Should the Huddlesford Lane site be selected, it will be developed by CALA Homes.

CALA Homes is an award-winning, upmarket home builder with a reputation for quality new homes in prime locations.

About CALA:
• Premium national housebuilder with a heritage stretching back to 1875
• Top 10 UK housebuilder
• Developments throughout the Midlands, South East of England and Scotland
• Reputation for craftsmanship, architectural heritage and design
• Approach of taking inspiration from the character and materials of local areas
• Medium Housebuilder of the Year in 2012 and 2013 at the prestigious What House? Awards
• Awarded the maximum five-star rating in an independent customer satisfaction survey for six consecutive years
• Proud to be a part of the Considerate Constructors scheme

Further information can be found at www.cala.co.uk
CALA Homes is renowned for creating high quality properties which enhance the areas in which they are located. We have a strong track record of sensitive development in village locations.
CALA is a responsible homebuilder whose contribution goes far beyond the houses we build. Our aim is to have a positive impact on the communities in which we operate and create sustainable well-designed homes for future generations.

Our Sustainability Pledge:

**Our Pledge in Action:**

CALA is also committed to minimising our impact on the environment, from our commitment to protecting wildlife and ecology to the design of highly energy efficient homes.

*(Figures from 2013/14 Financial Year).*
CALA’s proposed development would be situated off Huddlesford Lane, on the north-western edge of Whittington. The nine-acre site is currently agricultural land and includes two public rights of way.

The site is adjacent to a conservation area, existing residential development and recreational space and is contained by adjoining playing fields and allotments. The site offers views towards St Giles Church and is within walking distance of both local amenities on Main Street and local public transport connections.

The newly adopted Local Plan Strategy for Lichfield District defines Whittington as a Key Rural Settlement. As such, it will, like the other key settlements, need to play its part in accommodating new rural housing growth over the plan period. Whilst the site lies within the Green Belt, the new Plan makes it clear that changes to Green Belt boundaries, where they do not have a fundamental impact on the overall Green Belt Strategy, may be appropriate.

CALA believes this site, which is located away from the village’s sensitive historic core, is well placed to assist Whittington in both fulfilling its housing objectives and easing any further development pressures.
CALA is committed to consulting with the communities in which we build and, should the site be selected, a full consultation program with local people would be undertaken. For the purposes of this exhibition, we have prepared two options which show how the site could be developed.

Option 1: Diversion of existing public rights of way

A distinctive, meandering village layout with new streets aligned to existing grass verges and trees and new pedestrian links to the playing fields and beyond.
Option 2: Retention of existing public rights of way

A more linear and structured arrangement of properties with existing public rights of way retained and incorporated into new streets and landscaped green corridors.

Both schemes would include:

- A range of character properties with varying heights and styles
- The retention of existing landscaping
- Lower density, soft development edge to the site
- A new vehicular access off Back Lane
- A new bridleway on Huddlesford Lane
- A new car park for existing Back Lane residents
- An area of Sustainable Urban Drainage Systems (SUDS)
- A dog walking route
Previous consultation undertaken with the Parish Council identified that the junction of Back Lane and Huddlesford Lane is currently dangerous. Our proposals offer a solution by proposing the construction of a new junction on Back Lane and the diversion of Huddlesford Lane along the new road. There is also the potential to provide for visitor parking for existing dwellings in Back Lane which do not have a road frontage.
The homes will be constructed after 2016, so will be built to the Zero Carbon Standard.

Our proposed homes for Whittington will be super-insulated with a highly efficient building fabric (the fabric performance of each property must comply with the Fabric Energy Efficiency Standard – FEES), coupled with on-site heat and power production through the use of renewable technologies, such as photovoltaics or air source heat pumps.

Both of our proposed layouts would comprise approximately 80 homes, ranging in size to cater for everyone from first time buyers to families.

The final mix of homes will be guided by Lichfield District Council Policy but will include one to four bedroom properties. 40% of the homes will be affordable. The mix can include bungalows if local people identify a requirement for this type of accommodation.

The development would include a comprehensive network of publicly accessible green space including links to the adjacent recreation space, children’s play area and the nearby canal side. An attractive village green would also be created to off-set the development from the conservation area and safeguard views to St. Giles Church.
The design of the development and the materials used would take inspiration from the existing architecture and landscape characteristics of the village to ensure the homes were in keeping with the local area.