

# LAND EAST OF THE A6/ BEDFORD ROAD RUSHDEN



**Bellway**

**VISION DOCUMENT**  
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# Contents

<b>Vision Statement</b>	<b>1</b>
<b>Introduction</b>	<b>3</b>
<b>A Sustainable Location</b>	<b>6</b>
<b>The Site</b>	<b>7</b>
<b>Site Opportunities &amp; Constraints</b>	<b>9</b>
<b>Design Principles &amp; Concept Masterplan</b>	<b>15</b>
<b>Delivery</b>	<b>19</b>



# Vision Statement

Our vision for the Site is to deliver high quality, mixed tenure homes in a sustainable and well-connected location to help deliver the housing requirements to support the sustainable growth of Rushden, without negatively impacting on the surrounding character.

Almost half of the Site will remain as green infrastructure and will include a new children's play area, informal recreational areas within new landscaped open spaces, new recreational footways, and space for new landscaping and ecological enhancements.

Importantly, new safe pedestrian and cycle links will be created to allow easy access into the town centre for the new residents, without the need to use a car.

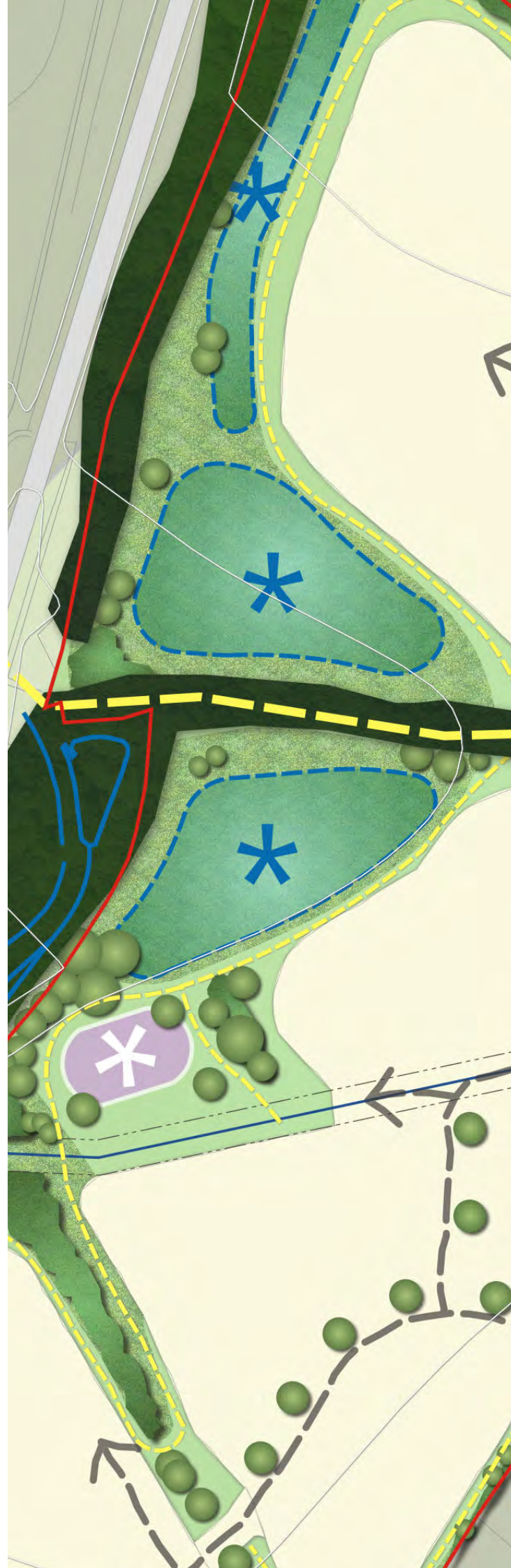
The new homes will be located within close walking distance of the proposed areas of public open space, which will allow for easy access to outdoor recreation and green space, aiding in creating a healthy community. In addition, development will be within easy reach of the proposed rugby club, and will create an attractive setting and entrance to the new rugby club, with safe, overlooked walking and cycle routes provided for pedestrian and cyclists from the wider town to the west.

The new homes will be designed to look out towards the new areas of open space, as well as the streets and footways, thereby ensuring passive surveillance, which will ensure a neighbourhood where residents and visitors feel safe.

The development could provide a new community facility, which could comprise uses such as, for example, a shop, a community hall, or a health facility. This would minimise the need to travel beyond the development to reach some services or facilities, and could form an important social heart to the neighbourhood.

The new homes will be designed to be attractive and varied in their character, while reflecting the historical vernacular of Rushden. This will create a specific sense of place within the neighbourhood, which will reflect its wider surroundings.

The development will be located in a sustainable location, and will ensure a safe and attractive environment for the new residents to call home.









# Introduction

**This Vision Document has been prepared on behalf of Bellway Homes, and promotes the potential development of Land east of the A6/ Bedford Road, Rushden (the Site).**

It demonstrates how the Site could be brought forward as a comprehensively planned development to deliver a high quality, exciting and sustainable new residential development of approximately 450 homes, as well as the potential for a new community, retail and/or health facility.

## **This Vision Document sets out:**

- An initial understanding of the Site and its local context;
- A summary of current Site assessment undertaken to date; and,
- The emerging key design principles and concept plan.

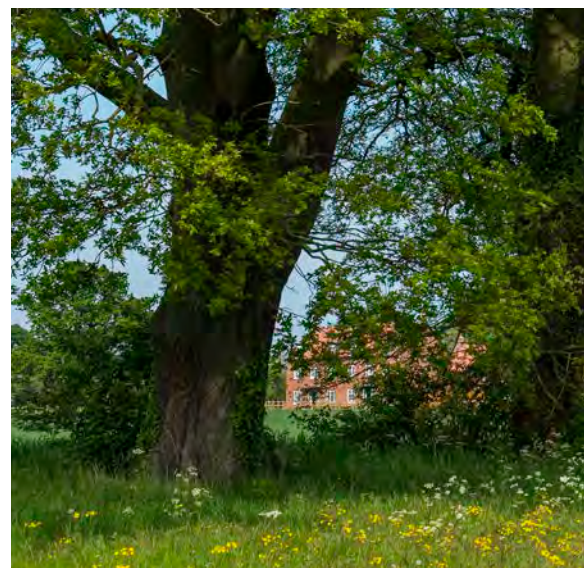
## **About Us**

At Bellway, our aim is not just to build new houses, it is to create attractive and sustainable communities that leave a positive legacy for residents and the wider society. Our commitment to this is demonstrated by being awarded the coveted five star housebuilder award by the House Builders Federation, as a result of emphasis on build quality, customer care and health and safety.

Bellway recognise that successful developments must meet the needs of not just potential residents, but also of existing neighbouring communities. We therefore consult on new developments through tailored engagement with local communities and stakeholders, incorporating feedback into our plans to ensure local people have the opportunity to help shape developments within their community.

As one of the largest housebuilders in the UK, Bellway are well placed to deliver much needed market and affordable homes to address the country's ongoing housing shortage. Since our beginning as a family business over 70 years ago, Bellway now operate from 22 trading divisions which are located in the main population centres in England, Scotland and Wales.

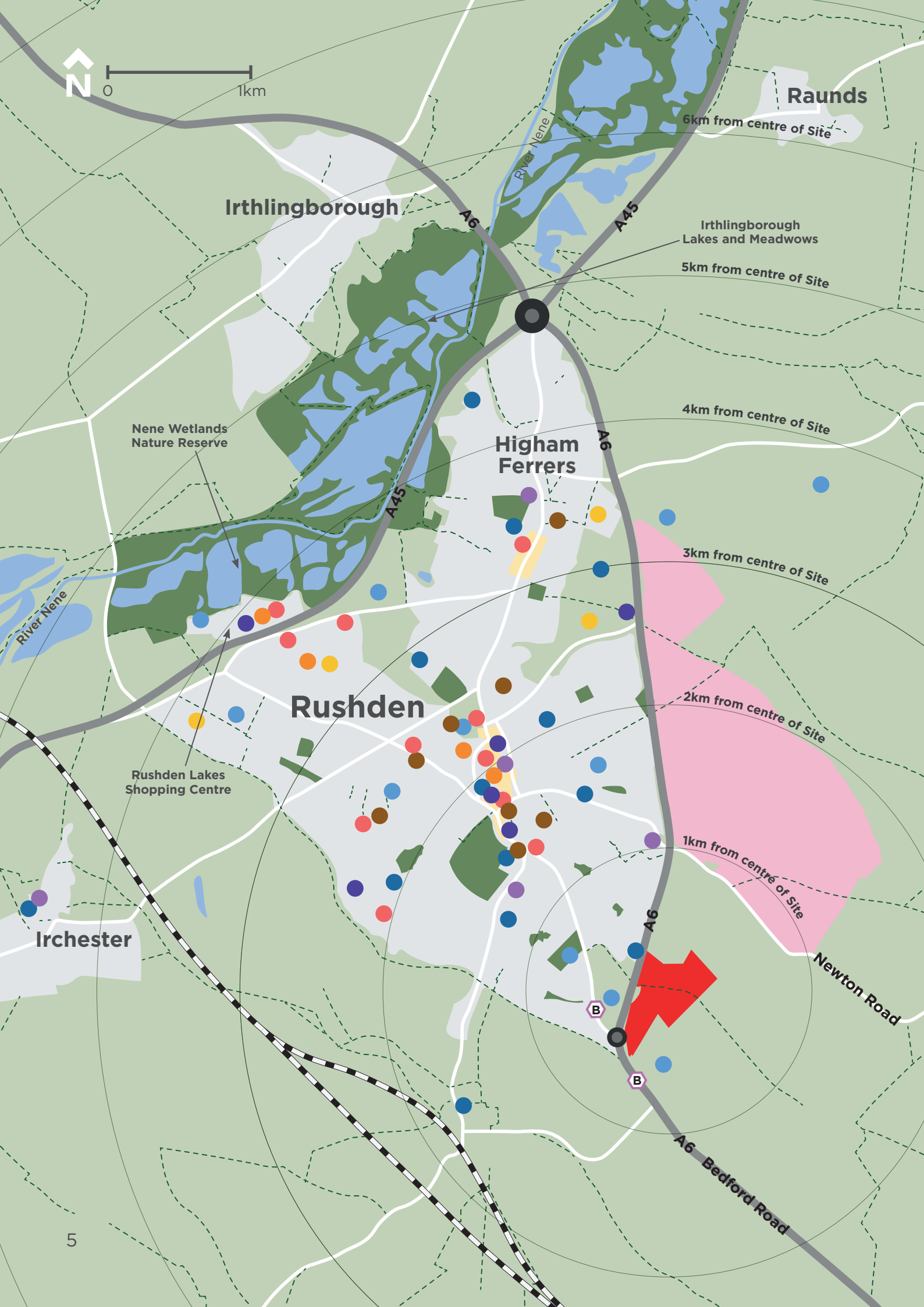
Bellway are promoting this highly sustainable Site in Rushden for the delivery of much needed market and affordable homes, and we want to deliver a thriving and liveable place in this sustainable location. We are fully committed to working with the Council and the community to make this happen.






























# A Sustainable Location

## The Site's Location

The Site comprises part of two larger arable fields, and is located adjacent to the south eastern edge of Rushden, east of the A6. To the north and east of the Site are further arable fields, with a golf range and course located to the south east, to the north of Bedford Road (A6). The land adjacent to the east of the Site has been identified for the relocation of Rushden Rugby Club.

The Site is located a short distance south of the allocated Rushden East Sustainable Urban Extension, which lies to the east of the A6 and north of Newton Road.

-  Site
-  Rushden East Sustainable Urban Extension
-  Public Open Space
-  Existing water features
-  Town centre
-  Existing main vehicular routes
-  Existing bus stops
-  Railway Line
-  Public Right of Way (PRoW)
-  Education facilities
-  Medical facilities
-  Convenience store/supermarket
-  Sporting/leisure facilities
-  Religious facilities
-  Industrial Site
-  Retail facilities
-  Public House/Restaurant/ Takeaway

## A Sustainable Town

The Site lies approximately 2km south east of Rushden town centre. Rushden provides a good range of local services and facilities, and the Site is within walking or cycling distance of many of these, including Rushden Primary Academy and Rushden Academy (secondary school), a convenience store, and the doctor's surgery at Harborough Field Surgery.

There is a good network of footpaths and cycle routes throughout Rushden. While there are currently no footways at the A6/Bedford Road roundabout, the proposed development would facilitate new pedestrian connections across the A6, which would link to the existing footways within the town.

Rushden has a range of convenience stores including Waitrose, Lidl, Sainsbury's Local, and Asda. Rushden Lakes Shopping Centre has over 50 stores, including clothing retail, restaurants, cafes, food stores and a cinema. There are several schools within 3km of the Site, as well as leisure facilities, a post office and a library. There are many employment opportunities within Rushden, including Sanders Lodge Industrial Estate (around 3.8km from the Site).

There is a bus service which links Bedford Bus Station with Kettering, along Bedford Road to the south and west of the Site, and through Rushden town centre, including to the Rushden Lakes. The nearest bus stops are located adjacent to the golf course, to the south of the Site, and adjacent to the current rugby club, to the south west. Further bus connections from Rushden town centre offer links to Wellingborough (including the Railway Station, 7km north west of the Site), with rail links from here to several towns and cities, including Nottingham and London St Pancras International.

The Site has good access to the wider highway network and public transport links, and offers a sustainable and accessible location for housing growth.

# The Site

The Site occupies two arable fields, which comprise the western part of two larger arable fields. The two fields of the Site are separated by a ditch and well-established hedgerow with occasional hedgerow trees, which lie along a shallow valley which runs broadly in an east-west direction through the centre of the Site.

Public footpath UK9 crosses the Site, linking Rushden in the west to Higham Park in the east.

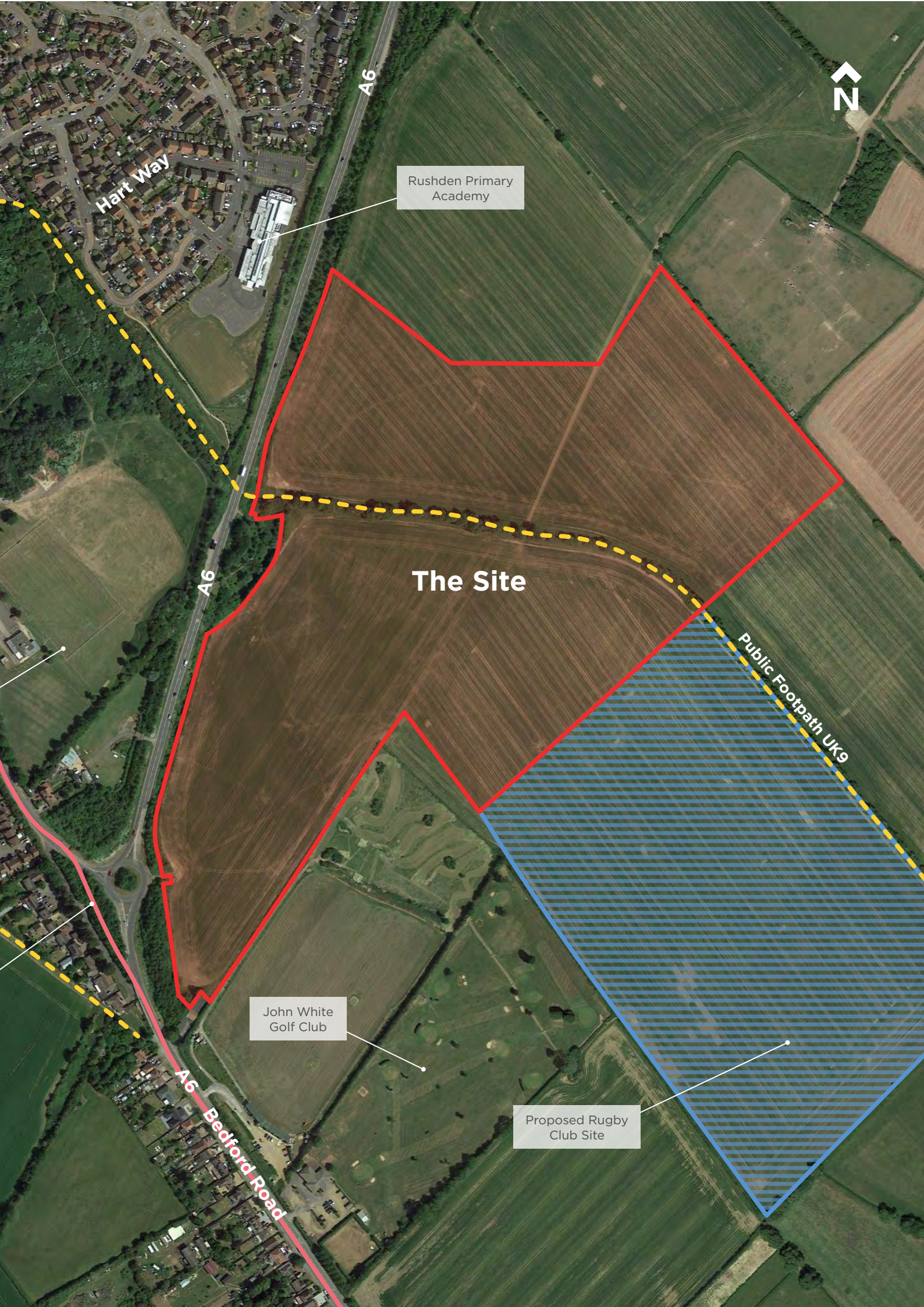
The Site's boundaries to the west, north east, and south east, are defined by mature vegetation, while the remaining northern and eastern boundaries are undefined, however the new sports pitches and clubhouse proposed by the Parish council will, in time, mark this boundary.

The landform slopes gently across the Site, rising from a low point in the west of the Site, to a localised ridgelines in the north east at 90-95m Above Ordnance Datum (AOD), and to the east and south east at 85-90m AOD.

From within the Site, the urban edge of Rushden is strongly apparent beyond the A6 adjacent to the western Site perimeter, as are the residential properties along Bedford Road (A6) to the south of the Site.







Hart Way

Rushden Primary Academy

A6

A6

The Site

Public Footpath UK9

John White Golf Club

Proposed Rugby Club Site

A6

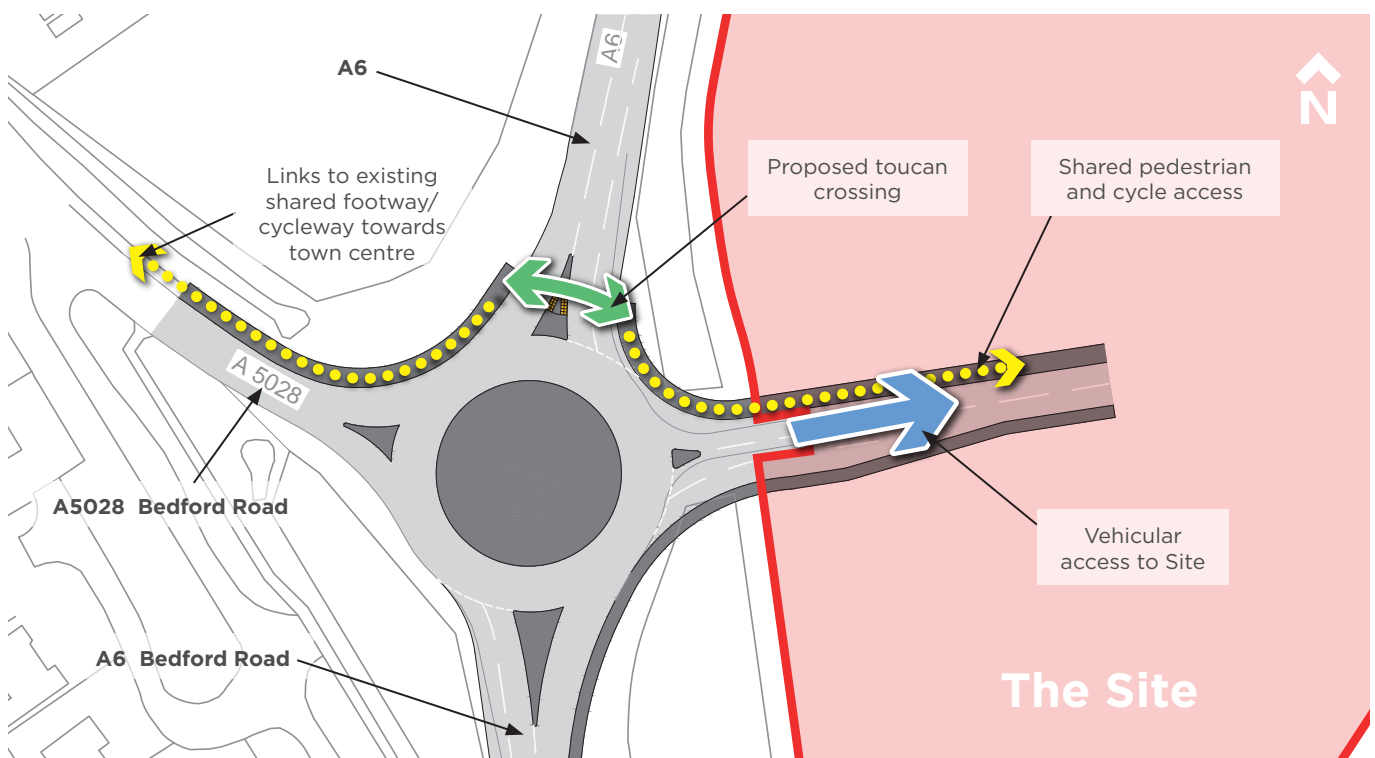
Bedford Road



# Site Opportunities & Constraints

A series of technical studies have been undertaken on and around the Site, in order to identify the key opportunities and constraints to development. While the studies are at an early stage, their initial findings have not identified any issues that would prevent a successful, high quality proposal from coming forward in this location. The plan alongside sets out the key opportunities and constraints, and a summary of the key findings of the studies is included below.

## ACCESS PROPOSAL



## Highways and Access

It is proposed to access the Site from the existing A6/Bedford Road roundabout, via an improved arm on the eastern side of the roundabout. The access road will comprise a 6.75m wide road with two lane approach to the roundabout. A 3m wide footway/cycleway will be provided on the northern side of the carriageway, and will link with the existing footway along Bedford Road west of the roundabout.

Opportunities for enhancing bus connections to the development will be explored as part of any planning application submission, in consultation with relevant parties. The main street within the development will be designed to be able to accommodate a future bus route.

The traffic generation from the proposed development has been estimated and distributed onto the local network, showing that the development would generate modest vehicular movements during the morning and evening peak. Nearby junctions have been modelled and are forecast to operate within capacity during the morning and evening peaks.





## Landscape

An overview of the landscape and visual character of the Site and its surroundings has been undertaken. The Site is not covered by any statutory or non-statutory landscape designations.

From within the Site, the urban edge of Rushden is strongly apparent beyond the A6 immediately to the west of the Site, and residential properties along Bedford Road (A6) immediately to the south are also prominent. Rushden Primary Academy occupies a large, modern and visually dominant building to the west of the Site, and Rushden and Higham Rugby Club, with its high perimeter fence, also forms a dominant element within local views to the south west.

The Site lies on the slopes of a localised valley, with land rising to the north east, east and south east, resulting in the Site being reasonably well-contained from the wider landscape. The Site is more closely related, both visually and physically, to the urban edge of Rushden to the west, than it is to the adjacent farmland to the north and east. The visual containment provided by the landform along with the mature vegetation, limit the extent of views of the Site, to those from the near and middle distance.

Being located at the edge of Rushden town, with its strong urban fringe clearly visible from within the Site, any views of new development will be in the context of the existing urban area, with the new housing seen as part of the overall settlement for the majority of receptors. Consequently, the Site is considered a logical area to bring forward for residential development.

The Site's well-established landscape setting provides an existing strong vegetated framework to contain the new residential development, and the development can be designed to maximise and reinforce this vegetation through additional tree and hedgerow planting, to limit visibility of the new buildings from the surrounding area.

## Heritage

A historic environment desk-based assessment has been undertaken in relation to the Site, and it considers the available archaeological, historical, topographic and land-use information in order to clarify the significance and archaeological potential of the Site.

Rushden Conservation Area lies approximately 1.4km to the north west in the town centre, however there is limited intervisibility between the Conservation Area and the Site, due to intervening built development combined with the nature of the topography, as well as distance. A small number of Listed Buildings also lie to the north west of the Site, but again, separated from it by intervening development. A Scheduled Monument and Listed Building are located to the south east, and a further Listed Building lies at Wymington, to the south west of the Site. There are no designated heritage assets on the Site, and the proposed development will have no impact upon any designated heritage assets in the surrounding area.

The available archaeological records, combined with the results of the analysis of historical mapping, cropmark plots and previous archaeological investigations, suggest that there is potential for the survival of prehistoric and Roman period remains in the Site. However, there is no evidence to suggest that any remains would be of greater than local significance. It is possible that buried remains relating to medieval or post-medieval agriculture could survive within the Site, representing former ploughing or field boundaries, as well as possible small scale quarrying, but any such remains would be considered to be of negligible significance.

## Ecology

An initial ecological assessment has been undertaken, to identify any ecological constraints to development. The Site is dominated by arable land, with field margins of tall ruderal vegetation and poor semi-improved grassland. The hedgerows on and around the Site boundaries are species-poor, and there are also areas of dense scrub along the Site boundaries.

The Site is located 3.3km south east of the Nene Valley Gravel Pit Special Protection Area (SPA) / RAMSAR / Site of Special Scientific Interest (SSSI). Given the distance of the Site to the designated site, residents of the proposed development are likely to have to travel by car to be able to use the recreational resources within the designated site. To minimise recreational use of the designated site, the proposed development at the Site will provide over 9ha of new green infrastructure, within walking distance of the new homes. These new areas of open space will be designed to be attractive to dog walkers, and to provide a variety of recreational uses, thereby offering a closer and more convenient alternative for recreation than the Nene Valley Gravel Pit.

## Flooding and Drainage

The Site is wholly located in Flood Zone 1, which means that it is at low risk of fluvial flooding, and suitable for residential development. Localised parts of the Site are liable to some surface water flooding due to localised depressions and shallow valleys within the topography, however, the proposed development will allow for the surface water to be managed.

Surface water from the Site will discharge via gravity to the watercourse at the western boundary of the Site, adjacent to the A6. Surface water will be treated on site via the use of various Sustainable Drainage Systems (SuDS) measures, which could include permeable paving, filter drains, swales or attenuation basins. Attenuation basins or other SuDS features will retain excess surface water on site, in order to control its rate of release to that of the equivalent greenfield rates, plus a 40% allowance for climate change storm event.

## Utilities

Gas and water mains, and electricity, telephone and internet cables are located in Bedford Road (A6) along the southern boundary of the Site, and the development can be serviced with these utilities.

A watermain runs through the Site from east to west, and the main and its easement will be retained undeveloped as part of the proposed development.







## Summary of Opportunities and Constraints

The specific features and characteristics of the Site described in the preceding pages have been drawn together to prepare an initial Opportunities and Constraints Plan for the Site. These are illustrated in on pages 13 and 14, and are summarised below:

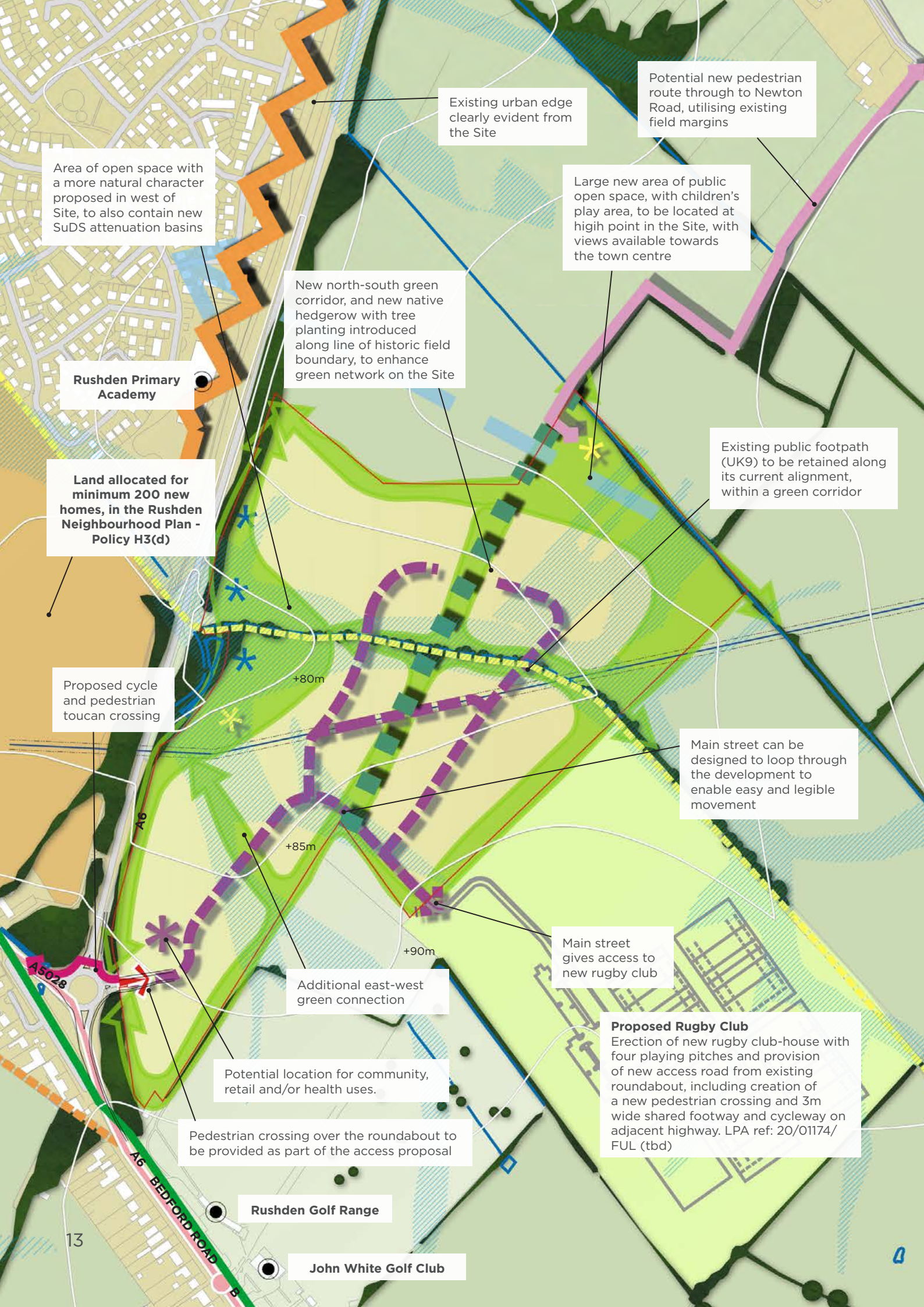
### Opportunities

- Provision of a new vehicular, cycle and pedestrian access point from the roundabout at the junction of Bedford Road and the A6, including a Toucan crossing over the roundabout, into town.
- Opportunity for pedestrian links to the existing public footpath which runs through the Site, allowing connections to the wider countryside. A further pedestrian link could potentially be provided to link to Newton Road in the north.
- Opportunity for a new area of public open space within the highest part of the Site in the north east, as well as further green infrastructure corridors through and around the new homes. Two new children's play areas can also be provided.
- Safe cycle and pedestrian links, which are overlooked by the new homes, can be provided within the development to link to the new rugby club (without the development, the routes to the club would be less attractive for walkers and cyclists).
- Opportunity to provide new hedgerow, thicket and tree planting to significantly increase tree cover within the Site and its boundaries and set the entire development within a strong green framework.
- Opportunity to reinstate hedgerows and green corridors along former historical field boundaries, to further enhance the east-west and north-south green links through the Site.
- Opportunity to provide a range of ecological enhancement measures in order to maximise the Site's biodiversity value. Enhanced green corridors within and around the boundaries of the Site will improve wildlife connectivity.
- To provide sustainable drainage basins (SuDS) in the lower parts of the Site, which will form an integral part of the development's green infrastructure, providing ecological benefits and habitat creation.

### Constraints

- A watermain crosses the Site, and the main and its easement needs to be accommodated within the development.
- The interface between the development and the adjoining new rugby club needs to be carefully designed, to ensure that both developments are integrated.
- The public footpath which crosses the Site will be retained along its current alignment, within a green corridor.
- Noise from the A6 needs to be considered, with appropriate design and mitigation measures included in the development.





Area of open space with a more natural character proposed in west of Site, to also contain new SuDS attenuation basins

Existing urban edge clearly evident from the Site

Potential new pedestrian route through to Newton Road, utilising existing field margins

Large new area of public open space, with children's play area, to be located at high point in the Site, with views available towards the town centre

New north-south green corridor, and new native hedgerow with tree planting introduced along line of historic field boundary, to enhance green network on the Site

Existing public footpath (UK9) to be retained along its current alignment, within a green corridor

**Rushden Primary Academy**

**Land allocated for minimum 200 new homes, in the Rushden Neighbourhood Plan - Policy H3(d)**

Proposed cycle and pedestrian toucan crossing

Main street can be designed to loop through the development to enable easy and legible movement

+80m

+85m

+90m

Main street gives access to new rugby club

Additional east-west green connection

**Proposed Rugby Club**  
Erection of new rugby club-house with four playing pitches and provision of new access road from existing roundabout, including creation of a new pedestrian crossing and 3m wide shared footway and cycleway on adjacent highway. LPA ref: 20/01174/FUL (tbd)

Potential location for community, retail and/or health uses.

Pedestrian crossing over the roundabout to be provided as part of the access proposal


**Rushden Golf Range**

**John White Golf Club**





















## OPPORTUNITIES & CONSTRAINTS PLAN

 Site boundary: **Approx. 22.62ha**




### Context

-  Proposed Rugby Club
-  Potential location for community, retail and/or health uses
-  Housing allocation
-  Nearby facilities
-  Existing water main and easements
-  Existing contours
-  Visible urban edge
-  View towards town centre





### Circulation

-  Existing bus route and bus stops
-  Proposed vehicular access point
-  Cycle/pedestrian link and toucan crossing
-  Potential main street through the new development
-  Existing cycle lane/way
-  Existing bridleway
-  Existing public footpath
-  Potential pedestrian link to Newton Road

### Water & Drainage

-  Surface water flooding (Source: EA)
-  Existing water features
-  Proposed locations for (SuDS) drainage basins

### Green Infrastructure & Play Provision

-  Existing trees and hedgerows
-  Proposed green corridors
-  Line of historic field boundary
-  Potential children's play areas

# Design Principles & Concept Masterplan

## Initial Concept Masterplan

The vision for the Site at Bedford Road, Rushden, is to create a place which is well integrated with its context and responds sensitively and appropriately with the assessed constraints and opportunities. A mix of housing types and tenures will be provided that suit the needs of the local community, including first time buyer homes and family homes.

Drawing upon the assessment of the Site's Opportunities and Constraints, an initial Concept Masterplan has been prepared to illustrate how a sustainable, high quality new neighbourhood can be readily accommodated at the Site.

The development can provide high quality, sustainable and sensitively designed new market and affordable homes, which create a locally distinctive development which draws upon the local vernacular.

## Land Use and Density

The Site is anticipated to accommodate circa 12.85 ha of residential development, which equates to approximately 450 new homes. This will ensure an efficient use of the Site whilst providing green space to buffer the adjoining main roads, as well as to ensure a comprehensive network of green infrastructure within the development.

The provision of new landscape boundary planting, as well as new planting within the green corridors will significantly increase the level of hedgerows and trees on the Site, improving wildlife connectivity and reinstating historic field boundaries.

The development could also include a new community facility, which could comprise for example, a shop, a health facility, or a community hall. This can form a heart to the new neighbourhood, and could provide local services and facilities to the new residents.



## Movement

The proposed development will be accessed via an improved arm off the roundabout at the junction of Bedford Road and the A6, at the southern corner of the Site.

A new tree-lined main street would lead through the development, and link to the new rugby club to the east. The main street could form a loop within the development, which would aid in creating a legible and permeable layout within the Site. Secondary roads will lead off the main street, and will serve private drives, courtyards, and lanes, to ensure a varied character within the development, and a clear hierarchy of movement routes.

A Toucan crossing, with a cycle and footway connection is proposed over the Bedford Road/A6 roundabout, to enable safe links into the town centre, ensuring there are convenient options for non-vehicular travel. The main street within the development will also be designed to be able to accommodate buses.

The existing public footpath through the Site will be retained along its current alignment, and set within a green corridor to create an attractive walking route. New recreational routes within the development's green spaces will link to this footpath, to create a comprehensive network of walking routes, which are located close to all the new homes. In addition, a pedestrian link can be provided northwards from the development, to link to Newton Road and the allocated Rushden East Sustainable Urban Extension.



## Green Infrastructure

The Concept Masterplan shows how a green infrastructure framework could be delivered to conserve and improve the existing landscape features, and establish a variety of new landscaped areas with recreational routes and wildlife habitats.

These areas of green space include:

- Retention of the existing trees and hedgerow, wet ditch and public footpath, set within a green corridor of open space through the centre of the development.
- Green corridors located alongside the Site's boundaries to set the new homes within a green framework.
- A large area of public open space within the north east of the development, to include a children's play area, as well as space for informal recreation, such as picnicking. This higher area of land offers views towards the town, and will be an attractive area to spend time.
- A further area of public open space is proposed in the west of the development, which will be more natural in character, and incorporate the SuDS attenuation basins, as well as new landscaping and a children's play area.
- A new north-south native hedgerow is proposed to be incorporated within the development, along the route of a historic field boundary, in order to create a green corridor within the development which will provide new habitat and movement routes for wildlife.
- A further east-west green corridor is proposed in the south of the development, along an area prone to surface water flooding, to create a further habitat link and movement route for wildlife.
- Traffic-free pedestrian routes will meander through the open space, linking to the public footpath within the Site, and supporting active lifestyles for both new and existing residents alike.
- New native planting throughout the open spaces, including specimen trees, thicket planting and wildflower grassland, will contribute to the Site's green infrastructure.

## Biodiversity Net Gain

Emerging legislation will require developments to demonstrate a post-development net gain in biodiversity. Biodiversity Net Gain is 'an approach to development that leaves biodiversity in a better state than before.'

Given the size of the Site and the quantum of development promoted, there is clear scope for public open space and green infrastructure provision. Subject to scheme design, it is considered that development at the Site would be capable of delivering biodiversity net gain on-site, without recourse to off-site mitigation.





Potential pedestrian route through to Newton Road, utilising existing field margins

Land for the demolition of existing rugby club and erection of up to 150 dwellings, open space and associated works  
LPA ref: 20/01160/OUT

Proposed locations for Sustainable Drainage System (SuDS) features in the form of drainage basins at the low points of the Site, to help manage the flow of surface water during periods of heavy and persistent rainfall

**Rushden Primary Academy**

Existing public footpath to be retained

Proposed pedestrian toucan crossing

Boundaries strengthened with new wildflower and tree planting to help filter views of the development, as well as enhancing habitat and biodiversity across the development

New recreational routes will meander through the development's open spaces

Potential location for community, retail and/or health uses

**Proposed Rugby Club**  
Erection of new rugby club-house with four playing pitches and provision of new access road from existing roundabout, including creation of a new pedestrian crossing and 3m wide shared footway and cycleway on adjacent highway. LPA ref: 20/01174/FUL (tbd)

Pedestrian crossing over the roundabout to be provided as part of the access proposal

Existing footway provision to be improved where possible to 3m footway/cycleway to link through to rugby club access








**Rushden Golf Range**









## CONCEPT MASTERPLAN

-  Site boundary: **Approx. 22.62ha**
-  Proposed residential area: **12.85ha (Up to 450 dwellings @ 35dph)**
-  Potential location for community, retail and/or health uses
-  Nearby planning applications
-  Nearby facilities
-  Existing water main and easements
-  Existing contours





### Circulation

-  Existing bus route and bus stops
-  Proposed vehicular access point
-  Potential streets through the new development
-  Existing cycle lane/way
-  Existing bridleway
-  Existing public footpath
-  Potential recreational routes
-  Potential access into proposed sports pitches
-  Potential pedestrian link to Newton Road

### Flood Risk and Drainage

-  Existing water features
-  Proposed locations for (SuDS) drainage basins

### Green Infrastructure & Play Provision

-  Existing trees and hedgerows
-  Proposed public open space to serve the new development
-  Proposed structural tree planting
-  Proposed play provision
  - 2No. Local Equipped Area for Play (LEAP)

# Delivery

Bellway believe that Land east of the A6/Bedford Road, Rushden, provides a viable, realistic and logical opportunity to help the Council fulfil its housing needs. Our proposals for the Site have carefully considered the economic, social and environmental dimensions set out in the NPPF, and respond to the technical opportunities and constraints of the Site.

Through this Vision Document, it has been demonstrated how the Site has the potential to support a sustainable residential development:

- The Site is within the control of a landowner who is committed to progressing a proposal as soon as possible;
- In Bellway, the Site has the benefit of a house builder with the necessary experience and expertise to successfully guide a proposal through to implementation;
- The Site is well located in relation to Rushden's services and facilities, and there are opportunities for sustainable means of travel into the town centre, and also beyond to larger towns and cities; and
- There are no technical impediments or environmental constraints that could not be addressed through a sensitive and successful design, to deliver a high quality proposal in this location.

The Site is deliverable. Bellway would welcome continued discussions with the Council and other consultees in the planning process, as we look to realise this exciting development opportunity, and deliver a carefully integrated and sustainable extension to Rushden.









**CSA**  
environmental