

# Proposals for Land South of Forest Road and East of Cheney Close, Binfield

## Introduction

Bloor Homes are pleased to introduce our proposals to bring forward a high-quality, sustainably designed residential development including public open space at Land South of Forest Road and East of Cheney Close, Binfield.

Before our proposals are further progressed and finalised, we are keen to ensure local residents, the community and stakeholders have the opportunity to provide feedback.

The following information boards and associated information will enable you to:

- Learn more about Bloor Homes
- Gain an understanding of our proposals, approach and key site considerations
- Provide us with your views and comments

Please take the time to provide us with your feedback by completing a feedback form here:

[www.LandSouthofForestRoad.co.uk/feedback/](http://www.LandSouthofForestRoad.co.uk/feedback/)

All feedback received will help inform our further project work and an outline planning application to be submitted to Bracknell Forest Council.

*Thank you for your interest in our proposals.*





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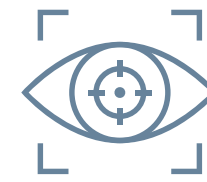


## About Bloor Homes

**Bloor Homes was founded in 1962 by John Bloor. We have 60 years continuous experience in promoting and developing major housing schemes across the UK.**

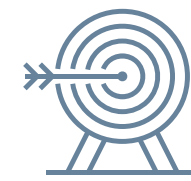
Bloor Holdings Limited, through a combination of Bloor Homes, Triumph Motorcycles and Pickering Plant has a combined turnover of £2bn per annum and remains a financially independent and family owned business with no debt.

The business operates across the Country from 9 regional offices, with a head office based in Measham. The company builds over 4500 new homes annually and we have consistently maintained our HBF rating as a 5 Star Home Builder.



### OUR VISION

Creating Better Life Experiences.  
One Home at a Time.



### OUR MISSION

Its not our ambition to be the biggest housebuilder. Being a respected, family-run housebuilder known for our honest approach with quality homes at the core of everything we do. Where we care as much about the people who help build our homes, as those that own them.

**This creates environments that families aspire to live in.**

Our local experience includes development of the former Blue Mountain Golf Course site together with delivery of new homes at Lakeside Gardens, Arborfield, Shinfield Gardens, and Shinfield Meadows, Shinfield.

**Our local experience includes development of the former Blue Mountain Golf Course ‘The Fairways,’ Binfield. In addition, other nearby projects include the following developments.**

- Shinfield Meadows and Shinfield Gardens, Wokingham
- Lakeside Gardens, Aborfield, Wokingham
- Bloor Homes on the Green, Basingstoke
- Ash Green Place, Ash, Guildford



Illustrative example - The Fairways, Binfield



Illustrative example - The Fairways, Binfield



Illustrative example - Ash Green Place, Guildford



Illustrative example - Shinfield, Wokingham



Illustrative example – Bloor Homes on the Green, Basingstoke

## Charitable Donations by the Bloor Group

During the financial year July 2021 - June 2022, the Bloor Group donated over £7 million to worthy causes across the country.

*Below is a full list of the contributions made:*

<b>£500,000</b> Helen & Douglas House (Children’s Hospice)	<b>£80,000</b> Sebastian’s Action Trust (Children’s Hospice)
<b>£2,000,000</b> The Francis Crick Institute (Medical Research)	<b>£110,000</b> The Shakespeare Hospice
<b>£500,000</b> Rainbows (Children’s Hospice)	<b>£500,000</b> EACH (East Anglia’s Children’s Hospices)
<b>£100,000</b> Prostate Cancer UK	<b>£50,000</b> Go Beyond (Children’s Charity)
<b>£500,000</b> Acorns (Children’s Hospice)	<b>£250,000</b> CHSW (Children’s Hospice South West)
<b>£150,000</b> Cancer Research UK	<b>£1,000,000</b> The Prince’s Trust
<b>£500,000</b> Seashell Trust (Children’s Hospital)	<b>£100,000</b> Various Other Charities
<b>£20,000</b> The Silverlining Charity (Brain Injury Charity)	<b>£50 Million</b> Charitable Non-Recourse Facility for Medical Research - The Francis Crick Institute
<b>£700,000</b> Birmingham Children’s Hospital	



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## Site Background and Proposals

### Planning Policy Considerations

Land South of Forest Road and East of Cheney Close formed part of the original Blue Mountain allocation in Policy SA7 of the Site Allocations Local Plan (SALP) (2013). The principle of residential development at the site is therefore established in adopted policy. The site also forms a proposed allocation for residential development in the emerging Local Plan (Draft Policy LP4) which is currently going through Examination, one of the final stages before adoption.

Given the above considerations and to help positively address the Council's acknowledged shortfall in future housing land supply, our proposals, which are suitably located near to existing local facilities, would provide a high-quality and sustainably designed residential development.

Our emerging proposals, which have been informed by pre-application engagement with Council Officers, include the following.



A proposed residential development in the region of up to 45 new high-quality homes including 35% affordable homes



Provision for areas of on-site Public Open Space (POS)



A local area for play (LAP)



Retention and enhancement of existing trees



A network of pedestrian and cycle links including connections to the Wood Lane footpath, access to greenspaces and the existing Public Rights of Way at Blue Mountain



Biodiversity enhancements including the provision of bat boxes, swift bricks, bee bricks and specified nut and tree/bush species



Proposals which will be supported by a package of contributions towards local community infrastructure and services through S106 and Community Infrastructure Levy (CIL).



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## Indicative Illustrative Masterplan



Indicative Illustrative Masterplan



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## Feedback and Next Steps

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**We invite you to kindly complete a feedback form.**

This can be completed online, printed or downloaded.

Alternatively, you can email us at:

[info@LandSouthofForestRoad.co.uk](mailto:info@LandSouthofForestRoad.co.uk)

We would be grateful if you can provide any comments to us no later than Wednesday 26th October 2022.

All feedback received will help inform our further project work and a planning application to be submitted to Bracknell Forest Council.

You can contact us by:



**FREephone 0800 232 1794**



**[info@LandSouthofForestRoad.co.uk](mailto:info@LandSouthofForestRoad.co.uk)**

Thank you

