

**Land East & West  
of Hyde End Road  
Shinfield**

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**Online Public  
Webinar and  
Q&A Session**

Thursday 16<sup>th</sup> January 2025

6.00pm to 7.00pm

**BLOOR HOMES**<sup>®</sup>

# Welcome



**Presentation followed by Q&A.**



**Please let us know your questions.**

(Bottom of screen for computer, top of screen for mobile/tablet).



**We will not be using the chat function.**



**Webinar is being recorded and will be added to the consultation website.**

## Meet the Team

**Rob O'Carroll** – Bloor Homes

**Oliver Watkins** – Master Planner

**Gary Holliday** – Landscape Architect

**Siobhan Pryke** – Ecology

**Peter Jones** – Transport

**Nick Paterson-Neild** - Planning

**Leigh Abley** – Drainage

**Kate Greatrix** – Community Engagement



**[landathydeendroad@stantec.com](mailto:landathydeendroad@stantec.com)**



**020 7446 6837**

(from 9.30am to 5.00pm, Monday to Friday)



**Scan the QR code with your smartphone or visit our website:**

**[landathydeendroad.co.uk](http://landathydeendroad.co.uk)**

## A little bit about Bloor Homes

- Bloor Homes was founded in 1969 by John Bloor and remains privately owned by the Bloor family.
- More than 50 years' experience building high-quality new homes across the country.
- Longstanding relationship with the local community and Shinfield Parish Council.
- Proven track record of delivering high-quality new homes in the local area, like Shinfield Meadows



**94%**

of our homeowners would recommend us

**92%**

of our homeowners are happy with the build quality of their new homes

**90%**

of our homeowners enjoyed our home buying process and experience

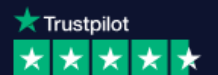


5-star Home Builders Federation rating for six years



Homes for Nature

A member of the Homes for Nature scheme



Rated Excellent on Trustpilot with over 3,500+ five-star reviews

## Site Location

**The site is situated to the southern edge of Shinfield and includes two parcels of Land to the East and West of Hyde End Road.**

### Eastern Parcel

Bounded by Hyde End Road and Langley Mead Car Park to the west, Langley Mead SANG to the south and east, with Millworth Lane Recreation Ground and allotments to the north.

### Western Parcel

Bounded to the north by Appleton Way, High Copse Farm to the west and a Public Right of Way (PRoW) to the south which forms the SANG link into Langley Mead.

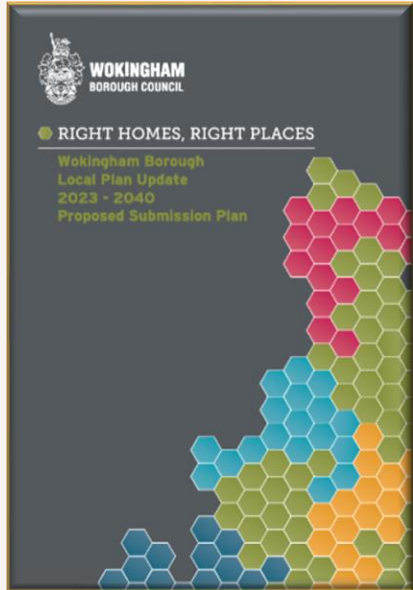
In total, the site is approximately 10 hectares (24.71 acres). The site has primarily been used as agricultural land and there are some existing agricultural farm buildings located on the eastern parcel.





# Background

## Draft Wokingham Borough Council Local Plan



The draft Wokingham Local Plan (2023-2040) identifies the site for residential-led development under Policy SS14.12.

The proposed draft allocation allows for approximately 175 dwellings. The emerging Wokingham Local Plan is well advanced and is currently expected to be submitted for examination to the Secretary of State this year.

The adoption of the new Local Plan is expected in 2026.

## Shinfield Neighbourhood Plan



Shinfield's Neighbourhood Plan was made in February 2017 to help Wokingham Borough Council decide planning applications in the Shinfield Neighbourhood Area.

The Neighbourhood Plan supports development adjacent to the settlement boundary where benefits of the development outweigh any adverse impacts.

# Key Development Priorities

We have three key development priorities that underpin our vision to create sustainable places, while respecting local character, preserving natural amenities and protecting existing wildlife habitats wherever possible.



## Modern and Energy Efficient Homes

- Reduce carbon emissions.
- Improve energy efficiency.
- Prioritise low-carbon heating and on-site energy production.
- Homes built to Future Homes Standards.



## Landscape and Ecology Enhancements

- Enhance and create planted areas.
- Committed to Homes for Nature scheme.
- Protect Tanner's Copse.
- Links to Langley Mead SANG.
- Achieve 10% Biodiversity Net Gain (BNG).



## Active Travel and Sustainable Transport

- Access to various public transport services.
- Electric car charging points.
- Encourage cycling within the site.
- Good connection to exiting cycle routes.
- Potential off-site highways improvements.
- Encourage better pedestrian accessibility.



# Emerging Proposals

-  Up to 200 new homes including up to 70 affordable homes – compliant with policy.
-  Vehicular access off Hyde End Road & Appleton Way.
-  Predominantly two storey, energy-efficient homes with low-carbon heating.
-  Potential pedestrian connection to Millworth Lane Recreation Ground and Langley Mead.
-  Offsite highway improvements to Hyde End Road.
-  Space around site boundaries to respect amenity of existing and new residents.
-  Provision of multi-functional public open spaces and children's play spaces.
-  10% Biodiversity Net Gain achieved through extensive native planting.
-  A network of safe, attractive and direct cycle and pedestrian paths.
-  Private gardens and amenity space for every home.
-  New connections into the surrounding pedestrian network.
-  Sustainable Drainage Systems (SuDS).
-  Retention of boundary vegetation where possible and safeguarding of ancient woodland.







Please note the CGI imagery is illustrative only.

TYPICAL FEATURE SQUARE





Please note the CGI imagery is illustrative only.

SHARED DRIVEWAY





Please note the CGI imagery is illustrative only.

INTERNAL STREET





Please note the CGI imagery is illustrative only.

VILLAGE STREET



# Landscape and Ecology

Promoting healthy lifestyles and wellbeing through connection with nature are key drivers behind the landscape design.

- Approximately 4 hectares (10 acres) of green open public space:
  - Enhanced planting.
  - Children's Play area. (subject to local need)
  - Tree lined entrance and streets.
- Veteran trees retained.
- Links to adjacent green space.
- Buffer to existing woodland.





# Access and Transport

## Pedestrian and Cycle Routes

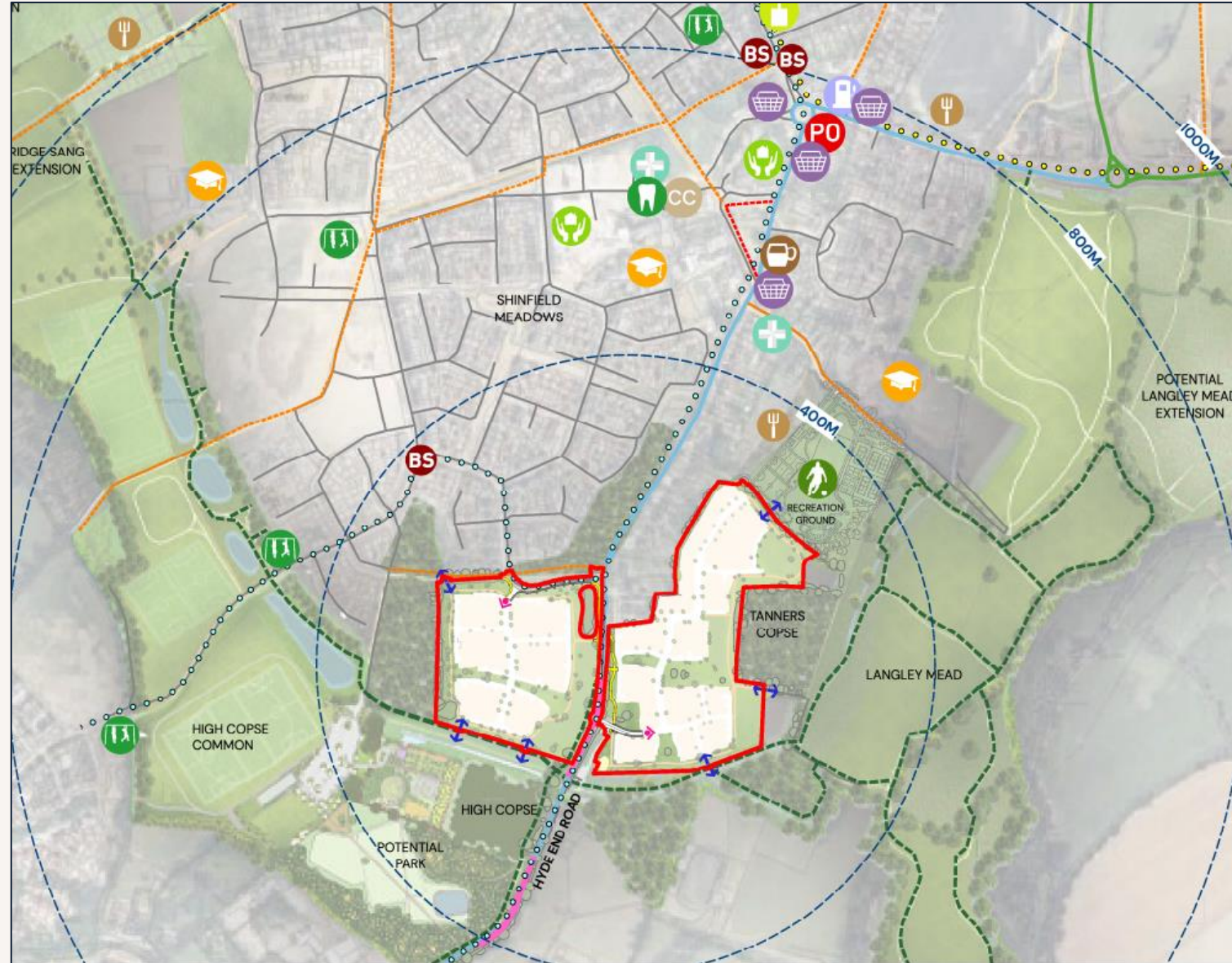
- Shared pedestrian/cycle routes throughout each parcel, to provide a safer alternative to Hyde End Road.
- New recreational routes connecting into existing Public Right of Way, with potential for additional links to Millworth Lane Recreation Ground and Langley Mead.

## Public Transport Links

- The closest bus stop Lawrence Place is located along Bolton Drive (approx. 5 min walk).
- PR600 route provides services to Reading Town Centre to the north and Riseley to the south.
- Other bus services such as 3 leopard, F52, 983 are available from the next closest stop at School Green.

## Parking

- The number of car parking spaces including reduced mobility and visitor spaces will be in full compliance with WBC's parking standards.
- Cycle parking will be provided in line with the adopted standards.



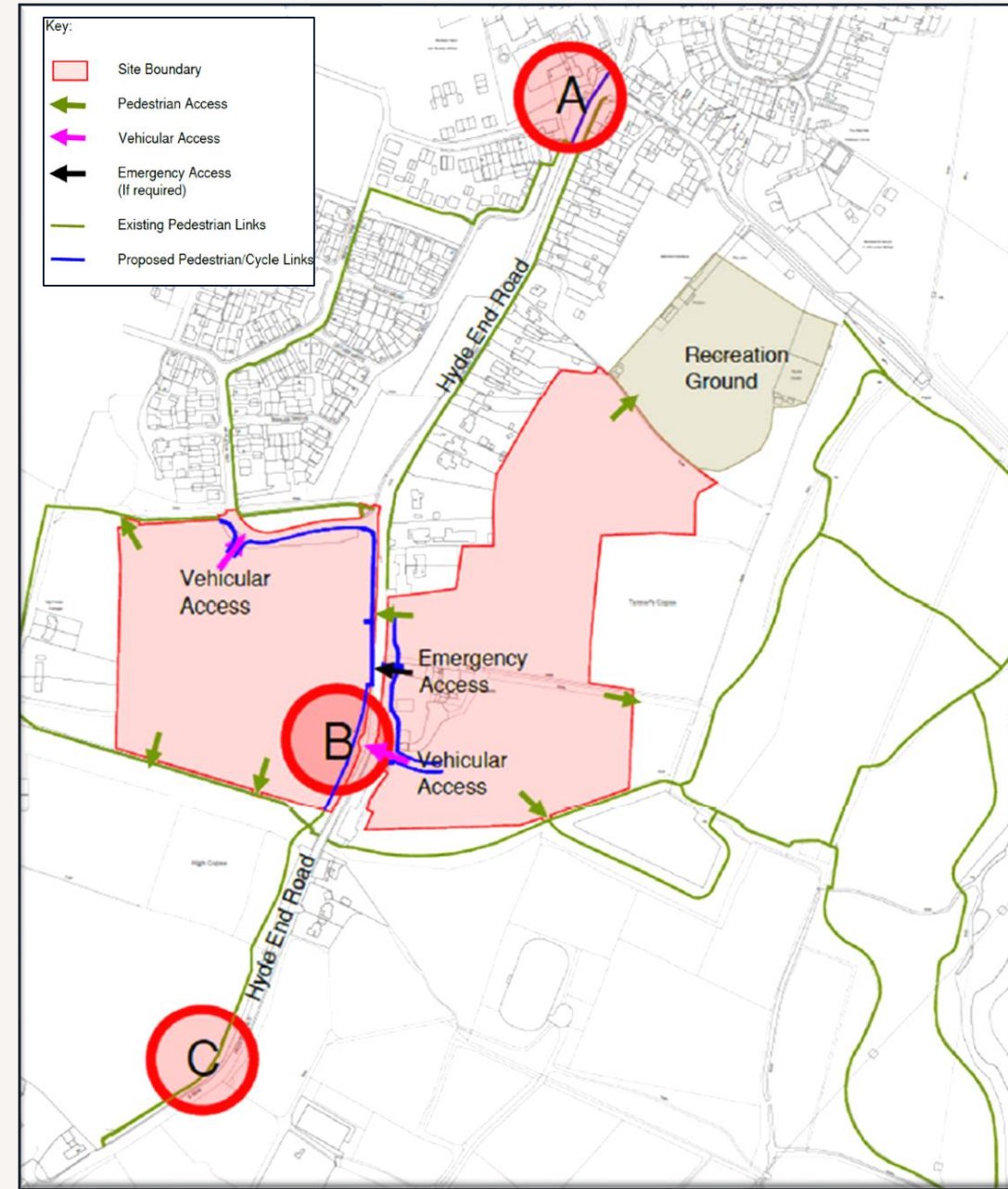
# Access and Transport

**Eastern Parcel:** Through the existing access which will be widened and paved to provide safe access for all vehicles. An emergency access point will also be provided.

**Western Parcel:** A new access point from Appleton Way is proposed, opposite the entrance to Shinfield Meadows.

## Hyde End Road Improvements

We are exploring the potential to create an improved footpath for pedestrians along the western side of Hyde End Road (A). To help ensure road and pedestrian safety, offsite highway improvements are proposed on the bends between the parcels and just south of the site (B and C).





# Drainage

## Surface Water Drainage

- Surface water disposal will be managed through Sustainable Drainage Systems (SuDS).
- SuDS include a system of ponds and basins that retain rainwater on the site to minimize flood risk.
- SuDS features will be designed to accommodate the design rainfall event to ensure flood risk will not increase either on-site or elsewhere because of the development.
- Control measures to prevent pollution of these ponds and basins will be provided as part of our SuDS strategy.

## Foul Water Drainage

- It is proposed that the new homes will be connected to the mains drainage network. There will be no difficulty in connecting the new development to the existing foul water infrastructure.



# Sustainability

Our high sustainability standards ensure that the new homes and spaces we build today are fit for the future. We will aim to achieve this through:

- A fabric first approach for new homes that uses high-performance and efficient building materials to reduce energy consumption and costs for new residents.
- Building water and energy-efficient homes that include low and zero carbon technology e.g. solar panels.
- Provision of waste and recycling storage.
- Inclusion of secure cycle storage and cycle routes, to encourage alternative modes of travel.



- Responsible sourcing of materials.
- Minimising surface water run-off and provision of Sustainable Drainage Systems (SuDS).
- Management of waste sustainably and efficiently during construction.
- Biodiversity enhancements to achieve a 10% Biodiversity Net Gain (BNG) through new planting and habitat enhancement.





# Q&A

# Have Your Say



Scan the QR code with your smartphone or visit our website: [landathydeendroad.co.uk](http://landathydeendroad.co.uk)



Complete our feedback form.



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**Thursday 16<sup>th</sup> January 2025**

Live Public Webinar with Q&A session and launch of consultation.

**Friday 31 January 2025**

Deadline for comments. Consultation period closes at midnight.

**Early Spring 2025**

Submission of planning application to Wokingham Borough Council.

**Late Summer 2025**

Expected determination of planning application by Wokingham Borough Council..

**Mid 2026**

Works to start on site, subject to planning permission being granted.

Dates are indicative only and will be subject to change.



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**Thank you**

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