

Swindon Farm, Cheltenham

- Client:** Persimmon Homes
- Project:** Residential dwellings
- Scale:** 265 dwellings, as part of Phase 1 of a wider Outline Application for 4,115 dwellings.
- Services:** Planning Services, EIA Screening



“White Peak Planning’s support has been invaluable in developing the planning strategy of both Swindon Farm and Elms Park. They have provided strategic advice and played a key role in negotiations with the LPA to agree a suitable layout.”

Elizabeth Woods,
Planning Manager,
Persimmon Homes.

On behalf of Persimmon Homes Ltd, White Peak Planning has submitted a full planning application to Cheltenham Borough Council for the development of 265 residential dwellings, new vehicular and pedestrian access off Manor Road, an attenuation basin and ancillary infrastructure, at land at Swindon Farm, Cheltenham.

The site is part of a wider Strategic Allocation known as ‘North West Cheltenham’, which includes for a mix of uses, including approximately 4,115 dwellings.

White Peak has been responsible for project managing an outline planning application for development within the majority of the allocation. This application is known as ‘Elms Park’ and is currently being determined by Cheltenham Borough Council and Tewkesbury Borough Council. The Swindon Farm site is located within Phase 1 of the Elms Park scheme.

As Planning Agent for the Swindon Farm scheme we have provided planning advice to the client, prepared the Planning Statement to support the application and also a Statement demonstrating compliance with the design parameters and draft planning conditions for Elms Park.

Our extensive experience of the site, its surroundings, and the likely issues arising has meant that we could provide comprehensive planning advice to the client from the outset and during the preparation of the scheme. This helped to ensure that the Council would view the proposals as a positive contribution towards housing delivery in Cheltenham as part of the wider Elms Park scheme.

We continue to liaise with the LPA and project team to resolve outstanding issues and agree draft planning conditions and S106 Heads of Terms with the aim of a decision in Spring 2021.



For more information about this project please contact Rob White at:

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