



Our Ref: 70101128

1 March 2023

Dear Sir/Madam,

Florida Farm South – Proposed Residential Development

We write on behalf of Barratt Homes and David Wilson Homes regarding proposals for residential development at the Florida Farm South site, Haydock.

Background

As you may know, Florida Farm South has been promoted as a residential site for a number of years. Following the adoption of the St Helens Local Plan in summer 2022 the site has been removed from the Green Belt and now forms a strategic housing allocation (Local Plan reference 2HA) and is relied upon by the Council to meet their housing targets.

Proposals for the site are evolving and have been worked up over a number of months with pre-application discussions currently ongoing with planning officers at St Helen's Council and other departments, including highways, landscape, noise and air quality.

The feedback received has been constructive and has helped shape the current draft scheme. The next step, of course, is to seek the local community's opinions and feedback on the proposals to inform any amendments prior to submission of the planning application.

Barratt Homes and David Wilson Homes

Barratt Homes and David Wilson Homes are national award-winning housebuilders. Florida Farm South would be a joint development between both housebuilders.

Barratt Homes and David Wilson Homes take pride in creating attractive, well designed communities. Developments are based on creating a distinct identity, elegant pedestrian-friendly streets with mature landscaping.

An overview of the proposals

The proposals will deliver circa 460 homes with a mix of 2, 3 and 4 bedroom houses, including affordable homes. 30% of all homes will be affordable in line with St Helens planning policy requirements. The latest draft site plan has been appended to this letter.

The scheme will provide a variety of open spaces and make a feature of the watercourse running through the site. Green infrastructure is included throughout, linking to the wider site's green

buffers. Tree lined streets and a number of nodal points will create an attractive and characterful development.

Two access points are proposed; one from Vicarage Road and the other from the East Lancashire Road, ensuring that there are a variety of options for access. Future occupiers will have good access to local services and facilities, and sustainable transport links.

A small section of the allocated site, to the north of Slag Lane, will come forward as a second phase of development at a later stage for which further consultation will take place at the appropriate time.

Policy LPA04.1 of the St Helens Local Plan requires that a masterplan is provided for the whole site. As such a masterplan has been appended to this letter showing how the full allocation will come forward. The more detailed housing layout provides an overview of the layout for the forthcoming planning application.

Consultation Website

Alongside this letter, a dedicated consultation website has been created to provide a more detailed overview of the evolving proposals, the design approach and technical/environmental information.

The website can be viewed by going to www.floridafarmhousing.co.uk or by scanning the QR code.

The website includes a detailed questionnaire to provide feedback.



Public Consultation

Consultation is an important part of planning new communities. Delivering new family homes for local people is a very important function of the planning system. As such, Barratt Homes and David Wilson Homes welcome your feedback on the draft proposals.

We are keen to work with you and the local community to deliver much needed family homes in Haydock, and therefore look forward to hearing from you to inform our proposals.

Once the planning application has been submitted St Helens Council will carry out further neighbour consultation. At that point further comments can be submitted via the Council's online portal.

Yours faithfully



Alec Drake
Principal Planner