

Homestead View South West Rugby

A Sustainable New Community

Welcome

Thank you for coming along today to find out more about our proposals for a new sustainable community in South West Rugby, to be known as **Homestead View**.

Taylor Wimpey is working with Homes England as well as Urban & Civic and Richborough Estates to deliver a new community that will fill a significant housing gap in the area whilst also providing new schools, shops, health and community facilities, new parks, play spaces and essential infrastructure improvements.

Your Feedback Matters

Your input at this stage is important and we want to hear from local residents and businesses about their priorities and what is important to them. This process will help to inform our plans for the new community and a future planning application.

To share your views, speak to a member of the team, complete a feedback form or visit: **homesteadview-taylorwimpey.com**



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About Taylor Wimpey

You may have heard of Taylor Wimpey. Taylor Wimpey is one of the largest housebuilders in the UK. It operates from 22 regional businesses across the UK and in 2023 delivered nearly 11,000 homes and invested £405 million in local communities to fund improvements and build new facilities.



Taylor Wimpey control land between Northampton Lane, Alwyn Road and Cawston Lane. This land - as well as the wider site - make up the Homestead View development.



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Sustainable Development

Taylor Wimpey is committed to sustainable development, ensuring that our new homes are designed with the environment in mind, including the use of the latest low carbon technologies in our developments.



Whilst incorporating a range of wildlife friendly features, such as bee bricks, insect friendly planting, bird boxes, hedgehog highways and bug hotels.



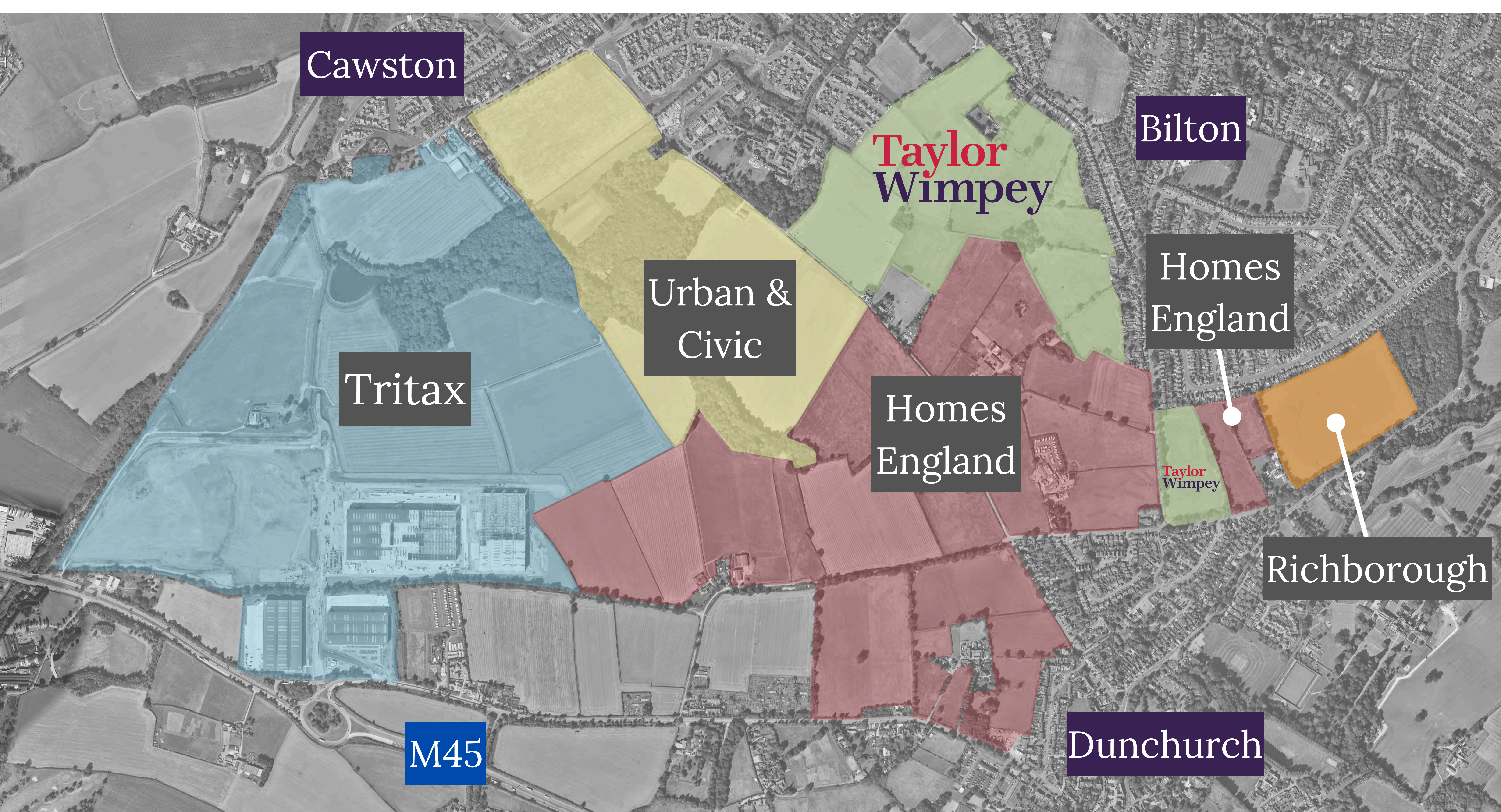
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The Story So Far

You may be familiar with the Homestead View proposals and what they include. In 2019, Homestead View was allocated for development in Rugby Borough Council's Local Plan. This means that the principle of major housing growth at South West Rugby has been approved.



Applications To Date

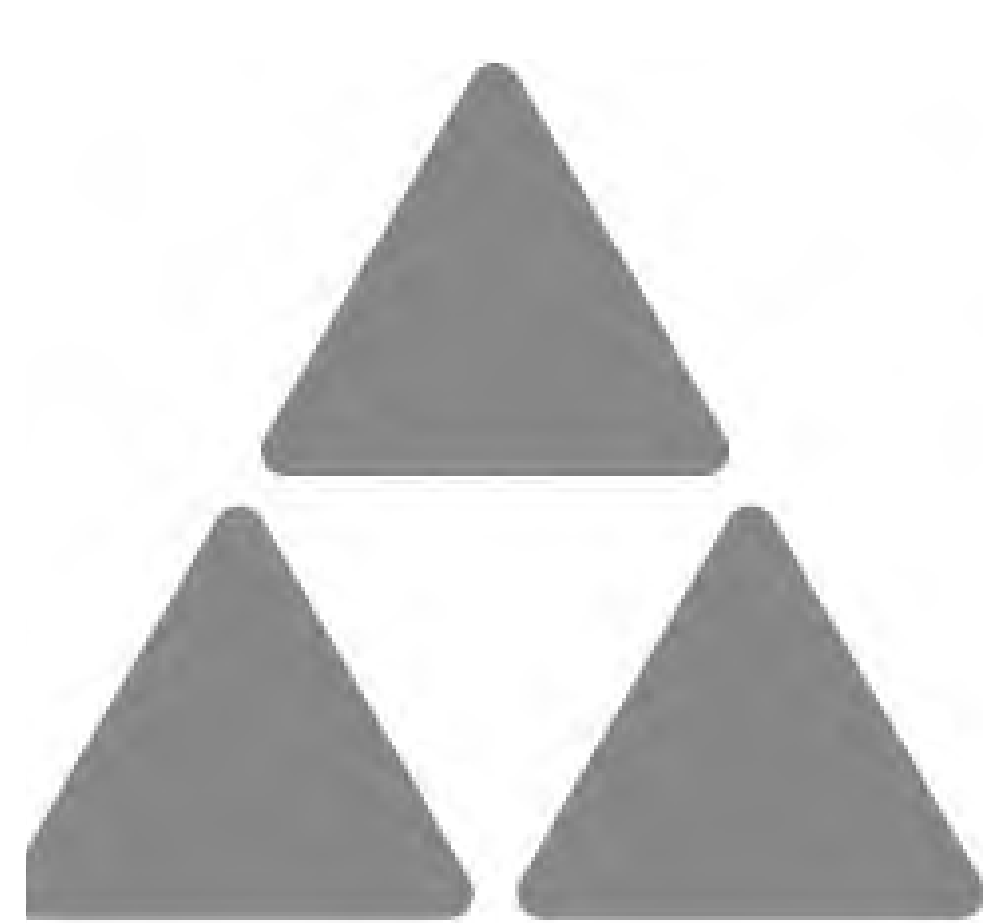


Homes
England

In August 2022, Homes England submitted a planning application for the Homestead Link Road, which was approved in March 2024.



Urban & Civic, formerly L&Q estates, submitted an Outline planning application for up to 210 homes, a primary school, public open space and associated infrastructure which was approved in December 2022.



Tritax are developing the employment land allocation, known as Symmetry Park, Rugby. Construction of these units has already started, with the first phase scheduled to be completed in 2024.



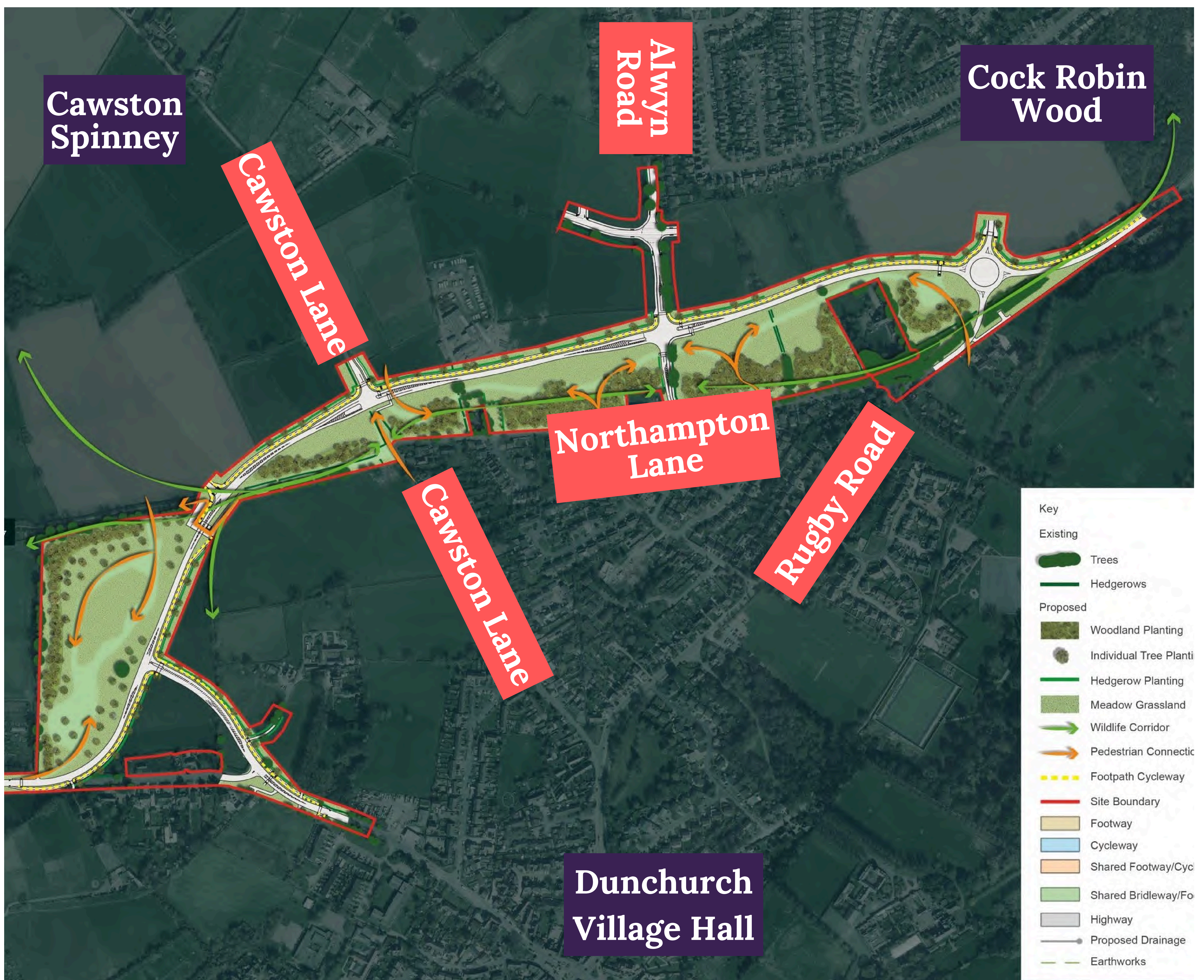
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Homestead Link Road

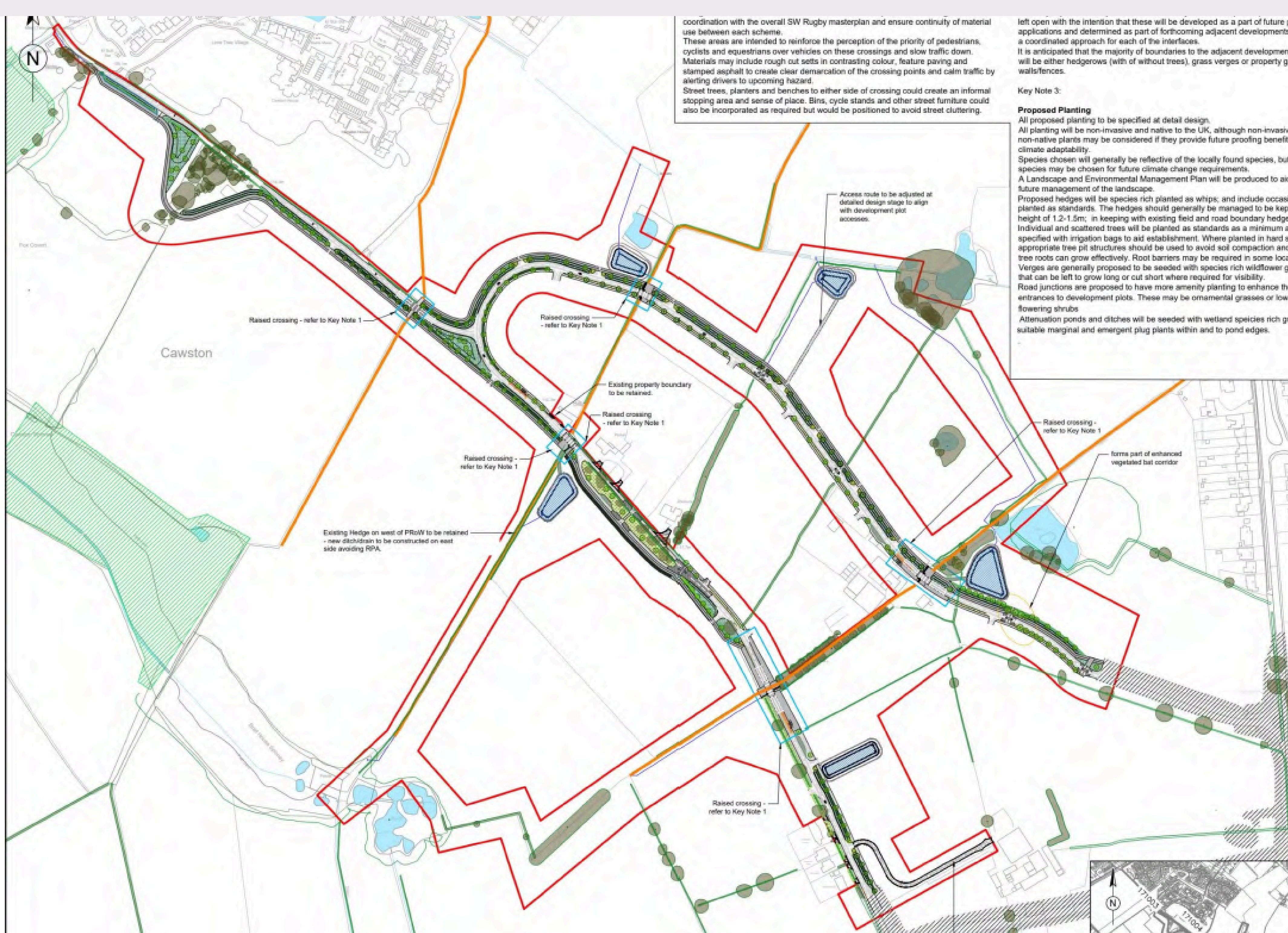
The Homestead View development will be connected to the new Homestead Link Road, which is a key factor in unlocking the South West Rugby development and the delivery of homes, employment land and community facilities.



The Link Road will address current transport issues, particularly at Dunchurch Crossroads and support new development. The landscaped buffer will include public open space, wildlife areas, footways and cycleways to promote health and well-being, enhance biodiversity and offer safe crossings for people and wildlife.

Homestead Community Spine Road

Connecting to the Homestead Link Road, will be the new Community Spine Road. A planning application was submitted by Homes England in September 2024. It will provide a bus service through Homestead View, connecting new and existing residents to the new local centre, new schools, new community and health facilities.



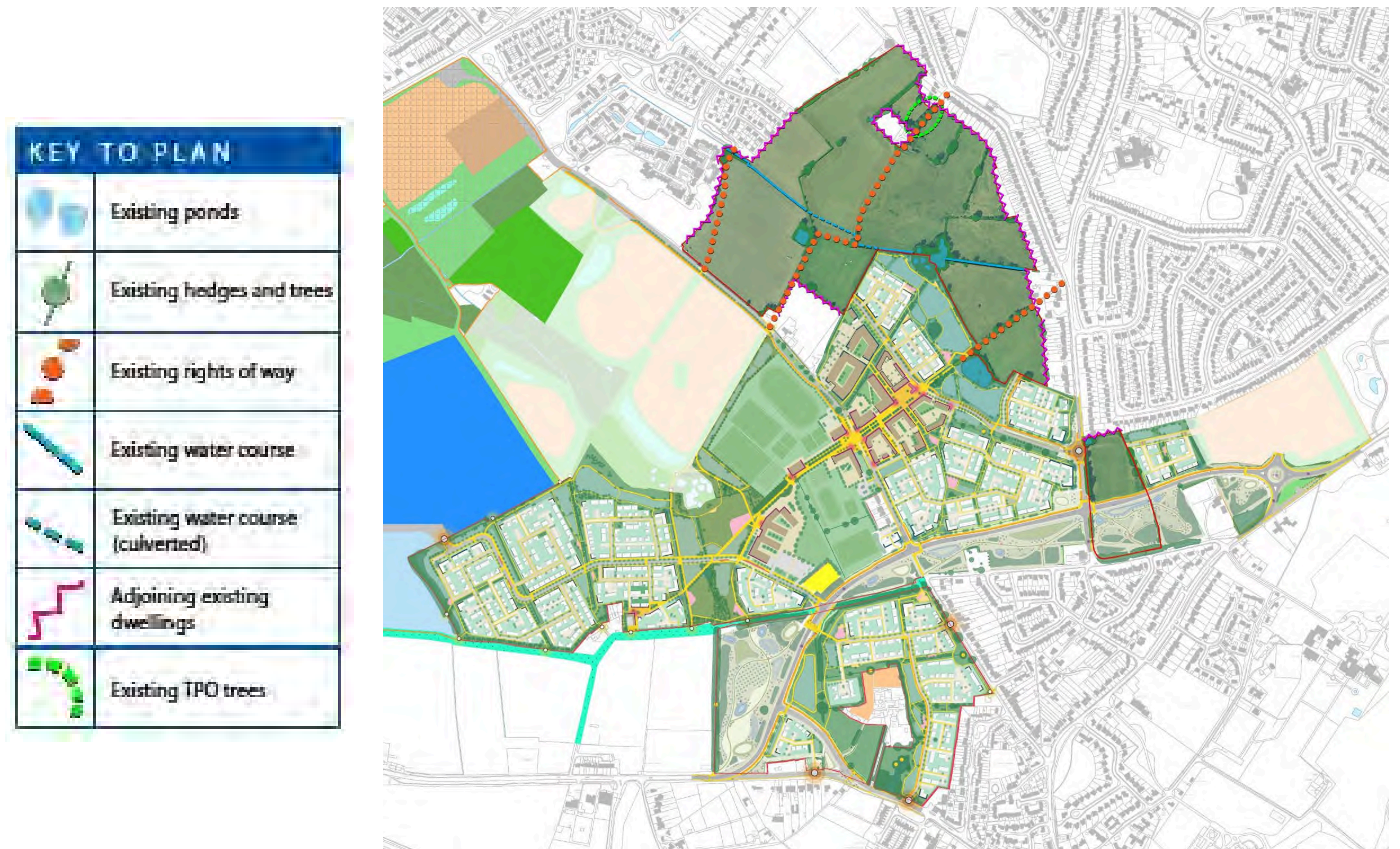
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Our Vision

Taylor Wimpey wish to build a new neighbourhood that reflects the history and character of Rugby, whilst meeting the needs and aspirations of the local community.



Our aim is to create a sustainable community where residents can thrive, with high-quality and energy-efficient homes alongside recreation and playspace.

A new bus service and thoughtfully designed roads will ensure smooth traffic flow. Pedestrians and cycle routes will be prioritised, with enhanced pathways and safe crossings for all users.

All homes will be within walking distance of bus stops and amenities, supported by a Mobility Hub with parking and EV charging.

Crucially, the Taylor Wimpey development will form part of the wider Homestead View. Residents may have visited the recent exhibition by Homes England and viewed those plans.



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Design Considerations

In developing plans for the new neighbourhood, it is vital to understand the various design considerations. These include:

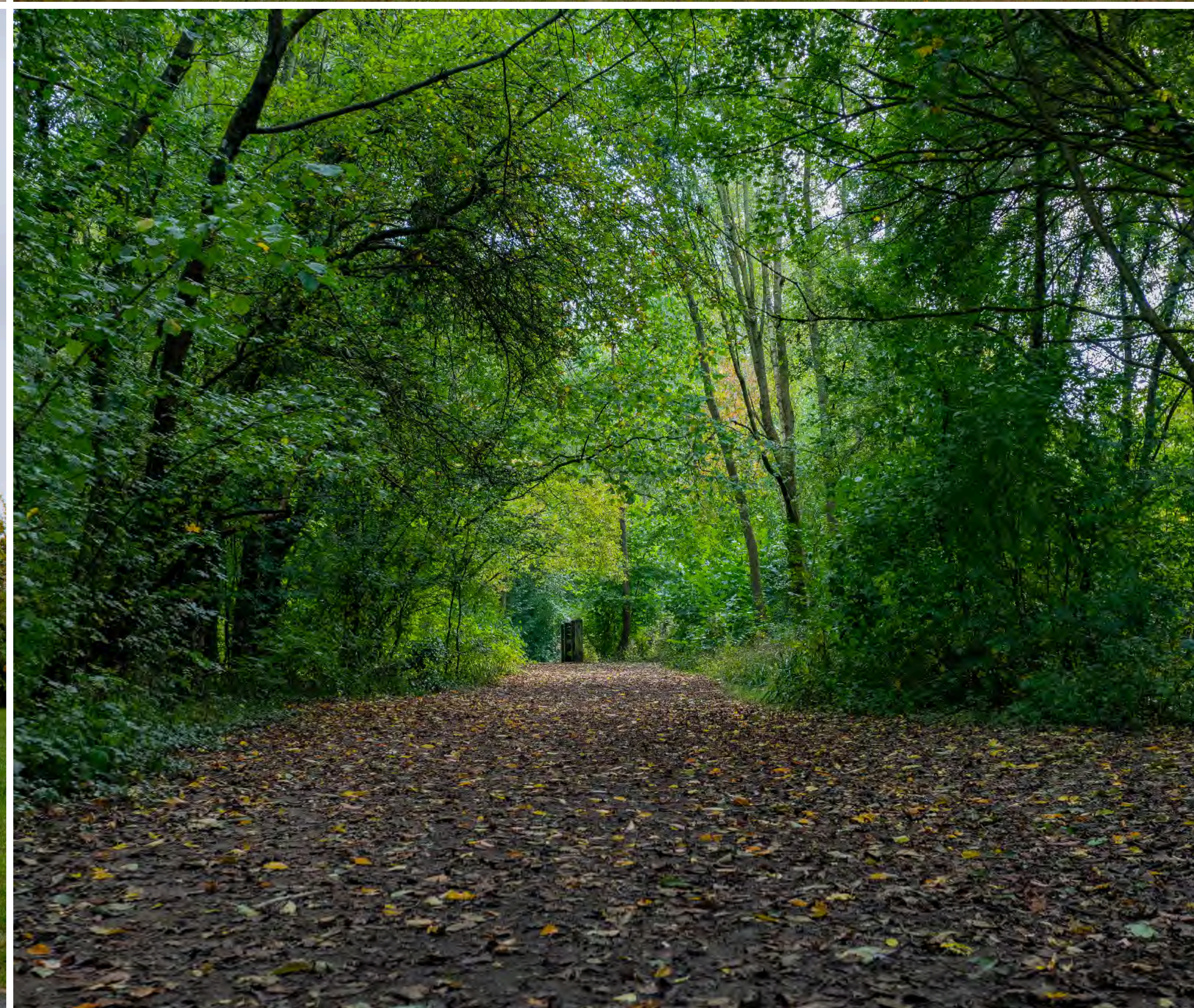
- The amenity of existing residents
- The existing trees, hedgerows, ponds and watercourses
- The public rights of way

KEY TO PLAN	
	Existing ponds
	Existing hedges and trees
	Existing water course
	Existing water course (culverted)
	Adjoining existing dwellings
	Existing rights of way
	Existing TPO trees
	Access road and junction to Cavston Lane
	Access from Ahwim Road



You may have thoughts on other design considerations. Please share these with a member of the team.

The site will also need to accommodate and connect to the new Link Road and Community Spine Road – supporting the new bus route and providing access to the new facilities.



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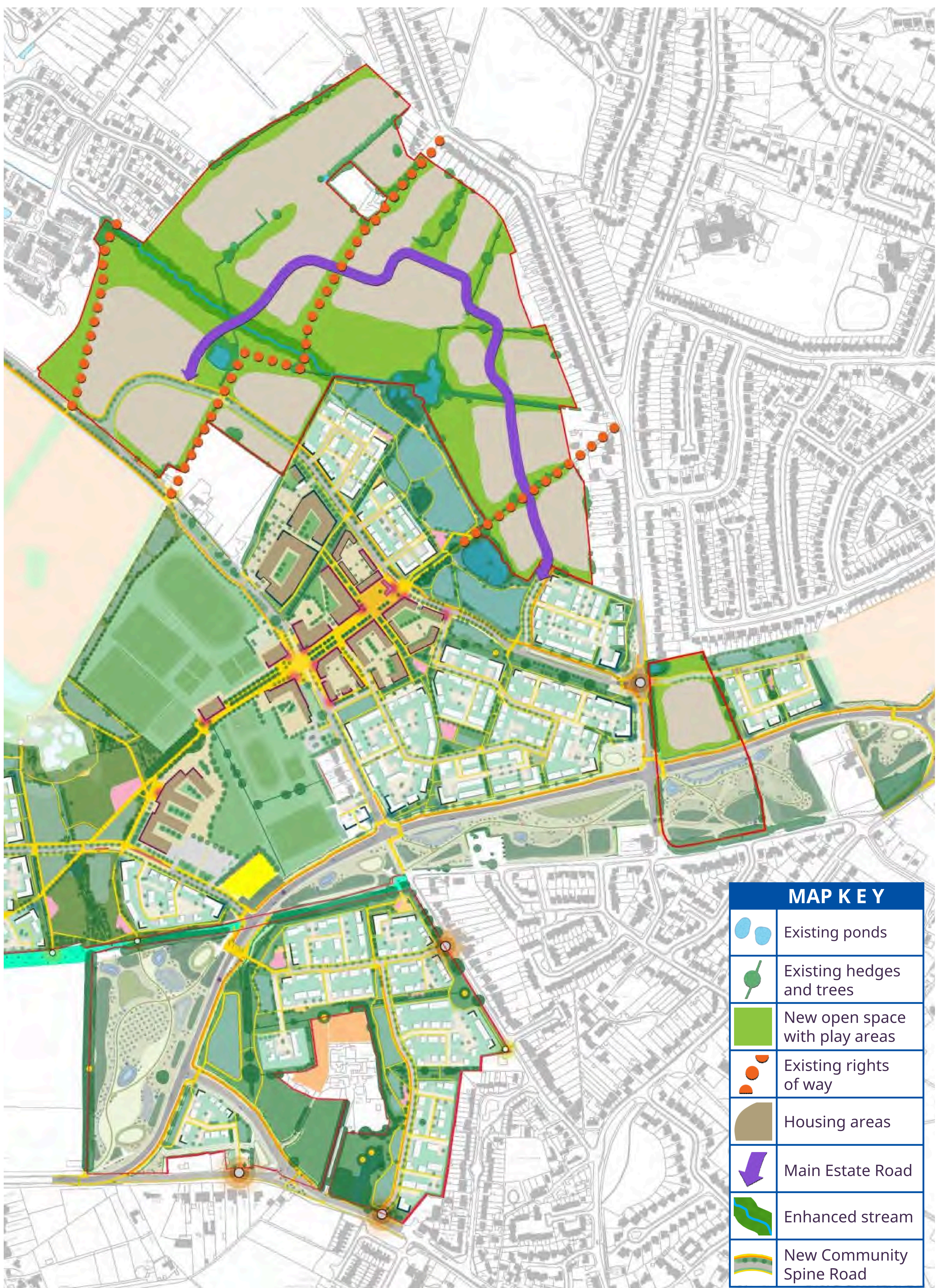


Emerging Masterplan

The emerging Masterplan aims to respond to the various Design Considerations whilst providing a well-connected neighbourhood with access to recreation and play space and the wider facilities within Homestead View.

The site will feature Sustainable Urban Drainage Systems (SuDS) integrated into the landscape, along with play areas, new hedgerow and tree planting, wildflower meadows and wildlife areas. The existing watercourse will be enhanced to provide a new focal point for the community.

To what extent do you agree with our vision, including future-proofed homes, a connected community, and having nature at the heart of the development?



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Local Benefits

Taylor Wimpey aim to deliver around 800 homes including affordable housing. There will be a mix of types and tenures to meet the needs of the community including young families, first-time buyers, and downsizers.

Local Benefits



Up to 800 new homes in a variety of types and tenures for all.



Cycle and footpaths to link homes to facilities and promote active travel.



New facilities in the wider community, including schools and a local centre.



Protecting and enhancing Public Rights of Way.



Affordable housing provision.



Enhancing biodiversity and using sustainable construction methods.



Access to Nature

Nature will be at the heart of the development, with a network of green footpaths and cycleways connecting the neighbourhood to public open spaces and play areas, offering residents areas to relax and enjoy.

Community Facilities

Homestead View will create a vibrant local centre at the heart with retail, health and community spaces. Dunkleys Way will become a car-free route and connect the centre to surrounding areas.



A new public square, Dunkleys Yard, will provide space for events. Primary and secondary schools will be located near the centre, with shared community sports facilities.



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Share Your Views

We want to build a new neighbourhood that reflects the history and character of Rugby, whilst meeting the needs and aspirations of the local community.

You can visit the consultation website by scanning the QR Code below or visiting www.homesteadview-taylorwimpey.co.uk



Your input at this stage is important, so we can understand your thoughts on the proposals and local priorities ahead of a planning application being submitted.

Next Steps

Thank you for visiting us today. All consultation responses will be reviewed and considered throughout the next design stages before the submission of a planning application.



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