

# 122 Affordable Homes for Cheltenham

YOUR OFFICER RECOMMENDS THIS APPLICATION FOR APPROVAL

**“ YOUR OFFICER STATES:**  
...taking into account all of the economic, social, and environmental aspects of the application, and paragraph 11d) of the NPPF, on balance, officers are satisfied that the proposed development is one that should be supported **”**



**The Folley development is a unique and exceptional opportunity to deliver 122 affordable family homes and a new community park, in a sustainable location within walking and cycling distance of Cheltenham Town Centre.**

CBC's Housing and Economic Land Availability Assessment (HELAA, December 2023) identified the site as suitable for housing and deliverable.

## THE PROPOSALS INCLUDE:



**122 new affordable homes** which will provide families & people a warm, safe place they can call home



**A range of home sizes and types**, offering affordable routes to home ownership, and homes for social rent



**The creation of over 5 acres of new public open space**, accessible to new and existing communities



**A new community park area**, including an equipped playground, together with walking paths, trim trail, informal recreation areas and seating areas for relaxing



**A new larger staff car park for Gardners Lane Primary School**, accessed separately to the residential development



**Energy efficient homes** delivering a 61% carbon saving over Building Regulations and equipped with renewable heating via air source heat pumps and electric vehicle chargers. The development will not connect to the gas network



**A comprehensive landscaping scheme**, sustainable drainage systems and the planting of 190 new trees, contributing towards a 14% Biodiversity Net Gain being delivered on-site



**Pedestrian and cycle connectivity** to local shops and services, nearby parks and leisure facilities, and town centre routes.



**A sensitive approach to the boundaries** of the site including a dark corridor for ecology and to the retained the privacy of neighbours.



# The delivery of affordable homes

## A unique and exceptional opportunity for Cheltenham

People in Cheltenham face significant challenges with the affordability of housing in the borough.

The average house price in Cheltenham is around 9 times the average salary, meaning it is simply an unaffordable place for many people to buy a home via the traditional market route.

This, along with constraints on developable land, has resulted in a significant unmet need for affordable homes.



**Over recent years affordable housing need in Cheltenham has been almost 3 times higher than affordable housing delivery**

Only 477 homes were delivered against a need of 1,275 homes over the past 6 years. It is a crisis which is compounding, as house prices and private rents continue to rise, and owning a home outright has become more difficult than ever.

The delivery of 122 affordable homes at The Folley is a unique and exceptional opportunity for Cheltenham, providing;







14% Biodiversity  
Net Gain delivered  
on-site



## A new Community Park & public open spaces

The plans offer over 5 acres of new public green space, transforming the outlook from Swindon Road with an open, green and welcoming space.

**By opening up this currently private & closed site to the public, the scheme will;**



Promote social interaction for all ages



Promote informal recreation



Promote health and wellbeing benefits



Promote a sense of community



Provide an equipped play area & trim trail



Provide new walking paths and seating areas for relaxing



Contribute towards a 14% Biodiversity Net Gain being delivered on site



The planting of 190 new trees

“ At present our school has no on-site car parking for staff or visitors. The development includes a 40-space car park for the school's use during term time, providing security and safety for staff and reducing roadside parking. The school is currently under subscribed, and the development is likely to provide homes for families with children that would attend, safeguarding and supporting the school within the community. ”

## Economic Benefits



**423 direct and indirect jobs** supported during the build phase



**£203,591 estimated increase** in Council Tax revenue annually



**Commitment to link up with Cheltenham Paint Festival** with community artwork embedded into the development



**Development built by E G Carter,** a Gloucestershire contractor with a track record of delivering local employment, apprenticeships and charity support

## Our Commitments to No Child Left Behind

No Child Left Behind is a project in Cheltenham that aims to help all young people to thrive. As part of this, Aster Group has made three commitments to support children and young people across Cheltenham:

1. Collaborating with local schools to offer construction based learning opportunities to children, such as site tours
2. Ensuring that all children within The Folley have access to high quality homes, fostering a safe and nurturing environment
3. Enhancing local children and young people's access to green spaces by opening up The Folley for a community park and play area



We will work in partnership with local organisations to ensure **No Child is Left Behind...**



## About Aster Group

**Aster Group is a housing association, a Homes England Strategic Partner and a preferred provider of affordable housing under the JCS Affordable Housing Partnership (JCS AHP). We provide quality, affordable homes to thousands of people across the south of England and London. Our vision is that everyone has a home.**

We're committed to playing our part in tackling the housing crisis by delivering a wide range of housing options. Last year, we delivered 997 homes for affordable and social rent, shared ownership and now own and maintain over 37,000 homes. As a not-for-dividend business, we reinvest profits from shared ownership sales to support the development of more affordable homes.

## Conclusion

The application is submitted at a time when the Council can only demonstrate a 2.52-year land supply, whereby planning permission should be granted unless adverse impacts significantly and demonstrably outweigh the benefits.

We are pleased to have worked proactively with your officers to arrive at a positive recommendation to approve this application for a scheme of high-quality affordable homes.

We hope committee members feel able to support the officer's recommendation.