

Land at
Craythorne Road,
Stretton

Public Webinar and Q&A Session

Thursday 10th July 2025

6.00pm to 7.00pm



Welcome



Presentation followed by Q&A.

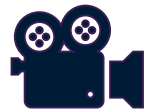


Please let us know your questions.

(Bottom of screen for computer, top of screen for mobile/tablet).



We will not be using the chat function.



Webinar is being recorded and will be added to the consultation website.

Meet the Team

Sarah Milward – Programme Lead, Bloor Homes

David Winter – Masterplanning/Urban Design

Stasha Zakoliukina – Masterplanning/Urban Design

Matt Filer – Landscape Planning

Jamie Glossop – Ecology

Marc Rennie – Highways & Transport

Emma Chamberlain – Highways & Transport

Mark Sitch & Charlotte Cook – Town Planning

Richard Laker – Drainage & Flooding

Kate Greatrix – Community Engagement



Landatcraythorneroad-stretton@KGcommunications.co.uk



07909 735417

(from 9.30am to 5.00pm, Monday to Friday)



Scan the QR code with your smartphone or visit our website:

www.landatcraythorneroad-stretton.co.uk

A little bit about Bloor Homes

- Bloor Homes was founded in 1969 by John Bloor and remains privately owned by the Bloor family.
- Over 50 years' experience building high-quality new homes across the country.
- Member of the voluntary Homes for Nature scheme.
- Proven track record of delivering high-quality new homes in the West Midlands.



94%

of our homeowners
would recommend us

92%

of our homeowners are
happy with the build
quality of their new
homes

90%

of our homeowners
enjoyed our home
buying process and
experience



**5-star Home Builders
Federation rating for six
years**



**Homes
for Nature**

A member of the Homes
for Nature scheme



**Rated Excellent on
Trustpilot with over
3,500+ five-star reviews**

Site Location

The site is located on the western edge of Stretton, approximately 800m from the village centre.

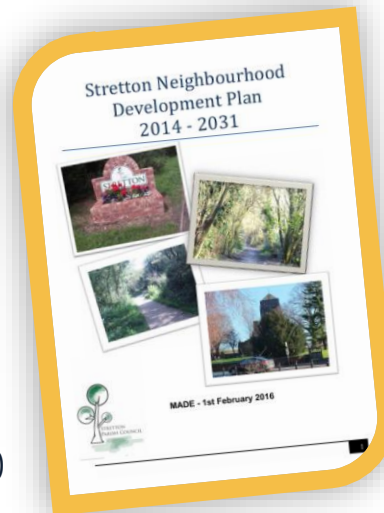
- In total, the site is circa **23.31ha/57.60 acres** currently in agricultural use.
- Strong relationship with the existing settlement of Stretton, by being surrounded by existing housing to its northern, eastern, and southern boundaries.
- Western boundary is bounded by the former Golf Course (The Craythorne Golf Club), which closed in 2013 and is currently disused open space.



Planning Policy Context

East Staffordshire Local Plan - 2012-2031

- Adopted in October 2015 and covers the plan period of 2012-2031.
- To deliver the Vision for the Borough, twelve strategic objectives have been formulated, including:
 - **SP2** Settlement Hierarchy
 - **SP3** Provision of Homes and Jobs 2012 – 2031
 - **S01** Well Designed Communities
 - **S02** Housing Choice
 - **S03** Accessibility and Transport Infrastructure.
- 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 (update deadline 19th October 2025).
- 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.



Stretton Neighbourhood Development Plan - 2014-2031

- Site falls within the boundary of the Stretton Neighbourhood Development Plan area, adopted in February 2016.
- The Plan includes a vision, objectives and planning policies including:
 - **Policy S2** Protecting Landscape Character
 - **Policy S3** Protection and Enhancement of Local Wildlife
 - **Policy S7** Protecting Archaeology in Stretton.

The Planning Process

Outline Planning Permission

- Establishes the principle of development subject to it meeting certain parameters.
- 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 and buffer zone
 - Density.

Reserved Matters Approval

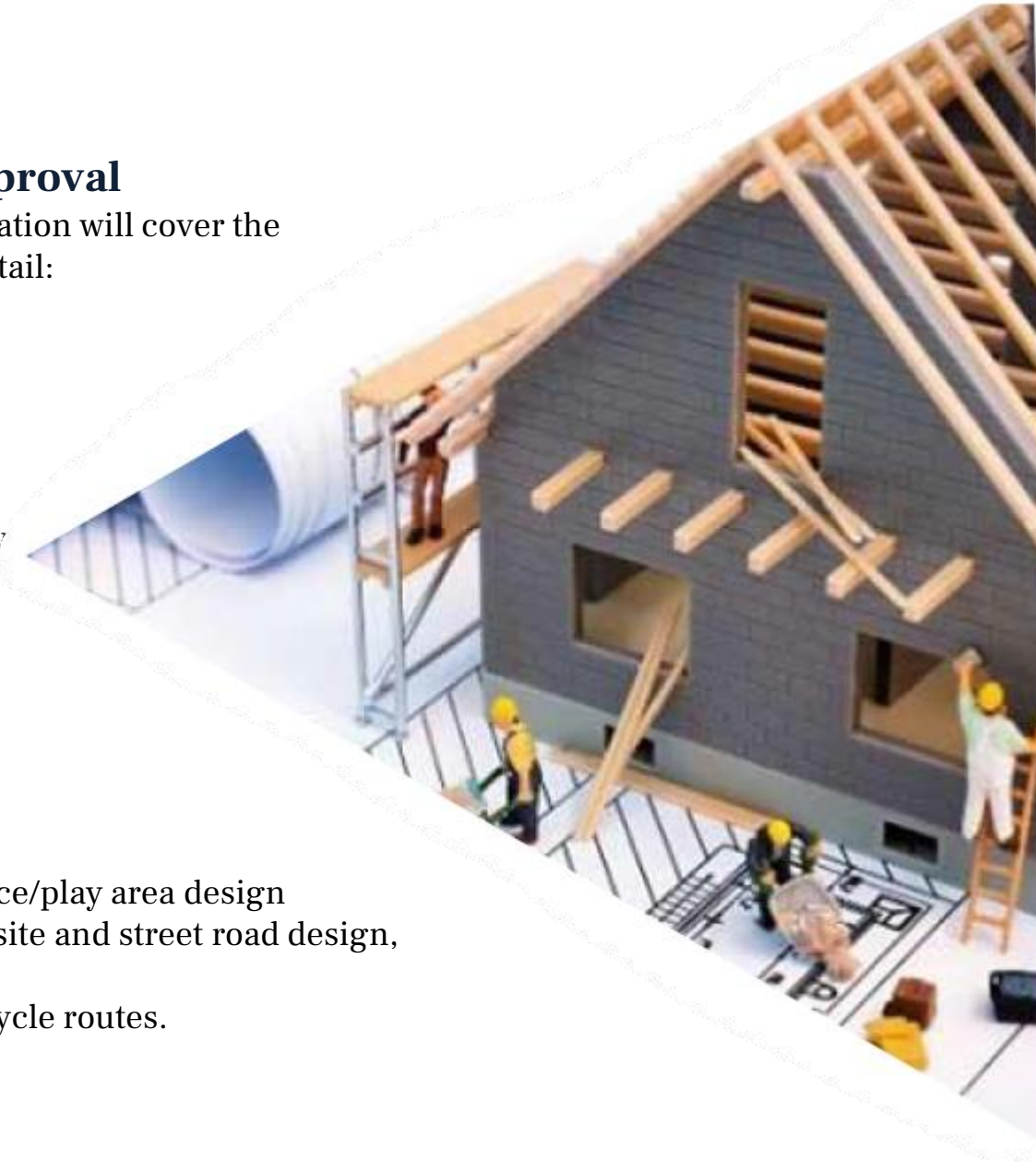
The Reserved Matters application will cover the following elements in full detail:

Final design

- Site Layout
- Massing
- Scale
- 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.



Key Development Priorities

We have three key development priorities that underpin our vision to create sustainable places, while respecting local character, preserving natural amenities and protecting existing wildlife habitats wherever possible.



- Reduce carbon emissions.
- Improve energy efficiency.
- Prioritise low-carbon heating and on-site energy production.
- Homes built to Future Homes Standards.



- Enhance and create planted areas.
- Committed to Homes for Nature scheme.
- Achieve 10% Biodiversity Net Gain (BNG).
- Retain trees and hedgerows along site boundaries.



- Access to various public transport services.
- Electric car charging points.
- Encourage the use of walking and cycling, by proposing shared pedestrian and cycle routes within the site and connections with the immediate surrounding area and amenities.

Emerging Proposals

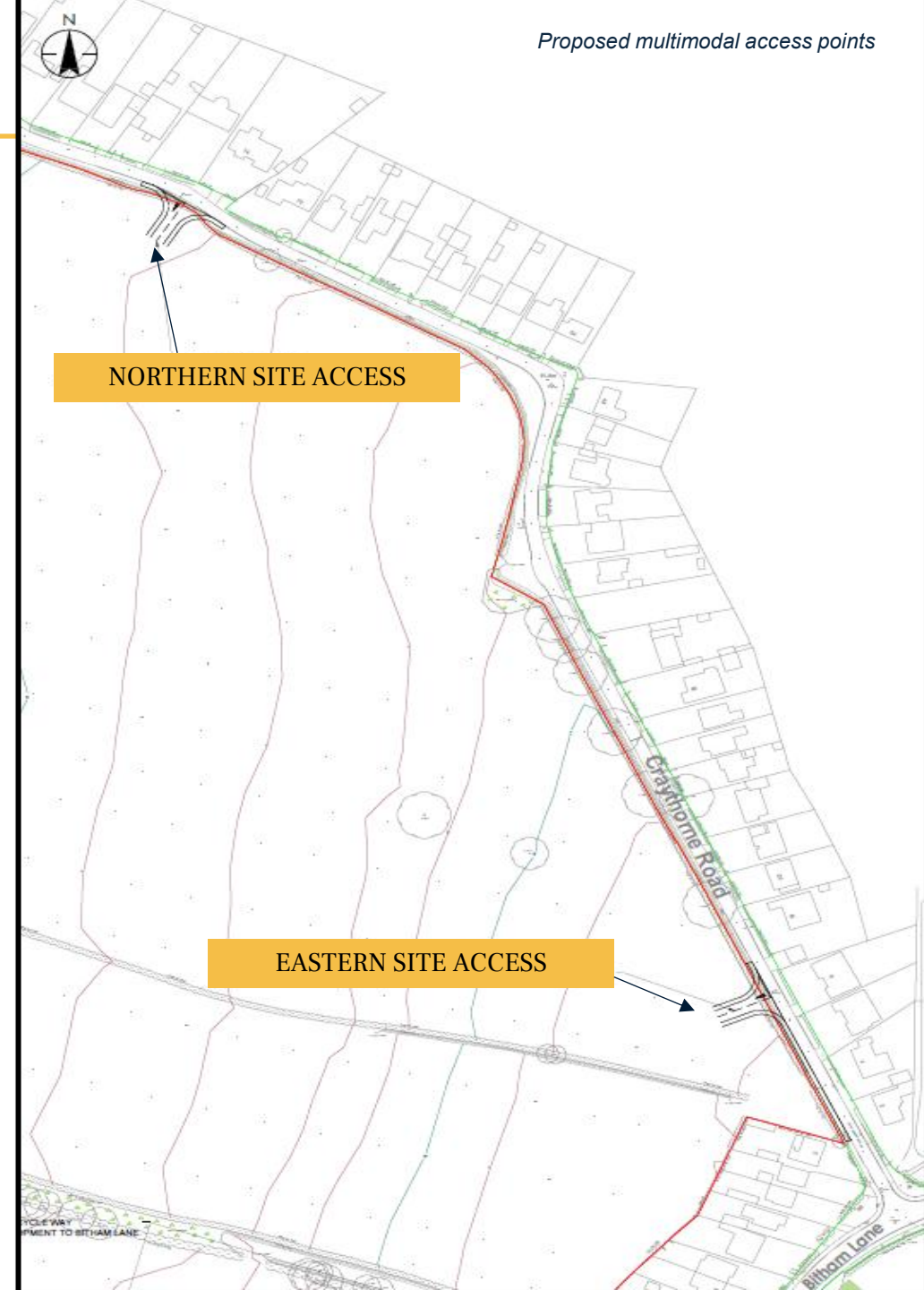
- Up to 430 new energy-efficient homes with low-carbon heating, offering a range of house types, tenures and sizes to suit local housing need, including affordable homes – fully compliant with ESBC policy.
- Up to 2ha of safe guarded land for a new Primary School.
- Two main vehicle, cycle and pedestrian access points off Craythorne Road.
- Two additional pedestrian and cycle routes off Bitham Lane.
- Access to the Public Right of Way (PRoW) network.
- Provision of multi-functional public open space, natural play and recreational routes - accessible by existing and new residents.
- Sustainable Drainage Systems (SuDS) and flood alleviation features.
- EV charging points for every home.
- A minimum of 10% Biodiversity Net Gain (BNG).
- Pedestrian and cycle links throughout the site with connections to the immediate surrounding area and amenities.
- Retention and enhancement of trees and hedgerows on site, where possible.



Access

Vehicle access

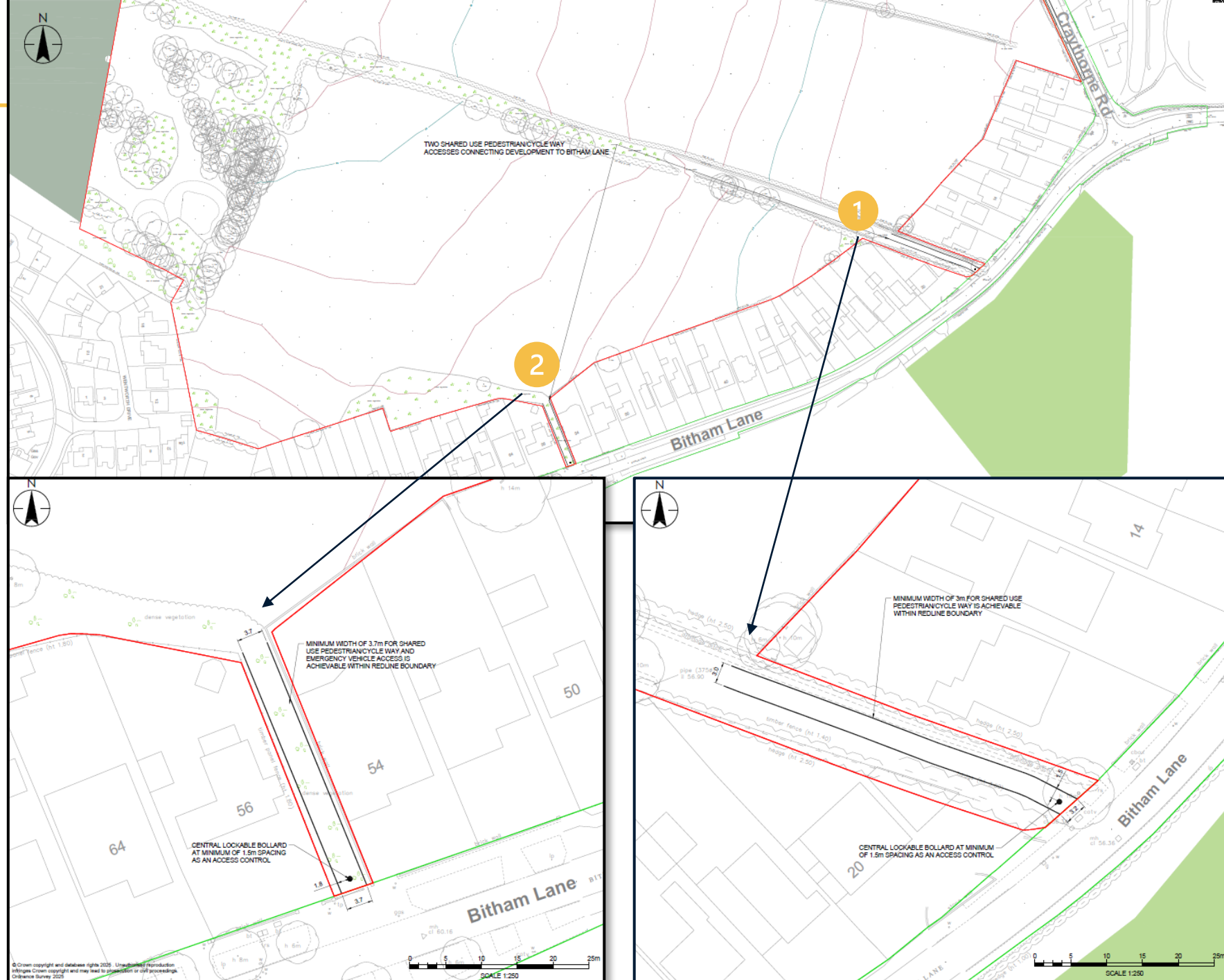
- Creation of two new multimodal accesses, in the form of priority junctions, onto Craythorne Road, with footpaths provided on either side of the junctions.
 - **Northern site access** approximately 470m north of the Craythorne Road/Bitham Lane junction.
 - **Eastern site access** approximately 80m north 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.



Land at Craythorne Road, Stretton

Pedestrian/Cycle

- Footways provided on either side of the two main multimodal access junctions off Craythorne Road.
- The proposed footway (one on the map) will continue south on the western side of Craythorne Road, connecting it to the existing footway on Craythorne Road towards the Bitham Lane junction.
- The provision of this footway (two on the map) 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 connecting to 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.



Landscape and Ecology

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

- 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.
- Proposals create a pleasant transition between the residential development and the local landscape.
- The public open space will include a range of planting and experiences with the following features:
 - Green & Blue Infrastructure.
 - Local Character.
 - Connectivity.
 - Naturalised drainage ponds.
- Committed to a minimum of 10% BNG.



Drainage and Flooding

Surface Water Drainage

- Surface water runoff disposal will be managed through Sustainable Drainage Systems (SuDS).
- SuDS include a system of ponds and basins that retain rainwater on the site to minimize flood risk.
- SuDS features will be designed to accommodate the design rainfall event to ensure flood risk will not increase either on-site or elsewhere because of the development.
- Control measures to prevent pollution of these ponds and basins will be provided as part of our SuDS strategy.



Illustrative examples of SuDS features



Foul Water Drainage

- Foul sewerage will be delivered through a gravity-based solution, 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.

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 majority of the existing site is at 'very low' risk of surface water flooding. All built development (including access) will be located within areas of 'very low' risk.
- Very low risk from all other potential sources of flooding – tidal, reservoir, groundwater and sewer.

Sustainability

Our high sustainability standards ensure that the new homes and spaces we build today are fit for the future. We will aim to achieve this through:

- A **fabric first approach** for new homes that uses high-performance and efficient building materials to reduce energy consumption for new residents.
- Building **water and energy-efficient** homes.
- Provision of waste and recycling storage.
- Inclusion of **secure cycle storage** and cycle routes, to encourage alternative modes of travel.
- Multi-functional **public open space**, accessible by existing and new residents.
- Prioritising an **all-electric development**, with energy supplied through zero carbon technologies.
- Responsible sourcing of materials.
- Minimising surface water runoff and provision of **Sustainable Drainage Systems** (SuDS).
- Management of waste sustainably and efficiently during construction.
- **Biodiversity enhancements** to achieve a minimum 10% BNG through new planting and habitat enhancement.



Q&A

Have Your Say



Scan the QR code with your smartphone or visit our website:
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Complete our feedback form.



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Timeline

Wednesday 9th July 2025

Public Exhibition at Stretton Social Club- 2.00 to 7.00pm.

Consultation period opened 7th July 2025.

Thursday 10th July 2025

Live Public Webinar with Q&A session.

Friday 25th July 2025

Deadline for comments. Consultation period closes at midnight.

Late Summer 2025

Submission of Outline 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.

Land at
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Stretton

Thank you.

BLOOR HOMES[®]