



# **THREE PROSPECTS FARM LAND EAST OF ROYSTON**

Vision Document | March 2025



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# 1. Introduction

*Wilson Bowden Developments (WBD) are pleased to present land at Three Prospects Farm (the 'Site') as an opportunity for a sustainable new community on the edge of Royston. The site falls into the Greater Cambridge area but adjoins the town of Royston which itself sits within North Hertfordshire District.*

## **Background & Site Information**

- 1.1 This Vision Document has been developed by WBD together with its advisors and it sets out the technical and environmental considerations in developing the Site and seeks to put forward a deliverable proposal. The Vision Document will be utilised to inform and build on further discussions with South Cambridgeshire District Council, North Hertfordshire District Council, Cambridgeshire County Council, Hertfordshire County Council and the local community.

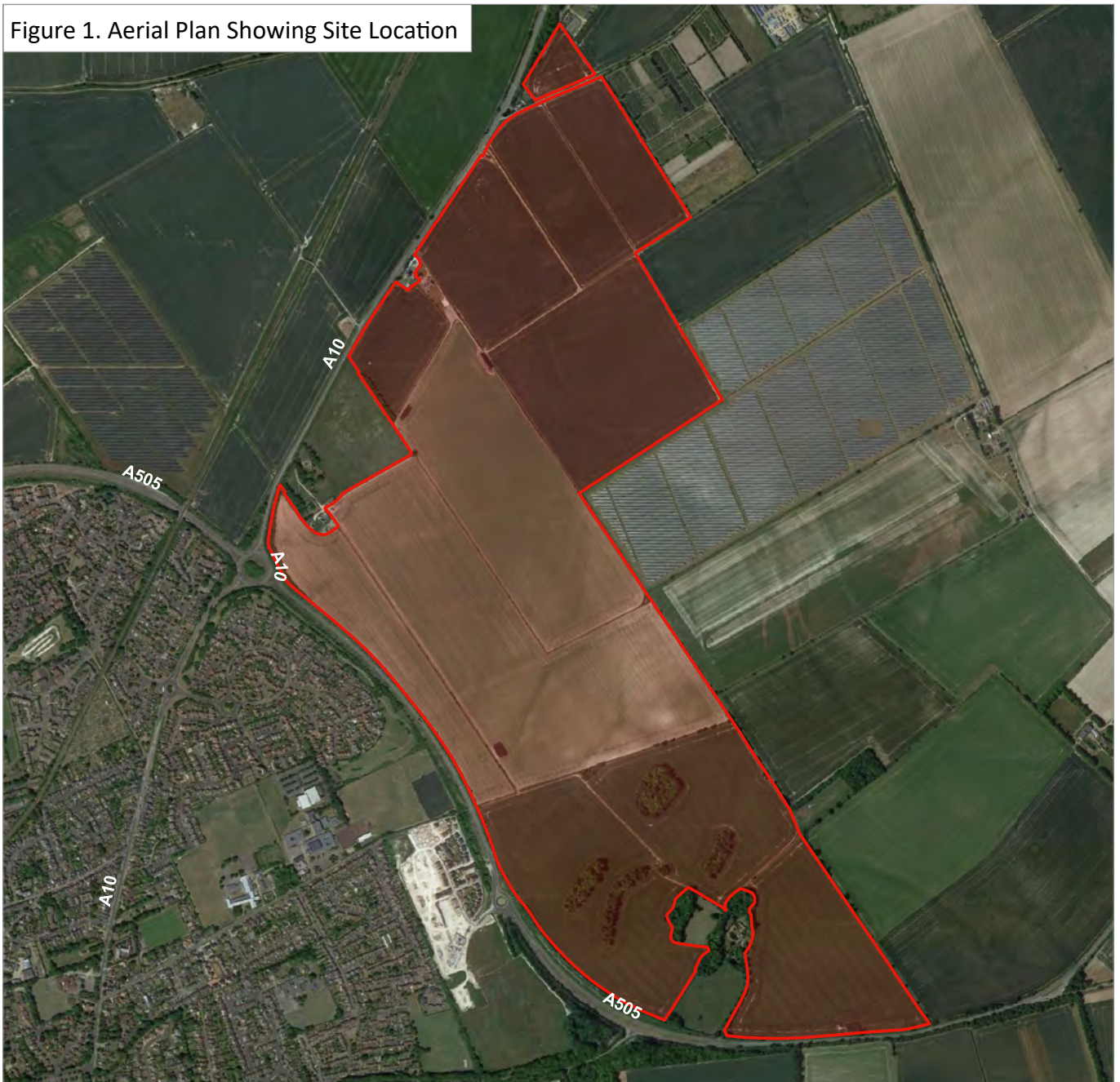
## **About WBD**

- 1.2 The Site is being promoted by WBD, the commercial development division of Barratt Developments PLC. WBD already has an impressive track record and pipeline of successful industrial sites and applications, focusing on the northern Home Counties and the Midlands. As part of one of the largest UK house builders, we are confident that the Site is able to contribute to the long-term sustainable future of Royston bringing with it necessary supporting green, social and physical infrastructure. WBD is primarily a developer of commercial and industrial property.
- 1.3 Our aim is to create great places by building long term relationships to deliver high quality developments where people aspire to work and live, and which are a pleasure to live in and will enhance communities for years to come.

## Vision

- 1.4 The overarching vision for the Site is to deliver a high quality, locally distinguishable and sustainable extension to Royston. The proposed development would deliver much needed new homes and it is estimated that the Site could contribute around 1,079 dwellings across a mix of tenures; create additional jobs through a well-designed major commercial area; provide a new primary school and local centre alongside a new retirement living community, generous public open spaces including a new country park, play areas, enhanced area of biodiversity and areas for expansions of renewable energy existing projects.
- 1.5 The high-level proposals for the Site are set out within this Vision Document, which have been informed by best practice approaches to design and place-making including integrating the Site with the wider landscape and green infrastructure networks.
- 1.6 The role of this document is to demonstrate our clear approach to development, providing evidence that the Site can be delivered in a sensitive, sustainable way..

Figure 1. Aerial Plan Showing Site Location





## 2. Planning Context

*Greater Cambridge, Cambridge City Council and South Cambridgeshire District Council are working together to create a joint Local Plan which will contain proposals and planning policies that will guide growth and regeneration across the area over the coming years. Within this, the Council is evaluating a range of options for meeting its emerging housing and employment needs. The Plan's development strategy will also consider issues relating to improving the operation of the local economy and investment in and delivery of infrastructure and support services.*

### Greater Cambridge

- 2.1 The Call for Sites exercise carried out by Greater Cambridge Shared Planning in 2019 has provided the Council with a wide range of options of varying scales and types in order to support a range of strategies. The Site is one of the options put forward through the 'Call for Sites' and is published in the Housing and Economic Land Availability Assessment.
- 2.2 Whilst the initial submission to the Call for Sites was centred around housing, it was clear to WBD that the site also provides a unique opportunity for local employment for Royston where there is limited supply but where a healthy market demand for industrial premises is present. The transport links with the A10 and A505, public transport and pedestrian / cycle links with Cambridge and Royston are all significant attractors for enhancing the employment provision within the site.
- 2.3 This Vision Document therefore develops upon the information provided as part of the initial Call for Sites exercise and demonstrates how the Site has the potential to deliver a sustainable extension to Royston – a town which has somewhat reached its natural development limits and with limited options for further expansion to the south, north and west.
- 2.4 The Greater Cambridge Local Development Scheme: Local Plan Timetable was agreed in January 2025. The current LDS timetable is as follows.

January 2020	Issues & Options, public and stakeholder engagement (Reg 18)
Autumn 2021	Preferred Option Consultation (Reg 18)
Autumn/Winter 2025	Draft Plan Consultation (Reg 18)
Summer/Autumn 2026	Proposed Submission Consultation (Reg 19)
December 2026	Submission to Secretary of State for independent Examination (Reg 22)

- 2.5 The development strategy within the emerging joint Local Plan acknowledges that Cambridge remains the most sustainable location for new development – the strategy identifies the Cambridge urban area as the starting point for new development. Outside Cambridge, the emerging Local Plan seeks to retain the approach as set out in the South Cambridgeshire Local Plan 2018 which firstly identifies its two new towns next and then groups the villages into four categories of Rural Centres, Minor Rural Centres, Group Villages, and Infill Villages. It is currently proposed to retain this approach within the emerging joint Local Plan, and the current position of each village.
- 2.6 Such a strategy does not consider the capability of addressing an element of Greater Cambridge’s housing and employment needs by accommodating new growth via the expansion of Royston in an area which is seen as a sustainable extension to the town, having regard to the high level of services and facilities present both in Royston and Melbourn.

## **North Hertfordshire**

- 2.7 North Hertfordshire’s Spatial Strategy seeks to focus the majority of new development on the towns (including urban extensions to existing towns) in order to make maximum use of existing facilities, social networks and infrastructure, and maximise opportunities to deliver new infrastructure.
- 2.8 North Hertfordshire and South Cambridgeshire have a legal duty to co-operate on strategic planning issues that cross administrative boundaries. The presence of the A505, a connection which facilitates movements between North Hertfordshire and South Cambridgeshire increases the likelihood of substantive relationships in terms of travel to work patterns or housing market areas. This is evidenced by the constructive dialogue that WBD have already had with North Hertfordshire.
- 2.9 The site therefore provides an opportunity for both authorities.
- 2.10 The Site presents a significant opportunity to secure a logical extension to Royston town which itself has reached a natural limit and yet does not involve incursion into the Green Belt, sensitive landscape areas nor to areas close to other sensitive receptors unlike the sites identified close to Melbourn. The Site also offers significant potential to contribute to the wealth of the region and the country as a whole being located in the heart of the Cambridge/Milton Keynes/ Oxford Growth Corridor; which is of vital economic importance in the UK; home to leading international universities and science and technology companies. With its excellent train services to Cambridge (15mins) and London Kings Cross (30 mins); transport links with the A10 and A505; public transport and pedestrian / cycle links with Cambridge and Royston the site is well placed to take advantage of the ‘tech sector’ and enhance employment provision within the site.
- 2.11 The scale and nature of the land parcels means that the necessary infrastructure can be put in place to address the needs of new development, and this will necessarily include new commercial floorspace, primary school and local centre alongside a new care home, generous play areas as required including a Country Park of strategic scale. The Melbourn Greenway will enhance the site’s accessibility credentials for non-car modes and provides a pleasant route between villages between those main settlements.
- 2.12 This Vision Document has been prepared to enable effective engagement with the Councils during the plan preparation stages.





### 3. Site in Context

*The Site lies immediately to the east of Royston, a town which lies within North Hertfordshire District.*

#### The Site

- 3.1 The Site itself lies within South Cambridgeshire District with the A505, which forms the south and southwestern boundary, being the administrative boundary line between the two authority areas. The A10 forms the north and northwest boundary and to the east, the Site borders Muncey's Farm Solar Farm.
- 3.2 The Site extends to some 174 hectares (437 acres) and is primarily used for agricultural use. The Site is within Agricultural Land Grading 2, 3a and 3b.
- 3.3 The Site is divided into a series of fields which in turn are defined by a series of ditches and low trimmed hedgerows with few trees.
- 3.4 Topographically, the land slopes gently to the north towards the valley of River Cam with a localised area of higher ground located to the south. Scattered hilltop woodland blocks feature on the rising ground near Hyde Hill Farm.
- 3.5 There are no Public Rights of Way within the Site. Cambridgeshire County Council's website interactive map indicates that there are a number of Public Rights of Way at different distances from the Site, mostly byways located to the north east connecting with the A10 and Melbourn. The nearest one is a bridleway which leads from Melbourn to Muncey's Farm. A long distance path, Harcamlow Way, follows a number of local roads and tracks and is located approx. 0.7km away to the north at its closest point. The Icknield Way Trail is located to the south and beyond the A505.
- 3.6 The Site contains a Scheduled Ancient Monument to the north of the site. The Monument comprises a circular causewayed enclosure which is situated on fairly flat land about 800m north of the foot of the Chilterns. Although no earthworks can be observed on the ground, the monument is clearly visible from the air and is recorded on aerial photographs.
- 3.7 The Site lies within flood zone 1 (low risk) and has some small low-lying areas identified as being at risk from surface water flooding. The Site is not covered by any Local Plan designations but is described as being within the rural area outside of the Green Belt.

## Wider Context

- 3.8 Royston lies circa 12.4 miles to the southwest of the City of Cambridge, approximately 10 miles from Letchworth Garden City and approximately 16 miles from Stansted Airport. Royston Railway Station is located 1.5km to the west of the Site and provides an hourly service to London Kings Cross with other regular services to Brighton and Cambridge.
- 3.9 Royston is afforded a range of services/facilities including, but not limited to, a number of primary and secondary schools, several nurseries, churches, petrol stations, public houses, a number of local shops, employment, and recreational facilities. Complementary services are also located within Royston which include gyms, doctors' surgeries, and a number of supermarkets.
- 3.10 The site is not within, or in proximity to, any designated heritage assets. The closest Listed Buildings encompass 151, 153, 155 High Street, Royston, which are located approximately 1.7km to the northeast of the site and as such are not anticipated to be a constraint to development;
- 3.11 The Site is not in close proximity of any designated nature conservation sites. The nearest encompass:
- Holland Hall Railway Cutting SSSI is located 0.18km to the west of the site and comprises chalk grassland rich assemblage of herbs,
  - Therfield Heath Local Nature Reserve is located approximately 1.9km southwest of the site (Chalk grassland rich assemblage of herbs such rarities as pasque flower *Pulsatilla vulgaris*); and
  - Fowlmere RSPB reserve is situated approximately 3.5km from the site (comprises reedbed fen, chalk grassland and scrub, chalk stream one of the UK's rarest habitats).
- 3.12 The Site will not impact these sites.
- 3.13 The Site is not covered by any statutory or non-statutory landscape designations at either a National or Local level, such as National Parks, Areas of Outstanding Natural Beauty (AONB), Special Landscape Areas, or Areas of Great Landscape Value (AGLV).
- 3.14 In conclusion the Site is relatively constraint free in environmental terms. The Site is not covered by any statutory or non-statutory landscape designations at either a National or Local level, such as National Parks, Areas of Outstanding Natural Beauty (AONB), Special Landscape Areas, or Areas of Great Landscape Value (AGLV).
- 3.15 In conclusion the Site is relatively constraint free in environmental terms.

Figure 2. Flood Risk Plan





## 4. Site Analysis

*There are a variety of opportunities that arise from the development to the east of Royston that support the site's allocation through the emerging Local Plan.*

### Key Site Considerations

- The Site is well related to Royston and provides a logical extension to the town to accommodate a mixed-use development proposal with new facilities such as a primary school and local centre.
- The Site is located in the heart of the Cambridge/Milton Keynes/Oxford Growth corridor which is evolving to deliver a far greater contribution to the wealth of the region and the country as a whole.
- There are embankments on the western edge of the Site where the A505 lies in cutting, however development can be located to avoid these embankments.
- With Royston immediately to the west and Melbourn to the north, the proposal benefits from the services and amenities of these areas.
- The Site is well connected to the wider road network via the A10 to the south leading to Buntingford and Ware and to the north leading to Cambridge and the A505 leading towards the A1M to the west and situated to the east.
- The Site represents an opportunity for meeting employment and housing needs both within South Cambridgeshire and North Hertfordshire.
- The Site is located outside of the Green Belt.
- The Site has the potential to create new green infrastructure which would respond to the local landscape context and character of the River Cam.
- The Site currently has a 132kV power line crossing which traverses overhead along the northern and western boundary of the site. There are opportunities to have these rerouted underground.
- The Site has a small number of trees and hedgerows, and these should be retained where possible. Woodland blocks feature on rising ground to the south and there are opportunities to enhance these features as part of the green infrastructure strategy.
- The Site has an open character gently rising to a higher point to the south of the site, from which there is an opportunity to structure views from the high point to Goffers Knoll to the west.



- There are opportunities to create linkages with the existing Icknield Way Trail and/or create alternative and safer route for Icknield Way Trail through the site;
- There is an opportunity to improve active travel into Royston as well as capitalise and enhance proposed connections including the Melbourn Greenway.
- There are opportunities to extend the existing Solar Farm into the boundaries of the Site.
- There is an opportunity to create a new country park of significant scale (circa 10 hectares) to mitigate pressure on nearby Therfield Local Nature Reserve and SSSI, RSPB Fowlmere Nature Reserve and Holland Hall Railway Cutting due to increased footfall from development. The country park could provide a significant area of open space and could be open to the public (albeit access will be carefully managed) to provide attractive recreational walking routes.
- The Site has the potential to enhance the Scheduled Ancient Monument within the Site and provide a public opportunity for people to learn and understand what it is.

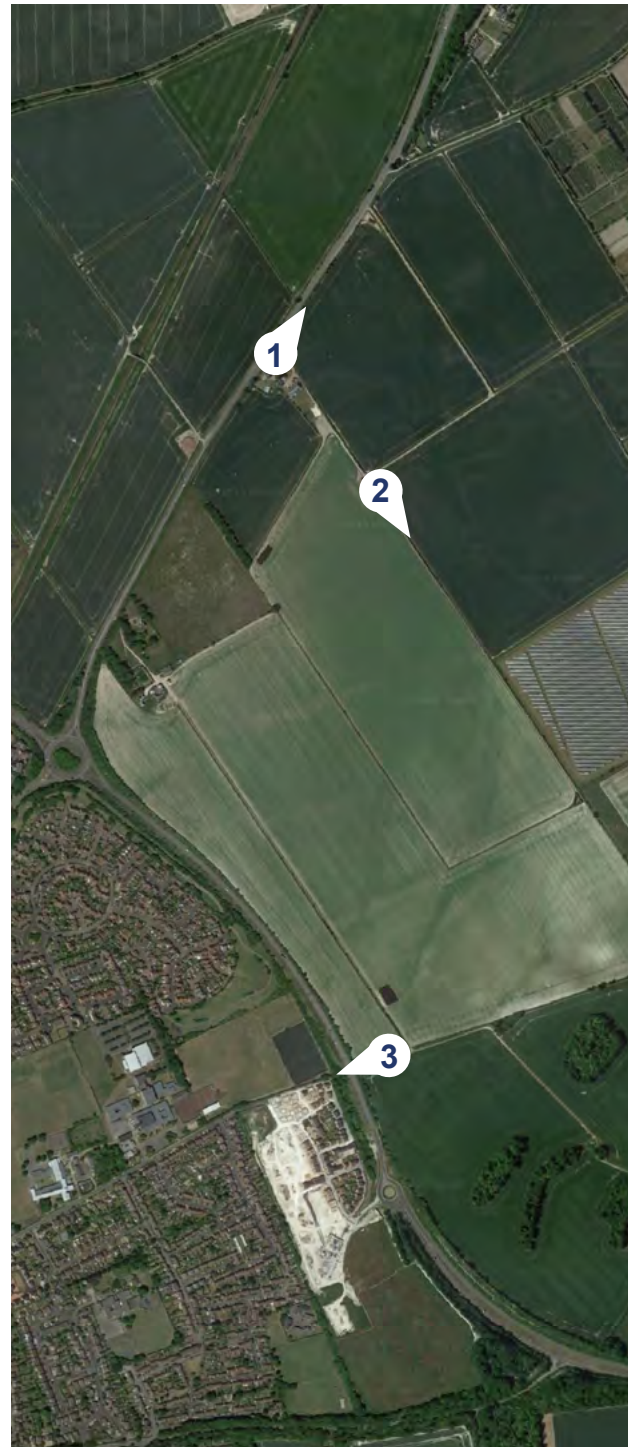
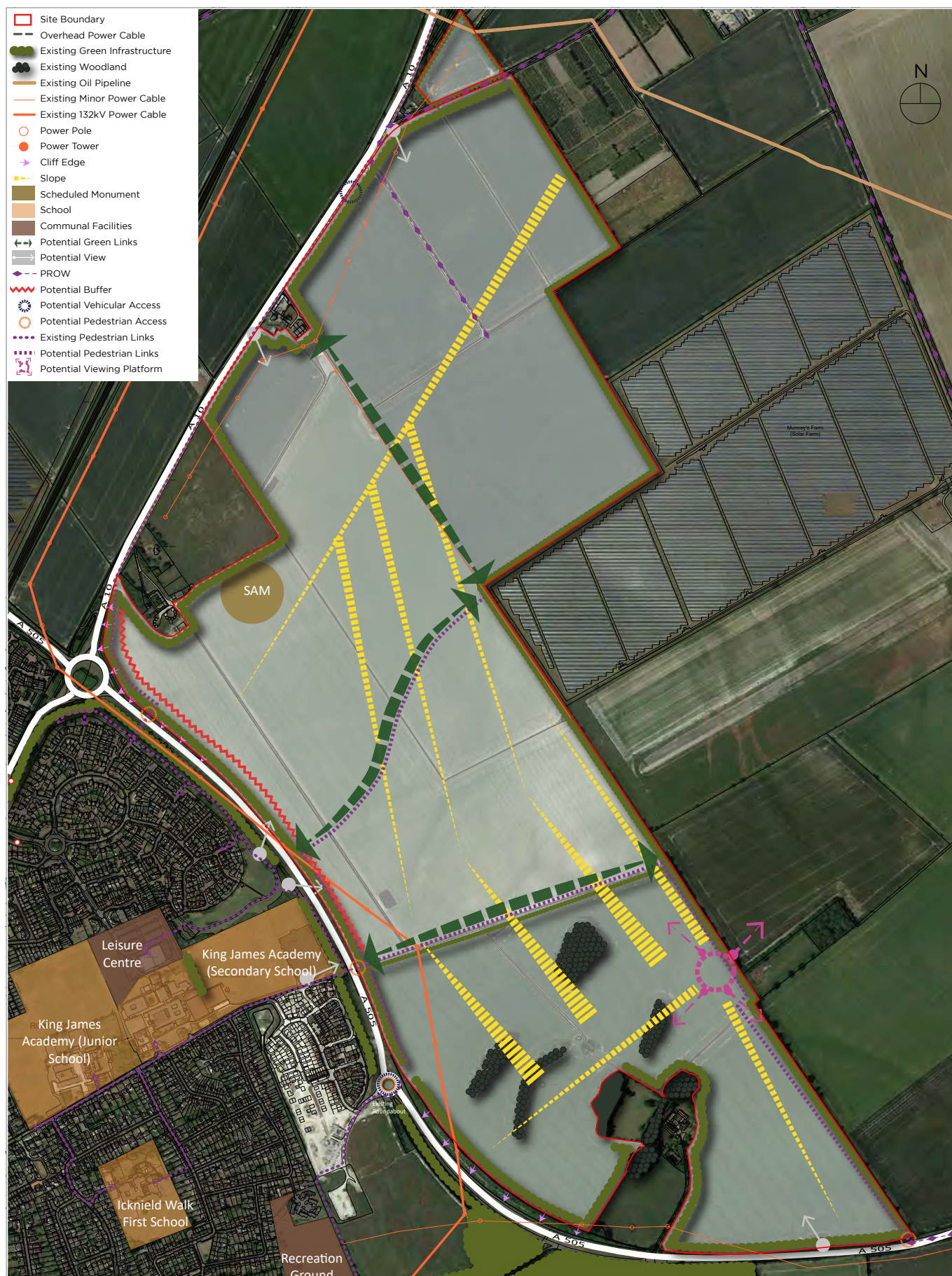




Figure 3. Opportunities and Constraints



## Landscape Character

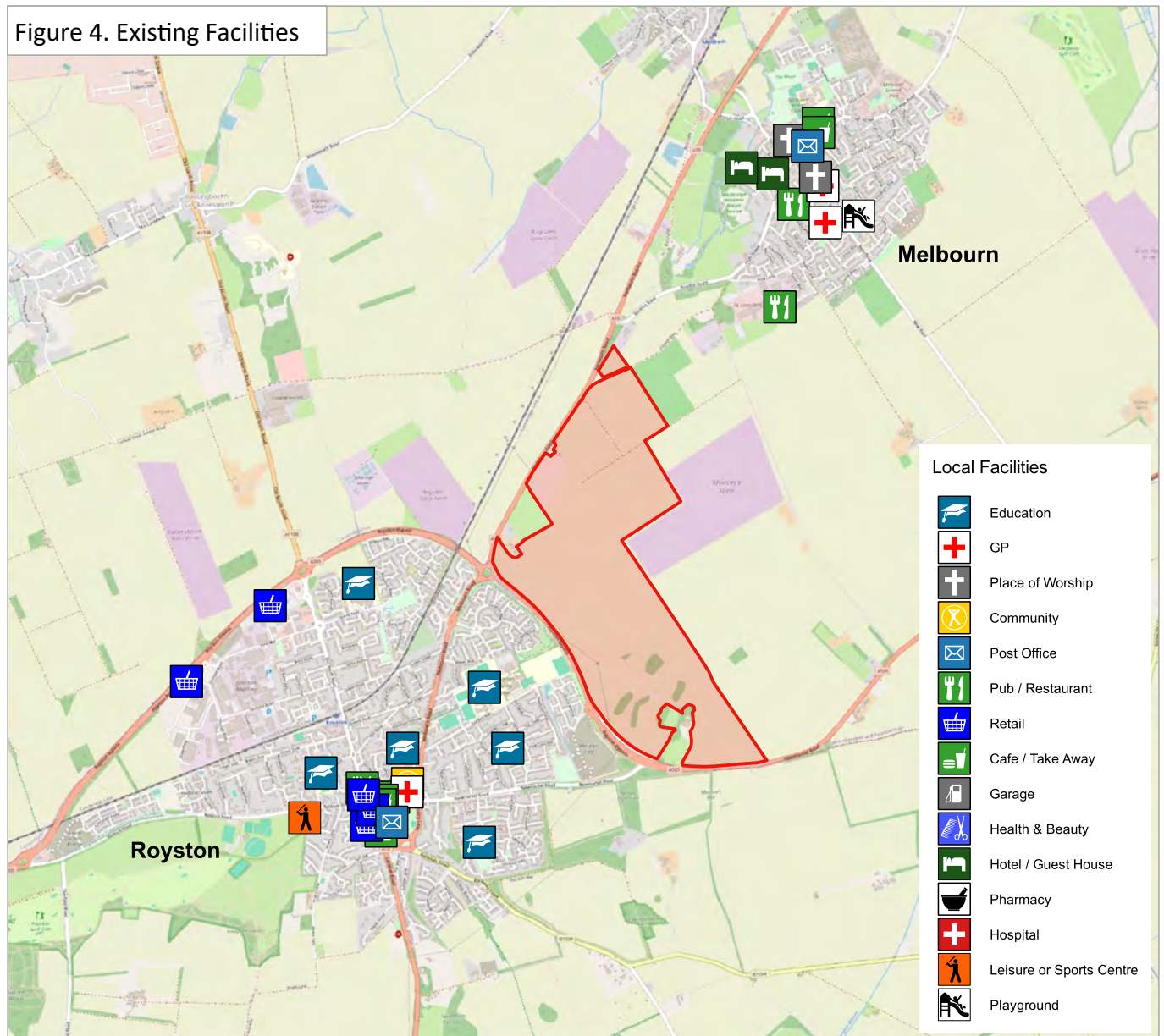
- 4.1 The landscape in the area has a rolling topography with a character defined by certain high points with small copses or 'hangers' which are prominent and characteristic features in the open landscape.
- The Landscape Character Assessment (February 2021) defines the Site as lying within the joint character area 87 – East Anglian Chalk and Southern Chalk Hills Landscape Character Area.
  - There is clear intervisibility between the Site and Royston. Notably the higher point to the south of the Site allows views to Royston and to Goffers Knoll to the west.
  - Trees stand on rising ground to the south of the Site around Hyde Hill Farm.
  - High voltage cables run (east to west / north to south) across the Site and has an urbanising effect as do the transport corridors which immediately border the Site.
  - The surrounding gently undulating landscape would be visible beyond intervening screening and the rising topography to the south which could form a viewpoint to surrounding local landmarks.
- 4.2 Cambridgeshire has one of the lowest proportions of priority habitats in England (less than 10%) with one of the lowest percentages of land designated for nature and the second lowest woodland cover at 4.8%.
- 4.3 As the population of Cambridgeshire has grown by approximately 30% since 2000, the provision of natural greenspace has not kept pace. A 2016 study 'Open Space Review and Standards' indicates that within Royston there were 24.72 hectares of Natural and Semi Natural Greenspace across only 5 sites.
- 4.4 The provision of a 41-hectare Country Park, which would encompass approximately 23.6% of the site, would create a unique recreational asset for the wider community. This will provide significant benefits through landscape enhancements, improved recreation, health and connectivity benefits both for the development and nearby residents, Royston and a much wider catchment area.
- 4.5 The features of the new country park would include:
- Edible landscapes
  - Nature interpretation boards
  - Natural play and trim trails
  - Kickabout area
  - Opportunities for social interaction
  - Seating areas
  - Re-wilding areas allowing habitats to develop naturally over time.
- 4.6 Furthermore, opportunities to create a new country park at the Site would mitigate pressure on nearby Therfield Local Nature Reserve and SSSI, RSPB Fowlmere Nature Reserve and Holland Hall Railway Cutting due to increased footfall from development and conflicts between nature conservation and recreational use. The creation of chalk grassland (a rare habitat in Cambridgeshire but one of the richest landscapes for wildlife in the UK) within the Country Park could provide linkages with other local sites of conservation interest and would bring significant ecological benefits.



## Existing Facilities

- 4.7 The Site is well located in relation and accessible to established services and facilities in Royston and indeed Melbourn, as a well-served village to the north. The new residents would be able to use and support the existing services and facilities in the town, making use of the existing and proposed pedestrian and cycle routes to access these.
- 4.8 The proposals will complement and enhance existing local facilities.
- 4.9 The whole Site is within walking distance of numerous facilities including:
- Pre-schools including Kindred Royston Newmarket Road Pre School.
  - Secondary schools including King James Academy, Icknield Walk First School and Roman Way Academy.
  - Surgery's including Royston Health Centre and Bassingbourn Surgery.
  - Post Office.
  - General Stores and Convenience stores.
  - Public Houses; and,
  - Cafes.

Figure 4. Existing Facilities

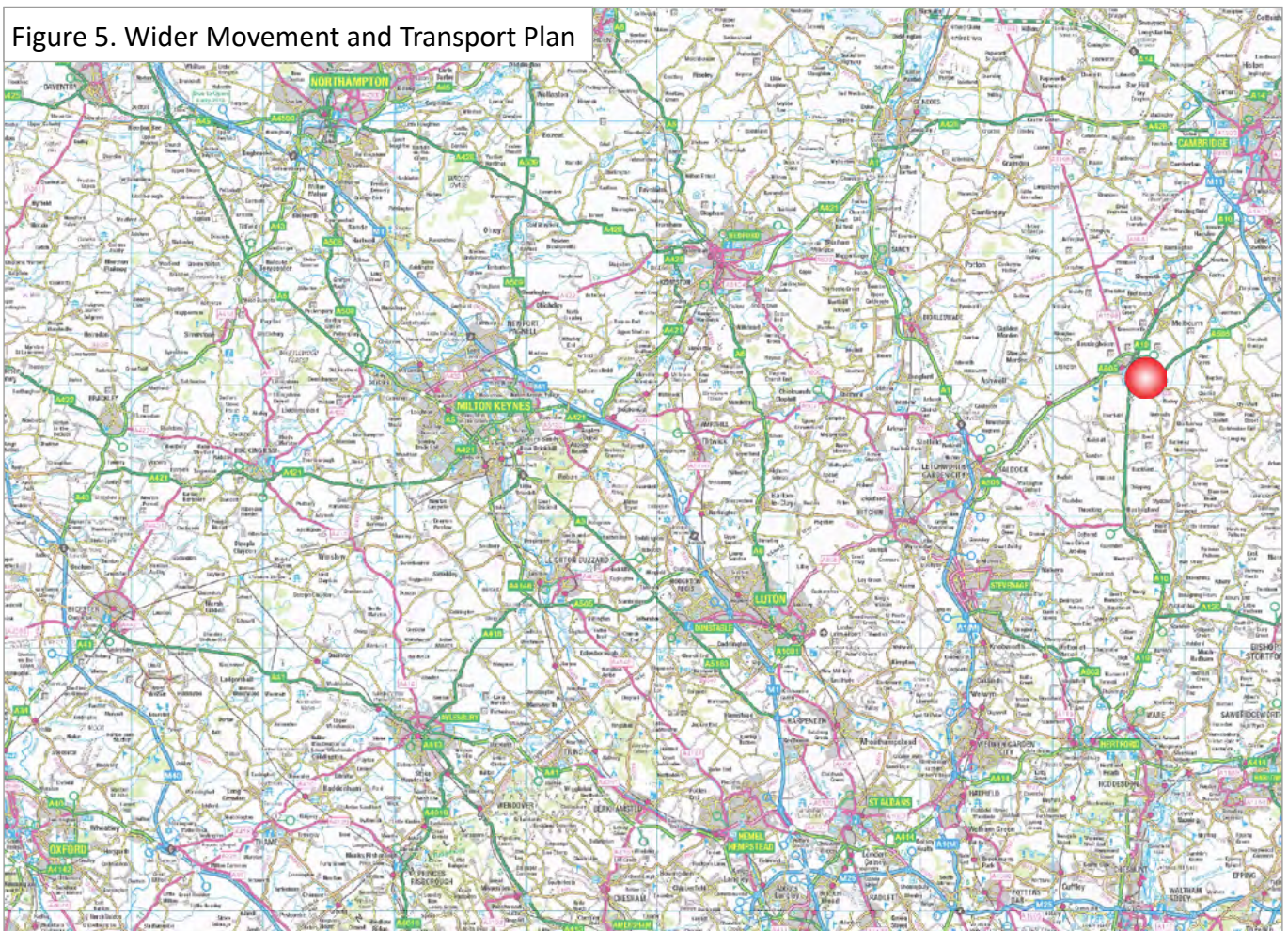




## Movement – The Growth Corridor

- 4.10 The Site is well connected to local and regional movement networks via the A10 to the south leading to Buntingford and Ware and to the north leading to Cambridge and the A505 leading towards the A1M to the west.
- 4.11 The Site is well placed to take advantage of the growing ‘tech sector’.
- The A10 and the A505 form the south and southwestern boundary to the Site and therefore creates significant opportunities for vehicular access directly to the Site.
  - Stanstead Airport is located 26 miles and Luton Airport 26 miles from the Site.
  - Royston Railway Station is accessible from the Site being approximately 1.5km to the west of the Site and provides an hourly service to London Kings Cross (30 minutes) with other regular services to Cambridge (15 minutes).
  - Existing pedestrian and cycle routes from the Site to the surrounding area including via the existing bypass to Hammond Close and Garden Walk present potential opportunities for wider connection.
  - The Melbourn Greenway, which is due to be completed later this year, will provide a new pedestrian and cycle bridge over the A505 linking the new shared path and existing cycle path in Royston and thereby supporting sustainable transport modes.
  - The Melbourn Greenway will create a new shared use path along the A10 between Royston and Melbourn, Meldreth, Shepreth, Foxton and Hauxton: better connecting people to jobs, schools, services and opportunities along the A10 with wider paths and better crossings.
  - Melbourn Road (A10) provides access to the 24, 26 and 813 bus routes providing connections to Royston Town Centre, Cambridge and Bassingbourn Village College.
  - The Icknield Way Trail is located to the south and beyond the A505

Figure 5. Wider Movement and Transport Plan







## The Vision

- 4.12 WBD is committed to creating an aspirational development that will deliver a new community with a positive and long-term legacy for the area. We have developed a site wide vision, and this has been complemented by our 'Great Places' principles, which aim to create characterful places that are well connected and enhance the health and wellbeing of residents through high quality streets and spaces.
- 4.13 The proposals for the Site are underpinned by an exemplary approach to green infrastructure, placemaking and environmental standards.
- 4.14 The extensive high-quality landscape and wildlife enhancing measures are embedded into the fabric of the built environment, providing multi-functional spaces, well-designed, energy efficient homes as well as modern industrial units and renewable energy generating uses.
- 4.15 Enhanced pedestrian and leisure routes will provide easy access to services in Royston and within the Site including the new local centre, primary school and country park. Further enhancements to pedestrian and cycle links will capitalise on the Melbourn Greenway and potential to create an alternative and safer Icknield Way route through the Site.
- 4.16 Opportunities to provide local employment for Royston where there is limited land supply will reduce out-commuting. New employment proposed within the Site would help to encourage people to live, work and play within the development whilst being ideally located to take advantage of the 'tech sector'
- 4.17 WBD and its appointed consultant team have examined how the site fits into the wider context as it develops its initial proposals to ensure that the site can complement and enhance the existing town.
- 4.18 Development of the Site would offer:
- A landscape led development proposal.
  - A mixed-use development proposal with new facilities such as a primary school, local centre, significant country park and significant employment generating uses.
  - Significant opportunities to enhance the green infrastructure network.
  - A deliverable Site under a single land ownership and from a company who are part of a national housebuilder with a track-record of delivery.

## Urban Design and Placemaking

- 4.19 The Site has a key role to play in helping to deliver the homes needed to support Greater Cambridge's ambition over the plan period.
- 4.20 WBD recognises that well designed places come from understanding the character of the local area while establishing developments own distinct sense of place. The development will use our Great Spaces principles to:
- Create a high quality, inclusive and safe built environment.
  - Protect and respond to the local landscape character and historic environment.
  - Create attractive and well-designed buildings that are adaptable to changing needs over a lifetime.
  - Approximately 30 dwellings per hectare would be achievable.
  - Create attractive streets and high-quality focal Village Square that will support sustainable movement and community interaction.
  - Develop a safe and secure environment by designing the new neighbourhoods in line with the principles promoted in 'Designing Out Crime'.
  - Provide a wide choice of housing types and tenures to meet the needs of the area and create a mixed and balanced community.
  - Providing employment generating uses for general industrial need with access from the A10 allowing for roadside prominence and avoiding the residential development.
  - The Country Park will be designed to blend seamlessly with the wider countryside and will adopt the design philosophy of Accessible Natural Green Space.
  - Provide new facilities and amenities, including a primary school and a multi-functional local centre, creating high quality spaces accessible to new and existing communities.



Figure 6. Density Plan Parameter Plan







## Blue and Green Infrastructure

4.21 Green and blue infrastructure is a key theme for the vision as we work with the natural landscape and networks to shape the development.

4.22 The development will:

- Support a district wide approach to green infrastructure, supporting enhanced and historic connections.
- The Country Park could provide significant levels of green infrastructure which would serve the development, Royston and South Cambridgeshire more widely.
- Retain existing and propose significant new planting to support benefits to the microclimate and minimise the 'heat island effect'.
- Improve access to green infrastructure with new and enhanced footpaths, cycleways and green streets for the enjoyment and health of all.
- The creation of chalk grassland (a rare habitat in Cambridgeshire but one of the richest landscapes for wildlife in the UK) within the Country Park could provide linkages with other local sites of conservation interest.
- Provide new on-site SuD's to manage surface water runoff. This would ensure that there would not be an increase in the likelihood of flooding elsewhere.
- Network of green spaces that will link across the site from the proposed wildlife corridors following the north-eastern boundary, the green corridors to the existing PRoW and woodland blocks on rising land to the south, helping to create a distinct parcel with its own character and identity.
- The ANG'S area within the Country Park would be designed to encourage significant biodiversity gains but allow for informal recreation.



Figure 7. Blue and Green Infrastructure Parameter Plan







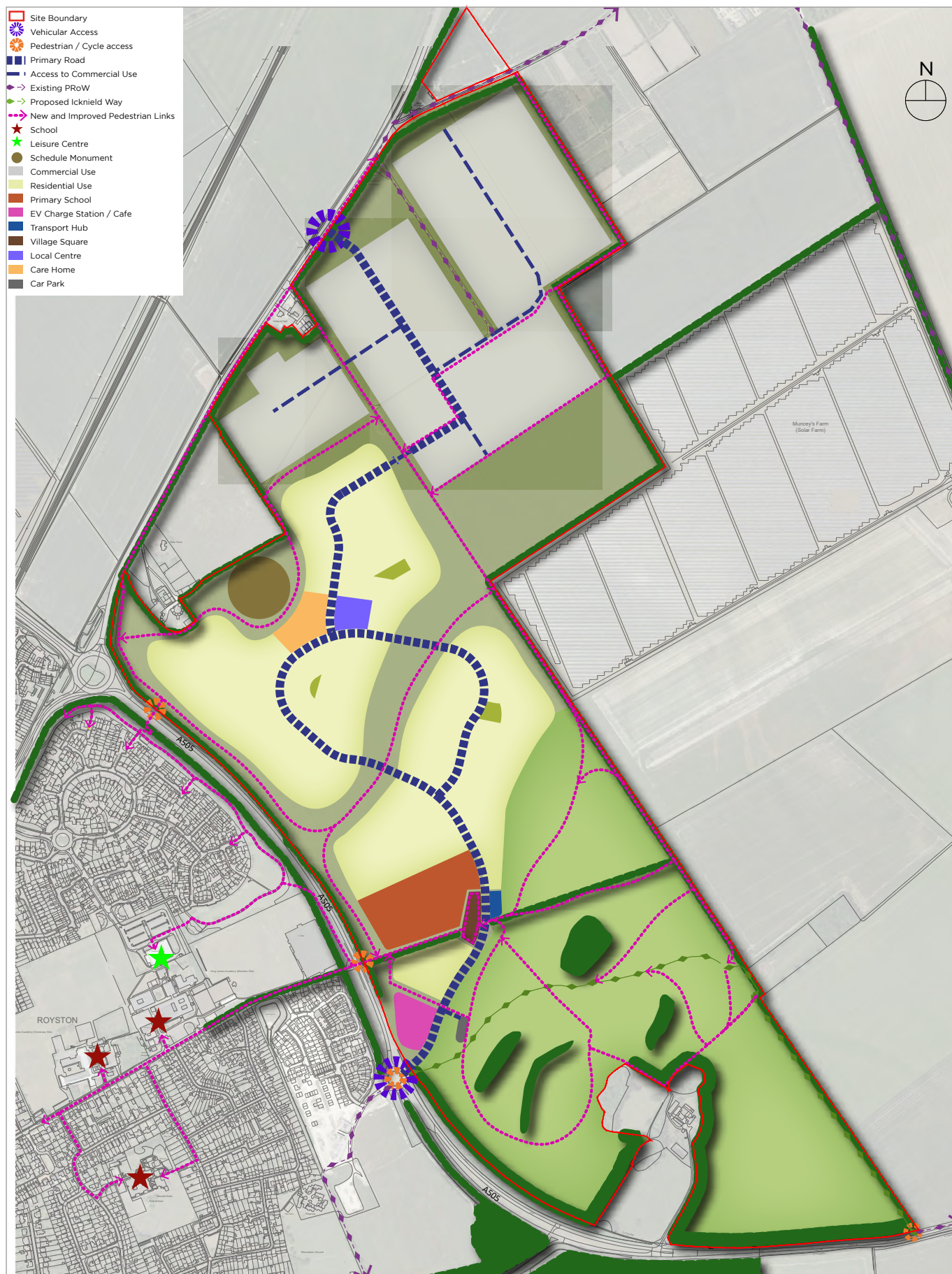
## Transport, Movement and Mobility

4.23 Accessibility is a key priority for new development. Integrating the Site with green infrastructure routes and other networks will support healthy and active lifestyles. The design of the Site gives priority to pedestrians and provides easy access to existing and future transport hubs, including Royston. The development will:

- In accordance with Cambridgeshire County Council (CCC) highways guidance, propose two vehicular accesses from the A505 and A10.
- Create a network of attractive and well-designed streets and spaces that are well connected both inside and outside the Site.
- Provide easy and legible routes and access across the development that lead to the existing footpath and cycle networks
- Deliver generous cycling and walking infrastructure – including opportunities to improve active travel into Royston as well as capitalise on connections between Royston and Melbourn, Meldreth, Shepreth, Foxton and Hauxton and via the Melbourn Greenway scheme.
- Create attractive and recreational walking routes within the Country Park to ensure healthy living which could integrate with existing public rights of way.
- Provide infrastructure to support electric cars, car club and electric cycles.
- Provide opportunities to create a safer alternative route for Icknield Way through the Site.
- Support investment for improvements to existing highways works with an emphasis on modal shift.



Figure 8. Access & Movement Parameter Plan



## Design

### 4.24 Movement & Circulation

- The Site would utilise the existing roundabout on the A505 to provide vehicular access into the site, with a secondary access from A10.
- The existing PRoW to the north of the site will be retained within green corridors.
- New recreational footways will be provided within the Country Park providing recreational routes that will provide access for both new residents and the wider community.

### 4.25 Layout

- Creation of a series of 'street types' that have different functions and design characteristics which will deliver changes in character across the layout.
- Provide appropriate connectivity with the existing urban edge of Royston, rights of way and the surrounding countryside.
- Establish active and animated street frontages with an attractive public realm that is well overlooked by the community.
- Control and seek to reduce vehicle speed by using established urban design methods.
- Townscape features to help define public spaces like the village square creating clear and legible features as part of a comprehensive place making strategy.
- The Masterplan would keep the southern part of the site open, retaining panoramic views east wards.

### 4.26 Development Blocks

- The proposed street network will be based on an irregular pattern of development blocks.
- An irregular block pattern is organic in character and comprises a mix of block and plot sizes which allow a variety of house types to be accommodated.
- Landmark buildings on corner plots and pocket squares and can help to terminate or frame views along the streets.
- The choice of materials for buildings and the public realm should help to enrich and define the place.
- The net housing density would be approximately 30 dwellings per hectare.

### 4.27 Building Height & Massing

- Varying building heights and densities would be used to create character and sense of place across the Site.
- The northeastern part of the site is the most visible and therefore building heights would be restricted in this area.
- Best practice advocates that a mix of both wide and narrow plan forms are used. Wide frontage buildings will allow for greater opportunity of façade variation along the street whilst a narrow frontage approach will establish a run of linked dwellings and continuous frontages.



Figure 9. Building Height Parameter Plan





## 5. Energy Efficiency

*As part of one of the UK's leading national housebuilders, we aim to set the bar high for sustainability in the wider industry, leading and contributing to research, industry initiatives and policy development.*

- 5.1 In preparation for Future Home Standards, which is part of the Government's initiative for new homes to be Zero Carbon ready from 2025, a number of stepping stone changes have been made which are now included within some of our homes:
- Combi boilers with integrated flue gas heat recovery
  - Waste water heat recovery system
  - Maximise use of photovoltaic panels
  - Decentralised mechanical extract ventilation
  - Provide green infrastructure at the forefront of development
  - Electrical vehicle charging points
  - Air source heat pumps
- 5.2 The Site will create a network of multifunctional green spaces including equipped play areas, a country park, green spaces and sustainable drainage systems.
- 5.3 All new developments will deliver a minimum +10% Biodiversity Net Gain from January 2023. An emerging value of 20% is likely to be encouraged as best practice in order to meet the Natural Cambridgeshire target of doubling the amount of land managed for nature from 8% to 16% of the County's area.





5.4 All new homes will have water efficiency of 110 litres per person per day or better.

5.5 There is a City Fibre datacentre installed at the north of the site which can provide high speed fibre cable connections to 50,000 homes, which could include those homes proposed at Three Prospects Farm.

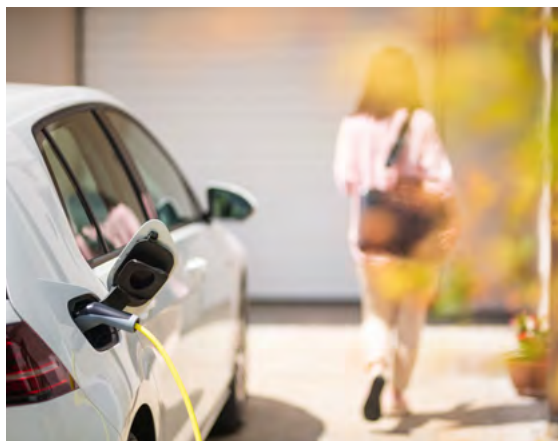
5.6 BREEAM (Building Research Establishment Environmental Assessment Method) is the industry wide accepted sustainability assessment method that is used to assess projects. It sets standards for the environmental performance of buildings through the design, specification, construction and operation phases, focusing on sustainable values across:

- Energy Land use and ecology
- Water
- Health and well being
- Pollution
- Transport
- Materials
- Waste management
- Materials
- Waste management



5.7 We are targeting high BREEAM certification levels. The energy supply of which will be focusing on renewable energy.

5.8 We will aim to introduce air source heat pumps throughout the development and specifically within the commercial floorspace so there is no need for any gas to be provided unless specifically required by an occupier.



## 6. Delivery

*A key test for any Local Plan is the ability for the Sites identified and allocated to deliver housing and employment on the ground and within the periods projected. Wilson Bowden Developments have complete control over the Site on terms which enable its immediate availability for development and the Site is relatively 'constraint-free'.*



- 6.1 The Site is capable of delivering in the region of 1,079 dwellings within the period of the emerging Local Plan. The exact number achieved will be determined by further technical assessments and detailed master planning. We anticipate a delivery rate of at least 100 homes per annum and this figure is based on comparable sites of similar scale and in the wider market area.
- 6.2 The Site is also capable of delivering some 1.5Msq ft (140,097 sqm) on some 33ha of employment land. This is intended to serve general industrial needs in the B2, B8 and E (light industrial) use classes.
- 6.3 Generally, from the grant of planning permission, and taking a pragmatic approach that the approval of planning and residential reserved matters could take around 5 years (as suggested by NLP in their "Start to Finish" Insight). Delivery is likely to begin within 12 months of receipt of reserved matters approval meaning that the Site could feasibly deliver in the period to 2034. Employment delivery would be on market-led approach and could well be delivered more quickly.



# 7. Development Proposal

*The Vision demonstrates how the new scheme will integrate alongside the urban edge of Royston whilst respecting the local landscape to the east and south and character of the surrounding settlements.*

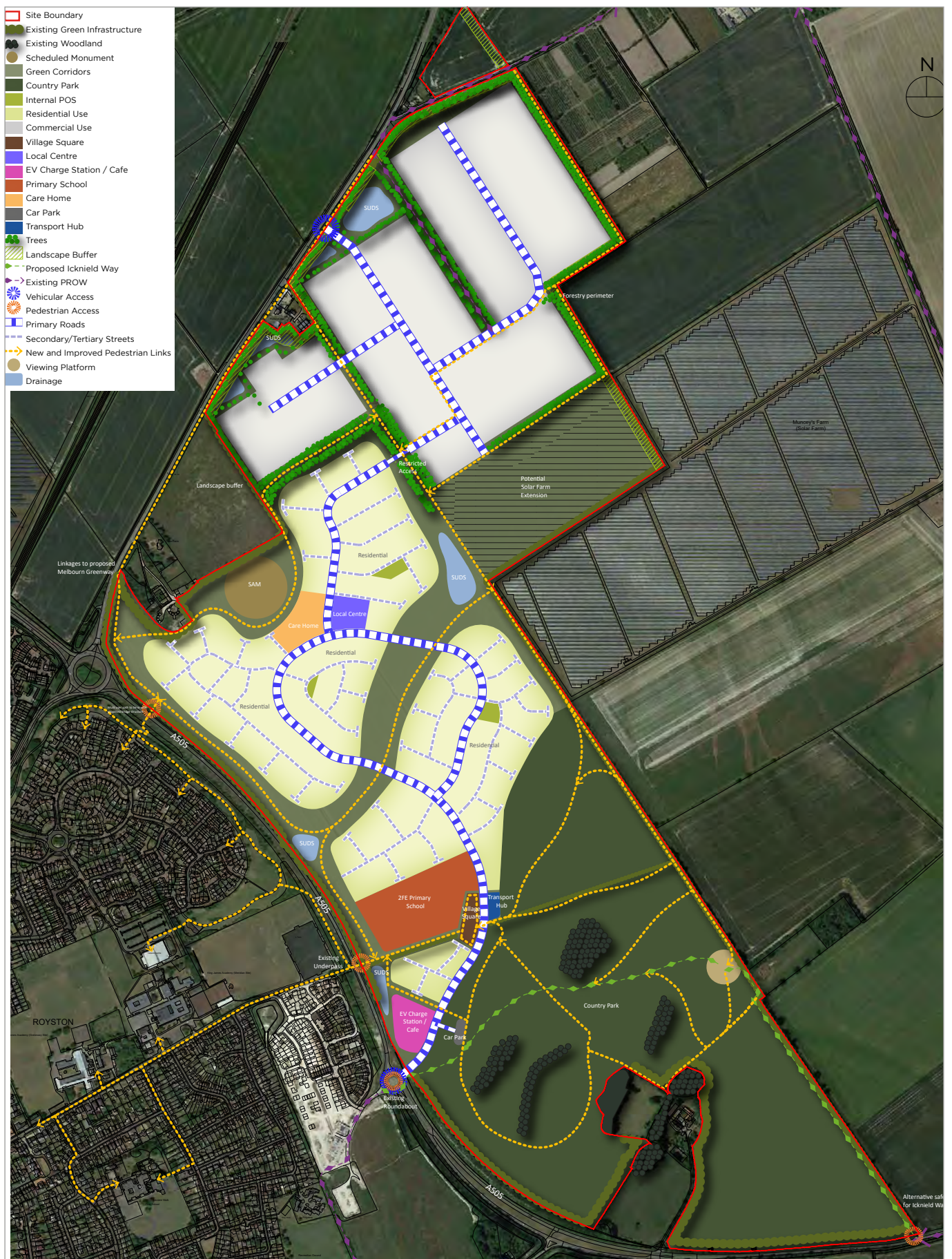
*The Vision demonstrates the capacity for approximately 1,079 dwellings'*

7.1 Indicative development proposals at 'Three Prospects Farm' would offer:

- A **landscape led scheme based** on strong design principles that emerge through the site led and context analysis.
- Provide approximately **1,079 high quality market and affordable homes** to meet housing needs, offering a range of type and tenure to suit all including a proportion of affordable homes.
- Provide circa **33 hectares of high quality employment land** which could accommodate a mix of B2, B8 and E Class uses and which would have roadside prominence.
- Provide a central community hub with a **Village Square**.
- New facilities such as a **Care Home, multi functional use Local Centre, EV Charging Station/ café, Transport hub and a primary school**.
- A Site which is accessible to Royston Town Centre via a range of existing cycle and walking routes and which proposes **new pedestrian connections** to existing routes through the Site whilst capitalising on schemes such as Melbourn Greenway which is due for completion in 2025.
- Significant and unique opportunity to provide a strategic scale **41 hectare attractive country park** with a significant provision of public open space which can be enjoyed by people of all ages and abilities whilst mitigating pressure on the nearby Therfield Heath and creation of a chalk grassland habitat which would result in a significant stepping stone for species to move between Therfield and RSPB Fowlmere Nature Reserve.
- A scheme which introduces real and practical measures to maintain and enhance the environment and **opportunities for biodiversity** – including the Sustainable Urban Drainage system, Green Links and areas of public open space.
- Potential **Solar Farm Extension** to Muncey's Solar Farm and potential to enhance the Scheduled Ancient Monument within the Site whilst providing an opportunity for people to learn and understand about both.
- A **deliverable site** under the control of a national housebuilder and commercial developer with a track record of delivery.



Figure 10. Proposed Framework Plan





7.2 The residential element of the scheme will meet the 40% affordable housing requirement as set out in the Greater Cambridge Emerging Local Plan, of which 25% will be shared ownership and 75% will be social/affordable rent. A site of this scale, therefore, has the opportunity to provide significant benefit to not only the local area of Royston, but the wider District, through the provision of approximately 430 affordable homes. These affordable homes will be integrated into the wider residential scheme, adhering to cluster size requirements, ensuring seamless integration of the new community.

7.3 The inclusion of both private and affordable housing will allow the scheme to respond positively to the desire for strong Place Making, as set out in Greater Cambridge Housing Strategy 2024 – 2029 Annex 1: Housing for Specific Groups by providing the right mix of homes in terms of sizes, types and tenures to meet the housing needs of differing household typologies, including younger people, families and older people.

7.4 Furthermore, Barratt Redrow Plc is uniquely placed to provide high quality homes for each of the typologies set out above. A scheme of this size will allow Barratt Redrow Plc to triple brand the site, with our Barratt product catering for first time buyers and young families, our David Wilson product providing ideal family homes for mover uppers and larger families and our Redrow product providing executive homes for premium purchasers and downsizers.

7.5 Designing a scheme with three brands which target three key areas of the market along with substantial affordable housing provision is the key to creating a balanced and sustainable community, which is both inclusive and diverse. The homes built will adhere to the latest building regulations, with Barratt Redrow Plc being the industry leader in innovation and implementation of modern methods of construction at scale.

7.6 The mixed-use nature of the scheme will generate a significant number of jobs, whilst also providing a broad range of high quality housing for both new and existing residents.



CS147-Land East of Royston-SK01-Land Use Schedule Rev C 11/02/2025

Developable Area	Area (Ha)	Approx Res. units
<b>Gross Average Density</b>		<b>30</b>
Residential Area	35.960	1079
Care Homes	0.866	26
<b>Residential Total</b>	<b>36.826</b>	<b>1105</b>
Gross Area	Area (Ha)	Land use %
Residential Use	35.960	20.7%
Care Home	0.866	0.5%
Primary School	3.001	1.7%
EV Charging Station / Café	0.771	0.4%
Village Square	0.357	0.2%
Local Centre	0.494	0.3%
Commercial Use (B2: 6.977ha, B8: 4.366ha, E: 2.666ha)	33.152	19.0%
Potential Solar Farm Extension	9.142	5.3%
Transport Hub	0.138	0.1%
Car Park	0.112	0.1%
Internal POS (Green Spaces within Residential Area)	0.355	0.2%
Green Corridors	48.832	28.0%
Country Park	41.023	23.6%
<b>Red Line Area (Ha)</b>	<b>174.12</b>	<b>100%</b>

Figure 11. Landuse Schedule

Unit	GEA (sq ft)	Use Class	Unit	GEA (sq ft)	Use Class
1	94,500	B8	11	100,000	B2
2	118,000	B8	12	58,000	E
3	131,000	B8	13	55,500	E
4	79,000	B2	14	42,000	E
5	89,000	B2	15	22,000	E
6	84,000	B2	16	38,000	E
7	73,500	B2	17	38,000	E
8	94,500	B2	18	33,500	E
9	121,000	B8	19	100,000	B2
10	136,500	B8			

Figure 12. Employment Floorspace

## 8. Conclusion

*This document has set out a vision for the development of Three Prospects Farm Land to the East of Royston and demonstrates how the Site is deliverable and located in a sustainable location, therefore supporting the potential growth aspirations of Greater Cambridge.*

8.1 The framework has been designed to respond to the Site and its context, to deliver a high quality distinctive and walkable new place to live and work. The proposals include significant new areas of open space for play and recreation and these facilities will be of benefit to both new and existing residents.

8.2 WBD are promoting the Site for development alongside the landowner, and we are committed to working with Greater Cambridge, North Hertfordshire and other relevant stakeholders.

### Key Benefits

8.3 The Site provides the opportunity to create a deliverable, well designed environment with easy access to key services and facilities.

8.4 The benefits of the proposal include:

- A mix of 1,079 house types and sizes, including market and affordable homes, catering for varied needs and creating a sustainable community.
- Care home provision that will meet the needs of older people.
- High quality employment uses designed to deliver high BREEAM certification levels and located away from the residential development capable of delivering a significant number of new FTE jobs.
- The delivery of safe, accessible and high quality landscaped open spaces including play areas and other recreation walking routes through the strategic scale Country Park for both new and existing residents which will help reduce any pressure on important surrounding habitats.
- Extensive opportunities to reinforce the existing landscape character through enhancing existing landscaping and planting new trees and hedgerows.
- Homes encompassing sustainable measures with the majority of homes orientated to maximise benefits of solar orientation for energy generation and well-being opportunities.
- Capitalising and enhancing existing and proposed pedestrian and cycle routes including the Melbourn Greenway and the Icknield Way.
- The potential to create biodiversity enhancements through enhancement of landscaping through new tree planting, SuDS features and the introduction of substantial areas of public open space; and
- Direct, indirect and induced jobs created through the provision of high quality employment generating uses, care home, primary school and local centre, and through the construction of the development, stimulating the local economy.





# **LAND EAST OF ROYSTON**

Vision Statement | March 2025