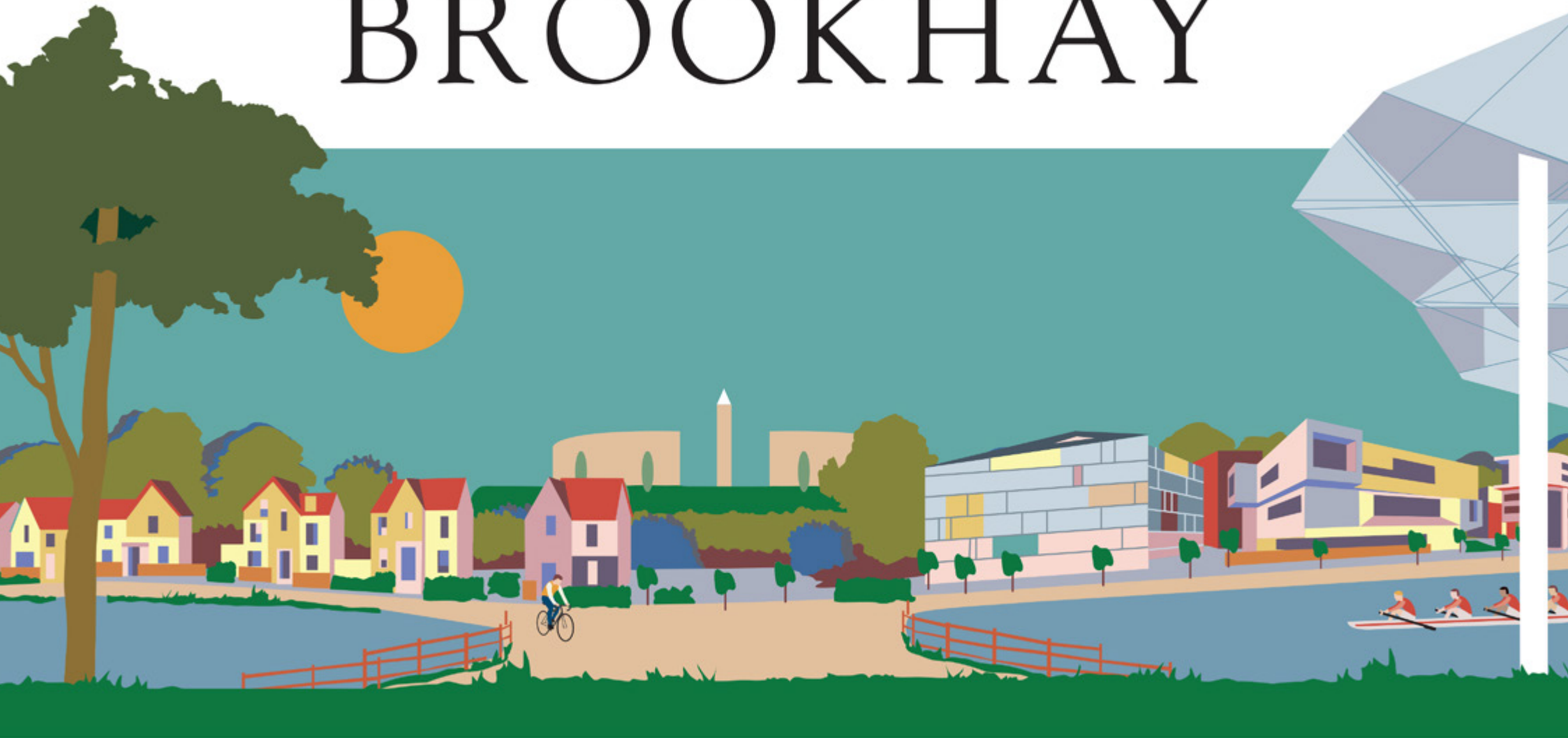


BROOKHAY

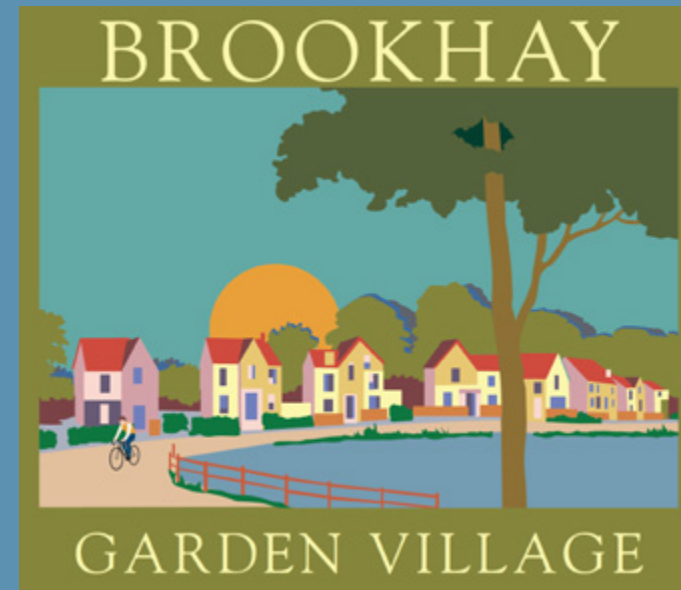
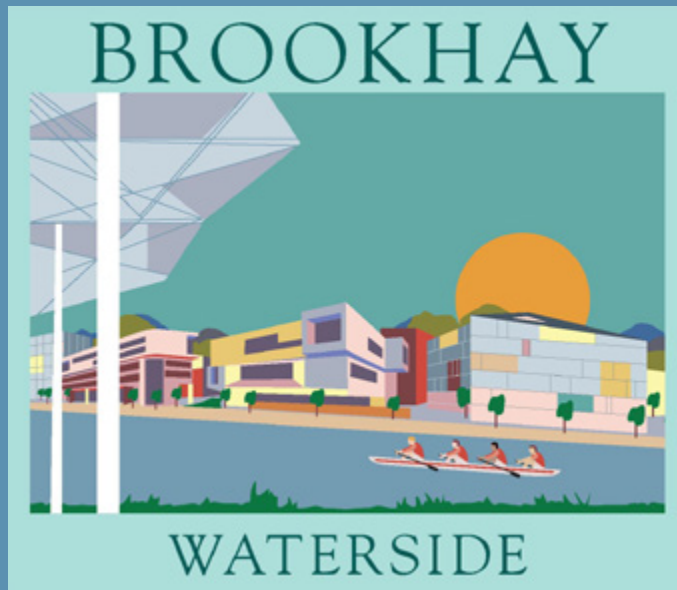


GARDEN VILLAGE

WATERSIDE

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BARRATT
DEVELOPMENTS PLC

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September 2015

A Sustainable Settlement

Brookhay is a visionary new settlement being proposed by Barratt Developments in Staffordshire. Our over-arching ambition is to create a flagship sustainable community where people can live, work and grow. By locating new homes and community facilities alongside quality employment spaces and leisure facilities, Brookhay could become the beating heart of modern Staffordshire.

Nestled alongside the Trent and Tame rivers, between Lichfield and Burton upon Trent, the Brookhay concept features two distinct but complementary areas – Brookhay Garden Village and Brookhay Waterside, positioned around the existing National Memorial Arboretum.

Brookhay Garden Village could be a sustainable new place of up to 7,500 homes, new schools, a bustling centre and accessible open space. Brookhay Waterside could be a hive of activity, boasting job-creating industry, hotels, apartments, a Watersports Centre and leisure facilities. Both developments could be supported by regionally-significant road and rail improvements.

This brochure, produced by Barratt Developments and URBED, presents this once-in-a-generation opportunity and how we propose to deliver our ambitions for the site.



Burton upon Trent

Barton under Needwood

Waterside

Alrewas

Fradley

Lichfield

Garden Village

A Unique Growth Opportunity

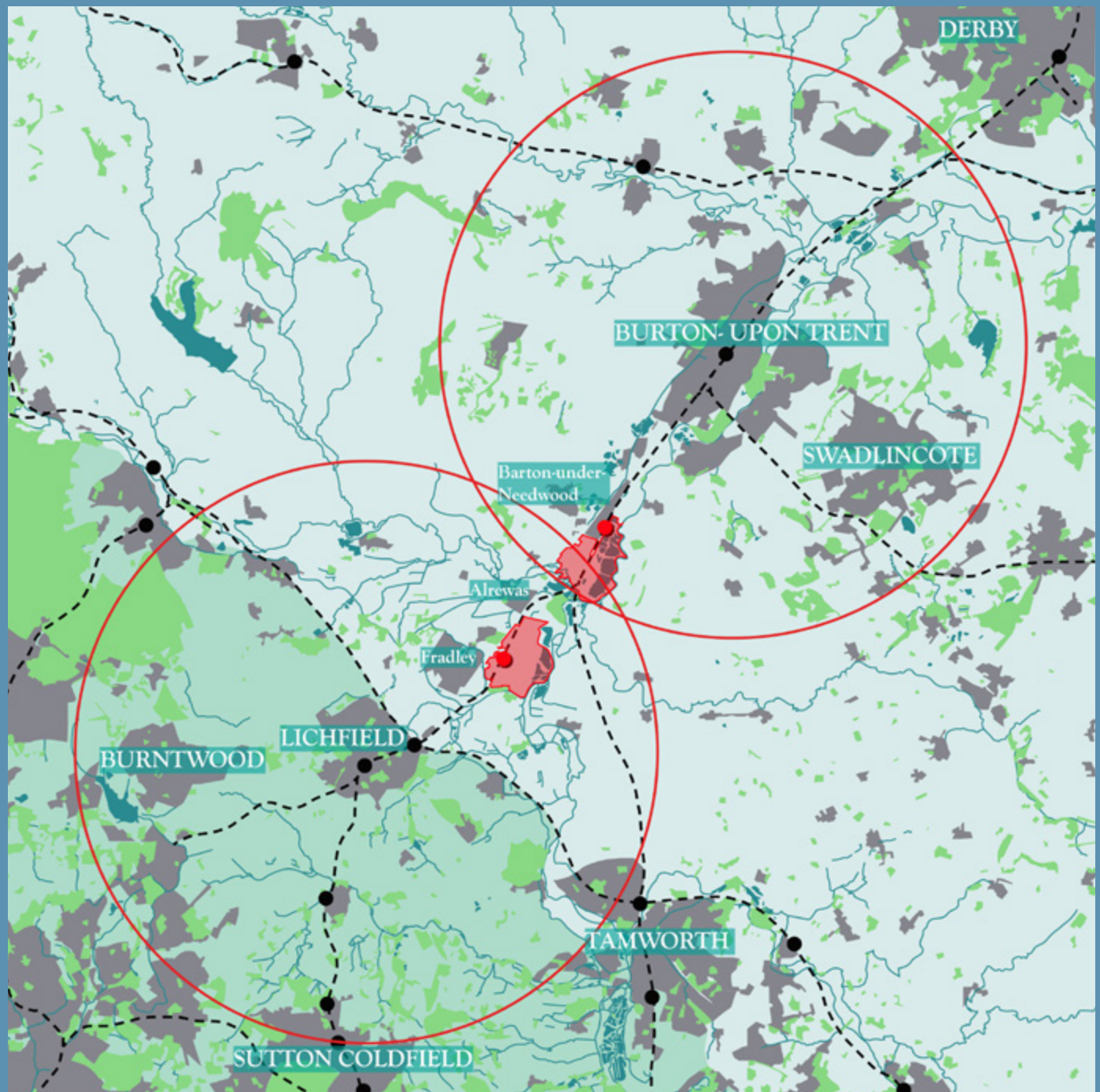
Greater Birmingham and the surrounding area is facing a dual challenge – where to locate new homes and how to accelerate wider economic growth.

A Strategic Housing Needs Study has been commissioned by the Greater Birmingham & Solihull Local Enterprise Partnership (GBSLEP) to identify how the region could deal with Birmingham's inability to accommodate the necessary housing growth. The GBSLEP Strategic Housing Needs Study Stage 3 has identified a Housing Market Area shortfall of 37,600 and Brookhay has been identified as one of only two potential new settlements that could be part of the solution.

The GBSLEP has set an ambitious target to create 150,000 private sector jobs and provide connectivity between housing and employment land. The Stoke & Staffordshire LEP is also aiming to create 50,000 jobs, with a core focus on connectivity and employment growth in innovative sectors.

The GBSLEP work is consistent with the newly formed West Midlands Combined Authority's vision to rebalance the UK economy through a Midlands Engine. With the core themes of the Midlands Engine being connectivity via transport investment; improving the region's skills; and supporting growth, Brookhay could be the ideal project to demonstrate the Engine in action.

-  Settlements
-  Green Belt
-  Green Space
-  Water Bodies
-  Brookhay Site
-  Railway lines
-  Proposed stations
-  Existing stations



The plan shows 10km circles around Lichfield and Burton on Trent.

Ideally Located

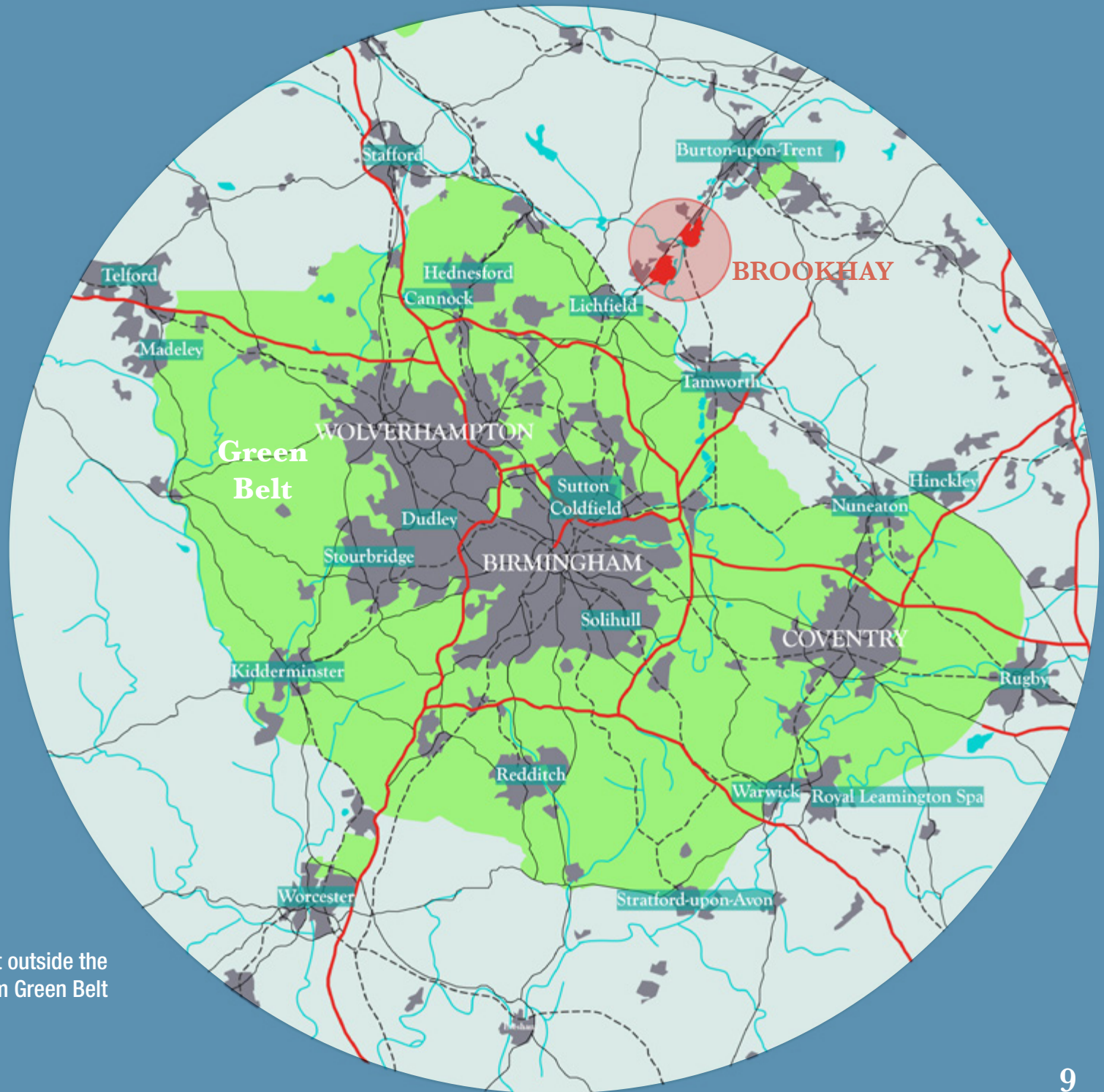
Brookhay is not within the Greater Birmingham Green Belt and has been identified as one of only two proposed new settlements that could be developed outside of the Green Belt in the GBSLEP Strategic Housing Needs Study Stage 3 report. Around 77% of the site will be worked for mineral extraction prior to development¹. Construction will be phased enabling all planned mineral extraction in Staffordshire's emerging Minerals Local Plan to take place.

Underpinning Brookhay's sustainability are the excellent existing transport links, including direct access from the A38 and two railway lines. The site is within a short railway ride of central Birmingham with connections to the West Coast Mainline. It is also within easy reach of the cities of the East Midlands. Improving these transport links could benefit the 300,000 annual visitors to the National Memorial Arboretum.

Delivering a country park and boasting river trails and public open spaces, Brookhay can also fulfil the Central Rivers Initiative's aim to create and connect places where people can explore and enjoy water, landscape and wildlife.

The site is physically separated from, but related to the surrounding villages of Fradley, Alrewas, Wychnor and Barton-under-Needwood. The proposals include significantly improved access by way of major improvements to the A38 dual carriageway, as well as pedestrian, cycle and road linkages. Such measures could ensure that existing communities can access Brookhay's facilities.

¹ Northern Site 778 acres of 971 acres (80%)
Southern Site 828 acres of 1121 acres (74%)



The site sits just outside the Birmingham Green Belt

Understanding the Opportunity

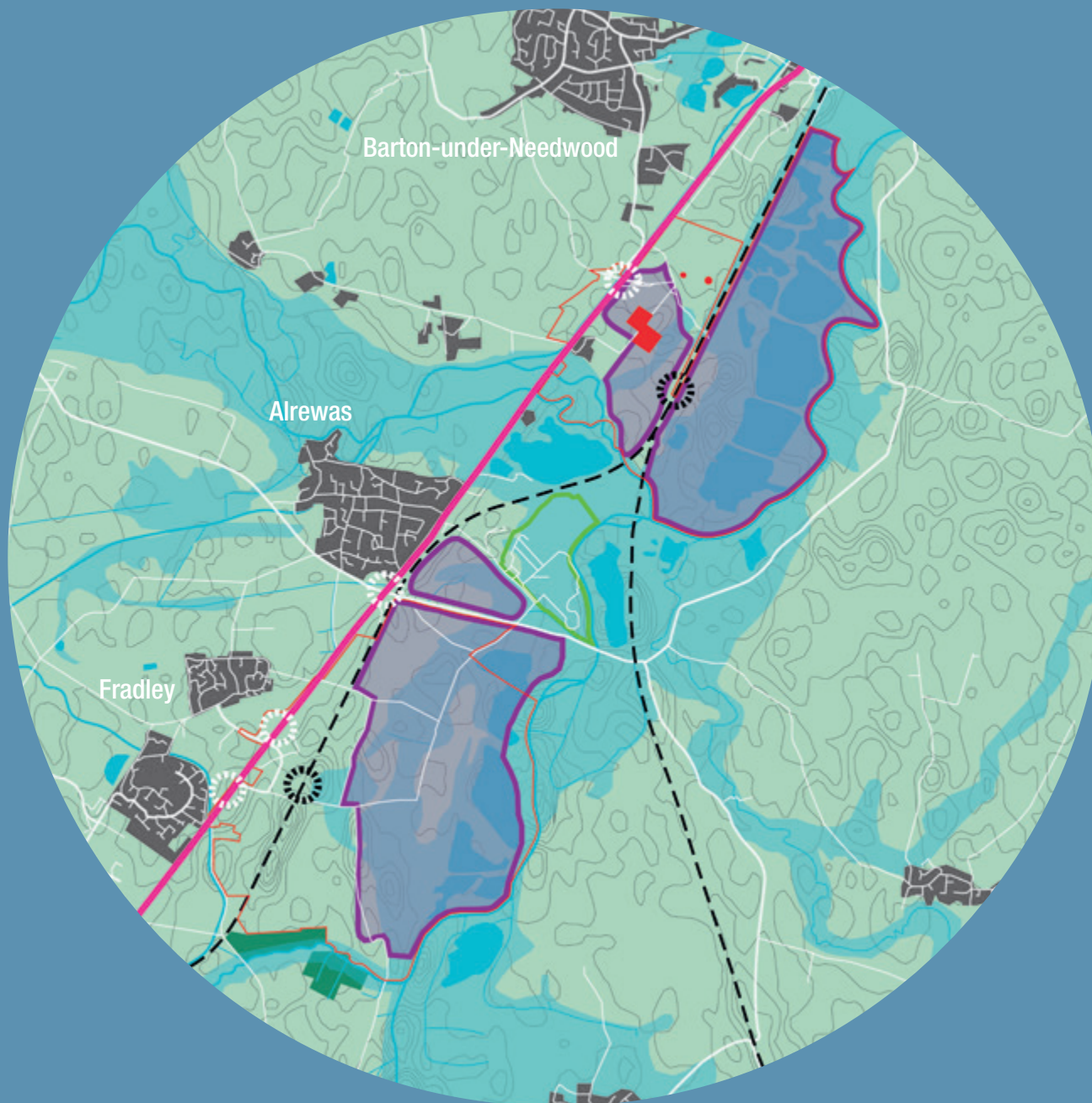
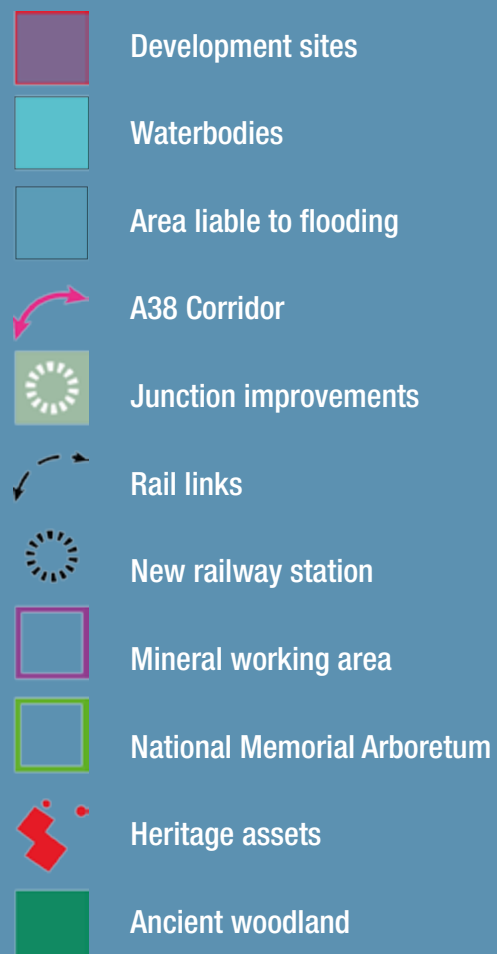
We have undertaken detailed survey work to understand the constraints and opportunities of the site, including the location of existing sensitive features, such as nearby ancient woodlands and archaeological assets.

Our masterplan for Brookhay safeguards and enhances these important assets as well as the natural features of the site. Following liaison with key stakeholders including English Heritage and Natural England, our work shows the development can be sensitively accommodated within the landscape with mitigation. Lakes, open spaces and river trails will be a core feature of Brookhay Garden Village.

We have also worked with the Environment Agency (EA) to establish the areas of the site at higher flood risk. The EA has accepted in principle our flood compensation design and we will continue detailed discussions as the masterplan evolves. All development will be contained on land outside Flood Zone 2 or 3.

Gravel extraction at the site has also created a series of lakes that could be used to create a regional watersports facility and leisure activities. Our team has completed a need, feasibility and delivery report and is exploring this opportunity with Sport England and the relevant governing bodies, such as British Rowing and Canoe England.

The site conditions create a unique set of development opportunities







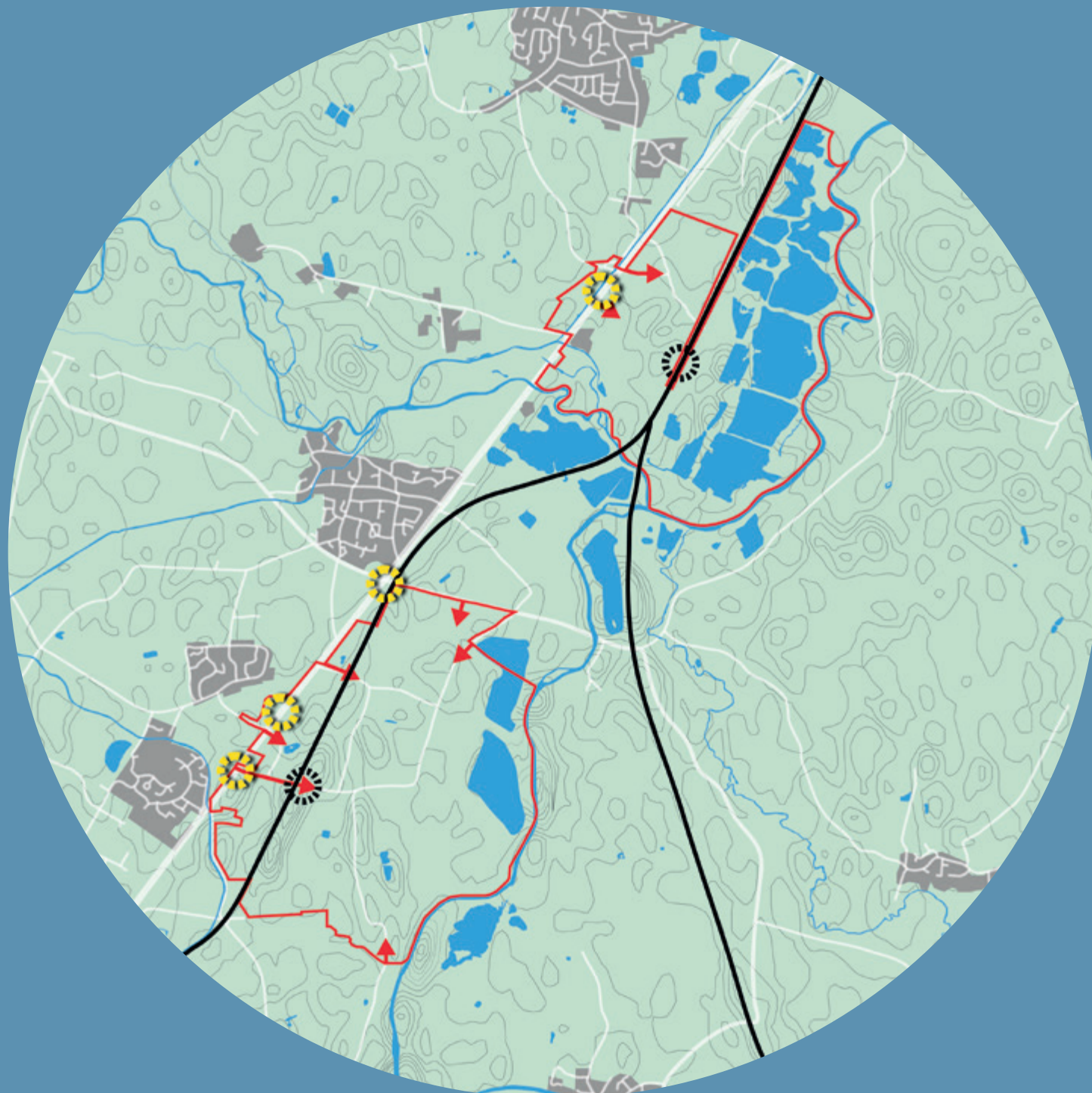
Transforming Road Access

A significant overhaul of the local road network would deliver major improvements for those currently accessing the surrounding communities and National Memorial Arboretum (NMA), as well as Brookhay.

As a comprehensively planned development, Brookhay could deliver:

- **A new junction to access the site north of the NMA to replace the existing Dogs Head Lane/Catholme junction. The junction could feature a new bridge across the A38 to act as a dual carriageway.**
- **A new junction to replace the existing Fradley junction. This could feature a new bridge across the A38 and significantly improved slip road layouts.**
- **A major upgrade of the Alrewas junction including replacement of the roundabouts, increased slip road capacity and new signalling.**
- **A speed reduction from 70mph to 60mph to improve safety along a 20km stretch of the A38.**
- **Upgrades to slip roads and signals at the junction between the A38 and A5127 to the south of the site near Lichfield.**

-  Proposed Station
-  Rail Links
-  Proposed Junction Improvements
-  Access Points



A38 Road Junction

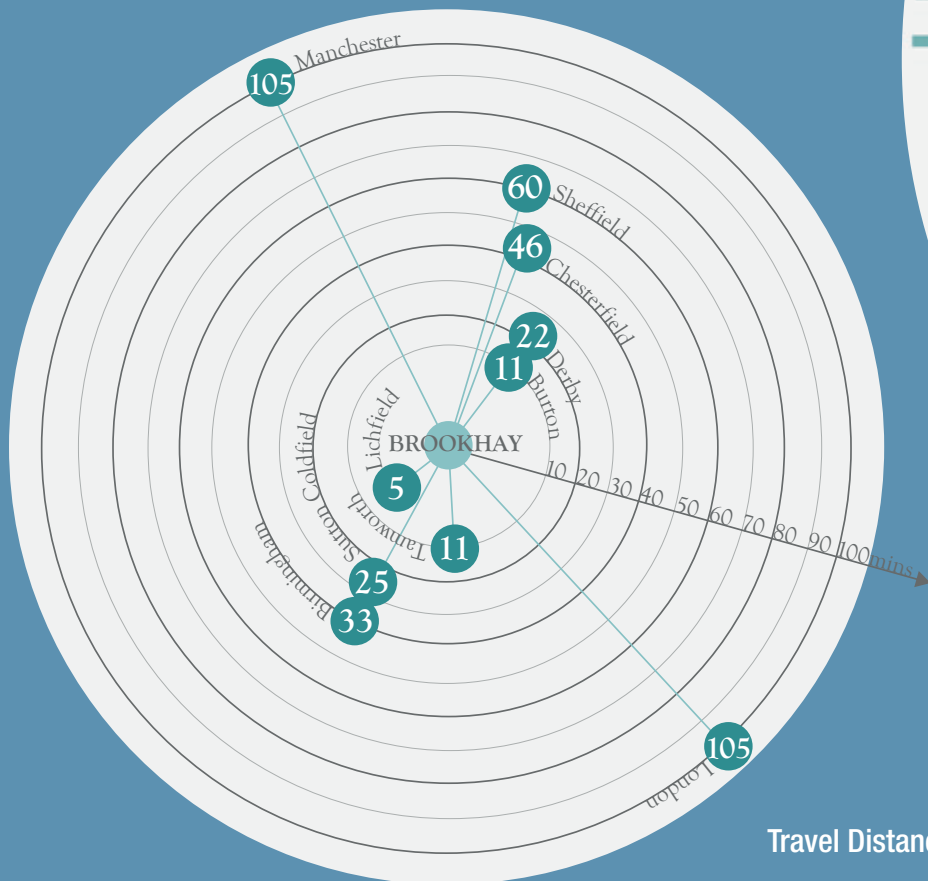
Delivering Rail Investment

Brookhay could deliver two new railways stations on two existing lines, the Birmingham to Derby main line and the Burton to Lichfield branch line. This would be delivered as part of an estimated £93 million infrastructure investment, creating over 1,200 jobs.

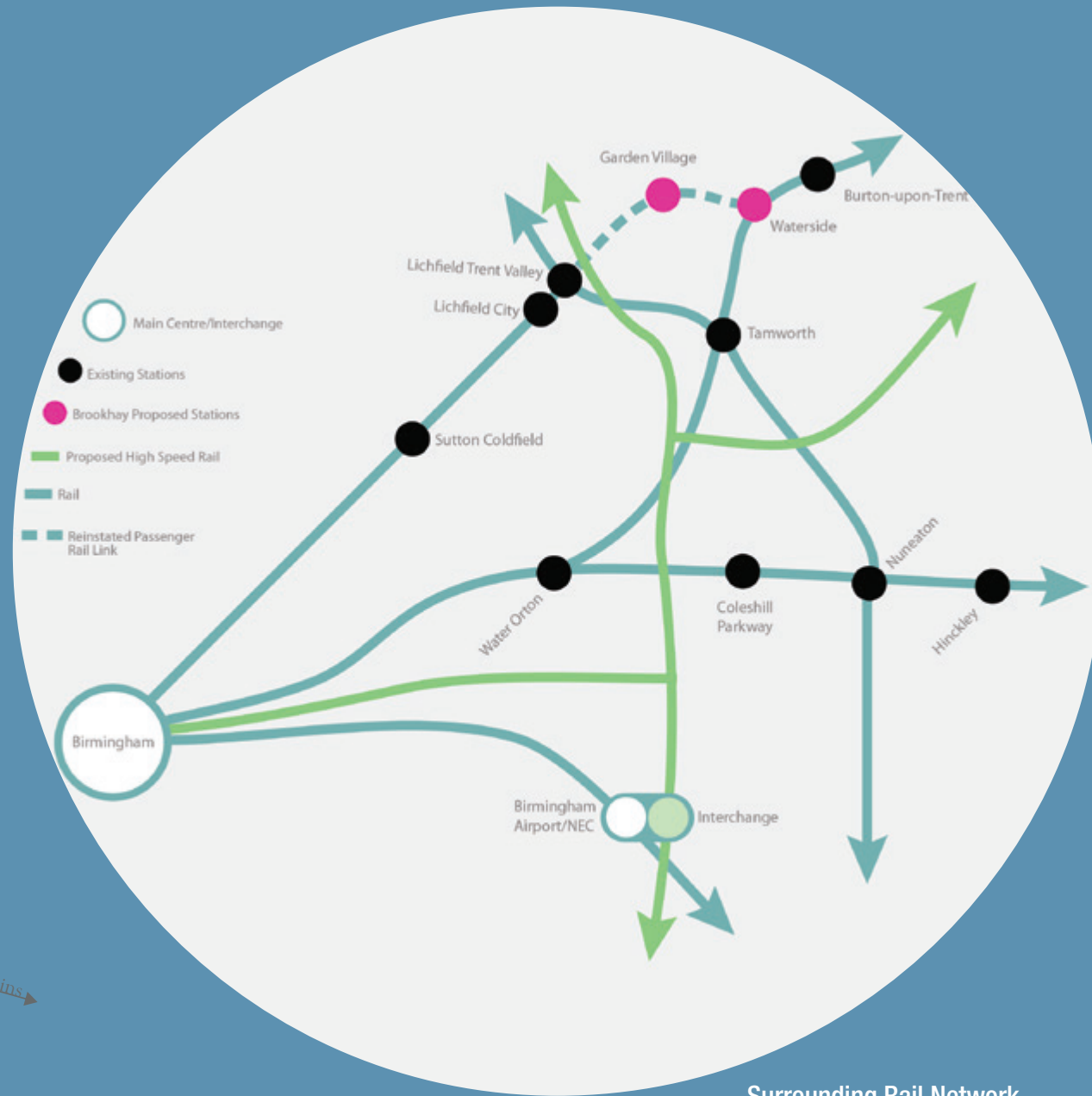
A station at the southern portion of the site, Brookhay Garden Village, could serve the surrounding communities and create sustainable travel options for those living in the 7,500 homes surrounding it. This station could extend the Cross City Line between Lichfield and Burton, reinstating passenger services for the first time since the 1960s.

A train station at the northern portion of the site, Brookhay Waterside, could be a significant stop on the main line route, acting as a park and ride for travellers along the A38; a destination station for visitors to the National Memorial Arboretum; and offering direct rail access to the surrounding commercial development and Watersports Centre.

We are engaging with regional and national organisations such as Network Rail, Department for Transport and Staffordshire County Council to ensure Brookhay features in the region's rail strategy.



Travel Distances from Brookhay



Surrounding Rail Network

Delivering an Exemplar Development

We aspire for Brookhay to be an exemplar demonstration project. In 2014 our experienced masterplanners, URBED, were awarded the coveted Wolfson Economic Prize for their entry. This demonstrated how a series of development principles could shape a new Garden City.

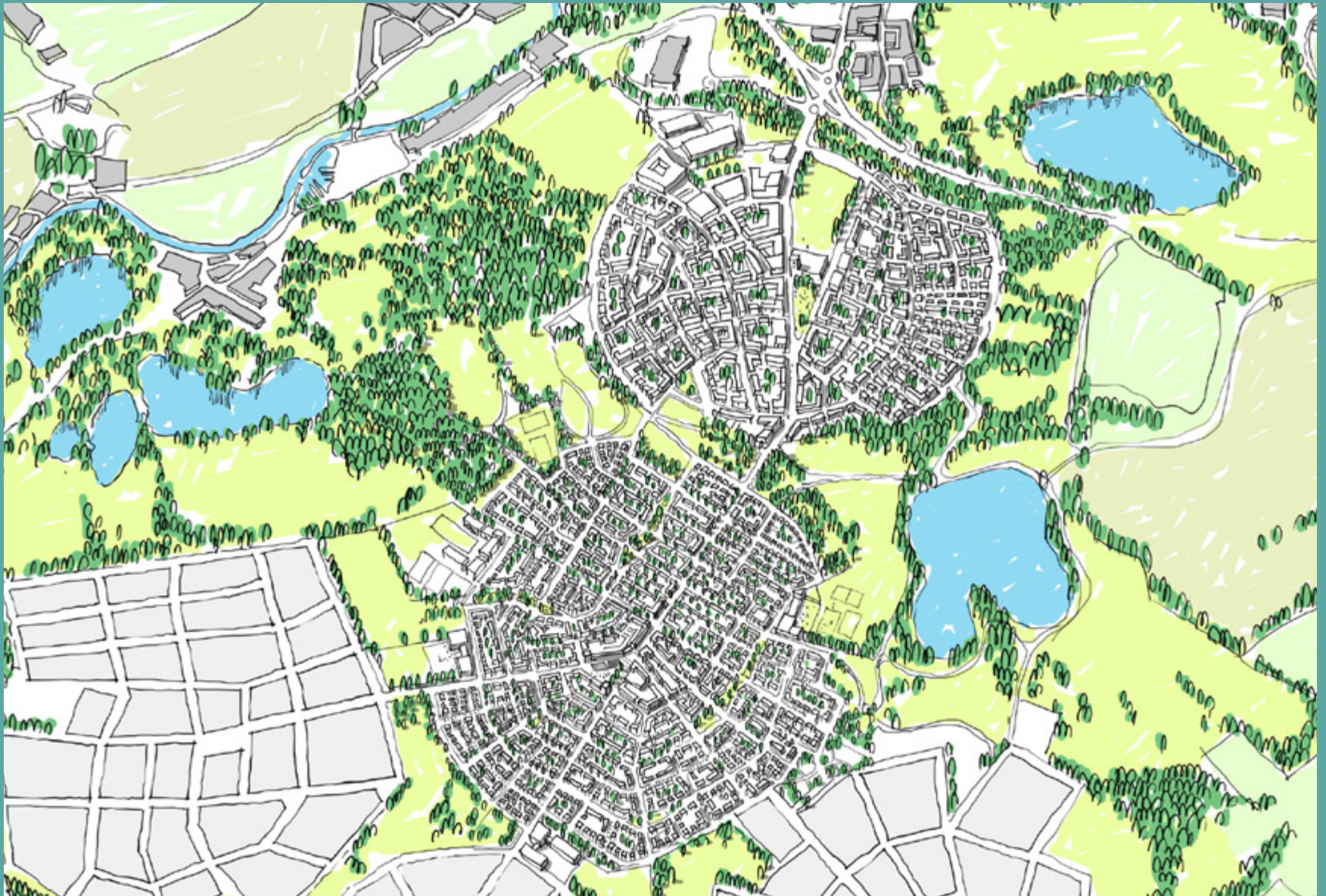
In designing Brookhay, URBED has drawn on its award-winning approach. Although Brookhay is smaller than the original proposal for a fictional city, many of the principles can still be applied.

The principles that will guide the development are set out in the Brookhay Charter, included in this brochure.

BROOKHAY will...

- ... deliver significant local facilities for communities so that it is a sustainable place.
- ... fund its infrastructure needs out of the value of the land including two new stations.
- ... absorb housing requirements in a confident new settlement rather than scattered unsustainable smaller schemes.
- ... be served by regular bus and rail services providing a viable alternative to the car.
- ... offer a social contract to existing and new residents involving them in design and providing access to new parks and facilities.
- ... set out and monitor clear long term goals for the environmental performance of the scheme.
- ... create a mechanism for the long-term community controlled management of the settlement.

Extract from URBED's
2014 Wolfson
Economics Prize
entry

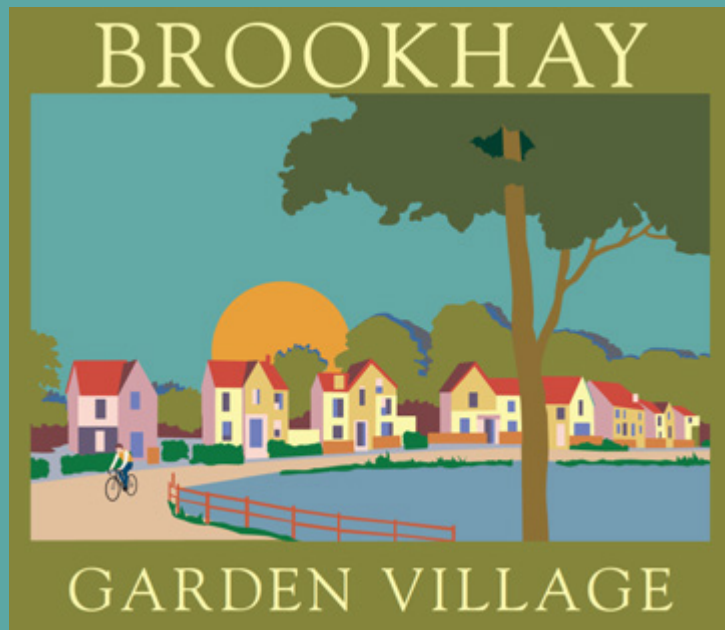


The Brookhay Vision

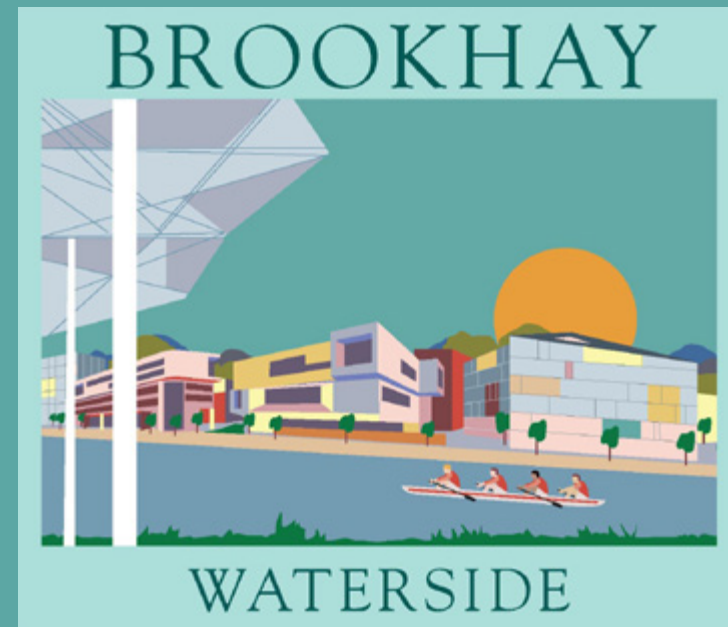
The aim is for Brookhay to become a visionary and deliverable new settlement that stimulates over £1 billion investment into the region. Our extensive preliminary work has provided a solid foundation for a progressive design process. The result is that Brookhay can be a high quality solution to Staffordshire and the wider Greater Birmingham area's housing needs and economic growth ambitions. The scale of the development will enable delivery of major infrastructure improvements in the first development phase with new rail links improving connectivity and new road junctions improving the A38.

Brookhay features two complementary areas, Brookhay Garden Village to the south of the site and Brookhay Waterside to the north. With development proposed to potentially span 25 years, it is important to have resilience at the start of the process to shape the growth of Brookhay. Masterplanners URBED are leading on the design process, which is documented in the complementary Masterplanning Document.

The following sections detail the vision for Brookhay Garden Village and Brookhay Waterside.



A true community set amongst expansive green spaces. Brookhay Garden Village is specifically planned to be built according to Garden City principles, with half of the site being open space. Up to 7,500 homes could be supported by shops, schools and community facilities.



Quality employment space meets modern living. Brookhay Waterside could feature high quality business space. A Watersports Centre could deliver a regionally significant facility for activities including rowing, sailing, canoeing and cycling.

Garden Village Development Proposals

	Yield	Area (acres)
Low Density Residential	up to 7500 homes	155
Medium Density Residential		210
High Density Residential		38
Village Centre uses *	25,000 sqm	10
Commercial (B1 uses)	10,000 sqm	4
Schools and Community Facilities	3 Primary, 1 Secondary + Community Facilities	40 (inc playing fields)
Green and Open Space	N/A	618 acres

Total Site Area: 1158 acres

* Assuming equal split of use classes A, B and D.

Low Density Residential (20-35 dph)

Medium Density Residential (Average 45 dph)

High Density Residential (Average 60 dph)

BROOKHAY



GARDEN VILLAGE

Up to 7,500 New Homes



- Brookhay Garden Village could deliver up to 7,500 homes catering for all needs, ages and aspirations as part of a total investment of £793 million in new properties.
- Homes could be centred around a number of neighbourhoods, with a mixture of styles and densities.
- Set amongst over 220 hectares (543 acres) of green and open space, Brookhay Garden Village could feature rivers, new lakes and a network of paths and cycleways with a Country Park, linking to local features such as the National Memorial Arboretum.
- The Garden Village could be served by a new railway station, providing new links and routes to key towns and cities.



Green links integrating the county park and the housing and allowing for natural drainage



URBED's Brookhay Garden Village Masterplan



High quality new housing

New Schools

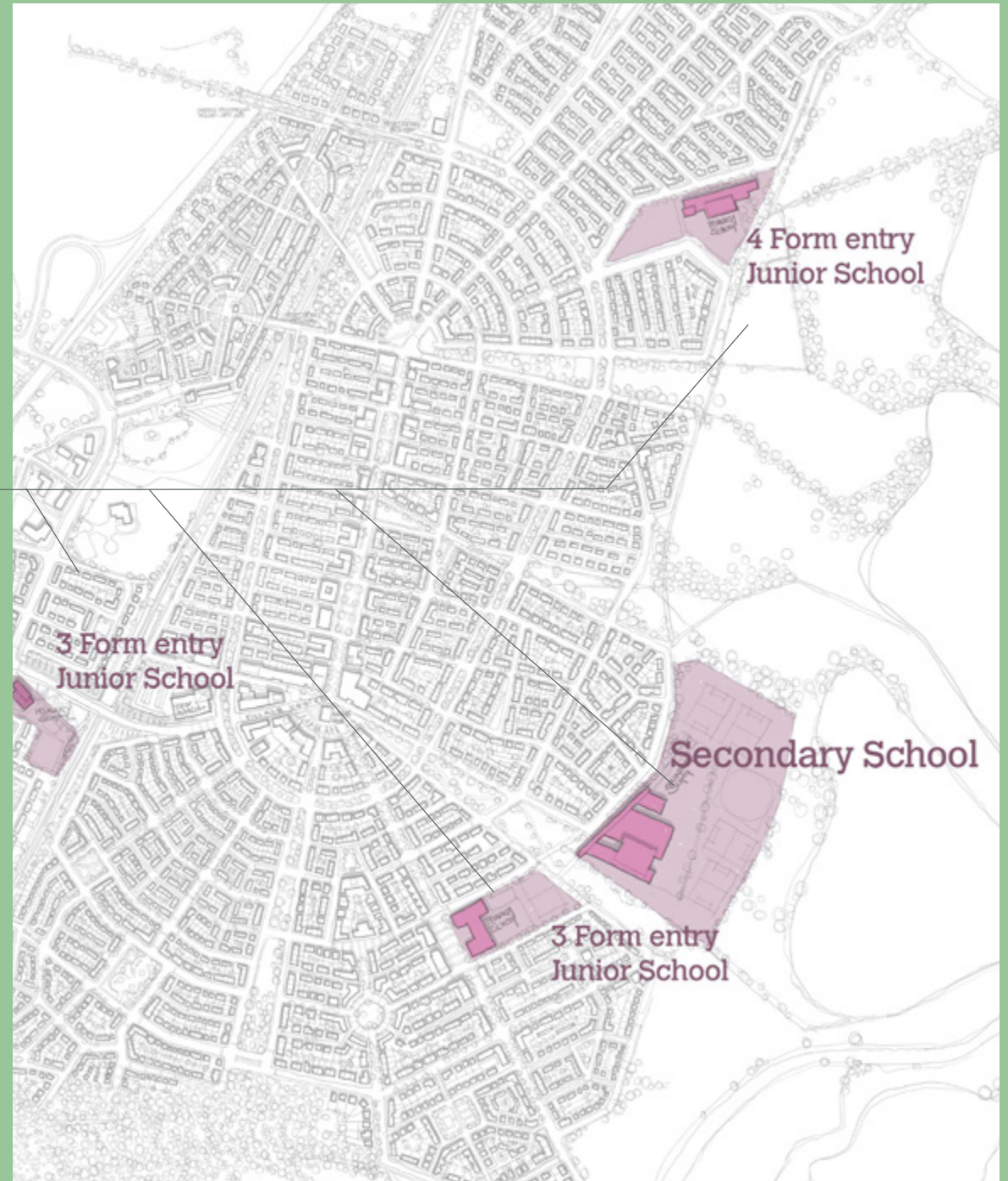


- Fostering healthy lifestyles from a young age, Brookhay Garden Village could feature three primary schools creating up to 1,800 school places².
- A new secondary school could accept pupils from the new homes and surrounding area, creating up to 2100² school places.
- Our vision is for the schools to be easily accessed from the surrounding neighbourhoods, with direct links to playing fields and leisure facilities, for use of both schools and the community.
- Education and well-being will be at the heart of the Garden Village, allowing children to learn and grow within the community.

² Primary Schools: 2 x 3 form entry + 1 x 4 form entry (30 pupils per form) x 6 year groups = 1800 places
Secondary School: 1 x 10 form entry, 300 pupils per year x 5 years groups + 2 x 6th form = 2100 places



Brookhay will require
three primary schools
and a secondary school



Proposed School Locations

Local Facilities



- A vibrant and bustling village centre could become the core of the Garden Village. It could include a full range of local facilities such as shops, bars, restaurants, medical centres and nurseries, delivered as part of a £43 million investment in community infrastructure.
- Each distinctive neighbourhood could also boast community facilities such as a corner shop, doctors surgery and places of worship, creating up to 1,810 FTE jobs.
- The Garden Village could also be supported by a new train station and internal bus services to link to the surrounding communities, as well as jobs and leisure facilities at Brookhay Waterside.
- Our vision is for Brookhay Garden Village to promote a lifetime of wellbeing. This can be delivered by providing green environments that nurture learning and development, accessible leisure and medical facilities, and homes catering for all needs, ages and aspirations.



A series of new local shopping centres

A new village centre with supermarket, shops and community facilities



A Parkland Setting



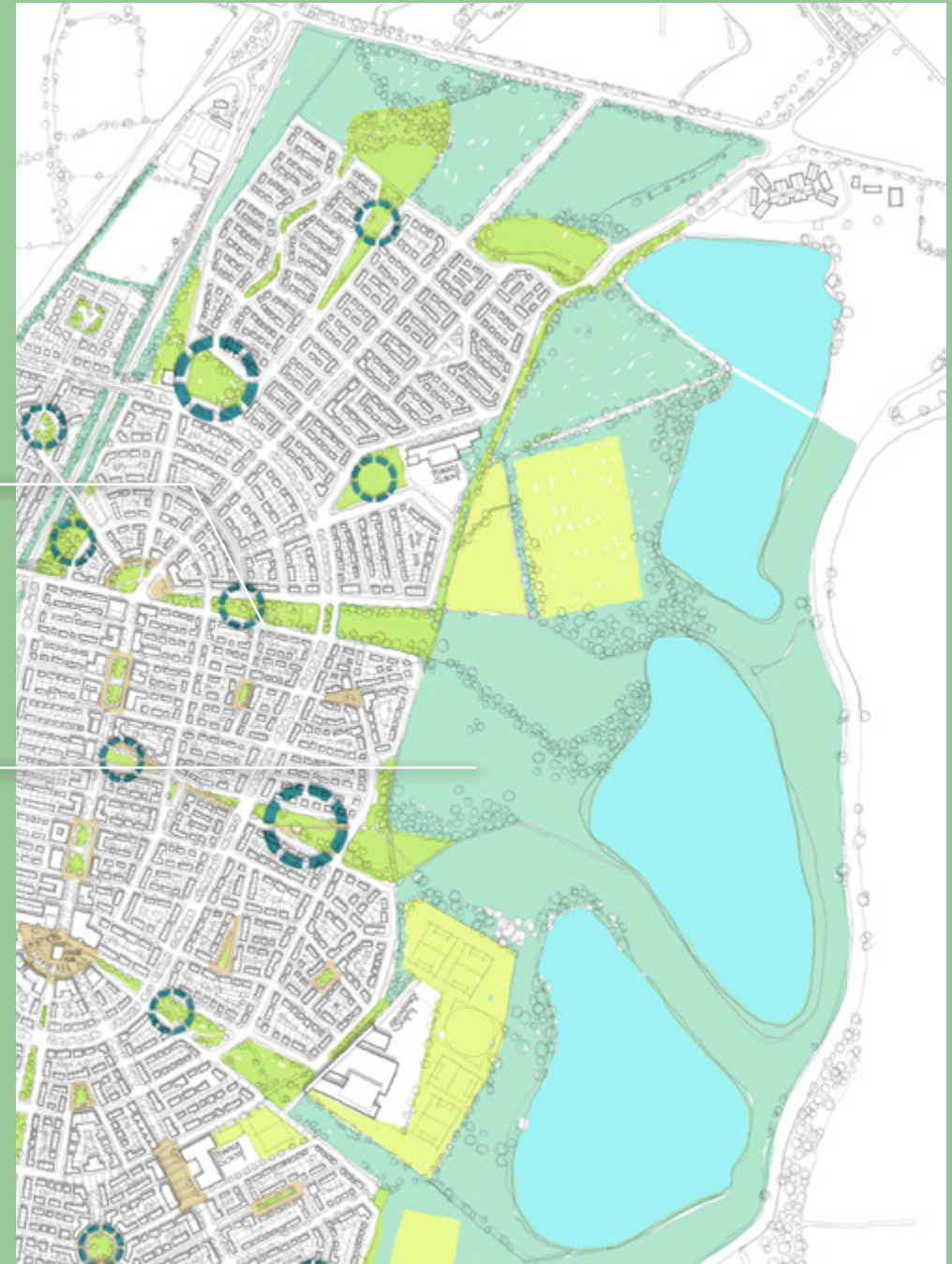
- Accessible green space is a fundamental feature of our design, with over half of the Garden Village allocated as green open space.
- As well as intertwining green space within the Village, to be connected via a series of paths, there will also be a 137 hectare (338 acre) Country Park.
- Residents could enjoy purpose-designed community allotments.
- Brookhay Garden Village could encourage sustainable movement throughout the site by providing dedicated cycle and pedestrian routes linking to existing local communities, jobs and facilities.



220ha of open space linked to the new housing - the 'garden' in which the village is set



Including a 137ha Country Park



Masterplan showing green open space and key access points

Waterside Development Proposals

	Yield	Area (ac)
Employment B1a, b and c B2 and B8	145,000sqm	92
Hotel	3 hotels/ 400 rooms	3
Apartments	300 flats	10
Housing	500 homes	50
Station Square (A uses)	2,000 sqm	2
Watersports Centre (D uses)	5,000 sqm	22

Total Site Area: 917 acres

* Assumed split

50, 000 sq m B1 (a b c)

28, 000 sq m B2

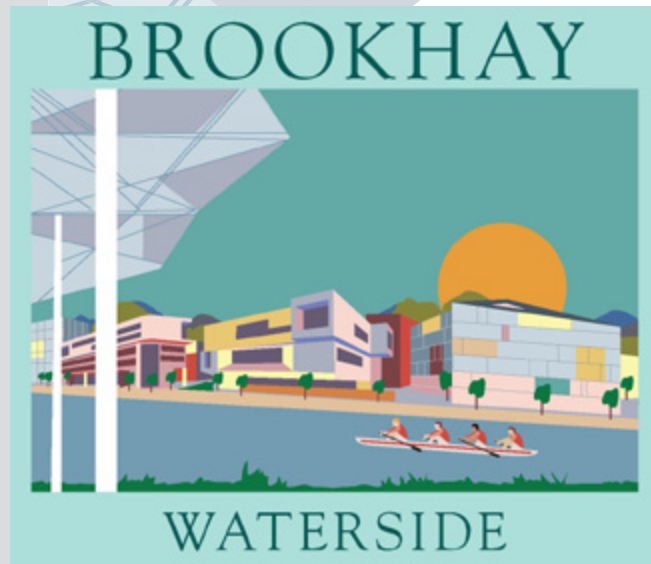
67, 000 sq m B8

BROOKHAY



WATERSIDE

High Quality Business Space



- Brookhay Waterside can deliver high quality places to work, with around 150,000 sqm of commercial space, creating around 2620 FTE jobs³.
- High quality mixed-use employment space. Similar to the Kingsway Business Park in Rochdale, this would be delivered by our commercial division Wilson Bowden as part of a £240 million investment in employment spaces at Brookhay.
- Brookhay Waterside could become the modern business location of choice, being served directly by a new train station, conference facilities and hotels.
- Our vision is for Brookhay Waterside to be future-proof, meeting the demands for technological advancement, for instance incorporating the latest high speed broadband technology.

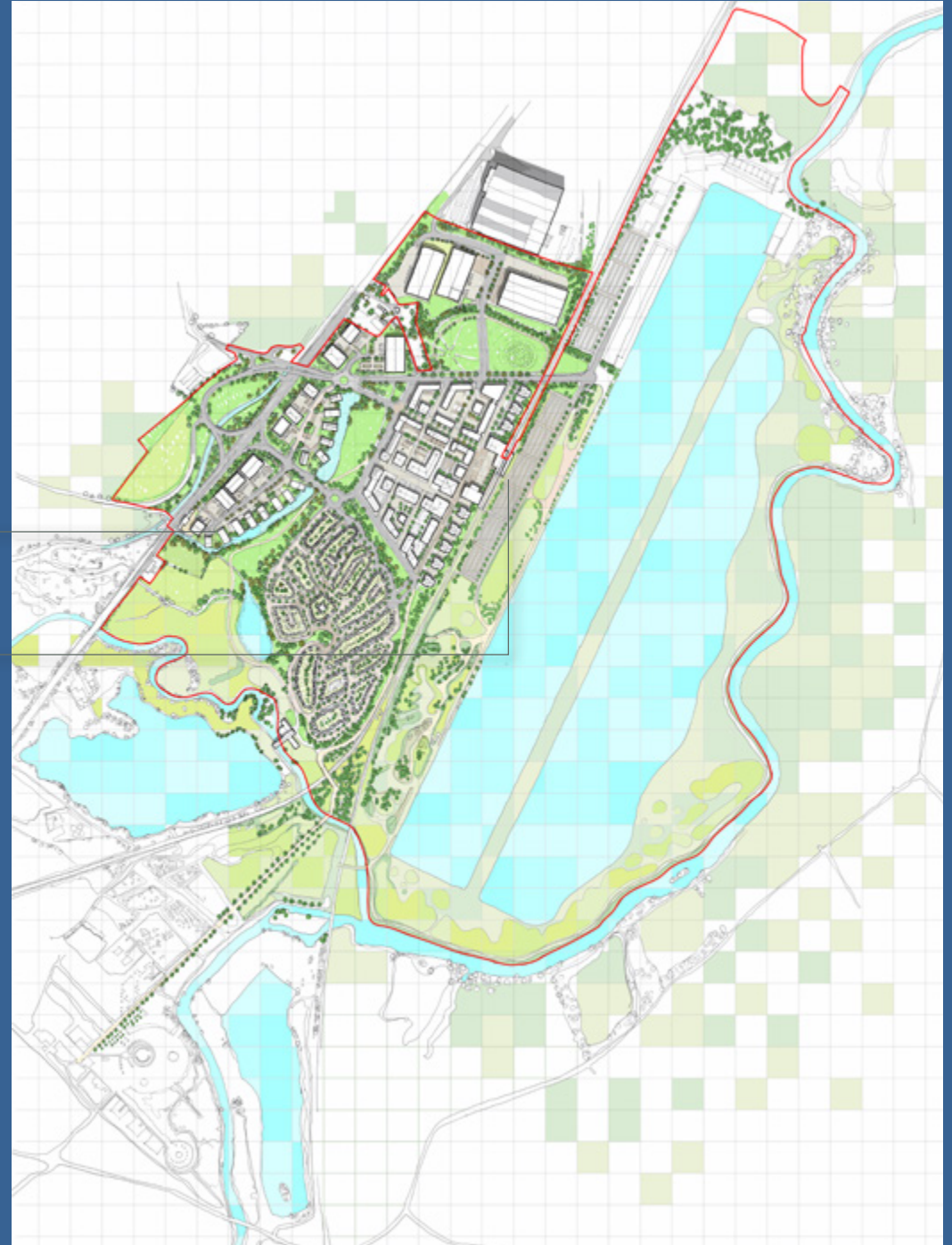
³ Regeneris Socio-economic Impact Report



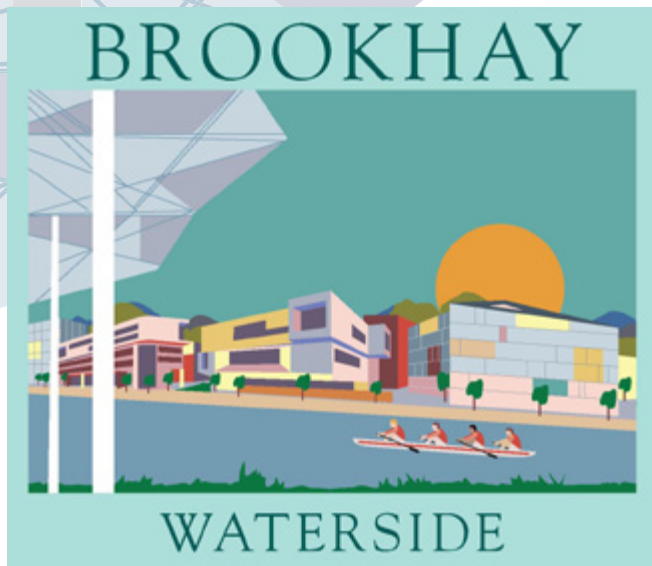
Kingsway South Wilson Bowden

A business and innovation
campus will provide high
quality commercial space

A new station will
provide frequent
mainline rail services



A Centre for Watersports



- A Watersports Centre could make use of the former gravel workings on the site to create a regional sports facility, delivered to governing body standard FISA Grade A.
- The Centre, featuring a 2.2km rowing lake, could provide new homes for British rowing, canoeing and sailing.
- With high-grade watersports, cycling and triathlon facilities and located near to the FA Centre of Excellence in Burton, Brookhay Waterside could be ideally placed to become a regional nucleus for sporting activity.
- A new National Angling Centre could incorporate a museum, aquarium and training facilities.
- Supported by rail and road infrastructure, alongside improved public transport links, the Centre would be exceptionally accessible to visitors and residents.

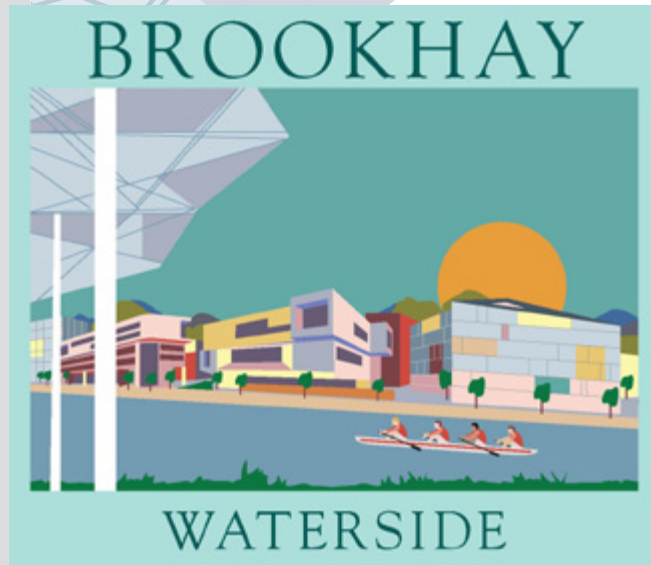


A new watersports centre could provide a regionally significant asset

The gravel workings could be used to create a 2.2km rowing course and a second sailing lake



Modern Living



- Productivity and leisure meet modern living at Brookhay Riverside, the residential neighbourhood of Waterside. Brookhay Riverside could feature up to 500 attractive, contemporary homes with direct links to the waterside environment, places of work and choice of transport.
- Up to 300 apartments could sit within a strong urban setting directly adjacent to the station with access to the waterside.
- A new railway station could create a direct link to Birmingham and beyond. Station car parking and a park and ride facility could promote sustainable travel.
- Brookhay Waterside could be interspersed with facilities to support business and the Riverside community including commercial space such as shops and restaurants in addition to new hotels.



The Riverside Garden Suburb,
inspired by the original
Riverside in Chicago (above)



A waterside mixed-use
neighbourhood of housing
and workspace around the
station



Local and Regional Economic Impacts

Brookhay could leave a substantial economic imprint on the surrounding authorities by creating its own economy. It could become a place where people live and work by establishing a strategically important employment location alongside new and existing homes. Barratt Developments commissioned economists Regeneris Consulting to further explore the effect that Brookhay could have on regional economic growth. The following figures are a snapshot of their detailed findings.



CONSTRUCTION INVESTMENT

Brookhay could represent a substantial construction investment of around £1.2 billion, including a £793 million investment in new homes and a £93 million infrastructure spend. This could create 4,370 construction jobs and a further 570 jobs each year to build the new houses.



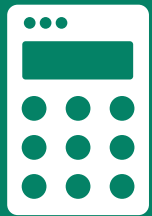
JOBS

A total of 4,790 FTE jobs could be generated Brookhay. The 2,620 FTE jobs created by the commercial development at Waterside could be in key sectors such as manufacturing, logistics and distribution, generating £17.7 million in annual wages. Further contributions could include the creation of 1,200 FTE supply chain jobs.



ECONOMIC GROWTH

Brookhay could support economic growth by delivering a £191 million household spend, a proportion of which could be on local goods and services. This could support up to 310 additional FTE jobs in the local area. The working population would also be boosted by up to 10,200 people, increasing the labour force and widening the skills pool.



LOCAL BENEFITS

Both Lichfield District Council and East Staffordshire Borough Council could benefit from up to £62.2 million in New Homes Bonus contributions and up to £12.3 million in annual Council Tax revenues. Up to 3,900 new school places could be delivered, creating up to 500 education jobs to meet demand.



DELIVERING AMBITIONS

The Brookhay vision could contribute to regional aspirations, including the delivery of 187,000 sqm of commercial space towards a GBSLEP target of 1.7 million sqm. Significant job creation could also contribute to the GBSLEP target of 150,000 private sector jobs and 50,000 jobs in the county of Staffordshire.

Our Track Record

Barratt Developments has a track record in bringing forward quality development, creating communities where people aspire to live. As the nation's largest housebuilder, we have placed Building For Life 12 – the government-endorsed industry standard for well-designed homes and neighbourhoods – at the heart of what we do.

Barratt Developments has demonstrated its commitment to quality across the country, including our work at Bentley Priory, a collection of luxury homes set in acres of landscaped parkland just 30 minutes from central London. Other landmark projects include Trumpington Meadows, an award-winning development situated on the edge of a scenic 148-acre country park in Cambridge and Montague Park in Wokingham, which boasts generous provision of green space, excellent schools and first rate amenities.

Our commercial development division, Wilson Bowden Developments, has also delivered landmark regeneration projects, creating high quality jobs. Its achievements include Kingsway Business Park in Rochdale, where over £200 million has been invested in the site to date and over 1.8 million square feet of high quality commercial space delivered. Kingsway has attracted nationally recognised companies and delivered over 2,000 high quality jobs – 70% of which were taken by local residents. In turn, Kingsway was named among the top ten regeneration projects in the UK by the Royal Town Planning Institute's journal.



Trumpington Meadows (Cambridge)



Montague Park (Wokingham)



Kingsway Business Park (Rochdale)



Kingsway Business Park (Rochdale)



Bentley Priory (Stanmore)

Conclusion

We have made substantial progress on our Brookhay vision, having spent time assessing the technical, policy and design aspects of the project. Early-stage community consultation, liaison with a variety of stakeholders and a complex programme of surveys and studies has led to this point. We are now confident that the proposals are viable and deliverable.

We see Brookhay as a unique opportunity to set the national standard in creating a new sustainable settlement in an area requiring growth. We are steadfast in our belief that Brookhay represents a compelling opportunity to deliver a landmark mixed-use development. Brookhay can offer a place to live, work, play and grow within a unique environment.

Our design process, built on a solid understanding of the constraints and opportunities, drives sustainability and creates a model setting for healthy lifestyles. With exceptional connectivity and planned infrastructure investment, Brookhay can be the answer to local and regional aspirations.

Brookhay has been recognised as a sustainable proposal during the relevant Local Plan Examinations. A thorough review of the site's constraints has not presented significant technical or environmental challenges. It is now being promoted as a strategic site through the emerging GBSLEP Spatial Plan process.

Appendix A: Brookhay Charter

Brookhay Charter

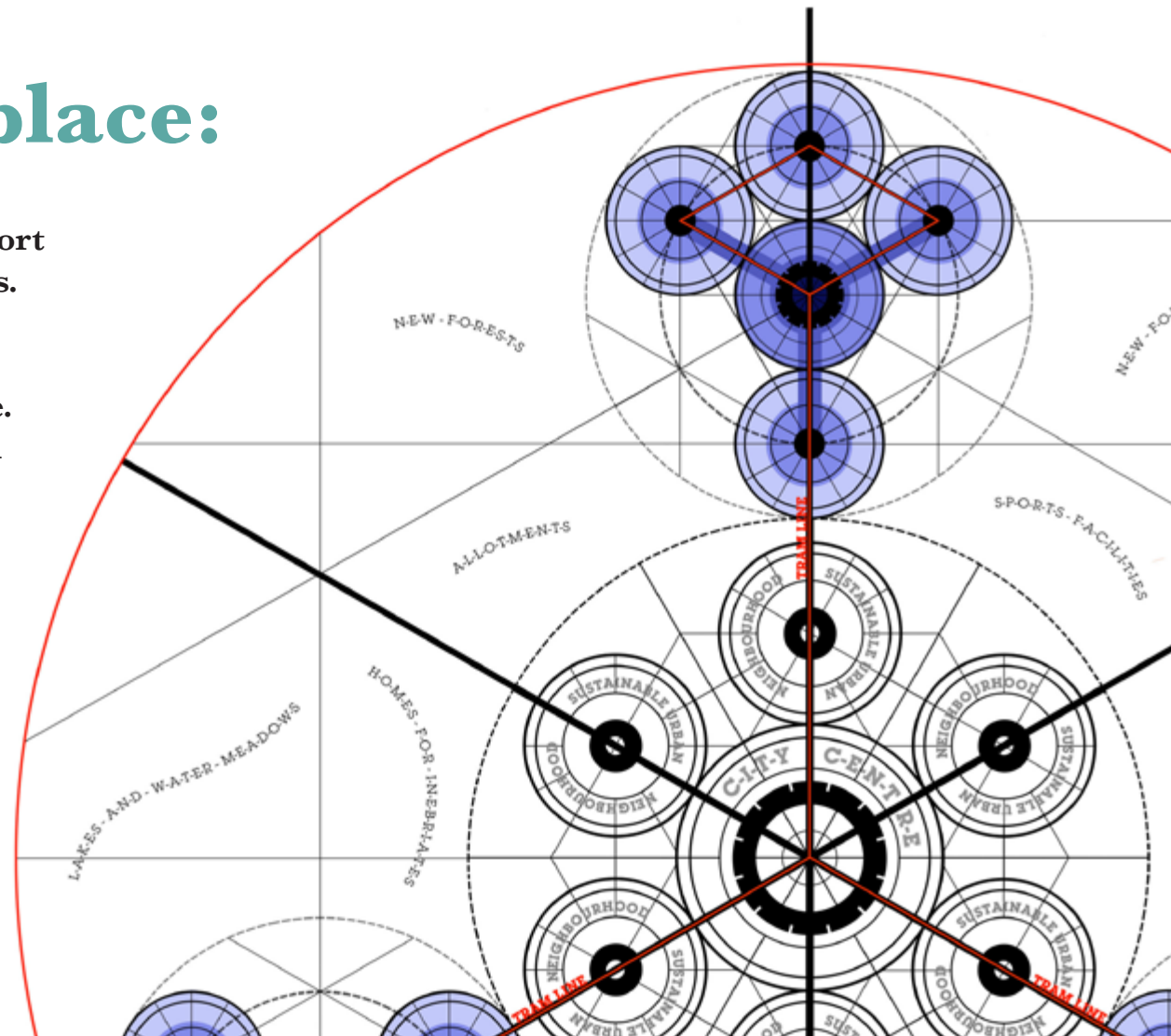
The Brookhay development aspires to be a demonstration project to show how modern garden city principles can be applied to the development of a new settlement. Brookhay has drawn influence from URBED's winning entry for the 2014 Wolfson Economics Prize. In the absence of new legislation it is not possible to build on the scale suggested in URBED's proposals for Uxcester. However many of the principles are scalable and applicable to a scheme such as Brookhay.

The images accompanying the charter are taken from URBED's Wolfson Prize winning essay.

1. A sustainable place:

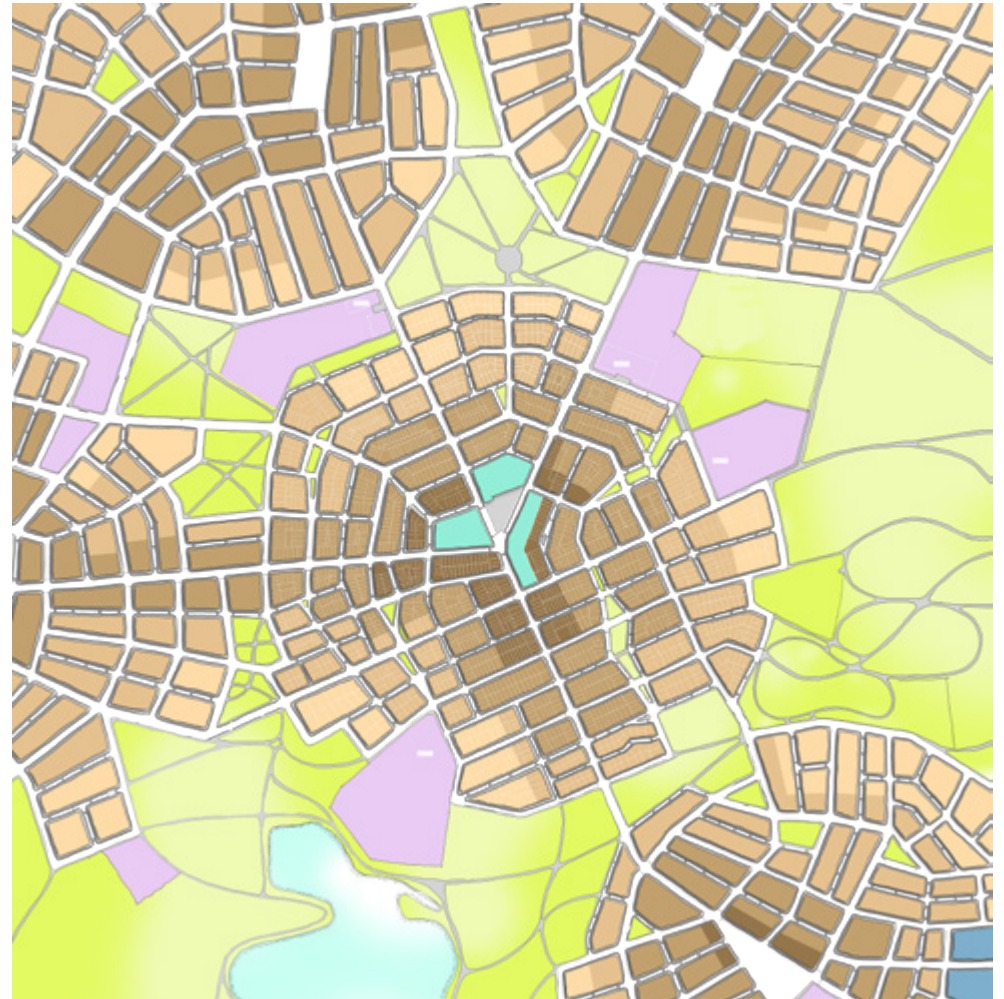
Brookhay will be large enough to support a full range of local shops and facilities. It will include employment space and leisure facilities so that it grows into a real place, rather than a housing estate. This will also reduce the need to travel and create a distinctive local identity.

Extract from URBED's
2014 Wolfson
Economics Prize
entry



2. Land Value Capture:

Brookhay will fund its infrastructure needs out of the value of the land. This infrastructure will include two new stations, and other rail improvements, three new primary schools and a secondary school, health facilities, junction improvements and other traffic management improvements on the A38 Trunk Road and 220ha of open space.

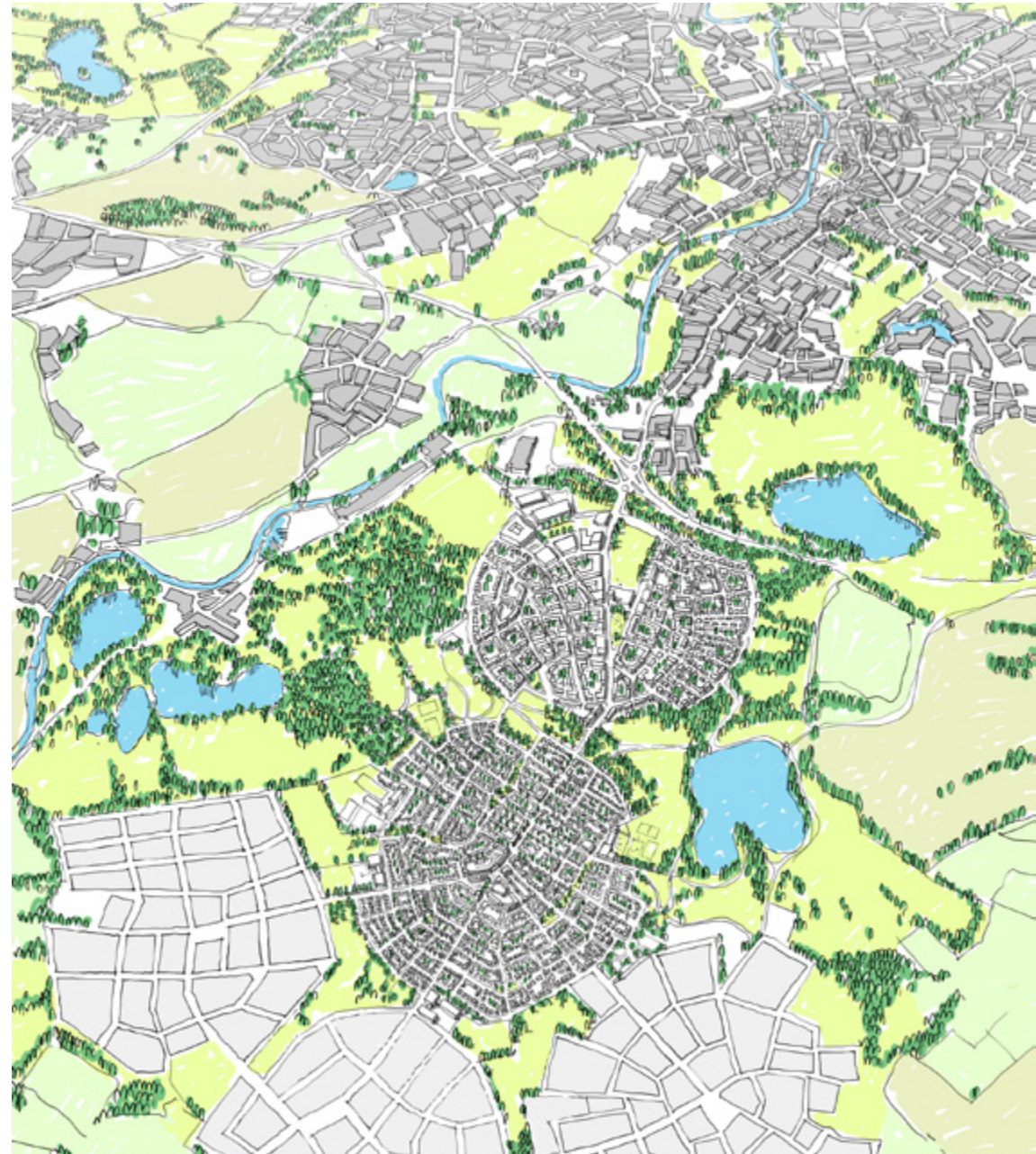


Extract from URBED's
2014 Wolfson
Economics Prize
entry

3. Confident Bite:

Brookhay will provide for the housing needs of the surrounding area in one, sustainable development, as opposed to scores of smaller schemes that could be opposed by local people and could not be developed sustainably.

Extract from URBED's
2014 Wolfson
Economics Prize
entry



4. Public Transport:

Brookhay will be within 33 minutes by train of the centre of Birmingham and will provide good rail links across much of the East and West Midlands, as well as via the West Coast Main line to London and Manchester. This together with investment in local facilities and new bus routes will reduce the need for car use.

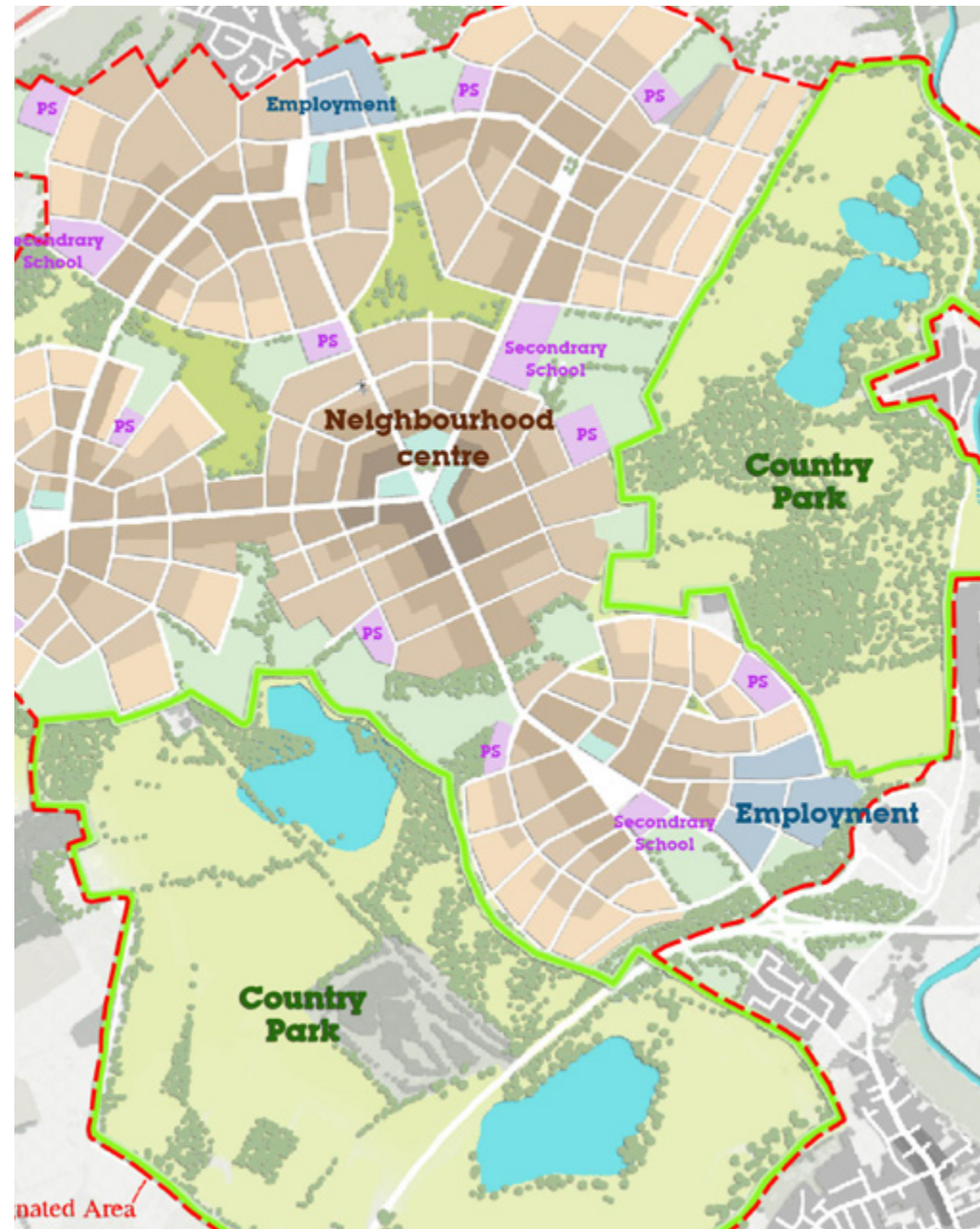
Extract from URBED's
2014 Wolfson
Economics Prize
entry



5. Social Contract:

Brookhay will offer a social contract to both new and existing residents. The contract will undertake to fully involve them in the development of the scheme, minimise its impact and make an acre of public open space available for every acre developed. The pledge will also commit to the use of local labour and contracts throughout construction, and give residents preferential access to the watersports facilities and the chance to invest in new shops and other community features.

Extract from URBED's
2014 Wolfson
Economics Prize
entry



6. Sustainable Development:

Brookhay will set out clear long term goals for the energy performance, waste recycling, water usage and use of sustainable materials in the scheme and will monitor and report on these during the course of the development.

Extract from URBED's
2014 Wolfson
Economics Prize
entry



7. Long-term Management

Brookhay will be handed over to a democratic, community-based management organisation on the completion of each phase. A ground rent on each of the plots will be used by this group to fund the management of the village and the development of the community.

Extract from URBED's
2014 Wolfson
Economics Prize
entry





Barratt Developments is one of the UK's largest and most successful residential developers, creating communities where people aspire to live. With a track record of more than 50 years, the company is committed to bringing high quality development that improves the places we live and work.



URBED (Urbanism, Environment and Design) specialise in urban design and sustainability, having been at the forefront of regeneration and place-making projects across the UK. URBED were awarded the coveted Wolfson Economics Prize in 2014 for its vision of how garden city principles could shape new developments.

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