

Ashridge




Ashridge Wokingham Ltd is promoting 227 hectares of land to the north of Wokingham between the M4 and the A329(M) – known as Ashridge – for allocation as a Strategic Development Location (SDL) in the new Wokingham Borough Council Local Plan.

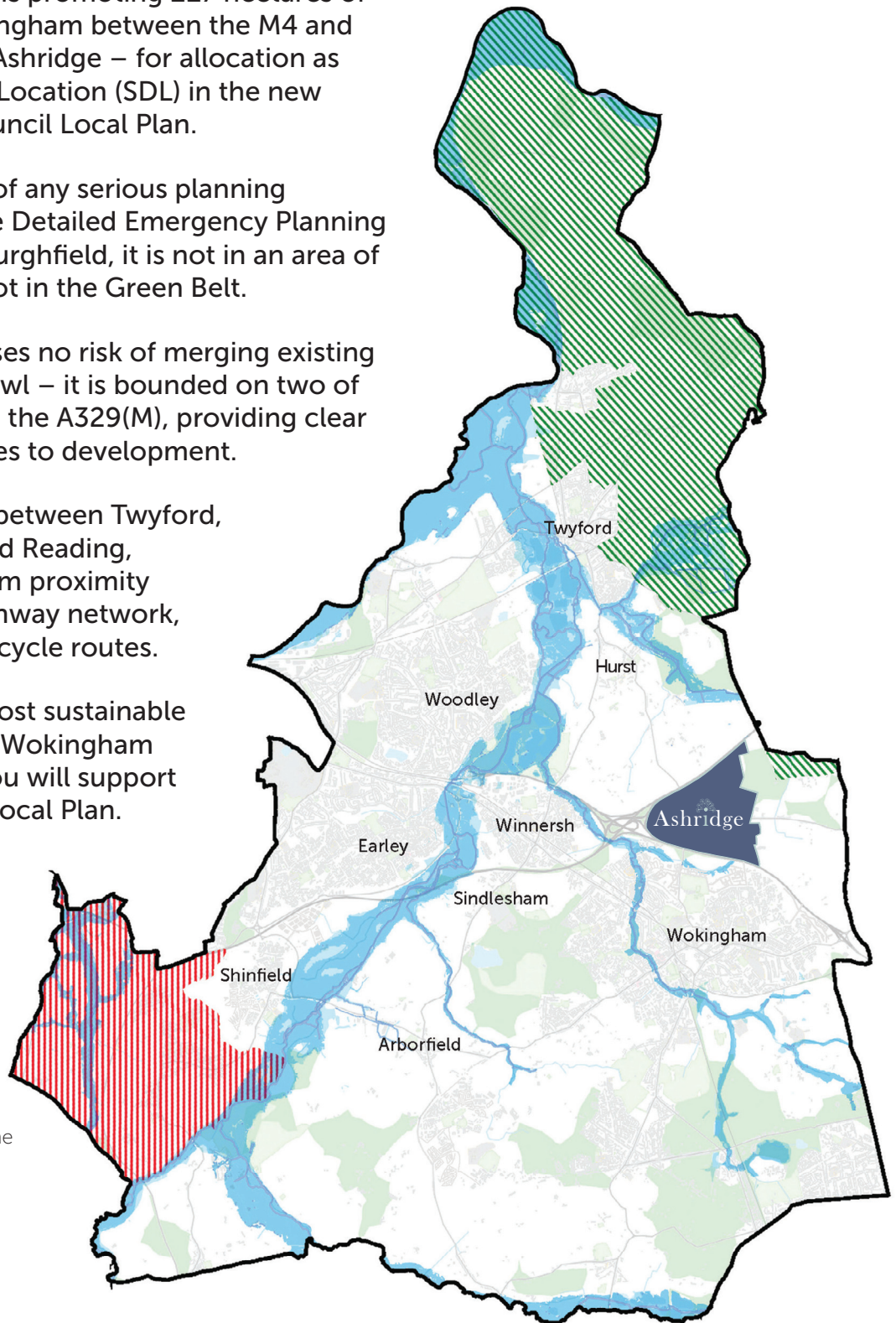
Ashridge is entirely clear of any serious planning constraints. It is not in the Detailed Emergency Planning Zone surrounding AWE Burghfield, it is not in an area of high flood risk, and it is not in the Green Belt.

Additionally, Ashridge poses no risk of merging existing settlements or urban sprawl – it is bounded on two of three sides by the M4 and the A329(M), providing clear and immovable boundaries to development.

Conveniently positioned between Twyford, Wokingham, Bracknell and Reading, Ashridge also benefits from proximity to rail services, to the highway network, and to local and national cycle routes.

All told, Ashridge is the most sustainable location for a new SDL in Wokingham Borough, and we hope you will support its allocation in the new Local Plan.

-  AWE Burghfield Planning Zone
-  Flood Zone 3 (High Risk)
-  Green Belt



Taking advantage of its unrivalled location in the borough, we have formulated a proposal for Ashridge that would deliver all the infrastructure necessary to create a truly sustainable new community:



3,000 energy-efficient homes across six neighbourhoods, including affordable homes, First Homes, family homes, homes for older people, Build-to-Rent homes and self-build homes



A District Centre, providing space for a Healthcare Hub as well as retail, employment & recreational uses, and two Local Centres, with space for facilities such as shops, nurseries and live/work units



Three schools: one 'all-through' school providing both primary and secondary education, one additional primary school with Early Years provision, and a Special Educational Needs (SEN) school



HUB

Six 'Energy, Mobility & Community' Hub buildings, one for each neighbourhood. The Hubs would provide community meeting facilities, access to sustainable transport modes, and energy sharing facilities such as solar battery storage



102 hectares of open space, including 46ha of existing woodland, 12ha of sports pitches and a 15ha SANG (Suitable Alternative Natural Greenspace), ensuring a minimum of 10% biodiversity net gain



Three 'Active Travel Crossings' over the A329(M) for the use of pedestrians and cyclists, creating safe walking & cycling routes into Wokingham, and a north-south 'Greenway' through the centre of the site



An on-site bus interchange facility, with new and extended bus services encouraging sustainable travel to Twyford, Wokingham, Bracknell & Reading and providing easy access to local train services



Sustainable technologies installed at the outset to ensure a low-carbon and ultimately net-zero carbon scheme, such as PV panels, 'smart grid' systems for energy generation & distribution and 'living machines' for wastewater recycling



Ashridge Manor Garden Centre and other businesses retained and incorporated within the scheme, protecting existing jobs and potential employment opportunities for residents



Connection to the wider road network via the North Wokingham Distributor Road, or via new east-facing slips onto the A329(M), or via a new 'full' junction with the A329(M). Wokingham Borough Council agrees that all three options are viable and deliverable

Ashridge



With Twyford to the north, Wokingham to the south, Bracknell to the east and Reading to the west, Ashridge is superbly located to encourage sustainable travel modes, taking advantage of bus, rail and cycle connections:



If you would like any further information about Ashridge or to discuss the proposal in more detail, please contact Adam Robinson on 07711 262 925 or at adam@spbroadway.com.