



HARTLAND  
*Village*  
HAMPSHIRE

DISCOVER A VILLAGE FOR LIFE

# PHASE 3 PUBLIC CONSULTATION



St Edward  
Designed for life



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# This evening we want to discuss...

**Re-introduction to  
the team, site and  
our approach**



**Response to first  
public consultation**



**Our Vision for  
Hartland Village**



DISCOVER A VILLAGE FOR LIFE

# Introduction to the Team



# Re-Introduction to the Team

St Edward

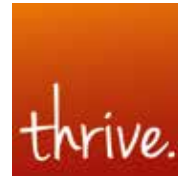
St Edward



Jack Nicholson  
Land Director



Tom Elliott  
Senior Development  
Manager



Thrive Architects



Peter Morgan  
Managing  
Director



Murdoch Wickham –  
Landscape Architects



Tom Baigent  
Senior Landscape  
Architect

# Introduction to Berkeley Group & St Edward



High quality homes  
and neighbourhoods



3,000+ mixed tenure  
homes per year



Focussed on London,  
Birmingham and  
South East



150,000+ sqft  
of commercial &  
community space  
per year



Welcoming open  
landscapes



A growing business,  
supporting  
11,000 jobs



Taplow Riverside, Maidenhead



# A Unique Business



## **Transforming Large Brownfield Sites**

which are beyond the scope of conventional homebuilders



## **Holistic Placemaking & Community Building** rather than standardised housing estates



## **Leaders In Sustainability** including climate action and nature recovery



## **Highly Innovative** including a unique approach to precision manufactured homes



## **Supporting nature's recovery** targeting 37% biodiversity net gain at Hartland Village



The Green Quarter, Ealing



# St Edward

Designed for life

Experts in placemaking

## 1ST PEOPLE



CREATING A PLACE FOR  
EVERYONE

## 2ND PLACE



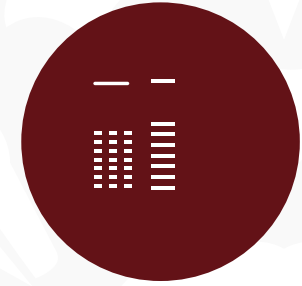
PLACES THAT BRING COMMUNITY  
AND NATURE TOGETHER

## 3RD COMMUNITY



ENCOURAGING A COMMUNITY  
SPIRIT TOGETHER

## 4TH BUILDING



HIGH QUALITY BUILDINGS  
AND ATTENTION TO DETAIL







A joint venture company combining expertise





# Berkeley St Edward – Wimbledon Hill Park





# Berkeley St Edward – Green Park Village





# Berkeley Oxford & Chiltern - Taplow Riverside / Abbey Barn Park / Woodhurst Park





# Berkeley Southern - Edenbrook / Hareshill





# Experts in delivering a variety of uses





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# Hartland Village





# Hartland Village - Delivering on our promises



## DISCOVER HARTLAND VILLAGE



**A VILLAGE CENTRE**  
with retail, community, health and commercial facilities



**1,500 HOMES**  
by 2033 including 300 affordable homes



**A NEW TWO FORM PRIMARY SCHOOL**



**OVER 10KM**  
of walkable links, trim trails and cycle parks



**OVER 1,000 TREES**  
to be planted



**£33.4 MILLION INFRASTRUCTURE**  
package to pay for school places, transport, leisure facilities and improvements to local nature reserve



**TWO FEATURE LAKES**



**70 ACRE COUNTRY PARK**



**A COMMUNITY OFFICER**  
Employed to nurture a thriving community



# Hartland Village - Country Park





# Hartland Village - Training and Events





# Hartland Village - Development so far

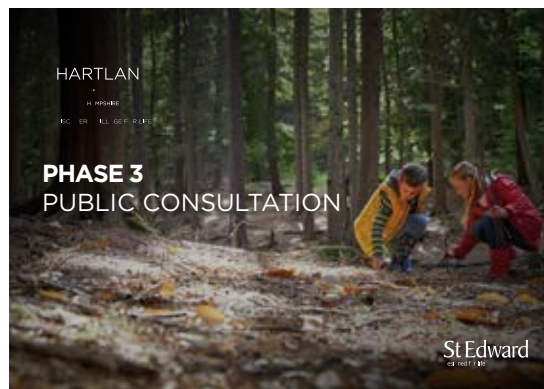


	TOTAL HOMES	TOTAL PRIVATE	TOTAL AFFORDABLE	HOUSES	APARTMENTS	KEY FEATURES
PHASE ONE	181	145 (80%)	36 (20%)	52%	48%	ENTRANCE BRIDGE
PHASE TWO	131	89 (68%)	42 (32%)	80%	20%	WOODLAND EDGE



# Our Approach to Engagement

Due to the COVID-19 pandemic, we were unable to host face-to-face events to present our ideas and hear your views. Instead, we held our first interactive webinar in April where you were able to see our proposals, hear our thoughts and provide your feedback in the live Q&A session. The recording was posted on our dedicated website, accessible 24 hours a day and included a survey to share your ideas.



Online  
webinars



Q&A  
Sessions



Dedicated  
website

Visit our website at  
[Hartlandlife.co.uk](http://Hartlandlife.co.uk)



# Our Approach to Engagement



Utilise Digital  
Platforms



Safeguard  
traditional  
methods



Opportunities  
to feedback



Input in to  
emerging  
designs

## TIMELINE TO SUBMISSION

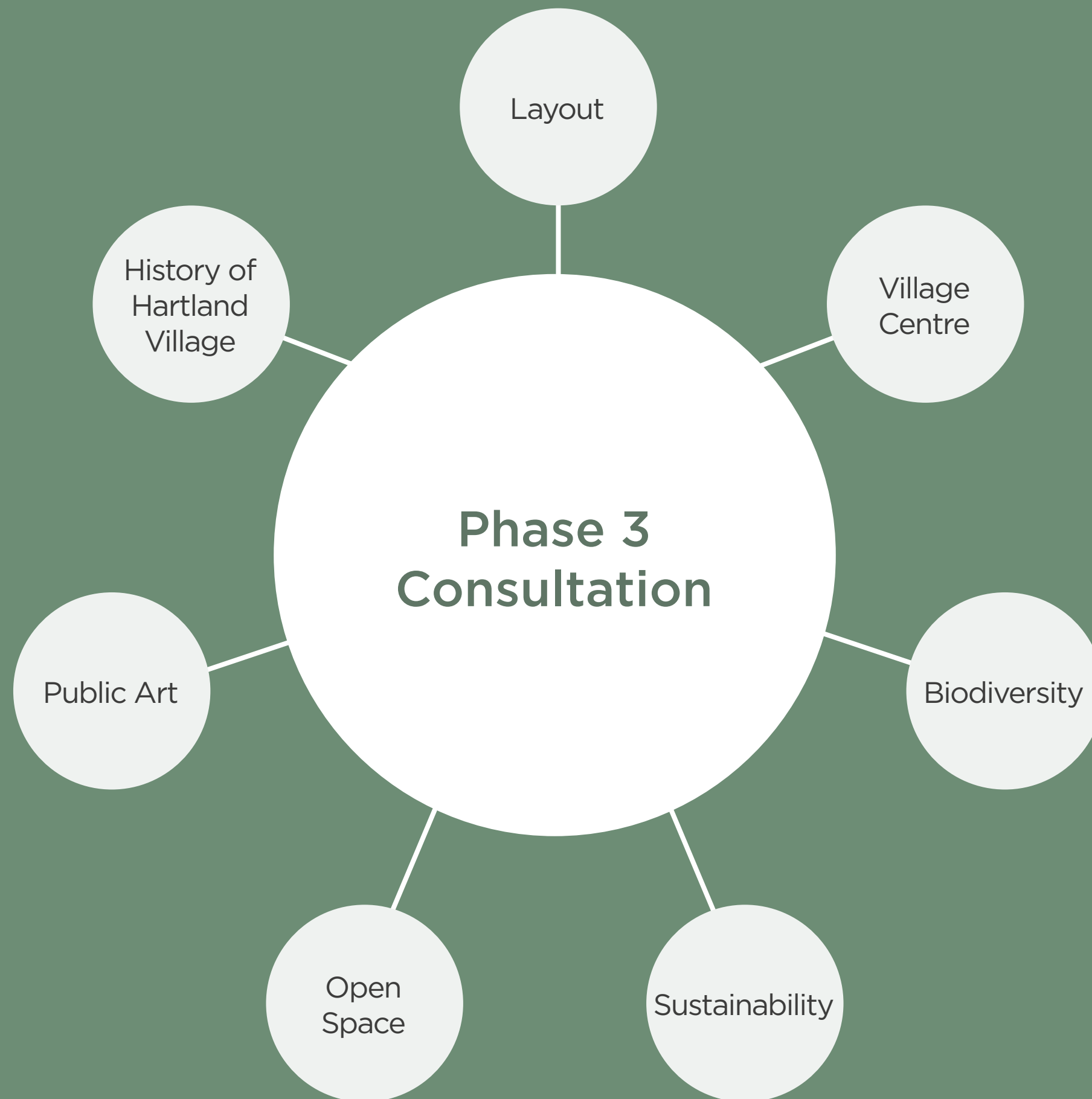
**1st Webinar  
22nd April**

**2 week  
feedback  
period**

**Virtual  
Presentation  
26th October**

**Planning  
Submission  
November  
2021**







“You said, we did”



**3,350**  
LEAFLETS  
DISTRIBUTED



**3,500**  
POSTERS  
PRINTED



**21**  
WEBINAR  
REGISTRATIONS



**14**  
SURVEY  
RESPONSES

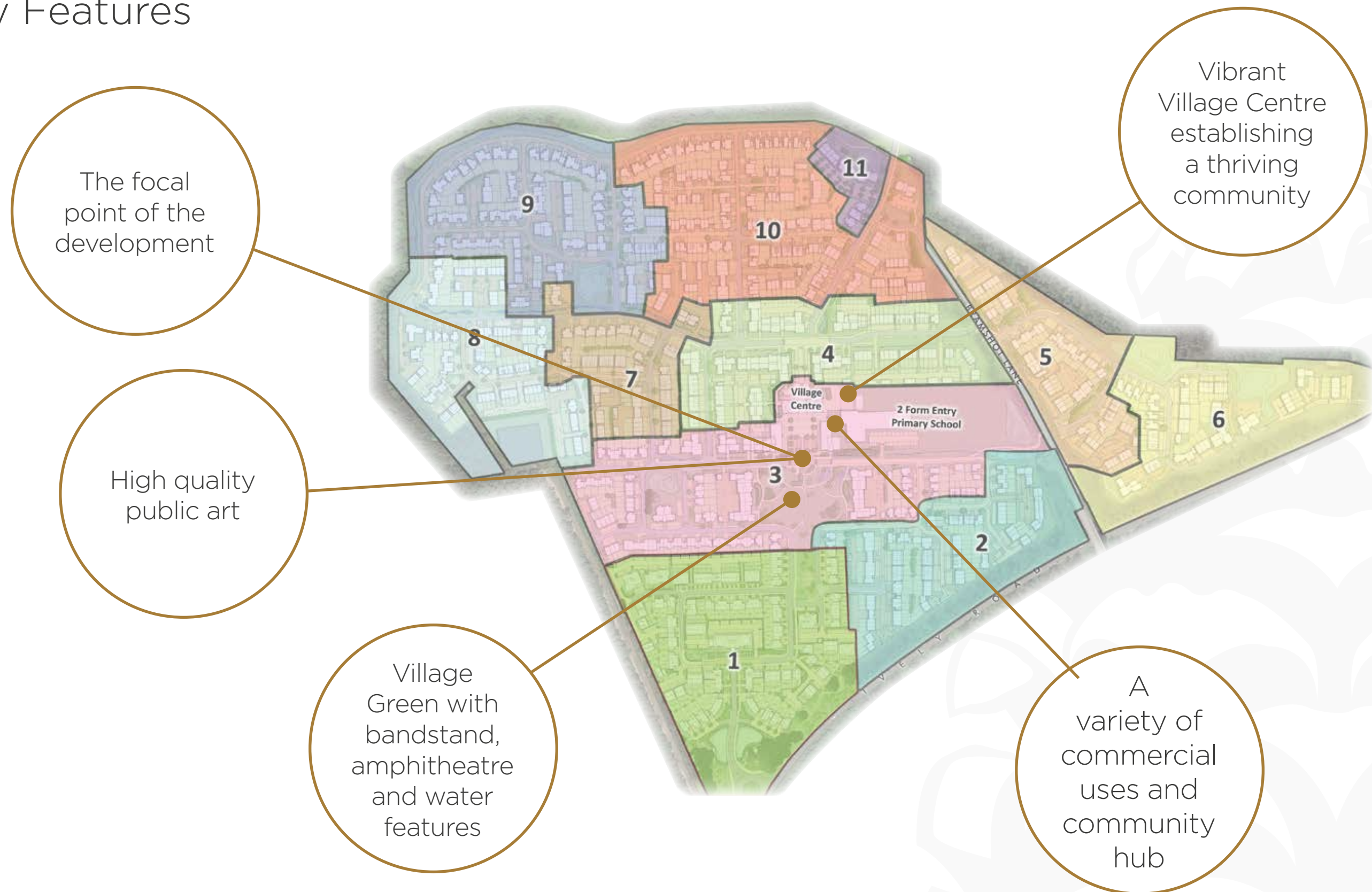


**13**  
ATTENDEES



# Hartland Village Phase 3

## Key Features





# Layout

331  
Homes

264  
Private  
(80%)

67  
Affordable  
Housing  
(20%)

63%  
Apartments

37%  
Houses









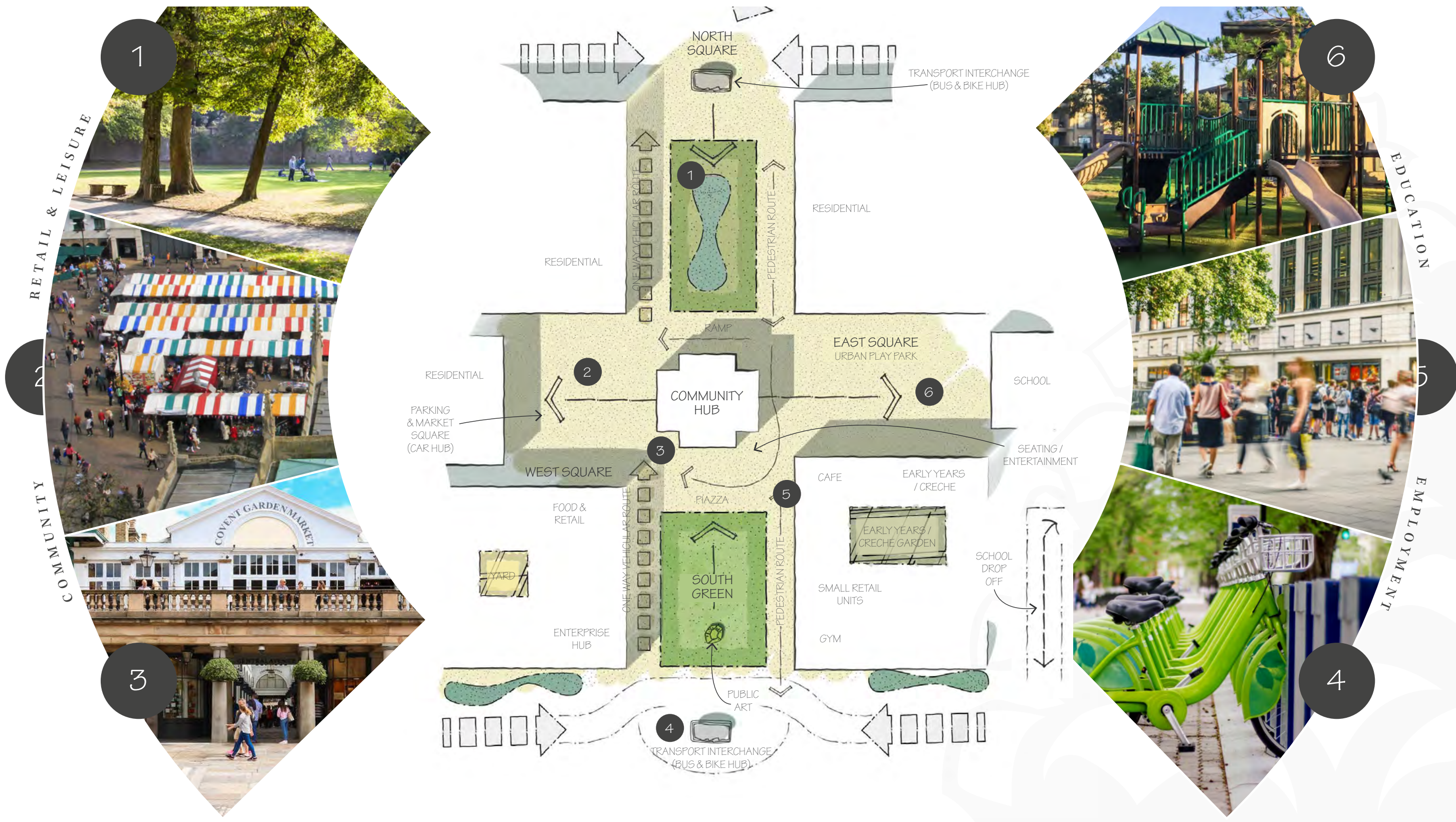








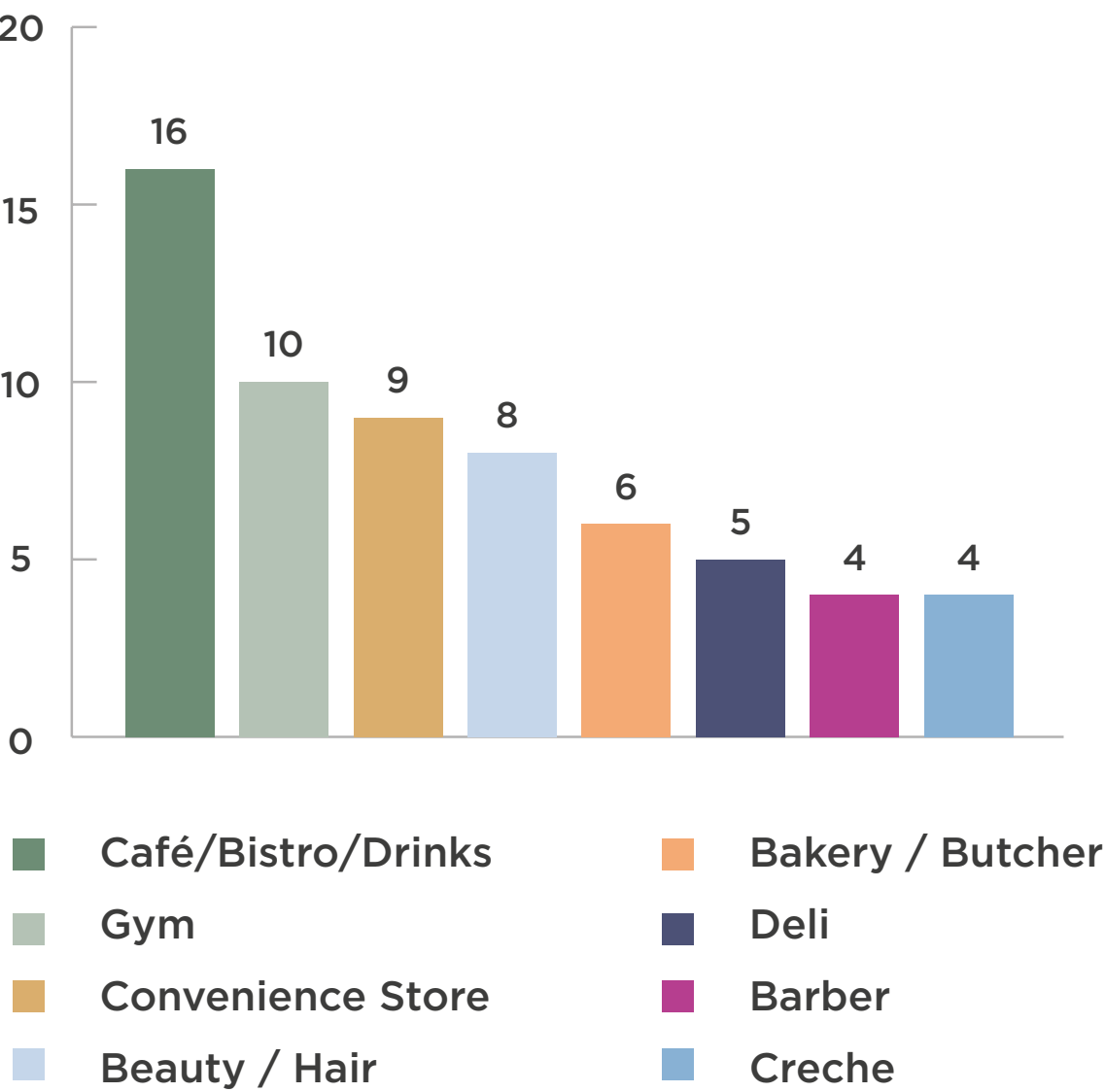
# Village Centre





# Commercial & Community Uses

What type of shops/services would you like to see?



“High-quality independent stores to add real character and charm”

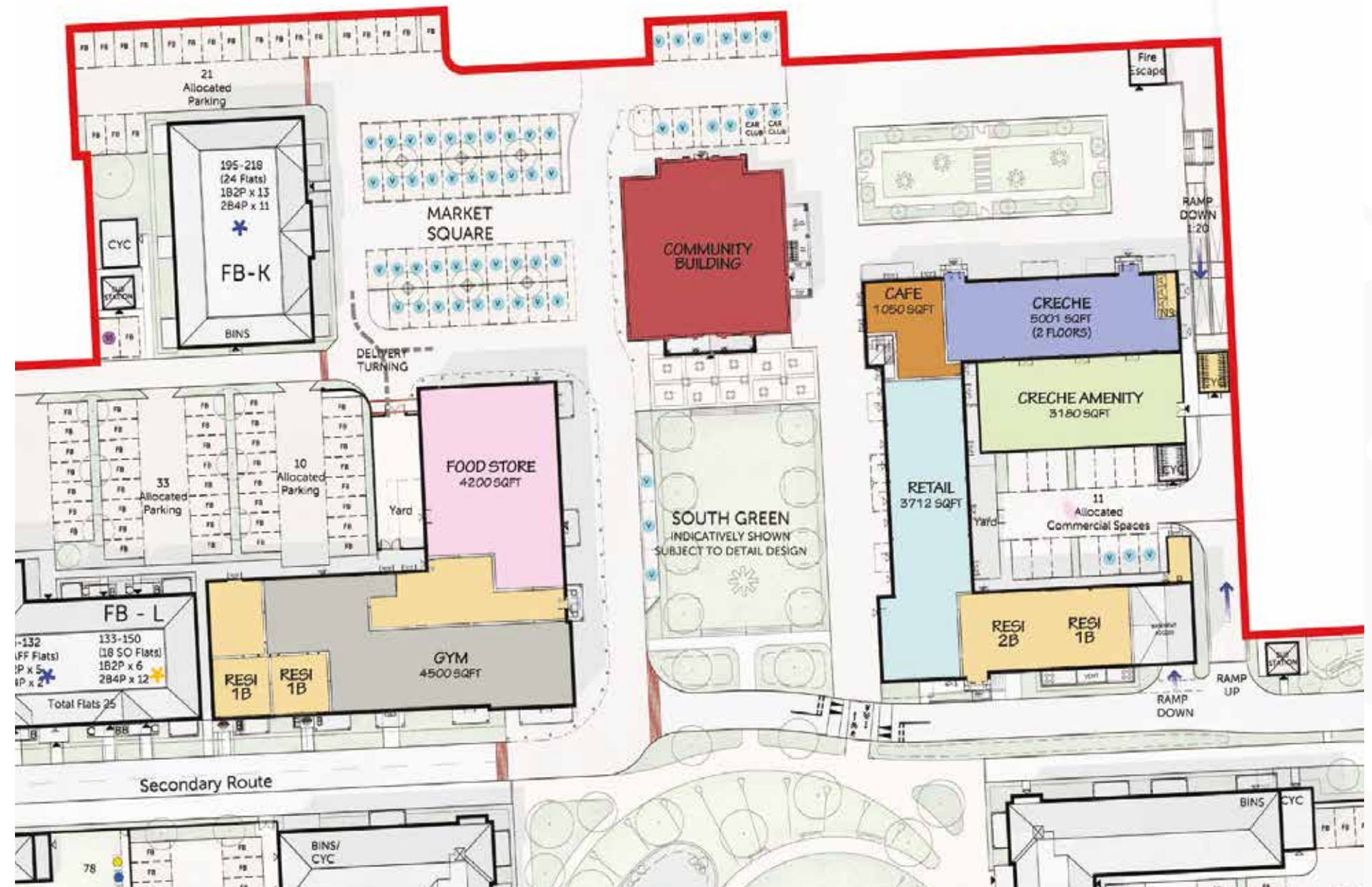




# Village Centre

## Commercial

- **Community Hall with Green Travel Hub**  
6530 sqft
- **Food store**  
4200 sqft
- **Gym**  
4525 sqft
- **Retail**  
3713 sqft
- **Café**  
1050 sqft
- **Creche**  
5002 sqft





# Village Centre CGI





# Community Hub

Masterclasses

Yoga

Scouts

Social and Sports Clubs

Co-working space



South Elevation



Ground Floor Plan



First Floor Plan



# Open Space – Public Feedback

“Beautifully landscaped areas bursting with life with a variety of plants, flowers, water features, and features which enhances wildlife”

“Dog friendly and cycle routes”

“Focus on ecology and improving the environment for wildlife”

“Opportunity for Community open air events – markets; seasonal festivals; outdoor cinema and village fete”

“Picnic tables and outdoor seating to enjoy the landscaping”

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# Open Space

## Landscape Masterplan





# Open Space

## Village Centre



Raised Planters



Alfresco



Tree Planting Within A Square



Community Garden Square



Market & Events



# Open Space

## Village Green



SUDs features



Wildflower meadow



Amenity lawn



Viewing deck



Natural play



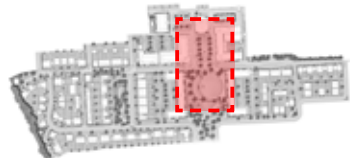
Timber bridges / logs incorporated into swale



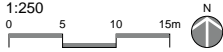
Natural play



Location Plan (NTS)



Scale



Legend

- Proposed trees
- Hedge planting
- Attenuation basin & marginal aquatic planting
- Swale & marginal aquatic planting
- Timber boardwalk/bridges
- Amenity grassland
- Wildflower mix
- Bitumen macadam
- Block paving, colour: Burnt Ochre
- Block paving, colour: Vintage Bracken
- Block paving, colour: Traditional
- Natural flag paving to private gardens
- Bound gravel
- Elements of play
- Public art (proposed location)



# Open Space

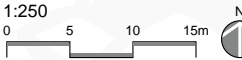
## Western Green



Location Plan (NTS)



Scale



Legend

- Proposed trees
- Shrub planting
- Attenuation basin & marginal aquatic planting
- Swale & marginal aquatic planting
- Timber boardwalk/bridges
- Elements of play
- Amenity grass
- Wildflower mix
- Private grass
- Bitumen macadam
- Block paving, colour: Vintage Charcoal
- Block paving, colour: Burnt Ochre
- Block paving, colour: Vintage Bracken
- Block paving, colour: Traditional
- Natural flag paving to private gardens
- Self binding gravel







# Open Space

## Green Avenue - Pedestrian / Cycle Route



Green cycleway



Open planted swales



Play-on-the-way elements





# Public Art

“Berkeley St Edward will continue engagement with the public and local stakeholders to commission artwork which embodies Hartland Village”

Nature

History  
of the site

Aeronautics

Representative  
of Fleet

Forests

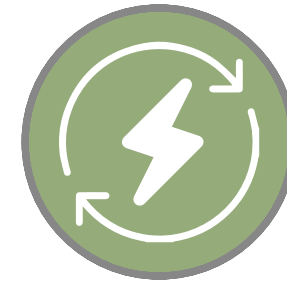
Sculpture  
trail in  
Country Park





# Our Approach to Climate Change

**“Our Vision is to be a world-class business, trusted to transform the most challenging sites into exceptional places and to maximise our positive impact on society, the economy and the natural world”**



Exploring sustainable energy strategies



Addressing climate change



Bio-diversity net gain



Zero net carbon by 2030



Carbon Reduction or Offset Programme of the Year (Better Society Awards 2019);



Sustainable Housebuilder of the Year (Housebuilder Awards 2019); and



Future of Real Estate Awards (Estates Gazette Awards 2019).



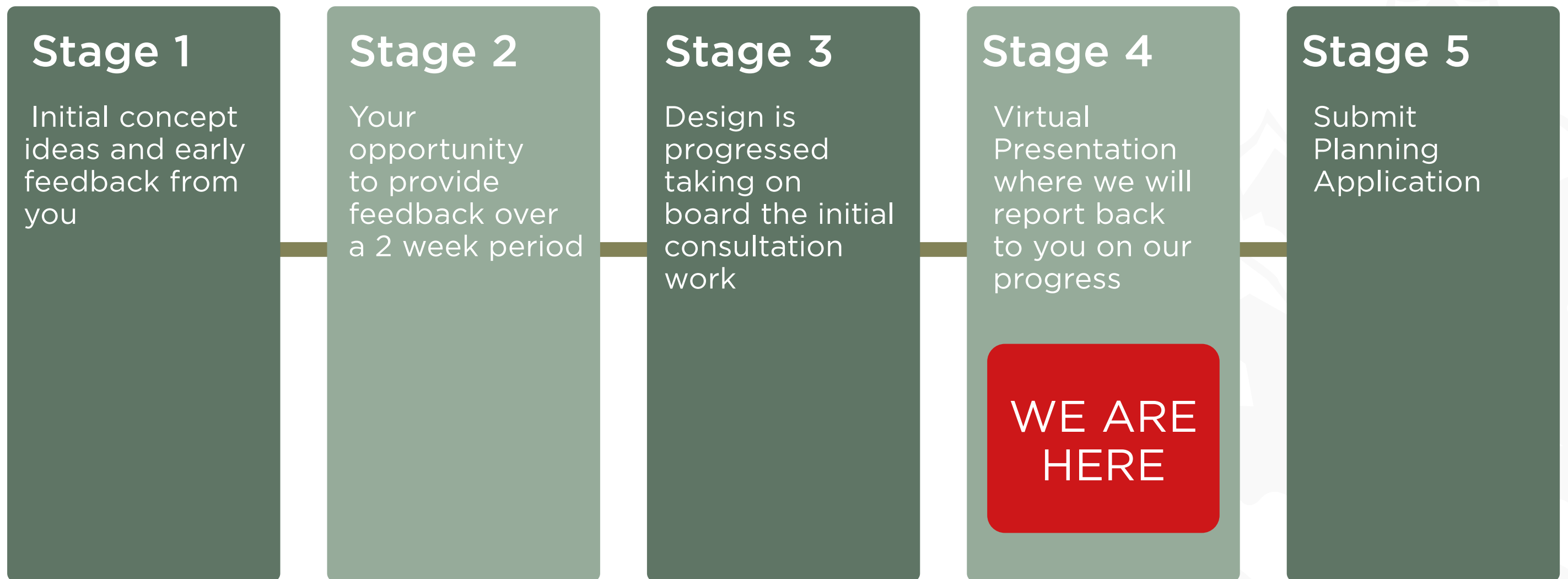
# Our Approach to Climate Change





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# Recap of Public Consultation



**Head to [Hartlandlife.co.uk](https://Hartlandlife.co.uk)**



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# Any questions?



Jack Nicholson  
Land Director  
St Edward



Tom Elliott  
Senior Development  
Manager  
St Edward



Peter Morgan  
Managing Director  
Thrive



Tom Baigent  
Senior Landscape  
Architect  
Murdoch Wickham





CGIS TO BE SUPPLIED  
20th OCTOBER





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