



PHASE 2B & 2C THE STEADINGS, CIRENCESTER, GL7 1YZ

RESIDENTIAL DEVELOPMENT OPPORTUNITY FOR LMVB & SME DEVELOPERS



Homes
England



SUMMARY OF OPPORTUNITY

- Major residential development opportunity located on the southwestern edge of Cirencester
- Freehold disposal subject to Reserved Matters only
- Informal tender restricted to qualifying Low Medium Volume Builders ('LMVB') and Small-Medium Enterprise ('SME') developers
- Site extends to 12.13 acres (4.91 hectares)
- Located approximately 1.1 miles (1.8 km) south of Cirencester
- Fully serviced site with spine road works and associated landscaping all now being completed together with a dedicated haul road
- Anticipated to deliver up to 200 dwellings, including 31% affordable housing
 - Illustrative layout indicates c.171 units (101 units in Phase 2B, which includes 14 custom-build units and 70 units in Phase 2C)
- Site access from Phase 2A to the east and from the central spine road
- The wider site benefits from Outline Planning consent as part of the wider development for up to 2,350 residential dwellings
- Homes England is seeking a developer to deliver a high-quality housing scheme on the site that reflects the aspirations of the wider Steadings development
- Site to be delivered in accordance with the Site-Wide Design Code and the Parcel-Specific Design Code which has been recently approved
- Phased completion with Phase 2C commencing first and a delayed start on site date for Phase 2B. Homes England is inviting offers on either an upfront or deferred terms basis



INTRODUCTION

BACKGROUND

Montagu Evans has been commissioned by Homes England to advise on the delivery of the Steadings development – a major residential development opportunity located on the southwestern edge of Cirencester, with potential to deliver around 2,350 homes.

Master developer, Bathurst Development Limited ('BDL'), secured Outline Planning Permission in April 2019 (Planning Application Ref:16/00054/out) for the 2,350 unit scheme.

Homes England have been working alongside BDL in the delivery of the initial phases of the development, for which Homes England controls land within Phase 2. Phase 2A comprising 100 units is subject to a conditional contract to be delivered by Keepmoat homes. Phase 2B and 2C will form the second disposal of land that Homes England has an interest in and is anticipated to deliver up to 200 dwellings which include 14 custom build units within Phase 2B. The Parcel Specific Design Code ('PSDC') was approved in May 2025.

THE WIDER OPPORTUNITY

The Steadings extends to 120.4 hectares (297.5 acres) and is located to the south of Cirencester. The development proposed comprises a mix of uses, which include:

- Up to 2,350 residential dwellings (C3), including affordable housing;
- Up to 100 units of student accommodation (C3) and 60 homes for the elderly (C3);
- Up to 9.1 hectares of land allocated for employment (B1, B2 and B8);
- A 3-form entry primary school;
- A new neighbourhood centre including A1, A2, A3, A4, A5 as well as community facilities (including a healthcare facility (D1));
- Approximately 40 hectares of publicly accessible open space and landscape;
- Playing fields;
- Pedestrian and cycle links to include access points onto Tetbury Road, Somerford Road and Cranhams Lane; and
- Landscaping and associated supporting infrastructure to include vehicular access points from Tetbury Road (A429), Spratsgate Lane and Wilkinson Road.



THE STEADINGS ILLUSTRATIVE MASTERPLAN



*Approximate extent of land controlled by Homes England outlined in **blue**.*

*Phase 2B & 2C parcels for disposal by Homes England indicative boundary (subject to detailed boundary plans) outlined in **red** with Phase 2A already having transacted.*

SUMMARY OF OPPORTUNITY

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DESIGN CODE

SITE-WIDE DESIGN CODE ('SWDC')

All phases are to be delivered in compliance with The Steadings Design Code. This overarching Site Wide Design Code ('SWDC'), which was produced in April 2019, is the first series of Codes that have been prepared for The Steadings, as required by Conditions 9 and 10 of the Outline Planning Permission. Detailed Design Codes ('DDCs') will be developed for future phases of the development including for Phase 2, a Parcel Specific Design Code ('PSDC'), which Parcels 2B and 2C sit within.

The SWDC sets out design principles for Reserved Matters Applications within the Outline Planning Permission. Including approaches specific requirements for key routes and character areas. Developers submitting their Reserved Matters Applications should be aware of the off-site works associated with the Outline Planning Permission, in particular, vehicular and pedestrian / cycle improvements that may impact on the proposals inside the red line boundary.

As part of their role as Master Developer, BDL and Homes England will review all Reserved Matters Applications to be submitted for The Steadings. Homes England and BDL will have control mechanisms to ensure compliance with the guidelines set out within the Design Codes as this will also be required by Cotswold District Council.

PARCEL SPECIFIC DESIGN CODE ('PSDC')

The PSDC has been prepared by Homes England and Keepmoat Homes in response to Condition 10 of the Outline Planning Permission for development of the Land South of Chesterton. A clear structure for a suite of design codes covering the full development has been established, whereby the overall SWDC is supported by a series of area-specific, DDCs, which is where the Phase 2A, B and C PSDC is required.

The overarching SWDC sets out a framework and general design principles for the whole development. The DDCs for The Steadings will prescribe how details approved as part of the SWDC are to be applied for each area. They will provide instructions and guidance for the preparation of Reserved Matters Applications. Future Reserved Matters Application relating to the Phase 2B and 2C will be required to clearly demonstrate how they respond to the coding principles set out within the Code.

In respect of Phase 2B and 2C, this land area is covered by the PSDC which relates to the whole of Phase 2 of The Steadings, which was previously referred to as Parcels R and S on the Site Wide Regulatory Plan and the Outline Planning Application, however in the PSDC, Parcels R and S will be referred to as Parcels 2A, 2B and 2C to align with their respective RMA's coming forward.

In line with Planning Condition 11 of the Outline Planning Permission, applications for approval will be required to comply with the approved SWDC and the relevant DDC. As such, adherence to the Design Code is paramount unless an alternative solution involving outstanding innovative design is proposed.

The PSDC for Phases 2A, 2B and 2C was approved by Cotswolds District Council (LPA Reference 24/03385/COMPLY) on 8th May 2025, a copy of which will be included within the Technical Pack.



DESIGN CODE CONT.

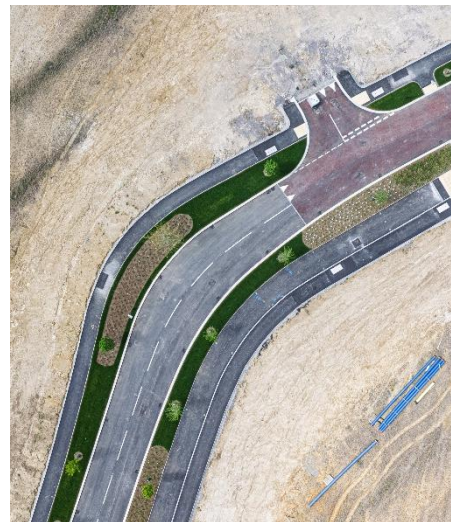
PRIMARY ENHANCED STREET EAST ('PESE') - DETAILED DESIGN CODE ('DDC')

This DDC had been prepared by BDL in response to Condition 10 of the Outline Planning Permission. The document sets out further design requirements relating to the extent of the existing road from the Spratsgate Lane roundabout to the Rural Link crossing and includes the street frontages that will interface with this completed spine road. The presence of this road fixes the frontage alignment and the points of access to Parcel 2B and 2C. Future DDCs will provide design information on the full residential parcel. This section of the road is referred to as Primary Enhanced Street East ('PESE'). GCC Highways have stipulated that despite Site Wide Codes allowing narrower roads, the minimum road adoption width is 5.5m curb to curb. This should be allowed for within all bidder's layout. Private drives and non-adopted private courtyards are not included in this.

The PESE will be an important entrance into the Steadings from Spratsgate Lane roundabout, and the design will play a fundamental role in setting the scene for the new neighbourhood. PESE is at the top of the street hierarchy and the Local Plan Vision requires it to be distinguishable from other streets within the Steadings. This will be achieved by means of its overall width, the amount of street tree cover, and the quality of materials and details.

The vision for the PESE includes:

- Prioritising needs of pedestrians first, encouraging its use as a dynamic public space for sustainable active travel and social interaction; it must not be a through route for cars.
- High quality green infrastructure within the PESE to establish a distinctive landscape character for the Steadings. To provide shelter for pedestrians and cyclists, encourage lower traffic speeds, provide habitat spaces for wildlife and enhance the visual character of the streetscene. Green infrastructure will play a key role in mitigating climate change as part of the wider sustainability objectives for The Steadings.
- Built form along the PESE must provide a high degree of enclosure and reflect village street character envisaged in SWDC.





PHASE 2B & 2C SITE INFORMATION

PHASE 2B AND 2C PARCEL SUMMARY

Phase 2B and 2C are located to the east of the wider Steadings site and are accessed via the new roundabout junction on Spratsgate Lane; a primary route into the site.

The site comprises the parcels north and south of the spine road to the west of Phase 2A. Parcel 2B is located to the south of the spine road and measures 7.3 acres (2.9 hectares) and Parcel 2C, to the north of the spine road and measures 5.0 acres (2.0 hectares), extending to 12.1 acres (4.9 hectares) in total.

Phase 2B and 2C have the potential to deliver up to 200 units, with the illustrative layout plan (previous page) plotting c.171 dwellings, including 31% affordable housing. The parcels will be fully serviced to its boundary. Based upon the illustrative layout showing 171 units, Phase 2B shows the delivery of c.101 dwellings which includes 14 custom-build units which is earmarked for development on the eastern edge of Phase 2B. Parcel 2C therefore shows the remaining 70 units.

Due to construction phasing there will need to be a phased drawdown of the site, with Phase 2C to be delivered first and Phase 2B subject to a delayed start on site. Homes England is inviting offers for the site on either an upfront or deferred terms basis, and further information will be provided at ITT stage.

The residential area on the site is envisaged as predominantly family housing with equipped children's play facilities located in close proximity. A network of pedestrian and cycle paths will connect with the employment area to the south and the neighbourhood centre to the west.

Residential density is proposed for between 34 and 40 dph on both Phase 2B and Phase 2C depending on unit numbers, with building heights up to 2.5 storeys.

There is a sub-station on Phase 2C, the location of which is fixed, and the selected developer may need to include a stone enclosure with wooden gates around it.



PHASE 2B & 2C DEVELOPER RESPONSIBILITIES & TIMESCALES

OVERVIEW OF DEVELOPER RESPONSIBILITIES

We set out below a brief overview of the developer’s responsibilities in relation to Phase 2B and 2C:

- Work with Homes England and BDL to develop the scheme at the pre-application stage for submission to CDC;
- Undertake pre-application with CDC and GCC highways;
- Submission of Reserved Matters approval in accordance with Design Code for the site and parcel as required by the outline permission;
- Delivery of infrastructure within the red line boundary (to be determined);
- Development to comply with Building for Healthy Life (‘BfHL’) Standards, the Steadings Design Guide and Parcel Specific Design Code etc.;
- Ensure linkages with other parcels and work with neighboring developers on design and shared access where appropriate in respect of the ongoing delivery of Phase 2A;
- Requirement to deliver homes in accordance with CDC energy performance requirements identified for Phase 1A;

Please note, there will be no Section 106 obligations for the selected developer on Phase 2B and 2C other than affordable housing and custom/self build plot provision on the phase in proportion to outline requirement. All other off-site and on-site contributions including monetary payment are to be made to BDL as per Homes England’s contract with BDL.

It should also be noted that the selected developer will benefit from a Planning Performance Agreement (‘PPA’) that has fortnightly meetings and additional meetings as needed to progress matters promptly. This is in place to March 2027 and it is expected that the selected developer will make a financial contribution to this which will facilitate and expedite decision making processes with the Local Planning Authority.

INDICATIVE TENDER TIMESCALES

We set out below an indicative timeline for the preferred developer selection process for Phase 2B and 2C, below:

Phase 2B & 2C Disposal Stage	Indicative Timeline
EOI Launch	1 st September 2025 (4 weeks)
EOI Deadline	29 th September 2025
ITT and technical pack	6 th October 2025 (7 weeks)
Bid deadline	24 th November 2025
Clarifications and tender review	November/December 2025
Enter into conditional contract	February/March 2026

FURTHER INFORMATION

TENDER PROCESS

The tender process for this development opportunity will be run in two stages – namely:

- **Stage 1** - Expression of Interest ('EOI')
- **stage 2** – Tender Process

METHOD OF SALE

Homes England is to dispose of Phase 2B and 2C on a freehold basis via informal tender restricted to qualifying Low Medium Volume Builders ('LMVB') and Small-Medium Enterprise ('SME') developers only.

PHASING

Due to construction phasing there will need to be a phased drawdown of the site, with Phase 2C to be delivered first and Phase 2B subject to a delayed start on site. Homes England is inviting offers for the site on either an upfront or deferred terms basis, and further information will be provided at ITT stage.

SITE ACCESS

Access to the wider site can be gained by a public footpath or viewed from Spratsgate Lane.

On-site viewings will be available via appointment during Stage 2 (Tender Process).

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