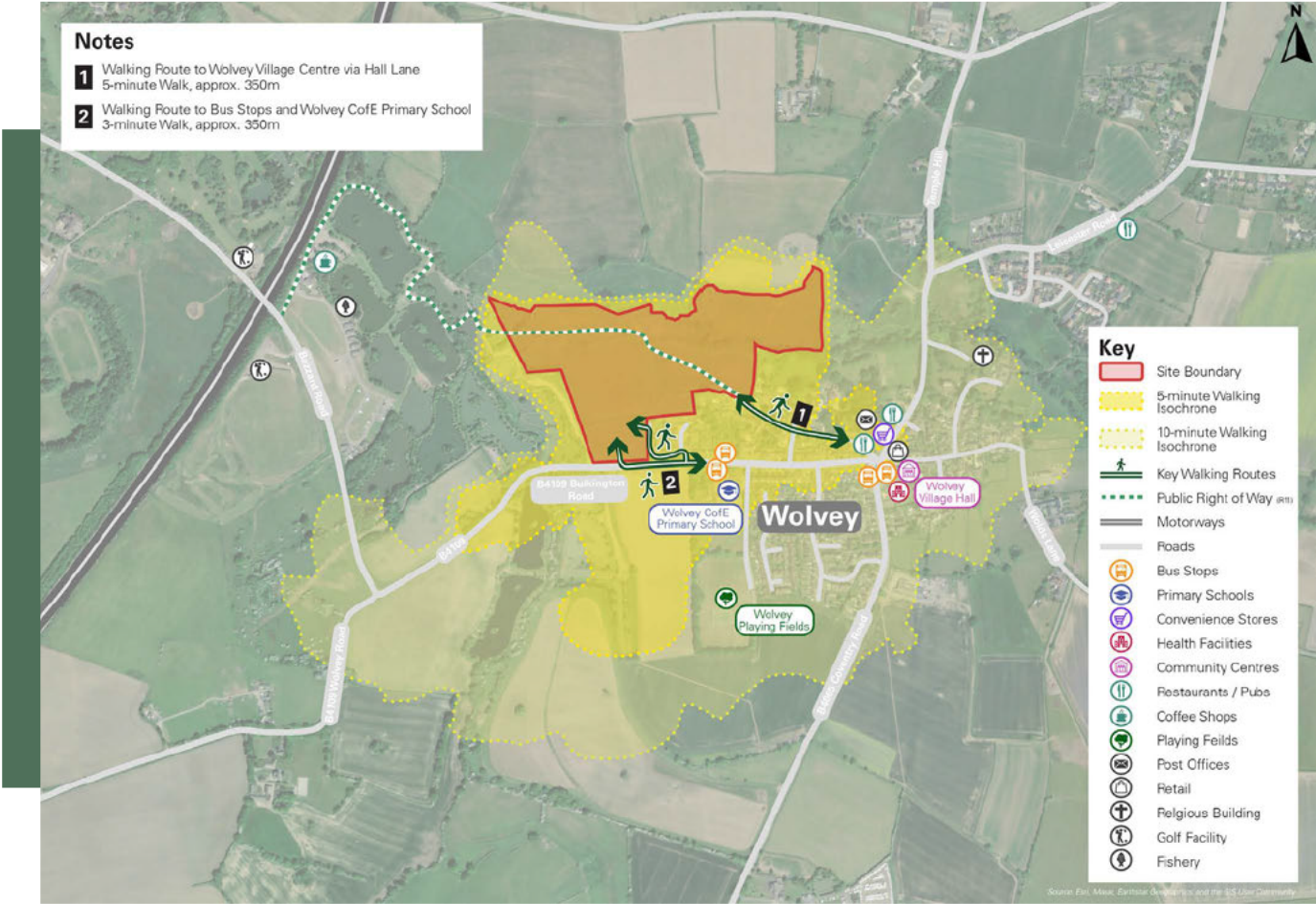
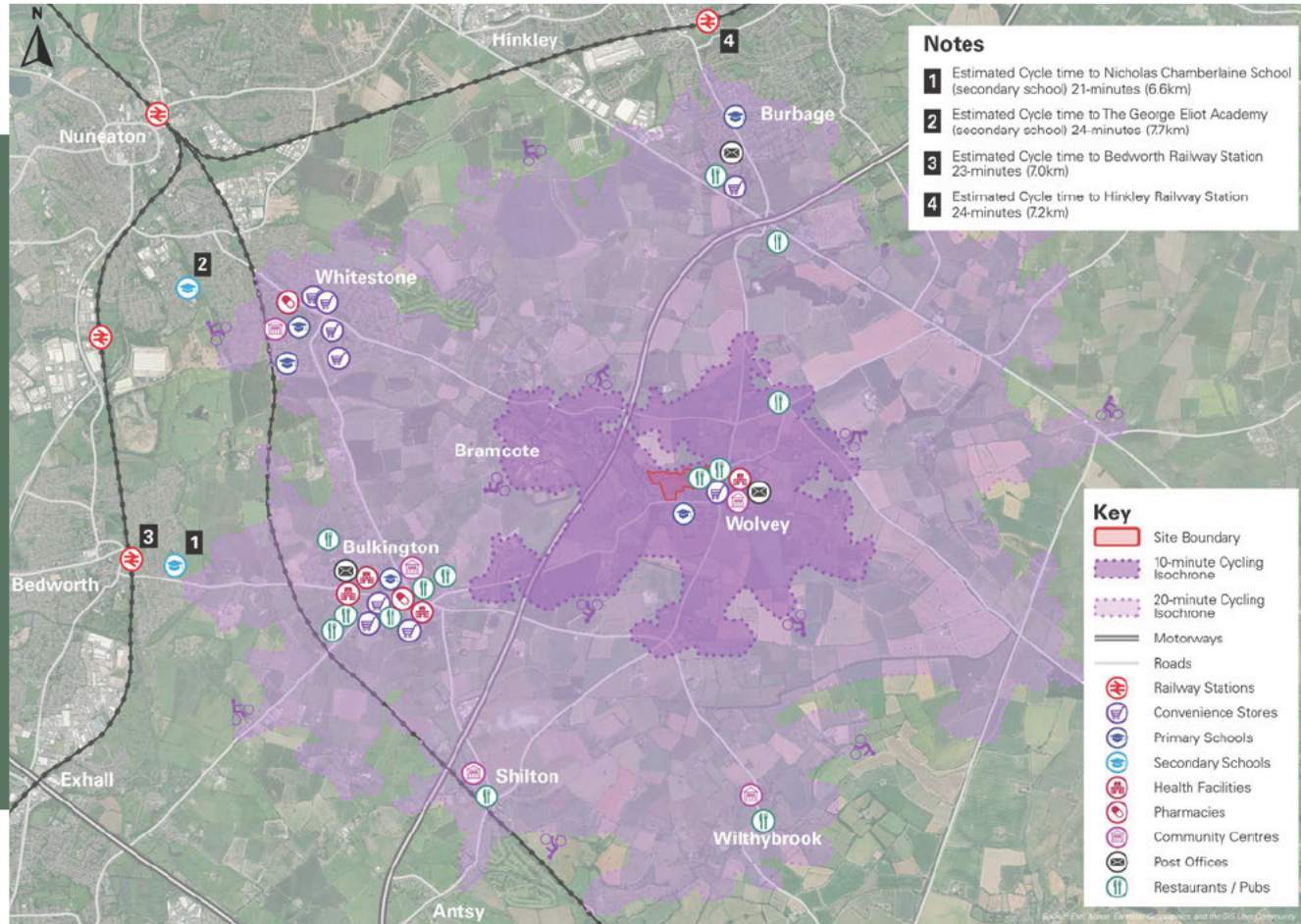


Figure 06 : Cycling Isochrone



Cycling

A wider range of local facilities can be accessed within a 10-minute or 20-minute cycle from the site. Within a 20-minute cycle, future residents can access facilities within Wolvey as well a variety of additional facilities within neighbouring settlements such as Bulkington, Whitestone, Burbage, Shilton and Witherbybrook. Facilities include food stores, primary schools, health facilities, pharmacies, community centres, post offices, restaurants and public houses and more.

The closest secondary schools and railway stations are within a 25 minute journey of the site and are considered to be within a reasonable cycling distance of the site and could accessed by future residents.

Additional facilities and employment areas are located within the larger neighbouring towns of Budworth, Nuneaton and Hinkley; these towns can be accessed by cycling in the following estimated times:

- Bedworth: 23-minute cycle, 7.4km
- Nuneaton: 31-minute cycle, 8.9km
- Hinkley: 27-minute cycle, 7.9km

02

Site context



Bus stop on B4109 Bulkington Road

Bus Infrastructure and Services

The site is located approximately 200m from two bus stops on Bulkington Road, which are located directly outside the Wolvey CofE Primary School. The bus stops on the B4109 Bulkington Road are served by the 220 bus service, which operates between Nuneaton, Whitestone, Bramcote, Wolvey and Hinckley. The 220 service is operated by Flexibus and runs on Wednesdays between Nuneaton and Hinckley.

Further bus stops are located within Wolvey Village Centre on Coventry Road, approximately 6 minutes' walk (550m) which is served by the 74A, 74B, 74C, 213 and 241 bus services. A summary of the routes and frequencies of these services is provided below:

- 74 – Stagecoach: Nuneaton to Barnacle via Whitestone, Bulkington and Wolvey. This service operates once a day on weekdays and Saturdays.
- 74A – Stagecoach: Nuneaton to Antsy via Attleborough, Whitestone, Bulkington, and Wolvey. This service operates three times a day on weekdays and twice a day on Saturdays.
- 74B – Stagecoach: Nuneaton to Coventry via Bulkington, Wolvey, Antsy and Walsgrave on Sowe. This service operates four times a day on weekdays and Saturdays.

- 74C – Stagecoach: Nuneaton to Coventry via Whitestone, Bulkington, Wolvey, Antsy and Walsgrave on Sowe. This service operates five times a day on weekdays and Saturdays.
- 210 – Flexibus: Hinckley to Rugby via Wolvey. This operates along this route once per day.
- 213 – Flexibus: Rugby to Bedworth via Pailton, Wolvey. This service operates once per week on Tuesday.
- 241 – Flexibus: Rugby to Nuneaton via Harborough Magna, Pailton and Wolvey. This service operates once per week on Wednesdays.

There are also a number of additional bus services available from the bus stops on Coventry Road, which provide services to secondary schools in the surrounding area, including:

- 713 – Row Coaches: to 'Nicholas Chamberlaine School' in Bedworth. Approximately 30-minute journey from Wolvey.
- 779 – Sapphire: to 'Hastings High School' and 'John Cleveland College' in Hinkley. Approximately 15-minute to 25-minute journey from Wolvey.

Rail Services

The closest railway stations to the site are Bedworth Railway Station and Hinckley Railway Station. Bedworth Railway Station is on the Coventry–Nuneaton line and is operated by West Midlands Trains. The station is located 7km to the west of the site and can be accessed by bus (45 minutes) or cycle. Train services from Bedworth Railway Station serve destinations including Coventry and Nuneaton.

Hinckley Railway Station lies on the CrossCountry Birmingham to Peterborough line and is operated by East Midlands Railway. The station is located 7.2km to the west of the site and can be accessed by bus (30 minutes) or cycle. Train services from Hinckley serve destinations including Leicester and Birmingham New Street.



Road sign to Bedworth

03 Planning policy context

3 POLICY CONTEXT

The emerging Local Plan for Rugby provides a significant 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 development that will support its economic and social growth over the next 25 years.

Figure 07 : Proposed Submission Policies Map

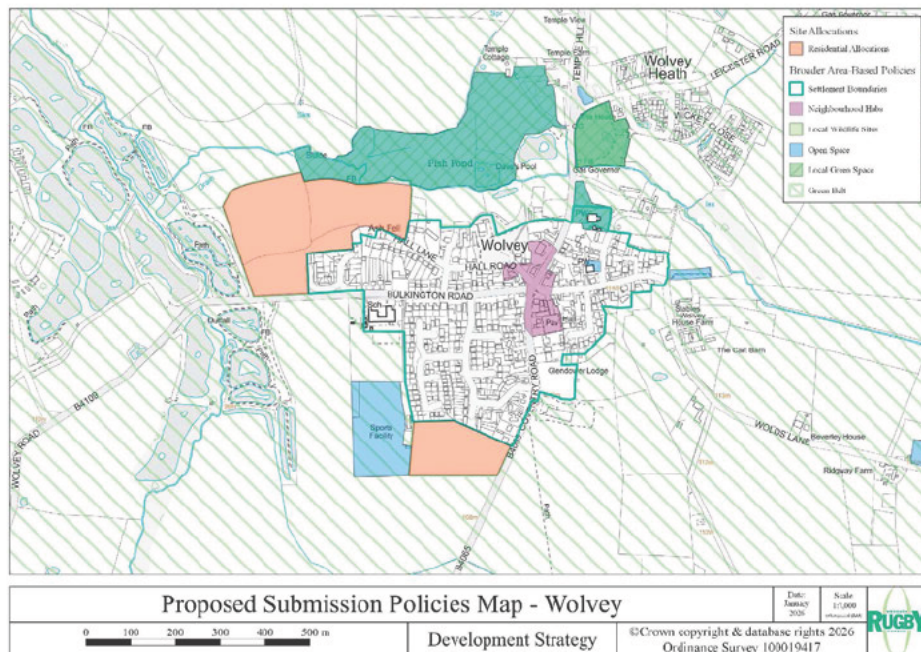
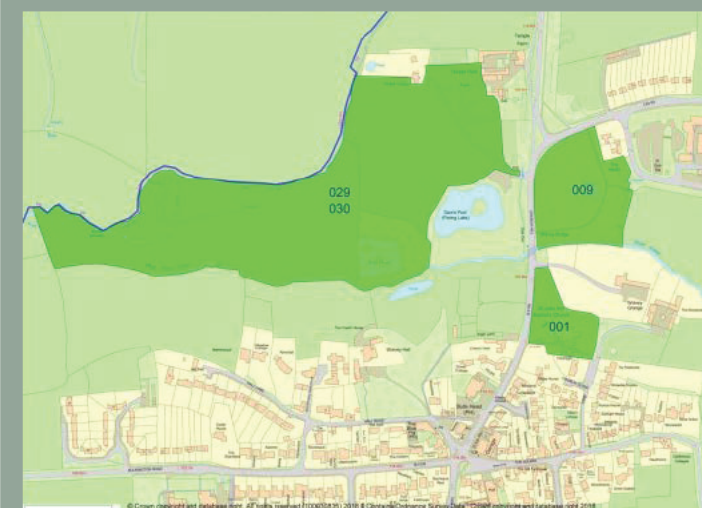
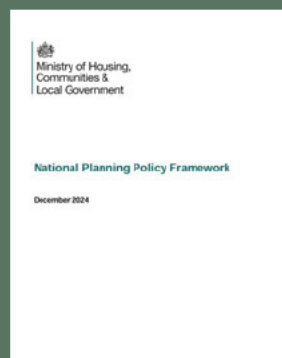
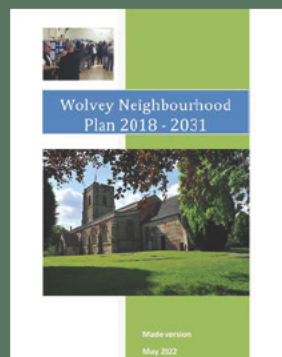
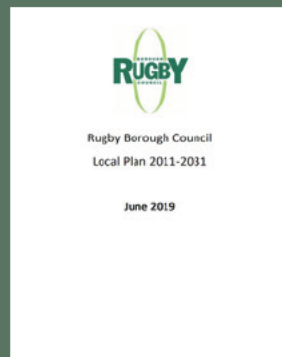


Figure 08 : Submission Local Plan – Site 309



Figure 09 : Wolvey Neighbourhood Plan – Local Green Spaces Map





The Adopted Development Plan

The relevant statutory Development Plan comprises Rugby Local Plan 2011-2031 (adopted June 2019) and the Wolvey Neighbourhood Plan (made on 13th May 2022). The site is located within the Green Belt in the Development Plan (Policy GP2). The wider land to the north of the site (within the same landownership but not promoted for development) has a range of designations including an area of Flood Zone 3 (Policy SDC5) within the Local Plan, and as a 'Location of Local Greenspace' known as Anker Meadows within the Neighbourhood Plan – which highlights the opportunity that exists to utilise this land for wider public benefit.

The Emerging Local Plan

The Submission Local Plan proposes to allocate the site for residential development of 'circa' 150 homes, under site reference 309. The accompanying representations, alongside this Development Statement, provide PFP's full response to the draft local plan and policies, and reinforce PFP's full support for the draft allocation and its delivery.

The draft development and policy requirements for Site 309 include the following:

- Vehicular access from the B4109. 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 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.
- Delivery of a landscape buffer on the site's northern boundary to soften views from the Anker Valley and be the focus for ecological enhancements alongside the Anker Meadows Local Green Space and River Anker Floodplain.
- Retention of hedgerow on the B4109. Outward facing frontage in the south western edge of the site to provide an attractive entrance to the settlement.
- Deliver a convenient walking route through the site between the B4019 and the public footpath R11 which crosses the site and then to Hall Lane.

These policy requirements are considered to be fully deliverable by PFP and have been incorporated into the illustrative masterplan within Section 4 of this document.

03

Planning policy context

National Policy Context

A significant revision to the National Planning Policy Framework (“NPPF”) was published on the 12th December 2024, which seeks to deliver the Government’s housebuilding and delivery manifesto pledges. As part of the NPPF, Rugby’s housing requirement has risen from 525 dwellings per year to 636 dwellings per year (using the new standard method) – an increase of 93 dwellings per year. RBC pro-actively has sought to undertake an expedient review of its Local Plan in order to accommodate this requirement and address any existing housing supply issues – with the identification of sites that can be delivered early in the Plan Period being critical to maintaining sustainable supply of housing over the next 5 years.

Grey Belt and Green Belt

The updated NPPF has introduced the concept of ‘Grey Belt’ for both plan making and decision taking. Grey Belt land is defined in the NPPF as land that is previously developed or does not strongly contribute to any of the Green Belt 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.

Looking south across the site towards housing on Bulkington Road



The site has been assessed in RBC’s Green Belt Contribution Study (“GCS”) (October 2025), which forms part of the Local Plan Evidence Base and identifies the site as ‘potentially suitable for definition as grey belt land within the borough’. It goes on to assess the site against each of the purposes of the Green Belt (as defined in NPPF Paragraph 153) as follows:

- Purpose A – weak / no contribution
- Purpose B – weak / no contribution
- Purpose C – strong contribution
- Purpose D – weak / no contribution
- Purpose E – Equal (same for all sites).



Anker Meadows

Makins Fishery

WOLVEY, RUGBY

PfP fully supports the conclusions of the GCS as they relate to purposes (a), (b) and (d); which definitively confirm that the site is Grey Belt land. The following provides additional commentary and Grey Belt assessment as it relates to the site:

In considering the remaining purposes of the Green Belt, including whether identifying the site as grey belt land would 'fundamentally undermine the remaining purposes of the Green Belt', we consider the site to make the following contribution to purposes (c) and (e):

- Purpose (c) - to assist in safeguarding the countryside from encroachment. The site afforded significant visual and physical enclosure on all sides, with residential development to the south and east, Anker Meadows to the north, and Makins Fishery to the west. It is considered that the site does not contribute strongly to this purpose as set out in the GCS. It is considered that, at most, the site could be considered to provide a moderate contribution to this purpose. Furthermore, the proposed development of the site presents the opportunity to reinforce the boundaries of the site, providing further visual and physical enclosure, which would provide a robust and permanent Green Belt boundary for the settlement of Wolvey – which will be reinforced by the safeguarding of Anker Meadows for public use as part of the wider landownership and development proposals.
- Purpose (e) – to assist in urban regeneration by encouraging the recycling of derelict and other urban land. The conclusion of the GCS, that all Green Belt sites have an equal contribution to this purpose, is supported, and that the need to release Green Belt is acknowledged. It is considered that there is insufficient urban capacity to accommodate Wolvey's housing requirement, and that the exceptional circumstances for a review of the Green Belt exist.

Green Belt Purpose	Contribution made by site
a) To check the unrestricted sprawl of large built-up areas.	Purpose (a) only relates to the sprawl of large built-up areas, with villages not defined as large-built up areas. Wolvey would be considered a village (not a town or large built-up area) and therefore the site cannot be considered to strongly contribute to Purpose A. Notwithstanding this, 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. The conclusions of the GCS are fully supported that the site makes weak / no contribution to Purpose (a).
b) To prevent neighbouring towns merging into one another.	Purpose (b) relates to towns, not villages, and therefore is not applicable to Wolvey. Moreover, the closest settlement to the North is Burbage, more than 3km away, with the site making no visual or physical contribution to gap between Wolvey and Burbage. The conclusions of the GCS are fully supported that the site makes weak / no contribution to Purpose (b).
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. The conclusions of the GCS are fully supported that the site makes weak / no contribution to Purpose (d).

In summary, it is clearly demonstrated that the site does not contribute strongly to Green Belt purposes (a), (b) or (d) and should therefore be considered 'Grey Belt' land for plan making purposes, in line with the conclusions of RBC's GCS. It is also considered that the site will not have a detrimental impact on the openness of the wider Green Belt and would not fundamentally undermine the purposes (taken together) of the remaining Green Belt across the area of the plan area.

04

Environmental and technical considerations

4 TECHNICAL AND ENVIRONMENTAL CONSIDERATIONS

An Illustrative Masterplan and the design evolution of the site has been underpinned by detailed technical analysis that has considered the site opportunities and constraints. It has demonstrated that the site is entirely deliverable, and could be sensitively brought forward in a way that responds to the site characteristics and respects the character of the surrounding area.

This section sets out the key environmental and technical considerations, and serves as a framework for more detailed design and technical assessment work that will underpin a planning application that will be brought forward for the site.

Highways and Accessibility

Ridge and Partners Ltd (“Ridge”) has been appointed to assess the vehicular access options and highways capacity of the site, and to demonstrate that the site is accessible, can be accessed safely and will be adequately accommodated into the local highways network.

Vehicular Access and Highways

A Transport and Connectivity Strategy, prepared by Ridge, identifies that the primary site access for pedestrians, cyclists and vehicles is from the Bulkington Road, and would be expected to take the form of either a priority junction or a priority junction with a right turn facility (ghost-island). Whilst it is considered that access can safely be accommodated onto Bulkington Road, which has sufficient highways capacity to accommodate the development, initial highways work has also considered the potential to implement the following additional highways improvements (subject to discussion and agreement with the LPA and local highways authority):

- Relocating the existing speed limit change (50mph to 30mph) and village gateway feature (with ‘Dragon’s Teeth’ road markings) – that is currently located 90m to west of the proposed access;
- The provision of a 2m footway connection between the proposed site access and the existing Bulkington Road junction (providing onward connection to bus stops on the B4109, Wolvey CofE Primary School, and to the centre of Wolvey); and
- Dropped kerbs and tactile paving across the Bulkington Road junction.

Whilst an initial assessment finds no highway safety concerns in the vicinity of the site, these measures provide an opportunity to improve the accessibility and safety of Bulkington Road for existing and future residents.

Pedestrian and Cycle Accessibility

Primary pedestrian and cycle accessibility will be provided by the primary access at Bulkington Road; however, secondary opportunities for access are proposed (subject to technical feasibility and detailed design) as follows:

- Pedestrian and cycle access into the site at Hall Lane, connecting with PRoW R11, in line with the Submission Plan policy requirements for the site.
- An additional pedestrian and cycle access to the site from Bulkington Road, provided on the residential cul-de-sac road, adjacent to the site boundary.

The Transport and Connectivity Strategy also sets out a range of opportunities that could be explored to support the sustainability of the site, including:

- An opportunity to deliver a new pedestrian crossing across the B4109 Bulkington Road, to support improved access to existing bus stops on the B4109 and Wolvey CofE Primary School;
- Improvements to bus services to Wolvey (through development contributions in line with the Submission Plan policy) including the frequency of bus services, and the enhancement of bus stop facilities such as shelters and rest areas; and
- New tactile paving could be provided at existing junctions situated along the walking routes to Wolvey, to support improved access to the village centre by foot.

PfP is fully committed to supporting sustainable modes of travel and will seek to work collaboratively with the Council and local transport operators to explore opportunities to enhance the sustainability and accessibility of the site.



Figure 10: Highways plan

04

Environmental and technical considerations

Landscape and Visual

The site is visually and physically contained by prominent physical features, 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.

The Landscape Character Assessment (“LCA”) undertaken as part of the evidence base for the emerging Rugby Local Plan (January 2025) assessed the site 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 mitigation measures into development proposals for the site.

The LCA identifies the site to fall within the High Cross Plateau – Village Farmlands character area. The following guidelines were identified to plan, manage and protect the distinctiveness of this LCA, which have been considered within the development of the Illustrative Masterplan.

- Manage, conserve and enhance the River Swift and River Anker in rural and urban areas to enhance biodiversity and recreation opportunities, improve water quality, flow and availability, benefit soil quality and limit soil erosion.
- Protect the rural setting and secluded nature of settlements and farmsteads.
- Reduce habitat fragmentation through new tree planting.

Ecology and Biodiversity Net Gain

Collington Winter Environmental Ltd has undertaken a Preliminary Ecological Assessment and a Biodiversity Net Gain (“BNG”) Assessment to understand the ecological value of the site and to demonstrate that a proposed development can result in a minimum 10% increase in biodiversity value.

There are no statutory designated sites located within 5km of the site. The site falls within the Impact Risk Zone of Ensor’s Pool Site of Special Scientific Interest (SSSI) and Local Nature Reserve (LNR) located approximately 7.55 km northwest from the site.

Several non-statutory sites are located within 1 km from the site, including adjacent to the northern and western aspects of the site relating to River Anker Valley and Wolvey Trout Pits. Mitigation measures have been considered to avoid potential impacts, including the Implementation of a 10m buffer from the River Anker, planted with scrub to aid in protecting sensitive species such as water vole.

The site itself is characterised as forming a long term agricultural ley with scattered individual trees. The fields were bound with hedgerows and a small block of bramble scrub is present. Specific enhancement that will be considered includes:

- Bat and bird boxes on new buildings / retained trees;
- Planting of linear features such as hedgerows and trees between garden plots where possible;
- The inclusion of ‘hedghog highways’ to facilitate movement across the site.

A collaborative approach has been adopted to inform the development of the Illustrative Masterplan with consideration of the existing biodiversity value and assets and the post-development habitats.

The BNG assessment confirms that the Illustrative Masterplan would result in at least a 10% gain for all habitat types across the site, with the potential to explore BNG in excess of this through habitat creation including native scrub planting, hedgerow planting, tree planting, bird boxes, and pond creation. In addition, there is the potential to explore the potential to deliver biodiversity enhancement in Anker Meadows, to the north of the site and under the same landownership, which could deliver BNG well in excess of 10%, providing a significant benefit for the site and for Wolvey.

Trees

There are no protected trees within the site. There are several field trees along the boundaries of the site which will be retained as part of the masterplan for the site. Any future planning application on the site will be accompanied by a detailed assessment into the existing trees to ensure they are protected adequately from the proposed development.

Flood Risk and Drainage

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 Anker Meadows 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.

Ridge and Partners Ltd was appointed to prepare a Flood Risk and Drainage Strategy for the site. This confirmed that the proposed development will not be located in areas at risk of fluvial flooding from the River Anker within the present-day and in climate-change scenarios. This includes all access and egress routes from the site which are indicated to remain dry from surface water and fluvial flooding, both in the present-day and climate-change scenarios.

Small areas of the development are indicated as being at low risk (0.1% AP) of surface water flooding following climate change. However, these are isolated areas across the site and do not appear to represent flow paths originating from off-site. As such these will be managed by the proposed site wide drainage network.

Drainage advice to support the Illustrative Masterplan has ensured that the proposed development can be an exemplar for surface water management. The aim shall be to minimise the use of below ground pipework, instead utilising shallow above ground conveyance systems, localised detention measures, rain gardens, rainwater harvesting systems on a small local property scale or potentially a wider centralised scale and green roofs.

The Illustrative Masterplan demonstrates a surface water management approach which:

- Provides climate change resilience minimising the risk of flooding from surface water for the development and surrounding area; with all drainage provisions designed to not flood in the 100yr+ climate change scenario.
- Reduces the potential impact of water scarcity through incorporating rainwater harvesting for reuse across all phases of the concept masterplan.
- Provides water quality treatment: a variety of SuDS have been proposed providing multiple treatments trains each improving water quality. It is likely that in comparison to the farmed fields, that there will be an improvement in water quality due to a reduction of nitrates entering the adjacent watercourses.

River Anker to the north of the site



04

Environmental and technical considerations

Heritage and Archaeology

There are no statutory heritage designations within the site or the Anker Meadows 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.

Utilities and Infrastructure

The site is immediately adjacent to the built up village of Wolvey. It is anticipated that appropriate services including electricity, water and broadband will be available. As detailed plans for the site are developed and as the Local Plan is progressed, more detailed technical work will be undertaken to assess the utilities capacity of the proposed development.

Technical work has identified a Severn Trent sewer pipe running north to south in the eastern part of the site. To allow of a most cautious scenario in terms of the depth of this sewer, a 12m easement has been accommodated in the Illustrative Masterplan which would ensure that there is no impact on this infrastructure.

In summary, it is not anticipated that there are any significant utilities infrastructure constraints that would prevent the site coming forward for development, which will be investigated in further detail to support the allocation as the Local Plan progresses.

Public Rights of Way

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

Ground Conditions

The site is relatively flat in terms of site levels and there are no topographical constraints to it being brought forward for development.

As more detailed plans for the site are developed and as the Local Plan is progressed, more detailed technical work will be undertaken to assess the ground conditions of the site; however, it is not considered that there are any under-ground constraints that would impact on the development of the site based on a desktop review.

Energy and Sustainability

The draft Local Plan requires new buildings comprising one or more dwellings to be designed and built to net zero carbon in operation as per Policy CL1 'Net Zero Buildings'.

PfP is committed to responding proactively and robustly in addressing and mitigating the adverse impacts of climate change and is fully supportive of the UK Government's targets for reductions in greenhouse gas emissions. PfP will seek to design a development that has holistic low energy, passive design concepts involving a fabric first approach and high emphasis on energy efficiency. The proposed development would meet the requirements and delivery of Policy CL1, seeking to achieve high standards of carbon reduction and energy efficiency.

Summary

In summary, the site is considered to be wholly available and suitable for development, with no constraints that would prevent the site being brought forward for development. The technical and environmental considerations have been fully incorporated into the Illustrative Masterplan presented in the following section, and will support the preparation of a detailed planning application as the Local Plan progresses towards adoption.

Figure 11 : Opportunities and Constraints Plan



WOLVEY, RUGBY

Key

-  Site boundary
-  Wider land ownership offering potential to improve access to the Green Belt and deliver Biodiversity Net Gain
-  River Anker
-  Retain existing PRoW
-  Potential pedestrian routes
-  Existing footbridge crossings
-  Landscape corridor along PRoW
-  Retain existing hedgerow
-  Potential landscape buffer
-  Minimum 10m buffer to River Anker
-  Potential views of development
-  Potential SUDS
-  Existing bus stops
-  Sewer pipe with 12m easement
-  Full extent of Flood Zone 2 & 3

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WOLVEY

05

Illustrative masterplan and vision

5 VISION AND ILLUSTRATIVE MASTERPLAN

The vision for the site is to create a high-quality, landscape-led residential development that integrates sensitively with its surroundings and reinforces the character of the village edge. The Illustrative Masterplan is shaped by a walkable network of green spaces and routes that connect seamlessly to the village, promote active travel, and place landscape, biodiversity, and public open space at the heart of the design. Together, these principles establish a coherent framework for delivering new homes alongside enhanced green infrastructure and meaningful opportunities for biodiversity and recreation enhancement.



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 development of the Illustrative Masterplan has been informed by the Proposed Submission Plan Policy (Draft Allocation Site 309) requirements, which are set out in the Table adjacent, demonstrating compliance with all criteria. It has also been informed by the consideration of Wolvey's Neighbourhood Plan which includes policies that:

- Ensure that development takes place in the most sustainable locations;
- Encourage the right types of development that meet local needs;
- Protect important buildings and structures of historic and architectural interest;
- Protect important community facilities and shops;
- Promote high quality design in new development;
- Protect the countryside and special landscape;
- Protect open spaces that are important to the community and/or wildlife; and
- Improve pedestrian and cycle connections within the Plan area and into the surrounding areas.

Submission Plan Site 309 Policy Requirements	Compliance with Proposed Scheme
Vehicular access from the B4109. Pedestrian and cycle access to Hall Lane	The Illustrative Masterplan, informed by the Transport and Connectivity Strategy prepared by Ridge and Partners LLP, proposes a primary vehicular access from the B4109 either in the form of a priority junction or a priority junction with a right-turn facility, as per this policy requirement. There is pedestrian and cycle access to Hall Lane via the existing Public Right of Way (PRoW) R11 which will be maintained and enhanced.
The existing Public Rights of Way (PRoW) must be maintained, and the design of the development must ensure 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.	The existing PRoW R11 will be maintained along its original alignment and be enhanced to ensure it is pleasant to use and routed within and alongside green and public open space, segregated from the road but being well overlooked. This will include ensuring that the PRoW is accessible to as many people as possible, including disabled and less mobile people. There is a potential opportunity to upgrade the PRoW to a bridleway which would permit cycling, making it more accessible to more people.
Contributions to improved public transport provision.	Places for People (PfP) are committed to providing contributions to improved public transport provision. Early work undertaken as part of the Transport and Connectivity Strategy has identified that this could contribute to improving bus stop facilities and improving bus services which pass through Wolvey such as increasing the frequency of bus services to support future and existing residents with travel. PfP will seek to work collaboratively with the Council and local transport operators to explore opportunities to enhance the sustainability and accessibility of the site.
Delivery of a landscape buffer on the site's northern boundary to soften views from the Anker Valley and be the focus for ecological enhancements alongside the Anker Meadows Local Green Space and River Anker Floodplain.	The Illustrative Masterplan includes a landscape buffer along the site's northern boundary in accordance with this policy requirement which will soften views towards the proposed development and provides a transition to the Anker Meadows Local Green Space and River Anker Floodplain. The northern boundary also includes the provision of SuDS, public open space and play space, and proposed pedestrian routes linking to the Anker Meadows.
Retention of hedgerow on the B4109. Outward facing frontage in the south western edge of the site to provide an attractive entrance to the village.	The Illustrative Masterplan retains the hedgerow boundary along the B4109 as per this policy requirement. Behind the hedgerow boundary are proposed development parcels which can be outward facing as design work progresses to ensure an attractive entrance to the village.
Deliver a convenient walking route through the site between the B4019 and the public footpath R11 which crosses the site and then to Hall Lane.	The Illustrative Masterplan provides a proposed pedestrian route directly linking the B4019 to the PRoW R11, ensuring the design of the site encourages walking and provides direct and convenient routes for future and existing residents of Wolvey.

05

Illustrative masterplan and vision

Guiding Development Principles

A set of six guiding development principles have been crafted based on the application of the emerging Local Plan policy requirements and the Neighbourhood Plan, along with the identification of the key opportunities that the site can offer. These guiding principles have guided the Illustrative Masterplan which make the most of the opportunity that the site offers for a residential development which responds to the local context and character of Wolvey.

1. Respecting and Enhancing Landscape Character and the River Anker

The existing landscape structure is an asset that will be retained and enhanced wherever possible to reinforce local character and deliver ecological benefits. The development will respond sensitively to the existing landscape character by providing a landscape-led development, minimising visual impact and ensuring that built form sits comfortably within the setting.

New landscape buffers can be introduced at sensitive edges to soften views of the development from key public viewpoints and mitigate visual impacts. A 10m buffer on the northern edge of the site, at its interface with the River Anker, will provide visual and physical screening that protects and respects the visual and ecological sensitivity of the River Valley and articulates the policy requirements of the Submission Plan. The wider land ownership, including Anker Meadows, also offers the potential to improve access to the adjacent

Green Belt, enhancing recreational value and supporting biodiversity and habitat connectivity.

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.

2. Enhancing Connectivity

Strategically located, the site offers potential for direct and safe 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, and to provide an additional pedestrian access via the Bulkington Road cul-de-sac on the eastern site boundary.

The site will offer safe, convenient and improved pedestrian connectivity to the existing built up area of Wolvey Village; including a proposed new footpath along the B4109 Bulkington Road and the opportunity to provide further pedestrian improvements such as a crossing point along the B4109 opposite the Wolvey CofE Primary school, to facilitate safe access for new and existing residents.

The existing PRoW, which crosses the site from east to west, will be retained in its current alignment and set within a landscaped corridor, ensuring continuity of local walking routes while maintaining landscape integrity; and will link the site to Wolvey via Hall Lane, and to the wider countryside in the west. Opportunities to upgrade this ProW from a footpath to a bridleway will also be explored, to enhance cycle access to the wider countryside.

Opportunities for an increase in wider permeability will be explored by the creation of public routes between Bulkington Road and Anker Meadows, strengthening local green infrastructure and improving the accessibility of Anker Meadows for recreational use.

3. Creating New Habitats and a Significant Uplift in Biodiversity

The site offers the opportunity to deliver an integrated network of green infrastructure which will provide a significant betterment of the current biodiversity value, and provide a minimum of a 10% uplift in biodiversity on-site – including native scrub planting, hedgerow planting, tree planting, bird boxes, and pond creation.

Land to the north at Anker Meadows provides an opportunity to significantly enhance BNG in excess of 10%, by providing land for biodiversity enhancement outside of the allocation boundary.

4. High Quality Publicly Accessible Green Spaces

New, publicly accessible, green open spaces will be provided, designed for everyday use by both new and existing residents. The spaces will integrate with the overall layout and be well-overlooked to provide informal recreational opportunities and contribute to a strong sense of place, whilst supporting biodiversity. The provision of public open space is focussed towards the River Anker Corridor, ensuring a sensitive transition between development and the surrounding landscape and making the most of the area's natural qualities.

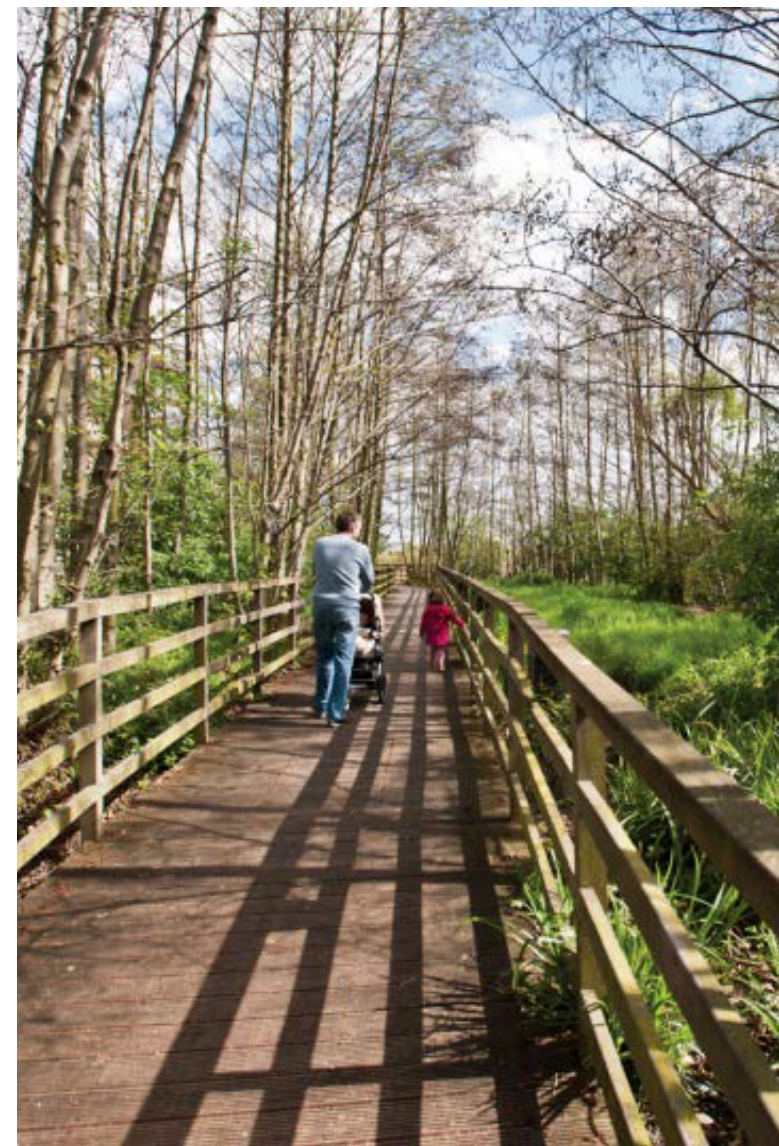
Land at Anker Meadows, outside of the allocation boundary but controlled by Pfp, is proposed as an area where improved public access can be delivered, along with habitat improvements, increasing the enjoyment of this natural asset for residents improving accessibility to the Green Belt, and protecting it for future generations.

5. Promoting Sustainable Travel Modes

The principles of the Illustrative Masterplan seek to enhance opportunities for sustainable travel modes from the site, notably by cycle and bus journeys, through the potential upgrade of PRoW R11 into a Bridleway which accommodates cyclists, and by providing safe and direct routes to bus stops in the village. There is also the potential to improve the frequency of bus services which will be explored by Pfp as part of future development proposals.

6. Providing Inclusive Homes for All

The site will focus on providing the type, quality and tenure of homes that meet the needs of future generations of Wolvey by addressing the affordability and housing crisis. It will deliver market and affordable housing that is viable and deliverable. The vision for the site is to deliver sustainable growth that delivers new homes that are accessible to all and supports the needs of Wolvey and the wider Rugby Borough. One of the benefits of the site, delivered by Places for People, is the ability to draw on Homes England grant funding, to beyond an excess of the 40% required in the Submission Plan and, as set out earlier, would be delivered and managed in perpetuity by Pfp – supporting genuine affordable housing delivery in Wolvey and RBC, to meet the acute affordable housing needs of the Borough.



05

Illustrative masterplan and vision

Illustrative Masterplan

The Illustrative Masterplan demonstrates how land north of the B4109 can deliver a distinctive, landscape-led extension to Wolvey, shaped by its relationship with the River Anker and the surrounding green infrastructure. The site extends to approximately 7.14ha, of which around 4.8ha can accommodate residential development, supported by approximately 2.34ha of public open space, including SuDS and incidental green infrastructure. The framework indicates that the site can accommodate 'circa' 150 dwellings in accordance with the draft allocation, allowing refinement of housing mix and density at detailed design stage.

Vehicular access from the B4109 (Bulkington Road) is achievable and provides a clear and deliverable point of arrival. From this entrance, a legible tree-lined primary route can structure the development, supported by secondary streets that create a permeable and well-connected layout. This approach enables outward-facing frontages along Bulkington Road and key internal routes, helping to establish a positive and well-defined village gateway.

A defining opportunity is the existing east-west Public Right of Way, which is retained on its definitive alignment and forms the central green spine of the development. The masterplan shows how this route can be set within a landscaped corridor that is fully usable, well overlooked and attractive. An area of public open space, including an indicative play space, is positioned within this corridor so that it sits naturally along everyday walking routes and benefits from strong natural surveillance. There is clear potential for the corridor

to accommodate improved cycling provision, strengthening links between Hall Lane, the village core and the wider countryside. Additional pedestrian routes through the site can further improve permeability and create direct connections to the River Anker corridor.

The northern part of the site provides the opportunity to reinforce the River Anker corridor. A 10m buffer is provided at the north-eastern edge, beyond which a wider area of greenspace forms a continuous landscape edge incorporating habitat creation and integrated drainage. SuDS features within this area can be designed as attractive landscape elements that support wetland habitats and contribute to measurable biodiversity net gain. The proposals also create the opportunity to strengthen connections into Anker Meadows within the applicant's wider landholding, improving public access to the Green Belt and increasing the recreational value of the River Anker corridor for both new and existing residents.





Overall, the masterplan demonstrates a deliverable approach to growth at Wolvey that places landscape, access and environmental improvement at its core. It shows how new homes can be integrated with accessible open space, improved routes to the River Anker and Anker Meadows, and strengthened walking and cycling connections across the village. The result is a well-defined and high-quality village edge that accommodates housing growth while strengthening Wolvey's character, accessibility and ecological value for the long term.



Figure 12 : Illustrative Masterplan



WOLVEY, RUGBY

- Key
-  Site boundary
 -  Wider land ownership
 -  Retained existing vegetation
 -  Retained existing hedgerow
 -  Upgrade existing Public Right of Way to footpath and cycle route
 -  Proposed pedestrian / cycle route (following existing walked alignment)
 -  Existing definitive Public Right of Way route
 -  Proposed pedestrian routes
 -  Proposed primary roads
 -  Proposed secondary roads
 -  Proposed development parcels
 -  Proposed public open space
 -  Proposed landscape buffer
 -  Proposed 10m buffer to River Anker
 -  Proposed street trees
 -  Indicative proposed POS tree planting
 -  Indicative proposed SUDs ponds
 -  Indicative proposed play space

Land Use Schedule	
Site Boundary	7.14 ha
Development Area	4.8 ha
Public Open Space (including SUDS and incidental open space)	2.34 ha
Potential residential yield	Circa 150 dwellings

06 Deliverability

WOLVEY, RUGBY

6 DELIVERABILITY

The site offers an opportunity to bring forward a deliverable site early in the Plan Period that will support the sustainable growth of Wolvey and deliver a range of significant benefits. PFP is fully committed to the delivery of the site, which is considered to be wholly available, achievable and suitable, and therefore deliverable, in the context of the NPPF.



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.

PfP is fully committed to the site and will work with the Council to bring forward a planning application as swiftly as possible and, if appropriate, alongside the Local Plan to enable immediate delivery and contribute to meeting the housing needs of the Borough.

Available

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.

As the UK's leading social enterprise, PfP differ from typical developers primarily because their aims prioritise social impact and community benefit. PfP is a Registered Provider of affordable housing and therefore have a vested interest in their developments

as they have a long-term involvement in developing and managing the affordable units. PfP has the ability to draw on Homes England grant funding, where we can deliver affordable housing provision above policy requirements.

Suitable

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; and opportunities to enhance permeability and connectivity.
- 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 is a Grey Belt site, in line with recently published national policy and guidance and RBC's GCS.

- 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 safe and suitable vehicular access to the strategic highway via the B4109.
- It offers the potential for significant accessibility and biodiversity improvements to the Green Belt and the Anker Meadows, as part of the wider land under PfP's control.

Achievable

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 has considered 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.

07

Benefits

7 BENEFITS

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.

Economic Benefits

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:

- Contributing to enhancing the sustainability of Wolvey village by providing new residents which will support local services, facilities and schools, in line with RBC's spatial strategy.
- 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 residents to RBC and overall generating increased economic output in the Borough.

- Generating significant revenue for the Local Authority, with a development of 'circa' 150 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

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.

As the UK's leading social enterprise, PFP have a responsibility to ensure our products and services make a positive impact on People, Places and the Planet. Creating social value for Customers and Communities is at the heart of the approach. Across the Group, PFP deliver a wide range of social value activity through our core work in creating thriving Communities as well as through the Places Impact Group function and Places Foundation Group charity, to the sum of over £250m a year. This includes delivering social value by providing grants, volunteering opportunities and fundraising to make a positive difference to people's lives.

The key social benefits PFP can offer include:

- Delivering high quality market homes to meet the needs of the Borough's existing and future employees.
- Delivering affordable homes to address the Borough's acute affordability crisis and support the housing of key workers and first time buyers. PFP have the ability to draw on Homes England grant funding, to enable delivery of affordable housing provision above emerging Local Plan policy requirements. PFP will solely deliver and be responsible for the long term management of its affordable housing.
- Delivering generous new and accessible multifunctional open space, amenity space and green infrastructure, including tree and hedge planting, grassland and the creation of new ponds, to benefit existing and future residents and to improve connectivity to amenities at Wolvey.
- Offering the opportunity to support increased public accessibility to and enjoyment of Anker Meadows, framed by new walking and cycling paths for new and existing residents to enjoy, creating a happier, healthier community.
- Setting up a stewardship body to manage the long term ownership, operation and management of the community assets that are not adopted by public bodies.
- Providing an opportunity to enhance pedestrian and cycle connections along PROW R11, on Bulkington Road, Hall Lane and through the site into Anker Meadows.

- Exploring opportunities for enhanced bus service provision.
- 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

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. Key environmental benefits include:

- The opportunity to create new habitats for a range of species and deliver an uplift in biodiversity of 10% on-site, as demonstrated by the BNG Assessment; and providing an opportunity to uplift BNG well in excess of 10%, by creating biodiversity habitats in Anker Meadows that will support the ecological value of the River Anker valley.
- Supporting the wildlife corridors across the north of Wolvey which follow the River Anker Valley, including wet meadows the wetland reserve to the east, by

providing biodiversity and habitat enhancement.

- 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.

Places for People Awards

- Silver Award – Best Development, WhatHouse? Awards 2025
- Gold Award – Best Placemaking, WhatHouse? Awards 2024
- Gold Award – Customer Satisfaction, In-house Research Awards 2025 (recommended by 93.9% of customers)

Key Benefits



Delivery of 'circa' 150 new high-quality and sustainable homes.



Opportunity to exceed affordable housing policy requirements through grant-supported delivery.



Long-term management of affordable homes, community assets and green spaces by PFP ensuring high quality stewardship.



Improved public access to Anker Meadows with new walking routes.



At least 10% Biodiversity Net Gain delivered on site.



Strengthening wildlife corridors along the River Anker Valley.



Energy efficient, net-zero ready homes incorporating modern low-carbon technologies.



New homes located opposite the village primary school.



Contribution to the vitality and sustainability of Wolvey village.

08

Case studies

Places For People Case Studies

GOLDSMITHS GREEN, KETTERING

Goldsmith's Green will deliver 340 new homes across three phases, which includes 154 homes for rent and 186 for shared ownership. These are designed to meet the needs of local people and address the growing demand for housing. Goldsmith's Green has been designed with sustainability and community impact at its core. Every home is equipped with electric vehicle charging points, and most feature solar panels — helping residents reduce energy costs and contribute to a lower-carbon future. A proportion of homes are also being constructed for wheelchair user access, ensuring inclusivity across the development.

BROOKLANDS, MILTON KEYNES

Brooklands is a major urban extension to the east of Milton Keynes, led by Places for People as master developer. Due to complete construction in 2026, the development will provide 2,650 mixed-tenure new homes. As well as new housing, the site includes three new schools, a hotel, commercial spaces, and over 100 acres of parkland.

Places for People has led the delivery of private and affordable housing alongside strategic infrastructure, including open spaces, play areas, high-quality public realm, and active travel routes.

WATCHHOUSE, DONCASTER

A collection of 91 affordable homes including Shared Ownership opportunities, Watchhouse is helping more people in South Yorkshire access quality, secure housing. Offering a balanced tenure mix designed to meet local demand, supporting both first time buyers and families seeking long-term stability. This community-focused development is tailored to local need and integration with the existing neighbourhood.

POUNDBURY, DORSET

A pioneering urban extension of Dorchester, Poundbury showcases principles of walkability, mixed-use living and timeless design. With over 2,500 homes, local shops, schools, and green spaces, it's a live example of how visionary masterplanning can create truly self-sufficient communities.

ASCOT'S GREEN, CRESWICK

Ascot's Green is a thoughtfully planned urban extension to the south of Welwyn Garden City, located on land owned by the historic Hatfield Park Estate.

Delivered in partnership with the Estate, this development will provide 340 much-needed new homes, blending traditionally inspired architecture with modern design standards.

Set within green open spaces and directly connected to the surrounding countryside, Ascot's Green champions biodiversity, sustainability and community wellbeing — creating a nature-rich, family friendly neighbourhood rooted in the heritage of the garden city movement.

Brooklands, Milton Keynes



Brooklands, Milton Keynes



Goldsmith's Green, Kettering



Ascot's Green, Creswick



Poundbury, Dorset





ASSESS

IMAGINE

CREATE