

Ashridge

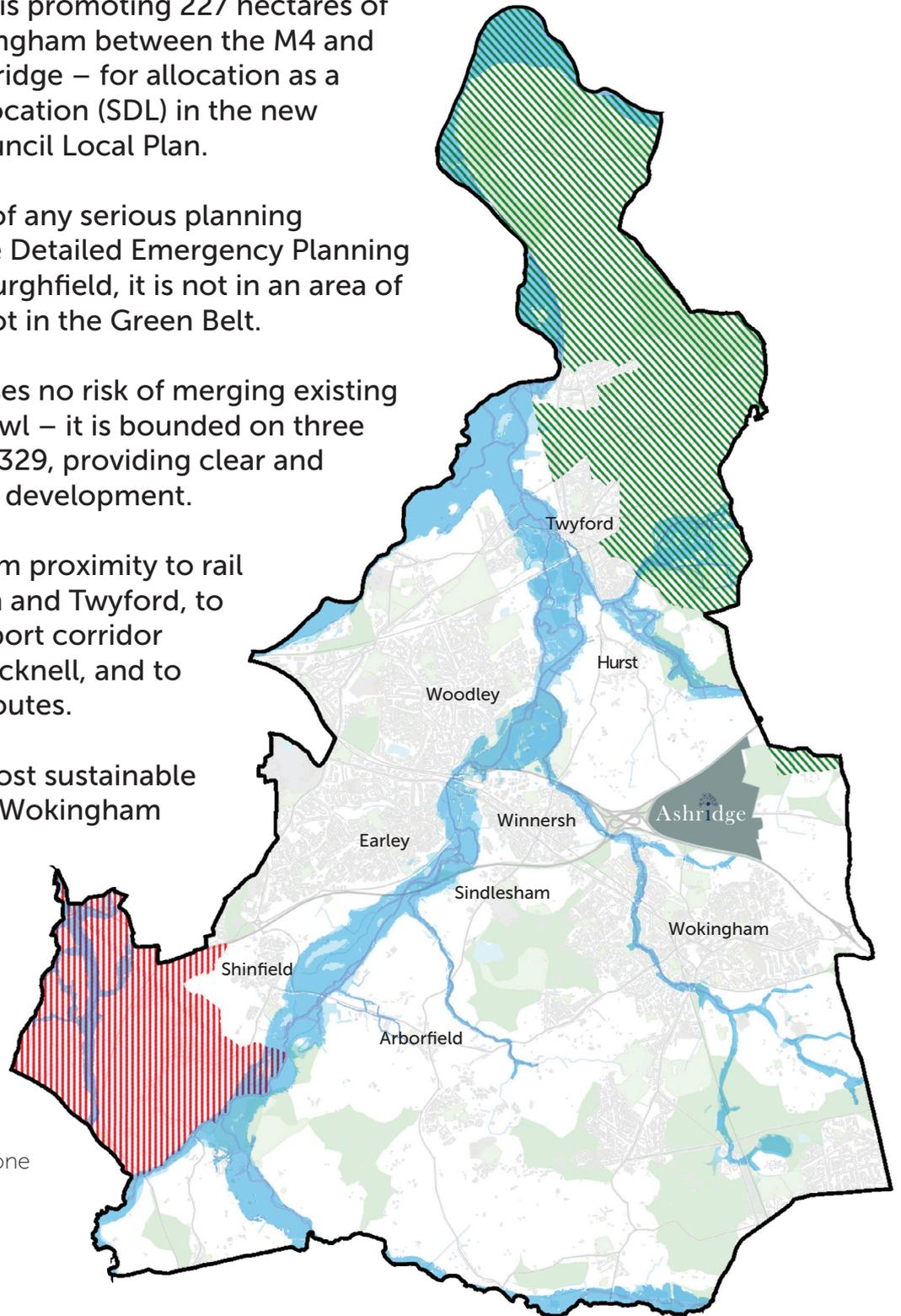
Ashridge Wokingham Ltd is promoting 227 hectares of land to the north of Wokingham between the M4 and the A329 – known as Ashridge – for allocation as a Strategic Development Location (SDL) in the new Wokingham Borough Council Local Plan.

Ashridge is entirely clear of any serious planning constraints. It is not in the Detailed Emergency Planning Zone surrounding AWE Burghfield, it is not in an area of high flood risk, and it is not in the Green Belt.

Additionally, Ashridge poses no risk of merging existing settlements or urban sprawl – it is bounded on three sides by the M4 and the A329, providing clear and immovable boundaries to development.

Ashridge also benefits from proximity to rail services from Wokingham and Twyford, to the strategic public transport corridor between Reading and Bracknell, and to local and national cycle routes.

All told, Ashridge is the most sustainable location for a new SDL in Wokingham Borough.



-  AWE Burghfield Planning Zone
-  Flood Zone 3 (High Risk)
-  Green Belt

Taking advantage of its unrivalled location in the borough, we have formulated a proposal for Ashridge that would deliver all the infrastructure necessary to create a truly sustainable new community:



3,000 energy-efficient homes across six neighbourhoods, including affordable homes, homes for older people, First Homes, self-build and custom-build homes



A District Centre, providing space for a Healthcare Hub as well as retail, employment & recreational uses, and two Local Centres, with space for facilities such as shops, nurseries and live/work units



Two two-form-entry primary schools with Early Years provision. A secondary school could also be accommodated, combining with one of the primaries to create an all-through school



Six 'Energy, Mobility & Community' Hub buildings, one for each neighbourhood. The Hubs would provide community meeting facilities, access to sustainable transport modes, and energy sharing facilities such as solar battery storage



102 hectares of open space, including 46ha of existing woodland, 12ha of sports pitches and a 15ha SANG (Suitable Alternative Natural Greenspace), ensuring a minimum of 10% biodiversity net gain



Three 'Active Travel Crossings' over the A329 for the use of pedestrians and cyclists, creating safe walking & cycling routes into Wokingham, and a north-south 'Greenway' through the centre of the site



An on-site Park & Ride facility with new bus services to Wokingham, Reading, Bracknell and Twyford, encouraging sustainable travel to nearby towns and villages



A new road junction with the A329 from Warren House Road, enabling direct access to the strategic road network and reducing traffic flows on local roads



The latest technologies would be installed at the outset to ensure a low-carbon and ultimately net-zero carbon scheme. These could include 'smart grid' systems for on-site energy generation and distribution, and 'living machines' for wastewater recycling



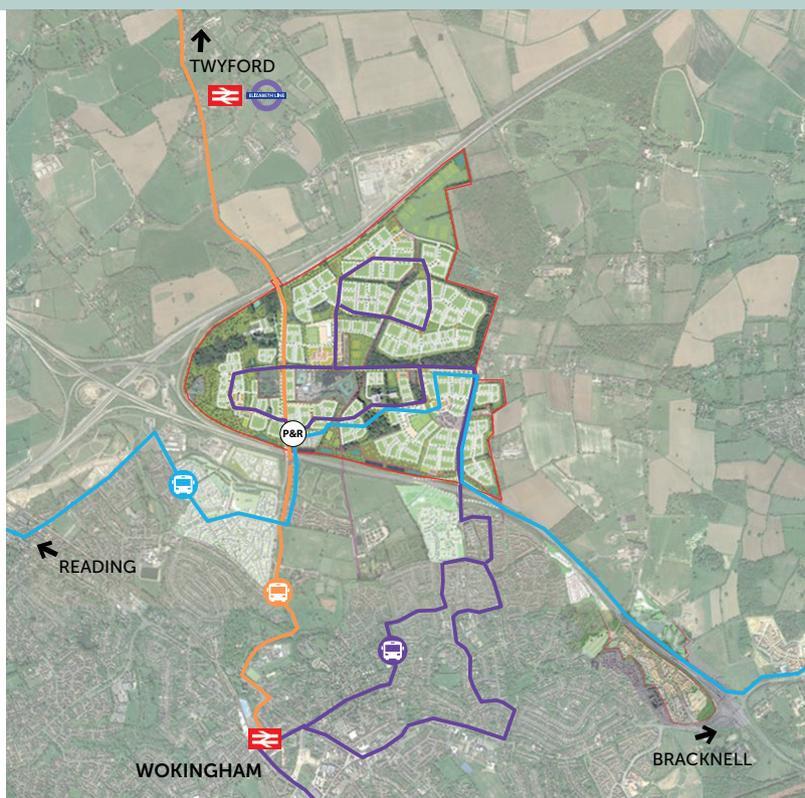
The Ashridge Manor Garden Centre and several other on-site businesses would be retained and incorporated within the scheme, protecting existing jobs and potential employment opportunities for residents



With Twyford to the north, Wokingham to the south, Bracknell to the east and Reading to the west, Ashridge is superbly located to encourage sustainable travel modes, taking advantage of both existing and new bus, rail and cycle connections:

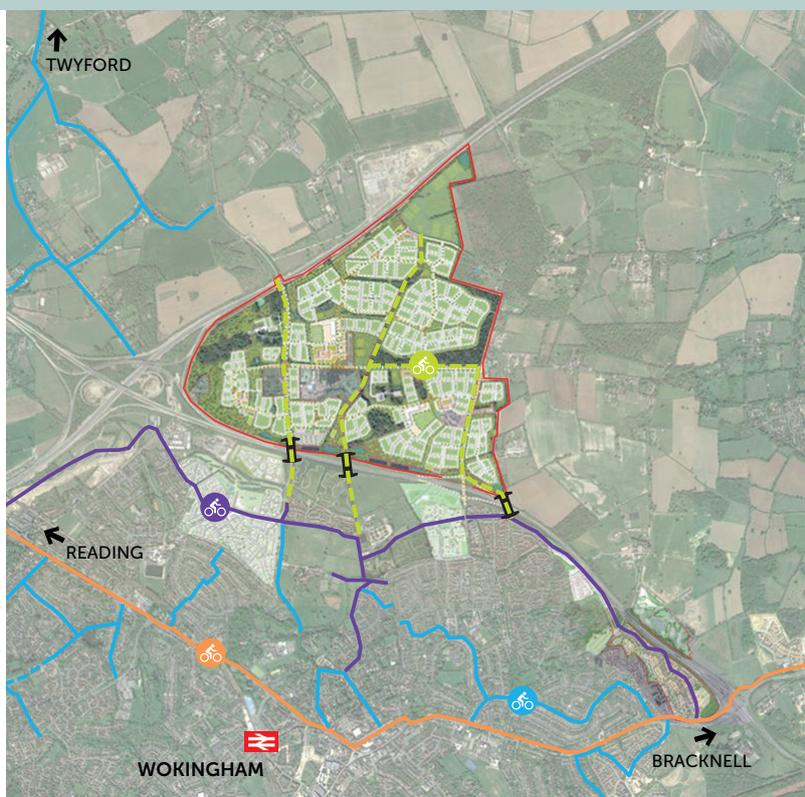
Three new bus services would be provided to connect Ashridge directly with Wokingham, Twyford, Reading and Bracknell:

-  A service between Wokingham and Twyford via Ashridge, connecting to Wokingham and Twyford Stations
-  A service between Reading and Bracknell via Ashridge, utilising the new junction with the A329
-  A service between Wokingham and Ashridge via Dowlesgreen



With three crossings over the A329 for cyclists, Ashridge would connect directly to local & national cycle routes:

-  The North Wokingham Distributor Road provides a safe off-carriageway cycle route towards Reading & Bracknell
-  Quiet links provide cycle routes south into Wokingham town centre and west towards Dinton Pastures Country Park
-  Route 422 of the National Cycle Network (Newbury to Windsor) passes through Wokingham town centre



We hope you agree there are compelling arguments in favour of Ashridge as the leading option for a new Strategic Development Location in Wokingham Borough, and that you will feel able to support its allocation in the new Local Plan.

If you would like any further information about Ashridge or to discuss the proposal in more detail with us, please do not hesitate to contact David McFarlane on 07917 770 475 or at david@spbroadway.com.