

INTRODUCTION

Welcome to the first edition of 'The Drummond Beat', a newsletter prepared by Lovell Homes to keep you updated on the plans for the new residential development, at Drummond Park, Ludgershall. Lovell Homes is one of the UK's leading housing developers and is part of the Morgan Sindall Group. The company operates across the UK with seven regional offices across England, Scotland and Wales. The 'South West and South Wales' Regional team will be delivering the scheme at Drummond Park.

Lovell Homes were appointed back in March 2020 by Homes England as their Development Partner to deliver 412 new homes on the former Defence Medical Equipment Depot or 'Drummond Park' as it is now known. Whilst the Lovell head office is in Tamworth and our regional office is in Cardiff, we have current projects across the south west and have also recently completed the MOD development at the Corunna Barracks site in the town.

If you would like any further information about the company and about what we do, please visit our website at www.lovell.co.uk



A BIT OF SITE HISTORY

The site has been under military use since 1936- In 1939 the War Office transferred the Army Medical Stores to Ludgershall and it was used as stores during WWII. After the war the site became known as the Army Medical Equipment Depot and it remained to be used until the early 2000s. It was sold off by the MOD in 2006 to a private developer which is where its long planning history began.

The original intention was to develop out the site for housing back in 2010/11, however although the Outline Planning Application (E/11/0001/OUT) was submitted back then, planning permission for 475 dwellings was only granted in 2019 after Homes England purchased the site and resurrected the original application working with Wiltshire Council.

Homes England tendered the site in early 2020 via their Developer Partner Panel framework and Lovell was successful in securing preferred developer partner status. We are now working with both Homes England, Wiltshire Council and local Registered Provider, Stonewater to develop the plans for this site and deliver a mixed tenure residential scheme. We will be providing a total of 412 new homes which will be a mix of homes for sale on the open market and affordable homes.

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SITE ACTIVITY

You may have noticed that over the last few months there has been some activity on site! Homes England have appointed DSM to undertake the demolition and clearance of the majority of the site. This work involves the removal of many of the underground structures which were below the old warehouse buildings on the site together with the digging up of old roads and clearance of areas in preparation for the construction of the development. DSM will be on site until at least the end of April 2021.



Homes
England

PLANNING UPDATE

Many of you will have attended the community information events held back in 2010 by a previous developer and taken the opportunity to have your say on the proposals for the development at the Outline Stage. Any comments and concerns raised at this time were accommodated within the outline planning process and addressed by the grant of the outline consent and the attached conditions.

Since we became involved in the scheme in April 2020, we have developed the design parameters set out at the outline stage and we submitted a Planning Pre-Application to Wiltshire Council back at the beginning of September. This Pre-Application enabled us to engage with the planning and other officers at the council and has assisted us to shape the design development of the scheme. We are now almost at the stage to submit the Reserved Matters to the council, which is essentially the detailed proposals for the development.

OUR PROPOSALS

Our proposed layout and initial images are shown on the following page. The development includes:

- 412 new homes of which 25% will be affordable homes - A mix of 2, 3 & 4 bedroomed properties
- Community Parkland to the north of the site providing both amenity and ecological benefits including wildflower meadow and low structural shrub planting alongside circular walkways, areas of seating and informal kick-about space
- Delivery of an equipped children's play area, - Local Equipped Area for Play (LEAP) and Local Area for Play (LAP) for children of all ages
- Delivery of numerous pocket parks which provide informal play/ activities and celebrate existing mature trees and extensive new landscaping and the retention of many existing trees/ hedgerows
- A new Drainage Infiltration Basin to provide attractive seasonal interest and biodiversity benefit
- A new roundabout on the A342 which will provide a new entrance to the site in addition to improving Highway Safety on this stretch of the A342
- The extension of the 30mph speed limit restriction in Butt Street on the approach to Ludgershall
- Improvement to the existing Street Lighting in Butt Street, Castle Street and High Street—from 200m west of the site entrance, through to the war memorial
- A number of financial contributions will be made to Wiltshire Council to improve local services:
 - ⇒ To support of local bus services serving the development
 - ⇒ Towards highway projects designed to relieve congestion in the Ludgershall area
 - ⇒ Towards the provision of a new primary school at Perham Down, Ludgershall
 - ⇒ Towards the Phase 2 expansion of secondary places provision at the Wellington Academy
 - ⇒ Towards the cost of preparing legal paper work for the extension of the 30mph speed limit restriction in Butt St
 - ⇒ Towards the provision of refuse collection and recycling facilities to serve the development

LOVELL HOMES

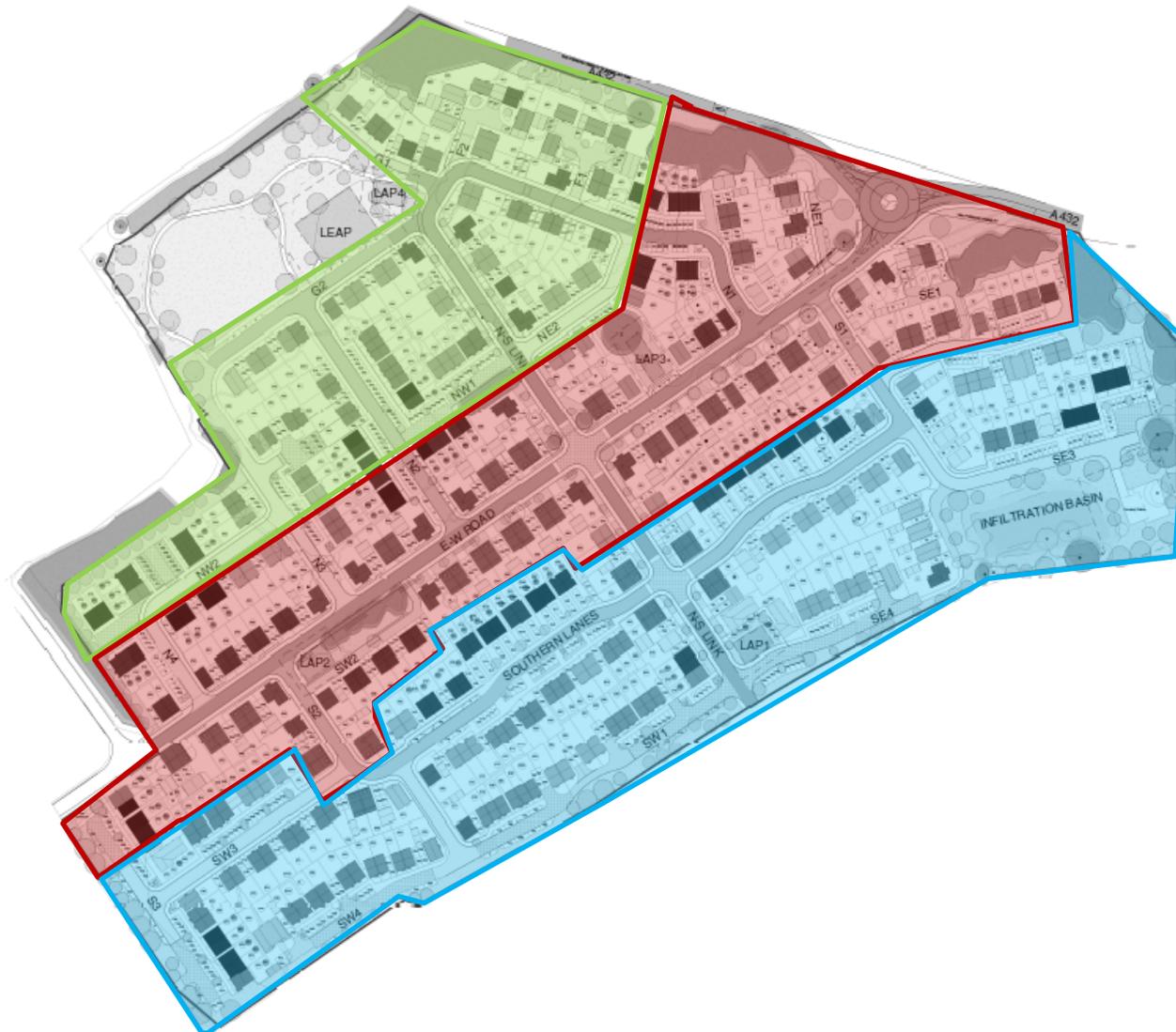
THE DRUMMOND BEAT

DRUMMOND PARK, LUDGERSHALL

JANUARY 2021

FIRST EDITION





THE CHARACTER AREAS

The Drummond Park development will be split into three distinct character areas, each area will have a mix 2,3 & 4 bed dwellings. In each of these character areas, the elevations, road hierarchy and boundary treatments will differ.

- THE HIGH STREET
- THE LANES
- THE FARMSTEADS



CHARACTER AREA 1— THE HIGH STREET:

This area draws its inspiration from the High Street in the town.

A principal linear development form, highly visible as the centre of the proposed development concentrated around the East-West Road, which broadly divides the site in two and passes through the centre of the site from east to west.

These streets have a distinctly urban 'feel' with buildings set close together to create almost continuous built up frontages.

The area consists of houses of 2-2.5 storeys in height, arranged to express corners with varying roof line creating a visually stimulating area.

In terms of materials, red colour brick forms the dominant material alongside 'feature' buildings with render. The buildings have steep roof pitches to allow the roof to form a expressive architectural element with white colour windows. Roof finishes consist of a mix of red and grey colour roof tiles.



CHARACTER AREA 2— THE FARMSTEADS:

This area draws on the characteristics of surrounding villages and Butt Street, St James Street and Crown Lane. Away from the main route the lower levels of traffic allow the back lanes to retain a tranquil, almost rural reflecting a farmhouse narrative that is more directly related to the outbuildings and often forms part of the farmyard. Ranges of 2 storey buildings close off all sides of a courtyard. .

An edge of development character typology that allows the northern region of the proposed scheme to create a positive edge to the adjacent countryside whilst maintaining a rural feel.

In terms of materials, red / buff colour brick with flint feature panels form the dominant materials with windows and elevations being framed in appearance.





CHARACTER AREA 3— THE LANES:

The Lanes are easily recognisable in contrast to the formality of the High Street. This character typology plays a crucial role in integrating the new development with the adjacent settlement of Ludgershall and sites identified for future development.

The Southern Lanes character area draws on the characteristics of Castle Street and Dewey's Lane. They are secondary in importance to the buildings on the High Street. Buildings are set close together to create almost continuous built up frontages of varying building lines. The buildings are generally 2 storeys, rising to 2.5 storeys to emphasise focal points, such as the North-South Link. In terms of materials, red brick with roughcast feature render panels form the dominant materials with roofs with gable ends being more expressive compared to the Farmstead.



LANDSCAPE DESIGN

Open amenity/play spaces are distributed within the site, offering a range of spaces and characters that can be used by all, providing visually connected green stepping stones through the site to the surrounding open countryside. Play spaces are to be included within these open space parcels, each having their own play character to provide a variety of formal, informal and constructive play across the scheme. As well as equipment and play features the spaces will aim to incorporate high quality planting for a variety of sensory experiences, to introduce children and the development's community to nature by encouraging insects, improving biodiversity and allowing access for landscape interaction. The detailed landscape strategy for the site has been designed to maximise recreational opportunities across the site. The full strategic landscape design is available to view below:



ECOLOGY

Ecological surveys comprising a desk study, Extended Phase I Survey and further detailed surveys with respect to a number of species on the development were completed between 2010 and 2019. These surveys informed the Outline Planning Application and determined the planning conditions in respect of ecology which were attached to the consent.

The site, particularly south of the main access road is largely dominated by the hardstanding/ foundations of former MOD buildings with semi-natural habitat limited to site boundaries. To the north, several buildings remain surrounded by former landscaped areas, now outgrown and unmanaged. This is in addition to an area of species-poor plantation woodland to the west and unmanaged and semi-improved grassland to the north.

The initial surveys completed for the outline have been followed by updated ecological surveys undertaken by EDP on behalf of Lovell during 2020. The development of the site will incorporate appropriate avoidance, mitigation and enhancement measures, informed by the updated survey work to ensure the protection of protected species on-site and maintenance of their populations in the long-term, including bats, bird and reptiles, amongst others.

Building upon the principles first established during the outline planning application, the proposed masterplan has been designed to locate development across those habitats of limited ecological value, whilst retaining boundary features as far as possible to maintain connectivity of habitats between the site and wider landscape. Grassland within the north of the site will be retained within the development and designed to deliver a balanced provision of community public open space and ecological zones, the latter (alongside adjacent pockets of broadleaved trees) accommodating translocated populations of common reptiles and notable plant species recorded across the site. This is in addition to the provision alternative roosting opportunities for barn owl and bats across suitable areas of open space and/or new housing.



THE LOVELL LEGACY

We always look to engage with local stakeholders such as residents, businesses and schools to ensure that we leave a positive legacy in every community.

We will work with these groups to provide added value to the scheme and to help to improve local facilities which will benefit the whole Ludgershall community. As an example, our Corunna Barracks colleagues worked alongside the Town Council to deliver improvements to the Town's Rose Garden as part of our Legacy programme.

We would welcome any suggestions from local residents/ business as to how this legacy can be delivered for the scheme at Drummond Park. Are there any particular community groups which could benefit from some training, improvements to their building or meeting place?

If you have any suggestions, please get in touch at Enquiries.drummondpark@lovell.co.uk in the first instance to register your proposal or send us your proposal in the post ;

Drummond Park Comments, Lovell Partnerships Ltd, Unit 5, Cae Gwyrdd, Greenmeadow Springs Business Park, Tongwynlais, Cardiff, CF15 7AB



HAVE YOUR SAY

We have provided this newsletter in order to share our proposals for Drummond Park with you and we will also be providing a copy of the information contained within this publication on our dedicated Drummond Park website: <https://www.lovell.co.uk/drummond-park/>

This website will be available for you to view from Friday 8th to Friday 22nd January 2021 and will provide you with the opportunity to view the newsletter online. More importantly, it will give you the chance to have your say about our proposals for Drummond Park by leaving your comments and/or questions for the Lovell team and our specialist consultants who have worked on the design of the scheme with us on the website.

We know that there will be matters about the development and construction works which will still require further explanation, such as our strategy for construction traffic, provision of drainage and services and future management of ecological areas/open space amongst others. Further information about these matters will be contained within the full information pack to be submitted for planning and also further practical information will be available at the “**Community Information Event**”, which we hope to be able to hold in person (should the current pandemic allow) closer to the construction start date, which is currently targeted for Mid June 2021.

Don't forget, you will also have the opportunity to comment on the proposals once the planning application has been made to Wiltshire Council. This is currently targeted for the beginning of February 2021, so keep a look out on the Council's planning website.

We encourage you to take the opportunity to review our proposals and provide your comments, either via the website, via our email address or in writing at:

<https://www.lovell.co.uk/drummond-park/> or

Enquiries.drummondpark@lovell.co.uk or

**Lovell Partnerships Ltd, Unit 5, Cae Gwyrdd, Greenmeadow Springs Business Park, Tongwynlais,
Cardiff, CF15 7AB**



