

# ABOUT TAYLOR WIMPEY

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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 14,000 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”

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



Taylor Wimpey lays the foundations for thriving communities

14,302  
homes built  
in 2021

£418m  
invested in  
areas in which  
we built

Improvements  
to public  
transport

Landscaping,  
sports and  
play areas



# SITE CHARACTER AND OPPORTUNITIES

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Taylor Wimpey

## Key considerations and opportunities that will influence the emerging design

Before we start designing our scheme, we complete an assessment of the Site and the surrounding area to assess its suitability.

Our assessment includes understanding local architectural, landscape and other design features that gives Winnersh its distinctive sense of character and helps us design a scheme that will add to the quality of the area. We look to make the most appropriate use of land, balancing the scale and massing of the development with well-defined streets and open spaces, play areas and green infrastructure to create a sense of place and community.

## Our response

Our emerging design has been influenced by:





Key technical considerations to inform our emerging design

Our analysis of the Site has involved a number of independent, technical studies, which have informed our emerging proposals:

Landscape

A Landscape and Visual Impact Assessment (LVIA) has been undertaken to assess the existing landscape character and quality of the Site and the surrounding area. The Wokingham Borough Landscape Character Assessment identifies the area as being in poor condition, which provides an opportunity for our proposals to enhance the landscape for the benefit of new and existing residents, as well as creating new habitats for flora and fauna.

Ecology

Habitats at the site are predominantly common and widespread, with the agriculturally managed field areas holding limited ecological value. The boundary hedgerows, trees and woodland are the features of greatest ecological value at the site which will provide dispersal, sheltering and foraging opportunities for a range of local wildlife.

Trees

To inform the layout of the development, a tree survey was undertaken in accordance with the appropriate technical British Standards. The constraints and opportunities presented by trees were identified during that process and informed the design concept which where possible retains better quality trees and hedgerows.

Flood Risk

Emm Brook flows from the southeast to the northwest along the eastern boundary of the Site. Mapping published by the Environment Agency indicates that the land along this eastern boundary is classified as Flood Zone 2 and 3, accordingly no development is proposed in this part of the site and all proposed new homes will be located to the west on higher land.

A screening assessment has reviewed the flood risk posed by sources including tidal, surface water, groundwater, sewers and water mains, reservoirs, canals, and infrastructure. The risk posed by flooding from these to development on the site were all assessed to be negligible.

Drainage

A Sustainable Drainage Strategy (SuDS) has been incorporated into the proposed development design. This system will capture and slow runoff from the roofs and hard surfaces within the development before releasing these flows to Emm Brook at a low rate that is no greater than would currently occur from the site. This sustainable drainage system includes swales within the development area linking to larger areas of ponds and wetland to the east within the area of public open space, providing an attractive and ecologically diverse area for new and existing residents to enjoy.



Heritage

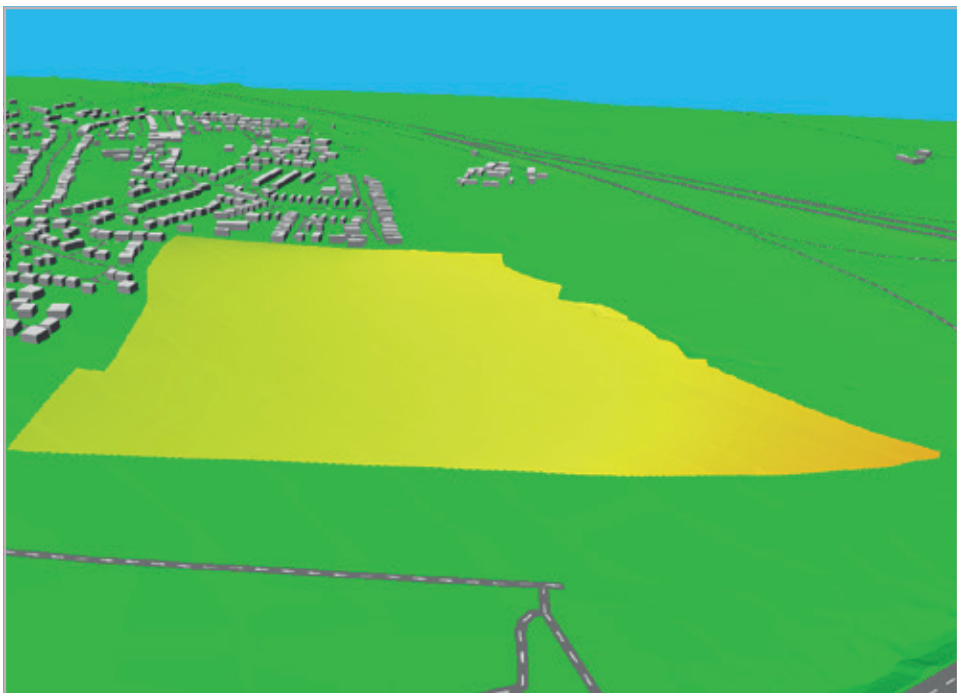
We have undertaken an assessment and geophysical survey, and that potential archaeological and heritage matters have been taken into consideration. It is anticipated that any further archaeological work would be undertaken as a condition prior to development and we are committed to the preservation of local heritage as part of the development of the site.

Noise & Air Quality

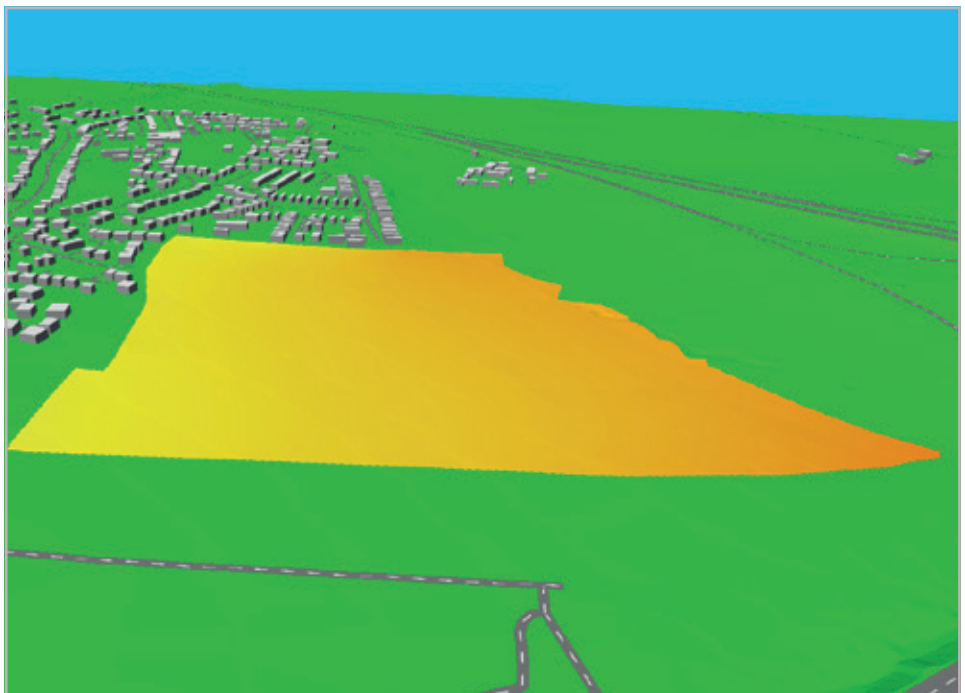
A survey was carried out to continuously measure road traffic noise levels over a 24-hour period, and the results were used to create a detailed 3-dimensional noise model used to predict noise levels across the entire Site. The results indicate that the Site is of negligible to low noise risk during the day, and low to medium noise risk at night, tending towards the higher risk category towards the east and southeast of the Site as demonstrated on the below images.

Detailed specification of noise mitigation in the form of an Acoustic Design Statement will be required at the Reserved Matters application stage. The assessment indicates that standard thermal double-glazing and passive ventilation to sensitive rooms (e.g., living-rooms and bedrooms) would provide suitable internal noise amenity. An Air Quality assessment is also underway, which will inform any additional mitigation measures which will be considered as part of our proposals.

Day time noise risk



Night time noise risk



Negligible Risk  
Low Risk  
Medium Risk  
High Risk





## *Protecting and enhancing the natural environment*

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

We have incorporated key environmental features within our design and promote opportunities to improve access to the wider natural environment. This is important to preserve or add to the sites biodiversity and promote healthy living by providing access to green spaces and walking routes.

### *Our response*

Our illustrative plan provides details of key environmental features and green/blue infrastructure within our emerging proposal:





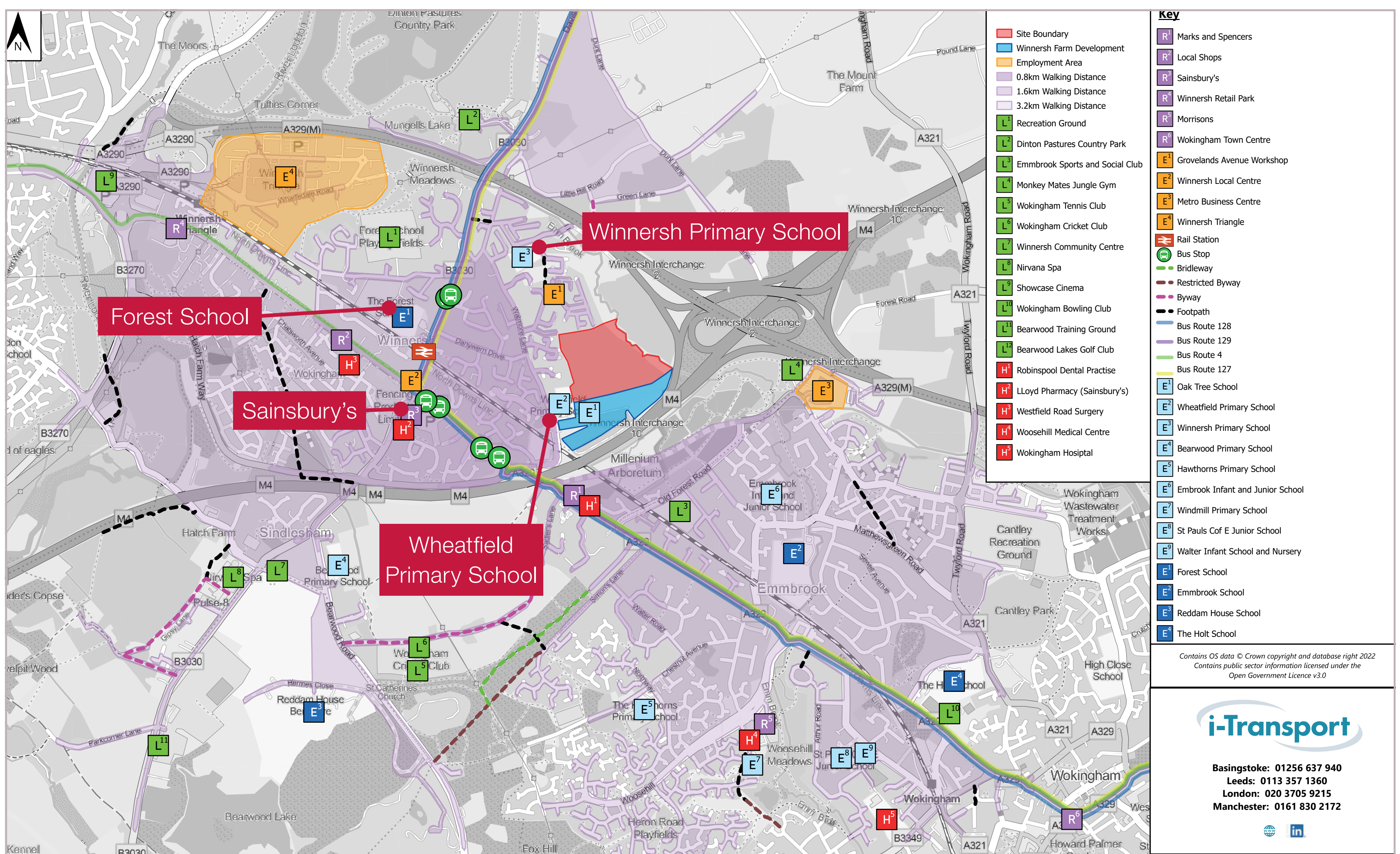
# CONNECTIVITY

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## Key connections to facilities and services in Winnersh

Reducing reliance on the private car and encouraging healthy & active travel for all, the site is well connected to existing local facilities and services within Winnersh. A travel plan will also be developed for the Site which will assist in encouraging future residents to undertake journeys by modes other than single occupancy car use.



## Opportunities

We have looked at the pattern of roads and key pedestrian and cycle routes around the site together with the location of key services and facilities. This has helped to inform our proposed access points and opportunities to provide safe and convenient pedestrian and cycle links. Our proposals will be supported by a Design and Access Statement, Transport Assessment and detailed junction designs for Maidensfield.

## Our response

- There are genuine opportunities for future residents to travel by non-car modes – Wheatfield Primary School, Winnersh Primary School, Forest School, Sainsbury's Superstore, and the facilities and services provided in the Winnersh local centre are all located approximately 15-minutes walking distance from the Site.
- The Site is also located within an easy walk from Winnersh Rail Station. There are bus stops located on the B3030 Robin Hood Lane and the A329 Reading Road which provide access to frequent bus services between Reading, Wokingham and Bracknell.

- Infrastructure improvements on the main pedestrian and cycle routes between the Site and the key local destinations will be provided.
- It is proposed to extend Maidensfield into the Site to provide vehicular/pedestrian/cycling access to the new homes.
- Car parking provision will be provided in accordance with current local standards (WBC Parking Standards Study Report), which will ensure new residents have adequate parking, minimising on-street parking within the site.
- A detailed Transport Assessment will assess the traffic implications of the proposals. The work will consider the capacity and safety of local junctions, taking account of other developments coming forward in the area.
- In agreement with the Council, the traffic modelling work will be undertaken using outputs from the Council's Strategic Transport Model to ensure consistency with the work undertaken by the new Oak Tree SEN school.



# DEVELOPMENT PROPOSAL

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Wimpey

## *Our emerging designs for land at Watmore Lane, Winnersh*

We are proposing an Outline application for up to 250 new homes in Winnersh.

The development will include a range of property styles and sizes from 1 bedroom to 5 bedroom homes.

40% are proposed to be affordable homes.

Our layout reflects the specific site considerations and environment

## *How it could look*



## *Key facts*

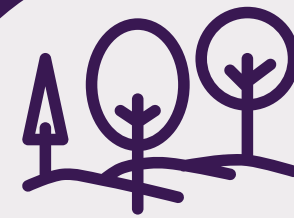


*A range of  
homes for all*



*Improved  
walking &  
cycling routes*

*Up to  
**100**  
affordable  
homes*



*Homes to suit to  
the landscape*



*Biodiversity  
net gain*



# ECONOMIC BENEFITS

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## What will our development bring to the area?

New development can bring a number of economic benefits to the local area both during construction and afterwards. We have estimated these using UK-wide statistical data. These figures will be refined as our proposals develop.

### Building the homes



**422 jobs**

**Direct employment**

Estimated to create 422 temporary construction jobs per year of build.



**182 jobs**

**Indirect/Induced employment**

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



**£8,594,295**

**Economic output**

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

### Once people move in



**£1,375,000**

**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.



**£6,450,600**

**Total spend by residents**

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

### Additional local authority income



**£331,750**

**Additional Council Tax revenues per year**

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



**£1,960,000**

**New Homes Bonus payments**

A grant paid, over six years, by central government to local councils for increasing the amount of homes in their area.





## NEXT STEPS

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**Taylor  
Wimpey**

*Your views are important to help us develop our scheme and are very much appreciated. We hope you have found this public exhibition useful and informative.*



**As we update our plans, we will review any comments received** so please do leave your comments on our proposals shared with you today by completing our feedback form and post in the boxes provided. You can also complete this form online by visiting our website or scanning the QR code below.

If you would prefer to take the form away with you, please ask a member of the team for a stamped addressed envelope.

**In order for us to consider your feedback, please return your form to us by Tuesday 15th November 2022.**

When a planning application is submitted, Wokingham Borough Council will write to neighbours, giving details of the application and information on how you can make further comments should you wish to do so.

*Please visit our website for more information*  
[www.taylorwimpey.co.uk/land-at-watmore-lane](http://www.taylorwimpey.co.uk/land-at-watmore-lane)



*Scan me*

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

