



WELBORNE
GARDEN VILLAGE

DELIVERY STRATEGY





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I . FOREWORD

Welborne is envisioned as a Garden Village for the twenty-first century. Grounded upon the principles of the Garden City movement of the early twentieth century, Welborne will be a sustainable new settlement combining housing, shops, schools, local facilities and employment within an attractive, walkable and leafy environment realised to high standards of design and construction.

We have been working with Fareham Borough Council and Hampshire County Council on shaping and delivering this vision for over a decade. At the core of our efforts lies a heartfelt commitment to realise a community that the county can be proud of. Since the inception of the idea, Welborne has never been about merely meeting local housing targets; it has been driven by a shared resolution that the community will be an exemplar that will stand the test of time, with the amenities and infrastructure to serve its residents and the wider area for generations to come. To support this, we are pursuing an approach to development that is widely different from the standard model in the UK, focusing upon a consistent, long-term vision that prioritises patient investment and delivery ahead of short-term financial returns. Welborne will likely take 20-30 years to complete, and we anticipate being a driving force and guardians for its duration and beyond.

PURPOSE OF THE DELIVERY STRATEGY

This document outlines the vision we have for Welborne and sets out the mechanisms we intend to use to turn our ambitions into a real place. The Delivery Strategy explains how Welborne Garden Village will progress to construction in the near term and beyond, and how it will function as a community over the long term. As a tool for stakeholders, it seeks to set out clearly and simply the practical mechanisms for developing, managing and controlling the process. At this stage, its purpose as a document is to bring clarity and certainty to the stakeholders involved so that we can deliver the vision for Welborne as set out in the planning application to the standard that the Council and Buckland Development Ltd both aspire to. It does not constitute part of the planning application.

This Delivery Strategy is a living, breathing document with the potential to be updated periodically. As a two-to-three decade-long project, it is important to recognise that challenges will arise, technology will progress and aspects will change; Welborne's strategy for delivery has been conceived with the inbuilt flexibility that will enable Buckland and its partners to address the unexpected. Whatever happens in the next 30 years, though, one thing will remain steadfast: our resolution to make Welborne a great place to live.

Mark Thistlethwayte
October 2019

2. INTRODUCTION

Welborne Garden Village will be a new community for Hampshire. It will be a complete community ecosystem, bringing together up to 6,000 homes, parks, woodland, playgrounds, schools, shops, business premises, healthcare, public transport and all the other elements you would expect to find in a place of this size. It is sited just north of Fareham, some 6 miles northwest of Portsmouth and 10 miles southeast of Southampton.

THE STORY SO FAR

The Welborne Garden Village proposal is the product of the shared vision of Buckland Development Ltd and Fareham Borough Council (FBC) to create a beautiful, enduring and sustainable community for the twenty-first century located on a 377-hectare site north of Fareham. The venture began following FBC's identification of the land for a new, holistically planned community. Over a number of years, FBC prepared and consulted

upon a site-specific plan to set out a broad vision and planning framework for the development of the new Garden Village, culminating in the adoption of the Welborne Plan in 2015. This was followed in 2016 by the publication of the Welborne Design Guidance Supplementary Planning Document (SPD), to provide greater clarity and certainty on design principles established within the Welborne Plan.

Some of the area identified by FBC for Welborne already sat within the Southwick Estate, a 3,000-hectare property in the ownership and custodianship of Mark Thistlethwayte. The land has been under the stewardship of his family for nearly 500 years, and so he felt deeply invested in its future and the prospect of thousands of homes being built upon it caused him to take stock. Concerned that too much modern large-scale development in the UK results in one-dimensional, homogenous housing estates, he determined to take a lead in proposals himself. In 2006, Mark Thistlethwayte established Buckland Development Ltd to be the driving force behind the delivery of the new community. It was only by so doing that the Estate would secure the ability to control the design and strategy of the development, and thereby guarantee the quality of the place that would result. Buckland subsequently took steps to acquire the other portions of the land selected by FBC for Welborne that were outside of the Estate through the newly established Welborne Land Ltd. Consequently, since 2017, 96 per cent of the site has been under single ownership.

In 2017, the project took two leaps forward. In January, Welborne was included within a list of 14 Government-backed Garden Village settlements, opening up access to a shared £6-million fund to support its delivery. And two months later, after years of preparation, Buckland submitted an outline planning application to FBC for the entire proposed development.



HISTORY OF THE SOUTHWICK ESTATE

The site is part of the 500-year-old year Southwick Estate. The village of Southwick was first mentioned in the twelfth century; it was at this time that a group of Augustinian monks moved from Portchester to found Southwick Priory. The land on which the Priory stood, together with the addition of other lands acquired during the thirteenth and fourteenth centuries, became the manor of Southwick, which remained in the hands of the Priory until the sixteenth century. The sixteenth century saw a period of massive upheaval for Southwick. Following the dissolution of the monasteries, in 1539 the Priory and manor were granted to one John Whyte. From thenceforth, the Estate has remained in the same family, changing little in its extent. Today, Mark Thistlethwayte acts as steward of the Southwick Estate, actively managing its 500 hectares of woodland, 17 tenanted farms, 164 dwellings and over 50 commercial premises.

WELBORNE WILL INCLUDE...



Up to **6,000 homes**



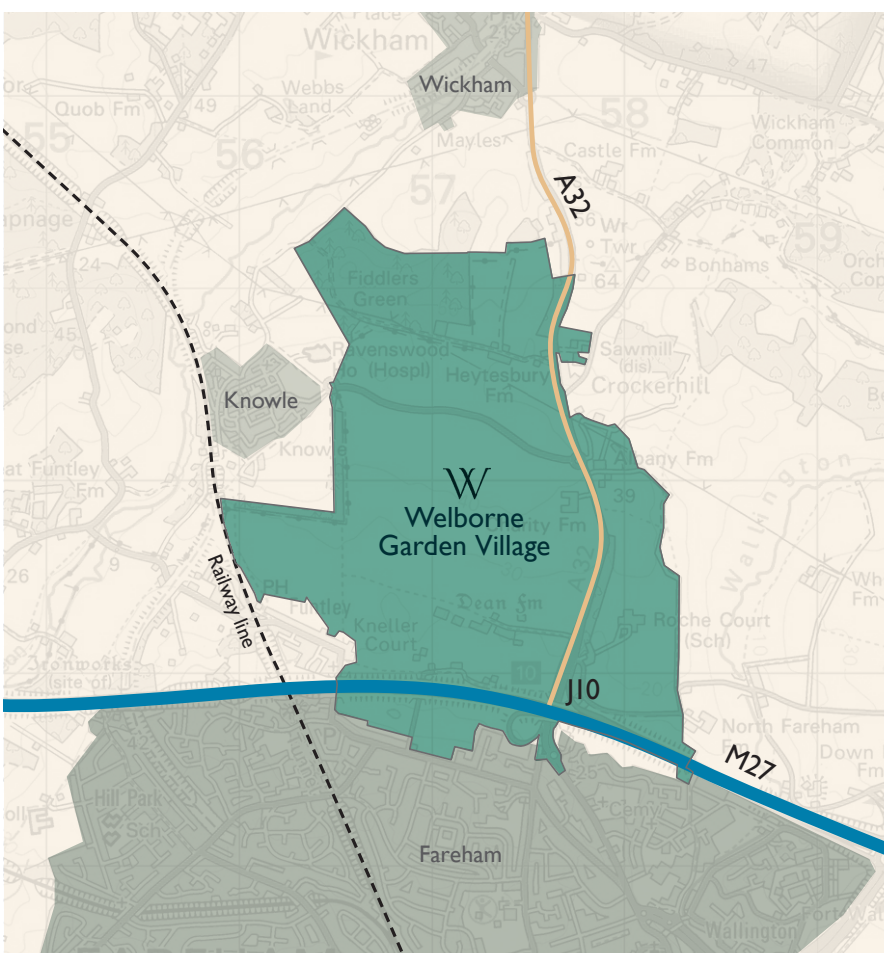
Over **120 hectares** of open space



Up to **115,000 sqm** of retail and business space



Four **schools, sports and leisure facilities, playgrounds** and community hall



AN ASPIRATION TO LEGACY

FBC and Buckland share a joint aspiration for Welborne: this will be no run-of-the-mill development. It will be a forward-thinking, aspirational venture that gives back to the local area; it will be a bespoke, socially rounded community, aiming for the highest standards in placemaking and community creation; it will deliver a place where people want to live, work and visit for generations to come.

The Welborne vision is born of a commitment to legacy, reflective of Mark Thistlethwayte's long-standing ties with the site. This long history of continuous family involvement shapes the approach to the development and management of Welborne. The Southwick Estate has a long-lasting vested interest in the area. As such, when Mark Thistlethwayte established Buckland, he did so with a mandate to prioritise long-term investment and involvement with the land and the local community. Buckland thus takes an extended, measured view of development, and appreciates the premium that highly crafted construction, well-considered design and community-led stewardship will reap over time.

2a. BUCKLAND'S APPROACH AS MASTER DEVELOPER

Welborne stands out amidst recent precedents of large-scale development in the UK because of the approach to its realisation under a single master developer.

The legacy vision and long-term commitment of the Southwick Estate sets Buckland squarely apart from a standard developer who, as a generalisation, thinks of land on a short-term basis as an asset to be exploited quickly. Buckland is an agile organisation with the freedom to innovate that standard developers do not possess, tied as they are to the need to deliver standardised products that maximise expeditious returns. Welborne is innovative in its nature. Buckland's approach is inventive in that it works with modern conventions and challenges them where this will result in a better place and better quality of life for its residents.

Rooted in the steadfast aspiration to legacy that underpins its founding, Buckland will provide continuity of vision and consistency of quality and implementation throughout the planning and construction of the Garden Village. Its approach will be explored in further detail in Section 4, but it is essentially governed by two principles: long-term involvement and patient investment.

Long-term involvement

Indicative of the long-term presence and invested interest of the landowner that it represents, Buckland intends to be involved with the project for its 20-30-years lifespan. It is committed to ensuring that Welborne will be developed to a high quality and in adherence to the vision from the day that the first brick is laid until the last, using control mechanisms to safeguard this at each stage of the design, planning and construction process.

Patient investment

As it is not a housebuilder, Buckland is able to take a highly considered, long-term view of the market. The ability to adopt a patient perspective on financial returns shapes the approach to delivery at Welborne. It creates considerable opportunities to innovate beyond the norm, and ultimately, secure a better place in the long run.

Buckland's approach to delivery utilises the principle of capturing uplift that informed the original Garden Cities. Both Letchworth and Welwyn were delivered by a single body acting as the landowner, which were thereby able to capture the land value uplift resulting from development. This uplift then financially supported the delivery of the towns' physical and social infrastructure. The process of capturing land value gains takes time, and thus is often not attractive to conventional investors. As long-term landowners, though, Buckland will pursue this approach. Good development will result in better land values at Welborne over the longer term. This will bring long-term economic benefits, which will, in turn, enable Buckland to reinvest more in the development of Welborne. In other words, good placemaking will bring the financial security that will put Buckland in a position to continue to invest meaningfully in the community's social and physical fabric across its lifetime and thereby secure a better quality of development.

In short, Buckland's approach will ensure that Welborne runs counter to the prevailing pattern of short-termist suburban growth, driven by housing numbers and quick returns, that has dominated much UK housing development in recent decades. For Buckland, this is a far-sighted opportunity to create the type of place where people will want to live for generations to come. The high quality of its physical fabric, employment opportunities and range of amenities – from shops to schools to healthcare – will invest Welborne with a distinct identity from the earliest phase in its evolution. Buckland's investment in public spaces and community facilities from the outset will be indicative of the drive to create a strong social framework and a lasting asset for the region at large.

The following sections summarise the overarching vision for Welborne and set out how Buckland will manage and secure its realisation.

AS MASTER DEVELOPER, BUCKLAND'S ROLE WILL ENCOMPASS:

- Securing and controlling the land to deliver the new Garden Village.
- Preparing a masterplan, detailed phasing plan and Strategic and Neighbourhood Design Codes to govern and control development.
- Obtaining outline planning permission.
- Designing and bringing forward applications for Reserved Matters approval and implementing enabling infrastructure works.
- Bringing serviced development land parcels to the market.
- Briefing, agreeing terms and monitoring the development of the parcels by housebuilder partners, through controls within the land transfer agreements.
- Retaining or otherwise building (through direct development) non-residential and community asset elements of the scheme.
- Establishing stakeholder management and stewardship mechanisms, including for green infrastructure.



3. VISION

What are we picturing when we envision Welborne? Welborne will be both familiar and different. Different because it will run counter to the mould that typifies much new development today. Familiar because it takes its cues from enduring and well-loved towns and villages in Hampshire and the Garden City movement.

Below: Community events, like this annual bike ride at Chapelton, a young new town in Aberdeenshire, will be a regular feature of Welborne life; Opposite: Welborne's design will be sensitive to local precedents, such as Wickham.

In 100 years' time, when urban historians of the future come to write of Britain's history of planned new communities, Buckland is determined that Welborne will be ranked amongst the most successful. Welborne will not be 'just another housing estate'. The vision is so much more innovative and ambitious than that. Welborne is envisioned as a place for all, whatever the age, whatever the income, and there will be a variety of housing types and tenures to support this. Homes

will be linked via an interconnected network of green spaces to shops, schools, sports, jobs, playgrounds, parks, healthcare and more. Streets will be designed to be safe, verdant and attractive, so people actually choose to walk and cycle between these destinations. The whole place will be united by a commitment to high standards of urban and landscape design, construction and management.

The vision is, moreover, more than skin deep. Developments of this scale can be invasive, but Buckland is committed to minimising the project's impact on the environment and is investing in measures that will significantly enhance biodiversity of flora and fauna. Furthermore, as will be discussed in more detail later on in these pages, it will support amenities and activities that will bring the inhabitants of the fledging Garden Village together, to result in a community that has a true and binding identity from its earliest days.

THE GARDEN VILLAGE ETHOS

Welborne is designed to be a community for twenty-first-century life, but one that looks to the past to learn lessons from the tried and tested principles of Britain's rich heritage of placemaking. It takes its cues from the villages and Garden Cities of the late nineteenth and early twentieth centuries, places such as Bournville, Letchworth Garden City, Port Sunlight and Welwyn Garden City. These are settlements that were based on strong foundations of employment, beautiful design, sociability and long-term stewardship, and a century and more after their foundation they continue to uphold and be admired for these qualities.

These places share a set of characteristics or principles that underpins the thinking behind the Welborne vision.



LESSONS LEARNT: THE GARDEN VILLAGE PRINCIPLES

- **Holistically planned:** a comprehensive masterplan, flexible enough to evolve over time.
- **Patient investment:** commitment to early investment in community infrastructure that reflects a long-term approach to returns.
- **Single master developer:** the lifespan of the development is guided by a single master developer, who ensures that the original vision is maintained.
- **Well-being:** planned to foster healthy and active living through access to green space, connection to nature, provision for walking and cycling and opportunity to grow food locally.
- **High-quality design:** uses keen attention to detail and high-quality materials sensitive to the architecture and landscape character of the local area, that results in a distinctive and recognisable identity.
- **Landscape:** development that is informed by and augments the natural environment, including an extensive green infrastructure network.
- **Economic purpose:** includes locally accessible employment.
- **Services and amenities:** provides a range of services to meet day-to-day needs within walking distances of homes.
- **Diversity of housing:** includes a diversity of housing opportunities reflecting a 'whole-of-life' ethos, with regard to the needs of older people and genuinely affordable housing.
- **Long-term stewardship:** principle of active management, including maintaining the public realm and community infrastructure and organising community activities. Involves a defined arrangement for how assets will be looked after in perpetuity.





Above: Chapelton, Aberdeenshire. Granite, as a traditional local material, is used to give identity to the new settlement. Welborne will take a similar approach, using familiar materials such as red brick, tiles and flint; Right: Reflecting its Garden Village identity, Welborne will be a verdant place to live

IDENTITY

A shortcoming of so much new volume residential development today is that it could simply be anywhere. Bland, identikit homes are replicated up and down the country, with no sensitivity to location and thus no sense of place. Welborne will be the opposite. Fundamental to the vision is the importance of investing Welborne with a meaningful identity from the outset. This is about more than aesthetics; this is about building a true sense of community for its earliest residents, creating a place where people are proud to live and want to become invested in.

- **Fidelity to location:** a look at successful planned communities reveals the lesson of rooting new places within their locality. An important aspect of this is being informed by the site. For example, at Letchworth the masterplan preserved pre-existing trees and hedgerows; Welwyn's neoclassical vocabulary was versed in the architecture of nearby towns; and at Chapelton, a new community in Aberdeenshire, drystone walls are made from stone reclaimed from the site.

Welborne, too, will be rooted to its locality. Its urban pattern and built fabric will be inspired

by those of Hampshire villages and small towns, such as Wickham, Bishop Waltham and Alresford. This encompasses street layouts, architectural forms and materials, such as the red bricks that have been part of Fareham's heritage for centuries.

- **Consistency of approach:** Delivery to a comprehensive, overarching masterplan under a single Master Developer will enable a harmonious, but not homogenous, approach. While individual neighbourhoods will have their own character, the whole of the physical environment will yet belong recognisably to Welborne. This will be achieved through the application of a comprehensive palette of materials, wayfinding, street furniture and more. Buckland's role as Master Developer will enable it to have oversight and direction of the entire scheme.
- **Stewardship:** Welborne residents will themselves help to build the Garden Village's identity. Buckland will establish the Welborne Garden Village Trust (see Section 4b) prior to the first occupation that will provide opportunities for them to have an impact upon the daily running and social life of the community.







DISTRICT CENTRE

The District Centre at Welborne shall be designed around a civic square fronted by the landmark Town Hall building. The town square will be the heart of the new settlement, connecting the focal points of the High Street, Welborne Way and Welborne Park together. Mixed-use buildings with offices and retail at ground floor and residential on the upper storeys will form a fine architectural edge to this important space. The architectural approach draws inspiration from the original Garden City movement whilst utilising materials that reflect the Hampshire context.





VILLAGE CENTRE

The Village Centre will look to the long-established precedents of Wickham and Fareham for inspiration; its architecture and materials will reflect Hampshire building traditions. The Village Centre will be a pedestrian-friendly square, accommodating small shops, cafés, services and a public house. The central space has been carefully sized, based on traditional centres, and will be suitable for accommodating a weekly market and local events. The first primary school will be a short walk away, to help foster a vibrant and community-focused public hub.





WELBORNE WAY

A view of apartment buildings fronting onto Welborne Way, the principal road through the Garden Village. Welborne Way will be a tree-lined street with generous grassed verges and pedestrian and cycle paths to either side. Buildings will typically be set back from the street behind front-boundary hedging; planting is intended to be at the forefront of the street scene. Front parking courts with tree and shrub planting will allow for streets with a continuous built frontage.





TYPICAL RESIDENTIAL STREET

A street of terraced and semi-detached housing influenced by the Garden City movement. Landscape is prominent to the street scene in the form of verges and hedgerows. Sufficient space has been allowed for trees to grow into mature specimens. Throughout Welborne, there shall be a cohesive architectural approach with variation introduced through considered detailing and use of materials. This view shows a collection of rendered houses with a brick apartment building terminating the vista at the end of the street.





EDGE LANE

A typical street fronting onto Welborne Park. Paired houses, that take inspiration from the Garden City movement, are laid out as a set-piece street scene set behind front boundary hedges. A low trafficked, shared-surface edge lane provides a movement route to the perimeter of the park.



3a. LEARNING FROM PRECEDENTS

Left: Welwyn Garden City; Above right: Bournville; Below right: Letchworth

The Welborne vision was shaped by careful analysis of the original Garden Cities and comparable planned settlements from past and present that are considered exemplars from a twenty-first-century perspective. From urban design, to architecture, community infrastructure and approach to management, the Buckland project team examined the essential ingredients of these places and what makes them successful from a placemaking standpoint. The lessons distilled from this review informed Buckland's approach to design, delivery and stewardship at Welborne.

BOURNVILLE

The 650-hectare community outside Birmingham was established in the late nineteenth century by industrialist George Cadbury as a 'model village' for the workers of his chocolate factory. Almost since its creation, it has provided a model for long-term estate stewardship. The Bournville Village Trust (BVT) was created in 1900, as an independent charitable trust bound by a Deed to safeguard the future development of the village. The BVT manages the estate to this day, supported by an annual service charge; it maintains open spaces, BVT-owned footpaths and roads, and supports community initiatives such as lunchtime concerts and youth clubs. It uses tenancy terms and positive covenants to maintain high-quality public realm; residents altering the exterior of homes must secure permission from the Trust before proceeding to the Local Authority. The Trust is based in the neighbourhood, so its managers are immersed in the everyday life of Bournville.



LETCHWORTH GARDEN CITY

Founded in 1903, Letchworth Garden City in Hertfordshire was the first realisation of the Garden City movement. Letchworth is a model for Welborne in the close integration of its masterplan with the landscape. Its urban network correlated closely with the site's characteristics; trees and hedgerows were retained, existing roads were incorporated and a large amount of open space was retained for careful landscaping. The principle was to merge the traditional divide between town and country, creating a place that embedded the amenities of the town (employment, local services etc) in the natural environment, just as Welborne aspires to be.



Above: Poundbury;
Below: Chapelton,
Aberdeenshire

BRENTHAM GARDEN SUBURB

One of the first garden suburbs, London's Brentham Garden Suburb was planned in the early twentieth century. Winding roads, staggered frontages, angled street intersections and vernacular-based houses combined to produce picturesque vistas. Hedge-lined footpaths led to allotment gardens, providing additional circulation routes through the entire village. Welborne will learn from its approach to varying the streetscape and the green network.

WELWYN GARDEN CITY

Britain's second Garden City was founded in 1920 in Hertfordshire by Welwyn Garden City Ltd. Welwyn Garden City Ltd was an assiduous guardian of the aesthetics of the entire development, aiming, as at Welborne, for high design standards. The individual and grouped housing designs of Welwyn are exemplars of the interwar period. Akin to Welborne, they were informed by the architecture of nearby towns and villages; they employed a simple formula of white-timber sash windows, pantile roofs and locally produced red bricks to invest the Garden City with a distinctive, timeless identity, that was flexible enough to be employed at a variety of scales and price points.

POUNDBURY

Developed by the Duchy of Cornwall, Poundbury is a modern urban extension to Dorchester in Dorset. Whilst Welborne is inspired by a more landscape-driven approach to masterplanning than Poundbury, Poundbury provides a precedent for Welborne in its carefully considered master plan that prioritises variety in the street scene, a mix of house types and tenures, a hierarchical road network and a conscious balancing of the demands of the car and pedestrian. A high-calibre environment has been strived for through the choice of materials, landscaping and other features such as signage, and the houses are designed to be traditional. These are closely controlled by the single master developer, ensuring consistency and quality.

CHAPELTON

Chapelton is a new, 8,000-home town in



Above: Kentlands, US;
Below: Serenbe, US

Aberdeenshire. Begun in 2013, it is promoted by the Elsie Development Company (EDC), a family-controlled company representing the Duke of Fife. Its relevance for Welborne is that Chapelton's fabric is inspired by the region's most successful villages and towns. Chapelton is pursuing an urban model based on that of historic Scottish towns, cities and villages and an aesthetic inspired by vernacular architecture. It shares further comparison with Welborne in its prioritisation of social infrastructure. EDC is investing time and care into making Chapelton a true community, cultivating bonds between residents and their connection to the town through its system of management, providing communal facilities and organising events.

KENTLANDS

Kentlands is one of the best-known New Urbanist developments in the US, begun in 1989 40 kilometres outside Washington, DC. As a new suburban community, Kentlands was enormously successful in integrating mixed-use development from its earliest days. Its Main Street is an important precedent for Welborne's District Centre. It is lined with 'live-work' buildings, consisting of retail, restaurants and offices on the ground floor and residential on the upper floors.

SERENBE

Serenbe shares a similar creational story to Welborne. The 405-hectare community southwest of Atlanta, Georgia (US), was the impetus of Steve Nygren, a one-time developer motivated by the desire to protect the distinctive character of the land surrounding his home from the sprawl-construction that was encircling Atlanta. Upon completion, it will consist of four hamlets with a variety of housing types, as well as shops, restaurants, galleries, a hotel and office space. For Welborne, Serenbe is a precedent for designing a community that combines the best qualities of both urban amenities and natural landscape. The masterplan is conceived to respond to the natural contours and characteristics of the site. Seventy per cent is open space, with significant tree canopy cover.



3b. THE MASTERPLAN

The masterplan determines the form and layout of Welborne. The masterplan structures the Garden Village into a series of walkable neighbourhoods linked by an interconnected network of open space and pedestrian, cycle and vehicular routes. It is designed to create the framework for a sustainable new community, where people can live, work and shop.

Four Character Areas: Woodland, Downland, the Meadows and Parkland, based upon existing landscape drivers of the site that give form and identity to the Garden Village.

Movement: An interconnected green network of pedestrian, cycle and vehicular routes based upon a traditional street hierarchy.

Open Space: A spectrum of formal and informal, large and small open spaces linked for sports, recreation and amenity within walking distance of homes, including the 12.5-hectare Welborne Park.





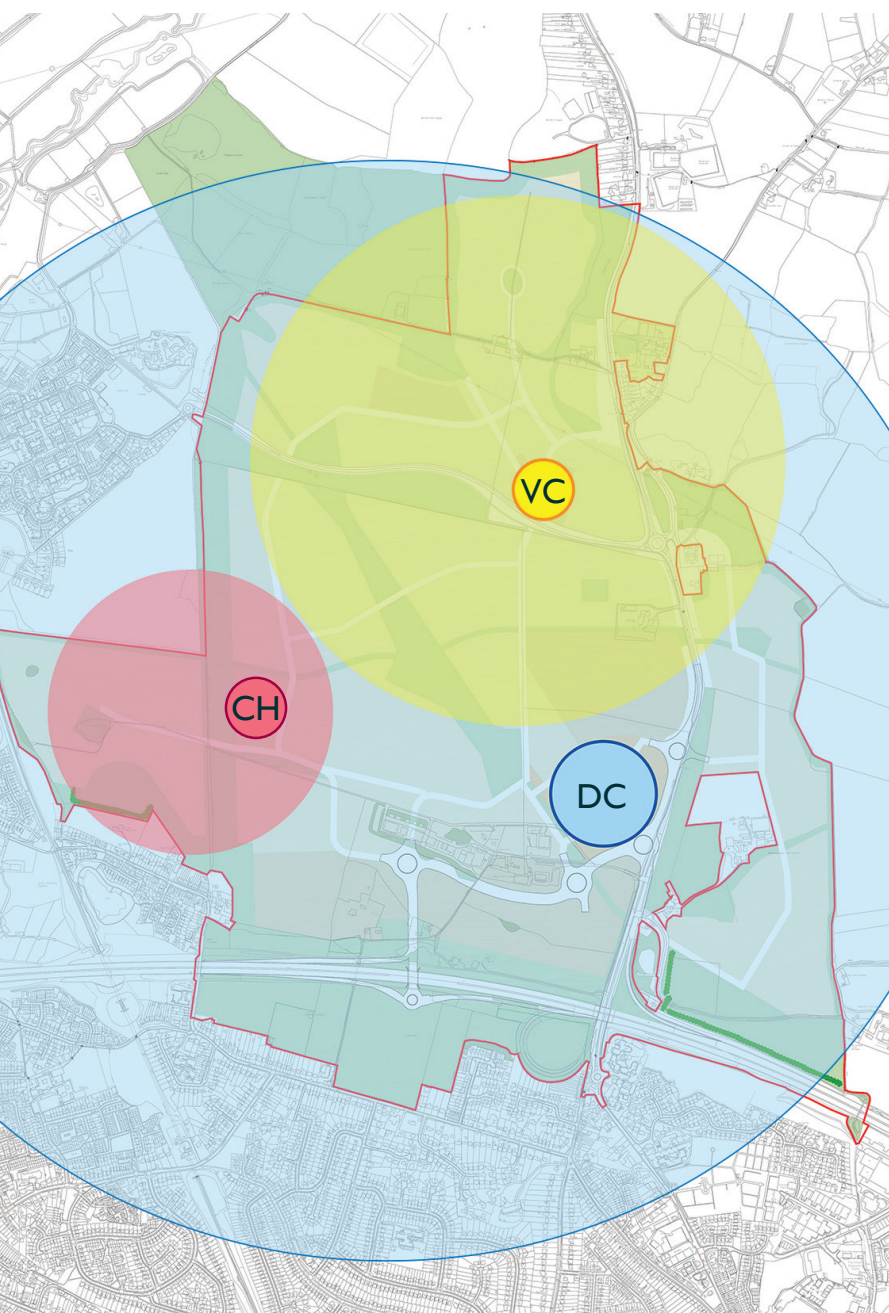
Residential: Up to 6,000 dwellings of a range of types, sizes and tenures.

Parking: Sufficient and convenient residential parking provision, predominantly on-plot to the side of homes plus on-street.

Social and Community Infrastructure: Three primary schools, one secondary school, healthcare and leisure facilities and community amenities to make for a vibrant and social atmosphere.

Retail and Employment: Up to 10,000 square metres of retail space and up to 105,000 square metres of business floor space, including offices, R&D, industrial and warehouses to offer a range of retail and employment opportunities within the Garden Village.

Access: Connected via an upgraded Junction 10 on the M27 to the south and new and existing road junctions with the A32 to the east.



Left: The 'spheres of influence' of Welborne's District Centre, Village Centre and Community Hub; Opposite: Hume Square at Chapelton includes a café, beauty salon and nursery, which had all opened within less than two years from the arrival of the first residents

Housing

The masterplan provides for up to 6,000 homes of a variety of different types, sizes and tenures, organically integrated to achieve a socially inclusive, mixed-income, 'whole-of-life' development, capable of adapting to residents' changing requirements throughout their lives. This is to include a care home and affordable housing. Homes will benefit from good-sized gardens.

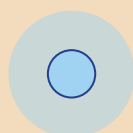
A key aspect of delivering the housing will be getting the housing mix right. Welborne will have a spectrum of properties, from one-bedroom flats to five-bedroom detached houses to retirement living to cater for a diverse community. No less than one per cent of all homes will be custom-build plots, giving potential residents greater choice and increasing opportunities for small local builders. Affordable housing will be distributed across the residential neighbourhoods, tenure blind.

Development will respond to target average densities for each phase, sensitive to the character of the area and its location. There is, however, a danger of being too prescriptive at the early stages. Buckland recognises that, over the 20-30 years it will take to build Welborne, housing need projections may well change. Each phase will thus have a certain in-built flexibility that enables the scheme as a whole to react to demographic and financial changes. This logic will be applied to affordable housing, too. The scale of flexibility and change will be controlled through the statutory planning process and design coding documentation.

Mixed Use

Welborne is about far more than housing. The masterplan prioritises the necessary social, civic and employment facilities that can support everyday life to lay the foundations for a sustainable, socially cohesive community. Retail, health, community and social amenities are primarily grouped in three locations: the District Centre, Village Centre and Community Hub. Within short walking distances of nearly all homes, these will act as foci for local life.

ANCHORS OF WELBORNE LIFE:



District Centre: The largest of the three centres in terms of size, scale and range of functions. It will attract visitors from the wider area, whilst not competing with Fareham's town centre.



Village Centre: Providing community facilities for the northern part of Welborne. It will have a different character and identity to the District Centre with a complementary mix of uses and activities.



Community Hub: The smallest of the three centres, providing local facilities to serve the westernmost residents, with strong links to the western primary school.



Visitor Centre

THE LOUNGE

HAIR, BEAUTY & SPA TREATMENTS

L
THE LOUNGE
AT CHAFFETON

THE LOUNGE
AT CHAFFETON
COME ON IN
WE'RE OPEN
WELCOME TO CHAFFETON



A MIXED-USE PLACE THAT GIVES BACK TO ITS LOCAL AREA

The three centres will be different in their anatomy and scale. The Community Hub is the smallest, providing local services for the westernmost of the site. The Village Centre, in turn, is larger and distinct from the Community Hub in its character and service provisions, which are proposed to include a multi-use community hall, healthcare and localised commercial facilities (such as a café, nursery, veterinary surgery and bakery) with flats above. It will be located close to the first primary school. Its small but rich mix of offerings will serve to create a thriving hub for residents, and a focal point for Welborne life from its earliest years.

The District Centre will be larger, higher in density and with a greater range of functions and a higher degree of commerciality than the Village Centre. It will be co-located alongside the secondary school and one of the three primary schools so as to maximise activity and minimise trips.

The centres will also address residents' healthcare needs. Buckland will work with FBC, the Clinical Commissioning Group and local surgeries to develop and deliver a sustainable solution for the community's short-, medium- and long-term health provision. This not only covers GPs surgeries, but also district nurse, dental, physiotherapy, osteopathy and pharmaceutical services. Ensuring Welborne has its own health facilities is essential as far as Buckland and FBC are concerned.

Open Space

The masterplan provides for development set within an interconnected network of attractive, accessible and usable open spaces. From large to small, designated to informal, these will provide areas for sports, recreation and amenity to encourage active and social lifestyles. They include neighbourhood parks, allotments, sports pitches and courts, semi-natural green areas, woodland, private gardens and the 12.5-hectare Welborne Park. Welborne Park will be the Garden Village's most substantial expanse of open space, situated within one kilometre of almost all residents. It will be a centrepiece of the community, with extensive views stretching as far as the landmark Spinnaker Tower in Portsmouth.

Welborne Park and other open spaces within the Garden Village will become places for its inhabitants to meet and enjoy. Their design and location are being informed by the desire that they will serve as true amenities to support Welborne's community life. It is anticipated that schools pitches could be made available for local sports teams or community events out of school hours.

Reflecting the strong influence of the Garden City philosophy, green space provides a structuring element to the masterplan and is interwoven throughout Welborne's public and private realm. Furthermore, it is used to provide a highway buffer on the northern, southwestern and western boundaries of the site.

As the site is today primarily used for agriculture, the new green infrastructure presents an opportunity to significantly enhance the biodiversity across the site.



Movement and Access

The movement and access infrastructure is an essential part of Welborne's layout. For example, the road network is used to connect and bring people to the District Centre and Village Centre via Welborne Way, the main north-south route through the development. Welborne Way will be at the apex of a clearly defined street hierarchy, which enables users to easily understand the function of the thoroughfares.

It will be complemented by two greenways, providing east to west pedestrian and cycle links to connect important places and existing rights into the surrounding countryside. The masterplan's approach to movement within Welborne is one that encourages residents to get on a bike or go on foot rather than jump in their car. Streets will be designed for people, not cars – prioritising permeability, attractiveness and integration that will incentivise walking, cycling or public transport. Thoroughfares will be well-designed, appropriately proportioned and safe.

A dedicated bus service – Bus Rapid Transit (BRT) – will connect key destinations, such as the Village and District Centres, and residential neighbourhoods within Welborne to Fareham railway station and Fareham





town centre. Modelled upon the successful Eclipse service that connects Fareham to Gosport, the bus will run up to every 10 minutes to provide residents with a quick, convenient and viable alternative to private cars.

Education

Welborne is envisaged as being home to a significant number of children and young people. To meet their needs, it will include three primary schools and one secondary school located at or nearby the District Centre, Village Centre and Community Hub, plus childcare facilities for 0-4 year olds (approximately 350 childcare and 175 pre-school places) distinct from the schools. The first primary school will be brought forward in the early years of the development in close proximity to the amenities of the Village Centre, and the remaining provision staged in line with the development phases.

Employment

Welborne is geographically well placed to become a centre for job creation in the region thanks to its strategic connection to the M27. In line with the aspiration for Welborne to be a self-sustaining, holistic community, the masterplan provides for a range of employment premises to create a robust

TRAFFIC IMPROVEMENTS:

- M27 Junction 10 upgrades to create all-moves junction
- Three new roundabout junctions with the A32 giving access to Welborne
- Improvements to existing: A32/North Hill junction, North Hill/Park Lane junction, A32 corridor south of junction with North Hill, A32/Wickham Road junction and Broadcut Roundabout
- Closure of existing junction of the A32/Pook Lane to provide improved access towards the eastbound on-slip and a safe route towards the eastbound off-slip of the M27 Junction 10

and diverse employment base that will minimise outbound commuting.

The Village Centre and District Centre will provide a variety of employment opportunities in their commercial and retail spaces. The largest concentration of employment space will be focused upon a new 20-hectare area to the north of the M27 comprising a mix of offices, light industrial uses and warehouses to accommodate a range of uses and sectors. The area will also act as a buffer between the M27 and residential areas. This complements the existing employment uses at Dean Farm.

Infrastructure

Utilities infrastructure for electricity, water, foul sewerage and telecommunications will be supplied to the Garden Village, with no detriment to the supplies of existing communities. Detailed strategies on utility reinforcements and phasing will be developed in consultation with statutory utility supply companies as the development progresses.

Welborne's transport strategy is underpinned by improvements to the M27 Junction 10, being promoted by Hampshire County Council (HCC), which will upgrade the junction to an all-moves



arrangement. This is supplemented by three new roundabouts off the A32 to give access to the Garden Village. Off-site highway works will mitigate changes in traffic arising from Welborne, including at Broadcut Roundabout, North Hill/Park Lane junction, A32/Wickham Road junction, the A32/North Hill junction and the A32 corridor to the south of it.

Heritage

The site's heritage will be celebrated and conserved. The buried Neolithic long barrow, 53 metres in length, will be a feature of Welborne Park, whilst the Grade II*-listed Dean Farmhouse – the only listed building within the development area – will be protected and its current setting enhanced through proposals on its north and west edges. On a wider level, the character of the place will be informed by the built heritage of the site's immediate context and the Hampshire region, such as the celebrated 'Fareham reds' as a building material.

Heritage at Welborne is considered not just in terms of the past, but also the future. Through its high-quality design and construction and long-term stewardship, Welborne aspires to becoming a 'conservation area for the future'.



Above and below right: Brentham Garden Suburb, designed in the early 20th century, is a key design influence. Welborne will be informed by Brentham's human scale, leafy winding roads and subtly varied streetscapes, achieved by the differing setbacks and relationships to the streets of the house groups

CHARACTER

In order to ensure that Welborne's earliest residents can experience a true sense of community, it will be a priority to invest the development with a unique identity from the outset. Welborne's character is derived from three primary drivers:

- Landscape
- Garden City ethos
- Hampshire context

Landscape

Welborne will have a strong landscape character. Greenery and open spaces will be an integral aspect of its daily life, from the trees that line its streets, to the 12.5-hectare central park that runs through its centre and the opportunities for gardening at the allotments.

The streetscapes will reflect the philosophy of integrating nature into a sustainable built environment, fit for the twenty-first century. They are part of an aspiration towards healthier lifestyles and wellbeing for its residents. Attractive, leafy streets will provide a genuine incentive for walking and cycling, complemented by green routes such as the Welborne Mile (running along the community's western boundary) or the 2.8-kilometre circular path through Dashwood, the existing woodland to the northwest.

More often than not, masterplanning starts with buildings; it assumes that the leftover open spaces will take care of themselves. The Welborne masterplan takes a different approach. It uses landscape to give fundamental shape to the new settlement. Responding to the character and topography of the site, specific existing landscape features have been incorporated into the masterplan. Based on the natural features within and adjacent to the site, it divides Welborne into four character areas – Woodland, Downland, Meadowland and Parkland – which underpin the structure of the masterplan and will give individual identities to the constituent neighbourhoods of the Garden Village. Each area will subtly respond



STREETS WITH CHARACTER, THAT MAKE WALKING A PLEASURE

to these landscape drivers. Thus the Woodland character area, for example, will reflect the nearby Dashwood with groupings of street trees or by enhancing sightlines to the woods itself.

Street trees will be a vital ingredient in Welborne's identity. A common feature of many of Britain's most popular places to live is the presence of trees, and this sits at the heart of the approach to Welborne. There is a presumption that all its streets will have trees. Their benefits are manifold. Not only will they contribute in establishing a coherent streetscape and emphasising changes in character; but they also provide shade and shelter that encourage pedestrian/cyclist movement, slow cars and help control air pollution. Moreover, the positive effects of living in close proximity to nature is well documented. Simply looking out at an attractive green environment has been proven to have positive impacts upon mood, stress, wellbeing and recovery from mental fatigue.

Greenery is interwoven into the fabric of the Garden Village. Private gardens will be an important means of achieving this. Reflecting UK focus group research that demonstrates public preference for private gardens, front and rear gardens will be a key facet of Welborne's residential neighbourhoods. In this, Buckland is inspired by places such as Brentham Garden Suburb and Welwyn Garden City, where tree-lined streets, hedges and front gardens animate the streetscapes.

The landscape and the built environment will support one another to define Welborne's character. Just as occurred within the original Garden Cities, tree planting, building setbacks, variations in road widths and so on will be subtly employed to create 'street pictures'.

Garden City ethos

The masterplan's strong landscape framework is closely linked to its Garden City ethos. As detailed in the previous section, the values and principles that underpinned the Garden City movement are instrumental in shaping the character of Welborne. The Garden City communities were planned holistically,



Opposite: Welwyn Garden City, characterised by street trees and varying building lines that bring colour and interest to the street scenes; Right: Alresford, north of Welborne, will inform the new Garden Village's built form and urban realm

to result in innovative, enduring and inclusive places in which to live and work. Their emphasis on quality of design and wellbeing were, furthermore, a conscious strategy to create attractive places that uplifted and inspired residents. As a twenty-first-century Garden Village, Welborne borrows from these time-tested principles and reinterprets them to align with contemporary values and the specific locality of its setting.

Hampshire context

Welborne aims to capture the beauty of Hampshire's historic villages and towns, that grew in harmony with local materials and traditions. Welborne's design philosophy is informed by lessons distilled from local architecture and urban design to help create a sense of place and identity for the new community. For example, it will draw on Fareham's heritage of red bricks – the 'Fareham reds' – that were such an important export for the town. The masterplan is informed by the project team's careful study of the ingredients of enduringly popular places within Hampshire, that revealed how built form, public realm and planting combine to create successful street scenes. Pertinent examples include:

- **Wickham:** its central market square surrounded by burgage plots laid out in the thirteenth century provides a strong sense of enclosure, strengthened by the continuous building line.
- **Alresford:** a mixture of colour-washed and Flemish bond brickwork properties make for lively streetscapes. Broad Street is a particularly striking space, characterised by its wide tree-lined breadth and framed by largely Georgian buildings.
- **Bishop Waltham:** like Wickham, Bishop Waltham's medieval planning origins can still be seen in the layout of St George's Square, where plot layouts are dense and small. The Square forms the southern termination of the High Street, the town's principal north-south thoroughfare.

Like the best small towns and villages of the surrounding area, Welborne will be scaled to human proportions, both in terms of its walkable



layout and its built fabric. The urban realm will be traditional in ethos. By this, we mean that the streets and blocks will be inspired by the rhythms, proportions and variety of enduringly successful places of the past, with particular reference to those of Hampshire. Building density and heights are scaled across the site to create the organic continuum that is commonly found within the urban fabric of historic towns.

Welborne is being envisaged as a potential 'conservation area for the future'. This concept reflects a commitment to high-quality design, high-quality materials and local contextuality that will result in a place that not only stands out from its peers now, but also endures over generations. Welborne will be somewhere where people want to live, work and visit for decades for come.

It is important to remember that the masterplan is illustrative. It sets the framework for the location of key land uses within the Garden Village, but it has to be flexible to enable the project to evolve with time and respond to the requirements of the emerging community. The masterplan will likely be fine-tuned as each phase comes forward.

3c. A COMPLETE COMMUNITY

The Garden Cities were the original ‘sustainable communities’ – complete urban ecosystems, comprising industry, offices, shops, housing, leisure options and abundant open space. These places continue to work well today, as thriving towns where people want to live and work and enjoy a range of social and physical amenities. Welborne is heavily influenced by these precedents, aspiring to their model of self-sustaining, integrated communities and updating it for twenty-first-century living.

The focus will be on creating a strong community where people are encouraged to put down roots for the long term, thanks to a combination of high-standard homes, modern technology, accessible social infrastructure and employment opportunities that result in a good quality of life. These principles are embedded into the development from the outset, informing the development mix, infrastructure, design and stewardship for each stage. The Garden Village will encompass a range of everyday services and amenities, such as schools, healthcare and shops, which reduce the need for outside travel whilst maintaining good links to Fareham town centre, railway station and road network

Buckland's investment in civic spaces, community facilities and employment premises from the outset will be indicative of the drive to create a strong, sustainable social and economic framework.

SOCIAL INFRASTRUCTURE

Welborne will aid the creation of a vibrant, inclusive community through the provision of a breadth of housing types and tenures. Affordable housing will be integrated with and externally indistinguishable from the market housing, to create a well-balanced, cohesive neighbourhood. Residents will be supported by a wide mix of social infrastructure on their doorsteps, from healthcare, to sports facilities, leisure opportunities and schools, that will foster the community's health, social and cultural wellbeing. Many of these services will be focused in the District Centre and Village Centre, such as shops, healthcare, restaurants and community buildings.

The Village Centre will be brought forward in the initial years of the development to create an early

foundation for community life. From its early stages, it is likely that Welborne will benefit from the proximity of the successful Albany Business Centre and Knowle to bring custom to the Village Centre beyond Welborne's first residents.

Social infrastructure also encompasses the network of green spaces across Welborne that provide pleasurable and practicable places for play, walking and cycling (as outlined in section 3d).



SUSTAINABLE TRAVEL

Bus service, including Bus Rapid Transit
Cycle lanes
Smart travel apps



SOCIAL INFRASTRUCTURE

Variety of housing types and tenures
Healthcare
Sports and leisure
Schools
District Centre
Village Centre
Shops
Community Hall
Parks
Woodland



ENVIRONMENTAL RESILIENCE

Alternative energy sources
Solar power
Water efficiency
Electric cars
Future technology

TECHNOLOGY

Innovation
Integrated communication
Gigabit fibre broadband to homes
Mobile app
Smart homes

ECONOMIC WELLBEING

Local businesses
M27 business quarter
District Centre
Village Centre
Offices
Shops
Light industry
Warehouses
Start-ups

Right above: Wickham, immediately north of the Welborne site; Right below: Letchworth Garden City. More than just homes, Welborne is an opportunity to create a place where local businesses can flourish

SUSTAINABLE TRAVEL

Pedestrian and Cycle Travel: A convenient network of shared-use cycle footways will connect the residential areas with key services, facilities and local employment, encouraging residents travelling to school or popping to the shops to go by foot or bike rather than jumping in their cars.

The pedestrian and cycle framework will connect to the existing highway network to accommodate movement beyond Welborne by these modes, particularly towards Fareham and Wickham. The Welborne proposals include enhanced cycle and pedestrian facilities within Fareham to serve primary destinations such as Fareham town centre, the Railway Station, wider employment areas, Henry Cort Community College and Fareham College. Where possible, off-carriageway cycle facilities will be provided.

Public Transport: A dedicated bus service running every 10 minutes is proposed to connect Welborne and Fareham, based on the successful Eclipse model running between Gosport and Fareham. The Bus Rapid Transit (BRT) route will provide good access to regional train services from Fareham Railway Station, the town centre, as well as onward connections to Gosport via the Eclipse to help reduce private car use. Within Welborne, the proposed route has been carefully considered to link main destinations and residential areas. Bus priority measures will be provided within the site.

Following detailed discussions with Hampshire County Council, in Welborne's early years this service will be subsidised whilst it becomes established. The final strategy will be subject to operator requirements to be identified closer to implementation.

Lastly, land will be set aside in order to accommodate a new rail station at Welborne, should Network Rail take this forward in the future.

ECONOMIC WELLBEING

Buckland seeks to create a healthy local economy by encouraging employment opportunities and local businesses. Sufficient land and associated infrastructure



will be made available in the right places at the right times to facilitate growth and innovation. Employment at Welborne will largely be clustered on the northern side of the M27 on a substantial site (approximately 20 hectares), providing a mix of offices, light industrial units and warehouses. Other job and workspace opportunities will also be created within the District and Village Centres. These will be accessible by safe and convenient walking, cycling and public transport routes, to encourage residents to travel less and spend more time within the community.

In supporting new, high-value businesses, Welborne is a real opportunity to enhance the regional economy. The M27 enterprise quarter will be amongst the largest of its kind in the area, with unrivalled accessibility thanks to its immediate proximity to the M27. Reflective of the national Industrial Strategy, it will increase Fareham's economic infrastructure and business growth.

Buckland wants to provide the best conditions that will allow local enterprise to flourish. It wants Welborne to be amongst the best places in the region to start a business and grow existing ones. To this end, it aims to work with a specialist commercial developer on the detailed design of these areas. Provision and design will take account of market demand, building in flexibility for how spaces can be used over time to reflect changes to the way people are working and technological advancement. The Village and District Centres are envisaged as destinations for local independent shops and more, allowing opportunities for small businesses to flourish.

Design will play a strong role in promoting a self-sufficient, sustainable community and economic wellbeing. The creation of walkable neighbourhoods, in which walking and cycling are prioritised over private cars, will encourage a high level of self-containment, with homes located close to local services and jobs. Streets are intended to be pleasurable for those on foot and bike and the Village and District Centres will be spaces to enjoy at leisure, thereby encouraging local custom.

TECHNOLOGY

In order to achieve its ambition for a sustainable

ENABLING
LIFESTYLES THAT
ARE BENEFICIAL
TO HEALTH,
WELLBEING, THE
ENVIRONMENT AND
THE ECONOMY





Above: Welborne's network of green open spaces will increase biodiversity; Right: technology will be harnessed to reduce the community's environmental impact

community, Buckland is keen to 'think outside the box'. Across the development, it will put into practice innovative ideas that are not traditionally recognised as standard options but that will bring social, environmental and economic gains. Technology has a big part to play in this.

While technological progress is impossible to predict accurately, Buckland has the aspiration to 'future proof' Welborne as much as possible. Smart technologies will be embraced at Welborne from the early stages in development. Integrated communication services are a priority. Buckland anticipates that they will be an important catalyst for local businesses, and thus the local economy, and will also provide a platform for community services, such as online community networks for sharing information. At the outset, Buckland is committed to delivering gigabit broadband capability using fibre optic direct to all homes and businesses. It will continue to monitor and explore technological innovations that could potentially be incorporated into Welborne as the phases progress, such as a transport solution package that can be incorporated within property sales. It aspires that innovative technology will be a part of daily life in Welborne, and will explore how it can be incorporated into the development, for example a mobile app that residents could use to register problems, such as broken street lights, or to promote local events.

ENVIRONMENTAL RESILIENCE

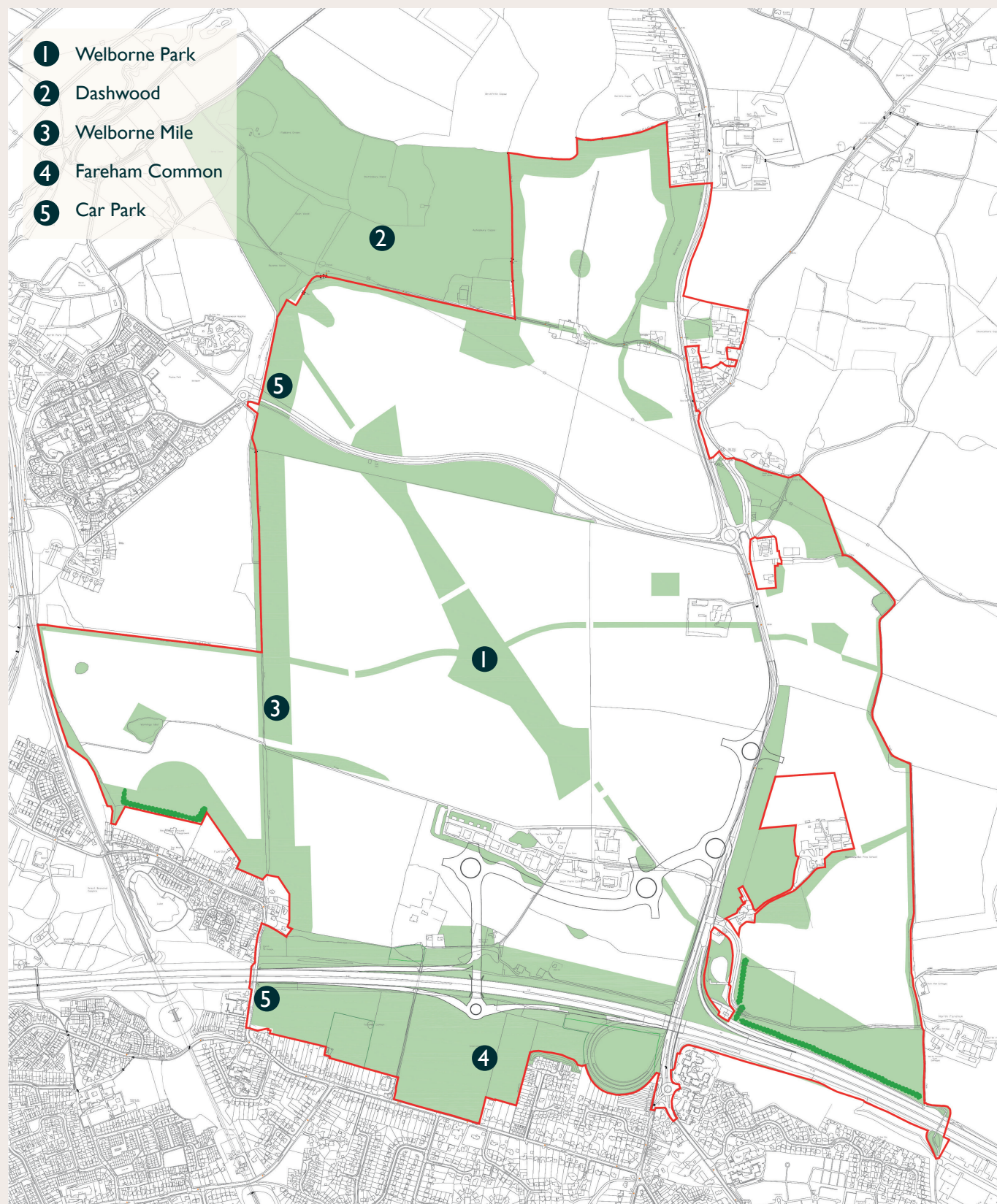
Both globally and locally, society is facing mounting environmental challenges. These problems cannot be shied away from. Throughout the lifetime of the project, Buckland will be alive to the latest research and thinking in environmental resilience and apply this, wherever possible, in the development of Welborne. As part of its response to the challenges of both climate change and the security of energy supply, Buckland will scrutinise how new technologies can be applied within Welborne to minimise use of non-renewable resources, reduce greenhouse gas emissions, promote water efficiency and so forth. For example, charging facilities for electric vehicles at individual buildings or in the public realm. The application of new technologies within Welborne will be regularly assessed as the scheme advances.

Early investment and readiness for development at Welborne is demonstrated by the construction of a solar energy park on the Southwick Estate, some six kilometres from the site that generates enough electricity annually to power 12,000 homes. Decentralised energy may prove a valid alternative to traditional energy provision at Welborne. Producing electricity off grid and close to site offers the possibility of lowering carbon emissions and reducing transmission losses.

Welborne's extensive green infrastructure will be a key element in the community's environmental resilience. Green infrastructure contributes to reduction in air pollution, flooding and the urban heat island effect, and at Welborne its creation will also present opportunities to achieve significant biodiversity net gains. Ecosystems that are more diverse tend to be more resilient, and can more easily adapt to the pressures of climate change. Biodiversity has been considered from the beginning of the planning process. As the primary use of the site today is agriculture, Welborne's matrix of connected woodland, ponds, SUDs, parkland and more will increase diversity of habitat for plants, invertebrates, birds, bats and other mammals.



THE GREEN INFRASTRUCTURE NETWORK



3d. A GREEN SETTING

The Garden Village ethos of Welborne is reflected in the extensive network of green infrastructure, evenly distributed across the settlement, and the close integration of open space with new development. This network will be easily accessible to residents, provide numerous opportunities for wildlife protection and biodiversity enhancement and offer a choice of sustainable green routes for all, both within Welborne and linking to the wider countryside.

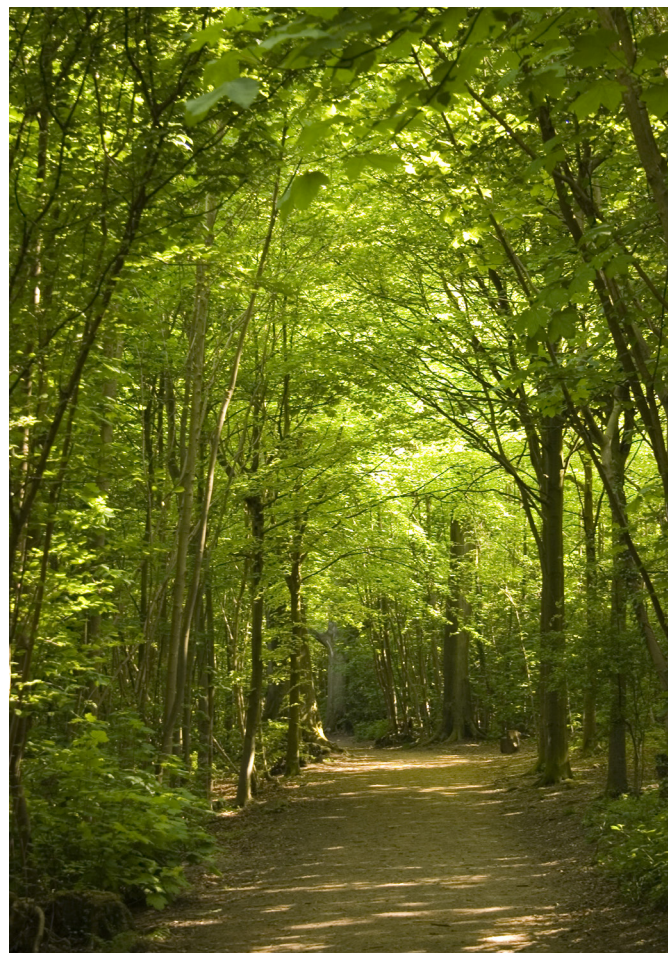
Welborne's 'green setting' comprises a hierarchy of different spaces from large to small, each with their own character and offering, including Welborne Park, neighbourhood parks, allotments, highway buffers, woodland, grassy tracks, allotments and the private gardens of houses. Throughout, it responds to the site's existing landscape setting and the local context, and as such is a key component of Welborne's placemaking philosophy. The network has been designed to incorporate structural planting to break up views of Welborne from its surroundings, as landscape buffer planting between the adjacent settlements of Fareham, Funtley, Knowle and Wickham, and as habitat buffer planting to Dashwood woodland and Blakes Copse.

The provision of green infrastructure is closely linked to the aspirations for sustainable travel as set out above. The layout of the network is focused upon maximising pedestrian and cycle connectivity across Welborne, including key assets such as the District Centre, Village Centre and Community Hub, and beyond to nearby settlements. The green infrastructure features are intended to be a resource for both the Welborne community and residents of neighbouring settlements, thus strong accessible green links will bring wider benefits.

From an early date, the green infrastructure, open spaces and wider landscape can be utilised to give identity to the fledgling settlement. Buckland sees it as part of its role to explore innovative ideas that will give richness of place from day one. It plans to explore ideas that are capable of implementation in the short term. For example, Buckland intends to provide a play area within the first two years of development.

Key spaces include:

- **Welborne Park:** One of the key features of the green infrastructure is Welborne Park, the Garden Village's 'green lung'. The 12.5-hectare park will be a focal point for the community, strongly defining its physical character. Its scale will not only create a sense of openness and expansiveness at the heart of the development,





Opposite: Welborne's diversity of green spaces will mean its residents will experience the proven positive effects of living close to nature

but will provide exercise, walking and cycling opportunities to encourage healthy lifestyles. The Park will create a pedestrian and cycle route connecting surrounding residential areas to the District Centre in the south and Dashwood woodland in the north for local journeys within Welborne, and will also constitute an important element in the new Wallington-Meon Valley pedestrian/cycle link.

- **Dashwood:** A mix of ancient and secondary woodland, located adjacent to the north-western corner of the development. Covering 38.1 hectares, it includes a mosaic of habitat types. Existing public access is limited to one public right of way. Under the Welborne vision, Dashwood will be an integrated part of the new community. Visual sightlines will connect it with the northern residential neighbourhoods and Village Centre, and a new 2.8-kilometre path will allow wider access.
- **Welborne Mile:** A two-kilometre-long, 18.6-hectare strip of land that runs on a north-south axis from Dashwood to Fareham Common. While the area is currently under intensive arable production and access is at present limited to a single public way, the creation of the Welborne Mile will provide a valuable community resource. It will become semi-natural grassland and scrub, with grassy tracks and paths, physically connected to the rest of Welborne's green infrastructure.
- **Fareham Common:** Lying on 21.2 hectares to the south of the M27, this comprises an area of arable land set within fields of semi-improved grassland, including areas identified as Sites of Importance for Nature Conservation (SINC). The area will offer opportunities for the existing residents of North Fareham as well as new residents moving into Welborne itself.

Together, these elements will deliver a coherent, connected network of green spaces, bringing a variety of informal recreational opportunities such as extensive circular walking paths, cycling routes, bridleways for horse-riding and places to exercise dogs off lead. While designed to provide opportunities independent of one another, they work together within Welborne's holistic framework to afford a diverse amenity for residents and visitors that supports the Garden Village's well-being objectives.

Usability and access are essential to ensure that these open spaces become a valued asset for Welborne and the wider community. Dashwood will be connected via clear pedestrian links to the Village Centre. Two car parks will be provided, one off Knowle Road on the western boundary of the site to access the Welborne Mile and Dashwood, and a second off Funtley Hill for access to Fareham Common. Encouraging visitors from outside the Garden Village to use the woodland and parkland will help to bring potential new custom to its shops and other business, thereby supporting the lifeblood of the community.

Dashwood, the Welborne Mile and Fareham Common are collectively known as Suitable Alternative Natural Greenspace (SANGs), making up 78.5 hectares of Welborne's green infrastructure network. Upon completion, Welborne SANGs will be maintained and managed in perpetuity. Engaging the community in its management of the woodland will nurture a sense of ownership and responsibility. This stewardship approach will entail a careful balance between the promotion and accommodation of public access, and the protection and enhancement of conservation interests, and will seek to enhance biodiversity wherever possible. Doing so will yield an important and attractive semi-natural recreational resource that will serve the residents of Welborne for the long term.



4. VISION TO REALITY

As a Garden Village, Welborne will be a bespoke development, and to realise this, Buckland is adopting a bespoke approach to delivery.

Buckland's role as Master Developer will, as outlined in Section 2a, mean that it is in the position to take a very different approach from most standard developers. This section will set out these distinctions and the mechanisms by which Buckland will achieve them.

ENGENDERING A SENSE OF COMMUNITY FROM DAY ONE

The Welborne masterplan is designed to be implemented over five sequences stretching across the 20-30-year lifetime of the project. This is, quite simply, a long duration but Buckland is determined that residents will not feel like they are living amidst a half-completed construction site, devoid of amenities; it considers that a significant part of its task is to make Welborne an attractive, welcoming and rounded place to live from the outset. This is going to be achieved through a combination of early investment in physical and social infrastructure, and carefully timed phasing.

The phasing at Welborne has been mapped out to ensure that whilst the maximum number of homes are delivered per annum, each generation of inhabitants experiences a true sense of place. The plan allows housing development and social infrastructure to be brought forward in parallel, and ensures that the provision for schools and elements of the Village and District Centres are delivered in conjunction. Public open space will be installed and enhanced in convenient and accessible locations to serve the emerging community during the development period.

While most standard developers will argue that a critical mass of residents is needed before building community facilities and services, Buckland considers these as fundamental to enable it to move from being a collection of houses to a

Garden Village community, and that early investment in social infrastructure is a valuable placemaking tool that pays dividends in the long term.

Beginning with the Village Centre, Buckland will develop and manage civic buildings, commercial and retail space, recreational facilities and open spaces itself in order to control the pace and nature of their delivery and ensure quality of place thereafter. The Village Centre will be delivered by Buckland independently over two phases, the first of which will be brought forward in parallel with the first residential parcels, so that small-scale commercial units will be incorporated into Welborne at an early stage. It is anticipated that these will remain under Buckland's ownership and management in the early years.

From Buckland's perspective, the concern is not simply to get tenants into the Village Centre units per se, but to secure the best tenants from a placemaking perspective. To support this ideology, Buckland will act as a 'benevolent owner', setting low or nominal rents to enable the most suitable commercial tenants to set up premises in Welborne, tenants that will not only provide everyday services to residents but will also attract others from the surrounding area and make Welborne a destination in its own right. Places such as the Garden Centre (opened 2006) at Poundbury are models for Buckland in this respect. Set in the original farm buildings of the once-rural Poundbury farm, the Garden Centre and its café became an early draw for out-of-towners that activated the young settlement.

There is great potential to build up a local jobs base in Welborne, and Buckland will support this through its long-term and comprehensive approach to encouraging employment and innovation. Employment land and associated infrastructure will be located in the right places

THE DIFFERENCE IN DELIVERY

AS MASTER DEVELOPER, BUCKLAND WILL...





Above: Café in Alresford. Buckland will use its position as Master Developer to encourage local businesses and social hubs such as cafés to emerge early in Welborne's lifetime

and released at the right times to facilitate economic growth, innovation and the creation of a holistic community. Buckland aspires to encourage entrepreneurship by providing opportunities for small local businesses and start-ups to flourish. This may include specific units designed as collective workspaces for start-up companies. It intends to explore options for delivering the employment uses, including doing so independently or in partnership with a specialist commercial developer.

The objective is to maximise all opportunities for early placemaking, economic growth and early sense of belonging within Welborne. These might be centred around the built fabric of the Village Centre, but they can also be far more informal and capable of implementation in the short term.

REALISING THE VISION

In taking the scheme forward from planning to delivery, Buckland will implement a series of mechanisms that will enable it to control individual elements of the development to ensure the original vision is achieved or improved and that the desired level of quality is maintained throughout the lifetime of the build. These include:

- **Stakeholder Governance and Collaboration**
- **Stewardship**
- **Design Coding**
- **Welborne Streets Manual**
- **Land Sales Strategy**
- **Social Infrastructure Strategy**

WELBORNE WORKING GROUPS:

WELBORNE PLACE BOARD	Comprising members from Buckland, FBC, HCC and Welborne Garden Village Trust, the Welborne Place Board will meet quarterly to oversee that the anticipated quality of place is being achieved and address high-level issues that are compromising this.
WELBORNE PROJECT GROUP	The key group comprising Buckland, FBC and HCC, which will monitor planning applications, progress on site and resident occupations. The group will be technical in nature and will primarily deal with planning applications.
ON-SITE PROJECT GROUP	Formed of Buckland, housebuilder partners and contractors delivering the infrastructure. The group will deal with site management issues including Health & Safety, Waste Management and collaboration between housebuilder partners.
WELBORNE GARDEN VILLAGE TRUST	Responsible for the stewardship of the community, as part of the Estate Management Plan to be submitted as part of the S106 (see Section 4b).
EDUCATION STEERING GROUP	Established by Buckland, FBC and HCC, this will determine Welborne's Education Strategy; drive the specification, development and delivery of the school facilities; unblock any issues; and monitor progress against agreed outcomes.
COMMUNICATION STEERING GROUP	Comprising Buckland, FBC and HCC, its function is to agree lines of communication, establish a PR/communication approach, monitor communications and distribution of information and respond to queries raised by stakeholders.
WELBORNE TRANSPORTATION GROUP	Initially comprising the Junction 10 Steering Group, which has been set up to coordinate the delivery of Junction 10, the group will also deal with the programming and monitoring of highways infrastructure to ensure that impact on surrounding areas is minimised.

4a. STAKEHOLDER GOVERNANCE & COLLABORATION

Welborne is a shared ambition. In realising this joint vision, Buckland is committed to ensuring that this will continue to be the case.

Opposite: Anticipated working groups; new groups are expected as the community and activities grow

To this end, it envisages a governance structure that enables FBC and HCC to remain key participators throughout the scheme's duration, providing regular progress updates and the ability to have input into the direction through a system of working groups.

The various working groups are anticipated to be valuable arenas for discussing strategic issues as a means of achieving cross-stakeholder consensus and resolving key issues. They provide an opportunity for parties to air and understand one another's concerns, risks, objectives and programme, thereby smoothing the path to deliverable solutions. As the community grows, it is expected that the list of working groups will, too, expand to reflect the evolving community and increasing activities.

Annual Delivery Plan

One of Buckland's responsibilities will be to prepare an Annual Delivery Plan, which would be issued to the Welborne Place Board every year during the project's lifetime. The document will timetable what is going to be achieved in the year ahead (divided into quarters), capturing projected commitments and tasks and who is responsible for delivering them.

RESIDENTS

While the groups above are largely purposed to address high-level matters and involve Buckland, FBC, HCC and other statutory stakeholders, Buckland will also provide the opportunity for resident participation during the delivery process – both residents from within Welborne and the local community.

Welborne Residents Forum

The establishment of the Welborne Residents Forum will provide a platform to engage with the existing community and prospective residents. Led by Buckland in close cooperation with FBC, it will meet at regular intervals during the lifetime of the project, thereby sustaining the stakeholder

consultation already begun as part of the planning process. Following a similar format to that of FBC's Community Action Team (CAT) meetings, the Forum will be a channel for residents to raise any issues pertaining to Welborne's delivery and for Buckland to give progress updates.

The Forum will be complemented by the Welborne Community Development Worker. Appointed and funded by Buckland, the Community Development Worker will be in place by the time the first residents move in. As well as organising events, their function will be to provide a point of contact for Welborne's emerging residents and afford information via a dedicated website and social media platforms.

Villages Forum

The Villages Forum will be composed of the parties that comprised the Community Liaison Group, which is a group formed of representatives from the neighbouring communities of Knowle, Wickham, Wallington, Funtley and North Fareham and chaired by Buckland. The group was conceived to ensure the local communities were kept advised of developments during the planning process. Whilst originally set up to face any concerns from the local communities, it has become a very useful means for coming together that has benefited both Welborne and other members. Extending the life of this group and evolving it into the Villages Forum will not only continue this important dialogue, but also help Welborne on its journey to become its own community where experiences and lessons learnt from neighbouring villages will be shared, ensuring that Welborne gets the best start in life in terms of building a true community.

Some of the groups under the 'stakeholder governance' umbrella will be disbanded upon the completed delivery of Welborne, whilst others will continue to operate over the long-term, notably the Welborne Garden Village Trust.



4b. STEWARDSHIP

Buckland wants to ensure that not only is Welborne built to a high standard, but that this quality is safeguarded in perpetuity and is accompanied by a strong village-life ethos. To this end, it will establish the Welborne Garden Village Trust (WGVT), a not-for-profit limited company, as a mechanism for ensuring the long-term stewardship of Welborne for the benefit of its residents.

Opposite: Chapelton, Aberdeenshire, which is managed by the Chapelton Community Interest Company

WELBORNE GARDEN VILLAGE TRUST

The WGVT will sit within the 'stakeholder governance' umbrella as outlined in the previous section but, unlike most of the other groups established therein, its role will continue far beyond the delivery of the project. The WGVT is intended to operate in perpetuity.

The WGVT is informed by the history of long-term stewardship that underpinned the Garden City movement. It captures the original ethos of Garden City governance, which meant that stewardship was undertaken for the benefit of the community and that the community had a stake in the settlement's future.

There are several precedents for the use of stewardship bodies to oversee the administration of planned settlements in the UK. Some of these have been operating for a century and more. No one model is the same. The Welborne Residents Trust distils the most successful aspects of these examples as a basis for its own structure and role. A shared circumstance of almost all the precedents is the concept that proactive management improves community experience and is a stimulus to long-term land value.

The WGVT will be a route to community building for the early residents. Each homeowner (and commercial unit freeholder) will become a member of the Trust upon completion of the home purchase. The objective is to make the residents active participants in Welborne's running. Taking ownership of the Garden Village will breed a sense of civic pride, which in itself will bind the community together. Essentially, Buckland wants to involve the residents as early as possible in the creation and stewardship of Welborne, to instil a strong sense of ownership and positive ethos.

WELBORNE GARDEN VILLAGE TRUST WILL BE A NOT-FOR-PROFIT COMMUNITY ORGANISATION

THE TRUST HAS THREE PRIME RESPONSIBILITIES:

1. To stimulate and support community ethos by encouraging participation of residents.
2. To coordinate the management and maintenance of Welborne's common parts to a quality that is compatible with the development plan and aspirations of the Garden Village. All civic facilities, parks, roads and any other common parts of the Garden Village that have not passed into control of HCC/FBC will be owned, managed and maintained by WGVT.
3. To uphold the masterplan, characteristics and quality of the Garden Village as set out in the Design Codes and other policy documentation by regulating alterations to properties by homeowners. Via the mechanism of property covenants, it will adjudicate a review panel to which residents apply should they wish to make external modifications to their homes. Households will be required to gain approval from the Trust before proceeding to the local authority, if planning permission is necessary.



Opposite and right: Building community spirit is a key objective of the WGVT. As the Trust matures, it will organise events and activities such as dog shows or tree plantings. It is anticipated that the WGVT will have an on-site office

The Trust will be overseen by a Board. Initially, Buckland proposes that the Board will comprise of representatives from FBC, HCC, the Southwick Estate and Buckland. FBC's place on the Board of Directors will give it a key role in the running of the company. As a board member, FBC will be in a position to monitor the performance of WGVT; if at any time, FBC has concerns about the security of the Trust or its performance, it will be in a position to intervene at an early stage.

The Trust's activities will be funded by those who directly benefit from the amenities it provides. An annual service charge will be levied on owners, secured via Deeds of Covenant signed on the purchase of properties or leases. The property covenants will lastingly secure the Trust's income through the service charge, safeguarding its existence and operations in perpetuity. In the case of affordable or privately rented properties, responsibility for the service charge will be borne by the Registered Provider or private landlord.

It is essential that the sum levied for the service charge should not be off-putting to potential purchasers. With 6,000 homes, Welborne will be of the scale that means contributions can be kept to a relatively modest sum. Buckland is looking to relevant precedents that levy annual service charges at an average of £250. The Trust will abide by the Service Charge Code, which is a code of practice for the management of residential property administered by the Royal Institute of Chartered Surveyors to promote high standards, transparency and value for money.

Although the annual contribution will be set at a modest rate, residents need to feel that they are getting value for money and a differentiated experience by choosing to live at Welborne. To that end, the Trust will play a prominent role in the daily running of Welborne to bring tangible benefits to everyday life and support the vision that underpinned the community's creation. For example, the WGVT could be the first port of call if a resident notices that a street light needs changing or that the rubbish collection has not taken place



and the WGVT would then contact the relevant Council department on their behalf, or the WGVT could manage the hiring out of the community building in the Village Centre for local group events.

Key to Buckland's strategy is the commitment not to overburden the WGVT with financial obligations before it has the necessary funds in place. In the initial years, Buckland intends to manage assets, such as open spaces, common parts of commercial areas in the Village and District Centres and non-adopted infrastructure, on behalf of the WGVT until the latter has accumulated sufficient reserves from its service charge income to assume their management. Once this point has been reached, common areas will be handed over to the WGVT upon their completion by the developer to an agreed standard.

The aim is for the WGVT to be financially self-sufficient within 20 years or so. Buckland is exploring options as to how the Trust's income from the service charge can be supplemented. These may include opportunities to generate revenue from community assets to create an endowment for cyclical repairs or long-term upgrades. Buckland may also directly support the financing of community events and initiatives.



4c. DESIGN CODING

Welborne is envisioned as a place of strong identity and community spirit that will be loved and looked after for generations to come. To help fulfil this ambition, Welborne's layout, architecture, public realm and landscape design are intended to be of exemplar quality. Coding will be one of the prime tools to secure the realisation of this aspiration for high quality and character. Buckland will formulate and employ a tiered system of codes to deliver and uphold standards of design consistent with the character and quality desired for Welborne.

Opposite: The hierarchy of design codes will ensure that Welborne is rooted to the locality, responding, for example, to the local material palette of brick and flint

The objectives of coding are:

- To provide a framework to ensure the town is developed in accordance with the principles of the vision and to a quality consistent with the vision, as agreed by Buckland/FBC/HCC.
- To provide a clear set of design requirements that all developers must adhere to.
- To give certainty for the local planning authority and community over the nature of development that is to make up the Garden Village.
- To control subsequent changes and alterations to the design, form and use of buildings after their completion.

principles will provide the foundation for the Strategic Design Code.

The Strategic Design Code sets out the regulations that will govern the development of the entire Garden Village. It will elucidate the overarching urban and landscape tenets to make sure that all phases of construction come together to form a coherent entity. These will define the consistent design principles of the Garden Village as a whole, to ensure that all areas of the new community 'belong' unmistakably to Welborne, no matter who the development partner is or what phase it belongs to. All aspects of the development, whether residential, commercial, employment or educational, will be obligated to adhere to these principles.

In particular, the Strategic Design Code will outline the tenets that underpin each of the four Character Areas. It will include a plan identifying where each Character Area applies, and which sections of the code apply.

Part of Buckland's role includes the enforcement of the design codes. It will work with all development partners throughout the lifetime of the project to ensure that the principles of the coding documentation are fully understood, so these objectives can be fulfilled.

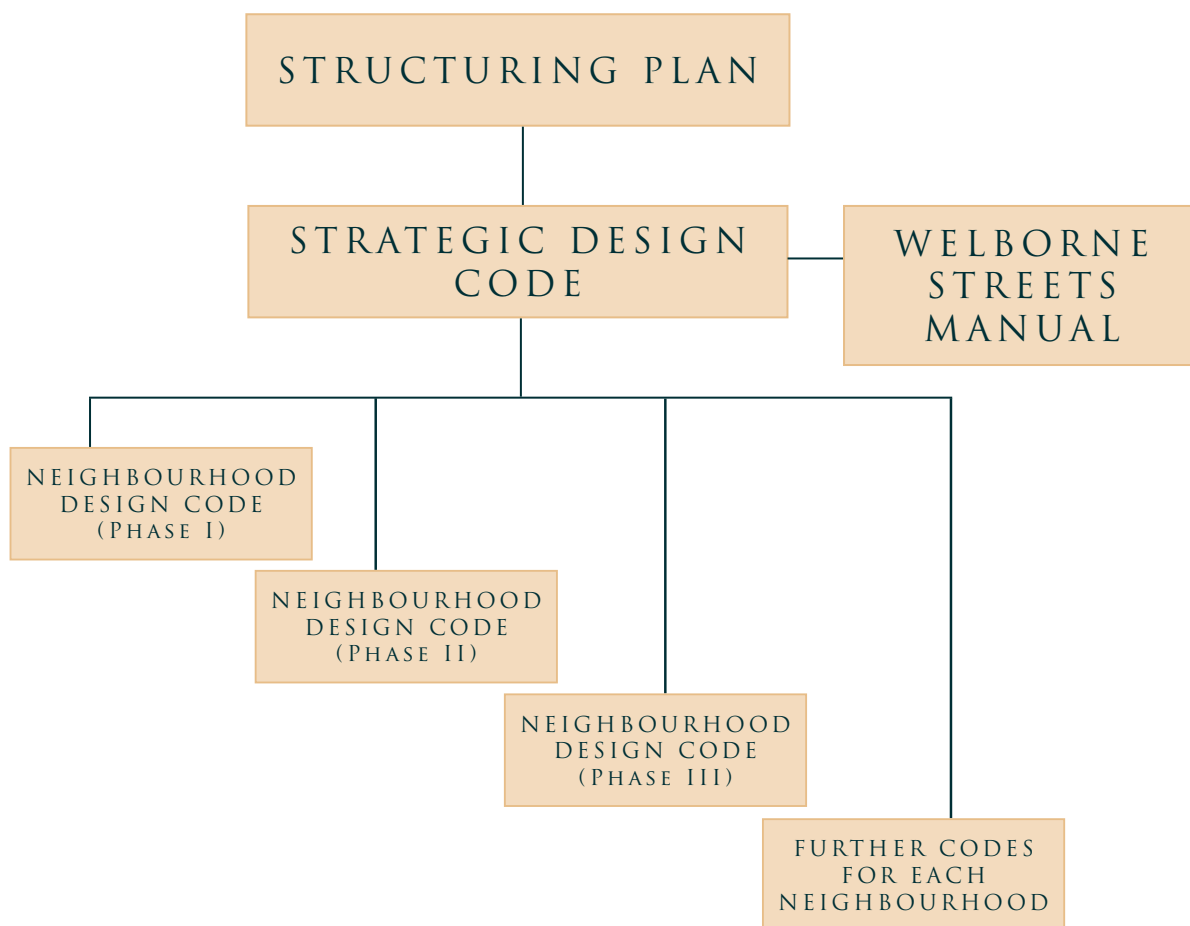
STRATEGIC DESIGN CODE

Buckland is taking a hierarchical approach to coding, as illustrated by the following diagram. At the top of this hierarchy sits the Structuring Plan. The Structuring Plan identifies key elements of the development and high-level principles. These

Guidance may include:

- Typical street design, including highway, footpaths, cycling routes, servicing/refuse, boundaries, building height, planting, lighting and on-street parking
- Treatment of sites of public space and play areas
- Treatment of key views and non-residential buildings
- Palette of main materials

The Code will be informed by and work in conjunction with the Welborne Streets Manual (see below), which will form an appendix to the Strategic Design Code.



NEIGHBOURHOOD DESIGN CODES

Sitting beneath the Strategic Design Code will be a series of Neighbourhood Design Codes for the distinct phases of development. These will be produced to time with the advancement of the phases. Building on the principles of the Strategic Design Code, the Neighbourhood Design Codes will provide more detailed guidance on street, block, building and landscape design to reflect and support the four designated Character Areas and enforce the specification for a high-quality environment.

This guidance may include:

- Boundary treatments
- House facades
- Rooflines
- Street furniture
- Planting species
- Parking arrangements
- Materials palette

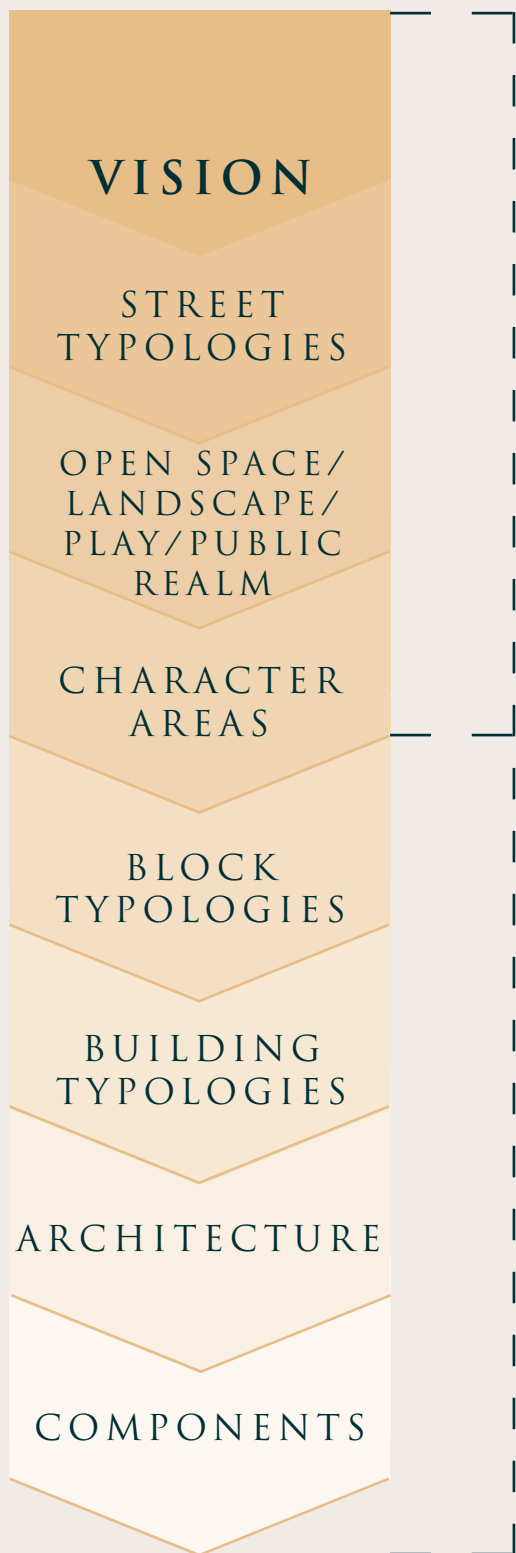
The Codes will be reviewed alongside the WGVT periodically to ensure that the Trust is content with their specifications from the perspective of its maintenance responsibilities over the long term.

For each phase of development, the Code will be submitted to and approved by FBC, thereby providing another layer of oversight for the Council. It will thereafter form part of the approved planning permission for Welborne, and against which all separate reserved matters applications will be determined for that phase.

FLEXIBILITY

The objective of the Codes is not to dictate detailed architectural style. They will not impose such a level of prescriptiveness that they straitjacket the development. Rather, by establishing a framework that the Master Developer and housebuilders must adhere to in developing the Garden Village, the Codes will bring confidence and clarity to all parties involved. This certainty, in turn, can quicken the pace of development.

It is essential that the Codes enable a balance between ensuring appropriate delivery of the Garden Village vision and some flexibility for the delivery of architectural variety and excellence at the individual building level. To help facilitate this, Buckland will establish a 'thermometer principle' within its coding documentation.



STRATEGIC DESIGN CODE

NEIGHBOURHOOD DESIGN CODES



THERMOMETER PRINCIPLE

The thermometer principle provides:

- a) an additional layer of design control
- b) a richer urban experience by creating a tapestry of 'background buildings' and more significant sites

Areas of the masterplan will be given a specific 'temperature' ranging from cold to warm to hot that identifies the required level of design coding. Cold areas will have the lowest degree of control criteria and hot areas will have the highest. Cold areas will generally allow for more design discretion and a wider choice of acceptable options, whilst hot areas will have to meet more rigorous and defined requirements.

The principle fosters the balance between 'background' and 'focal-point' buildings that can be found in the urban fabric of historic, organically grown towns. Areas deemed hot will include, for example, public frontages within the Village and District Centres or those facing onto Welborne Park. These are the focal points of the urban fabric – the most visible areas of the scheme that have the most palpable impact upon the community's physical identity, where ensuring a high-quality approach is of greatest significance. This will allow



Whilst the Strategic Design Code will elucidate wider principles such as street design and planting (opposite), the Neighbourhood Design Codes will provide more detailed guidance on elements such as materials (right)

the delivery of 'landmark' individual buildings at appropriate locations that aspire to architectural distinction or innovation. Cold areas are those such as warehouses within the M27 employment area located away from the main frontages or residential development away from main roads. In these 'background' locations, design would still be guided by the Strategic Design Code and relevant Neighbourhood Design Code, but greater flexibility will be acceptable.

TOWN ARCHITECT

To add an extra level of review against inconsistent development and to safeguard construction quality, Buckland will appoint a 'Town Architect' as part of the retained project team, who will review proposals for residential, commercial and public realm schemes. Their remit would be to focus in particular upon the 'hot' areas as defined by the thermometer principle. Their role would be to monitor planning, design and construction throughout the lifetime of the project, by, for example approving housebuilders' working drawings.

WELBORNE STREETS MANUAL

Great places are more than the sum of their buildings. An essential ingredient is the public realm and movement patterns that knit everything together. Far too often, the early aspirations for good streets in new developments are diminished by a non-coordinated design process that does not allow for the creation of the human-scaled, tree-lined streets that we see in the enduringly successful towns and villages of the UK. Buckland, therefore, is working closely with HCC and FBC to develop a bespoke strategy to ensure this does not happen – the Welborne Streets Manual.

The Welborne Streets Manual will play an integral part in shaping the form that Welborne will take. It is a key guidance document, whose principles will be integrated into the Strategic Design Code. Whilst it will be a standalone document, it will sit as an annexe to the Strategic Design Code. It is being

SEVERAL GOLDEN
THREADS
DISTINGUISH
THE APPROACH
TO DELIVERING
WELBORNE. TWO
OF THE MOST
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THE WELBORNE
STREETS MANUAL





DESIGNING STREETS FOR PEOPLE, NOT JUST CARS

Opposite: Poundbury street scenes;
Right: Upton, an urban extension to Northampton begun in 2004. The Welborne Streets Manual will set out a methodology for street strategies and layouts, including street hierarchies, traffic calming, parking and sustainable urban drainage

drafted through a series of hands-on workshops with officers to give certainty to the design of streets so that they:

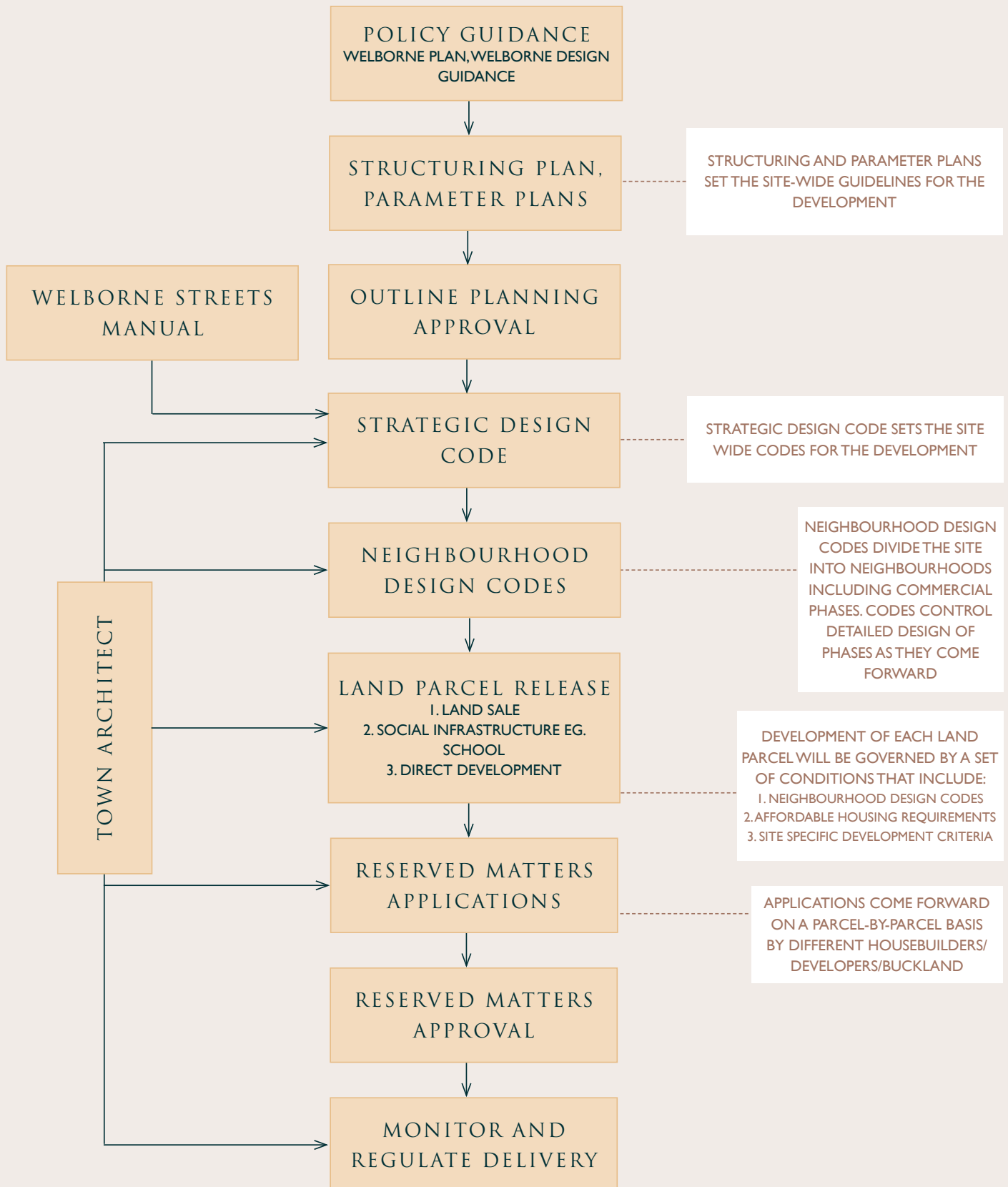
- work at an appropriate scale
- can be tree lined
- accommodate utilities, lighting, parking and highway geometry
- ensure good-quality materials can be used and adopted

The Manual sets out an approach to elements such as signage, street widths, junction form, block form, parking, lighting and materials. It will help underpin the quality of spaces that are to be created and will give certainty to developers and councils that these elements can be delivered.

Formal endorsement from Hampshire County Council of its design principles at an early stage will simplify the adoption of new roads, ensuring that the masterplan is not undermined through the road adoption process. Buckland will seek to agree its design standards with HCC, including street furniture and lighting.

This is not to say that Buckland will fetter successful placemaking within adoptable standards. As a bespoke community, its physical fabric will require a bespoke approach. Whilst it is Buckland's aspiration that roads and associated infrastructure will be adopted, if good placemaking requires a non-adoptable road type, then Buckland will go ahead and build it and it will be managed by the not-for-profit Welborne Garden Village Trust (see Section 4b).





4d. APPROACH TO LAND SALES

One of the most powerful ways in which Buckland can ensure quality and consistency in the realisation of Welborne is by its control of how land is released for development as part of its role as master developer. During the life of the development, Buckland will deliver serviced land parcels that will be brought to the open market and offered to selected housebuilders for development.

The overriding objective behind Buckland's approach to land sales, whether residential or non-residential, is to deliver a high-quality environment. This is key to its role as Master Developer. Its strategy to achieve this is predicated upon four principles:

- **Phased land release**
- **Investing in enabling physical and social infrastructure**
- **A mix of housebuilders, with a focus on local and regional builders**
- **Control of design and safeguarding of the original vision through the hierarchy of design codes**

PHASED LAND RELEASE

Land release to the housebuilders will be a controlled, phased process. Programmed phases allow the coherent and efficient provision of infrastructure, a critical mass of development, as well as focus and synergy. It allows for a learning process to take place and can be used to alter the rate of development in response to economic or market factors at any given time. Moreover, it is a means of safeguarding the built output of the housebuilders; they will only secure future phases if they adhere to the masterplan and vision on past phases. All partners are thus incentivised to create long-term value.

The delivery of the neighbourhoods will be timed to tread a careful balance between pragmatism and placemaking. The phasing is so distributed that it minimises competition between housebuilders working simultaneously on adjacent plots with the same product, yet not at the expense of delivering the physical and civic infrastructure necessary for a sustainable community.

In order to generate long-term value growth, Buckland will implement certain elements of social infrastructure or public realm within a phase prior to the housing.

ENABLING INFRASTRUCTURE

Buckland will assume responsibility for all site-wide physical and social infrastructure (barring M27 Junction 10 and the strategic highway network). It will design, bring forward planning applications, fund and implement the enabling infrastructure works in stages as the development progresses to provide serviced development plots with required utilities, drainage and access infrastructure as well as social infrastructure such as playgrounds, parks and health facilities. The responsibility of housebuilders will begin and end with the house plots that they purchase.

This is a costly undertaking, but will provide long-term benefits:

1. It will create a robust context for development that will offer certainty for Buckland's housebuilder partners, stakeholders and occupiers.
2. Housebuilders will be able to offer good land values, because their risk will be mitigated.
3. Buckland will secure consistency and quality of outcome, timeframe and hold a long-term economic stake in the development.

In simple terms, by not relying upon housebuilders to install infrastructure, Buckland will gain an extra level of control over the overall direction and standard of the scheme.

MIX OF HOUSEBUILDERS

Buckland's Land Sale Strategy will seek to encourage offers from the full spectrum of housebuilders –



Opposite: Tornagrain, a new town being built in the Highlands. Phase 1a is being delivered by two SME housebuilders

large to small – to deliver Welborne's housing over the duration of the build. The approach to this will be nuanced. Buckland plans to work with national, regional and local SME builders, to achieve a balance between speed of delivery and flexibility in business model that is necessary for a bespoke place like Welborne. Emphasis will be placed on small-to-medium housebuilders, which will be allotted the most prominent parcels – such as those on Welborne Way, Knowle Road, the Village Centre and other landmark or civic buildings. The more individualised approach of SMEs will ensure that key areas have an increased architectural status and quality, supported by the appointment of a Town Architect.

This multi-layered approach will ensure that Welborne will stand in contrast to the homogeneity of many volume-build sites. This is fundamental to its placemaking agenda, but it will also have a positive impact upon the project's pace and, therefore, community creation. The diversity creates a context in which multiple housebuilders can work on site at any one time, offering different types of homes, at different price points, with different tenures. By providing differentiation within the site, Welborne will cater for a range of separate, non-overlapping markets simultaneously. Given that there will be negligible competition between these markets, Welborne will have capacity to generate and maintain an accelerated overall rate of build out.

ENSURING QUALITY

Buckland is committed to selling the land for the build out of each phase in a way that it retains control over the quality of development. It will do this firstly, through the land transfer process and obligations to adhere to the relevant design codes; secondly, through the oversight of the Town Architect. In the first instance, land will not be released unless Buckland is confident that housebuilders can achieve the standards and quality as set out in the design coding documentation. In the second instance, its Land Sale Strategy sets in place mechanisms that prevent housebuilders from deviating from the overarching vision for Welborne at any stage.

LOCAL HOUSEBUILDERS FIRST

Buckland will prioritise small local and regional housebuilders in delivering the Garden Village. They bring numerous advantages, notably quality workmanship, opportunities to diversify the housing market and faster internal decision-making processes. What is more, using local labour and supply will bring tangible benefits to the area's economy, meaning Welborne will result in immediate value to local businesses and people.

On the basis that the land will have the benefit of outline planning consent, serviced residential parcels will be brought forward for sale by one of the following routes:

1. Parcels are sold subject to reserved matters approval. (Preferred approach. Housebuilders will submit design proposals alongside their financial offer.)
2. Parcels are sold accompanied with reserved matters approval. (Reserved matters applications will need to adhere to the relevant Design Codes and will not proceed unless approved by Buckland.)
3. Parcels are sold with build licences or building leases, with land ownership not changing until the unit is completed. (Compliance with the Design Codes would form part of the licences. This model is particularly valuable for design-critical elements of the scheme.)

At the start of the procurement process, and before housebuilders submit offers for parcels, they will be given a suite of documents that sets out the approach to developing Welborne. The housebuilders would be obligated to adhere to any conditions set out therein. This suite will include, inter alia:

Opposite: Poundbury terrace housing. Welborne will include terraced streets to provide high-density, affordable houses

- Development brief prepared by Buckland
- Strategic and Neighbourhood Design Codes/ Welborne Streets Manual
- Marketing and Branding stipulations
- Welborne Garden Village Trust obligations
- Affordable housing neighbourhood requirements
- Requirement to employ an architect and to work with the Town Architect

Essentially, any uncertainties or moot issues will be designed out. By ensuring that the housebuilders are aware of, and comfortable with, the bespoke route that Buckland is pursuing from the outset, the process will be rendered quicker and more straightforward, and Welborne's placemaking objectives will be secured.

In selecting housebuilder partners, Buckland's choice will be informed by the most appropriate party for the specific area being brought forward for development (noting its preference for SMEs for prominent parcels). It is anticipated that the Town Architect will be used to assist in the assessment process.

The development of non-residential components will also be subject to the same quality-control mechanisms. In key areas, such as the Village Centre, Buckland intends to develop the non-residential elements itself to ensure they are delivered to the right standards at the right time.

Lastly, the Town Architect will provide an additional measure of quality control in monitoring and regulating the built output as each phase of the scheme is completed.

AFFORDABLE HOUSING

As part of the land transfer agreement, housebuilders will, where applicable, enter into an agreement with a single, selected affordable housing Registered Provider (RP) to deliver Welborne's allocation of affordable accommodation. This is a bespoke approach. Traditionally, the approach to

housing development follows a pattern in which a landowner sells serviced parcels to a housebuilder. The housebuilder is then solely responsible for entering into separate agreements with an RP to deliver the affordable housing; there is no contract between the landowner and the RP. On large sites with multiple phases, this model results in a number of RPs managing the affordable housing. The outcome is disjointed affordable housing management, with varying standards and management arrangements across a single community. Furthermore, the fragmented nature of affordable housing provision means that no one package has sufficient scale to sustain any additional amenities, such as establishing a management office on site.

Buckland wants to avoid this outcome at Welborne, and will use its role as Master Developer to do so. To this end, it will partner with a single affordable housing RP across the lifetime of the project to ensure consistency of governance and management. When a housebuilder enters into a land sales contract with Buckland, it will be placed under an obligation to work with this RP. The RP will deliver and manage the Garden Village's affordable housing across all tenures and all products in perpetuity.

Under this arrangement, Buckland anticipates that the RP would establish an office in Welborne to address the day-to-day management and work with the residents to tackle any issues before they become a problem. The RP would be a member of the WGVT Board, reflecting their stake in the successful running of the community. This approach can only be achieved effectively with scale.

Given the 20-30-year lifespan of the project, flexibility will be in-built into the affordable housing strategy and Buckland will work closely with FBC to ensure it can reflect changing needs. Up to 30 per cent of homes (equating to 1,800 homes) at Welborne will be affordable, and distributed tenure blind across the development.



4e. DELIVERING SOCIAL INFRASTRUCTURE

Welborne has always been about more than meeting local housing targets; it is about creating a place where people want to live, work and play, with the amenities and infrastructure that enables this to happen.

Buckland is committed to cultivating a rounded, sociable and healthy community at Welborne. Its long-term investment in the community and its role as Master Developer creates considerable scope to innovate compared to run-of-the-mill housing schemes. This is a real opportunity to usher in an approach to development that recognises the core contribution that a good-quality urban environment makes towards improving wellbeing, social cohesion and economic development.

EDUCATION

Welborne will incorporate childcare provision and a total of four new schools: three primary schools and one secondary school. Their delivery will be guided by an Education Strategy, determined by the aforementioned Education Steering Group.

The first primary school will be situated nearby the Village Centre, and will be brought forward within the first five years. The funding of the school sites will be secured through the S106 agreements as well as details of who will design and construct the first school. The design of the schools will be required to adhere to the Strategic and Neighbourhood Design Codes, in addition to the normal statutory planning process.

There will be a need for approximately 350 childcare and 175 pre-school places at build out. It is anticipated that Welborne will include four childcare/nursery facilities in total, and Buckland is exploring the potential to develop and lease the premises itself. The first will be delivered within the early years of the development in the Village Centre, with the remaining provision staged in line with the development phases.

SPORTS AND LEISURE

A variety of formal and informal resources will be delivered across the lifetime of the development (including initial phases) to provide opportunities for

sports, games and leisure within the new community. Pitches, courts and greens will comprise standalone designated sports facilities, while sports facilities will also be co-located within parks and schools. They will be well connected via footpaths and cycleways to ensure all residents have convenient and safe access to recreational opportunities.

At this stage, it is anticipated Buckland will deliver all of the sports and leisure facilities. However, it may explore opportunities to work with a specialist sports organisation/operator to deliver and manage some of the facilities.

It is not just a matter of delivering the facilities, however. To encourage an active, healthy population, Welborne's Community Developer Worker will work with the WGVT, adjoining communities and Garden Village residents to:

1. Advise on the delivery programme for sports and leisure within the development
2. Establish links with existing facilities in the wider area
3. Collaborate with other interested parties, such as The Ramblers
4. Initiate new groups within the community, such as a running club or Scouts sections
5. Produce a programme of activities, such as a Welborne fun run or cycle challenge

HEALTH

Welborne will include healthcare provision. Buckland will work with FBC, the Clinical Commissioning Group and local surgeries to develop and deliver a sustainable solution for the community's short-, medium- and long-term healthcare. This not only covers GPs surgeries, but also district nurse, dental, physiotherapy, osteopathy and pharmaceutical services.

In the early years, Buckland aspires to build an interim health facility on site to cater for the emerging community and to work with local practices to deliver healthcare services.

EMPLOYMENT

The development will include a diversity of employment spaces to bring all types of businesses, both established and start-ups, into the Garden Village. Welborne will deliver up to 10,000 square metres of retail and up to 105,000 square metres of business floor space, including offices, R&D, industrial and warehouses to offer a range of retail and employment opportunities built to the same high standards as the rest of the Garden Village. The type, size and nature of these spaces will have an eye to flexibility, cognisant of the changing trends in retail and office patterns. Located within the Community Hub, Village Centre, District Centre and the M27 business quarter at the Junction 10 gateway to the development, the provision of this employment space will be fundamental to delivery and placemaking. It will lay the foundations for a diverse employment base in order to minimise outbound commuting and encourage residents to spend more time within the community.

Employment land and associated infrastructure will be located in the right places and released at the right times to facilitate economic growth, innovation and the creation of a holistic community. This involves identifying the appropriate types of tenants that will harmonise with and support the Garden Village vision. It is important that Buckland is in a position to capture opportunities during the 20–30-year delivery span and it will, therefore, seek opportunities to enter into early dialogue with specialist commercial developers.

The M27 Junction 10 business quarter is a particular focus of Buckland's aspirations to make Welborne the best place along the M27 corridor. It will look for future opportunities to apply for enterprise zone status, to boost the site's ability to attract investment and generate jobs.





5. LAYING THE FOUNDATIONS

The initial stage of development is, arguably, the most important. It is an important opportunity to establish a high benchmark at Welborne. By getting it right, Buckland will set the tone for quality and placemaking, establishing a standard for the future phases to meet and differentiating Welborne from other large-scale schemes. But what will Welborne look like in these early years? What can the pioneer residents expect?

Opposite: Alresford, Hampshire. From the outset, Welborne's housing will draw on the traditional Hampshire vernacular and urban morphology to invest it with a true identity; Right: A play area will be opened within the first two years of occupation

The first area of Welborne to be built will be that surrounding the Village Centre at the junction of the existing Knowle Road and the new Welborne Way, which will be the Garden Village's primary north-south thoroughfare. The existing Knowle Road will provide direct access from the A32.

During the first five years (Sequence One), we'll see up to 750 houses rising in the neighbourhoods surrounding this nucleus. The first impression will be one of quality: attention to detail, architectural variety, integrated planting. These will be homes of different shapes, sizes and tenures, built by a number of different housebuilders. Even at this early stage, residents will experience a true sense of Welborne as a socially rounded community in which to live. Different sized properties will attract residents at varying life stages. Private and rented housing (whether rented at full-market rate or via a housing association) will be indistinguishable in their external design from one another and sit side by side, resulting in neighbourhoods that span social demographics and ages.

Each neighbourhood will have its own identity, reflective of varying approaches to planting patterns, building lines, architectural detailing and so forth, but all will be recognisably 'Welborne' thanks to the framework of design coding that will shape and unite the Garden Village. At least two or more housebuilders will be working on site at any one time, to ensure pace of delivery. Buckland will already have implemented the enabling infrastructure for these plots to accelerate the pace of delivery even further.

The residents of these first homes will soon have access to shops and community facilities only a short walk away. At the same time as the first

houses are being built, Buckland will be starting work on the fabric of the Village Centre. Like the homes, this will be built to an impressive quality. The Village Centre sits at the crossroads of Welborne Way and Knowle Road, putting it at the epicentre of the early community. Here, residents will find a small selection of local shops, services and interim health provision – places such as a café, veterinary practice, pharmacy, bakery or nursery, for example – that means they can answer many daily needs without







Opposite and above: The Village Centre will be a focus of life for early residents; meanwhile, the first primary school is scheduled to be under construction within the first five years

getting in their cars. With the first phase of the Village Centre scheduled to be complete within three to four years, it will be an active focal point for the emerging community where new neighbours can bump into one another.

The shops are not the Village Centre's only draw. The community hall will be brought forward within the early years. This will be an architectural showpiece for all of Welborne to enjoy – a flexible, local resource that hosts anything from pre-school playgroups to farmers' markets. It will quickly embed itself as an indispensable feature of Garden Village life.

Only a stone's throw from the community hall will be Welborne's first primary school, construction of which is scheduled to begin within the first five years to establish an incentive for prospective residents (timing to be decided in conjunction with the local authority). As a new, holistic community rooted in Garden Village principles, Welborne will be an attractive location for families. From the earliest phases, therefore, it is anticipated that there will be a significant number of children and young people living there and Welborne will incorporate childcare provision and schools in line with the growth of the population.

Welborne's schools will meet the needs of the growing community not only in pure educational terms, but also by becoming assets for the whole population. For example, it is anticipated that, especially in the initial years before standalone sports facilities are built, temporary play areas will be provided and an agreement will be made with the schools provider to enable pitches to be available for local sports teams or buildings to be used for community events out of school hours.

This integration of different uses in and around the Village Centre will make it a vibrant and active place to be, at all times of day.

From the Village Centre, residents will be able to make use of the pedestrian link to Dashwood woodland. Spanning over 38 hectares, this woodland will become a much-loved amenity for walkers and joggers that will be ready by the time the first residents move in. Plans include the upgrading of the existing footpath 23a through the western part of the wood to a bridleway. By the time Welborne's first inhabitants move in, wider access to Dashwood will be established, complete with way-markers, an interpretation board and a 2.8-kilometre footpath. As the





Opposite and above:
Early residents will
be able to enjoy
Dashwood woodland
and community
events, organised
by the Community
Development Worker

adjacent residential neighbourhoods are progressed, strong green infrastructure links will connect homes to the woodland.

Welborne's other natural spaces and green amenities will be completed in phases as the Garden Village progresses, but in the meantime its residents will also benefit from a temporary new circular route to the north of the site providing additional countryside walks. Together with Dashwood, this will not only prove to be a resource for Welborne's community alone, but also for the wider community. A car park off Knowle Road will be added to cater for visitors to Dashwood from outside Welborne. These visitors may, in turn, stop off at the Village Centre café after their walk, thereby bringing additional lifeblood into Welborne's heart.

Dashwood, the other open spaces and the community hall are envisaged to play a part in the Garden Village's social life from the outset, the site of localised events such as dawn chorus walks, Easter egg hunts or quizzes that could be organised by the Community Development Worker. The Community Development Worker will be a familiar face to the earliest residents, with a permanent,

on-site presence in the Garden Village. Funded by Buckland in the early years, they will be employed by the Welborne Garden Village Trust (WGVT), a large part of their role being to plan events that bring the young community together.

The WGVT will be in place by the time Welborne welcomes its first inhabitants. The Trust will give residents a differentiated experience, bringing tangible benefits to everyday life. Its role in maintaining the communal parts of the Garden Village and regulating against inappropriate alterations to properties will mean that the Welborne vision is safeguarded in perpetuity. With each homeowner automatically becoming a Trust member, it will be a real opportunity for residents to take ownership of their community and have an impact upon its daily management and social life.

Even the early residents will be able to experience the sense of a holistic community that underpins the Welborne vision. Delivery of the M27 Junction 10 alterations within Sequence One will open up the employment site to the north of the junction, meaning the potential to bring jobs on site at a timely stage. It is Buckland's intention to invest in employment infrastructure to support local



Left above and below:
Residents will have
practicable alternatives
to the car, notably a
new BRT service and
cycle ways. *Left courtesy
Andi North*

businesses early in Welborne's lifetime. The Garden Village will be a complete urban ecosystem, a place where people can work as well as live. For those residents that want to work from home, the provision of fibre optic gigabit broadband to every property will mean that they are able to do so from the moment they move in.

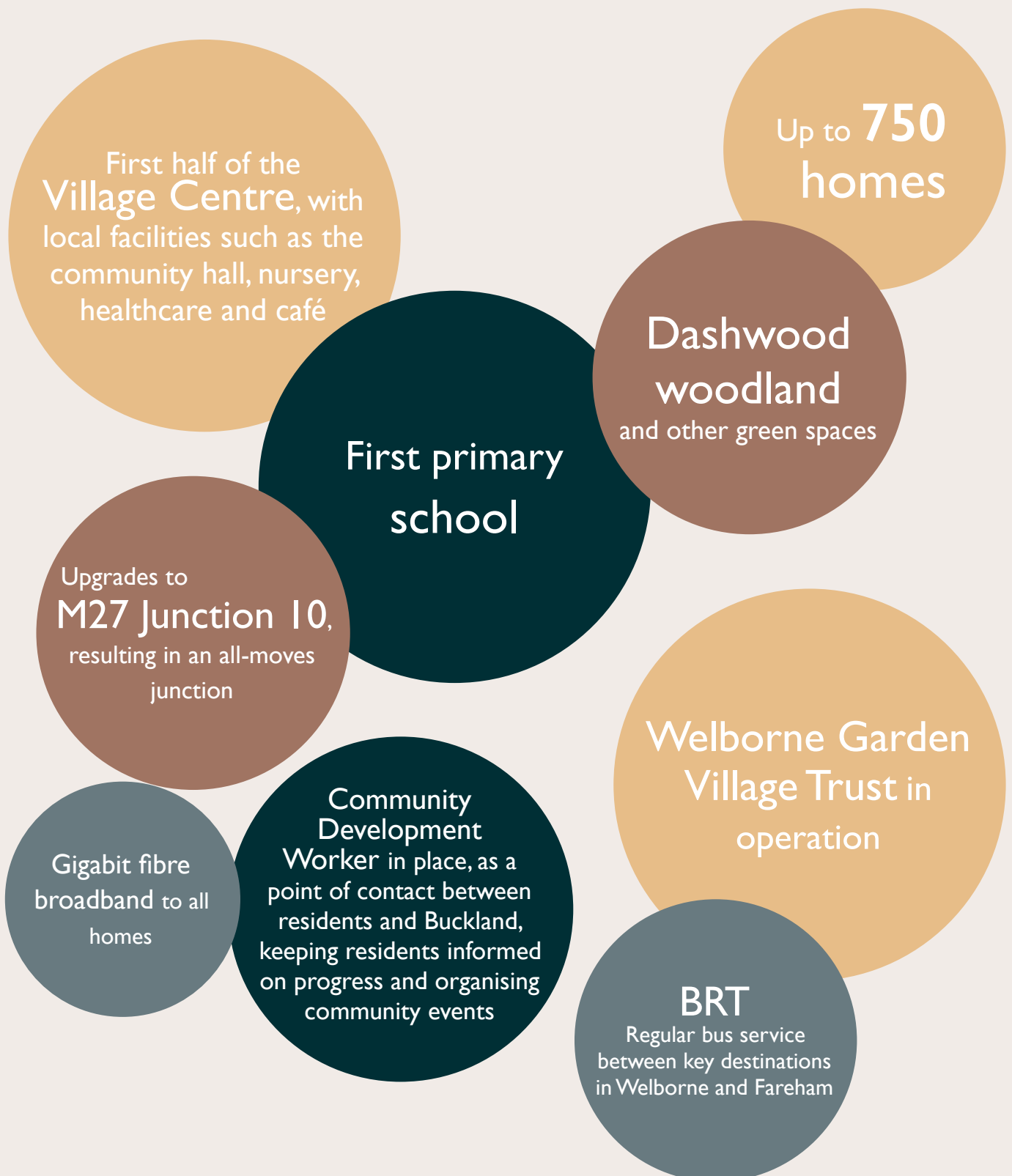
For those residents that do commute out of Welborne, whether for work, education or leisure, they will have a quick and sustainable means of doing so. Welborne Way, scheduled to be completed within the formative years of the development, will provide a north–south connection across the Garden Village to complement Knowle Road's existing east–west route. The new BRT bus service will make use of Welborne Way to link the Village Centre with Fareham Railway Station, Fareham town centre, plus onward connections to Gosport. Modelled on the successful Eclipse service, buses will run every 10 minutes even in the early days, thanks to a plan to subsidise the service. By facilitating public transport for travel outside Welborne, and pedestrian and bike journeys within Welborne, the Garden Village will quickly become established as one of the most sustainable communities in Hampshire.



Welborne is expected to take 20-30 years to be realised as a whole. Buckland, however, is resolute that even the first occupants will not feel like they are living on a building site without social infrastructure. The Garden Village has been planned so that each generation of inhabitants experiences a true sense of place. From the outset, Buckland will lay the foundations for a rounded, inclusive, sustainable and social community, so that residents will have access to the amenities – school, shops, playground, parks, transport – that will make Welborne a great place to live and work from day one.

WITHIN THE FIRST FIVE YEARS

WELBORNE RESIDENTS CAN EXPECT...



6. THE BUCKLAND TEAM

Established in 2006, Buckland Development Ltd is part of a group of Winchester-based companies that together bring a bold, agile and creative approach to a range of complex projects. The group includes Buckland Capital Partners Ltd and Portchester Equity Ltd. Buckland Development Ltd's in-house project team and supporting specialist consultants comprise property sector professionals with expertise in property finance, engineering and project management within the public and private sector.



MARK THISTLETHWAYTE
Chairman

Mark established Buckland Development Ltd in 2006 to ensure his long-term vision for Welborne could be realised. As a local proactive landowner and the principal

behind Berewood, a 2,650-home development in Hampshire in joint venture with Grainger Plc, Mark provides the strategic direction to, and vision for, Welborne. He has had significant experience of funding and developing financial solutions for large-scale residential-led property schemes and investments for both corporate and institutional clients during his financial career with James Capel, Cazenove and LCF Rothschild. This knowledge and capability provide the innovative commercial and financial direction needed to deliver a project of the complexity of Welborne.

residential sector and has overseen the delivery of large-scale, complex schemes such as Wellesley in Aldershot and Berewood, Waterlooville. While at Grainger Plc, John also set up and managed Grainger Trust Ltd which, as a subsidiary of Grainger Plc, is a Registered Provider of affordable homes. Prior to that, John started his career working for Bryant Homes and Taylor Woodrow. John brings first-hand experience and best-practice knowledge relevant to the creation of a large new community such as Welborne.



PAUL LAMBERT
Finance Director

Paul manages the finances and accounts across Buckland Development Ltd, Buckland Capital Partners Ltd and four of the businesses within Portchester

Equity Limited group. His financial modelling expertise is particularly applicable to the financial complexities of the Welborne project and allows Buckland to effectively map a commercially sustainable level of delivery over such a long-term project. Before joining the Buckland team, Paul was the Finance Director of a substantial national property-owning and management group of companies.



JOHN BERESFORD
Managing Director

John leads the team at Buckland Development Ltd, having previously run the strategic land business at Grainger Plc. He has over 20 years' experience as a developer in the



**PAUL
WILLOUGHBY**
Project Director

Paul is a Chartered Accountant with director-level experience in both the financial and property sectors. This included a senior role with McCarthy & Stone Ltd, which

involved land valuation, acquisition and business direction. He also has previous experience as a quantity surveyor on a range of building projects including private and social new-build housing, redevelopment and refurbishment. Paul is one of the project directors on Welborne focusing on project financials and strategic issues.



PAUL STEWART
Technical Director

As a qualified Civil Engineer, Paul is responsible for overseeing the strategic and technical infrastructure works across Welborne, including roads, access, utilities and sustainable

drainage. His experience in large complex residential and commercial development projects has seen him manage all technical aspects from feasibility through planning to detailed design and construction on site. Paul has also worked for developers on the design of on-plot levels and infrastructure to serve the houses.



FIONA GRAY
Project Director

Fiona has a range of technical and commercial experience. She began working in the property and construction industry in 1990, starting out as a site engineer for a major UK construction

company and housebuilder then moving to project manager roles for a global engineering consultancy. Prior to joining Buckland in 2008, she was Divisional Director within the Merger & Acquisition division of Willis Ltd – working for both public and private sector clients advising on environmental risk management issues in large and complex projects.



DAVID GRIFFITHS
**Non-Executive
Director**

David has worked on the Welborne project for over eight years, taking it from its early stages through to outline planning application. He is a Chartered Surveyor with over

30 years' experience in property development. He has been involved in the instigation, planning and development of a number of high-profile, locally prestigious developments such as Ocean Village, Southampton Waterfront and Oxford Science Park. He specialises in strategic development and project management.

7. CONCLUSION

Thanks to the vested interest of the landowner and Buckland and the ambitions of FBC and HCC, Welborne is an opportunity to create a differentiated place – a vibrant, sustainable community that stands the test of time.

Welborne is intended to become a long-term asset for the people of Hampshire, driven by a placemaking agenda – as opposed to housing numbers. What will emerge over the coming years, will be a human-focused, forward-thinking place, informed by the following themes:

- **Distinctive identity**
- **Social cohesion**
- **Long-term stewardship**
- **High-quality design**

Achieving the vision will not be straightforward, but what distinguishes Welborne from the rhetoric of many other large-scale schemes within the UK is Buckland's ambitions and remit as Master Developer.

MASTER DEVELOPER ROLE

As this document has set out, Buckland envisages that this role will guide and shape every aspect of the project, from conceiving and upholding design codes, to investing in key infrastructure, to the direct development of certain non-residential elements, to participating in the stewardship of the community, and much more. Ultimately, it has a long-term vested interest in ensuring that Welborne is delivered to the standard that has been envisioned, and it will effectively manage all aspects of its undertaking to safeguard that the ambitions of all stakeholders are met, if not surpassed.

Buckland's approach will benefit all those involved in the scheme, from the housebuilder partners, to stakeholders, to, most importantly, the future occupants and local area. It will create a robust context for development that will offer certainty as to the shape and direction of the scheme. By always retaining an extra level of control over the overall nature and quality of the scheme, Buckland will secure consistency of outcome.

LONG-TERM PROJECT

It is important to remember that delivering Welborne is a long-term project. Build out is expected to last from 20-30 years. Buckland anticipates driving its progress until completion. Over this time frame, it is inevitable that conditions will change. The Delivery Strategy outlined in these pages is not intended to be ironclad; flexibility in approach is needed to respond to alterations in the market.

The phased approach to development that Buckland is pursuing will permit responsiveness to change in line with the vision, as steered by the partnership created through the Welborne Place Board. It results in a situation where everyone involved is incentivised to create long-term value, delivering the type of place that future generations will cherish.

We only have the scope here to give but a flavour of what Welborne will become. There's much more to the Welborne story. If you would like to find out more, please get in touch:

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 **@welbornegardenvillage**

