

# ABOUT TAYLOR WIMPEY

WWW.TAYLORWIMPEY.CO.UK

# Taylor Wimpey

*Taylor Wimpey was formed by the merger of George Wimpey and Taylor Woodrow in 2007. We have a history dating back to the 19th Century. We are one of the largest homebuilders in the UK, completing over 14,500 homes each year.*



This image shows our development in Tarvin.



*Planning sustainable communities*



*More than building homes*



*Green spaces*



*Energy efficient homes*



*We embrace diversity and inclusion in our policies and practices*



*Engaging with local people*



*“Our aim is to be the nation’s leading residential developer for creating value and delivering quality. We are passionate about working with local people, businesses, local authorities and our customers to build aspirational homes and create thriving communities”*

For more information, visit:  
[taylorwimpey.co.uk](http://taylorwimpey.co.uk)



*Taylor Wimpey lays the foundations for thriving communities*

**10,593**  
completions  
in 2024

**£142m**  
invested in areas  
in which we built  
in the first half  
of 2024

Improvements  
to public  
transport

Landscaping,  
sports and  
play areas

*We are a national company, working locally across the UK through our 24 regional offices. Each of our regional offices employs people from within its local area.*



Boundary Moor Gardens, Salford



Hayford Grange, Lawley



Titan Wharf, Stourbridge

## *Our address and some key facts*

**Taylor Wimpey  
North Midlands**  
2 Trinity Court,  
Broadlands,  
Wolverhampton  
WV10 6UH

*Staff directly employed including office personnel, site managers, sales executives and various labourers on site.\**

**171**

*Number of private homes completed in 2024.*

**330**

*Number of affordable homes completed in 2024.*

**59**

*Number of apprentices employed.\**

**8**

*\*Figures correct as of October 2024*



*Taylor Wimpey - a national company and local homebuilder*



*Support and funding for charities*

**122**

*employees on apprentice schemes*



*Educate kids in how to stay safe*

# WORKING IN YOUR COMMUNITY

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# Taylor Wimpey

*We do much more than build homes. As a considerate, responsible developer, we have a commitment to local communities.*



Taylor Wimpey North Midlands presents its 2024 charity partner The Haven with a £5000 cheque and a variety of brand new toys



Bulkington Christmas Light Switch-On organisers celebrate Taylor Wimpey North Midlands' support

## *Taylor Wimpey leads local business initiative which delivers toy-tastic Christmas boost to Wolverhampton charity*

The Taylor Wimpey North Midlands team and a number of its suppliers joined forces to deliver a seasonal surprise to The Haven, a Wolverhampton-based charity that supports women and children fleeing domestic abuse.

A donation of £5000 was made, with Taylor Wimpey employees also gifting a number of brand new toys to the charity through its specially organised 'big give' scheme.

The Haven, which was selected by Taylor Wimpey North Midlands to be its local charity partner throughout 2024, provides practical and emotional support to those under its care, including a 24/7 helpline, safe accommodation, specialist programmes, counselling and therapy and children's services.

*"We're absolutely blown away with the kindness shown by employees at Taylor Wimpey North Midlands and its suppliers. Through the donation we have received from Taylor Wimpey, we can help ensure the women and children we support still get to have some special memories."*

## *Taylor Wimpey helps rescue Bulkington Christmas light switch-on*

Taylor Wimpey North Midlands recently committed a £1,000 sponsorship to Bulkington's Christmas Light Switch-on, which helped to save the much loved annual event.

Organised by Bulkington volunteers, the Christmas event welcomed over 1,000 visitors from Bulkington and beyond, highlighting the significance of the yearly community get together.

With this year's budget withdrawn, Taylor Wimpey's welcome contribution offered both relief and reassurance for the local community in Bulkington, with the four figure donation going a long way towards achieving their fundraising target.

Richard Smith, Member of Bulkington Volunteers, said:

*"Bulkington's Christmas Light Switch-on is such an important occasion in our community and we're grateful to Taylor Wimpey for the support they have shown us."*



Taylor Wimpey and Himley Hall Sailing Club officially open the new bench to its members, Himley residents and visitors



Taylor Wimpey, Coventry Peace Orchard and Cardinal Newman Catholic School commemorate the new seven year cycle of the community project

## *Taylor Wimpey deliver helping hand to Himley Hall Sailing Club*

Himley Hall Sailing Club received a boost from Taylor Wimpey North Midlands as it looks to rebuild months on from an arson attack.

The housebuilder donated a new bench to replace the original seating space which, alongside the club's hut and decking, was destroyed in a fire in December 2023.

In addition to replacing the bench, Taylor Wimpey also funded a new commemorative plaque to replace the original sign which was dedicated to the memory of David and Mary Harris, two dedicated members of the sailing club.

*"It's been a tough few months after being forced to start from near enough scratch, but their contribution has enabled us to take one step closer to reopening the hut again for our members. On behalf of everyone at the club, I'd like to thank them for their kind support."*

## *Taylor Wimpey establishes a tree-rific local partnership with a community orchard*

Taylor Wimpey North Midlands and Taylor Wimpey Midlands combined forces to pledge £1500 toward the upcoming new seven year cycle of the Coventry Peace Orchard project.

The donation funded seven new apple trees for the next cycle, which were planted by pupils from Cardinal Newman Catholic School.

Located on the outskirts of Coventry, the Coventry Peace Orchard project was set up by World War II veteran Dennis Davison and is a legacy to the apple orchards of Normandy, where he and many others successfully fought for peace in 1944.

The orchard is entirely self-funded and is reliant on volunteers from the local community to maintain it.

*"The Peace Orchard is a regular coffee and picnic stop for many and holds a special place in the hearts of the Coventry community. We are extremely grateful to both Taylor Wimpey and Cardinal Newman for the support they've given us with this particular project."*

## *The different stages of the design concept for Acorn Green, Shifnal*

Our design concept has been meticulously developed to factor in important features like existing utilities, access routes, key views, arboricultural surveys, established trees, service easements, public open space, attenuation and other essential green and blue infrastructure, while adhering to regulatory requirements.

### *Initial identified area of development (plan 1)*

The initial plan focused on identifying development areas in relation to site constraints such as existing utilities, access routes, key views, and arboricultural surveys. This helped establish a framework for the development footprint while safeguarding key features like established trees and service easements.



### *Evolved plan with pos and attenuation (plan 2)*

The design then evolved to include public open space and attenuation features ensuring the layout accommodates essential green and blue infrastructure. This refinement aimed to enhance both the environmental and recreational value of the site while adhering to regulatory requirements.



# DEVELOPMENT PROPOSAL

ACORN GREEN, SHIFNAL - WWW.TAYLORWIMPEY.CO.UK/ACORN-GREEN

**Taylor**  
**Wimpey**

Taylor Wimpey is preparing proposals for approximately 57 homes on land north of Holyhead Road in Shifnal.

Of the new homes, 20% will be classed as affordable housing in line with Shropshire Council's existing and emerging local plan.

The provisional plans for the development include a well thought out layout which will offer a mix of two, three and four bedroom housing types, including detached, semi-detached, and terraced homes.

The homes are set within a defined development parcel that incorporates both main streets and private drives and outdoor space, creating a safe and attractive living environment.

The current development layout features a central access road through the site, with the development and vistas drawing attention to the retained oak tree to the southern boundary of the site.

To the north of the development, between the proposed new homes and the existing residential development at Windmill View, significant public open space will be created, including a dedicated play space, to foster community interaction and provide accessible recreational opportunities for all.

Feedback from this consultation will shape our planning application, which we intend to submit to Shropshire Council in March 2025.

## *Our designs for land at Acorn Green, Shifnal*



### *Key facts*



Approximately  
57 new homes



The development  
is to be accessed  
from Windmill  
View.

**20%**  
affordable  
homes

## *Protecting and preserving the natural environment*

Protecting and preserving the natural environment including valued landscapes and habitats is a key priority.

Our design process involves an evaluation of the site and how it relates to the surrounding area in terms of its character and setting.

The masterplan for the site is landscape-led, designed to create distinctive new places for people to live and play within a site-wide green infrastructure. The quantity of green space within the scheme will be a substantial proportion of the site area.

A number of surveys have already been carried out to assess the wildlife and habitats already present at the grassland field and woodland that forms part of the site, as well as the condition of existing trees and hedgerows. Those surveys have helped us to establish the framework for the development footprint whilst safeguarding features that are essential to the local ecological network, such as mature trees. The development will be designed to protect and enhance these habitats and species whilst creating a green and pleasant environment for people to live in.

We wish to retain as much of the existing vegetation on the site as possible, particularly the focal oak tree on the site's southern boundary. We do not propose to build houses on the parcel of land which adjoins Windmill View; this is because

we wish to have a green transition between the existing development and the proposed new homes for the benefit of current and future residents living in the area

Additional trees, hedgerows and other vegetation will also be planted with new areas of landscaping to enhance and complement the existing vegetation, to enhance the biodiversity of the area and to maintain the character of the area which is largely defined by the adjacent Revells Rough.

Additional surveys for the presence of bats and badgers have been completed, and as part of Taylor Wimpey's environmental strategy, we will be installing bird and bat boxes, bug hotels, bee bricks and hedgehog highways.

Ecologists have also surveyed for Great Crested Newts because there are water features on nearby land. It is therefore necessary to establish whether the site is being used as terrestrial habitat for the newts. All survey results demonstrate that the development will not have a negative impact on these protected species.



The Site's key constraints and our identification of opportunities to incorporate within our design proposals are illustrated in the drawing



The green space plan for our proposed Acorn Green, Shifnal site

## Access to local facilities and services

Our residents will have convenient access to facilities and services within Shifnal by a range of transport modes. The development has been designed to make it easy for residents to walk or cycle to local places of interest.

It has been established, following an assessment of the A464/Stone Drive roundabout, that the expected level of increase in vehicle trips in the area will not have a significant impact on traffic flows using the local highway network and will equate to one additional trip every 2-3 minutes during the busiest morning/evening periods.

### Site access

Vehicle access to the site will be through Windmill View from the adjoining Thomas Beddoes Court residential development.

The pedestrian routes illustrated in the plan on this page give various routes through the development and its green spaces, with the site also connected to a 3m wide shared footway and cycleway that begins at the A464/Stone Drive Roundabout and takes walkers and cyclists parallel to the A464 west towards Shifnal Town Centre.

We understand the importance of our proposed new development seamlessly integrating itself into the existing community. The site is well located

in terms of access to the local facilities in Shifnal, including schooling and culinary options, as well as key service providers.

The nearest bus stop to the site is currently located on Victoria Road, in the centre of Shifnal, which is approximately 1km from the site. From this bus stop, our residents will be able to use four bus services connecting Shifnal with the wider Shropshire and North Midlands region, including popular destinations such as Telford, Bridgnorth and Wolverhampton.

Shifnal Rail Station is 0.7 kilometres from the site, and, from here, residents will be able to use a regular train service to Shrewsbury and Birmingham New Street.



The proposed development's connectivity plan

Facility	Distance
Kaleidoscope Nursery	650m
St Andrews C of E Primary School	700m
Number 5 Kitchen & Bar	800m
The Bell Pub	850m
Shifnal Train Station	900m
St Andrews Church	1km
Co-op Food	1km
Bus Stop – Victoria Road Eastbound	1km
Bus Stop – Victoria Road Westbound	1km
Shifnal Post Office	1km
Shifnal Community Hub	1.3km
Shifnal Primary School	1.5km
Shifnal Cricket & Bowling Club	1.6km
R H Fisheries	1.7km
Idsall School	1.7km
Wheatsheaf Drive Playpark	1.7km
Shifnal & Priorslee Medical Practice	2km
Haughton Hall Hotel & Leisure	2.5km

List of local services to the proposed Acorn Green site, in order of distance

# DRAINAGE

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Taylor Wimpey

## Our strategy for drainage on site

Our drainage strategy for the proposed development has been carefully arranged to avoid the predicted 1 in 100-year +40% flood extent.

### Surface water

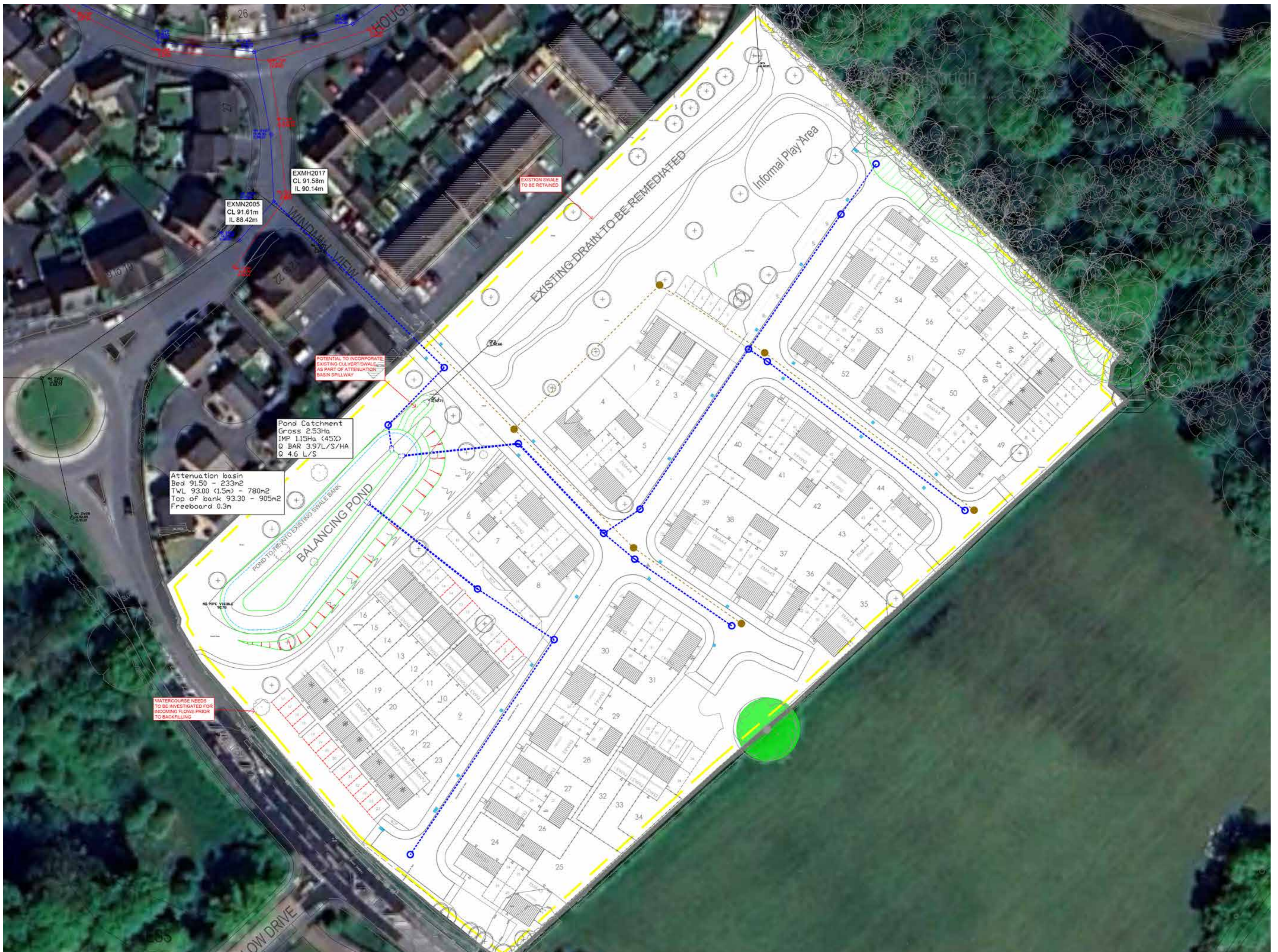
Surface water from the new development will drain via a new gravity network to one attenuation pond. The pond will have capacity to accommodate a 100 year plus climate change event. The surface water will then outfall at the existing storm water sewers located to the north of Windmill View.

### Foul water

Foul drainage from the development is expected to connect to a nearby foul water sewer located to the north of Windmill View.



An indicative attenuation basin will help to gradually distribute surface water run off



The drainage plan for the development



# CHARACTER AND DESIGN

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**Taylor**  
**Wimpey**

## *Local context that influences the design*

During the design phase we complete an assessment of the site and the surrounding area to identify key constraints and opportunities that will influence the design and ensure suitability of the site.



How the indicative elevations could look

The character and design of the proposed phase will reflect the surrounding area, with community safety and a commitment to sustainability being two of our key priorities.

Streets and key public spaces such as play areas, will be designed with active frontages and natural surveillance in mind.

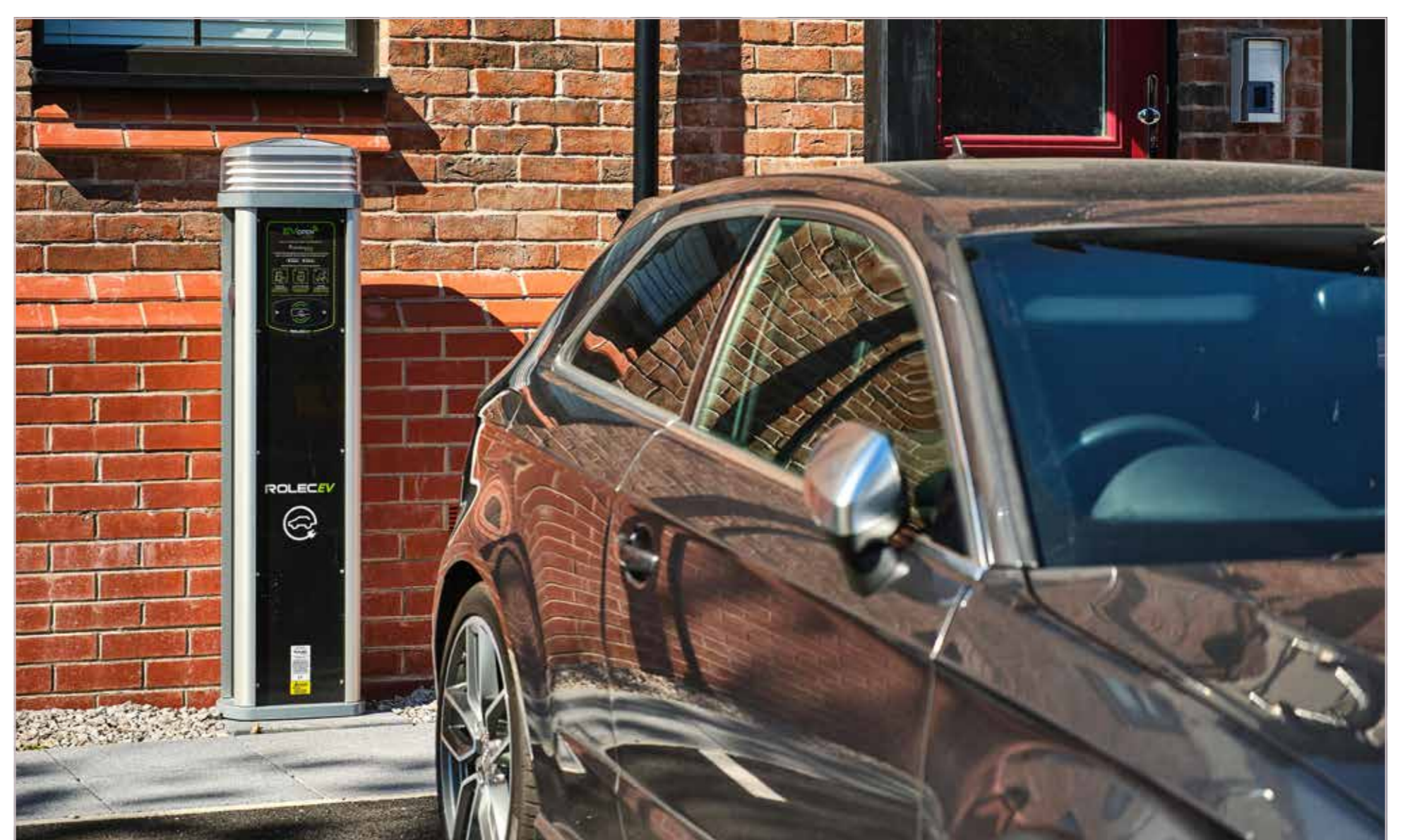
All new homes will be designed to be energy efficient, and will include access to an electric charging point.

All homes will have private outdoor space, and rear gardens will comply with the council's guidance on space standards.

All new homes will be up to two storeys in height, in keeping with the existing surrounding

properties. They will be arranged into detached, semi-detached and terraced groups.

Each of the proposed new homes will include a range of features in keeping with the locality and character of the area.



All new homes will include access to an electric charging point

## *Benefits for our customers and the local community*

We aim to work closely with communities to help ensure our schemes deliver long term benefits for our customers and the local community.

Our development, Acorn Green, will comprise a range of homes to suit buyers with a range of different needs, enabling a diverse yet tight knit community of 57 homes to be created.

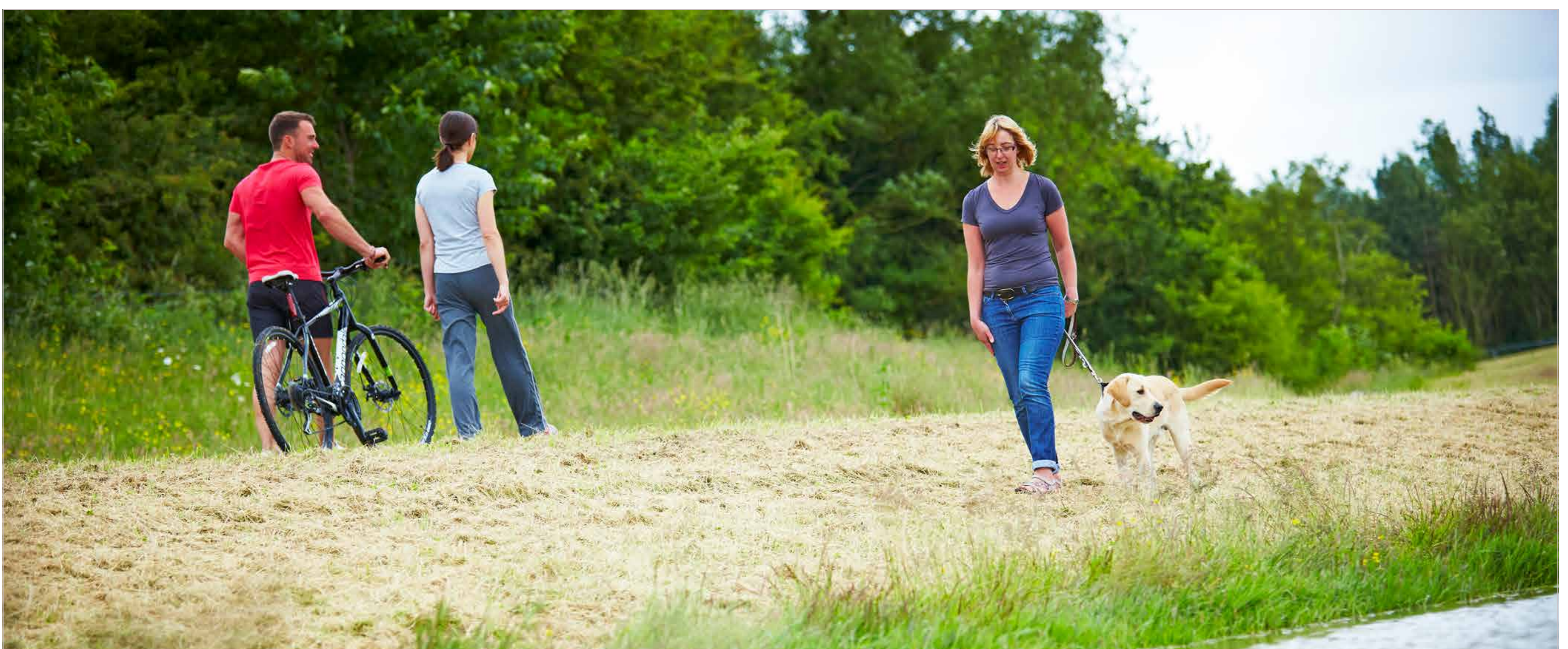
This includes smaller two and three-bedroom properties for first time buyers, young couples and downsizers, as well as larger three and four-bedroom family homes.

Of the 57 allowance, 20% of the homes will be allocated as affordable housing, creating a mix of tenures. The recreation spaces and play area within the wider masterplan create opportunities for social interaction and will foster a sense of community.

Should planning consent be secured, Taylor Wimpey will make significant financial contributions towards local infrastructure as part of our Section 106 and Community infrastructure levy (CIL) commitments.



New homes will be set within attractive landscaping with access to a play park



The development will encourage walking and cycling

# ECONOMIC BENEFITS

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## What will our development bring to the area?

We are proposing a residential development of approximately 57 new homes on land north of Holyhead Road in Shifnal. The development will include a range of property styles and sizes, and 20% of the new homes will be affordable housing.

A new development can bring a number of economic benefits to the local area and we have estimated these using UK-wide statistical data.

### Building the homes



**72 jobs**

**Direct employment**

Estimated to create 60 temporary construction jobs per year of build.



**68 jobs**

**Indirect/Induced employment**

Over 60 jobs could be supported in the supply chain per year of build.



**£8,243,658**

**Economic output**

Expected additional Gross Value Added (GVA) per year from direct and indirect jobs.

### Once people move in



**£421,800**

**First occupation expenditure**

Total anticipated spend on goods and services by people as they move in to the new houses, to make them feel like home.



**£1,573,923**

**Total spend by residents**

The amount the residents of the new development are expected to spend per year.

### Additional local authority income



**£95,076**

**Additional Council Tax revenues per year**

Estimated additional Council Tax per year based on the proposed number of new homes.



**£486,220**

**New Homes Bonus payments**

A grant paid, over six years, by central government to local councils



## NEXT STEPS

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**Taylor**  
Wimpey

*What we would like from you, and what you can expect from us*



Our Hamilton Copse development in Uttoxeter

Once you have had an opportunity to look at the scheme proposal, if you have any questions or wish to comment please fill in one of the feedback forms and either return it to us today or post it using the details below. You can also email us or visit our website. Your views are very important to help us shape and develop the proposed scheme.



Following consideration and detailed review of the feedback that we receive, we hope to submit a full planning application to Shropshire Council in March 2025. At that time the council will write to neighbours again, giving details of the application and an opportunity for you to make any further comments.



Woodland View, Coventry

***You can email your comments to:***

shifnal@taylorwimpey-pr.co.uk

***Alternatively, you can write to us:***

Acorn Green Consultation Feedback,  
Taylor Wimpey North Midlands,  
2 Trinity Court, Broadlands,  
Wolverhampton, WV10 6UH

***All feedback should be received by midnight on Friday 28th February 2025.***

***Thank you for attending today, your views make a real difference***

**NHBC**

**Pride in  
the Job  
Awards 2024**



One of our 2024 Pride in the Job-winning site managers Michael Carnell

*What is Taylor Wimpey North Midlands doing in your area?*

**9**

*developments currently on sale*

**2**

*NHBC Pride in the Job Quality Awards in 2024*

**3**

*developments sold out in 2024*