



TO : All elected members
Swindon Borough Council,
Civic Offices,
Euclid St,
Swindon
SN1 2JH

By email

26 May 2021

Dear Councillor,

Swindon Local Plan Review to 2036
c. New homes and affordable homes at Pry Farm, Haydon Wick, Swindon

We are a family-owned house builder with over 90 years' experience in building homes currently promoting land for up to 3000 homes at Pry Farm (just west of Haydon Wick), in both the Wiltshire and Swindon Local Plan Reviews.

Of the 3000 homes being promoted, approximately 350 could be on land owned by your council, recognised in your draft 2010 Regional Spatial Strategy; the balance of new homes would be on land in Wiltshire Council's Purton Division.

Your draft Local Plan Review sets out where 20,450 homes could be built in the borough up to 2036; we believe 350 new homes within the borough at Pry Farm could make a significant and positive contribution to helping councillors achieve this target.

Sustainability

- Pry Farm has no statutory landscape or heritage related constraints and in many respects, it is ideal for development being just west of Haydon Wick on the Wiltshire County Council border with all residents being able to link into and access existing and new sustainable transport links.
- We would aim to make new homes at Pry Farm as low carbon as possible.

Deliverability

- Pry Farm has no physical constraints that would prevent or delay development coming forward. The land is suitable and sustainably located for new homes with good accessibility to existing local services and facilities in and around Haydon Wick.

Community Benefits

- We would build a full range of community facilities as part of Pry Farm. This could include a primary school and other facilities, which would help take pressure off the surrounding area. We would comply with your council's open space requirements to make the area as green as possible. The proposal would include a good amount of landscaped open space helping to achieve biodiversity net gain and being a very attractive place for people to live.

Traffic and Access

- Pry Farm is very accessible with good links into Haydon Wick and Swindon. Road improvements would be carried out to allow new primary road access routes off Thamesdown Drive. All residents would be able to link into and access existing and new sustainable transport links.

Affordable Homes

- We will provide a policy compliant level of affordable housing and play our part in helping to provide residents with good quality new homes, with generous public open space and high-quality public realm.

Good Integration with Haydon Wick

- Pry Farm's ideal location just west of Haydon Wick means new homes could sustainably integrate into the established community which has good accessibility to existing local services and amenities in and around Haydon Wick, and further east towards the town centre. We would aim to protect and integrate with existing sustainable transport links.

Limited Impact on Purton

- Pry Farm would not extend as far as the village of Purton ensuring a substantial 'green gap' is maintained between the village of Purton and Pry Farm.

In conclusion, we believe allocating new homes at Pry Farm for a new community has a number of advantages that merit your support;

- ***Pry Farm would consist of 3000 homes helping to achieve targets outlined in your draft Local Plan.***
- ***Pry Farm is in a sustainable location on the edge of the town, not constrained by statutory or heritage landscape, nor in the Green Belt.***
- ***Pry Farm will enable investment in local infrastructure including a new school, community facilities, and publicly accessible landscaped open space. The aim is to create a sustainable community on the edge of Swindon.***
- ***Pry Farm will enable sustainable travel to be undertaken in and around Swindon.***
- ***Pry Farm will link well into the existing Haydon Wick and wider town community, and sit comfortably on the edge of the town.***

We hope much hope you will consider land at Pry Farm for new homes and affordable homes in your Local Plan. If you would like a meeting to discuss the proposals further, please do not hesitate to contact David McFarlane of SP Broadway at david@spbroadway.com. SP Broadway has been appointed by Mactaggart and Mickel to assist with community engagement and public consultation.

Yours faithfully,

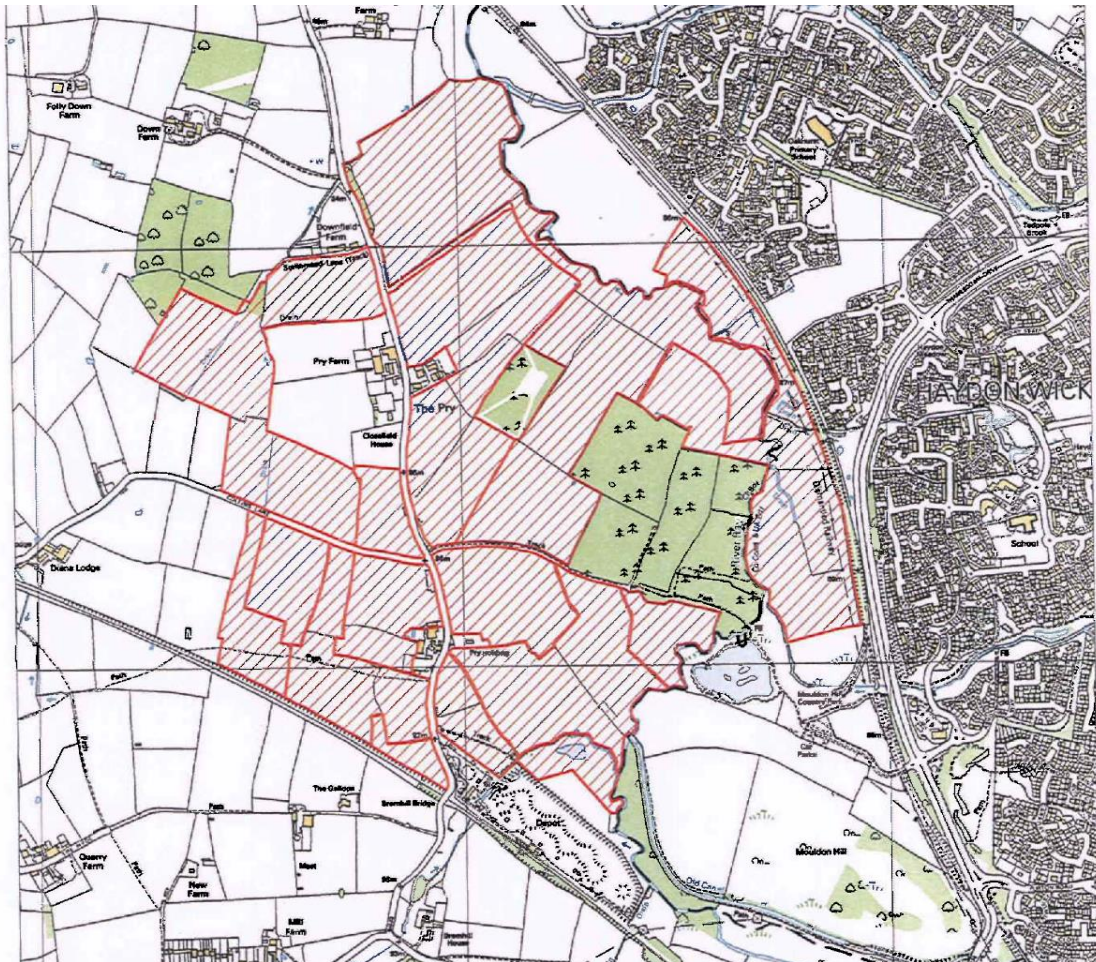


Nevin Holden
Regional Manager
Strategic Land – Mactaggart and Mickel.
Nevin.holden@macmic.co.uk

Enclosures:

- 1. Red line boundary of Pry Farm landholding for possible new homes*
- 2. Broad outline of Pry Farm location for possible new homes*

Red shaded area marks the exact boundary of possible new homes at Pry Farm



Blue circle marks the broad outline of Pry Farm's location between Haydon Wick, Swindon and Purton.

Just to the west of the A4198.

