

**Draft Development Brief:**  
**Land at Moredon Recreation Ground, Swindon**  
*Planning Committee* **Date: 14<sup>th</sup> August 2018**

---

**Author:** Head of Planning, Regulatory Services and Heritage.

**Parish / Ward Affected:** Central Swindon North/Rodbourne Cheney Ward

**Purpose**

To seek the approval of the Planning Committee to launch a public consultation on the draft Development Brief for land at Moredon Recreation Ground, Cheney Manor Industrial Estate Road, Swindon.

**Recommendation**

Planning Committee is requested to:

1. Approve the publication of the draft Development Brief for public consultation purposes.
2. Authorise the Head of Planning, Regulatory Services and Heritage to undertake public consultation with residents and other interested groups/parties, and to report back to Planning Committee on the representations received with a view to formally adopting the Development Brief, with any revisions as considered necessary, for Development Management purposes.
3. Authorise the Head of Planning, Regulatory Services and Heritage in consultation with the Chair of Planning Committee, to make minor typographical and presentational changes to the content of the document if required.

**1. Reasons**

- 1.1 The land at Moredon Recreation Ground, Cheney Manor Industrial Estate Road, Swindon, the development brief site ('the Site') was included in a report to Cabinet relating to the wider Moredon Recreation Ground on 14<sup>th</sup> March 2018. The principle of enabling residential development formed part of the overall proposal put forward for the multi-sports hub on the remaining part of the recreation ground. Cabinet approval was given to create the multi sports hub, associated works and the enabling residential development, subject to planning permission being secured.
- 1.2 To maximise the value of the Site and to ensure that an appropriate and high quality development is achieved, the Head of Property Assets

---

Further information on the subject of this report can be obtained from Tom Buxton on Direct Dial No. 466240 or Email [tbuxton@swindon.gov.uk](mailto:tbuxton@swindon.gov.uk)

**Draft Development Brief:**  
**Land at Moredon Recreation Ground, Swindon**  
**Planning Committee** **Date: 14<sup>th</sup> August 2018**

---

requested the preparation of a Development Brief ('the Brief'). The Brief will be used to support the marketing of the Site by identifying the form of development that is possible. Any potential purchasers can use the Brief as a base for site appraisals to inform any offer they make. Accordingly the Brief has been prepared to set out the objectives and requirements to guide and encourage the redevelopment of the Site. The Brief makes a thorough assessment of the Site and brings together the Council's already approved planning requirements that are relevant to it. It is stressed though that the Site will not be developed prior to the multi sports hub.

- 1.3 The Brief has been prepared by the Council's Planning Officers.
- 1.4 Ward members and the Parish Council have been consulted on the production of the Brief and in addition plans were displayed at an informal public consultation event held at a Moredon Community Centre on 26<sup>th</sup> July 2018, attended by both Ward members and the public.
- 1.5 If approved, the Brief will act as Development Management guidance and will be used to assist in any negotiations between the Council and applicants on any future proposal for the Site. All future planning applications will be considered on their merits against the background of the approved Brief, and all other material planning considerations.

## **2. Detail**

- 2.1 The Brief sets out development concepts for how the Site could satisfactorily function and be designed and arranged. The indicative layout is based on the Council's standards to best ensure they respond positively to the surrounding area and contribute to a high quality of development.

- 2.2 The Brief is set out in seven parts and follow the principles as below:

**Vision** – Introduces the document, setting out its vision.

**Introduction** – sets out the background, status and purpose of the Brief.

**The Site** - provides an analysis of the site and includes an assessment of its location in the immediate and wider Swindon area.

**Constraints & Context** – provides analysis of the following constraints: flooding, levels, vegetation, archaeology, contamination, sustainable transport, geology and ecology. This section also provides wider context to the Brief in describing the related high quality multi-use sports hub on the adjacent recreation land as

**Draft Development Brief:**  
**Land at Moredon Recreation Ground, Swindon**  
**Planning Committee** **Date: 14<sup>th</sup> August 2018**

---

well as setting out the relevant national policy (NPPF) and adopted Local Plan policies.

**Design Approach** – identifies the design principles specific to the site, the proposed amount/scale/appearance of any development and the detailed matters to be considered including: landscaping, parking access and SUDs.

**Application Submission** – provides guidance and recommendations on the information required for a future application at the site.

**Contact Information** – sets out useful contact details/links for further information regarding the application submission.

### **3. Alternative Options**

- 3.1 The alternative to producing a Development Brief would be to rely on a prospective developer to submit a planning application giving less certainty of its acceptability and adding in costs and risk to the process. The preparation of the Brief is a positive move that provides a planning framework to promote interest in the site and guide and encourage the co-ordinated development of the site to secure environmental benefits for the locality.

#### *Financial and Procurement Implications*

- If adopted the Brief will help maximise the development value of the Site within an approved planning framework by de-risking the planning process.

#### *Legal / Human Rights Implications*

- The purpose of the Brief is to ensure that decisions on planning applications accord with the Council's objectives for social and environmental improvements. This is to the benefit of the residents of the Borough of Swindon and is achieved within the framework of planning legislation. The Proposed development of the Site will be in general conformity with the Council's development plan and relevant national guidance.
- Any development scheme coming forward on the Site would be subject to the statutory planning application process.
- There are no human rights issues arising from this report and accompanying development briefs.

#### *Links to Council Plan 2016-2020, Strategic Objectives, Plans and Policies*

- This report is aligned with the vision for Swindon which seeks to ensure

**Draft Development Brief:**  
**Land at Moredon Recreation Ground, Swindon**  
**Planning Committee** **Date: 14<sup>th</sup> August 2018**

---

Swindon has all the positive characteristics of a British city with one of the UK's most successful economies and a model of well managed housing growth which supports new and existing communities. In addition, the Brief will support delivery of priority 1 of the Council Plan 2016-2020 - to improve infrastructure and housing to support a growing, low-carbon economy; and Priority 3: to ensure clean and safe streets and improve our public spaces and local culture.

*Diversity Impact Assessment*

- The Brief provides an overarching Planning Framework based on the adopted Local Plan 2026. The adopted Local Plan has been subject to a Diversity Impact Assessment and therefore potential equality implications have also been assessed through this process too.

*Risk Management*

- The proposal is to consult on the Draft Development Brief. A Risk Assessment has been previously been undertaken in respect of consultation with individuals and the local community under the Statement of Community Involvement June 2013.

**Consultees**

- The Director of Finance (Section 151 Officer) and Director of Law and Democratic Services (Monitoring Officer) are consulted in respect of all reports.
- Ward Members for Cheney Manor Ward and Central Swindon North Parish Council.

**Background Papers**

- National and Local Planning Policy and Supplementary Planning Documents and Development Control Guidance Notes.

**Appendices**

- Appendix 1 – Draft Development Brief for Land at Moredon Recreation Ground