

# Hartland Village

A BEAUTIFUL PLACE  
IN THE MAKING

**St Edward**  
Designed for life

A joint venture company owned by

  
PRUDENTIAL

 Berkeley  
Group

# INTRODUCTION

Hartland Village is a proposed sustainable new village on the site of the former National Gas Turbine Establishment - this document provides information on the work undertaken to submit the planning application in February 2017, as well as a summary of the proposals.

The site was granted planning permission for a major distribution centre of 1.35 million sqft in 2009. It was approved through appeal by the Secretary of State. The majority of existing buildings on site were demolished in 2013.

St Edward secured the site in 2016 and has since worked with Hart District Council to develop a fresh approach. We are now proposing a sustainable new village with 1,500 homes, a primary school, commercial and community facilities, and SANG provision.

Hartland Village will provide a range of homes for families, first time buyers and all ages of people, along with a village centre with amenities to create a genuine community.



Aerial photo of existing site

## KEY FEATURES



Village centre with shops and retail space



Primary School



SANG delivery



1500 homes



Brownfield site



205 jobs



11.5 hectares of public open space



Artist's impression of proposed masterplan

# COMMUNITY ENGAGEMENT

St Edward have carried out a bespoke engagement process, reflecting the importance of the site to both Fleet and Farnborough and the interest from local residents and stakeholders and the wider area.

The emerging proposals have been presented and discussed at various stages with a range of local groups and key stakeholders including:

- Hart District Council
- Hampshire County Council
- Rushmoor District Council
- Ranil Jawardena, MP
- Sir Gerald Howarth, MP
- Fleet Town Council
- Fleet Pond Society
- TAG Farnborough Airport
- Farnborough Air Show
- QinetiQ
- Stagecoach
- South West Trains
- Natural England
- RSPB



## Public Engagement

The approach to public consultation on this project included three stages of engagement, each involving public exhibitions, meetings with interested groups and a project website. Each stage was advertised by promotional flyers sent out to over 6,000 addresses across Fleet and Farnborough. Emails were also sent directly to those who had signed up to receive project updates, and each stage received coverage in local news and social media.

Each stage included an exhibition in both Fleet and Farnborough and attracted over 1,100 people across the three stages. The feedback received throughout the three stages of consultation has been broadly positive, with wide acceptance of the principle of redeveloping the site with much needed new homes and a clear preference for these proposals over the consented logistics park.

Those concerns which have been expressed have mainly focused on ensuring that local infrastructure is properly supported and invested in, alongside appropriate and necessary traffic mitigation.



# CREATING A COMMUNITY

Hartland Village isn't just about building homes...

St Edward, working closely with Hart District Council, have developed a comprehensive masterplan that responds to the local context whilst seeking to address, where possible, concerns raised through public consultation. In addition, a detailed Phase I has been produced and submitted alongside the masterplan.

## HOMES

- 1,500 new homes including 300 affordable homes
- Range of house types across different character areas
- High quality homes for families and residents of all ages

## NEW SCHOOL, SHOPS AND COMMUNITY SPACE

- New two form entry primary school in village centre, to meet the needs of the community
- Potential space for health facility, alternatively funding provided
- Community space, shops and facilities provided in village centre

## HERITAGE

- Historic importance of the site to be reflected in public art, landscaping and naming of roads and buildings

## GREEN SPACE

- Green routes connecting to the surrounding woodland and garden squares throughout the development - 11.5 hectares of public open space
- Linear park - over 5,500sqm in area
- Delivery of SANG

## JOBS AND TRAINING

- 100 construction jobs through construction phase
- 105 permanent jobs sustained by completed scheme
- Investment in skills, training and apprenticeships

## SUSTAINABLE TRANSPORT LINKS

- Junction improvements proposed including Kennels Lane / Summit Avenue
- Potential for a bus route to be diverted through the site to Fleet and Farnborough stations
- Cycle and pedestrian links into the wider network, linking Fleet and Farnborough
- Norris Hill Road cycle path to be completed

## PHASE 1

- 189 homes, including 20% affordable homes
- Feature lakes and high quality landscaping
- Central apartment building, styled as a country house
- 1.32 hectares of public open space
- Wide variety of houses and apartments for a range of occupiers



Proposed illustrative masterplan



Artist's impression of southern entrance to Phase I



# SUSTAINABILITY

**St Edward is committed to building a sustainable new community which will transform a brownfield site into a new neighbourhood where people can live, work and socialise.**

Hartland Village will provide a range of homes for families, first time buyers, and all ages of people, alongside a village centre with amenities, facilities and a primary school to create a real sense of community.

Footpath and cycle links will allow the new community to connect into the surrounding landscape and will encourage healthy living to take advantage of the beautiful woodland setting.

St Edward are exploring subsidising a shop in the village centre from an early stage to ensure amenities are readily available, before the village is fully established.

High quality landscaping and art will reflect the heritage of the site and the important contribution it made to British engineering.

The development will promote sustainability, by incorporating electric car charging points, rainwater harvesting, sustainable urban drainage, wildlife corridors, whilst St Edward will implement a Green Travel Plan.

A bespoke community plan will be produced, to encourage the effective development of a thriving new neighbourhood.



Artist's impression - Village Centre



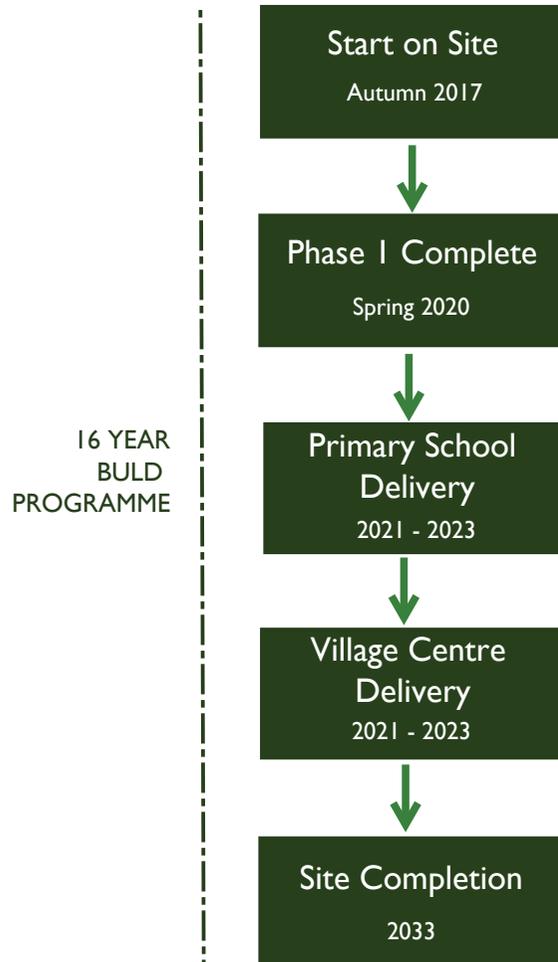
Artist's impression - view south along the Linear Park



Artist's impression - Woodland Edge

# TIMETABLE

Following the planning application submission in February 2017, St Edward are targeting a committee date in Summer 2017. If permission is granted, our current target dates are:



## CONTACT

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# REPUTATION FOR DELIVERY

St Edward is a joint venture between Berkeley Group and the Prudential Assurance Company. The powerful combination of our two companies' strengths and complementary skills provides a strong vehicle for the reliable delivery of high-quality new developments.

We build homes and neighbourhoods with a focus on creating beautiful, successful places across London and the South of England. We work together with partners to tackle the shortage of good quality homes and help make a lasting contribution to the communities that we create. Our registered charity has to date committed over £7.9million to helping young people and their communities.



## Jobs and skills

- The Berkeley Group has pledged to have 1,500 people in apprenticeships and training by 2018.
- We work with schools, colleges and universities to inspire and encourage the next generation of engineers and construction hopefuls.
- The Berkeley Foundation's Job Creation Programme has already created 450 jobs for unemployed people.

# AWARDS



QUEEN'S AWARD  
FOR ENTERPRISE IN  
SUSTAINABLE DEVELOPMENT  
Awarded to St George in  
2002 and the Berkeley Group  
in 2008, then again in 2014.



BRITAIN'S MOST  
ADMIRABLE COMPANY  
Voted Britain's most admired  
company in 2011 and second most  
admired in 2013 Management  
Today awards.



RANKED FIRST IN  
SUSTAINABILITY  
BENCHMARK  
Berkeley has come top of the  
Next Generation sustainability  
benchmark for the last eight years.



BRITAIN'S MOST  
CONSIDERATE  
CONSTRUCTION SITE  
Roman House, a Berkeley  
development in the City of London,  
came top of 9,015 sites in 2015.

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