



Barton Park, Northamptonshire

Redrow's passion for placemaking and partnership approach with local planning authority delivers sustainable new community

[redrow.co.uk](https://www.redrow.co.uk)

In summary:



“

We have worked in partnership, to add value to the scheme. We have together delivered community benefits, such as a new community centre, and quickly resolved issues.

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Louise Holland
Kettering Borough Council
Development Manager (East Kettering)


2 ACRE
EXTENSION TO
ALLOTMENT SITE



**NEW
COMMUNITY
CENTRE**



423
HOMES ACROSS TWO
DEVELOPMENTS WITH
APPROXIMATELY 75 SALES
A YEAR SINCE 2013



3
NEW PARKS
CREATED



£6M
INVESTED IN THE
LOCAL COMMUNITY





Overview

Flexibility and carefully considered negotiations enabled Redrow to progress plans for almost 450 homes on greenfield land that previously had not been allocated for residential development. The award-winning homebuilder worked closely with Kettering Borough Council, taking a sensitive approach to ensure that the development benefitted the wider community and environment as well as providing much-needed new homes.

One of two former landowners, the Wicksteed Trust, was able to reinvest in nearby Wicksteed Park for the benefit of many.

Barton Park's two developments – Castle Fields and River View – have consistently performed well with approximately 75 sales a year since launching in 2013. The final homes are due to legally complete in autumn 2018.



Planning policy



The Development Plan identified Kettering as a ‘growth town’, where proposed new housing growth and essential infrastructure should be provided on a co-ordinated basis. The emphasis was on delivery of new housing sites which would provide a small number of sustainable urban extensions and the release of smaller greenfield sites to ensure housing land supply levels were maintained.

Despite an initial refusal for 500 homes, Redrow worked closely with Kettering Borough Council, who encouraged resubmission of a revised application for fewer homes and Redrow undertook additional community engagement.

The 22 hectare site was ‘locked’ within an existing urban area and was considered a sustainable location for a development of its size, with local amenities within easy reach – including two supermarkets and a choice of schools – plus good access to the A14.

Based on collaboration with the planning authority, Redrow revised its proposals and submitted an outline application for up to 450 market and affordable homes. This was subsequently approved, along with a package of measures to support green infrastructure, highway works and potential mixed-use development, allied with a Section 106 package.



The mutually constructive relationship between Kettering Borough Council and Redrow Homes has been key to delivering a good quality and well-designed place at Barton Park.

Louise Holland, Kettering Borough Council Development Manager (East Kettering)



The really interesting thing about Barton Park from a planning perspective is that the land itself wasn’t previously allocated for residential development. We worked closely with the head of planning at Kettering Borough Council and found the local authority to be very flexible and pro-active. I can’t think of many authorities that would have negotiated so positively over 450 homes on land that wasn’t allocated.

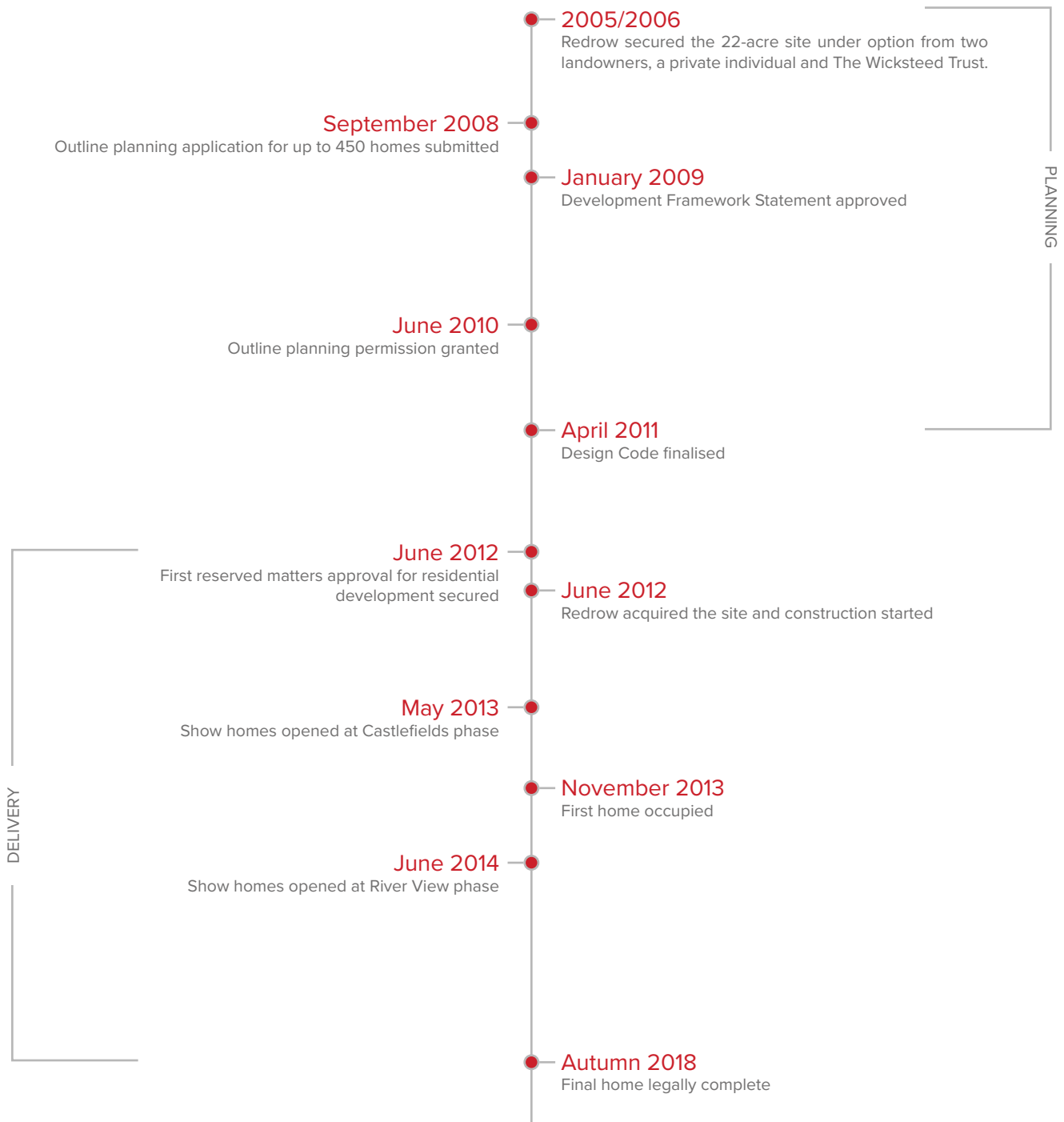
“There was a backdrop of objections from people living near the site who didn’t want it to be developed, but the planning authority was keen to bring it forward. I think one of the reasons they were in favour of our proposals was because the site was locked within an existing urban area, so we weren’t breaking new boundaries.

Matthew Stock, Planning Director for Redrow Homes (South Midlands)



Timeline

Reserved matters approval was received in 2012, seven years after the site was secured under option. Redrow then acquired the site and began a phased programme of delivery with the final home due to legally complete in autumn 2018



Design blueprint

2 ACRES

OF ALLOTMENTS

Redrow's passion for placemaking and building desirable communities where people enjoy living is evident in the considered and careful approach taken at Barton Park.

From the outset, the housebuilder had a clear vision of what it wanted to achieve and produced a Development Framework Statement, submitted with the outline planning application, which provided a set of principles for the whole site.

The Development Framework Statement greatly assisted the preparation of the Design Code, which in turn informed the reserved matters design stage and established a detailed design framework to accompany the Regulating Master Plan.

The Code consists of a series of interrelated, quantifiable and measurable components and has been used:

- As a briefing document by designers and others bringing forward the development
- By development control officers to help establish whether the scheme is meeting quality thresholds, is in accordance with the Regulating Master Plan and will achieve an integrated development with a strong sense of place and local identity.

The design code was informed by discussions with Kettering Borough Council.



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The design code is far more prescriptive and detailed than many sites we work on.

“It made the decision making process easier for the planning authority as it gave them greater control of what we delivered.”

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Matthew Stock
Redrow Planning Director



Redrow's philosophy is to create a better way for its customers to live. The natural environment is at the heart of Redrow's developments and the lives of the people who live there. At Barton Park Redrow has made a long-term commitment to the ecological protection, diversity and enhancement of the site and surrounding area. The development's design and layout aim to minimise its environmental impact.

As the land forms part of the Ise Valley corridor, one of the key environmental challenges of securing planning permission was mitigating the impact on the adjacent Southfield Farm Marsh SSSI (Site of Special Scientific Interest). This water meadow area between the site and the River Ise is now managed by the local Wildlife Trust and forms part of a network of green infrastructure delivered by Barton Park.

Swales and a large pond for the collection of surface run-off from the development have been attractively incorporated into open spaces. Good quality existing trees and hedgerows have been retained and enhanced with new trees, shrubs, hedgerows and wetland planting.

Natural environment

22
HECTARE SITE



There are a number of park areas across the development, including:

- Sanctuary Park', the major informal recreational area, containing amenity grassland, tree, scrub and shrub planting, and water features. The attenuation pond includes reed and sedge planting which act as interceptors and filters to clean the water from both the new development and existing development before it enters the adjacent Sanctuary Park SSSI. The park is rural in character, utilising natural materials and native tree and hedge planting. In the LEAP, stepping-stones, low mounding and timber constructed elements form a basis for natural play. Hoggin footpaths and a strategic north-south cycle route run through the park with links to the new and existing community, Wicksteed Park and local employment areas.
- 'Theatre Park', a landmark feature along the primary street, acting as an informal meeting/entertainment area. The existing land form has created the opportunity to form a natural amphitheatre, which, combined with tree planting, frames the views of Wicksteed Park and wider landscape beyond.
- 'Long Park', a linear space which connects the residential areas/community centre with the wider green network. It includes a LEAP and sensory planting, open views across the Ise valley, a footpath link through the valley and the strategic north-south cycle link.

Allotments border one side of the development, while nearby Wicksteed Park and its arboretum offer opportunities to enjoy the great outdoors.



Green homes

Redrow's homes at Barton Park are designed to maximise efficiency and minimise waste; and built to Level 4 of the now defunct Code for Sustainable Homes. Coupled with the use of renewable technology, including PV solar panels, these measures should achieve a 30% reduction in energy demand for the site.

Measures include:

- PV solar panels (designed to ensure a minimum reduction in CO2 of 25%)
- Energy efficient boilers and appliances, and low energy lighting (to conserve fuel and power for the benefit of the environment and the householder)
- Plumbing installation which restricts domestic water usage to 105 litres per person per day
- Provision of water butts
- Internal recycling bins for kitchen waste
- Composting facilities
- Smart metres to ensure residents can monitor their energy consumption

Travel

National and local planning policy require every residential development on the scale of Barton Park to incorporate a Residential Travel Plan (RTP) that targets reduction in car use generated by the development. The RTP devises strategies that encourage and promote non-car modes of travel such as walking, cycling and the use of public transport. This will be achieved at Barton Park by well designed, accessible and safe networks of footways and cycleway and links to wider public transport networks, as well as careful consideration for cycle parking as well as other incentives that will encourage the use of more sustainable modes of transport.

On moving in, all customers receive a household travel pack which includes walking/cycling distances to nearby places and information on local bus routes and timetables. Customers are also offered a £50 cycle voucher and each household receives a four-week 'Mega Rider' bus pass to encourage local bus use.

Charging points for electric cars are available as an optional extra.

Thriving community



Alongside its homes at Barton Park, Redrow has committed to a Section 106 package worth over £6 million.

Redrow's community investment included:

- Construction of a new community centre.
- Provision of formal and informal open space including two Local Areas for Equipped Play (LEAP).
- A two-acre extension to an existing allotment site, adding new allotments, managed by Barton Seagrave Allotments Association.
- Commuted sums for local primary and secondary education, public transport, healthcare, cycle link improvements, indoor sport, junior football pitch provision, Kettering town centre urban realm improvements and off-site open space.
- 30% affordable housing across the site

One of two former landowners, the Wicksteed Trust, has reinvested capital receipts from the land purchase into Wicksteed Park, improving the facility for the wider community.

The park and its arboretum offer residents plenty of opportunities to enjoy the great outdoors.

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Often where a site isn't allocated, planning permissions for 50-100 homes are secured with only limited benefits to the wider neighbourhood. The proposals at Barton Seagrave offered significant benefit to both the environment and the community. For example the fact that we were offering to improve the quality of a neighbouring site of Special Scientific Interest, added to the case for the development, along with section 106 contributions of £6 million.

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Matthew Stock
Redrow Planning Director

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We have worked in partnership, to add value to the scheme. We have together delivered community benefits, such as a new community centre, and quickly resolved issues that inevitably present themselves with projects of this complexity. There has been open communication throughout the planning process and delivery on site, aided by a proactive approach on both sides.

“Working together in such a constructive way has led to the creation of a high quality, sustainable place and one that we are proud of.

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Louise Holland
Kettering Borough Council
Development Manager
(East Kettering)

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