



WELCOME TO THE PUBLIC EXHIBITION FOR THE LAND AT CRAYTHORNE ROAD, STRETTON

Thank you for taking the time to join us today.



This exhibition gives you the opportunity to view and comment on our emerging proposals to develop approximately 23.31 hectares/57.6 acres on land at Craythorne Road and to the north of Bitham Lane.

The proposals present an opportunity to provide up to 430 energy efficient new homes, including affordable homes, public open space, potential primary school and new cycle and walking routes linking the site to Stretton and beyond.

Your comments and suggestions will help us to further shape the emerging proposal to ensure the very best scheme is brought forward. All your feedback will be taken into consideration as we progress towards submitting our Outline Planning Application in due course.



Scan with your smartphone camera or visit our website on



Please take your time to consider the information presented here today. We encourage you to complete a feedback form, where you can also signup to receive updates during the planning process.

If you do not have time today, you can also complete the form on our website or return it via post - please ask a member of the project team for a stamped addressed envelope.

We would appreciate it, if you could please return your form to us by **Friday 25th July 2025** to allow us time to collate and consider all the feedback we receive.



We have members of the project team here today, so please do chat to them about the proposals we are sharing with you today and ask

the link below.



We will be keeping the project website updated with the latest information about our proposals and you will also find under the library section a digital copy of the information on show here today.





www.landatcraythorneroad-stretton.co.uk



SITE LOCATION AND BACKGROUND

SITE LOCATION

The site is located to the south of Craythorne Road and to the northwest of Stretton, approximately 2 miles north of Burton-upon-Trent town centre.

The proposed development is sustainably located



by having easy access to the village centre, existing community amenities and the public transport network. It has a strong relationship with the existing settlement of Stretton, by being surrounded by housing to its northern, eastern, and southern boundaries. The western boundary is bounded by the former Golf Course (The Craythorne Golf Club), which closed in 2013 and is currently disused open space.

In total, the site measures approximately 23.31 hectares/57.6 acres and is currently in agricultural use.



A LITTLE INFORMATION ABOUT BLOOR HOMES

Bloor Homes was founded in 1969 by John Bloor and remains privately owned by the Bloor family. We have more than 50 years' experience building high-quality new homes across the country. We give thorough consideration to the communities in which we build to create beautiful places that provide a variety of new homes, while respecting local character, preserving natural amenities and protecting existing wildlife habitats wherever possible.

STAR HOME BUILDER USTOMER SATISFACTION

5-star Home Builders Federation rating for six years

Homes for Nature

A member of the Homes for Nature scheme of our homeowners are happy with the build quality of their new homes

90%

of our homeowners enjoyed our home buying process and experience

Trustpilot

Rated Excellent on Trustpilot with over 3,500+ fivestar reviews Bloor Homes has a proven track record of delivering high-quality new homes in the West Midlands. We have taken the time to understand the unique characteristics of the site and are committed to creating a thriving community that we would love for ourselves, or our family and friends to live in.





Scan the QR code to find out more about Bloor Homes

www.landatcraythorneroad-stretton.co.uk



PLANNING PROCESS AND POLICY CONTEXT

THE PLANNING PROCESS

In due course, we are looking to submit an Outline Planning Application with all matters reserved except for access for the site. We know that sometimes the planning process can be confusing, so we thought it might be helpful if we briefly explained the Planning Application process. Our **Outline Planning Application** will seek to agree the following parameters:

- Maximum extent of developable footprint/no build zones.
- Maximum heights of buildings.
- Landscape and open space strategy.
- Density.

An **Outline Planning Permission** establishes the principle of development subject to it meeting certain parameters. The detailed design will then need to adhere to these approved parameters and be subject to a separate Reserved Matters approval at a later date. East Staffordshire Borough Council, as the Local Planning Authority, will therefore maintain control over any subsequent detailed design Reserved Matters applications.



The **Reserved Matters Application** will cover the following elements in full detail:

Final design

- Site layout.
- Massing.
- Appearance and materiality.
- Boundary treatment e.g. fencing.

Amenity

- Car parking.
- Cycle parking/storage.
- Bin storage/refuse strategy.
- Landscaping and open space/play area design.
- Detailed access within the site and street road design, including lighting.
- Design of pedestrian and cycle routes.

EAST STAFFORDSHIRE LOCAL PLAN

Local Plan

The East Staffordshire Local Plan was adopted in October 2015 and covers the plan period of 2012-2031.

STRETTON NEIGHBOURHOOD DEVELOPMENT PLAN -2014-2031

Stretton Neighbourhood Development Plan 2014 - 2031 The Site falls within the boundary of the Stretton Neighbourhood Development Plan (2014-2031) area which was adopted in February 2016. The Plan includes a vision, objectives and planning policies.



The Local Plan Vision sets out that East Staffordshire's communities will be well planned, vibrant, safe and inclusive. Quality housing will be available with a variety that meets the needs of all sectors of the community and the aspirations of a growing population.

The East Staffordshire Local Plan was reviewed at an Extraordinary Council meeting on 19th October 2020. The review concluded that the Local Plan was up to date, and the update to the Local Plan be delayed for a maximum of 5 years (i.e. up to 19th October 2025) with annual reviews carried out.

The latest available annual review (date of decision 10th October 2024) determined that the Local Plan is in date and is fully effective for decision making. There is no requirement to update the Local Plan at this time.

Since this time, the government has set a new national housing target and published a local housing need figure for East Staffordshire Borough, alongside a revised National Planning Policy Framework (also referred to as the NPPF) in December 2024. In addition, there is a need for affordable housing to be met.



POLICY S2 'PROTECTING LANDSCAPE CHARACTER'

Development proposals should recognise and seek to protect and enhance the

local historic environment character zones identified in Map 4. Development proposals should seek to retain mature or historic hedgerows of recognised importance. Where feasible, these trees and hedgerows should be incorporated into landscaping schemes and where removal is necessary, a replacement of similar species and/or amenity value should be provided on the site.

POLICY S3 'PROTECTION AND ENHANCEMENT OF LOCAL WILDLIFE'

Any proposals for new development will be required to demonstrate how the design has taken into account its potential impact on local habitats and species. Developers will be required to ensure that appropriate measures are put in place to protect wildlife and enhance biodiversity and important habitats.

POLICY S7 'PROTECTING ARCHAEOLOGY IN STRETTON'

Development proposals should demonstrate that they have taken into account the potential to impact upon above and below ground archaeological deposits and identify mitigation strategies to ensure that evidence which could contribute to our understanding of human activity and past environments are not lost.

<u>www.landatcraythorneroad-stretton.co.uk</u>



EMERGING PROPOSALS

1030 Site Boundary Our emerging masterplan shows where we Public Rights of Way think the new homes, a new site for a potential Residential Development primary school, access routes and public open Parcels space could be delivered on the site. School



Up to 430 new energyefficient homes with lowcarbon heating, offering a range of house types, tenures and sizes to suit local housing need, including affordable homes – fully compliant with ESBC policy.



Up to 2 hectares of safe guarded land for a new Primary School.





Proposed Movement Corridors Inc. Active Travel

Public Open Space

Indicative Attenuation Areas

Indicative Play Area

Existing + Proposed Landscape

Provision of multi-functional public open space, natural play and recreational routes accessible by existing and new residents.



Two additional pedestrian and cycle routes off Bitham Lane.



Access to the Public Right of Way (PRoW) network.



Car parking spaces, including reduced mobility and visitor parking spaces - compliant with ESBC's Parking Standards Supplementary Planning Document.



Emerging masterplan showing possible locations of the new homes, primary school, public open space and vehicle access

Sustainable Drainage Systems (SuDS) and flood alleviation features.





Pedestrian and cycle links throughout the site GYO with connections to the immediate surrounding area and amenities.







www.landatcraythorneroad-stretton.co.uk



LANDSCAPE - GREEN SPACES, RECREATION AND ECOLOGY

Promoting healthy lifestyles and wellbeing by connecting people with nature and wildlife are key drivers behind the landscape design.

A sympathetic landscape design taking consideration of the existing planting and habitats, with the majority being retained and strengthened, to protect the existing green infrastructure and habitat network. The landscape proposals create a pleasant transition between the residential development and the local landscape, where the built form will work around the existing vegetation, reinforcing the local character and retaining the important views in Stretton.



The public open space will include a range of planting and experiences with the following features:



GREEN INFRASTRUCTURE

The landscape proposals are to enhance and strengthen the planting such as hedgerows, trees and shrubs in the Green Infrastructure network.

LOCAL CHARACTER

New native planting will reflect the local character, with new lengths of hedgerow, hedgerow trees, and areas of woodland and additional understory and canopy tree planting.





CONNECTIVITY

Within the Green Infrastructure network, a series of footpaths / cycleways are proposed to enhance connectivity across the site and with connectivity to the local

GREEN AND BLUE INFRASTRUCTURE

There will be a range of public open space consisting of play areas, wildflower meadows, ornamental planting, shrubs and tree which will be integrated



roads and Jinnie Trail to the south-east of the site.

with sustainable drainage features as part of delivering Biodiversity Net Gain (BNG).

<u>www.landatcraythorneroad-stretton.co.uk</u>



ACCESS AND SUSTAINABLE TRANSPORT

The site is located within an accessible and well-connected area with excellent pedestrian, cycle, and public transport links to the local and regional destinations, including Stretton town centre and Burton train station.

2

3

VEHICLE ACCESS

We are proposing to create two new multimodal accesses, in the form of priority junctions, onto Craythorne Road, with footways provided on either

1 Proposed SUGGESTED DROPPED KERE TO ENABLE CROSSING multimodal access points

side of the junctions.

- Northern site access approximately 470m • north of the Craythorne Road/Bitham Lane junction.
- Eastern site access approximately 80m north of the Craythorne Road/Bitham Lane junction.
- The shape and relative arrangements of the proposed junctions have been designed in accordance with Staffordshire County Council's Residential Design Guide.



CYCLE AND PEDESTRIAN ROUTES

Footways will be provided on either side of the two main multimodal access junctions off Craythorne Road.

The proposed footway will continue south on the (1)western side of Craythorne Road, connecting it to the existing footway on Craythorne Road towards the Bitham Lane junction.

2

SUSTAINABLE TRANSPORT AND CONNECTIVITY

Bus



The closest bus stops to the site are located on Bitham Lane (approximately a 4-minute walk from the centre of the site), served by routes1 and 17. Additional bus stops on Church Road (approximately a 7-minute walk from the centre of the site) are served by the V1 the Villager service, with frequent services

- The provision of this footway will connect the site to Bitham Lane and provide onward access to facilities and amenities within Stretton. This is also proposed to serve as an emergency access.
- A network of footways will be provided within the site that will connect the four points of access.
- It is anticipated that cyclists will travel on-road to the site, as per the existing arrangement.
- Bicycle storage will be provided for each new home.



into Burton-upon-Trent town centre across all three routes.



Train

The closest train station to the site is Burton-on-Trent, located approximately 2.2 miles (a 7-minute drive or 16 minute cycle) from the site.

Burton-on-Trent is a major railway station offering regular services to major

towns and cities including Nottingham, Derby and Tamworth, with CrossCountry services southbound to Plymouth via Birmingham, Bristol and Exeter and northbound to Edinburgh via Derby, Sheffield, Leeds, York and Newcastle.

Trains to Birmingham New Street run approximately every 30 minutes and those to Nottingham run approximately every 10-20 minutes.

Walking/Cycling

The site is located within proximity of a number of Public Rights of Way (PRoW).

The walking / cycling facilities proposed on site will not only benefit residents of the development but also existing residents along



Craythorne Road or those using the local PRoWs wishing to travel south towards Burton-upon-Trent.

A network of footways will be provided within the site that will connect the four access points.

<u>www.landatcraythorneroad-stretton.co.uk</u>



DRAINAGE AND FLOODING

SURFACE WATER DRAINAGE

Surface water runoff disposal will be managed through Sustainable Drainage Systems (SuDS) that will mimic the site's existing, pre-development response to rainfall. The system aims to collect, slow down flows, and convey surface water across the site prioritizing the use of vegetated conveyance swales allowing for water quality improvement before flowing to the proposed attenuation basins, which will be integrated within the green infrastructure strategy, making attractive features within the open spaces.



SuDS features will be designed to accommodate the design rainfall event (i.e. the 1 in 100-year event with an additional 40% allowance for climate change) to ensure that flood risk will not increase either on-site or off-site due to the development.

Sufficient space for SuDS has been provided within the proposed masterplan which includes several attenuation basins as part of a nature-based SuDS solution which will also deliver biodiversity enhancements through the creation of new habitat features. Control measures to prevent pollution of these ponds and basins will be provided as part of the SuDS strategy.

FLOODING

The site is located within Flood Zone 1, which is the most suitable zone for all development types in terms of fluvial flood risk. The site is also at very low risk from all other potential sources of flooding – tidal, reservoir, groundwater and sewer.

FOUL WATER DRAINAGE

It is proposed that the foul sewerage will be delivered through a gravity-based solution - gravity drainage systems operate based on gravitational forces, allowing water to flow from high to lower areas - which will then outfall to the Severn Trent Sewers (STW) at manhole SK24267101 in Bitham Lane to the south of the development. STW have confirmed that the manhole (SK24267101) can accommodate total flows from the site without the need for capacity improvements and this location will be acceptable to them.

Any new development on site would be located entirely within Flood Zone 1.



Illustrative example of SuDS feature.

www.landatcraythorneroad-stretton.co.uk



DEVELOPMENT BENEFITS



Provision of up to 430 new energy efficient homes – Including a mix of house types and tenures to meet the needs of households looking to enter the housing market, buy a family home, or right size.



A natural development of the

village – avoiding sprawl, remaining close to the town centre and the existing settlement of Stretton.



Delivering much-needed new affordable homes – ESBC policy compliant.



Sustainable and energy efficient new homes.



New publicly accessible and biodiverse green spaces – Creating thoughtfully designed, green open and recreational spaces including children's play areas.



Supporting local businesses in Stretton, Burton and the surrounding area.



Retention and enhancement of existing good quality trees, hedgerows and boundary planting.



Use of Sustainable urban Drainage Systems (SuDS).



ESBC policy compliant car parking provision – Including visitor and



Achieving a minimum of 10% Biodiversity Net Gain (BNG).

reduced mobility spaces.



Creation of a well-connected green network – Promoting alternative modes of transport.



Generating £1.2m in Council Tax payments



Creating jobs during construction period:

- 124 direct FTE (Full-Time Employment)
- 50 indirect FTE (Full-Time Employment)



Gross Value Added (GVA) generation of:

- £37.7m from the direct construction jobs
- £15m from the indirect construction jobs



www.landatcraythorneroad-stretton.co.uk



FEEDBACK AND NEXT STEPS

Thank you for joining us today and we hope you have found this Public Exhibition informative.

Do come and talk to us, we are here to answer any questions you have and would like to hear your views on our proposals.

Please let us have your comments by completing the feedback form provided and posting it in the boxes before you leave. If you don't have time today, you can either complete the feedback form on our website or return it via post. Please ask a member of the project team for a stamped addressed envelope.

MONDAY 7TH JULY 2025

Start of consultation period.

We are here.

WEDNESDAY 9TH JULY 2025

In order for us to be able to consider all the feedback we receive, we kindly ask that your comments are with us by **Friday 25th July 2025**.

After the consultation period closes, we will analyse and discuss all your comments and suggestions with the wider project team. These will be considered as we finalise the scheme and progress to the submission of our Outline Planning Application.



Public Exhibition at Stretton Social Club.

THURSDAY 10TH JULY 2025

Public Webinar and Q&A session.

FRIDAY 25TH JULY 2025

Deadline for comments. Consultation period closes at midnight.

LATE SUMMER 2025

Submission of Planning Application to East Staffordshire Borough Council.

WINTER 2025/2026

Expected determination of Planning Application by East Staffordshire Borough Council.

Dates of submission and determination are indicative only and will be subject to change.

CONTACT US

You can contact the engagement team using the details below:



By Email

Landatcraythorneroad-stretton @KGCommunications.co.uk



By Phone

Scan with your smartphone camera or visit our website using the link below.



www.landatcraythorneroad-stretton.co.uk



07909 735417 (from 9.30am to 5pm, Mon-Fri)

www.landatcraythorneroad-stretton.co.uk