Creating a place at Priory Hill

BLOOR HOMES

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www.bloorhomes-stneots.co.uk

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Welcome

Welcome to Bloor Homes' community day where you can find out more about creating a place at Priory Hill, St Neots.

Our vision is to deliver significant improvements to the local area for both new and existing residents to enjoy for generations to come, including open green spaces, park land, playing fields, a community hub and potential mobility hub to enhance connectivity.

Bloor Homes is committed to delivering a new neighbourhood that respects and reinforces St Neots' unique identity, drawing from the character of the local area to ensure it integrates with the existing community, meets local needs, whilst also fostering a sense of place.

Additional information about the proposals can be found on the banners around the room. We also have a number of activities to get involved with and please do provide feedback which will be incorporated wherever possible ahead of the submission of the planning application. If you have any questions, members of the project team are on hand to assist.

Timeline

May 2025
Public consultation launches with the local community

Mid-late Summer 2025
Outline planning application intended to be submitted to Huntingdonshire District Council

Contact us

Email at
info@bloorhomes-stneots.co.uk

Or call us on
0800 148 8911 (freephone)

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About Bloor Homes

Bloor Homes is a family-owned business that was established in 1969 when John Bloor founded the company and built its first home.

Every possible detail was taken into consideration to create a beautiful home. The same is still true today. More than fifty years later, it is one of the largest privately owned house-building groups in the UK.

Bloor Homes gives as much careful consideration to its locations and the surrounding environment of its sites as it does to the new community it ultimately creates. Its ethos is to make every effort to conserve the natural balance of each location, including heritage conservation, the conservation of wildlife, and the preservation of natural features.

Bloor Homes' mission is to create better life experiences, one home at a time.

Get in touch

If you would like to speak to the team directly, you can contact us at:

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Site location

The proposed site is located on the northern edge of St Neots off Priory Hill Road, adjacent to Priory Park, and comprises just over 17 hectares of proposed developable land and almost 70 hectares of the site is proposed to be retained as open space (equivalent to 130 football pitches).

The site is conveniently situated near major road networks, with the A1(M) motorway just to the west, providing north-south connectivity to London and the North of England and the A428 offering east-west routes towards Cambridge and Bedford.

The site is well supported by existing infrastructure, being in walking distance from community facilities such as Priory Junior School, the Round House Primary Academy, Longsands Academy, Priory Park Infant School, Loves Farm Pharmacy, Almond Road Surgery and shops and businesses towards the centre of St Neots.

The site also aims to deliver sustainable transport connections with an emphasis on active travel to local amenities which is benefited by a well-connected public transport system with St Neots train station approximately a ten-minute walk away.

70 hectares of the site is proposed to be retained as open space.

Aerial red line image of site

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Our vision

The five journeys and pathways identified by Bloor Homes, based on those established by Huntingdonshire Futures, are embedded in the development's design principles and vision, ensuring consistency with the Futures' ambitions.

Pride in Place

Delivering homes that create a sense of place and residents are proud of. This will be achieved through:

- Strong identity.
- High quality design.
- Inclusivity at the heart of the development.
- Destinations that attract residents and visitors.

Travel transformed

Travel is changing and Bloor Homes is committed to deliver a scheme that is greener and smarter which reduces the reliance on private car use. The scheme has been designed to foster active travel and encourage the use of public transport, this will be achieved through:

- Prioritising walking and cycling routes.
- Promoting attractive, safe and comprehensive network of routes to the wider area.
- Provision of new high-quality public transport facilities.

Health embedded into the design

The development aims to support good quality of life for all people at all stages of life and will be achieved through:

- Access to nature.
- Nurture the development of children and young people.

Inclusive economy

Bloor Homes seeks to contribute to Huntingdonshire's economy and will nurture start-ups, enable businesses to grow and help to continue a strong local economy in St Neots. This will be achieved through:

- Creating new space for businesses.
- Support young people to develop skills.
- Opportunities to buy local.
- Offering inclusive approach to education and training – such as apprenticeships.

Environmental innovation

Huntingdonshire has an ambition to be net zero by 2040 and Bloor Homes is committed to help achieve this goal through green innovations and sustainable development, this will be achieved through:

- Supporting the transition to net zero through sustainable development technologies and construction methods.

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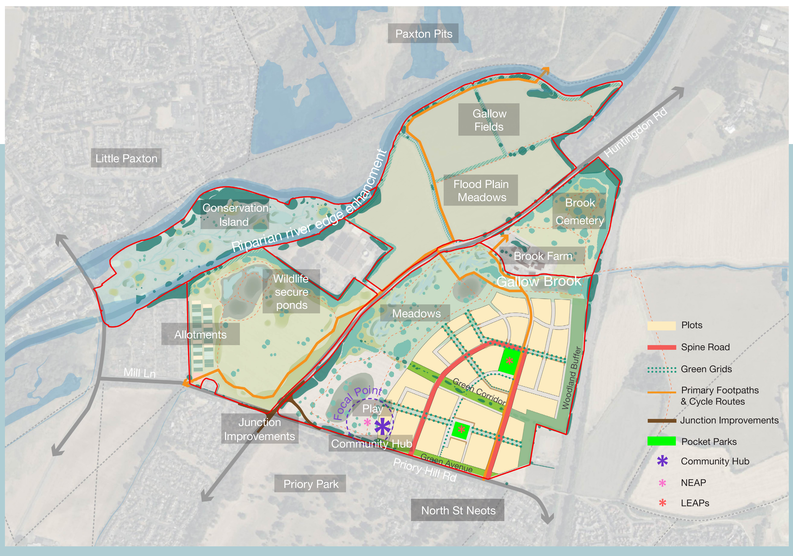
Proposals

Designed to meet local needs, the development will offer a diverse range of homes alongside an essential community hub, all nestled within significant green open spaces and areas dedicated to providing biodiversity enhancements while introducing new active travel routes for both new and existing residents to enjoy.

- **Delivery of a new community hub**
- **Significant network of public open spaces**
- **Biodiversity net gain delivered on-site**
- **Protection and enhancements to existing green infrastructure**
- **Up to 600 high-quality new homes to meet the housing needs of St Neots**
- **New and improved walking, cycling, and public transport links**
- **40% of homes will be classed as affordable**
- **A mix of house types and tenures meet the needs of the local community**



Proposed masterplan

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Landscape and open space

As part of the proposals, Bloor Homes is proposing to retain almost 70 hectares (equivalent to 130 football pitches) of the site as areas of public open space that will be accessible to all, designed to foster community activities and recreational opportunities, demonstrating Bloor Homes' commitment to prioritising the protection and enhancement of the existing landscape.

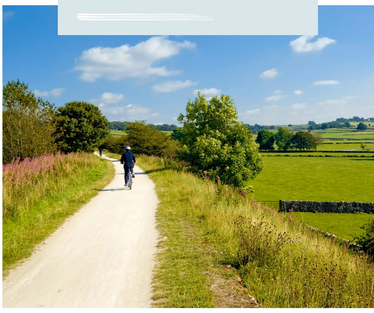
The Green Infrastructure masterplan is comprised of seven core component areas, which employ varying characteristics and functions, along with additional landscaping features embedded within the residential area, delivering on the objectives of the Place Strategy and vision for the scheme. These include the following and are labeled on the masterplan below:

1. **Priory Piece Parkland** – Formal parkland restoring the historic extents of Priory Park
2. **Rowley Common** – A versatile common linked to the River Great Ouse
3. **Priory Meadow** – Transitional landscape between town and country
4. **Gallow Fields** – Accessible countryside close to home
5. **Conservation Island** – A refuge for wildlife
6. **Brook Cemetery** – Woodland and reflection
7. **Priory Hill Development** – Living with wildlife

Find out more

To view the specific landscaping designs for the above areas, please visit the landscaping details on our website for further information
bit.ly/stneots-landscaping

Scan here



Proposed landscape masterplan

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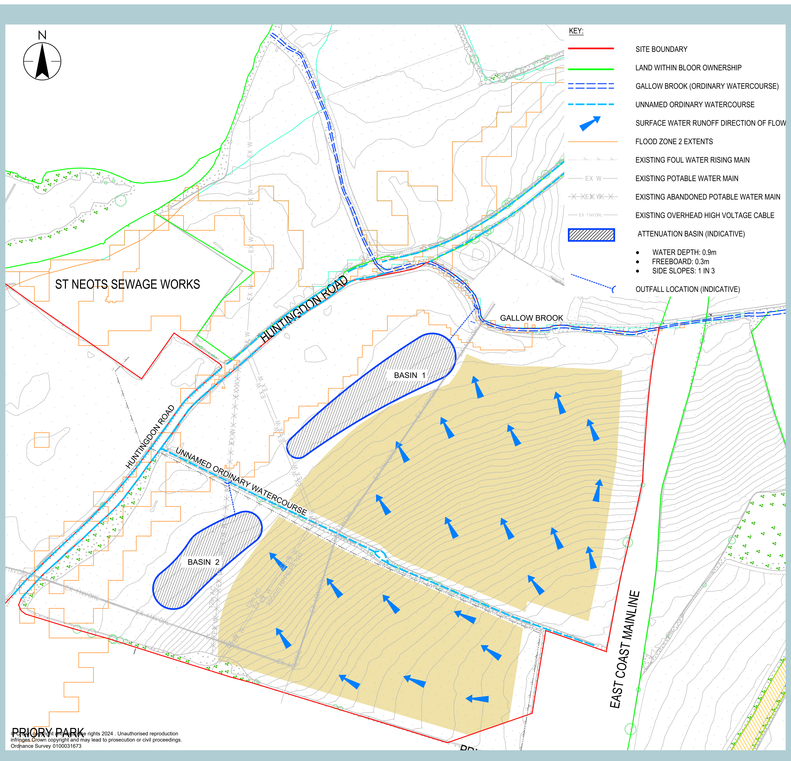
Surface water management

Given the location of the site and proximity to the River Great Ouse, Bloor Homes has developed a drainage strategy that meets the needs of the area. Most significantly, the developable area of the site is located to the southeast corner of the development, furthest away from the River Great Ouse and outside of the existing flood plain.

The proposed surface water drainage strategy will use Sustainable Drainage Systems (SuDS) to capture, control and release water generated on-site, back to pre-development greenfield rates. The system is designed to manage severe weather that may be experienced once in a 100 years, and to account for future increases in rainfall intensity due to climate change.

The proposed SuDS features include a variety of storage options: attenuation basins, swales, and permeable paving to provide storage during rainfall events, treatment, amenity, and biodiversity benefits.

Measures are also being reviewed to maximise the storage available within the site to manage existing flooding issues from the River Great Ouse, seeking to contribute to the reduction in flood risk at the Mill Lane crossing in Little Paxton.



Proposed surface water drainage strategy

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Transport and access

Our proposed vehicular access point for the developable area of the site will be through the creation of two new accesses off Priory Hill Road which will create a looped tree lined primary street for the new homes and community hub.

The site also aims to deliver sustainable transport connections with an emphasis on active travel to local amenities which is benefited by a well-connected public transport system with St Neots train station approximately a ten-minute walk away.

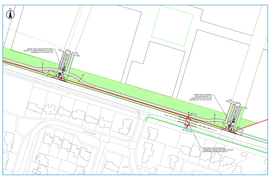
In addition to this vehicular access point to the developable area, there will also be multiple pedestrian and cycle access points throughout the development, connecting to the wider network of pedestrian and cycle routes, enhancing connectivity and reducing the reliance on cars for those living within the development and nearby the open space.

The national investment in East West Rail will also provide a new interchange station on the East Coast Mainline to the south of St Neots. This will put residents at Priory Hill within a short journey from St Neots station to this new strategic rail line connecting Oxford, Milton Keynes and Cambridge.

The development will also benefit from National Highways' improved A428 scheme, scheduled to be open in 2027.

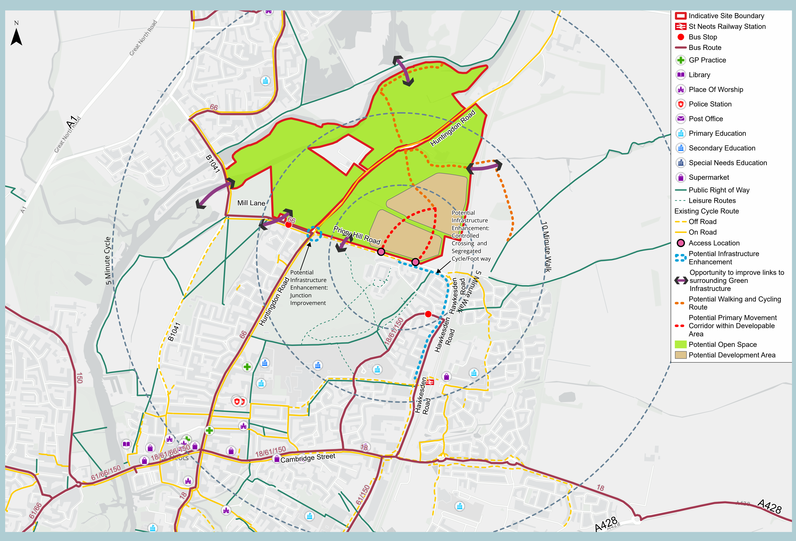
Improvements are also being proposed at the road junction of Huntingdon Road/Mill Lane/Priory Hill Road.

Proposed site access junctions



Key

- SITE BOUNDARY
- HIGHWAY BOUNDARY
- PROPOSED CARRIAGEWAY
- PROPOSED FOOTWAY / SHARED SURFACE
- PROPOSED VERGE
- PROPOSED CORDUROY TACTILES INDICATING CHANGE OF USE FROM SHARED TO PEDESTRIAN USE
- PROPOSED RED BLISTER TACTILES AT CONTROLLED TOUCAN CROSSING
- PROPOSED SIGNAL HEADS AT TOUCAN CROSSING
- PROPOSED HIGH FRICTION SURFACING AT TOUCAN CROSSING



Strategic accessibility plan

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Land for a new community hub

As part of the developed area of the proposals, Bloor Homes is also proposing to deliver a new community hub for both new and existing residents to utilise and enjoy.

The new community hub will be located towards the entrance of the scheme between Priory Park, the development and the green open space. At this stage of the proposals, this use of the community hub is yet to be decided in full and we would like to hear your thoughts on potential uses.

A play area (Neighbourhood Area of Equipped Play (NEAP)) will also be provided at the community hub, which will include play equipment for children to enjoy.

The location of the community hub has been chosen due to it being well located for pedestrians and cyclists and accessible for the existing communities in the local area.

There is also the possibility of delivering a mobility hub for the site which acts as a central location for all modes of transport such as public transport, car share options and electric vehicle charging points.

Illustrative images of previous mobility hubs delivered by Collaborative Mobility UK (CoMoUK)

The new community hub will be accessible for the existing communities in the local area.

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Next steps

Thank you for attending our community day on the proposals for Priory Hill, St Neots.

We appreciate your feedback, so please look at the interactive boards, fill out a feedback form and either hand it to a member of staff or leave it in the box provided. Alternatively, take it with you and return it via our Freepost address:

Freepost MEETING PLACE CONSULTATION
(no stamp required)

We will consider all feedback provided during the consultation and will take on board comments wherever possible.

An application will be submitted in the coming months, and we will continue to keep residents updated with the progress through our dedicated project website.

Get in touch

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